

SimTecT 2010

Health SIMULATION CONFERENCE

Monday 30 August – Thursday 2 September 2010
HILTON ON THE PARK, MELBOURNE AUSTRALIA



Investing in the Future

SPONSORSHIP PROPOSAL

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Invitation to Sponsor

SimTecT Health 2010 will continue the trend that has established this meeting as the premier healthcare simulation conference in the Asia Pacific region. This year's conference will explore the theme "Investing in the Future" by once again bringing together national and international experts from a range of clinical, educational and research disciplines together with policy makers and health services.

On 29th November 2008, the Council of Australian Governments (COAG) agreed to a \$1.6million health workforce reform package, including, among other things, a National Plan for Simulated Learning Environments (SLEs). COAG agreed to an investment of \$96million over 4 years for clinical training in simulated learning environments.

The plan will provide for:

- an equitable spread of simulation facilities across all training providers
- capital funding plus recurrent funding for equipment and staffing, and
- a focus on accessibility to remote centres through mobile units.

The conference has been extended from 2.5 to 3 days (in addition to pre-conference workshops) to maintain a balance between plenary sessions, panel discussions, workshops, poster sessions and professional networking opportunities. There will be opportunities for special interest groups to meet during the conference.

In making a commitment to become a sponsor or an exhibitor, your company will be assured of high profile exposure to the health care community of practitioners, trainers, researchers and educators. Growing from 50 attendees in 2004, SimTecT Health 2009 attracted over 300 delegates from a wide cross-section of the healthcare sector, including 10% from overseas.

The SimTecT Health Simulation Conference is being promoted broadly throughout Australia, Asia, USA and Europe. To secure your place at the conference, simply choose the sponsorship option or exhibition booth that suits you best, complete the application form and forward, with your deposit to the professional conference organisers, Consec – Conference Management..

The organising committee cordially invites you to participate in the 2010 SimTecT Health Simulation Conference and we look forward to seeing you in Melbourne in September 2010.

Cate McIntosh
Conference Convener

Conference Organisation

The conference is convened by the Australian Society for Simulation in Healthcare (ASSH), a chapter of the Simulation Industry Association of Australia (SIAA). The SIAA is a not-for-profit organisation whose purpose is: "to promote the use of simulation for the benefit of providers, practitioners and users in order to increase the use of simulation in achieving organisational goals, for the advancement of Australia's economy and society."

ASSH has appointed Consec – Conference Management as the Professional Conference Organisers for the 2010 SimTecT Health Conference.

Conference Details

Exhibition Dates

Monday 30 August 2010 to Friday 3 September 2010.

Monday 30 August 2010 will be pre-conference workshops and move-in for exhibitors.

Floorplan

The floorplan has been designed to ensure good visibility and access to all exhibition booths.

Maximum traffic flow will be encouraged by the strategic placement of catering stations at key points in the exhibition areas, as well as through constant referral.

Professional Conference/Exhibition Management

Consec – Conference Management is managing the conference and exhibition and local trade exhibition supply company, **ExpoNet**, has been contracted to supply all exhibition facilities.

Conference Program

The conference program will include:

- pre-conference workshops
- keynote addresses
- plenary sessions
- concurrent sessions
- workshops
- welcome reception
- official conference dinner, and
- a trade exhibition.

Promotion of the Conference

The conference will be advertised extensively throughout Australia, Asia, USA and Europe. Promotion will include:

- direct mail - distribution of the conference announcements and registration brochure
- SimTecT Health Simulation Conference website
- acknowledgement as a sponsor on the conference website
- promotion at other industry related conferences/meetings, and
- promotion at special interest group meetings.

Delegates at the Conference

It is estimated that over 300 delegates will attend the conference from the following areas - policy developers/executives, educators, clinicians, trainers, simulation practitioners and researchers.

