



SPONSORSHIP PROSPECTUS

16 – 17 August 2024
DARWIN CONVENTION CENTRE

Hosted by Northern Territory Primary Health
Network incorporating the Rural Workforce
Agency Northern Territory



ABOUT COMPASS 2024

Welcome to Compass 2024, the premier conference for primary health professionals in the Northern Territory (NT), taking place on 16 – 17 August in Darwin. We extend our invitation for your organisation to join us as a sponsor for this event. Compass 2024 aims to inspire and advance health professionals throughout the region, serving as a beacon of innovation, professional development and collaboration on Larrakia Country.

Compass 2024 stands as the leading conference for primary health professionals in the NT, fostering growth, creativity and unity within the primary health workforce. Our conference provides a dynamic platform for general practitioners, nurses, allied health professionals, Aboriginal health workers and other primary healthcare practitioners from across the Territory to convene, share knowledge and explore the latest in primary healthcare research, initiatives and preventative health strategies.

At Compass, we celebrate the resilience and dedication of the healthcare workforce in the NT, aiming to inspire and connect individuals and teams across regions, with a special emphasis on improving care in remote areas and ensuring culturally safe practices.

Through a comprehensive program of keynote speeches, workshops, panel discussions and networking events, Compass 2024 will provide invaluable professional development opportunities, focusing on practical applications, cutting-edge research and innovative healthcare solutions tailored to the unique needs of the Northern Territory.

Compass 2024 overview

- **Dates:** 16 and 17 August 2024
- **Venue:** Darwin Convention Centre
- **Theme:** Rethink, Reimagine and Revisit: Innovation in Health

Who will attend?

Compass 2024 is poised to be a pivotal event for the primary healthcare sector in the NT, attracting professionals dedicated to enhancing care. Anticipated attendees include:

- General practitioners
- Nurses and midwives
- Aboriginal and Torres Strait Islander health workers and practitioners
- Allied health professionals
- Healthcare leaders and administrators
- Health service providers
- Program managers
- Trainees and students
- Academics and researchers

“
Would definitely go to the next Compass conference. The networking opportunities were excellent...

“
Great conference, well put together... Good opportunity to network with people NT wide.

Why sponsor Compass 2024?

Sponsoring Compass 2024 presents strategic advantages for organisations seeking to establish or strengthen their presence within the primary healthcare sector in the NT.

By partnering with us, sponsors can:

- **Increase visibility:** Highlight your brand prominently among healthcare professionals, highlighting your commitment to quality healthcare in the region.
- **Engage with industry leaders:** Develop direct connections with decision-makers, practitioners and influencers in the primary healthcare sector.
- **Highlight innovations:** Present your latest products, services and solutions to an engaged audience actively seeking advancements in healthcare.
- **Expand your network:** Build valuable relationships with potential clients, partners and collaborators through dedicated networking opportunities.
- **Access valuable insights:** Gain insights into current challenges, opportunities and trends in primary healthcare, guiding your business strategies and offerings.
- **Demonstrate social responsibility:** Demonstrate your commitment to enhancing healthcare services and education in the NT, contributing to the wellbeing of its communities.

“
98%
of participants surveyed were satisfied with the Compass conference's networking opportunities.



SPONSORSHIP OPPORTUNITIES SUMMARY

PLATINUM SPONSORSHIP

\$25,000



COMPASS 2024 CONFERENCE MAJOR SPONSOR

As the major sponsor of Compass 2024, your organisation gains top-tier visibility and access, including prominent placement in all conference materials, extensive promotional opportunities and significant speaking engagements. This level asserts your leadership in the industry and facilitates direct engagement with key stakeholders.

