



NIMAC Conference & Trade Exhibition 2012

**Your invitation to participate in the
NIMAC 2012 Conference
and Trade Exhibition**

Sponsorship & Trade Exhibition Information

**Jupiters, Gold Coast
11 – 13 July 2012**

Post PO Box 995, Indooroopilly Qld 4068
Tel 07 3725 5588 **Fax** 07 3715 8166
Email events@acqi.org.au



Background Information

The Nurses In Management Aged Care (NIMAC) Conference and Trade Exhibition 2012 brings together nurses working in the aged care industry.

This annual event provides the opportunity for nurses to gather, network and visit trade exhibitions and speak with sponsors who target practice issues and products. The theme for each Conference is *Nursing with Attitude!* The program for 2012 is informative and challenging. It will encourage delegates to develop new visions and strategies for the future.

Target Market

Delegates attending the Conference will include:

- Key stakeholders in, and allied to, the industry
- Directors of Nursing
- Registered Nurses
- Enrolled Nurses
- Unregulated Workers (AINs and PCs)
- Administrators

The Venue & Accommodation

The venue for the 2012 NIMAC Conference is Jupiters Gold Coast. The Gold Coast boasts some of the world's best sandy beaches and warm, clear waters.

Jupiters is centrally located in Broadbeach with a wide range of restaurants available close-by. Pacific Fair shopping centre is located directly across from the hotel.

Special discounted rates have been negotiated with Jupiters. More information will be available in the Trade Manual.

Trade Exhibition Schedule

The Conference program and exhibition floor plan have been designed to offer exhibitors maximum contact with Conference delegates. All morning and afternoon teas and lunches will be served in the trade exhibition.

Wednesday 11 July

10.00am – 5.00pm Optional Workshops for Delegates
2.00pm – 5.00pm Trade Exhibitors move in

Thursday 12 July

9.00am - 5.00pm Conference Plenary Sessions
8.30am – 5.00pm Trade Exhibition (All meal breaks within trade exhibition area)
7.00pm – 11.30pm **Conference Dinner** – Theme: The Olympics

Friday 13 July

9.00am - 4.00pm Conference Plenary Sessions
2.00pm Trade Exhibitors move out (NOTE: This program is subject to change)

SPONSORSHIP OPPORTUNITIES (SEE TABLE FOR DETAILS)

Major Sponsor

\$6,000 (ex GST)

As Major Sponsor, your organisation will be affiliated with all aspects of this Conference. This unique opportunity enables your organisation to demonstrate its support and commitment to the aged care industry. This sponsorship option is limited to the Major Sponsorship level and to only a limited number of sponsors. Your company will receive considerable exposure and recognition before, during and after the conference.

Exhibition Hall Sponsor

\$5,000 (ex GST)

As the Exhibition Hall Sponsor, your organisation will receive recognition as the sponsor of this area. All meal breaks are served here during the Conference. An entrance feature to the Exhibition Area will also be designed with your company branding.

Dinner (Thur 21 July) (Theme: The Olympics)

\$4,500 (ex GST)

The Conference Dinner is a spectacular and prominent event of the social program. Your company will be exclusively promoted during the evening through signage, menus and a short speaking opportunity.

Clinical Workshop Sponsor

\$4,500 (ex GST)

As Clinical Workshop Sponsor, your organisation will receive prime recognition in the lead up and throughout the day of the workshop. This workshop is an optional session held the day prior to the conference and its program has a more clinical focus with a good attendance from the industry.

Keynote Speaker

\$4,000 (ex GST)

This is an opportunity for your organisation to be associated with the Conference's prominent keynote speakers. Sponsorship of keynote speakers will entitle your organisation to considerable promotional opportunities and recognition during the plenary session that the sponsored speaker presents at.

Delegate Satchels

\$3,500 (ex GST)

Each delegate attending the Conference will receive a quality satchel which includes all Conference materials. Satchels are kept and used again by delegates, which means your company advertising is ongoing.

Bottled Water

\$3,500 (ex GST)

All delegates will receive a labelled bottle of water promoting your company, which can be refilled at water stations during the conference. This is an excellent way of putting your organisation's name in delegates' hands! You will achieve excellent exposure throughout the Conference. Any additional bottles will be handed out to delegates throughout the conference.

Massages

\$3,000 (ex GST)

This popular sponsorship item provides delegates with the opportunity to receive a relaxing massage during meal breaks, the perfect treat! This may be an alternative option to a trade booth.

Delegate Lanyards

\$3,000 (ex GST)

An excellent promotion is to have your company name/logo printed on the Delegate Lanyards. These are worn at all times during the Conference and provide an excellent level of exposure for your company. Delegates often reuse the lanyards after the event.

SPONSORSHIP OPPORTUNITIES (CONTINUED - SEE TABLE FOR DETAILS)

Internet Cafe

\$3,000 (ex GST)

An excellent way of gaining exposure to delegates is to sponsor the Internet Cafe where delegates can access emails and communicate with their workplace. This well utilised service includes 3 internet accessing computers, backing board and company logo on signage. Your company website will be the default home page.

