



# World Health Care Networks

**Maximise your business through  
sponsorship and exhibition opportunities**

## **World Health Care Networks Conference 2012**

**Networks in Health:  
Leading, Linking, Innovating, Transforming**

**Thursday 26 to Saturday 28 July**

**Cairns Convention Centre**

**Australia**



*Proudly co-hosting an important international conference for general practice, networks, funders  
and policy makers*

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## **World Health Care Networks Conference 2012**

The Australian General Practice Network (AGPN) and General Practice New Zealand (GPNZ) will co-host the 2012 World Health Care Networks Conference in Cairns, Australia. This biennial event follows the highly successful Inaugural Conference held in Auckland, New Zealand in 2010.

### **Australian General Practice Network**

AGPN is the peak national body representing general practice networks across Australia. The Network is currently in transition, providing the foundation for the establishment of the new national network of primary health care organisations: "Medicare Locals" (MLs). The Australian Government has invited AGPN to form the national body for the National MLs Network. The ML national body will provide leadership and support to MLs in driving change management at a regional level and driving high quality primary health care performance across the country. For more information on AGPN visit [www.agpn.com.au](http://www.agpn.com.au).

### **General Practice New Zealand**

GPNZ is the national body representing 18 organised general practice (OGP) members, comprising: 12 Independent Practitioner Associations (IPAs), and 6 Primary Health Organisations (PHOs). Membership covers more than 800 community-based practices, where some 2,000 GPs and more than 2,000 practice nurses reside. Each year it is estimated more than 2.5 million New Zealanders seek health care services and advice from these member practices. For more information on GPNZ please visit [www.gpnz.org.nz](http://www.gpnz.org.nz).

## **World Health Care Networks**

WHCN is a new network linking health and social care organisations from across the globe with a commitment to improving the world's health through organised general practice and primary health care. As founding members, AGPN and GPNZ actively seek out new members and partners who share in this mandate and vision with a view to advancing a comprehensive primary health care agenda through collaborative partnership. For more information on WHCN please visit [www.whcnetworks.com](http://www.whcnetworks.com).

The biennial Conference is a key feature of the WHCN movement and generates significant international interest and participation. Bringing together lead health and social care organisations from across the world it attracts policy makers, strategists, funders, purchasers and health service professionals who meet to share in the best of international knowledge, experience and innovation.

The staging of the Conference has and will continue to generate commitment, energy and passion from participants and other stakeholders to take action in harnessing the value of health care networks in achieving transformational change. WHCN promotes world-wide leadership and

partnerships essential to driving this change and to creating sustainable health care solutions and outcomes.

## **Delegate profile**

The three principal target audiences for the 2012 WHCN Conference are:

- clinical, managerial and community leaders from organised primary health care organisations around the world, primarily PHOs and IPAs in New Zealand, members of the Australian General Practice Network and Medicare locals in Australia, and equivalent 'meso' level organisations in Europe, the UK, North America, and Asia-Pacific;
- policy makers, strategists, researchers, planners, funders and purchasers, and health service professionals; and
- consumers of health services, with an initial focus on peak representative bodies.

## **Date and venue**

The Conference will be held at the Cairns Convention Centre, Australia from Thursday 26 July to Saturday 28 July 2012.

## **Benefits of sponsorship**

The WHCN Conference provides sponsors with:

- significant exposure to Conference delegates;
- association with organisations committed to and involved in transforming primary health care;
- extensive networking opportunities;
- relationship building in the company of highly dedicated professionals;
- opportunities to contribute to international discussions and innovative solutions in primary health care;
- opportunities to discuss partnerships with the founding members of the WHCN, and with other potential members who participate in the Conference;
- ability to demonstrate corporate social responsibility by contributing to a Conference committed to improving the health and wellbeing of the world's population, with a particular focus on people at most disadvantage;
- increasing your company's insight into future trends;
- association in quality, innovation and excellence;
- exposure of new products/services through exhibition opportunities; and
- potential for new markets through growth in international profile.