By sponsoring, your organisation will enjoy:

Acknowledgement as major sponsor of the Compass 2024 Conference

Eight complimentary conference registrations

Eight complimentary 2024 Health Professional of the Year Awards Gala Dinner tickets

Complimentary exhibitor booth

Promotion of your organisation during breaks

Holding slide advert in plenary sessions

Organisation name, logo and sponsorship status displayed on all Compass 2024 promotional materials

Organisation name, logo and sponsorship status in our NT PHN e-newsletter (distributed to over 4,000 members and stakeholders)

Paragraph about organisation to be published with logo on Compass 2024 conference website

Social media post about organisation to be published on NT PHN social media pages (Facebook and LinkedIn)

Prominent signage displayed at the conference venue

Promotional space in the conference app

Opportunity to speak at the Compass 2024 conference

Recognition at the 2024 Health Professional of the Year Awards Gala Dinner





GOLD SPONSORSHIP

\$15,000



2024 HEALTH PROFESSIONAL OF THE YEAR AWARDS SPONSOR

The NT Health Professional of the Year Awards recognises the outstanding health professionals and health care teams who are making an outstanding contribution to the provision of primary health care in the NT in helping improve the lives of all Territorians. These awards will also be incorporating the Administrator’s Medals in Primary Health Care.

Our event presents a wonderful opportunity to put your business or organisation in the spotlight, in front of hundreds of people from across the Territory. Among the many honoured guests is The Administrator of the Northern Territory, His Honour, Hugh Heggie, who this year will be presenting his medal for the overall Health Professional of the Year.

By sponsoring, your organisation will enjoy:

Acknowledgement as 2024 Health Professional of the Year Awards sponsor

Eight complimentary tickets to attend the award ceremony

Four full conference registrations

Logo and acknowledgement as the 2024 Health Professional of the Year Awards sponsor on all Compass 2024 materials including print, PDFs and promotional emails

Complimentary Compass exhibitor booth

Logo and acknowledgement as 2024 Health Professional of the Year Awards Sponsor on website and social media

Verbal acknowledgements as 2024 Health Professional of the Year Awards Sponsor by the MC at the opening and closing of the award ceremony

Five-minute address at the beginning of the evening

200-word profile and logo in the programs and website, and two pull-up banners displayed on stage and at entrance

SILVER SPONSORSHIP

\$8,000

One opportunity

SOLD

Two opportunities available

COMPASS 2024 CONFERENCE SILVER SPONSORS

Silver sponsors receive acknowledgment across conference advertising, including the opening and closing sessions, and are provided with exhibition space and promotional opportunities in the conference app. This level offers solid visibility and networking opportunities within the industry.

By sponsoring, your organisation will enjoy:

Acknowledgement as a silver sponsor in all advertising

Acknowledgement in the conference opening and closing sessions

Two full conference registrations

Two complimentary 2024 Health Professional of the Year Awards Gala Dinner tickets

Complimentary exhibitor booth

Prominent signage displayed during plenary sessions and in catering areas

Promotional space in the conference app

We invite your organisation to be a part of Compass 2024, where you can connect with industry leaders, highlight your innovations and demonstrate your commitment to advancing healthcare in the NT. Together, let us shape the future of primary healthcare.



BRONZE SPONSORSHIP

\$3,000

Multiple opportunities available

COFFEE CART SPONSOR



Elevate the conference experience by sponsoring the essential morning ritual – the coffee break. Your brand can become a memorable part of every attendee's day.

By sponsoring, your organisation will enjoy:

Acknowledgement as the coffee cart sponsor in all advertising

Prominent signage displayed at the barista coffee station

Your organisation's promotional material in the delegate bag

Logo, hyperlink and company profile on conference website

Logo, hyperlink and company profile on the conference app

WELLNESS ROOM SPONSOR



Support the mental health and wellbeing of conference attendees by sponsoring the Wellness Room. A dedicated space for self-care, reflection and activities that support mental health and wellbeing.

By sponsoring, your organisation will enjoy:

Logo and acknowledgement as a Wellness Room sponsor on all advertising

Opportunity to contribute to Wellness Room activities (if desired)

Prominent signage displayed in and on Wellness Room signage

Your organisation's promotional material in the delegate bag

Logo, hyperlink and company profile on the conference website and app

KEYNOTE SPEAKER SPONSOR

Align your brand with the pulse of the industry by sponsoring a keynote session. It is an opportunity to be at the forefront of innovation and thought leadership.

