



Quality in Health

## Sponsorship and Exhibition Prospectus

### National Forum on Safety and Quality in Health Care

24 October – 27 October 2010

The National Convention Centre, Canberra

Society, Regulators and Health Providers: a clash of expectations?



Host



Key Partners



AUSTRALIAN COMMISSION ON  
SAFETY AND QUALITY IN HEALTHCARE

### Invitation

The Australian Council on Healthcare Standards (ACHS), with key partners the Australian Commission on Safety and Quality in Health Care and ACT Health will host the second National Forum on Safety and Quality in Health Care at the National Convention Centre Canberra 24-27 October 2010.

The theme is Society, Regulators and Health Providers: a clash of expectations?

After co-hosting both the 4th (Melbourne 2006) and 5th (Brisbane 2007) Australasian Conferences on Safety and Quality in Health Care, and hosting the first National Forum (Adelaide 2008) ACHS will provide a further opportunity to meet, network and form partnerships with healthcare leaders, including clinicians, managers and CEO's.

I encourage you to take this opportunity to communicate with your stakeholders.

The Forum will include renowned international and local keynote speakers, research outcomes, interactive workshops, a popular trade Exhibition and a vibrant social program.

The Exhibition is anticipated to be a feature given the sold-out Exhibition at both the 5th Australasian Conference on Safety and Quality in Health Care and the 2008 National Forum in Adelaide (which attracted 700 delegates). Your support will play a key role in the overall success of this event. In return, you will be given extensive opportunities to network with hundreds of delegates from both Australia and New Zealand as well as delegates from the Asia Pacific Region.

Associate Professor Peter Woodruff  
President, ACHS



### The Australian Council on Healthcare Standards (ACHS)

The ACHS is an independent, not-for-profit organisation, dedicated to improving the safety and quality of healthcare in Australia through continual review of performance, assessment and accreditation.

Established in 1974 the ACHS has maintained its position as the principal independent authority on the measurement and implementation of quality improvement systems for Australian healthcare organisations.

Standards for evaluation, assessment and accreditation are determined by a council drawn from peak bodies in health, representatives of governments and consumers.

Over 1200 individual healthcare organisations are members of ACHS quality improvement programs.

The ACHS is regularly consulted by other countries in relation to standards development, accreditation systems and clinical indicators and hosts international delegations. For more information visit [www.achs.org.au](http://www.achs.org.au)



# National Forum on Safety and Quality in Health Care 2010

Society, Regulators and Health Providers: a clash of expectations?

## Organising Committee

Brian Johnston, Chair – Chief Executive,  
The Australian Council on Healthcare Standards

Jacqui Bear – Senior Manager, Patient Safety and Quality Unit,  
ACT Health

Darlene Hennessy – Executive Manager – Development,  
The Australian Council on Healthcare Standards

Laurie Leigh, – Executive Director – Customer Services,  
The Australian Council on Healthcare Standards

Lena Low – Executive Director – Corporate Services,  
The Australian Council on Healthcare Standards

Megan Taylor – Manager, Communications,  
The Australian Council on Healthcare Standards.

Amy Winter – Secretariat and Communications Manager,  
The Australian Commission on Safety and Quality in Health Care

## Venue

National Convention Centre Canberra  
31 Constitution Avenue  
CANBERRA ACT 2601  
PH: 61 2 6257 4905  
FX: 61 2 6257 6405  
[www.nccc.com.au](http://www.nccc.com.au)

Located in the Australian Capital Territory (ACT), the immediacy of the Centre to the Australian Government, decision makers and other institutions makes it an ideal place to meet, greet and inspire. The National Convention Centre is the largest purpose-built meetings and events facility in the ACT.

Canberra is conveniently located between Sydney and Melbourne and is a great destination for delegates with easy access via plane, bus, train or car. The Centre follows up on this theme of ease of access by offering the very best proximity to accommodation, ranging from three star to five star hotels and serviced apartments.

The Forum sessions will be held in the National Convention Centre Canberra and the Exhibition will be held in Exhibition Hall, along with all lunches, morning and afternoon teas and the Welcome Reception.