## **Promotion of the WHCN Conference**

A range of strategies are being used to promote the WHCN Conference in Australia and New Zealand, as well as internationally. The Conference has its own website containing all information

delegates require, and is heavily promoted to a network of national, local and industry stakeholders through direct mail, e-bulletins and AGPN and GPNZ presentations and meetings. A comprehensive, targeted contact list of organisational and individual stakeholders from across the world is being developed with assistance from the WHCN international advisory committee, with appropriate international promotional strategies being explored. The aim is to generate a “network of networks” to promote both the Conference and the opportunity for involvement in an international movement committed to becoming a force for change and better health on a global scale.

Both the Australian and New Zealand websites have direct links to the Conference website.

WHCN: [www.whcnetworks.com](http://www.whcnetworks.com)

AGPN: [www.agpn.com.au](http://www.agpn.com.au)

GPNZ: [www.gpnz.org.nz](http://www.gpnz.org.nz)

## **Additional information**

An Australian tax invoice will be issued to Australian sponsors only. For entities outside of Australia an invoice will be issued without GST. All costs are in Australian Dollars (AUD).

## **Sponsorship packages**

The founding members welcome discussion on the various sponsorship packages on offer and are open to negotiating a tailored package which may better meet your organisation’s needs. Your sponsorship will ensure you receive excellent branding; providing clear exposure to our delegates and our stakeholders in the lead up to, and at, the Conference. At this professional Conference your organisation will be positioned to build and reinforce relationships through premium recognition of your contribution to primary health care.

## **More information**

For more information on sponsorship at the WHCN Conference please contact:

Ms Trisha Wong

Marketing and Events Manager

E: [twong@agpn.com.au](mailto:twong@agpn.com.au)

T: (612) 6228 0835

M: (61) 408 246 411

## Gold Sponsor - \$35,000.00 AUD

(one available only)

As the Gold Sponsor your organisation and brand will be affiliated with all aspects of the WHCN Conference 2012. Your investment features include:

### Pre Conference

- name acknowledgement as the Gold Sponsor
- company logo on the Conference website with a link to your home page for year of and year after the Conference
- listing in the Conference e-bulletin from sign on until Conference (distributed to all delegates and interested stakeholders)

### During the Conference

- acknowledgement at opening and closing plenary sessions
- one full page colour advertisement in official program
- company logo and organisation listing in official program
- two promotional inserts in Conference satchel
- two pamphlets to be personally handed to delegates at two plenary sessions (i.e. one per plenary)
- opportunity to nominate a speaker for a plenary session (subject to approval by the Advisory Committee)
- exclusive signage in a plenary session
- corporate banner displayed near registration desk during the Conference
- corporate banner displayed at entrance to the exhibition hall
- one hour access to Conference meeting room (subject to availability)
- three nights accommodation for senior executive (excluding breakfast)
- 6m x 2.4m trade booth in a prominent position
- eight three day Conference registrations
- eight invitations to the Conference Welcome Reception
- eight invitations to Conference Sponsors Reception

### Post Conference

- a delegate list with contact details
- invitation to AGPN and GPNZ stakeholder drinks

## **Silver Sponsor - \$25,000.00 AUD**

(one available only)

As the Silver Sponsor your organisation and brand will be affiliated with the WHCN Conference 2012. Your investment features include:

### **Pre Conference**

- name acknowledgement as the Silver Sponsor
- company logo on the Conference website sponsors page with a link to your home page for year of and year after Conference
- listing in the Conference e-bulletin from sign on until Conference (distributed to all delegates and interested stakeholders)

### **During the Conference**

- acknowledgement at opening and closing plenary sessions
- opportunity to nominate a speaker for a plenary session (subject to approval by the Advisory Committee)
- a half page colour advertisement in official program
- company logo and organisation listing in official program
- one promotional insert in Conference satchel
- one pamphlet to be personally handed to delegates at one plenary session
- one hour access to Conference meeting room (subject to availability)
- three nights accommodation for senior executive (excluding breakfast)
- 3m x 2.4m trade booth in a prominent position
- six three day Conference registrations
- six invitations to the Conference Welcome Reception
- six invitations to Conference Sponsors Reception

### **Post Conference**

- a delegate list with contact details
- invitation to AGPN and GPNZ stakeholder drinks

