

SPONSORSHIP AND EXHIBITION PROSPECTUS



PALLIATIVE
CARE
NURSES
AUSTRALIA

BRISBANE

twenty ten

EXCELLENCE & INNOVATION

PCNA 3rd Biennial Conference

Friday 27th & Saturday 28th August 2010

Brisbane, Queensland, Australia

www.pcna2010.org.au

Invitation

On behalf of the Conference Organising Committee, we would like to invite you to be part of the Palliative Care Nurses Australia (PCNA) 3rd Biennial Conference by way of participating as a Sponsor or Exhibitor at the 2010 event.

The PNCA 2010 Conference will be held at the Brisbane Convention & Exhibition Centre from 27 – 28 August and will provide delegates with an opportunity to reunite with friends and acquaintances, and of course meet new colleagues from within the profession.

The program will be held over two days featuring local, national and international speakers, enabling delegates to select from a stimulating program focussing on the theme: **Excellence and Innovation**.

The Conference offers the opportunity for your organisation to participate as a Sponsor or Exhibitor at an event where delegates will learn, share and contribute. The program will highlight our continuing endeavours of working together in providing excellent nursing care and support for people with life limiting illnesses and their families, wherever they reside throughout Australia.

This Conference aims to build on the foundations of our first two conferences and will bring together nurses and clinicians who provide care for people at the end of life. Listen to international and national speakers; attend presentations relevant to your role; and network with nursing and other colleagues at this unique gathering.

Various levels of involvement are outlined in this document, however if there are any other ways in which you would like to participate, the Conference Managers would be very happy to consider your suggestions and discuss these with you.

We wish to extend an invitation to our valued past Sponsors and Exhibitors to strengthen their support and alignment, whilst also inviting our new friends to consider the merits of participating in the 2010 event.

We look forward to the opportunity of welcoming your organisation as one of our valued Sponsorship and Exhibition partners and commend you to consider the valuable contribution you can make towards our efforts in continuing to provide the best possible care and support to our clients.



John Rosenberg

Dr John Rosenberg RN PhD- Conference Chair

Organising Committee

Conference Chair

Dr John Rosenberg, The University of Queensland

Scientific Chair

Prof. Patsy Yates, Queensland University of Technology

Committee Members

Mr John Haberecht, Centre for Palliative Care Research & Education – QLD Health

Mr John-Paul Kristensen, Palliative Care Queensland

Assoc. Prof. Deborah Parker, The University of Queensland

The Association

In 2003, a small group of dedicated palliative care nurses, lead by Professor Margaret O'Connor, identified the need for a national palliative care nursing organisation. Palliative Care Australia (PCA) provided initial seed funding and administrative assistance to enable Palliative Care Nurses Australia (PCNA) to become a reality. The organisation was officially launched at the Palliative Care Australia Conference in August 2005.

Membership is available to any nurse employed in palliative care or who has an interest in palliative care nursing. Office Bearers and Committee Members are elected at the Annual General Meeting.

The Goals /Aims of the group are to:

- foster the sustainability of the nursing workforce in palliative care
- promote the professional development of nurses caring for people with a life limiting illness
- provide opportunities for collaboration among members
- facilitate knowledge, research, education and policy in palliative care
- promote palliative care nursing in a changing environment

What I can expect from membership:

- Quarterly newsletter
- Access to the members area on our website
- Participation in on-line forum
- Opportunity to join sub-committees
- Opportunity to contribute to the development of palliative care nursing in Australia
- Opportunity to network with other palliative care nurses

The Conference

PCNA holds a National Palliative Care Conference every second year, since the very successful inaugural conference held in Melbourne in 2006.

The Conference runs over two days incorporating plenary lectures and concurrent sessions.

Number of delegates expected to attend the 2010 Conference: 450

Past event delegate numbers: 350 nurses from around Australia and New Zealand attended the Adelaide Conference in 2008.

Program Details

The PCNA 2010 Program Committee have arranged what promises to be a stimulating program discussing topics relevant to the Conference theme: **Excellence and Innovation**. International keynote speakers and interactive breakout sessions will combine to ensure a rewarding program. The following themes have been identified as the key themes for the upcoming conference:

CONFERENCE THEMES

EXCELLENCE

Education
Clinical Practice
Leadership and Professional Issues

INNOVATION

Education (Patient or Professional)
Clinical Practice
Creating Partnerships
Building Capacity

Confirmed Keynote Speakers to date:

