SPONSORSHIP OPTIONS
The biennial National Rural Health Conference is the pre-eminent event in Australia for people and organisations who are committed to rural and remote health and wellbeing. It has a unique reputation as a meeting place, for the vibrant exchange of positive solutions for the health needs of rural communities, and as the source of a strong united voice for rural people.

In 2017 the National Rural Health Conference is being held as the first part of A World of Rural Health, 26-29 April 2017. This unique Australian and international event will provide international and local rural and remote health leaders with the opportunity to exchange views and to learn about each other’s successes and concerns.

It is expected that overseas delegates will want to hear about the latest developments in Australia and that many of the local delegates will stay on for the 14th World Rural Health Conference, the second half of A world of Rural Health (29 April to 2 May 2017).

The 14th World Rural Health Conference will progress WONCA’s agenda for family medicines in rural and remote area. It will include a focus on rural generalism and building multidisciplinary health care teams that are patient-centred, and that are normally centred around general practice. We encourage delegates with an interest in family medicine to consider staying on for this unique international event.

For an overview of both events go to www.aworldofruralhealth.org.au
THE NATIONAL RURAL HEALTH ALLIANCE INVITES YOU TO BECOME A SUPPORTER OF THE 14TH NATIONAL RURAL HEALTH CONFERENCE.

The 14th National Rural Health Conference is a chance for your organisation to have direct contact with 1,200+ people with a passion and goal for improving the health and wellbeing of the more than 6.7 million people living in rural and remote Australia.

At previous National Rural Health Conferences many organisations and companies have benefited from being a sponsor or by having a booth in the Exhibition Hall. Sponsors and exhibitors will be promoted via the Conference website, the Alliance’s social media platforms and media releases before, during and after the event.

If your organisation has a commitment to good health for the people who live and work in rural and remote areas, there is no better event for you than this! Talk to the Alliance about booking your place as a key partner in the next steps in guaranteeing a strong and sustainable future for rural and remote communities.

The available possibilities for your organisation to be viewed in the National Rural health Conference are limited only by your imagination.

At the Conference you will make important connections with more than 1,200 rural and remote health champions. You will meet health professionals, health service managers and planners, community leaders, students, researchers and consumers from all parts of rural and remote Australia. They will be joined by policy makers and officials from all levels of government as well as representatives of the not-for-profit and private sectors - all committed to improving rural and remote health and wellbeing.

As manager of the event, the Alliance can provide long-term benefits for supporters through media and political exposure and ongoing links with our network of front line service providers, community leaders and consumers across the country, as well as health policy makers, researchers and health students.

Your contribution to the 14th National Rural Health Conference will help to support the health interests of the more than 6.7 million people of rural and remote Australia.

This biennial Conference is closely watched by political leaders and health policy makers. Through its delegate-led recommendations process has immediate impact and ongoing influence on directions for rural and remote health.
WHO WILL ATTEND?

The 14th National Rural Health Conference will attract delegates who share an interest in rural and remote health and wellbeing. This is your opportunity to reach the decision makers of today and build new relationships with those of tomorrow.

Analysis of previous Conference attendees shows the diversity of delegates. The community leaders and consumers - whose wellbeing is what the rural and remote health sector is all about - are there in force. Those with the most direct responsibility for providing health services - the rural and remote clinicians and health service managers - make up the largest proportion. Also present are policy makers, government representatives and rural health researchers to whom we look to shape the rural health services of the future. And speaking of the future, let’s not forget the rural health leaders of the future, represented with great energy by student delegates.
THE THEME

The theme of the 14th National Rural Health Conference is A World of Rural Health.

More than 1,200 people concerned with the health of communities in rural and remote areas will be in Cairns for the Conference. They will come from many of the disparate and widespread places of rural and remote Australia, and will in effect be representatives of the more than 6.7 million who live and work in those regions. They will have a strong shared interest in the endless possibilities for rural and remote Australia, in terms of its social, economic, cultural and ecological future.

The Conference will provide a welcome to people from all sectors engaged with health and wellbeing: education, transport and housing, economic development, the environment, and community services. It reminds us that the rural health sector includes many supporters from the major cities who care about the health of people from country areas.

THE VENUE

The Conference will be held at the Cairns Convention Centre, Cairns, Queensland, Australia. This award-winning convention centre is only ten minutes from the Cairns International Airport which is Australia’s gateway to the Asia Pacific. Cairns is renowned for its unique environmental design and is surrounded by the Great Barrier Reef and ancient tropical rainforests.

The Conference is being held on the lands of the Gimuy Walubara Yidinji and Yirrganydji people. We acknowledge these traditional owners who will be asked to welcome delegates to their country.
PRINCIPAL SPONSOR

As a long-standing supporter of the National Rural Health Alliance and rural health, we are very pleased to welcome the Royal Flying Doctor Service (RFDS) as the official Conference Principal Sponsor at the 14th National Rural Health Conference.

