

General Practice Education and Training Convention



11-12 September | Crown Perth, WA

Sponsors & Exhibitors Brochure

AN INVITATION

On behalf of General Practice Education and Training Limited (GPET) I would like to invite you to participate in the 2013 GPET Convention, to be held at the Crown Perth on Wednesday 11 and Thursday 12 September.

The GPET Convention offers you the opportunity to promote your brand, products and services to over 450 GP registrars, supervisors, prevocational doctors, medical and cultural educators, training provider staff, practice managers, cultural mentors, and other key medical education personnel. GPET Convention delegates are at the forefront of primary health care and the education and training of Australia's future general practitioners.

Perth will provide a fitting backdrop for this year's Convention themed 'Mining for gold in general practice education'.

As the capital city of Australia's largest state, with an expansive landscape as diverse as its people, Perth is the ideal location to come together and discuss opportunities and challenges in GP education and training, and to share ideas and solutions to address distance education, remote supervision and access to care.

The theme and sub-themes outlined below will be incorporated into a range of plenary sessions, concurrent workshops, paper presentations and poster presentations, which will be held over the two-day event in conjunction with memorable and exciting social functions.

I encourage you to sponsor and/or exhibit at the GPET Convention and make the most of this unique opportunity to create new relationships and further develop existing ones through direct exposure to your target market and key decision makers in the GP education and training landscape.

Dr Eve Tsironis
GPET board member
GP and Convention Co-Convenor

CONVENTION THEME

The 2013 Convention theme 'Mining for gold in general practice education' will allow us to focus on our continual exploration for the best methods of training; delivery of quality supervision and resources; and to delve into the research which provides the evidence-base for the medicine we practise and the training we deliver.

The following three sub-themes will structure the Convention program.

1. eTraining and eHealth – incorporating models of eEducation, including distance education, and the use of technology and social media, for example: You Tube, Twitter, tablets; electronic delivery of patient care; and the future ePractice.
2. Accessibility and social inclusion – incorporating registrar and junior doctor accessibility to training; accessibility of OTDs to education, training and support; and training within and for the care of potentially marginalised groups, for example: Aboriginal and Torres Strait Islander peoples, refugees, prisoners and the homeless.
3. A day in the life ... of a registrar, a junior doctor, a supervisor, an educator, an RTP staff member, a patient, an OTD, an Aboriginal doctor, a Torres Strait Islander doctor, a mentor, a practice manager – what is your experience in GP education and training, what are your challenges and opportunities, what are your solutions?



WHY YOU SHOULD BE INVOLVED -

- Maximise your potential for brand and image promotion
- Opportunity to access your target clientele in the one venue
- A targeted, cost effective solution to marketing campaigns
- Opportunity to network and build new relationships.

The contribution that sponsors make to the success of the GPET Convention is highly valued by GPET.

Please note that all sponsorships are subject to approval by GPET.

The venue

Crown Perth



MAJOR SPONSORSHIP PACKAGES

All rates quoted are in \$AUD and inclusive of GST.

Convention Gala Dinner (\$16,000)

This sponsorship will entitle your organisation to:

- Two complimentary full delegate registrations
- Reserved VIP table of 10 at the Convention Gala Dinner
- One complimentary exhibition booth. Benefits as offered in the Trade Exhibition package (including two further complimentary registrations)
- Sponsor logo included in all promotions and displayed on the plenary screen with other sponsors
- Sponsor logo on the Convention website (hyperlinked to company webpage)
- Company profile and logo (250 words) printed into the Convention Program and Book of Abstracts
- Provision to display company banner at the Convention dinner (placement in consultation with GPET)
- Inclusion in the Trade Exhibit Passport. An incentive card encouraging delegates to visit all booths in the exhibition
- Verbal acknowledgement at the Convention Gala Dinner
- The opportunity to insert two items into delegate satchels (insert to be approved by GPET).