Prof. Deborah Sherman, University of Maryland

Prof. Patsy Yates, Queensland University of Technology

Molly Carlile, North/West Metropolitan Palliative Care Consortium

Preliminary Program

Times are approximate	Day 1 Friday 27 August 2010	Times are approximate	Day 2 Saturday 28 August 2010
0730 – 0830	Conference Registration & Welcome Coffee	0730 – 0830	Conference Registration & Welcome Coffee
0830	Conference Welcome	0830 - 1000	Keynote Address
0845	Traditional Welcome to Country		
0900 - 1000	Keynote Address		
1000 - 1030	Morning tea Poster Session in Exhibition	1000 - 1030	Morning tea and Poster Session in Exhibition
1030 - 1200	Concurrent Sessions 1	1030 - 1200	Concurrent Sessions 3
1200– 1300	Lunch in Exhibition	1200 – 1300	Lunch in Exhibition
1300 – 1430	Concurrent Sessions 2	1300 – 1430	Concurrent Sessions 4
1430 – 1500	Afternoon Tea and Poster Session in Exhibition	1430 - 1500	Afternoon Tea and Poster Session in Exhibition
1500 – 1600	Keynote Address	1500 – 1600	Keynote Address
1600 - 1700	AGM	1600 - 1630	Conference Summary
		1630	Conference Close
1700 - 1900	Welcome Cocktail Networking Reception		

Important Dates

Call for Abstracts open	31 March 2010
Abstract submission deadline	3 May 2010
Registration opens	31 March 2010

The Venue & City

The Conference will be held at the Brisbane Convention & Exhibition Centre. The Centre is officially ranked among the top three convention centres world-wide by the International Association of Congress Centres.

Located in the riverside South Bank precinct, heart of Brisbane's cultural and entertainment activities, the Centre accommodates events for eight or 8,000 and all serviced to the same high standards of excellence.

With all its facilities under the one roof the Centre offers a fully integrated range of in-house services from its award winning catering, world class communications technology including Australia's first dedicated Speakers' Presentation Centre, and its own in-house Graphics and Signage Department.



Benefits to Sponsors and Exhibitors

The PCNA 2010 Conference will provide many long lasting benefits including:

- Maximum exposure at a premier event which is devoted to the exchange of recent practice innovation and research
- The opportunity to deliver a clear message that you have a genuine commitment to the care and support of people with life limiting illnesses and their families
- High visibility on the official PCNA 2010 website and PCNA 2010 marketing materials
- A chance to present your best practise initiatives and strategies
- Harnesses all five senses to drive home your messages
- Provides opportunity for eye-to-eye marketing
- Gain exposure to professionals who are the primary contact for patients, their families and their carers
- Building brand awareness
- Educating the market
- Building prospect databases

Who should support PCNA 2010?

The PCNA 2010 Conference will provide a unique educational environment dedicated to the exchange of best practice innovation and research.

Aligning your organisation with the Conference will provide you with the opportunity to consolidate corporate relationships and provide exposure to key target markets. Organisations within the following sectors should consider alignment with this event:

- Organisations with products or services who specialise in palliative health care and support
- Publishing houses
- University or Colleges who offer courses in the care industry
- Related government departments
- Recruitment agencies



Marketing and Public Relations

The PCNA 2010 Conference Managers are here to ensure you get the most out of your investment. We encourage you to contact our Sponsorship & Exhibitions Department to discuss the many additional ways we can further assist your marketing efforts and build your business through the PCNA 2010 Conference.

PCNA 2010 offers a unique opportunity to increase your company's exposure to a diverse cross-section of industry professionals through the following marketing strategy:

- *E-marketing* – including regular email blasts promoting program updates, key dates and featured speakers
- *Marketing Collateral* – including flyers to be used at industry events to simulate interest and provide key details
- *Website* – will be used as the main information distribution channel and, as such, will be regularly refreshed with the latest updates

Sponsorship packages and commitment levels vary and can be tailored to suit your marketing strategies. Whatever your business, the PCNA 2010 Conference has a Sponsorship package that will help you meet your brand and networking objectives.

Palliative Care Nurses Australia, a National Australian group whose vision is:

Excellence in palliative care nursing for our community through leadership, representation and professional support

Sponsorship at a Glance

Sponsorship Package	Number Available	Price \$
Conference Partner	Exclusive	\$12,000
Major Sponsor	Unlimited	\$7,000
Welcome Reception Sponsor	Exclusive	\$4,000
Satchel Sponsor	Exclusive	\$3,500
Name Badge Sponsor	Exclusive	\$3,000
Lanyard Sponsor	Exclusive	\$3,000
Program Book Sponsor	Exclusive	\$3,000
Plenary Session	Two	\$3,000
Poster Area	Two	\$2,000
Poster Award Sponsor	Exclusive	\$1,500
Concurrent Session		\$1,500
Lunch Sponsor	Two	\$1,300
Refreshment Break Sponsor	Two	\$1,000
Writing Pads Sponsor	Exclusive	\$1,000
Pens Sponsor	Exclusive	\$1,000
Satchel Inserts		\$500
Program Book Advertising		
Full page		\$800
Half page		\$600
Display Area		\$1,800

Summary

We want to help you achieve your business objectives and service your customer groups. If you would like to suggest other ways in which your company would like to be involved with the PCNA 2010 Conference, please do not hesitate to contact the Conference Managers. The packages listed in this document can be tailored to your specific marketing needs as well as new ideas incorporated into the available options.