## Forum Secretariat



**sapmea** Conventions, specialists in running conferences and exhibitions have been contracted to manage the National Forum on Safety and Quality in Health Care. Should you have any questions or require further information about sponsoring or exhibiting at this event, please contact:

Rebecca Oliver  
**sapmea**  
200 Greenhill Road, Eastwood SA 5063  
Direct Phone: 08 8274 6054  
Fax: 08 8274 6000  
Email: [achs2010@sapmea.asn.au](mailto:achs2010@sapmea.asn.au)

## Conference Website

For all the latest information on the National Forum on Safety and Quality in Health Care, please visit the website at:  
[www.sapmea.asn.au/forumsqhc2010/index.html](http://www.sapmea.asn.au/forumsqhc2010/index.html)



### Sponsorship Opportunities

Each of the opportunities listed herein will enable you to make a significant contribution towards the overall success of the event while enjoying strong branding and exposure in a focused, professional learning environment.

By becoming a valued sponsor on any of the levels listed below, you will be affiliated with all aspects of the event and will receive considerable exposure and recognition through the listed benefits.

All prices quoted herein are in Australian Dollars and inclusive of GST.

#### Major Sponsor

**\$15,500**

- Acknowledgment as a Major Sponsor during the opening and closing ceremonies
- Exclusive naming rights to one plenary session, to be decided on in consultation with, and final approval from, the Organising Committee
- Recognition as a Major Sponsor on all printed Conference materials produced after sponsorship is confirmed
- Corporate signage (provided by you) displayed in the plenary conference room
- Double Exhibition Booth in premium position within the Exhibition (with all inclusions as set out in the Exhibition section herein)
- Internet link to your organisation's website from the Sponsors' page of the Conference website
- Four (4) full Conference Registrations and all inclusions contained therein
- Four (4) complimentary tickets to the Welcome Reception
- Four (4) complimentary tickets to the Conference Dinner
- Full page advertisement in the Conference Handbook (finished artwork to be supplied by you)
- Acknowledgment as a Major Sponsor on Welcome Signage
- Company logo featured on the Sponsorship Slide shown at regular intervals throughout the Conference
- Organisation product sample or brochure (provided by you) inserted into each delegate satchel. Maximum size A4, four pages, approved by Organising Committee
- Mailing list of the delegate contact details provided after the Conference, in accordance with the Privacy Act 1998.

#### Gold Sponsor

**\$10,500**

- Acknowledgment as a Gold Sponsor during the opening and closing ceremonies
- Exclusive naming rights to one plenary session, to be decided on in consultation with, and final approval from, the Organising Committee
- Recognition as a Gold Sponsor on all printed Conference materials produced after sponsorship is confirmed
- One Exhibition Booth in premium position within the Exhibition (with all inclusions as set out in the Exhibition section herein)
- Internet link to your organisation's website from the Sponsors' page of the Conference website
- Two (2) full Conference Registrations and all inclusions contained therein
- Two (2) complimentary tickets to the Welcome Reception
- Two (2) complimentary tickets to the Conference Dinner
- Half page advertisement in the Conference Handbook (finished artwork to be supplied by you)
- Acknowledgment as a Gold Sponsor on Welcome Signage
- Company logo featured on the Sponsorship Slide shown at regular intervals throughout the Conference
- Organisation product sample or brochure (provided by you) inserted into each delegate satchel. Maximum size A4, four pages, approved by Organising Committee
- Mailing list of the delegate contact details provided after the Conference, in accordance with the Privacy Act 1998.

#### Conference Dinner (one Sponsor Only)

**\$12,500**

- Exclusive naming rights to the Conference Dinner
- Acknowledgment as the Sponsor during the Dinner Welcome Address
- Opportunity to make a 5 minute (max) presentation at the Dinner
- Corporate signage (provided by you) prominently displayed at the Dinner
- Recognition as a Sponsor on all printed Conference materials produced after sponsorship is confirmed
- Internet link to your organisation's website from the Sponsors' page of the Conference website
- One Exhibition Booth in premium position within the Exhibition (with all inclusions as set out in the Exhibition section herein)
- Four (4) complimentary tickets to the Conference Dinner
- Half page advertisement in the Conference Handbook (finished artwork to be supplied by you)
- Organisation name and logo printed on dinner menus
- Acknowledgment as a Sponsor on Welcome Signage
- Organisation product sample or brochure (provided by you) placed at each setting, approved by Organising Committee
- Mailing list of the delegate contact details provided after the Conference, in accordance with the Privacy Act 1998.