## **Exhibition Hall Sponsor - \$25,000.00 AUD**

(one available only)

A unique opportunity exists for your organisation to have sole naming rights of the trade exhibition. Your investment features include:

### **Pre Conference**

- name acknowledgement as the Exhibition Hall Sponsor
- company logo on the Conference website sponsors page with a link to your home page for year of and year after Conference
- listing in the Conference e-bulletin from sign on until Conference (distributed to all delegates and interested stakeholders in Australia, New Zealand and on a worldwide basis)

### **During Conference**

- acknowledgement at opening and closing plenary sessions
- corporate banner at entry to the exhibition hall
- banner inside exhibition hall
- a half page colour advertisement in official program
- company logo and organisation listing in official program
- one promotional insert in Conference satchel
- one pamphlet to be personally handed to delegates at one plenary session
- one hour access to Conference meeting room (subject to availability)
- 6m x 2.4m trade booth in a prominent position
- six three day Conference registrations
- six invitations to the Conference Welcome Reception
- six invitations to Conference Sponsors Reception

### **Post Conference**

- a delegate list with contact details
- invitation to AGPN and GPNZ stakeholder drinks

## Welcome Reception Sponsor - \$20,000.00 AUD

(one available only)

Address a fresh and excited group of delegates in a relaxed networking environment. Your investment features include:

### Pre Conference

- name acknowledgement as the Welcome Reception Sponsor
- company logo on the Conference website sponsors page with a link to your home page for year of and year after Conference
- listing in the Conference e-bulletin from sign on until Conference (distributed to all delegates and interested stakeholders)

### During Conference

- acknowledgement at opening and closing plenary sessions
- half page advertisement in official program
- company logo and organisation listing in official program
- one promotional insert in Conference satchel
- name acknowledgement as the Welcome Reception Sponsor in official program
- exclusive company banner placement at the Welcome Reception
- one hour access to Conference meeting room (subject to availability)
- 3m x 2.4m trade booth in a prominent position
- six three day Conference registrations
- eight invitations to the Conference Welcome Reception
- six invitations to Conference Sponsors Reception

### Post Conference

- invitation to AGPN and GPNZ stakeholder drinks

## Satchel Sponsor - \$15,500.00 AUD

(one available only)

Distributed to every delegate upon registration, satchels are constantly used throughout and after the Conference. Sponsorship of the satchels offers excellent exposure, as the sponsor will be a constant presence for the duration of the event and beyond. Your investment features include:

### Pre Conference

- name acknowledgement as the Satchel Sponsor
- company logo on the Conference website sponsors page with a link to your home page for year of and year after Conference
- listing in the Conference e-bulletin from sign on until Conference (distributed to all delegates and interested stakeholders)

### During Conference

- acknowledgement at opening and closing plenary sessions
- company logo on Conference satchel (with WHCN logo and tagline)
- a half page colour advertisement in official program
- company logo and organisation listing in official program
- two promotional inserts in Conference satchel
- one hour access to Conference meeting room (subject to availability)
- 3m x 2.4m trade booth in a prominent position
- four three day Conference registrations
- four invitations to the Conference Welcome Reception
- four invitations to Conference Sponsors Reception

### Post Conference

- invitation to AGPN and GPNZ stakeholder drinks

## **International Speaker Sponsor - \$15,000.00 AUD**

**(maximum of 3 available)**

Your investment features include:

### **Pre Conference**

- name acknowledgement as an International Speaker Sponsor
- company logo on the Conference website sponsors page with a link to your home page for year of and year after Conference
- listing in the Conference e-bulletin when international speaker is featured (distributed to all delegates and interested stakeholders)

### **During Conference**

- acknowledgement at opening and closing plenary sessions
- company logo and organisation listing in official program
- company logo in Conference program where international speakers are featured
- one promotional insert in Conference satchel
- name acknowledgement as an International Speaker Sponsor in official program
- three three day Conference registrations
- three invitations to the Conference Welcome Reception
- three invitations to Conference sponsor's reception

### **Post Conference**

- three invitations to AGPN and GPNZ stakeholder drinks

## Media Monitoring Sponsor - \$12,000 AUD

(one available only)

