



South Australian  
Palliative Care  
Conference 2018

[www.pallcare.asn.au](http://www.pallcare.asn.au)

The Showgrounds  
Friday 20 July 2018



PalliativeCare  
SOUTH AUSTRALIA

### Sponsor/Exhibitor Expression of Interest

#### Adelaide Event and Exhibition Centre 'The Showgrounds', South Australia, Friday 20<sup>th</sup> July 2018

Over 435 people came together in 2016 for the 3<sup>rd</sup> State one day palliative care conference. Opened by Minister for Ageing, Communities and Social Inclusion Hon Zoe Bettison, the conference enjoyed strong engagement from clinicians, executives, students, policy makers, researchers and administrators.

Palliative Care SA is therefore pleased to once again offer you an opportunity to be a sponsor of the 4<sup>th</sup> State Palliative Care Conference to be held at the Showgrounds in Adelaide on 20<sup>th</sup> July 2018.

The State Palliative Care Conference offers exciting opportunities for exposure of your brand, product and services before, during and after the conference.

*'The Heart of the Matter: person-centred care and the patient experience'* will bring together stakeholders interested in the areas of dignity, spirituality, compassion and the privilege of patient and family centred care at end of life.

We have engaged leading Australian keynote speakers from who will showcase the latest updates on developing the habit of kindness and the power of simple acts. The program is taking shape and we look forward to sharing it with you as it unfolds.

We encourage you to take up one of the opportunities to be involved in the Conference and look forward to welcoming you to this event.

Yours sincerely

**Professor Gregory Crawford**

*Chair, Palliative Care SA*

#### Conference secretariat:

**Tracey Watters / Sally Harrison**

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# About Palliative Care SA Inc

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Palliative Care South Australia (PCSA) is the peak body for palliative care in South Australia, a recognised public benevolent institution (PBI) with deductible gift recipient status. It is a not for profit organisation dedicated to supporting people living with terminal illness and those who care for them. PCSA members include the general public, future and present consumers, professionals, clinicians and academics with an interest in caring for people who are dying.

Our mission is to influence, foster and promote the delivery of quality palliative care for people who are dying and those who care for them. We have a key role in bringing together major stakeholders, service users, practitioners, professionals and the public.

*The Heart of the Matter* offers an array of sponsorship opportunities for both small and large organisations and businesses. Building on our 30 year history of serving the palliative care sector with knowledge, expertise and information, we ensure sponsorships offer a tailored approach to both the sponsor company's and the sector's needs. Sponsorship offers companies the opportunity to add value to members and interested sector participants by bringing information and/or additional products and services, knowledge or expertise.

*The Heart of the Matter* sponsorship provides exposure of your brand to a broad audience; creates positive association with a caring, trusted and well respected SA organisation; reinforces community involvement – driving positive perceptions with your customers and stakeholders.

Conference sponsorship will:

- Align your brand with a highly respected, well regarded South Australian palliative care peak body – leveraging positive brand equity.
- Enhance brand image and reputation – driving positive PR.
- Drive engagement and reach new customers
- Create a point of difference between you and your competitors.
- Help to give South Australian families the gift of precious time together – supporting quality of life outcomes for people living with terminal illness and supporting their families through the illness and in their bereavement.

*The Heart of the Matter* sponsorship opportunities will align with your organisation's values, be attractive to your target market and ultimately support your business objectives – growth, brand, awareness, staff and customer retention.

Palliative Care South Australia understands the need for companies and businesses to look carefully at the organisations they partner with in realising their marketing and promotional objectives and we commend *The Heart of the Matter* sponsorship opportunities to you.

# About the Conference

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## **Conference workshop streams**

The conference workshop streams will cover topics including Patient centred care, the patient experience, patient engagement, communication, patient narratives, the presence of uncertainty and its influence on patient experience, the nature of suffering, compassion, empathy distress, measuring patient centred outcomes, the role of self-reflection and the use of self in providing patient centred care, and the role of clinical supervision in maintaining staff morale and improving patient centred care.

## **Delegate profile**

Delegates will include but are not limited to general practitioners from metropolitan, rural and remote sectors; hospital, community and general practice nurses and allied health workers; aged care professionals, public health professionals; policy makers; researchers and teaching and training professionals; dietitians and nutritionists, pastoral care workers, aged care workers, nurses, doctors, social workers, physiotherapists, pharmacists to mention a few.

The Conference is expected to attract 450 delegates. The majority of these delegates are expected to be from South Australia. In addition to this our targeted marketing program may also attract health professionals from interstate.

# Conference venue



## Adelaide Event and Exhibition Centre at the Showgrounds

The Adelaide Event and Exhibition Centre is a highly rated venue, known for its operational and service excellence, and is consistently ranked among Adelaide's top convention/conference centres. The Adelaide Event and Exhibition Centre is located at Wayville, on Goodwood Road and is serviced by trams, trains, buses and ample car parking.



# Why Sponsor

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The 4<sup>th</sup> South Australian Palliative Care Conference will bring together people in the aged, medical and health care, family support and social inclusion industries from around South Australia and nationally. Sponsorship of the Conference provides an excellent opportunity to attain high profile brand awareness and promote your organisation/company and products to delegates. It will enable you to demonstrate your organisation's alignment with these sectors and provide a chance to network and build new relationships with key industry figures.