The sole Principal Sponsor will enjoy the highest level of exposure at the Cairns Conference and with those involved.

We consider our Principal Sponsor to be our close partner in delivering another outstanding and informative biennial National Rural Health Conference.

To maximise the value of your sponsorship, we will work closely with you to provide exclusive opportunities that will be made available only to the Principal Sponsor.

Should the Principal Sponsor wish to sponsor the whole of the World of Rural Health, the National Rural Health Alliance and Australian College of Rural and Remote Medicine will consider all options.

Benefits will flow to the Principal Sponsor of the National Rural Health Conference in the months leading up to the Conference, during the four days of the event itself and beyond. The Alliance’s website ensures longevity of your exposure to Conference delegates and gives you access to large numbers who will use information from the event online in the weeks and months afterwards.

Your contribution as Principal Sponsor through the 14th National Rural Health Conference will enhance your organisation’s reputation in rural and remote areas and provide substantial and ongoing media and political profile nationally, in the States and Territories and in regional communities.
MAJOR SPONSOR

$44,000 INC. GST

As our Major Sponsor, you will receive outstanding exposure and recognition in the lead-up, during, and after the Conference. Your engagement with the Conference will provide you with positive impacts through the following benefits:

- opportunity to address 1,000+ delegates during one of the plenary sessions
- acknowledgement as a Major Sponsor on the Conference website, with a link to your website
- verbal acknowledgement as Major Sponsor by the MC during the Conference
- your logo on Conference marketing material, including the website and program
- your logo on display in the plenary hall throughout the Conference
- exhibition booth (3m x 2m) in your choice of location within the Exhibition Hall
- up to four full Conference registrations, including four tickets to the Conference dinner
- four additional guest tickets to the Conference dinner
- a full page advertisement to highlight your organisation in the Conference Program
- a badged article (double page) in Partyline, the flagship magazine of the National Rural Health Alliance. For more information about Partyline visit ruralhealth.org.au/partyline
- your organisation’s profile with logo in the Conference Program and app
- opportunity to place a digital advertisement in the Conference eSatchel.

SPONSOR

$33,000 INC. GST

As a sponsor of the Conference, you will receive excellent exposure and recognition through the following benefits:

- acknowledgement as a Conference Sponsor on the Conference website with a link to your website
- verbal acknowledgement as Conference Sponsor by the MC during the Conference
- exhibition booth (3m x 2m) in the Exhibition Hall, the hub of the event
- up to two full Conference registrations, including two tickets to the Conference dinner
- a full page advertisement to highlight your organisation in the Conference Program
- your organisation’s profile with logo in the Conference Program and app
- a badged single page article in Partyline, the flagship magazine of the National Rural Health Alliance. For more information about Partyline visit ruralhealth.org.au/partyline
- opportunity to place a digital advertisement in the Conference eSatchel.
Themed Session Sponsor

$16,500 INC. GST

Sponsoring a session will give your organisation the opportunity to connect directly with those at the Conference who share similar policy or program interests, and to show your support for particular issues.

The Conference program headlines will be released in December 2016. We encourage you to keep an eye out as the session details are finalised, and to contact Conference staff about the particular topics or sessions you might like to support.

As a Themed Session Sponsor you will be given badging and promotional rights to provide exclusive support for a session of particular interest to your business.

Themed Session Sponsors will receive:

- badging on the program alongside the nominated session
- your logo prominently displayed during the nominated sessions
- two full Conference registrations, including two tickets to the Conference dinner
- a badged single page article in Partyline, the flagship magazine of the National Rural Health Alliance. For more information about Partyline, visit ruralhealth.org.au/partyline
- your organisation’s profile with logo in the Conference Program and app
- opportunity to place a digital advertisement in the Conference eSatchel.

$16,500 INC. GST
ARTS AND HEALTH SPONSOR

$16,500 INC. GST

You are invited to support the unique Arts and Health activities that will be an innovative part of the 14th Conference in Cairns.

The Arts and Health program will see the delivery of an exciting program of performances, installations and participatory activities during the Conference. This special program has contributed to the unique reputation of the National Rural Health Conference by showcasing the role that arts can play in health, communication, therapy and community development.

The Arts and Health activities also provide entertainment and performance experiences for Conference delegates and have been popular at previous Conferences.

As the Arts and Health Sponsor, you will receive exceptional exposure and recognition through the following benefits:

- acknowledgement as the Arts and Health Sponsor on the Conference website with a link to your website
- opportunity to address Conference delegates in one of the Arts and Health sessions
- your logo prominently displayed during all Arts and Health sessions at the Conference
- two full Conference registrations, including two tickets to the Conference dinner
- a badged single page article in Partyline, the flagship magazine of the National Rural Health Alliance. For more information about Partyline, visit ruralhealth.org.au/partyline
- your organisation’s profile with logo in the Conference Program and app
- opportunity to place a digital advertisement in the Conference eSatchel.

