Nurses and Midwives: Celebrating the Why

Thursday, 30 November - Friday, 1 December 2017
Perth Convention and Exhibition Centre | Western Australia

PARTNERSHIP & EXHIBITION PROPOSAL

Hosted by
Government of Western Australia
Department of Health
Nursing and Midwifery Office
INVITATION TO PARTICIPATE

It is our pleasure to extend an exclusive invitation for you to consider becoming one of our valued partners and/or exhibitors at the Nursing and Midwifery Leadership Conference 2017.

We hope to see you again in Perth later this year for this fantastic event!

Karen Bradley
Chief Nurse and Midwifery Officer

Get Involved

The Nursing and Midwifery Leadership Conference is a must-attend event for current and future nursing and midwifery leaders, making the 2017 conference an ideal platform for your company to be seen and heard.

Some of the many benefits of participating in 2017 include opportunities to:
- Enhance your company profile in the industry and add value to your brand
- Introduce a new image
- Launch a new product or service to a ‘captive’ audience
- Grow and strengthen personal and direct relationships with existing clients and establish new contacts
- Gain direct access to key decision makers and your target market who are open, available and keen to meet suppliers
- Exposure through various conference marketing initiatives
- Demonstrate your commitment and engagement with the nursing and midwifery community.

By being involved, you will be supporting the continuous development of Western Australian nurses and midwives while gaining exposure amongst key decision makers from around the country.

We have a diverse range of partnership opportunities available as outlined in this proposal, each providing a valuable opportunity to showcase your company’s profile and reach out to the sector’s most influential. We look forward to the opportunity to work with you as we stage this important event and encourage you to consider the exposure we can offer your company.

Cover image credit: Kirkhille Photography
What’s New?

Building on the successes of our 2013 and 2015 conferences, new packages have been added, providing organisations more opportunities for exposure than ever before. Our existing partnership and exhibition packages have also been revised, now with added benefits and more value for money.

The Conference

Celebrating the Why… this conference is aimed at both established nurse and midwife leaders and those seeking careers in this direction. The conference will stimulate and equip attendees with new ideas and tools for increasing effectiveness in healthcare leadership at any level.

Great nursing and midwifery leadership is integral to the creation and maintenance of a healthy and productive work environment and the provision of safe, quality health care.

Who will attend in 2017?

The 2017 Nursing and Midwifery Leadership Conference is expected to attract more than 250 delegates from across all levels. Local, national and international nurses and midwives from public, private, federally-funded and non-government sectors are invited.

Perth, Western Australia

Western Australia is known for sun, adventure, friendly people and its unique natural environment. As well as once-in-a-lifetime holiday experiences, Western Australia offers fresh local produce and award-winning wines, diverse entertainment, arts and crafts, a rich heritage and Aboriginal culture.

Perth is a modern and vibrant capital city, boasting a desirable lifestyle, great geographic location and attractive investment opportunities. Here, you can experience Australia’s sunniest capital city, whitest beach and largest expanse of outback, one of the oldest known living cultures on Earth, UNESCO World Heritage reef and rock formations, world-class surf, premium wines, and still have plenty of reasons to return.
Conference Venue

Centrally located, Perth Convention and Exhibition Centre makes an ideal address for business and leisure travellers alike only a short walk from the main shopping, dining and entertainment districts.

For more information on the Perth Convention and Exhibition Centre, visit their official website at www.pcec.com.au/.

About the WA Nursing and Midwifery Office

The Chief Nurse and Midwifery Officer (CNMO) and the Nursing and Midwifery Office (NMO) provide high level advice and leadership on nursing and midwifery professional, workforce and policy matters across WA Health. Led by CNMO, Adjunct Associate Professor Karen Bradley, the NMO sets the strategic direction of the nursing and midwifery professions through engagement, partnership and collaboration with nurses and midwives working in private and public sectors, healthcare-related industries, education providers, as well as consumers and other key stakeholders.

For more information on the Office, please visit their website at www.nursing.health.wa.gov.au.

Conference Managers

International Conferences & Events (ICE) has been appointed as the official Professional Conference Organiser for the Nursing and Midwifery Leadership Conference 2017. ICE specialises in managing conferences and exhibitions for the health sector and associations.

Representatives from ICE, who are working closely with the Conference Organising Committee, would be delighted to speak with you to further discuss the opportunities outlined in this proposal and would be happy to tailor a partnership package to suit your specific requirements.

