



New Zealand Rural General
Practice Network Conference 2012
Millennium and Copthorne Hotels
Queenstown, 8 - 11 March 2012



**The Changing Face
of Rural Health**



Proposal for Sponsorship

Thank you for taking the time to read this proposal.

Rural general practice represents 25% of the New Zealand general practice workforce.

Did you know that 47% of companies are utilising live events, such as industry conferences and exhibitions in order to obtain maximum exposure via branding and face-to-face contact with their existing and prospective clients. The return on investment for live events is estimated to be 7:1. (Source: Conference Innovators)

We would like to give you the opportunity to align your organisation with the New Zealand Rural General Practice Network (NZRGPN) Conference for 2012. This will provide the opportunity over a three-day period to attract the attention of, and interact, with 300-plus rural general practitioners: rural hospital doctors, practice nurses, nurse specialists, practice managers, medical students and many others of influence.



The New Zealand Rural General Practice Network....

Is a not-for-profit, membership-based organisation, with charitable trust status (2008) that has existed for more than 15 years. There are three main functions of the organisation:

1. Membership and advocacy.

The Board of the NZRGPN is composed of rural general practitioners – doctors and nurses who work at the grassroots level. They know and understand the issues that confront rural health practitioners.

2. Recruitment and retention of rural general practitioners.

Provision of rural locum doctors to enable rural general practitioners to take a well deserved regular break. NZLocums is the team within the Network that provides this service.

3. Permanent and locum placement of urban general practitioners, junior doctors and consultants for DHBs.

This is provided by the NZMedics team.

Both recruitment teams have considerable international medical recruitment experience.

The Network is passionate about ensuring the rural general practice workforce is well supported.

The Network's annual conference provides the opportunity for rural general practitioners - GPs, rural hospital doctors, practice nurses, nurse specialists, practice managers, medical students - and others of influence to get together for continuing professional development, networking and peer support.

Benefits for Sponsors and Exhibitors

To take advantage of this level of exposure to your market place, there is obviously an investment to make. We set out below a variety of opportunities. We do stress however, that we are open to discussing any other forms of sponsorship you may be interested in.

Contact Us

If you wish to discuss other packages outside those listed please contact

Rob Olsen
Communications and Membership Manager
NZ Rural General Practice Network

T +64 4 472 3901
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E rob@rgpn.org.nz

Contact for logistics relating to the industry exhibition:
Wendy Boyce

Conference Innovators
T +64 3 379 0390
E wendy@conference.co.nz

Summary of Sponsorship Opportunities

Costs are shown in New Zealand dollars and exclude GST.

Investment	Premier Sponsor \$15,000	Gold Sponsor From \$10,000	Silver Sponsor From \$5,000					Bronze Sponsor From \$2,500				Jade Sponsors From \$1,000				
Packages	1. Premier sponsor package (limited to one) \$15,000	1. Friday Networking Quiz Night (limited to one) \$10,000	1. Cyber Lounge (limited to one) \$5,000 2. Welcome Function sponsor (limited to one) \$5,000 3. Conference Satchel (limited to one) \$5,000 4. Invited speaker sponsor (limited to one) \$8,000 5. Fun Run (limited to one) \$5,000					1. Lunch Catering (limited to two, Friday and Saturday) \$3,000 each day 2. Children's and Partners' Function (limited to one) \$3,000 3. Coffee Cart sponsor (limited to one) \$4,000 4. Registration Package (limited to one) \$4,000				1. Sponsor a Delegate \$1,000 2. Conference Advertising \$1,000 each 3. Supporting Sponsor \$1,500 4. Conference Workshop Sponsor \$2,000 5. Associated Sponsor \$2,500				
Registrations or tickets included in each package			1	2	3	4	5	1	2	3	4	1	2	3	4	5
Conference full attendees complimentary (includes daily catering and Welcome Function)	Two		One	One	One	One	One				One					
Complimentary tickets	Two extra for the Welcome Function	Four for Quiz Night		One			One									
Industry Exhibition																
Stand complimentary (including one stand staff)	One					One										
Profile																
Logo and acknowledgement on all printed material and website link	✓	Including function tickets ✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓
Naming rights to the sponsored function or session or document		✓	✓	✓		✓	✓									
Advertisement	½ page												1 pg			
Acknowledgement by the MC/Chair of the function/session only				✓		✓						✓				
Opportunity for company banner to be displayed	At conference ✓	At function ✓	✓	✓			✓		✓	✓						
Satchel insert (one item)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on cover of Registration Brochure and Conference Handbook	✓															
List of Participants	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Screen Saver / session slide			✓												✓	
Logo on Satchel/lanyard/ name badge/catering					✓			✓	✓		✓					