Sponsorship and Exhibition Benefits

- A significant marketing advantage
- Corporate goodwill from conference delegates
- Relationship marketing
- Creation of brand awareness and acceptance
- Demonstration of products
- Increased business potential
- Enhanced company profile
- Direct access to an audience made up of your clients, current and potential
- Broadened exposure through the conference, by acknowledgement in all print material including the conference registration brochure and the conference program/handbook
- Promotion in industry related journals and magazines
- Promotion on the conference website
- Exposure at the conference through signage and announcements

Ten Reasons to Exhibit at SimTecT Health 2010

- Meet new buyers and develop a quality database
- Develop a personal and direct relationship with your clients
- Show your full product range in real life rather than a catalogue. Live events provide the best possible interactive marketing platform
- Let buyers use all five senses to gain a full appreciation of your product
- Overcome objections and accelerate the buying process
- Display your products and services to key decision makers
- Raise your profile in the industry and add value to your brands
- Locate new agents and distributors for your products
- Launch a new product and generate media interest
- Get immediate feedback on your product

Why Trade Shows Work

Meet the decision makers ...

- 83% of all visitors to a trade show have the authority to purchase or are a decisive influence in the purchasing decision of the organisation
- 72% of all visitors intend to make a purchase either at the show or in the near future

Exhibitions are effective because ...

- 54% of visitors come specifically to see new products and services
- 48% come for information
- 40% come to keep updated with technology
- 15% come to make new business contacts

Source: Exhibition & Event Association of Australia

2009 Exhibitors

- Monash University
- Laerdal Pty Ltd
- TMN Simulation
- Studiocode Business Group
- Scientific Educational Services Pty Ltd
- Limbs & Things Aust Pty Ltd
- Simulab Corporation
- Medic Media
- Australian Society for Simulation Healthcare
- Victorian Department of Human Services

Sponsorship Opportunities (including GST)

1. Principal Sponsors (up to 5) AUD\$25,000.00 **Includes travel costs for an International Keynote speaker**

- One (1) complimentary exhibition booth (3m x 2m) in prime position
- 60-second video grab at the start of each day
- Two (2) complimentary full conference registrations
- Company logo on the cover and acknowledgment in the conference registration brochure
- Company logo on the conference website, with link to your website
- Company logo and promotional paragraph in the conference program/handbook
- One (1) full colour advertisement in the conference program/handbook (artwork to be supplied to conference manager by specified date in PDF)
- Company logo on conference satchels
- Company logo on conference signage
- A4 flier (to be supplied by you) in conference satchel

2. Gold Sponsors (up to 5) AUD\$15,000.00 **Includes travel costs for Australian / New Zealand speaker**

- One (1) complimentary exhibition booth (3m x 2m)
- 60-second video grab at the start of each day
- One (1) complimentary full conference registration
- Company logo on the cover and acknowledgment in the conference registration brochure
- Company logo on the conference website, with link to your website
- Company logo and promotional paragraph in the conference program/handbook
- Company logo on conference signage
- A4 flier (to be supplied by you) in conference satchel

3. Silver Sponsors (up to 3) AUD\$10,300.00

- One (1) complimentary exhibition booth (3m x 2m)
- One (1) complimentary full conference registration
- Company logo on the cover and acknowledgment in the conference registration brochure
- Company logo on the conference website, with link to your website
- Company logo and promotional paragraph in the conference program/handbook
- Company logo on conference signage
- A4 flier (to be supplied by you) in conference satchel

Dinner Sponsorship Included

- Company logo and acknowledgement in the conference registration brochure as Dinner Sponsor
- Company logo and acknowledgment in the conference program/handbook as Dinner Sponsor
- Company logo on the conference dinner menu
- Three (3) complimentary tickets to the conference dinner
- Introduction of five (5) minutes by your company representative to conference delegates during the conference dinner
- Company sign (supplied by you) prominently displayed during the conference dinner (type and size of sign to be discussed with the conference manager)

4. Bronze Sponsors (up to 3) AUD\$8,300.00

- One (1) complimentary full conference registration
- Company logo on the cover and acknowledgment in the conference registration brochure
- Company logo on conference web site, with link to your website
- Company logo and promotional paragraph in the conference program/handbook
- Company logo on conference signage.
- A4 flier (to be supplied by you) in conference satchel

Welcome Reception Sponsorship Included

- Company logo and acknowledgement in the conference registration brochure as Welcome Reception Sponsor
- Company logo and acknowledgement in the conference program/handbook as Welcome Reception Sponsor
- Two (2) complimentary tickets to the conference welcome reception, and
- Introduction of five (5) minutes by your company representative to conference delegates during the welcome reception
- Company sign (supplied by you) displayed during the welcome reception (size and type of sign to be discussed with the conference manager)

