

The prospectus



Sponsors and Exhibitors

at Australia's peak event for rural doctors



**Rural
Medicine**
Australia 2013

Cairns

31 October—2 November



Australia's peak event for rural doctors

co-hosted by



Australian College of
Rural & Remote Medicine
WORLD LEADERS IN RURAL PRACTICE



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Rural Medicine Australia is the annual conference and scientific forum of the Australian College of Rural and Remote Medicine and the Rural Doctors Association of Australia.



**Australian College of
Rural & Remote Medicine**
WORLD LEADERS IN RURAL PRACTICE



Cover Photos

The event

Rural Medicine Australia has doubled in size in the past four years attracting over 450 delegates to Fremantle last year.

It presents rural doctors with their most significant annual opportunity to gain or upgrade vital skills, exchange knowledge, develop their professional and social networks, and compare notes on the evolving field of rural medical practise.

A major attraction for rural doctors is the series of accredited procedural workshops before and after the conference.

This year, we will also be hosting an inaugural **World Summit on Rural Generalism**. The summit will precede the conference.

Dates

Pre conference workshops:	28-30 October 2013
World Summit:	30-31 October 2013
RMA2013:	31 October – 2 November 2013
Post conference workshops:	3-4 November 2013

Your hosts

The **Australian College of Rural and Remote Medicine** sets the standards for educating and training medical Fellowship candidates (registrars) in the specialty of General Practice, and for the ongoing professional development of rural and remote practitioners.

The **Rural Doctors Association of Australia** provides public advocacy, political representation, and professional support for specialist general practitioners and registrars working in rural and remote Australia.

Both organisations are member-based, not-for-profit organisations that recognise the significant leadership roles that rural doctors play in the health, sustainability, and social cohesion of their communities. Each organisation benefits from the strong involvement of its rural practitioner members.

There is nothing like being there!

Brand an event. Take a stand.

Opportunities to raise your profile, make a positive first impression, or revitalise existing relationships include:

- **conference sponsorship**
claim a pre-eminent position at this major event and demonstrate your commitment to the quality of rural medicine in Australia through a platinum, gold, silver or bronze sponsorship of the conference.
- **event sponsorship**
associate your brand exclusively with a particular high-profile conference event to enhance positive brand awareness and recall.
- **booth exhibit**
present your brand image, services and products personally and in a congenial, relaxed environment where delegates socialise and enjoy their tea breaks and lunch.

The opportunity

Sponsorship and attendance at Rural Medicine Australia provides a unique opportunity to get the attention of hundreds of rural doctors in one location. Whether your interest is to raise awareness, promote a cause, introduce a product or simply learn more about the challenges and opportunities that rural medicine provides, this is the conference that delivers.

If it is your first time at RMA you'll be impressed by the distinctly open and inclusive ambience of the conference generally and the exhibition hall in particular.

Delegate demographics

The majority of delegates are experienced doctors who are practising in rural and remote Australia. Other delegates include medical educators, health administrators, medical academics, registrars, and medical students.

Over 450+ attended RMA 2012, Fremantle

Rural Medicine Australia 2012 in Fremantle attracted 455 participants. In 2013, senior practitioners, discipline leaders and academics will be joined by members of the emerging workforce: international medical graduates, registrars, junior doctors and medical students.

The venue

The award-winning Cairns Convention Centre is ten minutes from the Cairns International Airport — one of Australia's international gateways.

The Centre is designed to minimise its impact on the natural environment – which includes the Great Barrier Reef and ancient tropical rainforests – while providing a very contemporary, functional venue for presenting the latest in rural medical practice.



Cairns Convention Centre

Corner Wharf & Sheridan Streets
Cairns, Queensland, Australia 4870

Phone: + 61 7 4042 4200

Fax: + 61 7 4052 1152

Email: sales@cairnsconvention.com.au

Sponsorship and Exhibition

Sharon St Pierre

Australian College of Rural and Remote Medicine

Telephone: 07 3105 8200

Fax: 07 3105 8299

Email: s.stpierre@acrrm.org.au

Web: www.ruralmedicineaustralia.com.au

Event Manager

Amanda Martin

Australian College of Rural and Remote Medicine

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Email: a.martin@acrrm.org.au

Web: www.ruralmedicineaustralia.com.au

Sponsorship opportunities

How to be part of the conference ... and a topic of conversation!