Premier Sponsor
Limited to one
\$15,000 + GST

The Premier Sponsor will benefit from high profile exposure through out this exceptionally organised and well attended event.

Benefits

- Acknowledgement as the "Premier Sponsor" on the front cover of the registration brochure and conference handbook
 - Acknowledgement as the "Premier Sponsor" (prominent place on home page) on the conference website with a link to sponsor's website
 - One exhibition stand including benefits outlined in the exhibition information
 - Two complimentary conference registrations including day catering and Welcome Function
 - Opportunity to supply a company banner to be put in the main auditorium for the duration of the conference
 - Two tickets to the Welcome Reception and Exhibition Trade Drinks
 - Logo prominently displayed on session slides through out the conference
 - Half page advertisement in the conference handbook (one colour artwork supplied by sponsor)
 - List of Conference participants excluding those who have not given permission for name publication
 - Opportunity to include promotional material (supplied by sponsor) in the conference satchels (can include product samples).
-

Gold Sponsors
Friday Networking &
Quiz Night
Limited to one
\$10,000 + GST

The social event will be held on Friday 9 March 2012. This event replaces the traditional Saturday night social; which in the past 100 plus delegates have attended the evening. For 2012 we are keen to increase attendance, make the evening more accessible and a fun event for all involved.

Benefits

- Naming rights to the social function
- Acknowledgement as the "Quiz Night Sponsor" in the registration brochure and conference handbook
- Acknowledgement as a sponsor on the conference website with a link to sponsor's website
- Four tickets to the quiz night
- Logo placed on the quiz night tickets
- An opportunity to supply a company banner to be put in place for the duration of the evening
- The opportunity to include promotional material (supplied by sponsor) in the conference satchel. Limit of one piece (no larger than A4 size) per satchel
- List of Conference participants excluding those who have not given permission for name publication.

Silver Sponsors
Invited Speaker Sponsor
Limited to one
\$8,000 + GST



Benefits

- Acknowledgement as the 'Invited Speaker Sponsor' in the registration brochure and conference handbook
- Acknowledgement as a sponsor on the conference website with a link to sponsor's website
- Name association with the invited speaker's plenary session
- One exhibition stand including benefits outlined in the exhibition information
- Registration for one person including Welcome Function
- Opportunity to provide a chairperson for a concurrent or plenary conference session
- The opportunity to include promotional material (supplied by sponsor) in the conference satchel. Limit of one piece (no larger than A4 size) per satchel
- List of Conference participants excluding those who have not given permission for name publication.

Please note that the speaker is selected by the programme committee

Cyber Lounge
Limited to one
\$5,000 + GST

This facility is provided for the delegates to use throughout the conference to enable them to check and send emails. The Cyber Lounge sponsor will enjoy the benefit of having branded computers in a prime location in the exhibition area, as well as the benefits listed below.