5. Conference Dinner Sponsor Only AUD\$3,300.00

- Company logo and acknowledgement in the conference registration brochure
- Company logo and acknowledgment in the conference program/handbook
- Company logo on the conference dinner menu
- Company logo on conference web site, with link to your website
- Three (3) complimentary tickets to the conference dinner
- Introduction of five (5) minutes by your company representative to conference delegates during the conference dinner
- Company sign (supplied by you) prominently displayed during the conference dinner (type and size of sign to be discussed with the conference manager)

6. Welcome Reception Sponsor Only AUD\$3,300.00

- Company logo and acknowledgement in the conference registration brochure
- Company logo and acknowledgement in the conference program/handbook
- Company logo on the conference web site, with link to your website
- Two (2) complimentary tickets to the conference welcome reception, and
- Introduction of five (5) minutes by your company representative to conference delegates during the welcome reception
- Company sign (supplied by you) displayed during the welcome reception (size and type of sign to be discussed with the conference manager)

7. Satchel Insert AUD\$1,100.00

- Opportunity to place either an A4 flier/brochure or company material in the conference satchels

8. Individual Package Sponsor

The traditional sponsorship packages, outlined above, may not cater for all needs. Potential sponsors seeking specific involvement should contact the exhibition and sponsorship coordinator to discuss opportunities for a personally tailored package.

Aaron Neame
Client Relationship Manager
Telephone: +61 2 6251 0675
Facsimile: +61 2 6251 0672
Email: simtecthealth2010@consec.com.au

Please note:

Acknowledgement in the registration brochure, the conference program/handbook is subject to sponsorship confirmation prior to printing deadlines.

The production of banners, transparencies and any promotional material is the responsibility of the sponsor.

As logos will only be printed in one or two colour – please provide colour, and black and white (mono) versions of company logos.

Due to privacy legislation, the organisers cannot guarantee the inclusion of all participants' names on the delegate list.

Exhibition Details

The Exhibition will be held in the Gallery areas of the Hilton on the Park-Melbourne, Australia. The attached floor plan (page 10) has been designed to ensure good visibility and access to all stands. Maximum traffic flow will be encouraged by the placement of catering stations at key points in the exhibition areas for morning/afternoon teas and lunches as well as by constant referral.

The Welcome Reception will be held in and around the exhibition.

Please note:

Should the exhibition floor plan require expansion or contraction, the conference has the right to make the necessary changes.

Move-in/Move-out Dates

Move-in: Monday 30 August 2010 (time TBA)

Move-out: Thursday 2 September 2010 from 4.00pm

Exhibition staff will be on site during the exhibitor move-in period to ensure that exhibitors' final requirements are met.

Please Note: All booths must be show-ready by 5.00pm on Monday 30 August 2010. No installation will take place on Sunday 9 August through to Thursday 2 September. All booths must remain in place until 4.00pm on Thursday 2 September.

Exhibitor Briefing Notes

The exhibitor briefing notes (rules and regulations of the venue, a mailing label, storage details, etc) will be emailed to you approximately eight (8) weeks prior to the conference.

Custom Build Stands

Companies intending to install custom designed stands (see example below) must submit full specifications and drawings direct to the professional conference organisers before **Friday 16 July 2010** to facilitate the required approval process by the venue management.