Platinum Sponsorship

P.O.A.

All prices are in Australian Dollars and exclusive of GST.

- **Exclusive Opening Session Sponsor**
 - display your banner at the opening session in the plenary hall
 - address the delegates in a 3-minute presentation in the plenary hall
- Exclusive sponsor of the **delegate name tags** with the sponsor logo displayed on the name tag
- **Acknowledgement at the opening session as a sponsor** including logo featured on a session slide
- **Acknowledgement as a sponsor** of the conference with your company logo displayed in rotation on a PowerPoint slide on conference information screens and at the conference Gala Dinner
- **Acknowledgement as a sponsor** of the conference in the *Delegate Handbook*
- **Recognition from the conference chair** during opening sessions and at appropriate times throughout the conference
- **Conference website** - your logo and company name will appear on all website pages, with a link to your website
- **Full-page back cover advertisement** in the conference *Delegate Handbook* (finished artwork to be supplied by Platinum sponsor)
- A **promotional insert** in the delegate satchel (to be supplied by sponsor)
- 1 half **page advertisement** in Rural Pulse (RDAA magazine)
- 1 ticker tape banner ad in Rural Round Up (RDAA newsletter)
- **2 standard ads in Country Watch** - ACRRM weekly eNewsletter (to be placed in the 2013 calendar year)
- **Double booth exhibition space** in a prime location (deluxe booth size)
- **2 full-conference delegate registrations** including 2 tickets to the Welcome Reception
- **2 tickets** to the **Informal Dinner** (Friday Night)
- **2 tickets** to the **Gala Dinner** (Saturday Night)

Gold Sponsorship

\$25,000

All prices are in Australian Dollars and exclusive of GST.

- **Welcome Reception Sponsor**
 - display your banner at the Welcome Reception
 - address the guests in a 3-minute presentation
- Exclusive sponsor of the **delegate satchels** with the sponsor logo displayed on satchel tags
- **Acknowledgement as a sponsor** of the conference with your company logo displayed in rotation on a PowerPoint slide on conference information screens and at the conference Gala Dinner
- **Acknowledgement at the plenary session as a sponsor** including logo featured on a session slide
- **Acknowledgement as a sponsor** of the conference in the *Delegate Handbook*
- **Recognition from the conference chair** during opening sessions and at appropriate times throughout the conference
- **Conference website** - your logo and company name will appear on all website pages, with a link to your website
- **Full-page inside back cover advertisement** in the conference *Delegate Handbook* (finished artwork to be supplied by Gold sponsor)
- A **promotional insert** in the delegate satchel (to be supplied by sponsor)
- 1 half page advertisement in Rural Pulse (RDAA magazine)
- 1 ticker tape banner ad in Rural Round Up (RDAA newsletter)
- **2 standard ads in Country Watch** - ACRRM weekly eNewsletter (to be placed in the 2013 calendar year)
- **Single booth exhibition space** in a prime location (classic booth size)
- **2 full-conference delegate registrations** including 2 tickets to the Welcome Reception
- **2 tickets** to the **Informal Dinner** (Friday Night)
- **2 tickets** to the **Gala Dinner** (Saturday Night)

Silver Sponsorship

\$15,000

All prices are in Australian Dollars and exclusive of GST.

