

13th Australasian Nurse Educators Conference

WITH AWARENESS COMES CHOICE

AUSTRALASIAN NURSE EDUCATORS CONFERENCE

2007



Te Papa



Hosted By



COMMUNITY POLYTECHNIC
Te Kura Matatini o Whitireia

Sponsorship Trade and Exhibition Information

3-5 October 2007
Te Papa Museum
Wellington, New Zealand

Introducing...

Thank you for indicating your interest in attending the 13th **Australasian Nurse Educators Conference** as an exhibitor in the Trade Exhibition or as a Sponsor. We are seeking exhibitors and sponsors that will help profile the theme of the conference, '*with awareness comes choice*' by promoting and displaying the latest developments, innovations and products in health care, health informatics and education to delegates.

Sponsorship funds are a vital component in any conference. It allows registration fees to be set at a level that encourages international attendance and assists in providing a truly memorable event. Please contact me if you would like to discuss ways in which you can gain further profile through sponsorship opportunities.

This schedule also provides information for those participating as a trade exhibitor.

The committee is seeking to promote your company and products to delegates in an effective manner. As conference organiser, it is my aim to work closely with sponsors and trade exhibitors to deliver a successful conference to complement their marketing programme. Please contact me if you have any queries regarding your trade or sponsorship requirements.

Yours sincerely

Dave Treeby
Conference Organiser

Contact Details

Conference Organiser:

Dave Treeby
Eventuate Ltd
P.O. Box 51-185
Tawa, Wellington 5249
NEW ZEALAND
PH [+64] 4 232 4350
Email: dave@eventuate.co.nz

Further information regarding the conference including registration and abstract applications may be viewed on line at: www.nursed.ac.nz

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Who will benefit as a sponsor or trade exhibitor?

Participation in this conference will benefit:

- pharmaceutical companies
- manufacturers of medical equipment used in nursing practice
- suppliers of goods and services to health professionals & academic institutions
- publishers & suppliers of nursing, health and medical texts / books / journals & resources
- suppliers of electronic learning / academic information systems and resources

Who will attend the conference?

The Australasian Nurse Educators Conference attracts a broad range of local and international delegates from nursing education and clinical practice settings employed in public and private health care. The three keynote speakers are internationally respected nurse academics who will generate considerable interest and are expected to be an excellent draw card (see www.nursed.ac.nz).

Delegates are expected to include:

- nurse leaders and decision-makers from both academic and clinical nursing practice environments
- nurse managers
- clinical nurse educators
- clinical nurse specialists
- clinical lecturers involved in developing and teaching in the simulated practice environment (practice laboratories)
- post and under graduate course conveners / lecturers / educators
- nurse practitioners
- researchers
- students

Benefits of sponsorship

Gold Sponsorship		
	Benefits	Cost
	All conference morning and afternoon teas, lunches will be served near the trade exhibition to give your stand maximum exposure	
Gold One available	<ul style="list-style-type: none"> <input type="checkbox"/> Three trade exhibition spaces with first choice of site <input type="checkbox"/> Banner in prime location OR video screen display of logo between plenary sessions <input type="checkbox"/> Company name and logo featured on all publicity – recognized as ‘Gold Sponsor’ <input type="checkbox"/> Company details and contacts will feature in the conference programme <input type="checkbox"/> Brochures and merchandise into satchels [limited to selected sponsors only] <input type="checkbox"/> Entitlement to a full-page advertisement in the conference programme <input type="checkbox"/> Webpage link available from conference to sponsors website <input type="checkbox"/> Access to delegate database [when permission is granted from delegate] <input type="checkbox"/> Two complimentary Conference registrations including social events <input type="checkbox"/> Opportunity to hold a specialist cocktail function <input type="checkbox"/> Naming rights for: <ol style="list-style-type: none"> 1. A plenary 2. The conference dinner 	Negotiable: [value \$9,000+GST]

Silver Sponsor		
	Benefits	Cost
	All conference morning and afternoon teas, lunches will be served near the trade exhibition to give your stand maximum exposure. Company details and contacts will feature in the conference programme	
Silver Two available	<ul style="list-style-type: none"> <input type="checkbox"/> Banner space available inside Conference venue <input type="checkbox"/> Company name and Logo featured on all publicity <input type="checkbox"/> Brochures and merchandise into satchels [limited to selected sponsors] <input type="checkbox"/> Two trade exhibition spaces with second choice of site <input type="checkbox"/> Entitlement to a free half-page advertisement in conference programme. <input type="checkbox"/> Link available from conference to sponsors website <input type="checkbox"/> Access to delegate database [when permission is granted from delegate] <input type="checkbox"/> One complimentary Conference registration including social events <input type="checkbox"/> Naming rights for a plenary 	\$5,000+GST

Specialist sponsors

These sponsors will provide specialist services, products or significant business discounts and other practical assistance which would represent a real saving to the conference. In return, specialist sponsors receive appropriate acknowledgement and marketing opportunities during the conference. This is an ideal package for companies that choose not to have a trade stand at the exhibition.

Cost to the sponsor is negotiable plus supply of goods e.g.

- ❑ Stationary items
- ❑ Conference satchels
- ❑ Satchel printing
- ❑ Name tags
- ❑ Movie vouchers gifts
- ❑ Other appropriate merchandise

Advertising Opportunities

Advertising space is available in the conference programme [black & white only]

- | | |
|-----------------------------|--------------------|
| ❑ Full Page | \$600 + GST |
| ❑ Inside front cover | \$800 + GST |
| ❑ Half Page | \$300 + GST |
| ❑ Quarter Page | \$150 +GST |

Please apply to the Conference Organiser if you wish to book advertising - Email: dave@eventuate.co.nz

Application for Sponsorship

Please complete the attached Sponsorship application form, keep a copy for your records and forward to the conference organiser [see above for details].