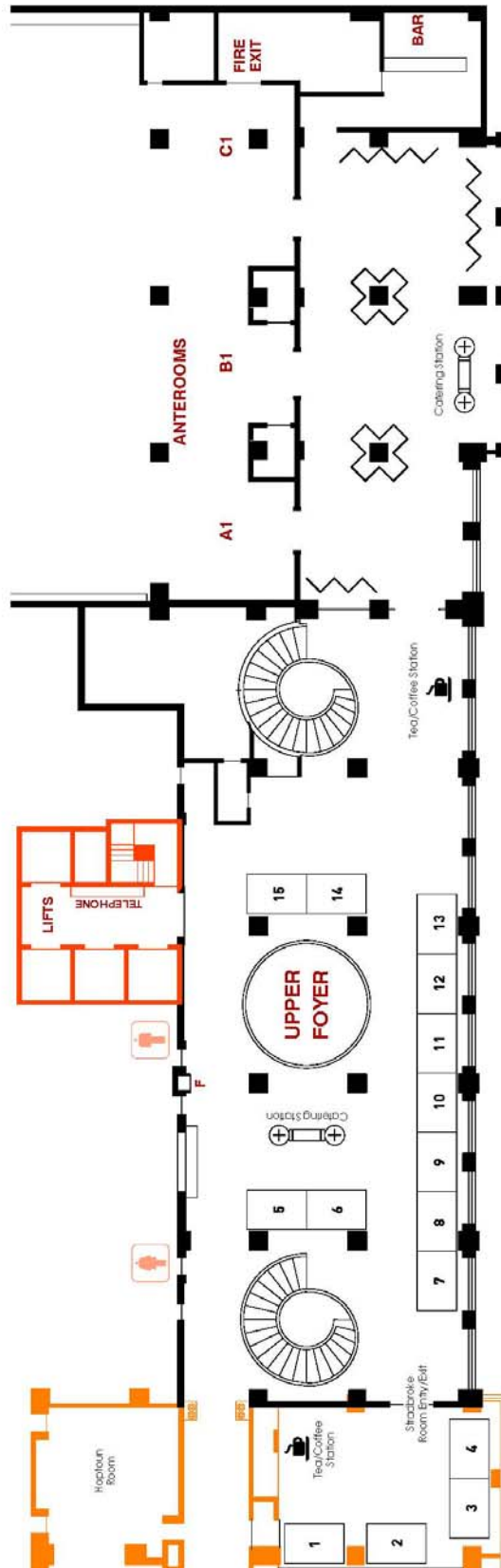
Source: ExpoNet (Custom Booths)

Exhibition Hours

Tuesday 31 August
 Wednesday 1 September
 Thursday 2 September

8:00am – 5:00pm
 8:00am – 5:00pm
 8:30am – 4:00pm

Floor Plan



Exhibition Booth Package

Cost:	\$3,300.00 (inc GST) per 3m x 2m booth or \$6,000.00 (inc GST) per double booth
Dimensions:	3m x 2m
Walls:	2.5 wall panels are covered in opal frontrunner material, framed in polished anodised aluminium. Only velcro is to be used to attach displays to walls. Expo Hire will assist any exhibitors that require heavy items to be hung from the panels.
Name & Fascia:	Names using vinyl-cut uppercase lettering onto a white background, with names on all open sides.
Company Name:	One [1] company name per stand in computer cut vinyl standard style letters (uppercase lettering onto a white background). Max of 25 letters - Pty Ltd etc deleted. Corner stands have one [1] name.
Lights and Power:	2 x 150 watt lights per stand and lights are mounted on the inside of the front fascia. One [1] single power point per stand - 1,000 watts (4amps) capacity.
Welcome Reception:	An invitation is extended, by the conference committee, for two [2] representatives per exhibition booth booked to attend the welcome reception, as their guests on Tuesday 8 September.
Conference Satchel:	One [1] per exhibition booth including delegates listing, pad, pen, sponsors advertising and conference program/handbook.
Delegates Listing:	Subject to privacy legislation, name and organisation of all delegates attending the conference will be made available to sponsors and exhibitors.
Name Badge:	Name badge for two [2] representatives.
Promotion:	Listing of company name in the conference program/handbook.
Catering:	Morning/afternoon teas and lunches for two [2] representatives each day.

Example of Two
Exhibition Booths
(3m x 2m per booth)



Furniture/objects displayed
not included in booth

General Information

Welcome to Melbourne

Melbourne captures Australia's friendly nature but with an added sense of style. It is our nation's fashion capital, the cultural events heartland, and a city passionate about sport, especially Australian Rules Football and cricket, both played at the world famous Melbourne Cricket Ground (MCG).

Melbourne has a well-deserved reputation for its changing weather; however, the city actually receives less rainfall than either Brisbane or Sydney. The average temperature for Melbourne in August/September is 17.2°C.

Conference Venue

Hilton on the Park-Melbourne, 192 Wellington Parade, Melbourne, Victoria, Australia. Enjoy views over the historic Fitzroy Gardens and the Melbourne Cricket Ground. Ten minutes from the business district and 26km from Melbourne International Airport.



Accommodation

As a sponsor/exhibitor you will be emailed an "exhibitor accommodation booking form" 8 weeks prior to the conference. This form will contain all accommodation information required to make bookings for staff members.