Program and Book of Abstracts (\$12,000)

This sponsorship will entitle your organisation to:

- Two complimentary full delegate registrations
- Sponsor logo displayed prominently with sponsorship acknowledgement, on inside cover of Program and Book of Abstracts
- Sponsor logo included in all promotions and displayed on the plenary screen with other sponsors
- Half page full colour advertisement in the Program and Book of Abstracts
- Sponsor logo on the Convention website (hyperlinked to company webpage)
- Company profile and logo (250 words) printed into the Convention Program and Book of Abstracts
- Provision to display company banner at the Convention (placement in consultation with GPET)
- The opportunity to insert two items into delegate satchels (insert to be approved by GPET)
- Verbal acknowledgement at Opening Plenary.

Convention satchels with overprint (\$7,700)

This sponsorship will entitle your organisation to:

- Logo printed on the Convention satchel provided to all delegates, co-branded with GPET
- The organisation logo is displayed on the Convention website
- Recognition as the satchel sponsor at the Convention and displayed on the screen in the plenary room
- One promotional item in Convention satchels
- Company banner displayed within the trade area at Convention
- Verbal acknowledgement at Opening Plenary.

Smart Phone App (\$6,600)

This sponsorship will entitle your organisation to:

- Agreed advertising/logo on the App, co-branded with GPET (all with final approval from GPET)
- One complimentary full delegate registration (including the Convention Gala Dinner)
- One promotional item in Convention satchels
- Verbal acknowledgement at Opening Plenary
- Inclusion of company logo in all pre Convention promotional material and the Convention Program and Book of Abstracts.

OTHER SPONSORSHIP PACKAGES

All rates quoted are in \$AUD and inclusive of GST.

Catered breaks (Morning and afternoon teas x 4 @ \$3,000 ea/Lunches x 2 @ \$3,800 ea)

Maximise your exposure by taking up one of the opportunities for a catered break sponsorship. Your organisation will feature during the break with banners throughout the exhibition area on the day of the sponsored break only, plus your organisation logo will be displayed on the plenary screen with other sponsors. One complimentary delegate registration is included with this package.

Trade exhibitor (\$3,800)

The trade exhibitor package includes a standard shell scheme exhibition booth, 3m x 2m with covered velcro compatible walls, 2 x 150watt spotlights, 1 x 240 volts/100 watt/4amp general purpose outlet and a wall mounted fascia board with vinyl letters, maximum 25 characters.

Other inclusions are:

- One dressed trestle table and two chairs
- Two complimentary registrations for the Convention (including attendance at Convention sessions, the Convention Dinner and all Convention catering)
- Opportunity to register additional representatives at a discounted rate
- Inclusion in the Trade Exhibit Passport. An incentive card will be given to all delegates to encourage them to visit each booth
- Company logo and profile (150 words) printed in Convention Program and Book of Abstracts
- Acknowledgment in all printed Convention promotions and the Convention website
- The opportunity to insert an item into delegate satchels at a discounted rate
- Increased business potential through interaction with a target audience of 450+ delegates over the two days of the event with all catering being held within the exhibition area, providing enhanced communication opportunities.

Satchel insert (\$650 non exhibitors/\$250 Convention exhibitors)

Your organisation may provide promotional material which will be included in all delegate satchels. An A4 brochure or booklet up to a maximum of six A4 pages in length is allowed. Note that this price is limited to one insert. However items such as note pads, pens and key rings are free to insert, when combined with a paying brochure. On receipt of registration for a satchel insert, a prepared mailing label will be sent to you with advice on the required number of inserts.

Table displays

Table displays are available for not-for-profit organisations at a subsidised rate and free to RTPs. Please contact the Conference Organiser on (02) 6288 3998 or email gpet@onqconferences.com.au for more information.

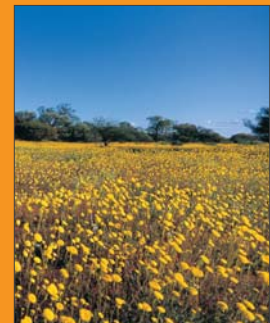
Tailored sponsorship opportunities

GPET are pleased to negotiate on a sponsorship opportunity tailored to meet the requirements of your organisation. You may wish to modify one of the existing packages or develop a package from scratch.