The PCNA 2010 Conference is a unique and prestigious marketing opportunity and we are confident your involvement as a sponsor in this forum will provide your company or organisation with exceptional business rewards. For further details on the opportunities available please contact the Conference Managers who will be pleased to assist you.

Kirsty O'Brien
 Sponsorship & Exhibitions Account Manager
 PCNA 2010 Conference
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 Tel: + 61 2 9265 0700
 Fax: + 61 2 9267 5443
 Email: pcna2010@arinex.com.au
 Website: www.pcna2010.org.au

Conference Partner

\$12,000 (incl. GST)

Exclusive
















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We view our Conference Partner as our main partner in the successful execution of the Conference and will work alongside you to provide opportunities to promote your organisation leading up to and during PCNA 2010. This is a unique marketing opportunity

and we are confident your participation at this level will provide you with exceptional commercial rewards.

As the PCNA 2010 Conference Partner you will benefit from the highest level of exposure and representation with the following entitlements:

-  Recognition as the Conference Partner (with organisation logo) on all printed Conference material*
-  Recognition as the Conference Partner (with organisation logo) on the sponsors' page of the official Conference website, including a hyperlink to your organisation's home page
-  Acknowledgement as the Conference Partner on the official sponsorship acknowledgement board onsite
-  Delegate list supplied at the late registration cut off date**
-  Full page mono advertising space in the Conference Program Book (artwork to be supplied by the sponsor)
-  Two (2) complimentary Conference Delegate Registrations
-  Complimentary 3m x 2m trestle table display space located in a prominent position within the Exhibition (includes two (2) Exhibitor Registrations)
-  Company brochure (maximum four x A4 pages per brochure) to be inserted in all Delegates' satchels (sponsor to supply material)
-  Verbal acknowledgement as Conference Partner during the Opening & Closing sessions
-  The sponsor may provide a freestanding banner which will be positioned in the Plenary Room for the duration of the Conference (maximum size 2m high x 1m wide)
-  Sponsor may provide Delegates with a company branded gift which will be included in the delegate satchels (sponsor to supply gifts)
-  Logo and 200 word profile in the sponsors' section of the Program Book
-  Use of the Conference logo until 30 September 2010

* Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.

** This list will be provided at the late registration cut off date. Such lists will exclude any Delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.



As one of the Conference Major Sponsors, your organisation will benefit from a strong alignment with the Conference through the many opportunities for branding and exposure, prior to and during the Conference.

As a PCNA 2010 Major Sponsor, you will receive considerable exposure and recognition through the following entitlements:

- Recognition as a Major Sponsor (with organisation logo) on all printed Conference material*
- Recognition as a Major Sponsor (with organisation logo) on the sponsors' page of the official Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as a Major Sponsor on the official sponsorship acknowledgement board onsite
- Verbal acknowledgement as a Major Sponsor during the Opening and Closing sessions
- One (1) complimentary Conference Delegate Registration
- Delegate list supplied at the late registration cut off date**
- Half page mono advertising space in the Conference Program Book (artwork to be supplied by the sponsor)
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all Delegates' satchels (sponsor to supply material)
- Logo and 150 word profile in the Program Book
- Use of the Conference logo until 30 September 2010

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Welcome Reception Sponsor Exclusive

\$4,000 (incl. GST)

The Welcome Reception is a fantastic opportunity for delegates, speakers, sponsors and exhibitors to network in a relaxed social environment. The event will be held in the display area foyer on Friday 27 August from 1700 to 1900. *(Please note this is an optional event for Delegates)*

As the PCNA 2010 Welcome Reception Sponsor you will receive the following entitlements:

- Recognition as the Welcome Reception Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Welcome Reception Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Welcome Reception Sponsor on the official sponsorship acknowledgement board onsite
- The sponsor may provide a freestanding banner which will be positioned at the entrance to the Welcome Reception venue (maximum size 2m high x 1m wide)
- Small table signs featuring the company name and logo displayed on the tables at the Welcome Reception (Conference Managers to supply)
- Opportunity for company representative to present a five (5) minute speech at the function (a microphone will be provided – additional audio visual is at the expense of the sponsor)
- Sponsor may provide the Welcome Reception guests with a company branded gift (sponsor to supply gifts)
- Two (2) complimentary tickets for the sponsor's nominated guests to attend the Welcome Reception
- Logo and 50 word profile in the Program Book
- Use of the Conference logo until 30 September 2010

** Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

Satchel Sponsor Exclusive

\$3,500 (incl. GST)

All delegates attending the Conference will receive a satchel. Sponsorship of the delegate satchel will ensure your logo is continually visible to all delegates throughout the duration of the Conference and beyond.