Monitoring the output of the print, online and broadcast media including news, social commentary, forums and blogs:

### Pre Conference

- name acknowledgement as the Media Monitoring Sponsor
- company logo on the Conference website sponsors page with a link to your home page for year of and year after Conference
- listing in the Conference e-bulletin from sign on until Conference (distributed to all delegates and interested stakeholders)

### During Conference

- acknowledgement at opening and closing plenary sessions
- acknowledgement and logo (where appropriate) on media received by the organisation
- one hour access to Conference meeting room (subject to availability)
- company logo and organisation listing in official program
- one promotional insert in Conference satchel
- 3m x 2.4m trade booth in a prominent position
- four three day Conference registrations
- four invitations to the Conference Welcome Reception
- four invitations to Conference Sponsors Reception

### Post Conference

- invitation to AGPN and GPNZ stakeholder drinks

**Internet Café Sponsor - \$13,200.00 AUD** + Supply of equipment and communication costs (one available only)

The place delegates come to network, check emails and do business. Your investment features include:

### **Pre Conference**

- name acknowledgement as the Internet Cafe Sponsor
- company logo on the Conference website sponsors page with a link to your home page for year of and year after Conference
- listing in the Conference e-bulletin from sign on until Conference (distributed to all delegates and interested stakeholders)

### **During Conference**

- acknowledgement at opening and closing plenary sessions
- naming rights and exclusive signage to the internet café
- one hour access to Conference meeting room (subject to availability)
- company logo and organisation listing in official program
- one promotional insert in Conference satchel
- 9m x 2.4m trade booth in a prominent position
- four three day Conference registrations
- four invitations to the Conference Welcome Reception
- four invitations to Conference Sponsors Reception

### **Post Conference**

- invitation to AGPN and GPNZ stakeholder drinks

## **Support Sponsor (with exhibition) - \$9,900.00 AUD**

**(maximum of 3 available)**

Support the WHCN Conference, build partnerships and opportunities. Your investment features include:

### **Pre Conference**

- name acknowledgement as Support Sponsor
- company logo on the Conference website sponsors page with a link to your home page for year of and year after Conference

### **During Conference**

- acknowledgement at opening and closing plenary sessions
- company logo and organisation listing in official program
- one promotional insert in Conference satchel
- company branding in a concurrent session
- one hour access to Conference meeting room (subject to availability)
- 3m x 2.4m trade booth
- two three day Conference registrations
- two tickets to the Conference Welcome Reception
- two invitations to Conference Sponsors Reception

### **Post Conference**

invitation to AGPN and GPNZ stakeholder drinks

## **Support Sponsor (without exhibition) - \$5,500.00 AUD**

Support the WHCN Conference, build partnerships and opportunities. Your investment features include:

### **Pre Conference**

- name acknowledgement as Support Sponsor
- company logo on the Conference website sponsors page with a link to your home page for year of and year after Conference

### **During Conference**

- acknowledgement at opening and closing plenary sessions
- company logo and organisation listing in official program
- one promotional insert in Conference satchel
- one hour access to Conference meeting room (subject to availability)
- two three day Conference registrations
- two tickets to the Conference Welcome Reception
- two invitations to Conference Sponsors Reception

### **Post Conference**

- invitation to AGPN and GPNZ end of year stakeholder drinks

## Daily Bulletin Sponsor - \$6,500.00 AUD

(one available only)

The Daily Bulletin is the communication tool used throughout the Conference. It will include important information about the day ahead, notes from the previous day, anecdotal information and interesting photos from the previous day. The Daily Bulletin will be featured each morning, prior to the first plenary and as delegates are seated as a presentation on key screens across the venue.