Benefits

- Acknowledgement as the 'Cyber Lounge Sponsor' in the registration brochure and conference handbook
- Acknowledgement on the conference website and a link to the sponsor's website
- Naming rights to the Cyber Lounge (signage supplied by sponsor)
- Company screensaver on the Cyber Lounge computers (supplied by sponsor)
- An opportunity to supply a company banner to be placed in the Cyber Lounge
- Complimentary registration for one person, including Welcome Function
- The opportunity to include promotional material (supplied by sponsor) in the conference satchel. Limit of one piece (no larger than A4 size) per satchel
- List of Conference participants excluding those who have not given permission for name publication.

Please note that computers will be supplied and set up by the conference.

**Welcome Cocktail
Function
Limited to one
\$5,000 + GST**

The Cocktail Function is the first social function of the Conference and will be held in the Millennium Galaxy rooms on Thursday 8 March 2012. During the function canapé and beverages will be served, the Peter Snow Award and Life Membership Award will be presented, and local entertainment will keep the evening flowing.

Benefits

- Acknowledgement as the "Welcome Cocktail Function Sponsor" in the registration brochure and conference handbook
- Acknowledgement on the conference website and a link to the sponsor's website
- Registration for one person, including Welcome Function
- Acknowledgement of sponsorship at Welcome Function by MC of function
- Naming rights of the Welcome Function
- An opportunity to supply a company banner to be in place for the duration of the function
- The opportunity to include promotional material (supplied by sponsor) in the conference satchel. Limit of one piece (no larger than A4 size) per satchel
- List of Conference participants excluding those who have not given permission for name publication.

**Conference Satchel
Limited to one
\$5,000 + GST**

Each delegate will collect a conference satchel upon arrival at the venue. The multi-use satchels will be of a high quality and will have a long life span over the conference.

Benefits

- Acknowledgement as the "Satchel Sponsor" in the registration brochure and conference handbook
- Acknowledgement on the conference website and a link to the sponsor's website
- Company logo featured on the conference satchel (conference logo will also be included on the satchel)
- The opportunity to include promotional material (supplied by sponsor) in the conference satchel. Limit of one piece (no larger than A4 size) per satchel
- List of Conference participants excluding those who have not given permission for name publication.



Fun Run Sponsor
Limited to one
\$5,000 + GST

A new addition to the conference programme in 2012, the fun run sponsor will benefit from the opportunity to be seen supporting healthy living with this exciting event, a 5km run along the shores of Lake Wakatipu.

Benefits

- Acknowledgement as the "Fun Run Sponsor" in the registration brochure and the conference handbook
 - Acknowledgement on the conference website and a link to the sponsor's website
 - Naming rights to the fun run
 - An opportunity to supply a company banner at the Fun Run
 - The opportunity to include promotional material (supplied by sponsor) in the conference satchel. Limit of one piece (no larger than A4 size) per satchel
 - List of Conference participants excluding those who have not given permission for name publication.
-

Bronze Sponsors
Registration Package
Limited to one
\$4,000 + GST

On arrival at the registration desk each delegate will receive their personal registration pack including a name badge featuring your branded logo.

Benefits

- Acknowledgement as the 'Registration Sponsor' in the registration brochure and conference handbook
- Acknowledgement on the conference website and a link to the sponsor's website
- Name badge lanyards overprinted with the sponsor's logo (one colour artwork supplied by sponsor)
- Complimentary registration for one person, including Welcome Function
- An opportunity to supply a company banner at the registration desk
- The opportunity to include promotional material (supplied by sponsor) in the conference satchel. Limit of one piece (no larger than A4 size) per satchel
- List of Conference participants excluding those who have not given permission for name publication.

Lunch Catering
Limited to two
(Friday or Saturday)
\$3,000 + GST each day

This sponsorship will provide your company with the opportunity to sponsor the conference lunch catering on Friday or Saturday, alternatively you can go for double exposure and sponsor both days.