By sponsoring, your organisation will enjoy:

Logo and acknowledgement as a keynote speaker sponsor on all advertising

Prominent signage displayed during the sponsored keynote address

Your organisation's promotional material in the delegate bag

Opportunity to introduce the speaker (if desired)

Logo, hyperlink and company profile on the conference website and app

NETWORKING BREAK SPONSOR



Be the backdrop to meaningful connections as the Networking Break Sponsor. Your support enhances the ambiance, making every break an opportunity for engagement.

By sponsoring, your organisation will enjoy:

Logo and acknowledgement as a Wellness Room sponsor on all advertising

Prominent signage displayed during the sponsored catering break

Your organisation's promotional material in the delegate bag

Logo, hyperlink and company profile on conference website

Logo, hyperlink and company profile on the conference app

NAMETAG SPONSOR

Secure a ubiquitous presence at the event by sponsoring the nametags. It is a subtle yet powerful way to weave your brand into the fabric of the conference.

By sponsoring, your organisation will enjoy:

Logo and acknowledgement as a delegate merchandise sponsor on all advertising

Prominent logo displayed on Compass Conference 2024 name tag

Your organisation's promotional material in the delegate bag

Option to provide your own corporate lanyards

Logo, hyperlink and company profile on conference website

BRASS SPONSORSHIP

\$2,000

2024 HEALTH PROFESSIONAL OF THE YEAR INDIVIDUAL AWARD SPONSOR

Show your support for excellence in healthcare by sponsoring an award. It is a distinguished way to celebrate achievements and align with the best in the field.

By sponsoring, your organisation will enjoy:

Two complimentary tickets to attend the award ceremony

Naming sponsorship of one award

Verbal acknowledgement as an award sponsor

Opportunity to present the award

Logo on the award's event program

Logo on the finalist's certificates

Banner at the venue

The award categories for sponsorship are:

- General Practitioner of the Year **SOLD**
- Nurse/midwife of the Year **SOLD**
- Allied Health Professional of the Year
- Aboriginal Health Practitioner of the Year
- Primary Health Care Support Person of the Year
- Primary Health Care Service of the Year
- Primary Health Care Team of the Year.





EXHIBITOR BOOTH OPPORTUNITIES

\$2,000

Limited number

Exhibiting at Compass 2024 positions your organisation as a supporter of the primary health workforce in the NT. Securing an exhibitor booth offers:

- Direct access to primary healthcare professionals in the NT, fostering dialogue and potential partnerships.
- A commitment to the health and wellbeing of the NT primary healthcare sector.
- Brand visibility and exposure among industry leaders and decision-makers.
- Opportunities to network with a broad spectrum of stakeholders, expanding your professional connections.

Each exhibitor booth includes:

A 3m x 2m space equipped with signage, power, and lighting to highlight your offerings.

Two exhibitor registrations, providing full access to the conference for your staff, with additional passes available for purchase.

Your logo, hyperlink and company profile featured on the conference website and app, enhancing your digital presence before, during and after the event.

We invite your organisation to be a part of Compass 2024, where you can connect with industry leaders, highlight your innovations and demonstrate your commitment to advancing healthcare in the NT. Together, let us shape the future of primary healthcare.



Interested in Sponsoring or Exhibiting at Compass 2024?

We are excited to welcome potential sponsors and exhibitors to join us at the Compass 2024 Conference. To express your interest, please submit your Expression of Interest (EOI) by emailing compass2024@agentur.com.au.

In your email, please include:

- Your interest in a sponsorship package, exhibitor booth, or both.
- Any specific questions or requirements you might have.

Our team will promptly review your EOI and get back to you to discuss the best opportunities for your involvement.

We look forward to collaborating with you to make Compass 2024 a success!

Thank you for your interest and support.





COMPASS
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Sunrise Health Service Aboriginal Corporation
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APP FOR: X188888
phn Workforce

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Miss Kay-cee Mikkelsen
Sunrise Health
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Thank you

Northern Territory PHN

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phn
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An Australian Government Initiative

RURAL
Workforce
AGENCY NT

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