Australasian Nurse Educators Conference 3-5 October 2007 at Te Papa, Wellington, New Zealand

Dave Treeby
Nurse Educators Conference
Eventuate Ltd
P.O. Box 51-185
Tawa,
Wellington 5249
NEW ZEALAND

Type of sponsorship requested

- Company Name
- Postal Address
.....
.....
.....
- Contact Name
- Telephone
- Email
- Company webpage

Signed _____ For The Hirer _____ Date _____

Payment Details:

On receipt of the sponsorship application form, the conference organiser will issue a letter of confirmation together with an invoice for the amount payable. Exhibitors may either send full payment or a deposit of 50% with the balance of payment required by 31 August 2007.

Cheques or bank drafts to be made payable to 'Australasian Nurse Educators Conference'.

Trade Exhibition Information

1. Venue

The conference will be held at Te Papa Museum, Cable Street, Wellington, New Zealand. The venue for the trade exhibition is **Oceania** found on level 3. This large room will provide maximum exposure to delegates as the room will also be used for all morning/afternoon breaks + lunch + conference dinner.

2. Trade exhibition set up / pack down schedule

Set up	Wednesday 3 October 2007	7.30am – 10.00am
Pack down	Friday 5 October 2007	1.30 – 3.30pm

3. Delivery of goods

Courier delivery of goods to Te Papa may be made on Tuesday 2nd October - but Te Papa will not accept delivery any earlier due to other conferences in progress. Please arrange for delivery addressed clearly:

Attn: Jacques Knudsen
Re: Nurse Educators Conference, 3-5 October
Te Papa Museum - Dock Way
Barnet Street
WELLINGTON

Note that all delivery of goods to the 'Oceania' room must be made at the goods lift. No merchandise may be taken through the main entrance of Te Papa.

You are required to advise Te Papa if any of the goods fall into any of the following categories: Flammable liquids [no open fires/flames are permitted in the building], balloons or smoke machines

4. Trade personnel registration

Please register upon arrival at the conference registration area [Soundings Theatre Foyer-level 3] at Te Papa upon arrival after 8.00am on Wednesday 3 October. You will be given an access ID tag plus a complimentary conference dinner ticket for each trade space booked.

Cost of each trade stand provides for one persons catering costs. Additional personnel will incur costs of lunch and morning/afternoon teas of \$100 [+GST]. You may also request additional conference dinner tickets at \$100 [+GST]

Please complete the attached 'Trade Exhibition application' form or contact the conference organiser for additional catering and/or conference dinner tickets

5. Car Parking

Te Papa's carpark is open 24 hours 7 days a week. The first 15 minutes is free with a sliding scale of rates up to a maximum of \$12 per day. Car parks cannot be reserved.

6. Exhibition space & services

Exhibition space consists of pre-constructed booths measuring 3m x 1.8m and includes:

- Black frame lock panel system
- Two spotlights
- One 4-way switchable multi-box
- One standard company name sign

Trestle tables and chairs are also available. Displayworks Wellington Ltd is providing the exhibition booths. You may contact the company direct for further display products or services or view their webpage at: www.displayworks.co.nz

Contact: Craig Jenkins,
 DDI: + 64 4 568 3992
 Email: craig@displayworks.co.nz

7. Phone and Internet connection

Telephone lines, internet access and Ethernet [broadband] connection is available in the exhibition area. Te Papa charge \$35.00 [plus GST] per day plus call charges. Wireless connection can be accessed free of charge.

Please contact the conference organiser 10 days prior to the conference to confirm the service you require

8. Floor plan and allocation of stands

See attached floor plan. Note that this plan may be amended depending on final numbers and programme requirements. Stands will be allocated on a first-come, first-served basis with major sponsors having first choice of site. The conference organiser will contact you to confirm allocation arrangements.

Trade Exhibitors		
	Benefits	Cost
	<p>All conference morning and afternoon teas, lunches will be served in and around the trade exhibition to give your stand maximum exposure</p>	
Trade Exhibitors	<ul style="list-style-type: none"> □ Company details and contacts will feature in the conference programme □ Provides complimentary morning and afternoon teas, lunches and conference dinner for one person per trade stand. □ Exhibition space includes: <ul style="list-style-type: none"> Black frame lock panel system Two spotlights One 4-way switch able multi-box One standard company name sign 	<p>\$1,500+GST per stand</p> <p>Nb. Cost of each trade stand provides for one persons catering costs. Additional personnel will incur costs of lunch and morning/afternoon teas of \$100 or \$200 which includes conference dinner [+GST]</p>

Application for trade exhibition space

Please complete the attached Exhibition Application form and forward to the conference organiser [see above for details].

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P.O. Box 51-185
Tawa,
Wellington 5249
NEW ZEALAND

I require booth(s) at NZ\$1,687.50 inc GST [includes one persons catering costs plus conference dinner]

I require additional exhibitor catering cost @ NZ\$112.50 inc GST

I require additional conference dinner tickets @ NZ\$112.50 inc GST

- Company Name
- Postal Address
-
-
-
- Contact Name
- Telephone
- Email
- Company webpage

Signed _____ For The Hirer _____ Date _____

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Nurse Educators
Conference

3 - 5 October
2007

Te Papa
Wellington

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