Benefits

- Acknowledgement as the "Lunch Catering Sponsor" in the registration brochure and conference handbook
- Acknowledgement on the conference website and a link to the sponsor's website
- Company logo displayed alongside the catered lunch on day agreed
- The opportunity to supply company banner in the catering area
- The opportunity to include promotional material (supplied by sponsor) in the conference satchel. Limit of one piece (no larger than A4 size) per satchel
- List of Conference participants excluding those who have not given permission for name publication.

Children's and
Partner Programme
Limited to one
\$3,000 + GST

This sponsorship package provides your company the opportunity to support the partners and children of the rural medical community. Whilst the delegates are conferencing the partners and children will be offered opportunity to explore the wonderful adventures Queenstown has to



Benefits

- Acknowledgement as a the "Children's and Partner's Sponsor" in the registration brochure and conference handbook
- Acknowledgement on the conference website and a link to the sponsor's website
- Company logo included on the children's and partner's name badges
- An opportunity to supply a company banner to be in the "family room" for the duration of the conference
- The opportunity to include promotional material (supplied by sponsor) in the conference satchel. Limit of one piece (no larger than A4 size) per satchel
- List of Conference participants excluding those who have not given permission for name publication.

Coffee Cart Sponsor
Limited to one
\$4,000 + GST

(Includes coffee consumption costs)

In these coffee loving days, it is hard to find a sponsorship package better than this. Your company will have the exclusive opportunity to connect with the majority of delegates as they come past for their coffee fix!

Benefits

- Acknowledgement as the "Coffee Cart Sponsor" in the registration brochure and conference handbook
 - Acknowledgement on the conference website and a link to the sponsor's website
 - An opportunity to supply a company banner to be beside the coffee cart for the duration of the conference
 - Opportunity to brand the coffee cart (signage supplied by sponsor)
 - The opportunity to include promotional material (supplied by sponsor) in the conference satchel. Limit of one piece (no larger than A4 size) per satchel
 - List of Conference participants excluding those who have not given permission for name publication.
-

Jade Sponsors
Conference Workshop
Sponsor
Limited to ten
\$2,000 + GST

Please visit the conference website for an updated programme detailing the workshop sessions available.

Benefits

- Acknowledgement as a "Workshop Sponsor" in the registration brochure and conference handbook
- Acknowledgement on the conference website and a link to the sponsor's website
- Company logo displayed on the session slide in sponsored workshop
- Acknowledgement as sponsor of the session by the chair
- The opportunity to include promotional material (supplied by sponsor) in the conference satchel. Limit of one piece (no larger than A4 size) per satchel
- List of Conference participants excluding those who have not given permission for name publication.

Conference Advertising \$1,000 + GST (each)

Your companies advertisement will be prominently placed in the conference hand book which is contains all the conference bios and abstracts; which delegates keep for future reference.

Benefits

- Full page advertisement (A4) in the Conference handbook (single colour, artwork supplied by sponsor)
 - The opportunity to include promotional material (supplied by sponsor) in the conference satchel. Limit of one piece (no larger than A4 size) per satchel
 - List of Conference participants excluding those who have not given permission for name publication.
-

Sponsor a Delegate \$1,000 + GST (each)

Sponsor a rural nurse or sponsor a rural medical student or sponsor a rural practice manager! For each 'Sponsor a Delegate' package, the name of a registered delegate will be drawn out and a cheque from the sponsor will be presented, with recognition given to the sponsor by the MC.

Benefits

- Acknowledgement as a "Delegate Sponsor" in the registration brochure and conference handbook
 - The opportunity to include promotional material (supplied by sponsor) in the conference satchel. Limit of one piece (no larger than A4 size) per satchel
 - List of Conference participants excluding those who have not given permission for name publication.
-

Mystery Prize Sponsors

Here is your opportunity to donate an item to be awarded during the conference. Prizes will be used at the discretion of the organising committee and may be used for the early bird draw, function prizes or seat spot prizes.