*"Exhibiting and supporting the Palliative Care Conference proved to be the best way to reach leaders in nursing, allied health, executive management and consumers all in one location".*

## The key benefits of sponsorship

- ◆ The opportunity to promote your name, to support your brands and to maintain a high profile among key influencers and decision-makers from a diverse audience of up to 450 delegates.
- ◆ Delegates attending this conference are keen to improve their scientific and community knowledge. Aligning your company with this powerful educational experience demonstrates your commitment to assisting their professional development.
- ◆ An opportunity to consolidate corporate and community relationships and expose your staff to their key markets.
- ◆ Interacting with delegates face to face during the tea break and lunchtime.
- ◆ Benefiting significantly from exposure to a keenly interested, relevant and, above all, influential audience in an educational environment away from the competition of everyday distractions.
- ◆ Networking to build new relationships with local delegates to improve their knowledge and understanding of your services or products.
- ◆ Leverage positive brand equity by aligning your brand with the palliative care and aged care sector.
- ◆ Opportunity to make visible the points of difference between you and your competitors.

The aim of sponsorship/trade exhibit is to expose delegates to your brand, products and services and to give your company representatives the opportunity to network with delegates to improve their knowledge and understanding of your services in an environment where they are open to learning.

There are opportunities to tailor sponsorship to meet your specific requirements and early confirmation of sponsorship will ensure the highest level of exposure for your organisation. The conference will have an extensive promotional campaign including advertising through direct mail, email broadcasts and web exposure.

The campaign will be commencing in March 2018, allowing your company to be promoted as a key supporter as soon as your sponsorship is confirmed.

## Marketing and public relations

You are welcome to contact the Conference Secretariat to discuss any additional ways we can assist you to obtain the maximum return on investment through the South Australian Palliative Care Conference.

## Sponsorship levels

Sponsors can select from the sponsorship and exhibition opportunities outlined in the *Sponsorship Expression of Interest Form* (included). All prices are exclusive of the Australian Goods and Services Tax (GST).

## **Sponsorship terms and conditions**

The following terms and conditions apply to your sponsorship expression of interest.

1. PCSA's overall approach to sponsorship is to build long term, mutually beneficial relationships.
2. We reserve the right to accept or reject any sponsorship expression of interest at our absolute discretion.
3. All fees are quoted in Australian dollars and exclude GST.
4. We will send you a sponsorship confirmation and issue an invoice on receipt of your signed confirmation. Payment should be made immediately following confirmation. No entitlements will be activated until fees have been paid in full.
5. You, and your agents, employees and contractors agree to observe the rules, regulations and procedures as prescribed by the venue.
6. You are responsible for the delivery and pack down of your material before and after the Conference.
7. If you need to cancel you must notify us in writing. We incur considerable costs prior to events including marketing, promotion and administration expenses. The following cancellation policy applies:
  - Two months before – 80% of the sponsorship is refundable.
  - If the cancellation is received within two months of the event, no refund is applicable.

# Sponsorship Expression of Interest Form

Please email your Sponsor/Exhibitor to [pallcare@pallcare.asn.au](mailto:pallcare@pallcare.asn.au)

## Contact details

Title:	<input type="checkbox"/> Mr	<input type="checkbox"/> Mrs	<input type="checkbox"/> Miss	<input type="checkbox"/> Ms	<input type="checkbox"/> Other:
Name:					
Organisation:				Position:	
Phone:				Mobile:	
Email:					

Please indicate your preferred sponsorship opportunity:

### Premium Sponsor \$7,000 + GST (1 only)

- Exhibition booth (6m x 2m)
- Two (2) full conference registrations
- Acknowledgement in Conference marketing activities in the lead up to and during the Conference
- Acknowledgement during the official conference opening and closing
- Sponsors logo and 100 word company description on the Conference website page and program
- Sponsors website url linked to sponsors logo on the Conference website page
- Sponsors Logo printed on delegate bags
- Sponsors logo on the front cover of the final program
- One (1) full page colour advertisement in the Conference program
- Two (2) complimentary satchel inserts for inclusion in delegate satchels (to be provided by sponsor and benefit subject to approval based on secured packages).
- Banners (provided by you) erected in the main plenary room (Ridley Pavilion)

### Silver Sponsor \$4,500 + GST (2 only)

- Small exhibition booth (3m x 2m)
- Two (2) full conference registrations
- Sponsors website url linked to sponsors logo on the Conference website page
- Acknowledgement in the Conference program
- Two (2) complimentary satchel inserts for inclusion in delegate satchels (to be provided by sponsor and benefit subject to approval based on secured packages).
- Banners (provided by you) erected in the main plenary room (Ridley Pavilion)

### Conference Lunch Sponsor \$3,000 + GST (1 only)

- One (1) full conference registration
- Acknowledgement by Master of Ceremonies before the Luncheon break
- Sponsors website url linked to sponsors logo on the Conference website page
- One (1) complimentary satchel insert for inclusion in delegate satchels
- Banners (provided by you) erected in the luncheon venue
- Other benefits may be tailored to your needs by negotiation (ie branded serviettes)

### Conference Morning Tea Sponsor \$1,500 + GST (1 only) **SOLD**

- One (1) full conference registration
- Acknowledgement by Master of Ceremonies before the Tea break

- Sponsor website url linked to sponsor logo on the Conference website page
- Banners (provided by you) erected in the luncheon venue

**Trade Exhibitors \$1,200 + GST**

- Your banner displayed next to trestle table in exhibit area
- Clothed table provided for products and resources
- BYO stands and other display cabinets/banners

**Electricity**

- I/we require power  **Yes**  **No**

**Satchel Inserts \$350 + GST**

Please don't hesitate to call if you wish to discuss any aspect of this proposal. We look forward to hearing from you.