Partnership & Exhibition Manager

c/- International Conferences & Events (ICE)
183 Albion Street
Surry Hills NSW 2010
Tel: +61 2 9368 1200
Email: partnership@nmlc2017.com.au
Website: www.nmlc2017.com.au
MARKETING YOUR PARTICIPATION

Your partnership and support is publicised intensely before, during and after the conference. Some of the avenues we use are:

Online Marketing

Email Blasts • Regular email newsletters promoting program updates, key dates, featured speakers and our partners and exhibitors.

Conference Website • This will be the primary information point for everything conference-related. The website will be regularly updated with the latest news.

Social Media • Via our Facebook and Twitter pages which promotes interaction and discussion amongst delegates and stakeholders.

Electronic and Print Marketing

Advertisements • Including flyers and advertisements to be used at industry events and publications to stimulate interest and provide key event information.

Electronic Conference Handbook • Opportunity to have your company name, logo or advertisement displayed within the electronic Conference Handbook, which is often downloaded and kept as a memento by delegates.

Onsite Marketing

Conference Signage • Recognition at the registration desk, session rooms and within the exhibition area (subject to approval by the Conference Organisers).

Conference App • Used by all conference attendees as it allows them to browse conference sessions, create personalised schedules and view local maps. The application is available for iPhone and Android.

Partner Logos on Session Slides • Reinforce your commitment and support to all delegates during conference sessions.

Our aim is to offer a wide range of partnership packages that will help you meet your brand and networking objectives. We are more than happy to discuss tailored packages to suit your marketing strategies.
## Overview of Partnership Packages

<table>
<thead>
<tr>
<th>Partnership Packages</th>
<th>Package Highlights</th>
<th>Availability</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Social Functions and Networking Breaks</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cocktail Function Partner</strong></td>
<td>5-minute address during Cocktail Function</td>
<td>Exclusive</td>
<td>$9,000</td>
</tr>
<tr>
<td><strong>Conference Sundowner Partner</strong></td>
<td>5-minute address prior to the start of the Conference Sundowner</td>
<td>Exclusive</td>
<td>$4,500</td>
</tr>
<tr>
<td><strong>Conference Lunch Partner</strong></td>
<td>Display of corporate signage at catering stations during lunch</td>
<td>Exclusive</td>
<td>$3,500</td>
</tr>
<tr>
<td><strong>Conference Morning or Afternoon Tea Partner</strong></td>
<td>Display of corporate signage at catering stations during selected break</td>
<td>Three (3)</td>
<td>$1,500</td>
</tr>
<tr>
<td><strong>Program and Speakers</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Master of Ceremonies Partner</strong></td>
<td>200-word summary to be read by the Master of Ceremonies during the Conference Opening session</td>
<td>Exclusive</td>
<td>$7,500</td>
</tr>
<tr>
<td><strong>Keynote Speaker Partner</strong></td>
<td>Introduction to speaker by partner and display of corporate signage during selected speaker session</td>
<td>Three (3)</td>
<td>$3,500</td>
</tr>
<tr>
<td><strong>Conference Session Partner</strong></td>
<td>Naming rights to the selected session room</td>
<td>Three (3)</td>
<td>$3,500</td>
</tr>
<tr>
<td><strong>Other Partnership Opportunities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Delegate Satchel Partner</strong></td>
<td>Company logo printed on satchels</td>
<td>Exclusive</td>
<td>$5,500</td>
</tr>
<tr>
<td><strong>Name Badge and Lanyard Partner</strong></td>
<td>Company logo printed on name badges and opportunity for partner to provide branded lanyards</td>
<td>Exclusive</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Conference App Partner</strong></td>
<td>Pop-up notifications in conference app</td>
<td>Exclusive</td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>Notepad and Pen Partner</strong></td>
<td>Company logo printed on notepads and pens (supplied by partner)</td>
<td>Exclusive</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>Advertising Opportunities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Satchel Insert</strong></td>
<td>Opportunity to provide an insert into the conference satchels</td>
<td>Unlimited</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Full-Page Advertisement</strong></td>
<td>Advertisement in the electronic Conference Handbook in a standard position</td>
<td>Unlimited</td>
<td>$950</td>
</tr>
<tr>
<td><strong>Half-Page Advertisement</strong></td>
<td>Advertisement in the electronic Conference Handbook in a standard position</td>
<td>Unlimited</td>
<td>$550</td>
</tr>
<tr>
<td><strong>Quarter-Page Advertisement</strong></td>
<td>Advertisement in the electronic Conference Handbook in a standard position</td>
<td>Unlimited</td>
<td>$350</td>
</tr>
</tbody>
</table>
PARTNERSHIP PACKAGES

As many of the opportunities in this proposal are limited, your early commitment will guarantee your chosen level of participation and maximise your exposure to our delegates. Included in every package:

- Acknowledgement as the official partner in all conference promotional material
- Conference logo on onsite conference signage
- Company logo on holding slides at the start of the conference sessions
- Company logo on conference website, including a link to the company website

Additional Entitlements for Social Functions and Networking Breaks

COCKTAIL FUNCTION PARTNER
$9,000 (inc. GST) – Exclusive opportunity

The Cocktail Function is open to all registered delegates and is the highlight of the social program at NMLC 2017. Lasting for 3 hours, the Cocktail Function is the key networking opportunity within the conference program, allowing delegates to mingle in a designated networking environment.