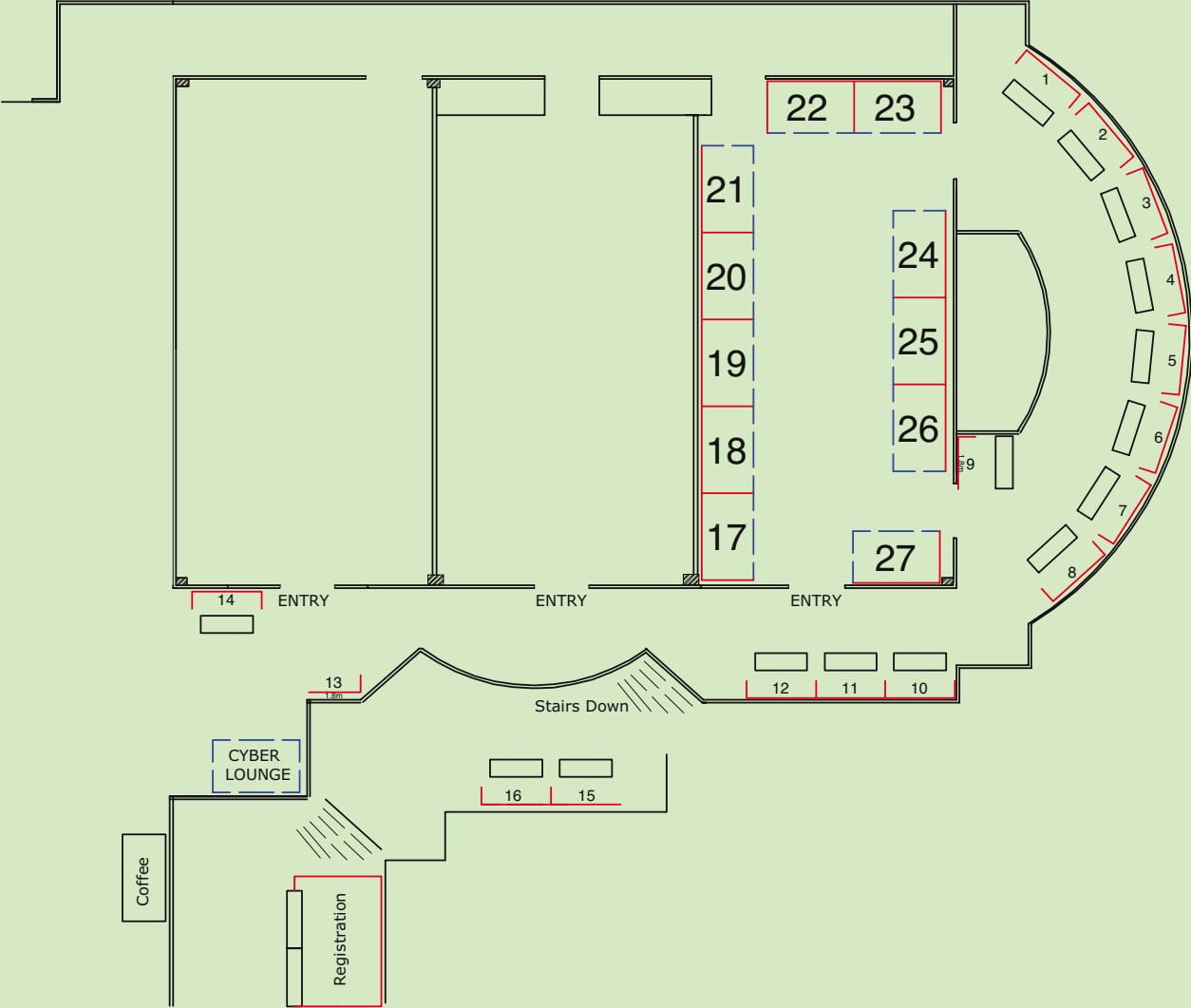
Benefits

- Appropriate benefits will be arranged with individual sponsors dependant on their donation.