Banks

Melbourne's banking hours are generally Monday to Thursday 9am-4pm and Friday 9am-5pm. All the major banks, such as Westpac, ANZ, Commonwealth and National Australia Bank, have offices in Melbourne.

Transport from the Airport

Follow Tullamarine Freeway from the airport, then Flemington Road to Elizabeth Street roundabout. Turn right onto Elizabeth Street, left onto Victoria Street then right onto Clarendon Street. The Hilton is on the left and is an approximate 30 minute drive from the airport.

Car Parking

Self parking is AUD\$20.00 and valet parking is AUD\$45.00.

Liability Waiver

The SimTecT Health Conference 2010, Consec – Conference Management, the Hilton on the Park Hotel and Expo Hire (the trade exhibition build company) will not be liable for injuries to any person or damages to property owned or controlled by exhibitors. Regarding claims for damages or injuries that may arise from or be in any way connected with the exhibitor occupation or display space, the exhibitor agrees to defend indemnity and hold the organising committee harmless against all such claims. The exhibitor agrees to insure itself at its own expense against property loss or damage and against liability or personal injury and liability for property damage.

In the event of industrial disruptions, the conference and the organisers accept no responsibility for losses incurred by conference participants. SimTecT Health takes no responsibility in relation to the displays, products, representations or promotional material of the participants. SimTecT Health has not assessed, endorsed or approved any display, product, representation or promotional material.

Personal Insurance

Participants shall be regarded in every aspect as carrying their own risk for loss or injury to person or property including baggage, during the conference. We strongly recommend that at the time of booking your travel and tours you take out a travel insurance policy. The policy should include the loss of deposit through cancellation, medical insurance, loss or damage to personal property, financial loss incurred through disruption to accommodation or travel arrangements due to strikes or other industrial action. The organisers are not responsible for any claims concerning insurance.

All exhibitors must have public liability insurance (to the value of \$1m) related to their booth. Exhibitors are required to submit their Public Liability Insurance Certificate along with their booking form.

Website

Please visit the SimTecT Health website for regular conference updates at www.simtecthealth.com

Privacy Act

Due to the privacy legislation, the organisers cannot guarantee the inclusion of ALL participants' contact details on the delegates list.

Further Information

Margie Wallace
Exhibition and Sponsorship Coordinator
Consec – Conference Management
PO Box 3127, BMDC ACT 2617 Australia
Tel: + 61 2 6251 0675
Fax: + 61 2 6251 0672
Email: simtecthealth@consec.com.au

How to Book and Details of Payment Deadlines

Sponsorship

In order to confirm your sponsorship, we will require the application to sponsor form and fifty percent (50%) deposit payment to be forwarded by return mail. The balance payment will be required by Monday 1 June 2010.

Exhibition

Early booking is necessary, as space is limited, and booths will be allocated strictly in order of the date the deposit payment and application to exhibit form is received. In order to confirm your exhibition space, we will require the application to exhibit form and fifty percent (50%) deposit payment to be forwarded by return mail. The balance payment will be required by Monday 1 June 2010.

Cheques should be made payable to SimTecT Health Simulation Conference 2010 and forwarded to the Professional Conference Organisers, *Consec – Conference Management, PO Box 3127, BMDC ACT 2617, Australia.

*Consec – Conference Management as agent for SimTecT Health Simulation Conference.

Cancellation Policy

Exhibition

In the event of the withdrawal of an exhibition booth/s booking, the Professional Conference Organiser's should be notified in writing as soon as possible. Please note that a refund of fees paid (less a cancellation fee of 50% of the value of the exhibition booth/s) will be made to an exhibitor cancelling before or on Monday, 1 June 2010. No refunds will be made after that date.

Sponsorship

In the event of the withdrawal of a sponsorship booking, the Professional Conference Organisers should be notified in writing as soon as possible. Please note that a refund of fees paid (less a cancellation fee of 50% of the value of the sponsorship) will be made to the sponsor cancelling before or on Monday, 1 June 2010. No refunds will be made after that date.

APPLICATION TO EXHIBIT

SimTecT Health Simulation Conference 2010
30 August - 3 September 2010
Hilton on the Park-Melbourne, Australia

Complete this form and fax to: 02 6251 0672 or post to: SimTecT Health Simulation Conference*, *Consec-Conference Management, PO Box 3127, BMDC ACT 2617, Australia.