As the PCNA 2010 Conference Satchel Sponsor, you will receive the following entitlements:

- Recognition as the Satchel Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Satchel Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Satchel Sponsor on the official sponsorship acknowledgement board onsite
- Sponsor logo printed on the Conference satchel along side the Conference logo
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all Delegates' satchels (sponsor to supply material)
- Logo and 50 word profile in the Program Book
- Use of the Conference logo until 30 September 2010

Name Badge Sponsor Exclusive

\$3,000 (incl. GST)

To gain access to the Conference, all delegates are required to wear the official Conference name badge. This is an opportunity to have your company logo printed on all name badges alongside the Conference logo and gain significant exposure throughout the Conference.

As the Sponsor of the Name Badges your company will receive the following entitlements:

- Recognition as the Name Badge Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Name Badge Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Name Badge Sponsor on the official sponsorship acknowledgement board onsite
- Sponsor logo printed on all Name Badges along side the Conference logo
- Logo and 50 word profile in the Program Book
- Use of the Conference logo until 30 September 2010

** Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

Lanyard Sponsor Exclusive

\$3,000 (incl. GST)

To gain access to the Conference, all delegates are required to wear the official Conference name badge. This is an opportunity for a company to provide 'pre-existing' company or organisation lanyards for use by all delegates attending the Conference. Upon registration at the Conference your corporate lanyard will be affixed to the Conference name badge providing your company with significant exposure throughout the event.

The Sponsor of the Conference Lanyards will receive the following entitlements:








-  Recognition as the Lanyard Sponsor (with organisation logo) on all printed Conference material*
-  Recognition as the Lanyard Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
-  Acknowledgement as the Lanyard Sponsor on the official sponsorship acknowledgement board onsite
-  Lanyard provided by the sponsor will be affixed to all delegate name badges
-  Logo and 50 word profile in the Program Book
-  Use of the Conference logo until 30 September 2010

Program Book Sponsor Exclusive

\$3,000 (incl. GST)

The Conference Program Book will include all general meeting information in addition to the Scientific and Social Program. This publication is a valuable reference tool used by delegates during and after the Conference.

As the PCNA 2010 Program Book Sponsor you will receive the following entitlements:

-  Recognition as the Program Book Sponsor (with organisation logo) on all printed Conference material*
-  Recognition as the Program Book Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
-  Acknowledgement as the Program Book Sponsor on the official sponsorship acknowledgement board onsite
-  Full page mono advertising space on the outside back cover of the Conference Program Book (artwork to be supplied by sponsor)
-  Company logo printed on the cover of the Program Book alongside the Conference logo
-  Logo and 50 word profile in the Program Book
-  Use of the Conference logo until 30 September August 2010

** Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

Plenary Session Sponsor Maximum Two (2)

\$3,000 (incl. GST)

The Plenary Sessions will feature as a significant aspect of the program. Delegates will be able to attend sessions lead by renowned speakers.

As a PCNA 2010 Plenary Session Sponsor you will receive the following entitlements:

- Recognition as a Plenary Session Sponsor (with organisation logo) on all printed Conference material*
- Recognition as a Plenary Session Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as a Plenary Session Sponsor on the official sponsorship acknowledgement board onsite
- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the Plenary Session room (maximum size 2m high x 1m wide) for the duration of the sponsored session
- Organisation logo will be displayed on the session room projection screen prior to and at the conclusion of the sponsored session
- Two (2) complimentary passes for nominated guests to attend the Plenary Session (these passes are for the sponsored session only, attendance to other sessions is not included)
- Verbal recognition by the session Chair prior to and at the conclusion of the sponsored Plenary Session
- Logo and 50 word profile in the Program Book
- Use of the Conference logo until 30 September 2010

** Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

Poster Area Sponsor Maximum Two (2)

\$2,000 (incl. GST) per day



The Scientific Poster area is an integral part of the Conference and will provide a premium branding and marketing opportunity to demonstrate your support and commitment of continued research and development within the industry. The Scientific Poster area will be located within the Exhibition and will provide the sponsor with a high level of exposure during the Conference.

It is anticipated that up to 20 posters will be displayed each day, with a 'best poster' presentation to occur each day.