- **Acknowledgement as a sponsor** of the conference with your company logo displayed in rotation on a PowerPoint slide on conference information screens and at the conference Gala Dinner
- **Acknowledgement at the plenary session as a sponsor** including logo featured on a session slide
- **Acknowledgement as a sponsor** of the conference in the *Delegate Handbook*
- **Recognition from the conference chair** during opening sessions and at appropriate times throughout the conference
- Your logo and company name on the **conference website** with a link to your website
- **1/2 page advertisement** in the *Delegate Handbook* (finished artwork to be supplied by sponsor)
- A **promotional insert** in the delegate satchel (to be supplied by sponsor)
- 1 quarter **page advertisement** in Rural Pulse (RDAA magazine)
- 1 ticker tape banner ad in Rural Round Up (RDAA newsletter)
- **Single booth exhibition space** in a prime location (classic booth size)
- **2 full-conference delegate registrations** including 2 tickets to the Welcome Reception

Bronze Sponsorship (2 available) \$10,000

All prices are in Australian Dollars and exclusive of GST.

- **Acknowledgement as a sponsor** of the conference with your company logo displayed in rotation on a PowerPoint slide on conference information screens and at the conference Gala Dinner
- **Acknowledgement at the plenary session** as a sponsor including your logo featured on a session slide
- **Acknowledgement as a sponsor** of the conference in the *Delegate Handbook*
- Your logo and company name on the **conference website** with a link to your website
- **1/4 page advertisement** in the *Delegate Handbook* (finished artwork to be supplied by sponsor)
- A **promotional insert** in the delegate satchel (to be supplied by sponsor)
- **Single booth exhibition space** in a prime location (classic booth size)
- **2 full-conference delegate registrations** including 2 tickets to the Welcome Reception

Exclusive Gala Dinner Sponsor

\$15,000

All prices are in Australian Dollars and exclusive of GST.

Sponsorship of the Conference Dinner will contribute towards the costs of providing our delegates with an opportunity to relax and enjoy a memorable evening with peers and other guests over good food, good wine and entertainment.

Gala Dinner sponsor benefits include:

- **Display your banner** at the Gala Dinner
- Play a **10-minute corporate video** (silent) before dinner
- **Acknowledgement as the Gala Dinner sponsor** with your company logo displayed in rotation (with other major conference sponsors) in a PowerPoint slide presentation rotating throughout the dinner
- **Acknowledgement** as the Gala Dinner sponsor by the chair of the proceedings
- **Acknowledgement** as the Gala Dinner sponsor in the *Delegate Handbook*
- Inclusion of your logo and company name on the **conference website** with a link to your website
- Your company logo printed on the **dinner menus**
- Opportunity to provide each dinner guest with a **branded gift bag** (you supply)
- **2 tickets** to the Gala Dinner
- **Single booth exhibition space** in a prime location (classic booth size)
- **2 full-conference delegate registrations** including 2 tickets to the Welcome Reception



Student Sponsor

\$20,000

All prices are in Australian Dollars and exclusive of GST.

This package gives you the opportunity to promote your brand throughout the conference as well as target your promotional activity to the student delegates. Align your brand with the new generation of rural doctors.

Student sponsor benefits include:

- **Acknowledgement as the Student Sponsor** with your company logo displayed in rotation on a PowerPoint slide on conference information screens and at the conference Gala Dinner
- **Acknowledgement as the student sponsor** in the *Delegate Handbook*
- Inclusion of your logo and company name on the **conference website** with a link to your website
- Place your banner at the **student networking event**
- Opportunity to provide each guest at the student networking event with a **branded gift bag** (you supply)
- Your logo on all **student specific print material**.
- Inclusion of a **1/2 page advertisement** in the *Delegate Handbook* (finished artwork to be supplied by sponsor)
- A **promotional insert** in the delegate satchel (to be supplied by sponsor)
- **Single booth exhibition space** in a prime location (classic booth size)
- **2 full-conference delegate registrations** including 2 tickets to the Welcome Reception



RMA2013 App Sponsor

\$10,000

All prices are in Australian Dollars and exclusive of GST.

The RMA2013 conference app is a great opportunity for you to put your brand in the palms of delegates before and during the conference as they review the program, visit the exhibition hall and read news feeds.