### Welcome Reception (one Sponsor Only) **\$8,800**

- Exclusive naming rights to the Welcome Reception
- Acknowledgment as the Welcome Reception Sponsor during the Welcome Address
- Opportunity to make a 3 minute (max) presentation at the Welcome Reception
- Corporate signage (provided by you) prominently displayed at the Welcome Reception
- Recognition as a Sponsor on all printed Conference materials produced after sponsorship is confirmed
- Internet link to your organisation's website from the Sponsors' page of the Conference website
- Four (4) complimentary tickets to the Welcome Reception
- Quarter page advertisement in the Conference Handbook (finished artwork to be supplied by you)
- Acknowledgment as a Sponsor on Welcome Signage
- Organisation product sample or brochure (provided by you) inserted into each delegate satchel. Maximum size A4, four pages, approved by Organising Committee
- Mailing list of the delegate contact details provided after the Conference, in accordance with the Privacy Act 1998.

### Conference Satchel (one Sponsor Only) **\$8,800**

- Company name and logo printed in a prominent position on each delegate satchel, together with Conference Logo, Host's Logo and Key Partner's Logos.
- Recognition as a Sponsor on all printed Conference materials produced after sponsorship is confirmed
- Internet link to your organisation's website from the Sponsors' page of the Conference website
- Organisation product sample or brochure (provided by you) inserted into each delegate satchel. Maximum size A4, four pages, approved by Organising Committee
- Mailing list of the delegate contact details provided after the Conference, in accordance with the Privacy Act 1998.

### Name Badges (one Sponsor Only) **\$5,500**

- Company logo featured on the front of each delegate name badge (one colour print) along with the Conference Logo.
- Company name printed on lanyard (one colour print)
- Recognition as a Sponsor on all printed Conference materials produced after sponsorship is confirmed
- Internet link to your organisation's website from the Sponsors' page of the Conference website
- Organisation product sample or brochure (provided by you) inserted into each delegate satchel. Maximum size A4, four pages, approved by Organising Committee
- Mailing list of the delegate contact details provided after the Conference, in accordance with the Privacy Act 1998.

### Satchel Insert **\$660**

Your organisation's product sample, promotional item or brochure can be inserted into each of the anticipated 700 delegates' satchels. Brochures are restricted to four pages, A4 size, with approval by the Organising Committee. Suggestions for promotional items include:

- Note Pads
- Confectionery
- Mouse Pad
- Cork screws
- Pens
- Stress Ball
- Compendium

### Other Sponsorship Opportunities **POA**

Listed below are a number of other opportunities available for your organisation to support this event. Further information and costs are available upon request.

- Conference Handbook
- Internet Café
- Keynote Speakers
- Conference Sessions
- Catering Breaks
- Barista and cappuccino machine

If existing sponsorship opportunities do not meet with your marketing requirements and you would like to support this Conference, please contact the Conference Secretariat to discuss alternative possibilities.

### Exhibition Opportunities

An Exhibition will be held in conjunction with The National Forum on Safety and Quality in Health Care in the Exhibition Hall, National Convention Centre Canberra.

The Exhibition will be the "central hub" of all activities conducted as part of the Conference program. Therefore, all catering will be served in this area including lunches, morning and afternoon teas each day and the Welcome Reception. The Exhibition will be the ideal place for delegates to arrange to meet up with colleagues, have discussions or conduct small meetings and generally use as a 'home base' during the event.

The floorplan has been designed to provide maximum exposure for all exhibitors and also encourage delegates to move freely through the area. This gives each exhibitor a tremendous opportunity to interact directly with all of the anticipated 700 delegates.

The Organising Committee reserves the right to make changes to the floorplan if necessary; however, changes will not be undertaken without prior discussion with the companies affected.

All prices quoted herein are in Australian Dollars and inclusive of GST.



### Exhibition Booth

**\$3,500**

Each Exhibition Booth will have rear and side wall(s) of velcro-compatible fabric and include:

- 3 metre x 3 metre shell structure, 2.4 metres high
- Fascia board featuring company name (maximum 25 letters)
- 2 spotlights (150 watt)
- Power-point (240 volt)
- One Exhibitor Registration per booth (includes daily catering of lunches, morning and afternoon teas, Conference satchel, Handbook and name badge). The Exhibitor Registration does not provide access to plenary sessions or other presentations within the Conference Program.
- One ticket to the Welcome Reception
- Acknowledgment as an Exhibitor in the Conference Handbook
- Services of the Exhibition Coordinator during the exhibition
- Mailing list of the delegate contact details provided after the Conference, in accordance with the Privacy Act 1998.

