

SPONSORSHIP PROPOSAL

This year's biennial conference is titled Re:Energising Learning in Health Care. The focus will be on providing practical learning tools and strategies to assist health care professionals provide improved outcomes.

Historically, delegates have included Health care Educators, Departmental Managers, Clinical Nurse Managers and Director of Nursing - many of whom are involved in areas such as curriculum planning, resource purchases, decision and policy making, organisational development, strategic health planning and HR consulting. These delegates originate from a National and NZ database with predominant attendance from the East Coast states. Public and Private Hospitals and Health practices, Government departments and University institutions constitute the mix of organisations attracted within the field of healthcare education.

Promotion for the conference will be through national organisations, international related associations, international industry bodies and to our existing 6000+ database of international health professionals, as well as on our website. We will also utilise associates in other states as points of contact for further promotion. In addition to electronic promotion, over 10,000 brochures will be distributed within the industry. Marketing has been specifically targeted towards educational networks including all major Australian Universities, TAFE colleges and training institutions as well as relevant local (Qld & NSW) government departments.

The conference format will be varied including plenary and concurrent sessions, discussions, online demonstrations, poster presentations and an interactive workshop combined with networking events. Re:Energise Learning in Health Care will address key factors including:

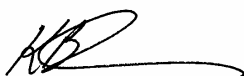
- Clinical practice
- Learning innovations
- Risk minimisation
- Flexible delivery modes
- Educational leadership

The 2005 Education in Health Care National conference offers high profile sponsors an outstanding opportunity to network with an expected 150 delegates drawn from the Australian and New Zealand healthcare industry.

As a sponsor you will receive a unique opportunity to network with leading Australasian and International Health Educators in a high profile environment, gaining exposure at a National Conference for Health Professionals who have the power to influence expenditure and policy.

You are invited to review the attached sponsorship options, we also offer the opportunity to tailor a sponsorship package to suit your company's marketing objectives and budget. For further information please contact our Conference 2005 Sponsorship and Exhibition Coordinator, Sue Worsfold, on phone:(07) 3840 2890, or e-mail: MEC.Conferences@mater.org.au

I am confident that the opportunities we are able to offer you will provide a significant return on your investment. I look forward to your involvement.



Kaye Blackburn
Director, Learning and Development
Mater Health Services Brisbane Ltd.

SPONSORSHIP OPTIONS

Option 1: Classification as a Major Sponsor (one only)

\$4,500

Package benefits

1. Company name and logo on all correspondence, publications and promotional material associated with the event, including advertising in SpiritED, the Mater Education Centre's monthly newsletter circulated across Mater Health Services Brisbane staff
2. Inclusion of company logo in advertising for the event on the Mater Education Centre website
3. Company signage displayed continually in the plenary venue and exhibition area (to be provided by sponsor)
4. Company logo displayed on the screen in the plenary venue
5. The opportunity to present a five minute address at the dinner function (timing to be advised)
6. One complimentary booth amongst the trade exhibition
7. Two complimentary full registrations for the National Conference
8. Two complimentary tickets to the Conference Dinner
9. Opportunity to invite 2 corporate guests to the Conference Dinner (at cost price)
10. One (A4) insert or appropriate delegate gift in the delegate satchel (to be provided by sponsor)
11. Acknowledgment of your company's sponsorship during the opening and closing sessions

Option 2: Sponsorship of a Plenary Session / Presenter

\$1,750

Package benefits

1. Company signage and logo displayed in the session venue during the Plenary session
2. Your company credited in the Conference program and promotional materials
3. Inclusion of company logo in advertising for the event on the Mater Education Centre website
4. Acknowledgement by the session chair of the sponsor's participation
5. One (A4) insert or appropriate delegate gift in the delegate satchel (to be provided by sponsor)
6. One complimentary full registration for the National Conference
7. One complimentary ticket to the Conference Dinner

Option 3: Conference Luncheon (Thursday & Friday avail)

\$1,250ea

Package benefits

1. Company name and logo prominently displayed at the venue (to be supplied by sponsor)
2. Acknowledgement by the Master of Ceremonies of the sponsor's participation
3. Inclusion of company logo in advertising for the event on the Mater Education Centre website
4. One complimentary full registration for the National Conference
5. An invitation for two company representatives to attend the sponsored luncheon
6. Acknowledgment on slides shown in sessions immediately preceding the lunch
7. Company name and logo included in the program
8. One (A4) promotional insert placed in the delegate satchels (to be provided by sponsor)