RMA2013 app sponsor benefits include:

- **Sponsor logo** included on the app home page
- Opportunity to include information on a **dedicated page on the app**
- **Sponsor logo** included in **full page app ad** in the delegate handbook
- **Sponsor logo** included in app promotional signage at the conference
- **Acknowledgement as the RMA2013 app sponsor** with your company logo displayed in rotation on a PowerPoint slide on conference information screens and at the conference Gala Dinner
- **Acknowledgement as a sponsor** of the conference in the *Delegate Handbook*
- Inclusion of your logo and company name on the **conference website** with a link to your website

Coffee Cart Sponsor (2 available)

\$10,000

All prices are in Australian Dollars and exclusive of GST.

There will be two coffee carts strategically located to draw delegates through the trade exhibition hall and foyer. The cart sponsor's booth will be next to the sponsored coffee cart, ensuring maximum delegate traffic throughout the conference.

Coffee cart sponsor benefits include:

- **Naming rights** for the coffee cart
- **Acknowledgement as a coffee cart sponsor** with your company logo displayed in rotation on a PowerPoint slide on conference information screens and at the conference Gala Dinner
- **Acknowledgement as a coffee cart sponsor** in the *Delegate Handbook*
- Your logo and company name on the **conference website** with a link to your website
- **Special single booth exhibition space** (classic booth size) situated **next to your sponsored coffee cart**
- **2 full-conference delegate registrations** including 2 tickets to the Welcome Reception

Workshop Sponsor

All prices are in Australian Dollars and exclusive of GST.

Sponsorship of an in-conference workshop session involves contributing to or covering the costs associated with a session.

Sponsorship costs:

Full day	\$5000
Half day	\$3000
Quarter day	\$2000

Workshop sponsor benefits include:

- **Your logo** on title slides within room
- Opportunity to place **signage within session room** (sponsor to provide)
- **Acknowledgement** from the session chair
- Your logo and company name on the **conference website** with a link to your website
- Acknowledgement in the **Delegate Handbook**
- A **promotional insert** in the delegate satchel (to be supplied by sponsor)

Workshops available for sponsorship will be advised upon finalisation of the program.

Satchel Inserts

\$1,500

All prices are in Australian Dollars and exclusive of GST.

Organisations will reach delegates directly through inserts in the delegate satchels. Please note:

- sponsor to provide the finished insert
- inserts may take the form of
 - brochure
 - flyer
 - branded merchandise
 - product samples
- product sample content must be confirmed and booked by 9 September 2013 to allow committee review and approval
- all inserts are subject to approval by the conference committee

Advertising - Delegate Handbook

All prices are in Australian Dollars and exclusive of GST.

Limited advertising space throughout the handbook is available at the following rates.

Position	Size	Price
Outside back cover	148mm(w) x 210mm(h) + 3mm bleed	\$1,500: currently reserved for platinum sponsor
Inside back cover	148mm(w) x 210mm(h) + 3mm bleed	\$1,000: currently reserved for gold sponsor
Inside front cover	148mm(w) x 210mm(h) + 3mm bleed	\$1000
Inside full page	148mm(w) x 210mm (h) + 3mm bleed	\$ 800
Inside half page	128mm (w) x 85mm (h)	\$ 400
Inside quarter page	62mm (w) x 85mm (h)	\$ 200

Deadline: Finished artwork to be supplied to ACRRM by Monday 2 Sept 2013.

A simple ad design can be developed by ACRRM on your behalf for an additional cost of \$200. Final copy, logo and any graphics or pictures must be supplied to ACRRM by Monday 19 August 2013.

Advertising - Conference Website

All prices are in Australian Dollars and exclusive of GST.

Some advertising space is available on the conference website at the following rates.

Website Page	Size and style	Price
Location (Program/Registration)	Graphic banner – 20mm x 120mm horizontal (live link to advertiser's web page)	\$300

Exhibition Hall (Trade Booths)

All prices are in Australian Dollars and exclusive of GST.

The exhibition hall (trade booths) is an integral part of the event over the three days — Thursday 31 October to Saturday 2 November 2013. This is where delegates congregate for lunch, and for morning and afternoon tea breaks.

The Welcome Reception will also be held in the exhibition area on Thursday evening, ensuring you gain frequent exposure to delegates as they circulate through the exhibition before the conference and during breaks.