Name Badge

\$2,800 (ex GST)

An excellent promotion is to have your company name/logo printed on all Conference name badges. This is the square name plate that is worn at all times during the conference giving you great exposure.

Speaker

\$2,300 (ex GST)

This is an opportunity for your organisation to be associated with a nominated prominent speaker at the Conference. Your company will receive recognition during the speaker's session.

Luncheon

\$1,400 each (ex GST)

–Thu or Fri

Lunch will be provided each day in the trade exhibition area of the Conference. This is a time which will enable delegates, exhibitors and speakers to interact in an informal and relaxed environment. Signage promoting your company will be placed around the area during the break.

Morning or Afternoon Tea

\$850 each (ex GST)

- Thu or Fri

Morning or afternoon tea is a key time for delegates to get together and enjoy a break from the formal proceedings. Refreshments will be available for delegates in the Trade Exhibition Area and this time provides an excellent opportunity for sponsors to reach all delegates.

Seat Drop

\$800 (ex GST)

This is an opportunity for your brochure to be placed on each delegate's seat during one of the breaks, ensuring your brochure has primary exposure.

Satchel Inserts

\$450 (ex GST)

If you want to reach the delegates direct, what better way than putting your information in the conference satchels! You will also receive acknowledgement of your support in the Conference Program.

Your insert could be:

- Information brochure (up to A4 size lightweight brochure or equivalent)
- Sample of product or promotional products

SATCHEL INSERT - SPECIAL OFFER!! – Book One Get One FREE!!

If you book an information brochure as your satchel insert, you can add a promotional item for **FREE!!**

SPONSORSHIP BENEFITS TABLE

FEATURES	MAJOR SPONSOR \$6,000	EXHIBITION HALL SPONSOR \$5,000	DINNER SPONSOR \$4,500	CLINICAL WORKSHOP SPONSOR \$4,500
Company logo on all email blasts associated with the conference	✓			
Exclusivity (sole sponsor for your particular product/service)	✓	✓	✓	✓
Short Speaking Opportunity (5 minutes)	✓		✓	✓
Prime Trade Booth (subject to availability)	✓	✓		Discounted to \$2000 ex gst
Complimentary full registrations	✓ (2)	✓ (2)	✓ (2)	✓ (2 workshop)
Conference Dinner tickets	✓(2)	✓ (2)	✓ (2)	
Company logo on conference advertisements / marketing material	✓	✓	✓	✓
Company logo on registration brochure front cover	✓	✓	✓	✓
Company logo on conference program front cover	✓	✓	✓	✓ (workshop)
Company logo and link on conference web page	✓	✓	✓	✓
Acknowledgement of sponsorship during the Conference	✓	✓	✓	✓ (workshop)
Company logo on conference material during event	✓	✓	✓	✓ (workshop)
Company banner displayed in plenary room	✓	✓	✓	✓ (During Workshop)
Inclusion of satchel insert in delegate satchels	✓	✓	✓	✓
Delegate List (subject to Privacy Legislation)	✓	✓	✓	✓

FEATURES	KEYNOTE SPEAKER SPONSOR	DELEGATE SATCHELS SPONSOR	BOTTLED WATER SPONSOR	DELEGATE LANYARDS SPONSOR
	\$4,000	\$3,500	\$3,500	\$3,000
Exclusivity (sole sponsor for your particular product/service)	✓	✓	✓	✓
Short Speaking Opportunity (5 minutes)	✓			
Complimentary full registrations	✓ (1)	✓ (1)	✓ (1)	✓ (1)
Conference Dinner ticket	✓ (1)	✓ (1)	✓ (1)	✓ (1)
Company logo on conference advertisements / marketing material	✓	✓	✓	✓
Company logo on registration brochure front cover	✓	✓	✓	✓
Company logo on conference program front cover	✓	✓	✓	✓
Company logo on conference web page	✓	✓	✓	✓
Acknowledgement of sponsorship during the Conference	✓	✓	✓	✓
Company logo on conference material during event	✓	✓	✓	✓
Inclusion of satchel insert in delegate satchels	✓	✓	✓	✓
Delegate List (subject to Privacy Legislation)	✓	✓	✓	✓

FEATURES	MASSAGE SPONSOR	INTERNET CAFE SPONSOR	NAME BADGE SPONSOR	SPEAKER SPONSOR
	\$3,000	\$3,000	\$2,800	\$2,300
Exclusivity (sole sponsor for your particular product/service)	✓	✓	✓	✓
Complimentary full registration	✓ (1)	✓ (1)		
Company logo on conference advertisements / marketing material	✓	✓	✓	✓
Company logo on registration brochure front cover	✓	✓	✓	✓
Company logo on conference program front cover	✓	✓	✓	✓
Company logo on conference web page	✓	✓	✓	✓
Acknowledgement of sponsorship during the Conference	✓	✓	✓	✓
Company logo on conference material during event	✓	✓	✓	✓
Inclusion of satchel insert in delegate satchels	✓	✓	✓	✓
Delegate List (subject to Privacy Legislation)	✓	✓	✓	✓