ABN 13 087 862 619 (Simulation Industry Association of Australia)

Company/Organisation: _____

Contact Name: _____ Position: _____

Address: _____

Telephone: _____ Facsimile: _____

Email: _____

Booth Position - number of booths required _____ I/we prefer booth position/s as indicated on the enclosed floor plan in order of preference:

1st _____ 2nd _____ 3rd _____ 4th _____

I/we understand that booth/s will be allocated strictly in order of receipt of applications and deposit monies and that the conference manager's decision will be final. Should the exhibition floor plan require expansion or retraction, the organisers have the right to make the necessary changes. We note that furniture, extra lighting and power are to be ordered from the exhibition contractor.

Cancellation Policy - In the event of the withdrawal of an exhibition booth/s booking, the professional conference organiser's should be notified in writing as soon as possible. Please note that a refund of fees paid (less a cancellation fee of 50% of the value of the exhibition booth/s) will be made to an exhibitor cancelling before or on Monday, 1 June 2010. No refunds will be made after that date.

We accept the terms and conditions as outlined in this sponsorship/exhibition proposal and hereby enclose our payment for \$ _____ including 10% GST.

Signed _____ Date _____

(on behalf of the exhibitor listed above)

TOTAL AMOUNT PAYABLE

Cost: \$3,300.00 incl GST per 3m x 2m exhibition booth \$6,000.00 incl GST for a double booth

Deposit Deadline: 50% with booking **Balance Deadline:** 1 June 2010

*Consec - Conference Management as agent for SimTecT Health Simulation Conference.

APPLICATION TO SPONSOR

SimTecT Health Simulation Conference 2010
30 August - 3 September 2010
Hilton on the Park-Melbourne, Australia

Complete this form and fax to: 02 6251 0672 or post to: SimTecT Health Simulation Conference*, *Consec-Conference Management, PO Box 3127, BMDC ACT 2617, Australia.

ABN 13 087 862 619 (Simulation Industry Association of Australia)

Company/Organisation: _____

Contact name: _____ Position: _____

Address: _____

Telephone: _____ Facsimile: _____

Email: _____

Sponsorship Package Preferences

I/we would like to take up the following sponsorship package/s:

1st _____ Total Cost _____

2nd _____ Total Cost _____

I/we understand that the sponsorship packages will be strictly in order of receipt of application form and deposit.

Cancellation Policy - In the event of the withdrawal of a sponsorship booking, the professional conference organisers should be notified in writing as soon as possible. Please note that a refund of fees paid (less a cancellation fee of 50% of the value of the sponsorship) will be made to the sponsor cancelling before or on Monday, 1 June 2010. No refunds will be made after that date.

We accept the terms and conditions as outlined in this sponsorship/exhibition proposal and hereby enclose our payment for \$_____ including 10% GST.

Signed _____ Date _____
(on behalf of the sponsor listed above)

Deposit Deadline: 50% with booking **Balance Deadline:** 1 June 2010

Please make cheque in Australian dollars payable to "SimTecT Health 2010" and send, along with this completed form to SimTecT Health Simulation Conference, C/- Consec – Conference Management, PO Box 3127, BMDC ACT 2617, Australia.

*Consec – Conference Management as agent for SimTecT Health Simulation Conference.

METHOD OF PAYMENT

SimTecT Health Simulation Conference 2010
30 August - 3 September 2010
Hilton on the Park-Melbourne, Australia

**NOTE: All payments made by a credit card will attract a 3% processing fee.
This will be added to the total amount payable.**

- Electronic Funds Transfer** **Cheque**
 MasterCard **Visa** **Amex**

1. Electronic Funds Transfer

Bank: National Australia Bank
Account Name: SimTecT Health 2010
Branch: Canberra City, ACT
BSB No: **082 902**
Account No: **16398 7882**
Transaction Reference Number: _____

Please Note: A remittance advice MUST be faxed through to Consec – Conference Management once payment has gone through on 02 6251 0672.

2. Please make cheque payable in Australian dollars to SimTecT Health 2010 and mail to SimTecT Health Simulation Conference, C/-Consec - Conference Management*, PO Box 3127, BMDC ACT 2617, Australia

3. Please provide credit card details in the spaces below

Cardholder Name:

Card Number:

Expiry Date: / **Signature:** _____