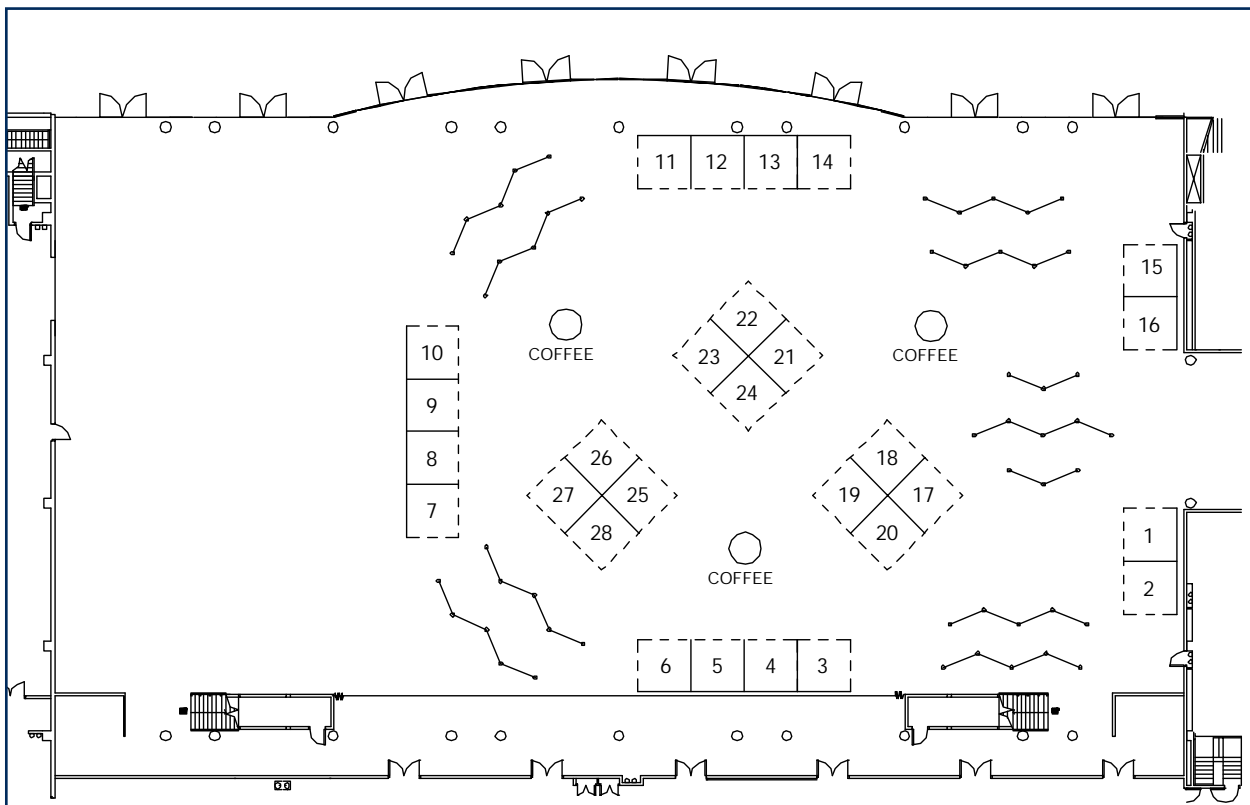
There are carpet tiles throughout the Exhibition Area. Any furniture and additional requirements may be ordered at the exhibitor's expense through the contracted exhibition build company.

Full logistical information will be provided to confirmed exhibitors in an Exhibitor Manual, forwarded to you closer to the time of the Conference.

### Additional Exhibitor Registration(s) \$330

Company representatives can register as 'Additional Exhibitors' to assist in staffing the exhibition booth. This Registration does not provide access to plenary sessions or other presentations within the Conference Program, but includes:

- Daily catering of lunches, morning and afternoon teas
- One ticket to the Welcome Reception
- Conference satchel
- Handbook
- Name badge



### General Information

#### Exhibition Timetable

##### Sunday 24 October 2010

Exhibition Build	7.00am
Exhibitor Access for set up	3.00pm
Exhibition Close	6.00pm

##### Monday 25 October 2010

Exhibition Open	7.00am
Welcome Reception in Exhibition	5.00pm
Exhibition Close	6.30pm

##### Tuesday 26 October 2010

Exhibition Open	7.30am
Exhibition Close	5.30pm

##### Wednesday 27 October 2010

Exhibition Open	7.30am
Exhibition Close	1.30pm
Exhibitor Move Out	from 1.45pm
Booth dismantle	from 3.00pm

*\*\*Timings are indication only and could be subject to change upon finalisation of program*



#### Booking

To secure a Sponsorship or Exhibition space, please complete the 'Application Form' and forward to **sapmea** Conventions, **Att: Rebecca Oliver**, together with a non-refundable 50% deposit. Applications received without a deposit cannot be processed. Allocation of sponsorship and exhibition space(s) will be made strictly in order of receipt of Application Forms and accompanying deposits.