As the Poster Area Sponsor you will enjoy the following entitlements:

- Recognition as the Poster Area Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Poster Area Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Poster Area Sponsor on the official sponsorship acknowledgement board onsite
- The sponsor may provide a freestanding banner which will be positioned in a prominent location at the Poster display area (maximum size 2m high x 1m wide)
- Logo displayed on Poster Boards (this will be organised by the Conference Managers)

Poster Award Sponsor Exclusive

\$1,500 (inc GST)



As the PNAQ 2010 Conference Best Poster Sponsor you will receive the following entitlements:

- Recognition as the Best Poster Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Best Poster Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Best Poster Sponsor on the official sponsorship acknowledgement board onsite
- The sponsor may provide a freestanding banner which will be positioned in a prominent location at the scientific poster area (maximum size 2m high x 1m wide)
- Use of the Conference logo until 30 September 2010

** Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

Concurrent Session Sponsor Maximum (4)

\$1,500 (incl. GST)

The Concurrent Sessions will providing delegates with the opportunity to select from a series of informative sessions.

As a PCNA 2010 Concurrent Session Sponsor you will receive the following entitlements:

-  Recognition as a Concurrent Session Sponsor (with organisation logo) on all printed Conference material*
-  Recognition as a Concurrent Session Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
-  Acknowledgement as a Concurrent Session Sponsor on the official sponsorship acknowledgement board onsite
-  The sponsor may provide a freestanding banner which will be positioned in a prominent location in the Session room (maximum size 2m high x 1m wide) for the duration of the sponsored session
-  Organisation logo will be displayed on the session room projection screen prior to and at the conclusion of the sponsored session
-  Two (2) complimentary passes for nominated guests to attend the session (these passes are for the sponsored session only, attendance to other sessions is not included)
-  Verbal recognition by the session Chair prior to and at the conclusion of the sponsored session
-  Use of the Conference logo until 30 September 2010

Lunch Sponsor Maximum Two (2)

\$1,300 (incl. GST) per day

Demonstrate your company's hospitality by sponsoring the daily lunch breaks. The breaks will be held in the exhibition area.

As the PCNA 2010 Lunch Break sponsor you will enjoy the following entitlements:

-  Company corporate literature may be displayed in the lunch area (sponsor to supply)
-  The sponsor may provide a freestanding banner which will be positioned in a prominent location in the lunch area (maximum size 2m high x 1m wide)
-  Small table signs featuring the company name and logo displayed on the lunch stations (Conference Managers to supply)
-  Verbal recognition by the session Chair at the sessions directly before and after the sponsored lunch break
-  Two (2) complimentary passes for nominated guests to attend the sponsored lunch break (these passes are for the sponsored break only, attendance to other sessions is not included)
-  Use of the Conference logo until 30 September 2010

** Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

Refreshment Break Sponsor Maximum Two (2)

\$1,000 (incl. GST) per day



Demonstrate your company's hospitality by sponsoring the daily morning and afternoon refreshment breaks. The breaks will be held in the exhibition area.

As the PCNA 2010 Refreshment Break sponsor you will enjoy the following entitlements:

- Company corporate literature may be displayed in the refreshment area (sponsor to supply)
- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the refreshment area (maximum size 2m high x 1m wide)
- Small table signs featuring the company name and logo displayed on refreshment tables (Conference Managers to supply)
- Verbal recognition by the session Chair at the sessions directly before and after the sponsored refreshment break
- Two (2) complimentary passes for nominated guests to attend the sponsored refreshment break (these passes are for the sponsored refreshment break only, attendance to other sessions is not included)
- Use of the Conference logo until 30 September 2010

Writing Pads Sponsor Exclusive

\$1,000 (incl. GST)

This is an opportunity to provide each delegate with your branded writing pads in the Conference satchel, providing your organisation with exposure that exceeds the duration of the Conference.

Please note the writing pads are to be supplied by the Sponsor.

- Recognition as the Writing Pad Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Writing Pad Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Writing Pad Sponsor on the official sponsorship acknowledgement board onsite
- Writing Pads, provided by the sponsor, will be included in all delegate satchels
- Use of the Conference logo until 30 September 2010

** Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

Pens Sponsor Exclusive

\$2,500 (incl. GST)

This is an opportunity to provide each delegate with your branded writing pens in the Conference satchel, providing your organisation with exposure that exceeds the duration of the Conference.

Please note the pens are to be supplied by the Sponsor.

- Recognition as the Pen Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Pen Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Pen Sponsor on the official sponsorship acknowledgement board onsite
- Pens, provided by the sponsor, will be included in all delegate satchels
- Use of the Conference logo until 30 September 2010

**Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

Advertising

These cost-effective advertising opportunities are an effective medium to communicate your corporate message and products/services to the PCNA 2010 Conference delegates.