Your investment features includes:

### Pre Conference

- name acknowledgement as the Daily Bulletin Sponsor
- company logo on the Conference website sponsors page with a link to your home page for year of and year after Conference

### During Conference

- acknowledgement at opening and closing plenary sessions
- naming rights of the daily bulletin
- company logo and organisation listing in official program
- company logo and branding throughout the Daily Bulletin presentation
- further Daily Bulletin distribution available in print format from reception (up-to 1/3 of delegated represented)
- further Daily Bulletin distributed to all exhibitors in print format
- one promotional insert in Conference satchel
- one hour access to Conference meeting room (subject to availability)
- one three day Conference registration
- two tickets to the Conference Welcome Reception
- two invitations to Conference Sponsors Reception

### Post Conference

- invitation to AGPN and GPNZ stakeholder drinks

## Networking Break Sponsor - \$5,500.00 AUD

- **Thursday 26 July – available**
- **Friday 27 July – available**
- **Saturday 28 July - available**

At each break Conference participants appreciate a tea, coffee or cool beverage. Here is an opportunity to reach out to them while they are networking. Your investment features include:

### Pre Conference

- name acknowledgement as Refreshment Break Sponsor
- company logo on the Conference website sponsors page with a link to your home page for year of and year after Conference

### During Conference

- acknowledgement at opening and closing plenary sessions
- banner displayed during all networking breaks on nominated day of Conference
- name acknowledgement as Networking Break Sponsor in official program
- company logo and organisation listing in official program
- one promotional insert in Conference satchel
- one hour access to Conference meeting room (subject to availability)
- one three day Conference registration
- two tickets to the Conference Welcome Reception
- two invitations to Conference Sponsors Reception

### Post Conference

- invitation to AGPN and GPNZ stakeholder drinks

## **Lanyard Sponsor - \$4,400.00 AUD**

(one available only, lanyard to be provided by sponsor)

An opportunity to be recognised at every introduction. Your investment features include:

### **Pre Conference**

- name acknowledgement as Lanyard Sponsor
- company logo on the Conference website sponsors page with a link to your home page for year of and year after Conference

### **During Conference**

- acknowledgement at opening and closing plenary sessions
- company logo and organisation listing in official program
- one promotional insert in Conference satchel
- one hour access to Conference meeting room (subject to availability)
- one three day Conference registrations
- two tickets to the Conference Welcome Reception
- two invitations to Conference Sponsors Reception

### **Post Conference**

- invitation to AGPN and GPNZ stakeholder drinks

## **Name Badge Sponsor - \$4,400.00 AUD**

(one available only)

Your logo will feature on all delegate name badges. Your investment features include:

### **Pre Conference**

- name acknowledgement as Name Badge Sponsor
- company logo on the Conference website sponsors page with a link to your home page for year of and year after Conference

### **During Conference**

- acknowledgement at opening and closing plenary sessions
- company logo on all name badges
- company logo and organisation listing in official program
- one promotional insert in Conference satchel
- one hour access to Conference meeting room (subject to availability)
- one three day Conference registrations
- two tickets to the Conference Welcome Reception
- two invitations to Conference Sponsors Reception

### **Post Conference**

- invitation to AGPN and GPNZ stakeholder drinks

## **Pen or Note Pad Sponsor - \$2,200.00 AUD**

(one of each available and pen or note pad to be provided by sponsor)

An opportunity to be at delegates fingertips – a great branding opportunity. Your investment features include:

### **Pre Conference**

- name acknowledgement as Pen or Note Pad Sponsor
- company logo on the Conference website sponsors page with a link to your home page for year of and year after Conference

### **During Conference**

- acknowledgement at opening and closing plenary sessions
- company logo and organisation listing in official program
- one hour access to Conference meeting room (subject to availability)
- one promotional insert in Conference satchel
- one three day Conference registration
- one ticket to the Conference Welcome Reception
- one invitation to Conference Sponsors Reception

### **Post Conference**

- invitation to AGPN and GPNZ stakeholder drinks

## **Customised packages and more information**

Sponsorship packages can be customised to meet your organisation's objectives. For more information, or to discuss sponsorship packages, please contact:

Trisha Wong  
Marketing and Events Manager  
PO Box 4308  
Manuka ACT 2603  
Australia  
T: 61 2 6228 0835  
M: 61 408 246 411  
E: [twong@agpn.com.au](mailto:twong@agpn.com.au)

## **How to secure a sponsorship package**

To secure a sponsorship package complete the enclosed application form and return it together with a 50 % deposit to AGPN attention Trisha Wong at the postal address listed above.