To ensure your sponsorship selection or the number of booths you require, please book early. Late bookings are possible, but choices may be limited. One or more booths may be joined.

#### Final Payment

Settlement of all outstanding monies is required by no later than 4 months after receipt of deposit or 3 months prior to the event, whichever is earlier. If full payment is not received within this timeframe, the Organising Committee reserves the right to re-assign your sponsorship or display space without notice.

#### Cancellation

Cancellation of bookings must be made in writing and forwarded to **sapmea** Conventions. Cancellations received before **Tuesday, 27 July 2010** will receive a refund of all payments, less the non-refundable deposit.

#### Security

Exhibition Hall will be locked each evening. It is suggested that no easily removed valuable items be left over night. Regular security patrols will be made of the area during the evening. However, no responsibility can be held for any loss or damage to equipment and display materials.

#### Promotion

All sponsors and exhibitors are encouraged to promote their support and involvement in this event. This could include an excerpt on emails, letterhead, accounts, website or any other appropriate documentation.

#### Accommodation

Details of venues and rates will be advised separately in mid 2010.

#### Disclaimer

Every effort has been made to present as accurately as possible, all the information contained in this brochure. The Australian Council on Healthcare Standards the Organising Committee, **sapmea** Incorporated and its Agents act only to procure and arrange these activities and do not accept responsibility for any act or omission on the part of the service providers. No liability is accepted for any inaccuracy or misdescription, nor for delay or damage, including personal injury or death, howsoever caused resulting from or arising out of reliance upon any general or specific information published in this brochure. In the event of unforeseen circumstances, the Organising Committee reserves the right to change any or all of these details.



# National Forum on Safety and Quality in Health Care 2010

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## APPLICATION FOR SPONSORSHIP & EXHIBITION

### Company Details

Company Name \_\_\_\_\_

Postal Address \_\_\_\_\_

Telephone \_\_\_\_\_ Facsimile \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_ Contact Person \_\_\_\_\_

Please tick to indicate your choice

Sponsorship Requirements		Cost inc GST	Exhibition Space		Cost inc GST
Major Sponsor		\$15,500	<input type="checkbox"/>	3m x 3m Booth(s)	\$3,500ea <input type="checkbox"/>
Gold Sponsor		\$10,500	<input type="checkbox"/>	Preferred position (see floorplan)	No.
Conference Dinner (1 sponsor only)		\$12,500	<input type="checkbox"/>	2nd choice (if first not available)	No.
Welcome Reception (1 sponsor only)		\$8,800	<input type="checkbox"/>	Avoid space near the following company(ies)	
Conference Satchel (1 sponsor only)		\$8,800	<input type="checkbox"/>		
Name Badges		\$5,500	<input type="checkbox"/>		
Satchel Insert		\$660	<input type="checkbox"/>		
Other:		\$			
			<b>Exhibitor Registrations INCLUDED (x 2)</b>		
			Name: _____		
			Additional Exhibitors can be registered separately at \$330ea		
			Additional Exhibitors Name: _____		
<b>TOTAL SPONSORSHIP</b>		<b>\$</b>		<b>TOTAL COST</b>	<b>\$</b>

### Payment – 50% non-refundable deposit due on application.

ABN No. 42 145 490 048

I enclose a cheque payable to **sapmea** Conventions

A cheque has been requested and will follow

I wish to pay by credit card

Mastercard  Visa  Diners  AMEX

Card Number: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Expiry Date: \_\_\_\_\_ VRN: \_\_\_\_\_

Credit Card transactions will appear on statement as SAPMEA

Signature: \_\_\_\_\_

I am making payment by electronic transfer

Bank SA (St George Bank)

North Adelaide Branch

Account Name: SAPMEA

Swift Code SGBLAU2S

BSB Number 105 022

Account Number 112596640

Bank Reference: Quote 9013/Company Name

Please forward remittance advice by email to

admin@sapmea.asn.au or fax through on

+61 8 8274 6000 when deposit made.

We apply for sponsorship (or exhibition space) in accordance with the terms and conditions set out in the Prospectus.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Please return this form with deposit to: **sapmea**,

Email: roliver@sapmea.asn.au, Fax: +61 8 8274 6000, Post: 200 Greenhill Road, Eastwood SA 5063