Option 4: Official Conference Dinner**\$2,000**Package benefits

1. Company signage displayed prominently at the dinner location/s (to be supplied by the sponsor)
2. Company name and logo included in the program for the dinner
3. The opportunity to present a five minute address at the dinner function (timing to be advised)
4. Inclusion of company logo in advertising for the event on the Mater Education Centre website
5. Acknowledgement by the Master of Ceremonies of the sponsor's participation
6. One complimentary full registrations for the National Conference
7. Two complimentary tickets to the Conference Dinner
8. One (A4) promotional insert placed in the delegate satchels (to be provided by sponsor)

Option 5: Internet Café**\$3,500**Package benefits

1. Branding of the Internet café with company signage (to be provided by sponsor)
2. Branding of Home page to be viewed by all delegates wishing to access the internet
3. Company name and logo prominently displayed at the venue (to be supplied by sponsor)
4. Acknowledgement by the Master of Ceremonies of the sponsor's participation
5. Inclusion of company logo in advertising for the event on the Mater Education Centre website
6. Company name and logo included in the program
7. One complimentary full registration for the National Conference
8. Acknowledgment on slides shown in sessions
9. One (A4) promotional insert placed in the delegate satchels (to be provided by sponsor)

Option 6: Delegate Satchels**\$2,200**Package benefits

1. Company name and logo overprinted on the delegate satchel/compendium (Satchel selection & Logo overprint location to be finalised by the Conference Committee)
2. One (1) complimentary full registration for the National Conference
3. One (A4) promotional insert placed in the delegate satchels (to be provided by sponsor)

Option 7: Delegate Handbook Advertisement**From \$110**Package benefits

1. Opportunity to place a full A4 page advertisement within the delegate handbooks (artwork to be supplied by sponsor)
2. Company name and logo displayed upon registration (to be supplied by sponsor)
 - Inside front cover \$440
 - Inside rear cover \$330
 - Within handbook (location determined by MEC) \$110

Option 8: Morning or Afternoon Teas (4 catering breaks)**\$220 ea.**Package benefits

1. Company name and logo prominently displayed at the venue (to be supplied by sponsor)
2. Acknowledgement by the Master of Ceremonies of the sponsor's participation
3. Acknowledgment on slides shown in sessions immediately preceding the break

Option 9: Corporate Writing Pads **\$550**

Package benefits

1. Company writing pad to be inserted into all delegates' satchels (to be supplied by sponsor)
2. Inclusion of company logo in advertising for the event on the Mater Education Centre website

Option 10: Corporate Pens **\$550**

Package benefits

1. Company pens to be inserted into all delegates' satchels (to be supplied by sponsor)
2. Inclusion of company logo in advertising for the event on the Mater Education Centre website

Option 11: Trade Display **\$660 ea.**

Package benefits

1. Area dedicated for your promotional use during the conference
2. Delegates refreshments and food served amongst the exhibition area
3. Exposure to national (incl. NZ) , interstate and local delegates for duration of conference
4. Exhibitor information (100 words) included in each delegate's satchel conference handbook

Trade displays are available at \$660 per unit or \$990 for a double booth. The exhibition will be strategically located to ensure maximum exposure to conference delegates and catering breaks will be taken in this area. Positional preference will be given in order of receipt of booking form and payment.

Option 12: Promotional Inserts **\$220**

Package benefits

1. One (A4) promotional insert placed in the delegate satchels (to be provided by sponsor)

Option 13: Tailor-made **\$ Various**

Please call to discuss substantial sponsorship opportunities and comprehensive packages that will best suit your business needs and budgetary constraints.

Package benefits

Branding and marketing of your products and services to your highly targeted customer segment
Exposure to national, interstate and local delegates for duration of the Education in Health Care conference.

ACCEPTANCE OF SPONSORSHIP PROPOSAL

EDUCATION IN HEALTH CARE NATIONAL CONFERENCE

Brisbane Queensland Australia, 20 – 21 October 2005

We confirm sponsorship involvement in the conference at the following level:

Major Sponsor of Conference AUD\$4,500

Sponsorship of Plenary Session / Presenter (insert name) AUD\$1,750

Event Sponsorship

Conference Dinner AUD\$2,000

Internet Cafe AUD\$3,500

Thursday Luncheon AUD\$1,250

Friday Luncheon AUD\$1,250

Morning or Afternoon Tea (four events) (Each) AUD\$220

Preferred session (Please place order of preference in boxes)

Thursday AM Thursday PM Friday AM Friday PM

Delegate Satchels AUD\$2,200

Delegate Handbook (various rates)

Corporate Writing Pads AUD\$550

Corporate Writing Pens AUD\$550

Trade Display – double booth AUD\$990

Trade Display – single booth AUD\$660

Promotional Satchel Inserts AUD\$220

Other (Please contact MEC to discuss)

COMPANY NAME:	
CONTACT NAME:	POSITION/TITLE:
EMAIL:	
PHONE:	SIGNATURE:
FAX:	