Industry Exhibition



Industry Exhibition Floor Plan, Foyer and Exhibition Hall



Allocation of Stands

In an effort to maximize the number of industry exhibitors able to participate in the NZRGPN Conference 2012, being held in the Millennium Hotel Queenstown, 11 pre-fabricated premium stands will be available in the exhibition hall as well as 16 table top superior stands in the foyer. Due to capacity issues exhibition goods will need to remain strictly within the booth dimensions shown.

Industry exhibition sites will be first offered and allocated to sponsors and long term supporters of NZRGPN conferences. The remaining sites (if there are any) will be made available for purchase via the website at 12noon Friday 5 November 2011. Requests may be made in advance using the Registration of Interest form enclosed.

We hope to see you in Queenstown in 2012!

Opening Hours

Access for set up:

Thursday 8 March 3.00pm - 5.00pm

Opening hours:

Thursday 8 March 6.00pm - 7.30pm

(Welcome Function)

Friday 9 March 8.00am - 5.00pm

Saturday 10 March 8.00am - 4.15pm

Dismantling:

Saturday 10 March from 4.15pm

Times are indicative only and will be reconfirmed in November 2011.

Stand Prices

Premium stands \$3,500 + GST

Superior stands \$2,900 + GST

Premium Stand Inclusions:

- Two exhibitor registrations (including daily catering and the Welcome Function)
- 3m x 1.8m space in the exhibition area
- Back and side walls 2.3m high (covered in black Velcro-compatible fabric)
- One 4 pin multibox (power supply)
- Two spotlights
- Exhibitor name and stand number prominently displayed above on fascia sign (one colour)
- Company listing in Handbook and on website – subject to the time of booking
- Complete list of delegates, excluding those requesting privacy

Superior Stand Inclusions:

- One exhibitor registration (including daily catering and the Welcome Function)
- 2.4m x 0.6m space in the Galaxy foyer
- Back and side walls (covered in black Velcro-compatible fabric)
- One 4 pin multibox (power supply)
- Two spotlights
- Exhibitor name and stand name prominently displayed above on fascia sign (one colour)
- Company listing in Handbook and on website – subject to the time of booking
- Complete list of delegates, excluding those requesting privacy

Catering

Pre-session tea and coffee, morning tea, lunches and afternoon teas will be served in the exhibition area (including foyer) to encourage delegates to spend time viewing the exhibits.

Internet Access

Internet is available to your booth and will be chargeable to the company exhibiting.

Social Functions

Two tickets to the Welcome Function on Thursday 8 March is included with each Premium stand, and one ticket with each Superior stand. Additional tickets to the Welcome Function, Friday Quiz Night and Saturday Conference Dinner will be available for purchase on the delegate registration form.

Accommodation

Exhibitors will be able to book accommodation at the conference hotel where competitive room rates have been negotiated. Further details will be provided in the registration brochure and on the conference website.

Stand Design and Accessory Hire

The company contracted to install the shell scheme is also available to assist with stand design and has a wide range of accessories and furniture for hire. For further details contact:

Nicola Ransome

Displayworks

T +64 3 338 4193

F +64 3 338 4196

M +64 27 495 2827

E sales.chch@displayworks.co.nz

W www.displayworks.co.nz

Insurance

It is the responsibility of each exhibitor to ensure that their stand and goods on display are adequately insured for theft and damage. All exhibitors shall insure, indemnify and hold RNZCGP, Christchurch Convention Centre or the Conference Managers harmless in respect of all costs, claims demands and expenses. Exhibitors are responsible for any injury to persons and damage to property on the conference environment caused during the setting up, the operation of and dismantling and removal of the exhibition.

Payment Terms

A 50% deposit will be invoiced upon receipt of the completed booking form. The remainder will be invoiced eight weeks prior to the conference. Full payment must be received before the start of the conference.