Satchel Insert

\$500 (incl. GST)

Your organisation may provide promotional material which will be included in all delegate satchels.

Corporate print material provided by the company or organisation. Size: A4 double sided flyer or an A4 brochure up to a maximum of four pages in length.

The Conference Managers request a sample or a description of the proposed material be submitted along with the booking form.

Conference Program Book

The PCNA 2010 Conference Program Book will be a valuable reference tool used by delegates throughout the Conference. The publication will contain full details covering the scientific program, together with exhibition and session details as well as information covering the Conference social events.

Deadline for booking: 1 May 2010

Deadline for artwork: 1 June 2010

Publication Advertising Rates

Size	Cost
Full Page Mono	\$800
Half Page Mono	\$600









DISPLAY AREA

An exhibition will run in conjunction with the Conference Program. The Exhibition has been designed to provide the best possible promotional opportunities to participating organisations. With refreshment breaks being served in the area, the exhibition will create an unparalleled opportunity to promote your products and services to delegates.

Space is limited so to secure your booking and avoid disappointment contact the Conference Managers as soon as possible.

Why Participate?

The PCNA 2010 Conference Exhibition will provide an exceptional opportunity to promote your products and services in a face-to-face environment, thereby furthering your sales and marketing objectives. Key benefits of exhibiting include:

-  Build new and strengthen existing relationships
-  Acquire highly qualified leads
-  Increase brand awareness
-  Meet the decision makers
-  Discuss your services and or policies
-  Gain instant market feedback
-  Obtain first-hand market knowledge of developments in your industry
-  Discuss development of key points raised at the PCNA 2010 Conference

The Venue

The Exhibition will be held on the Mezzanine Level of the Brisbane Convention & Exhibition Centre. This area is in close proximity to all sessions and meeting rooms and will house all Conference catering and the scientific posters.

Display Area Package

\$1,800 (incl GST)

Each display area package includes the following:

- Space 2m wide x 1.5m deep (3m²)
- Poster panel 2m long x 2.4m high (black velcro compatible for display of posters)
- One (1) trestle table 1.8m long x 760mm deep x 760mm high with table cloth
- Two (2) chairs
- One (1) x 4 amp power point
- Carpet - the venue is carpeted

All exhibiting companies will receive:

- Company name listed on Exhibition page of Conference website
- A '50 word' company profile in the Program Book
- One Exhibitor Pass, which entitles the holder to:
 - Morning and Afternoon Refreshment Breaks and Lunch
 - Conference Satchel, including Delegate List*
 - Conference Program Book
 - One (1) ticket to the Welcome Reception

** This list will be provided either at the Conference or after the event. Such lists will exclude any Delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*



Additional Staff Passes

Additional registrations may be purchased from the Conference Managers. The cost is \$245.00 per person. The fee will provide a name badge, access to lunch and the morning and afternoon tea and coffee breaks during the Conference.

Additional exhibition staff wishing to attend Conference sessions, must register as a Conference Delegate and pay the appropriate registration fee.