CONFERENCE DINNER SPONSOR

As a long-standing supporter of the National Rural Health Alliance and rural health, we are very pleased to welcome HESTA Industry Super Fund as the official Conference Dinner Sponsor at the 14th National Rural Health Conference.
SOCIAL EVENT SPONSOR

$5,500 INC. GST

You are invited to be an exclusive sponsor of one of the main social events at the Conference:

- the Welcome Reception ($5,500)
- the Exhibition Happy Hour ($5,500)
- one of the lunch, morning or afternoon tea breaks ($3,300 each)

All of these are held in the Exhibition Hall.

The benefits include:

- opportunity to address delegates in the Exhibition Hall during the nominated event
- your logo displayed at the selected event(s)
- acknowledgement in the Conference program
- verbal acknowledgment as a Social Event Sponsor by the MC during the Conference
- acknowledgement as a sponsor on the Conference website with a link to your website
- your organisation’s profile with logo in the Conference Program and app
- opportunity to place a digital advertisement in the Conference eSatchel.

SATCHEL SPONSOR

Be the sole organisation to be badged and promoted on delegate satchels. Discuss with the Alliance the type and quality of satchel to be provided to all delegates. The sponsorship price will be set according to the satchel selected.

Your organisation’s name and logo, together with the 14th Conference branding will appear on all Conference satchels. As the Satchel Sponsor you will also receive:

- acknowledgement as a Sponsor on the Conference website with a link to your website
- your organisation’s profile with logo in the Conference Program and app
- opportunity to place a digital advertisement in the Conference eSatchel.
STAYING CONNECTED LOUNGE SPONSOR

$16,500 INC. GST

The ‘Staying Connected Lounge’ is a place where delegates can go to relax, work, meet, network, print, or access the internet. There will be high-speed wifi in this area where delegates can access the Sharing Shed to submit a recommendation, a printer, and general seating for relaxing or meetings.

The Sharing Shed is an online forum where Conference recommendations are collected and prioritised by the recommendations team. The system was first adopted at the 12th Conference and has since proved popular and valuable. Delegates will be encouraged throughout the Conference to visit the Sharing Shed Lounge to browse, comment and vote on the latest recommendations. By supporting this unique and critical component of the Conference you will enjoy the following benefits:

• naming rights to ‘Staying Connected Lounge’ with signage provided
• floor space for your organisation to display free standing banners or promotional material
• acknowledgement as the ‘Staying Connected Lounge’ sponsor on the Conference website with a link to your website
• your organisation’s profile with logo in the Conference Program
• a badged article (single page) in Partyline, the flagship magazine of the National Rural Health Alliance. For more information about Partyline, visit ruralhealth.org.au/partyline
• opportunity to place a digital advertisement in the Conference eSatchel
• opportunity to offer delegates a barista coffee cart (at sponsor’s own expense).

$16,500 INC. GST
CONFERENCE PROGRAM SPONSOR

$4,400  INC. GST

The Conference program is the key reference tool for delegates across all four days of the Conference offering you a highly valued promotion opportunity. Every delegate will receive a printed copy of the Conference program and it will also be downloadable from the Conference website.

As the exclusive sponsor of the Conference program you will enjoy the following benefits:

• your logo displayed on the back cover of the Conference program
• acknowledgement as the Program Sponsor on the Conference website with a link to your website
• your organisation’s profile with logo in the Conference Program and app
• opportunity to place a digital advertisement in the Conference eSatchel.

OTHER SPONSORSHIP OPPORTUNITIES

We are happy to consider any other sponsorship opportunity that may be more suitable to your organisation. Our cost-effective advertising can maximise your opportunities to communicate information about your organisation to Conference delegates. Some suggestions may include:

• sponsorship of Conference app
• sponsorship of targeted delegates eg. Aboriginal and Torres Strait Islander, consumers, students
• digital advertisement in the Conference eSatchel: $1,100 (gst inc)
• sponsorship of conference promotional collateral (eg lanyards, water bottles, coffee cart, wifi or bottled water): negotiable.
**NEXT STEPS**

If you wish to take up one of these sponsorship options, or an arrangement that more closely meets your needs, please call Leanne Coleman, Conference Manager at the National Rural Health Alliance on 02 6285 4660 or email conference@ruralhealth.org.au

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**CONTACT US**

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**14th National Rural Health Conference**

26-29 April 2017

Cairns

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**Proudly Part Of**

**A World Of Rural Health**

Cairns, Australia 2017