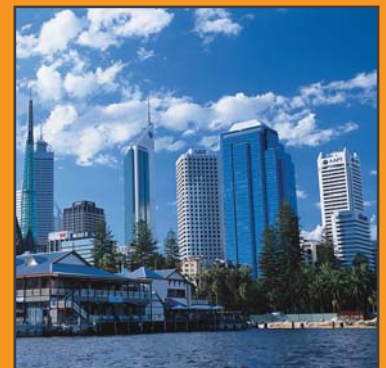
Contact the Conference Organiser by email gpet@onqconferences.com.au or by telephone (02) 6288 3998 to discuss all options.

Maximise your potential to access 450+ of your target market in the one venue, at the one time.

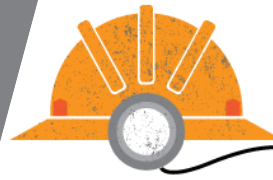
Register early to get first choice of booth.



WA wildflowers



Perth skyline



The exhibition

The Crown Perth is located on the Great Eastern Highway, Burswood, WA. Website www.crownperth.com.au/

Exhibition booths and displays will be located in the Foyer and Lobby on Level 1. During the Convention, all morning and afternoon teas and lunches will be served in the exhibition area.

The exhibition will close after afternoon tea on Thursday 12 September.

HOW TO REGISTER

Please complete and return the **Sponsorship/Exhibition Booking Form** at the rear of this brochure, selecting your requirements.

Bookings for Sponsorship and Exhibition space will be confirmed within 14 days of receipt and a tax invoice issued.

A detailed Exhibition Manual will be sent to exhibitors containing complete information on attendance requirements. All communications for the event will be by email.

For all enquiries, please contact:

On Q Conference Support

PO Box 3711 Weston Creek ACT 2611

Tel: (02) 6288 3998 or (02) 6161 9024

Fax: (02) 6161 4719

Email: gpet@onqconferences.com.au

Website: www.onqconferences.com.au/gpet2013/home.php

Terms and conditions

By completing and returning the Sponsorship/Exhibition Booking Form, you are entering into a legally binding contract upon the terms of the conditions as set out below.

Acceptance: GPET may accept or decline any application for sponsorship, exhibition or satchel inserts at its discretion.

Registration and payment: A 50% deposit of the selected sponsorship must accompany bookings for sponsorship and satchel inserts. A non-refundable deposit of \$1,100 must accompany each application for an exhibition booth. Invoices for the balance will be issued and final payment must be received for all bookings by 20 August 2013.

Deadline and cancellations: Cancellations must be in writing and received by the Conference Organiser by 5 August 2013. A 20% fee is payable if cancellation is within three months of the exhibition. Full fee is payable if less than one month's notice is given.

Insurance: The exhibition company, GPET and the Conference Organiser shall be indemnified and held harmless in respect of all costs, claims, demands and expenses to which they may be subject as a result of loss, injury, damage arising to any person or equipment throughout the duration of the exhibition, including set up and dismantle times. Therefore please ensure that your insurance will cover your involvement in this exhibition.

Display: All display materials must be flame-proof. Exhibition/display areas will be sited to allow access to emergency exits and fire fighting equipment. No attachment or defacement is to be made to the flooring, ceiling or furnishings of the Crown Perth.

Set up: Exhibitors are responsible for transport, set up and dismantling of their own equipment and displays. All deliveries/collections will be via the Crown Perth Loading Dock, and must be clearly labelled. A detailed Exhibition Manual and prepared mailing label will be provided after registration.

Additional representatives: Two complimentary registrations are included with the registration of an exhibition booth. Additional company representatives are welcome to attend at the cost of \$550 per person. This includes catering for the Convention and attendance at the Convention Dinner.

Car parking: There are 340 undercover paid parking bays available underneath Crown Metropolis Perth, Crown Theatre Perth and Crown Perth Casino, and parking is valid for up to 24 hours. The daily undercover paid parking rates is \$20, with various discounts offered to seniors, early bird and Crown Club members.

The outdoor paid parking rate is \$15.00 per 24 hours (1,090 paid parking bays available). The complex also offers 1,856 free outdoor parking bays at various locations around the complex.

Storage: There is limited storage space for crates or boxes, which can be utilised only by prior arrangement with the venue. All deliveries/collections will be via the Crown Perth Loading Dock, these items must be clearly labelled and will be moved directly to the Foyer for exhibitor access. Upon conclusion of the exhibition on Thursday 12 September 2013, exhibitors may have material collected from the Loading Dock after 4.30pm.