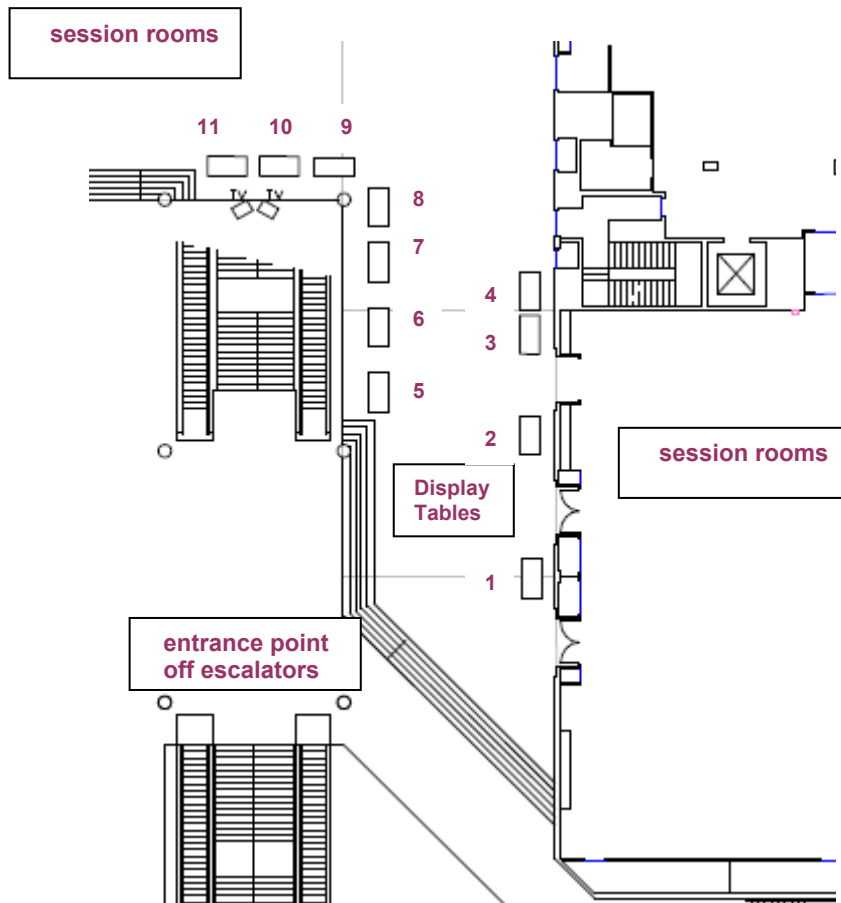
Exhibition Manual

An Exhibition Manual will be distributed to all Exhibitors approximately three months prior to the Exhibition. The manual will contain details on the move-in / move-out schedule and supplier contact details, together with details on how to apply for your staff name badges and professional tips and advice on how to achieve the best return on your investment.

Public and Product Liability Insurance

It is a requirement of the PCNA 2010 Conference Managers that all Exhibitors have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of A\$10,000,000 or above. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an Exhibition stand. Exhibitors are required to submit their public liability insurance certificate along with their booking form. To assist you in locating your certificate within your organisation – it can often be found with the accounts / finance departments and is also often referred to as 'Broadform'.

Floor Plan



Note: Floor plan is subject to change

Conference Managers

arinex pty limited has been appointed as the official Professional Conference Organiser (PCO) and looks forward to delivering an inspiring experience.

We provide a highly creative and professional meetings and events management service to associations, governments and corporate organisations.

arinex has been born out of combining the experience and resources of two highly successful organisations in Australia's meetings and events industry, Tour Hosts and The Meeting Planners. Together, we collectively represent more than 50 years of experiences and, we're proud to say, many years of delivering amazing client outcomes.

For further details on the opportunities available please contact the PCNA 2010 Conference Managers who will be pleased to assist you.



Kirsty O'Brien
Sponsorship & Exhibitions Account Manager
PCNA 2010 Conference

arinex pty limited

Address: GPO Box 128
SYDNEY NSW 2001
AUSTRALIA
Tel: + 61 2 9265 0700 / Fax: + 61 2 9267 5443
Email: pcna2010@arinex.com.au
Website: www.pcna2010.org.au

Disclaimer: The Organising Committee welcomes you to apply as a valued sponsor/exhibitor at the MA 2010 Conference. Please note that the acceptance of your sponsorship/exhibition application is not to be construed as an endorsement of any sponsor's or exhibitor's products or services which may be displayed within the MA 2010 Exhibition or promoted through sponsorship entitlements.

All information and ideas contained in this document are confidential to **arinex pty limited** ABN 28 000 386 676. Exploitation or use of any of the materials or ideas contained in this document, without the prior written consent of **arinex pty limited**, may result in legal action being taken against those parties in breach of the confidentiality in which this document has been prepared, written and submitted.

SPONSORSHIP / ADVERTISING / EXHIBITION BOOKING FORM

**Brisbane Convention & Exhibition Centre
27 - 28 August 2010**

Sponsorship & Exhibitions Account Manager
PCNA 2010 Conference
c/o **arinex** pty limited
GPO Box 128
SYDNEY NSW 2001, Australia



Tel: +61 2 9265 0700
Fax: +61 2 9267 5443
Email: pcna2010@arinex.com.au
Website: www.pcna2010.org.au

A. SPONSORSHIP PACKAGE(S) REQUESTED

COST \$

1.
2.

B. EXHIBITION REQUEST Please reserve the following (tick preferred option):

Display Area \$1,800 (incl. GST)

Position (number) (refer to floor plan)

1st choice:..... **2nd choice:**..... **3rd choice:**..... **COST \$:**

Please indicate companies you do not wish to be placed near:

AMOUNT PAYABLE A & B	\$
50% deposit payable 30 days from date of invoice (Balance due: 3 May 2010 (incl. GST))	\$

Organisation name (for marketing purposes): _____

Organisation name (for invoicing purposes): _____

Address: _____

City: _____ State: _____ Post Code: _____ Country: _____

Booking Authorised by: _____ Signature: _____ Date: _____

Sponsor / Exhibitor Contact: _____

Position: _____

Tel: _____ Fax: _____

Email: _____ Website: _____

PAYMENT DETAILS (please tick)

We wish to pay via company cheque: Note all cheques must be made payable to: PCNA 2010 and should be forwarded to the PCNA 2010 Conference Managers at the above address.