FEATURES	LUNCH SPONSOR	AFTERNOON TEA SPONSOR	MORNING TEA SPONSOR	SEAT DROP
	\$1,400	\$850	\$850	\$800
Exclusivity (sole sponsor for your particular product/service)	✓	✓	✓	
Company logo on conference advertisements / marketing material	✓	✓	✓	
Company logo on registration brochure front cover	✓	✓	✓	
Company logo on conference program front cover	✓	✓	✓	
Company logo on conference web page	✓	✓	✓	
Acknowledgement of sponsorship during the Conference	✓	✓	✓	
Company logo on conference material during event	✓	✓	✓	
Inclusion of satchel insert in delegate satchels	✓	✓	✓	
Delegate List (subject to Privacy Legislation)	✓	✓	✓	

TRADE EXHIBITION BOOTHS

(see map on page 10)	ACQ INDUSTRY PARTNER	NON-ACQ INDUSTRY PARTNER
PRIME TRADE BOOTHS 1, 2, 26, 27, 28, 29, 30, 31, 34, 35, 38, 39, 42, 43, 46, 47	\$2,600 + \$260 gst = \$2,860	\$2,800 + \$280 gst = \$3,080
STANDARD TRADE BOOTHS 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 32, 33, 36, 37, 40, 41, 44, 45, 48, 49, 50, 51, 52	\$2,400 + \$240 gst = \$2,640	\$2,600 + \$260 gst = \$2,860

Exhibitor Package Inclusions

- Shell scheme display booth
 - **Size** - 3m x 2.4m
 - **Walls** - 2.4m velcro compatible fabric
 - **Lights** - Two 150 watt spot lights per stand
 - **Signage** - Fascia sign with company name
 - **Power** - One 240V/100 watt / 4amp general purpose outlet per booth
- Attendance by up to two company representatives for the duration of the Trade Exhibition (includes catering for all morning and afternoon teas, and all lunches, access to Conference sessions, and Conference Dinner)
- Name badges x 2 (This allows exhibitors to attend speaking sessions of interest throughout the Conference)
- Listing in Conference program (dependent on listing being returned in time for Conference program printing deadline. If listing form is not returned, contact details from the booking form will only be listed)
- Complete list (in hard copy) of delegate details (To comply with privacy legislation, we will only supply details of any delegates who have not indicated they wish their information suppressed)

Additional Trade Exhibition Staff

If additional personnel are required to staff displays, they **MUST** register as either **full delegates** OR **additional trade exhibition** staff. The absolute **MAXIMUM** number of additional trade exhibition staff allowed is two. Any others need to register at the delegate registration fee and will be able to access the ACQI member rate.

- Additional person attending Conference Dinner **\$110.00** + \$11 GST = \$121
- Additional trade exhibitor package
(Inclusive of 2 days, Conference Dinner, satchel and name badge) **\$310.00** + \$31 GST = \$341

NIMAC CONFERENCE 2012 BOOKING FORM

COMPANY	
CONTACT NAME	
CONTACT POSITION	
ADDRESS	
TELEPHONE	
MOBILE	
EMAIL (PLEASE PRINT)	
PRODUCT/SERVICE OFFERED	
SIGNATURE	

Booking/Payment Details	Details	Amount
Sponsorship Item		\$
Trade Booth (please list 3 booth numbers in order of preference)	1 st 2 nd 3 rd	\$
Satchel Insert		\$
Total Amount Payable		\$

Terms & Conditions of Sponsorship/Trade Exhibition Booking

The total amount is payable upon booking. **Full payment must be finalised before 8th June 2012. Should payment not be received by the due date, the Organiser will release the assigned space.** Once an application form is received the requested item is deemed to be booked and the booking organisation is liable for full payment.

Cancellation Policy for Sponsorship and Exhibition: Your cancellation must be advised in writing. An administration fee of 25% of the contracted price is retained should the cancellation be up to 3 months prior to the event and 100% of the contracted price should cancellation be less than 3 months prior to the event. If your selected package is resold, a cancellation fee of 25% applies and a refund of any monies owed (less the CANCELLATION FEE) will be forwarded. Only once all other trade booths are sold is the resale option available. If the item cannot be resold you are liable for full payment.

Your signature above is taken as confirmation of your booking, acceptance of the details of the relevant sponsorship/trade booth as listed in this material, and acceptance of these conditions.

Please return this form and cheque to:

ACQ Conference & Event Management PO Box 995, Indooroopilly Qld 4068 T: 07 3725 5588 F: 07 3715 8166 E: events@acqi.org.au

or Debit my credit card: MasterCard Visa Name on Card

Credit Card No:..... Expiry Date:..... /

Signature Amount \$.....

or EFT details: Aged Care Queensland Bank: Westpac Bank BSB: 034063 A/C: 100549 REF: NIMAC(your organisation) eg NIMACMicrosoft
Remittance can be sent to F: 07 3715 8166 or accounts@acqi.org.au

NIMAC Conference & Trade Exhibition 2012 Floor Plan

Pavilion Convention Centre, Jupiters, Gold Coast

11 - 13 July 2012

Booths Already Booked