Booth allocation: Allocation of stands will be on a 'first-in, first-served' basis. To secure your booking, please complete the registration form and return it together with your deposit as soon as possible. Every effort will be made to allocate your 1st, 2nd or 3rd choice of booth, but there is no guarantee if those booths have already been sold.

Control of exhibition: The Conference Organiser reserves the right to alter these conditions if warranted due to changed circumstances and with prior notice to the exhibitor. The Conference Organiser will have final determination of any display content or arrangements in so far as it may affect the overall presentation and conduct of the exhibition.

Security: Only perimeter security is maintained by the venue Security Staff. Exhibitors must make provisions for the safeguarding of their goods, materials, equipment and displays at all times. No liability is accepted by GPET, the Conference Organiser, the exhibition company, or the Crown Perth for any loss or damage to equipment.

Furniture: The exhibition company constructing the trade exhibition booths will forward a furniture catalogue on receipt of deposit by the Conference Organiser. You will also be provided details of the exhibition company for direct contact on receipt of registration.

Accommodation: Special rates have been negotiated at the Crown Perth. The complex offers two ranges of accommodation

Exhibitors may book accommodation using the delegate registration form available in hardcopy form or via online registration on the website - www.onqconferences.com.au/gpet2013/home.php

For more information contact the Conference Organiser on telephone (02) 6288 3998 or email: gpet@onqconferences.com.au

Full information on the 2013 GPET Convention can be found on the website <http://www.onqconferences.com.au/gpet2013/home.php> which will be updated regularly.

Join us in Perth in September - make your bookings NOW!

General Practice Education and Training Convention

Crown Perth 11-12 September 2013

TAX INVOICE

ABN 93 835 779 670

ALL PRICES INCLUDE GST

SPONSORSHIP/EXHIBITION BOOKING FORM

Please return your completed form together with payment to: On Q Conference Support (Principal Doreen Culliver)
PO Box 3711, Weston ACT 2611 | Tel: (02) 6288 3998 | Fax: (02) 6161 4719 | Email: gpet@onqconferences.com.au

Registration details

Organisation _____

Contact (Dr, Mr, Mrs, Ms) _____

Address: _____

_____	State	Postcode
_____	Telephone	Facsimile

Rep 1 (Name to appear on name badge) (Dr, Mr, Mrs, Ms) _____

Rep 2 (Name to appear on name badge) (Dr, Mr, Mrs, Ms) _____

Please note any special requirements for attendees (dietary/disability) _____

Additional representatives may attend @ \$550 per person, (incl. GST). Please photocopy form with more names if necessary.

Category prices (all prices quoted are in \$AUD and include GST)

I wish to register for:

Exhibition booth (AUD\$3,800) Total number of booths: _____ Preferred location: 1. _____ 2. _____ 3. _____

Yes, I would also like to donate a prize for the return of completed passports

Description of prize _____

Satchel inserts (brochure or promotional material) (\$660 non exhibitor, \$250 exhibitor)

Sponsorship of:

Convention Gala Dinner sponsor (\$16,000)

Program and Book of Abstracts (\$12,000)

Satchel sponsor (\$7,700)

Smartphone App (\$6,600)

Lunch sponsor (\$3,800 per day)

Morning/afternoon teas (\$3,000 per break) No. of breaks: _____

Table display (to be approved)

Tailored sponsorship (please contact the Conference Organiser to discuss your requirements)

Payment details

I/we understand that a 50% deposit is required to confirm satchel inserts and sponsorship and a deposit of \$1,100 is required to confirm registration for an exhibition booth with balance required by 20 August 2013.

I/we understand that by completing and returning this form, we are bound by the terms and conditions outlined in this document to become a sponsor/exhibitor and agree to the payment and cancellation terms outlined.

Please tick payment type: AMEX VISA BANKCARD MASTERCARD CHEQUE (payable to On Q Conference Support) DIRECT DEPOSIT

Credit card number: _____ / _____ / _____ / _____

Name of cardholder: _____ Expiry date: _____ / _____

Signature of cardholder: _____ Amount enclosed \$ _____