We wish to pay via EFT:

Bank Account: **arinex** pty limited (formerly Tour Hosts Pty Limited)
Bank: National Australia Bank. BSB: 082 001 Account No: 04 503 0393
Swift Code: (for international transfers) NATA AU 3302S

We wish to pay via credit card (tick card type):

MasterCard VISA AMERICAN EXPRESS DINERS **Amount to debit: \$** _____

Credit Card Number _____ / _____ / _____ / _____ Expiry Date _____

Name on Card _____ Cardholder Signature _____

PLEASE ENSURE THAT YOU SIGN THE TERMS AND CONDITIONS ON THE FOLLOWING PAGE ►

SPONSORSHIP BOOKING TERMS & CONDITIONS

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the PCNA 2010 Conference Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The PCNA 2010 Conference Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Sponsorship will be allocated only on receipt of a signed Booking Form. Written advice will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. Deposit is payable 30 days from the date of the tax invoice. Balance is due and payable by 3 May 2010. Applications received after 3 May 2010 must include full payment.
3. **All monies are payable in Australian dollars.** Cheques should be made payable to the **PCNA 2010 Conference** and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the PCNA 2010 Conference Managers prior to the event. No company will be listed as a sponsor in any official meeting material until full payment and a booking form have been received by the PCNA 2010 Conference Managers.
5. **CANCELLATION POLICY:** In the event of cancellation, a service fee of 50% of total fees applies for cancellations prior to 1 April 2010. No refunds will be made for cancellations after this date. After sponsorship has been confirmed and accepted, a reduction in sponsorship is considered a cancellation and will be governed by the above cancellation policy.
6. No Sponsor shall assign, sublet or apportion the whole or any part of their sponsorship package except upon prior written consent of the PCNA 2010 Conference Managers.
7. Sponsorship monies will facilitate towards the successful planning and promotion of the meeting in addition to subsidising the cost of management, communication, invited Speakers, program and publications. Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the PCNA 2010 Conference.
8. Privacy Statement – YES I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by **arinex pty limited**. [] NO, I do not consent.

Yes I have read and agree to the conditions of sale above. Authorised by: _____ Date: _____

EXHIBITION BOOKING TERMS & CONDITIONS

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the PCNA 2010 Conference Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The PCNA 2010 Conference Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Exhibition booths / promotional display areas will be allocated only on receipt of signed Booking Forms. Written advice will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. Deposit is payable 30 days from the date of the tax invoice. Balance is due and payable by 3 May 2010. Applications received after 3 May 2010, must include full payment.
3. **All monies are payable in Australian dollars.** Cheques should be made payable to the PCNA 2010 **Conference** and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the PCNA 2010 Conference Managers prior to the event. No Exhibitor will be allowed to begin move-in operations or be listed as an Exhibitor in the on-site publications until full payment and a booking form have been received by the PCNA 2010 Conference Managers.
5. Public Liability insurance to a minimum of A\$10 million must be taken out by each Exhibitor at their own expense. A copy of the company's public liability certificate must be submitted to the PCNA 2010 Conference Managers at the time of submitting their booking form or by no later than **3 May 2010**.
6. **CANCELLATION POLICY:** In the event of cancellation, a service fee of AUD\$1,000.00 applies per 6 square metre shell scheme stand or AUD\$350.00 per trade display table booking to cancellations on or before 1 April 2010. No refunds will be made for cancellations after this date. After space has been confirmed and accepted, a reduction in space is considered a cancellation and will be governed by the above cancellation policy. Reduction in space can result in relocation of exhibit space at the discretion of the Conference Managers. Any space not claimed and occupied before 07.30am on Friday 27 August 2010 will be reassigned without refund.
7. The PCNA 2010 Conference Managers reserve the right to rearrange the floor plan and / or relocate any exhibit without notice. The PCNA 2010 Conference Managers will not discount or refund for any facilities not used or required.
8. If it is intended to utilise a custom built stand, the PCNA 2010 Conference Managers must be advised and such advice must include full details and stand dimensions. This information must be received by no later than 1 June 2010. All display construction requires the approval of the PCNA 2010 Conference Managers and venue management. A pro rata fee will apply if any construction occupies space outside the specified space as indicated on the floor plan.
9. No Exhibitor shall assign, sublet or apportion the whole or any part of their booked space except upon prior written consent of the PCNA 2010 Conference Managers.
10. Privacy Statement – YES I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by **arinex pty limited**. [] NO, I do not consent.

Yes I have read and agree to the conditions of sale above. Authorised by: _____ Date: _____



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EXCELLENCE & INNOVATION

PCNA 3rd Biennial Conference

Friday 27th & Saturday 28th August 2010

Brisbane, Queensland, Australia