## **Support provided to sponsors**

Should your organisation wish to become a sponsor of the Conference, the AGPN Events Team and founding partners will work closely with you to ensure you are satisfied with your involvement and return on investment.

The AGPN Events Team will provide assistance to sponsors in the following ways:

- understanding and agreeing, from the outset, your organisation's expectations of the sponsorship arrangement;
- liaising with you on additional value-add opportunities;
- sourcing electronic copies of your organisation's logo for reproduction in official Conference material;
- advising you on company literature you may be eligible to incorporate in the Conference satchels and on the quantities required;
- assisting you with registration process; and
- advising you on accommodation options available in Cairns.

Our aim is to provide support to sponsors to generate the best possible outcomes from the Conference.

In addition, the WHCN hosts a sponsor's invitation only event at the Conference with representatives from the WHCN.

## Promotional opportunities

A range of additional promotional opportunities are available to provide your organisation with an excellent opportunity to increase your visibility and raise your profile.

### Satchel Insert - \$900.00 AUD per item

- One piece of promotional literature or corporate gift in the delegate satchel provided by the sponsor (not pad or pen).

### Advertisement in Conference Program

- Full page \$1,500.00 AUD
- Half page \$800.00 AUD

## Other information

- An Australian tax invoice will be issued to Australian sponsors only. For entities outside of Australia an invoice will be issued without GST.
- All inserts/handouts to be supplied by sponsor.
- All artwork/logo to be provided by sponsors.
- All banners to be provided by sponsor.

## **Business Opportunities through Exhibition**

### **Exhibition Opportunities**

Maximise your exposure to international, national and local leaders in primary health care delivery.

All refreshment breaks and the Welcome Reception on Thursday 26 July will be taken among the exhibition stands.

### **Benefits of Exhibiting**

Conference delegates discuss the pivotal issues and learn from the opinions and perspectives of industry leaders and their peers.

As an exhibitor you will be:

- high visibility at one of the first international primary health care collaboration Conferences
- surrounded by extensive networking opportunities
- building links with the leaders in primary health care delivery
- associated with quality, innovation and excellence through an event supported by high profile organisations with a reputation for addressing cutting edge issues in health care
- provided the opportunity to showcase your products, services and demonstrate new releases.

### **Exhibitor Kit**

An electronic exhibition kit including an exhibitor manual, contract, and representative booking information will be sent upon receipt of application form.

## Furniture and Equipment

Additional furniture and equipment can be hired from the exhibition contractor, Eventsnq, who will contact each exhibitor directly to:

- provide a furniture catalogue;
- request power loading; and
- confirm correct name to be displayed on fascia.

## Exhibition Package Prices

### WHCN member organisations \$4,000 AUD

(Only available to Network Members if paid in full by 30 May 2012)

### Other organisations \$4,500.00 AUD

## Inclusions

### Communications

- logo, name and 50 word profile on the Conference website

### During the Conference

- 3 days exposure to key industry decision makers
- 3m x 2.4m booth
- 2 x company name on ID Fin (up to 20 characters)
- 2 x 60 watt spotlights
- 1 x power outlet (additional requirements may be ordered)
- catering throughout the day for two representatives on each exhibition day
- two invitations to the Conference Welcome Reception
- opportunity for two representatives to attend Conference sessions
- name badge, Conference satchel and Conference materials for two representatives

## **Booking an Exhibition Space**

To book a booth, please complete the enclosed application form indicating your three choices of stands in order of preference and forward your application form and 50% deposit (or full payment) to:

Ms Nicole Shepherd

Events Coordinator

PO Box 4308

Manuka ACT 2603

Australia

T: (612) 6228 0846

E: [nshepherd@agpn.com.au](mailto:nshepherd@agpn.com.au)

## **Additional Exhibitor Passes**

All additional company representatives who wish to have entry to the exhibition hall must purchase an exhibition pass. Details on how to book an additional pass will be forward to you on receipt of application. Exhibitor only registrations cost \$150.00 per day or \$400.00 for three days. Exhibitor only registrations do not give access to Conference session or social functions.

## **More Information**

For more information on exhibiting at the WHCN Conference please contact Nicole Shepherd, details above.