- Opportunity to make a 5 minute address to delegates at the commencement of the Conference Cocktail Function
- Company logo printed on menus
- Company logo and 150 word promotional paragraph with contact details listed in the electronic Conference Handbook
- Opportunity to display company banner (supplied by partner at the function venue
- 1 x complimentary full registration with one (1) Conference Sundowner ticket (includes admission to the conference, exhibition, morning and afternoon tea, and lunch)
- 3 x complimentary tickets to attend the Conference Cocktail Function
- Full page colour advertisement in the electronic Conference Handbook (artwork supplied by partner)
- Opportunity to provide one (1) promotional gift/item with the company logo (supplied by partner) at the Conference Cocktail Function
- Opportunity to include one (1) insert in the conference satchel – corporate literature, DL, A5, A4 (or similar size) or promotional merchandise (not including note pads and pens)
- Electronic list of participants (name, organisation and state) provided pre and post conference (subject to privacy laws and delegate opt-out options.)
CONFERENCE SUNDOWNER PARTNER
$4,500 (inc. GST) – Exclusive Opportunity
The Conference Sundowner is open to all registered delegates to attend, and will take place in the exhibition area.

- Opportunity to make a 5 minute address to delegates prior to commencement of the Conference Sundowner
- Company logo and 100 word promotional paragraph with contact details listed in the electronic Conference Handbook
- Opportunity to display company banner (supplied by partner) at the function
- 3 x complimentary tickets to attend the Conference Sundowner
- Half page colour advertisement in the electronic Conference Handbook (artwork to be supplied by partner)
- Opportunity to include one (1) insert in the conference satchel – corporate literature, DL, A5, A4 (or similar size) or promotional merchandise (not including note pads and pens)

CONFERENCE LUNCH PARTNER (SOLD)
$3,500 (inc. GST) – Exclusive Opportunity

- Company logo and 50 word promotional paragraph with contact details listed in the electronic Conference Handbook
- Opportunity to display company banner (supplied by partner) at catering stations
- Half page colour advertisement in the electronic Conference Handbook (artwork to be supplied by partner)
- Opportunity to provide branded napkins with the company logo (supplied by partner) to be used during lunch
- Opportunity to include one (1) insert in the conference satchel – corporate literature, DL, A5, A4 (or similar size) or promotional merchandise (not including note pads and pens)
CONFERENCE MORNING OR AFTERNOON TEA PARTNER
$1,500 (inc. GST) – Three packages available

- Company logo and contact details listed in the electronic Conference Handbook
- Opportunity to display company banner (supplied by partner) at catering stations during selected break
- Opportunity to include one (1) insert in the conference satchel – corporate literature, DL, A5, A4 (or similar size) or promotional merchandise (not including note pads and pens)

Program and Speakers

MASTER OF CEREMONIES PARTNER
$7,500 (inc. GST) – Exclusive Opportunity

- Opportunity for a 200 word summary of your organisation to be read by the Master of Ceremonies during the Conference Opening session
- Company logo and 150 word promotional paragraph with contact details listed in the electronic Conference Handbook
- Company logo on speaker page within the conference website for the Master of Ceremonies
- Opportunity to display company banner (supplied by partner) in the plenary room
- 2 x complimentary tickets to attend the Conference Cocktail Function
- Half-page colour advertisement in the electronic Conference Handbook (artwork to be supplied by partner)
- Opportunity to include one (1) insert in the conference satchel – corporate literature, DL, A5, A4 (or similar size) or promotional merchandise (not including note pads and pens)
- Electronic list of participants (name, organisation and state) provided pre and post conference (subject to privacy laws and delegate opt-out option)
KEYNOTE SPEAKER PARTNER

$3,500 (inc. GST) or in-kind support – Three packages available

Opportunities exist for organisations to support a keynote speaker at the 2017 conference. Partnership may take the form of in-kind support covering airfares and accommodation for the speaker.