Premium exhibition package

Trade Hall (Stands 9 – 14) \$6,000

This space includes a 3m x 2.4m exhibition space and a 3m x 2.4m private annex to used as a private presentation space, teaching room or product demonstration area

Exhibitor benefits include:

- One 6m (wide) x 2.4m (deep) exhibition booth including shell scheme with fascia board, power sockets and lights
- One clothed table and 2 chairs
- 4 x spotlights
- 2 x 10 amp power outlets
- Your logo and company name on the conference website with a link to your website
- 2 exhibitor passes — these include an invitation to the Welcome Reception and to enjoy, lunch, morning and afternoon tea for the duration of the conference
- Acknowledgement as an exhibitor in the *Delegate Handbook*
- Wireless internet access

Deluxe exhibition package

Trade Hall (Stands 25-30, 34-38, 48-52 and 53-57) \$4,500

Exhibitor benefits include:

- One 3m x 3m exhibition booth including shell scheme with fascia board, power sockets and lights
- One clothed table and 2 chairs
- 2 x spotlights
- 1 x 10 amp power outlet
- Your logo and company name on the conference website with a link to your website
- 2 exhibitor passes — these include an invitation to the Welcome Reception and to enjoy, lunch, morning and afternoon tea for the duration of the conference
- Acknowledgement as an exhibitor in the *Delegate Handbook*
- Wireless internet access

Classic exhibition package

Trade Hall	(Stands 1-8, 15-24, 31-33 and 39-45)	\$4,000
Foyer	(Stands 58-82)	\$3,000

Exhibitor benefits include:

- One 3m x 2.4m exhibition booth including shell scheme with fascia board, power sockets and lights
- One clothed table and 2 chairs
- 2 x spotlights
- 1 x 10 amp power outlet
- Your logo and company name on the conference website with a link to your website
- 2 exhibitor passes — these include an invitation to the Welcome Reception and to enjoy, lunch, morning and afternoon tea for the duration of the conference
- Acknowledgement as an exhibitor in the *Delegate Handbook*
- Wireless internet access

Additional trade delegate registrations

Additional trade delegate registrations can be purchased on a daily basis or for the full conference. These passes cover catering and associated booking charges for additional trade personnel.

- Additional trade delegate day pass \$135
- Additional trade delegate full conference \$405

Reserve a sponsorship or booth now!

Trade exhibitors who participated in RMA2012 receive a 10% **loyalty discount** on exhibition packages if they **book and pay before 30 April 2013**

Trade booth positions will be allocated in the order that application forms and deposits are received. To secure your position in the exhibition, please complete the application form on the last page of this prospectus (details of payment methods are on the form), and return with a **50% deposit** to:

Australian College of Rural and Remote Medicine
GPO Box 2507
Brisbane QLD 4001
Fax: 07 3105 8299
Email: s.stpierre@acrrm.org.au

Please note: Bookings will be released for resale if a 50% deposit is not received within 14 days of submitting the application form.

Exhibition Floor Plan



Sponsorship/Exhibition Booking Form

Section 1: Contact details

Title (Mr/Mrs/Ms/Dr/Prof) _____

Last Name _____

First Name _____

Organisation _____

Position _____

Postal Address _____

Suburb/Town _____

State _____ Postcode _____ Country _____

Phone _____ Fax _____

Mobile _____ Email _____

Section 2: Booking and cancellation policy

A deposit of 50% of the total fee for all sponsorship or booth bookings must be made within 14 days of submitting your booking form to secure bookings. If a deposit is not received within this time, the booking will be released for resale.

No refunds will be paid for satchel inserts or advertisements if material is not received by the dates specified in the advertising and satchel insert kits.

Cancellation of your sponsorship or booth must be in writing. If ACRRM receives notice of your cancellation before 5pm AEST on 30 August 2013, you will receive a 75% refund of your deposit. No refund will be made if your cancellation is received after 5pm AEST on 30 August 2013.