Cancellation

If notification of cancellation of stands is received prior to 31 January 2012, the deposit will be refunded less an administration charge of \$100. After this date no refunds will be made.

The Organising Committee reserves the right to cancel the exhibition in case of circumstances beyond their control. In such a case all monies paid to date will be refunded in full. The liability of the organisers will be limited to that amount.

Further Information

Once again, thank you for taking the time to read the proposal. We do hope you will join us in making the Network's conference a great success again this year, and increasing your exposure and sales.

For enquiries please contact either:

Rob Olsen

Communications & Membership Manager

NZ Rural General Practice Network

T +64 4 472 3901

M +64 21 822 468

E rob@rgpn.org.nz

Or

Wendy Boyce

Conference Manager

Conference Innovators

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E wendy@conference.co.nz





**The Changing Face
of Rural Health**

New Zealand Rural General
Practice Network Conference 2012
Millennium and Copthorne Hotels
Queenstown, 8 - 11 March 2012

Sponsorship and Exhibition Request Form

www.nzrgpn.org.nz

Please forward this form indicating your sponsorship/exhibition request by the 28th October 2011 to:

Wendy Boyce
Conference Innovators Ltd
PO Box 7191, Christchurch 8240, New Zealand

T + 64 3 379 0390
F + 64 3 379 0460
E wendy@conference.co.nz

Sponsorship requests will be on a first in basis. Please indicate which opportunity you are interested in:

- | | | |
|--|--|--|
| <input type="checkbox"/> Premier Sponsor | <input type="checkbox"/> Welcome Function Sponsor | <input type="checkbox"/> Coffee Cart Sponsor |
| <input type="checkbox"/> Friday Networking Quiz Night | <input type="checkbox"/> Conference Satchel Sponsor | <input type="checkbox"/> Conference Advertising |
| <input type="checkbox"/> Invited Speaker Sponsor | <input type="checkbox"/> Registration Package Sponsor | <input type="checkbox"/> Conference Workshop Sponsor |
| <input type="checkbox"/> Lunch Sponsor | <input type="checkbox"/> Children's and Partners'
Programme Sponsor | <input type="checkbox"/> Associated Sponsor |
| <input type="checkbox"/> Friday <input type="checkbox"/> Saturday <input type="checkbox"/> Both days | <input type="checkbox"/> Fun Run Sponsor | <input type="checkbox"/> Supporting Sponsor |
| <input type="checkbox"/> Cyber Lounge Sponsor | | <input type="checkbox"/> Sponsor a Delegate |

Industry Exhibition sites will be first offered and allocated to sponsors and long term supporters of NZRGPN conferences. The remaining sites (if there are any) will be made available for purchase via the website at 12noon Friday 5 November 2011. Requests may be made in advance by completing below.

Exhibition Stand

- | | | | |
|----------------------------------|-------------------------|-----------------------------------|-------------------------|
| <input type="checkbox"/> Premium | \$3,500 + GST per stand | <input type="checkbox"/> Superior | \$2,900 + GST per stand |
|----------------------------------|-------------------------|-----------------------------------|-------------------------|

Please indicate your stand number preferences: 1st choice _____ 2nd choice _____ 3rd choice _____

Company name: _____

Contact person: _____

Postal address: _____

City: _____ Country: _____

Telephone: _____ Facsimile: _____

Mobile: _____

Email: _____

- Yes, I would like internet access at my stand, costs to be advised

Competitors you would prefer to be located away from _____

Payment Details

Method of payment:

- Yes, deduct my credit card below
- Cheque enclosed for 50% deposit, made payable to "NZRGPN2012"
- Please send an invoice (full payment due by 20th month following original invoice date)

Credit Card Authorisation

Please charge NZ\$ _____ to the following credit card. Please circle card to be charged: Visa MasterCard AMEX

Cardholder Name: _____

Card Number

Expiry Date: _____ Signature: _____ Date: _____