- Verbal acknowledgement as Keynote Speaker Partner at the start of the selected speaker session
- Company logo and 50 word promotional paragraph with contact details listed in the Electronic Conference Handbook
- Company logo on speaker page within the conference website for selected speaker
- Opportunity to display company banner (supplied by partner) during the partnered selected session
- Half-page colour advertisement in the electronic Conference Handbook (artwork to be supplied by partner)
- Opportunity to include one (1) insert in the conference satchel – corporate literature, DL, A5, A4 (or similar size) or promotional merchandise (not including note pads and pens)

CONFERENCE SESSION PARTNER

$3,500 (inc. GST) – Three packages available

- Naming rights to the selected session room for the duration of the conference
- Company logo and 50 word promotional paragraph with contact details listed in the electronic Conference Handbook
- Opportunity to display company banner (supplied by partner) in the selected session room
- Half-page colour advertisement in the electronic Conference Handbook (artwork to be supplied by partner)
- Opportunity to include one (1) insert in the conference satchel – corporate literature, DL, A5, A4 (or similar size) or promotional merchandise (not including note pads and pens)
DELEGATE SATCHEL PARTNER
$5,500 (inc. GST) – Exclusive Opportunity
Distributed to every delegate upon registration, satchels are constantly used throughout the conference to carry delegate notes and belongings. They are often retained and used after the event. Partnership of the satchels offers excellent exposure, with a constant presence for the duration of the event and beyond.

- Company logo printed on delegate satchels or luggage tags depending on style, in one colour alongside the conference logo
- Quarter page colour advertisement in the electronic Conference Handbook (artwork to be supplied by partner)
- Opportunity to include one (1) insert in the conference satchel – corporate literature, DL, A5, A4 (or similar size) or promotional merchandise (not including note pads and pens)

NAME BADGE AND LANYARD PARTNER
$5,000 (inc. GST) – Exclusive Opportunity
Name badges and lanyards are issued to every delegate upon registration. Branding of the name badges and lanyards will offer a constant presence for the duration of the event. Please note branded lanyards will be supplied by the partner.

- Company logo printed on name badges alongside the conference logo
- Company branded randed lanyards for all delegate name badges (provided by partner)
- Quarter page colour advertisement in the electronic Conference Handbook (artwork to be supplied by partner)
- Opportunity to include one (1) insert in the conference satchel – corporate literature, DL, A5, A4 (or similar size) or promotional merchandise (not including note pads and pens)

CONFERENCE APP PARTNER
$3,000 (inc. GST) – Exclusive opportunity
A free and easy-to-use app which will allow delegates to browse conference sessions and presentation abstracts, create a personalised calendar and view local maps.

- Advertisement to be included in the Conference App to prompt users to visit your company website (artwork to be supplied by partner)
- Banner advertisement in the Conference App (artwork to be supplied by partner)
- Opportunity to include one (1) insert in the conference satchel – corporate literature, DL, A5, A4 (or similar size) or promotional merchandise (not including note pads and pens)
OTHER PARTNERSHIP OPPORTUNITIES

Included in every package:

• Company logo and contact details in the electronic Conference Handbook
• Company logo on conference website, including a hyperlink to your company website

NOTEPAD AND PEN PARTNER
$2,000 (inc. GST) – Exclusive Opportunity

Notepads and pens are distributed to every delegate upon registration within the conference satchel. Please note branded notepads and pens will be supplied by the partner.

• Company logo on holding slides at the start of conference sessions
• Opportunity to include one (1) insert in the conference satchel – corporate literature, DL, A5, A4 (or similar size) or promotional merchandise (not including note pads and pens)

WELLNESS AREA ACTIVITY

Following the success of the Wellness Area at the 2015 conference, we are inviting invitations from companies to offer bespoke wellness activities, such as massages or health checks for delegates to enjoy during their time at the conference.

In recognition of your support and contribution, the conference will offer a complimentary display space including passes and daily catering for up to two staff each day.

To discuss your proposal, please contact the Partnership Manager for more details, and we will be delighted to consider some options.

ADVERTISING PACKAGES

SATCHEL INSERT
$1,000 (inc. GST) – Unlimited
Opportunity to include one (1) insert in the conference satchel – corporate literature, DL, A5, A4 (or similar size) or promotional merchandise (not including note pads and pens)

FULL PAGE ADVERTISING
$950 (inc. GST) – Unlimited
Full page colour advertisement in the electronic Conference Handbook in a standard position (artwork to be supplied by partner)

HALF PAGE ADVERTISING
$550 (inc. GST) – Unlimited
Half-page colour advertisement in the electronic Conference Handbook in a standard position (artwork to be supplied by partner)

QUARTER PAGE ADVERTISING
$350 (inc. GST) – Unlimited
Quarter page colour advertisement in the electronic Conference Handbook in a standard position (artwork to be supplied by partner)

CUSTOM PARTNERSHIP PACKAGES

Can’t find what you are looking for? Speak to the Partnership Manager today about customising a package that suits your budget and needs. Contact us at +61 2 9368 1200 or email us at partnership@nmic2017.com.au.
CONFERENCE EXHIBITION

All refreshments and lunches will be served in the exhibition area, making it a true meeting point for delegates and a wonderful opportunity to network with them.