I agree to the booking and cancellation policy set out above

Section 3: Payment

ABN: 12078081848

To confirm your sponsorship, please forward this form and 50% deposit via post or fax to the Australian College of Rural and Remote Medicine. Full payment is required by **30 August 2013**.

Please note: Confirmation of sponsorship is conditional upon this form being completed and all payment received. The organisers reserve the right to reassign any sponsorship package to another sponsor if these conditions are not fulfilled.

Total Payment \$ _____ + GST = \$ _____

Please send me an invoice

I enclose a cheque payable to: ACRRM

Please charge my credit card:

MasterCard VISA

Full name on card: _____

Card number: _____

Expiry date: ____/____

Signature: _____

I agree that ACRRM may charge my card for the balance of monies owing if funds are not received by **30 August 2013**.

Section 4: Sponsorship packages

All prices are in Australian Dollars and exclusive of GST.

<input type="checkbox"/> Platinum sponsor	P.O.A.
<input type="checkbox"/> Gold sponsor	\$25 000
<input type="checkbox"/> Silver sponsor	\$15 000
<input type="checkbox"/> Bronze sponsor	\$10 000
<input type="checkbox"/> Gala dinner sponsor	\$15 000
<input type="checkbox"/> Coffee cart	\$10 000
<input type="checkbox"/> RMA2013 app sponsor	\$10 000
<input type="checkbox"/> Student sponsor	\$20 000
<input type="checkbox"/> Workshop sponsor	
Full day	\$ 5 000
Half day	\$ 3 000
Quarter day	\$ 2 000
Workshop Name	_____
<input type="checkbox"/> Satchel insert	\$ 1 500
Total Section 4	\$ _____ + GST

Section 5: Advertising – Delegate Handbook

All prices are in Australian Dollars and exclusive of GST.

<input type="checkbox"/> Inside front cover	\$ 1 000
<input type="checkbox"/> Inside full page	\$ 800
<input type="checkbox"/> Inside half page	\$ 400
<input type="checkbox"/> Inside quarter page	\$ 200
<input type="checkbox"/> Conference website	\$ 300
Total Section 5	\$ _____ + GST

Please return your completed form to:

Post: Australian College of Rural and Remote
Medicine
GPO Box 2507
BRISBANE QLD 4001

Fax: 07 3105 8299

Email: marketing@acrrm.org.au

Web: www.ruralmedicineaustralia.com.au

Phone: 07 3105 8200 for enquiries

Section 6: Trade exhibition booth

All prices are in Australian Dollars and exclusive of GST.

<input type="checkbox"/> Premium exhibition package		
Trade Hall	\$	6 000
<input type="checkbox"/> Deluxe exhibition package		
Trade Hall	\$	4 500
<input type="checkbox"/> Classic Exhibition Package		
Trade Hall	\$	4 000
<input type="checkbox"/> Classic Exhibition Package		
Foyer	\$	3 000

10% loyalty discount for 2012 exhibitors

<input type="checkbox"/> Premium exhibition package		
Trade Hall	\$	5 400
<input type="checkbox"/> Deluxe exhibition package		
Trade Hall	\$	4 050
<input type="checkbox"/> Classic Exhibition Package		
Trade Hall	\$	3,600
<input type="checkbox"/> Classic Exhibition Package		
Foyer	\$	2 700

To be eligible for the 10% loyalty discount the exhibitor must have exhibited at RMA2012 and must book and pay the 50% deposit before 5.00pm AEST Tuesday, 30 April 2013.

Booth Preference:

1 _____ 2 _____ 3 _____

Booth preferences will be allocated strictly on a first in first served basis. To ensure your preference please submit your booking form and pay your 50% deposit at your earliest convenience.

Bookings and **deposit to be made by Friday 4 August 2013.**

Total Section 6 \$ _____ + GST

Section 7: Additional trade delegate passes

All prices are in Australian Dollars and exclusive of GST.

<input type="checkbox"/> Single day pass	\$	135
<input type="checkbox"/> Full conference pass	\$	405
Total Section 7	\$ _____ + GST	