Exhibition Display

<table>
<thead>
<tr>
<th>Packages &amp; Entitlements</th>
<th>3m x 2m Shell Scheme Booth $3,300</th>
<th>3m x 2m Display Space only $2,200</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Acknowledgement as Exhibitor</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Listing and company logo in the Conference App</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company name and logo listed in the electronic Conference Handbook</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company name and logo on the Conference website, including a hyperlink to company website</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Exhibition Passes</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibition passes includes daily catering (morning and afternoon teas and lunches), two (2) tickets to the Conference Sundowner and admission to the exhibition area only. The passes do not include access to conference sessions.</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><strong>Conference Satchel</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distributed to exhibiting companies upon registration, one satchel per company</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Space Inclusions</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Booth:</strong> 2.4m high display booth made with Velcro-compatible walls</td>
<td>✓</td>
<td>-</td>
</tr>
<tr>
<td><strong>Furniture:</strong> One (1) skirted trestle table with two (2) chairs</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Signage:</strong> One (1) company name per booth</td>
<td>✓</td>
<td>On poster board</td>
</tr>
<tr>
<td><strong>Lighting:</strong> Two (2) 150 watt spotlights</td>
<td>✓</td>
<td>-</td>
</tr>
<tr>
<td><strong>Power:</strong> One (1) 4 amp power outlet</td>
<td>✓</td>
<td>-</td>
</tr>
</tbody>
</table>

**PLEASE NOTE:** Additional equipment such as furniture and audio visual and internet lines are available for hire. Details of suppliers will be forwarded to exhibitors at a later date.

**OPTION TO UPGRADE**

If your company representatives wish to attend the conference sessions, the inclusive exhibition passes can be upgraded to full conference registrations for $150 per person.
EXHIBITION FLOOR PLAN

* The Conference Organisers reserve the right to modify the floor plan depending on the number of exhibitors.
Partnership & Exhibition Agreement

Terms & Conditions

By submitting the Partnership Agreement, you agree to be a Partner or Exhibitor of the NMLC 2017 to be held at the Perth Convention and Exhibition Centre from Wednesday, 29 November – Friday 1 December 2017, adhering to the terms and conditions set out below.

1. Upon receipt of your signed agreement together with a deposit, acknowledgment of receipt will be sent in writing along with a Tax Invoice.

2. You agree to pay NMLC 2017 the full amount payable; and

3. Partnership entitlements will not commence until the 50% deposit has been paid in full. Balance payments must be received by Friday, 1 September 2017.

4. Deposits are non-refundable.

5. If a partner wishes to cancel or change the details of their booking, advice must be made in writing to partnership@nmlc2017.com.au. The cancellation fees are applicable as follows:
   6. Before 1 September 2017, 50% of the total amount.
   7. After 1 September 2017, 100% of the total amount.

8. All amounts stipulated in this agreement include the goods and services tax (GST) of 10%.

9. Please note that your requested category of partnership may have a limit and preference will be determined in order of receipt of the signed Agreement and deposit.

10. Partners are not permitted to enter the Conference sessions or social events, unless the relevant tickets are offered as part of the particular partnership package. However, should Partners wish to attend the Conference as a delegate, the appropriate registration form must be completed and forwarded to the Conference Organisers together with the applicable registration fee.

11. Please be aware corporate literature, promotional items and electronic files of your logo are to be provided by you where relevant to your particular partnership package.

12. The Conference Organisers may at their discretion use your logo, symbol, trademark or registered mark in acknowledging your partnership in the Conference literature where this is offered as part of your particular partnership package. No payment shall be made to you for such use. We request that all logos be supplied in an EPS format, high resolution 300 dpi. Should an alternative format be received, the Conference Organisers cannot be held responsible for the quality of the logo displayed in any of the promotional collateral.

13. Nothing contained in this agreement will be deemed to constitute a partnership, joint venture or agency relationship between you and the Conference, host organisations and/or the Conference Organisers.

14. The details in this document are correct at the time of printing. International Conferences & Events (ICE) and the NMLC 2017 Organising Committee do not accept responsibility for any changes that may occur.


Thank you for supporting the Nursing and Midwifery Leadership Conference 2017