

PARTNERSHIPS



SPONSORSHIP PROSPECTUS

ANZAHPE Festival
July 2022

YEAR
ANNIVERSARY
50th



ANZAHPE
Australian & New Zealand
Association for Health
Professional Educators

2022 ANZAHPE Sponsorship Overview

Are you connected to the peak body for practitioners involved in the education and training of health professionals in Australia and New Zealand?

The Australian & New Zealand Association for Health Professional Educators (ANZAHPE) ANZAHPE is a truly multidisciplinary organisation, comprised of clinical educators, academics, practitioners, researchers and students from across the continuum of health professions and disciplines and educational contexts including tertiary institutions, vocational education and training providers, tertiary health services, community based clinical practice settings, and other health and social care providers.

After a successful 2021 event, the 2022 ANZAHPE Festival program will be delivered as an innovative series of 4 events including:

- **4 Keynote Speakers**
- **Over 200 Presentations**
- **Poster presentations**
- **Workshops & PeArLS**
- **Symposia**
- **Networking Opportunities both in person and virtually**

Event Dates

8 July
11 July
13 July
19 July

“ I think the program was excellently organised..... The option to watch recordings after the live sessions was also really helpful as I was unable to attend some sessions due to competing teaching and learning priorities. This flexibility was very much appreciated! ”

**2021 ANZAHPE
Festival Delegate**

“ Thank you very much for your kind support before and during the event. We would be delighted to support next year's conference as well ”

**2021 ANZAHPE
Festival Delegate**

“ The program and calibre of presentations was excellent ”

**2021 ANZAHPE
Festival Delegate**

In addition - all sessions will be available on-demand after the event!

The virtual platform will offer the same rich content and broad range of presentation platforms as past face-to-face meetings.

ANZAHPE 2022 sponsorship offers you the opportunity to connect with the ANZAHPE community through a range of options offered by the virtual platform.

Virtual events offer the opportunity to increase reach and attendance. For delegates, the cost is lower with no travel related expenses and accommodation and lower time commitment required with less time out of the workplace. For Sponsors, hard costs associated with booth construction and travel makes return on investment higher.

Sponsorship options also include the opportunity for ongoing branding and promotional opportunities directed at the broader ANZAHPE membership.

We welcome your support to help ANZAHPE to:

- **promote, support and advance education in the health professions**
- **facilitate communication between educators in the health professions**
- **promote undergraduate, postgraduate and continuing education and training**
- **recognise, facilitate and disseminate high quality educational research in health professional education**
- **be the focal point for health professions education in western Pacific region.**



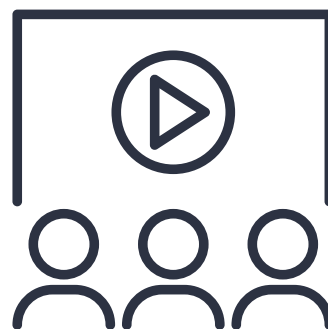
83%

of delegates said they will attend future conferences



of the 350

delegates who attended 2021 Festival, there were 374 active clicks into virtual booths



over 30%

of delegates attended a sponsored session live

2022 ANZAHPE FESTIVAL SPONSORSHIP

A virtual event provides your company with unique tools and more opportunities to engage and interact with attendees at the event.

Conference Website & Industry Publication

The conference website is the main source of information and a valuable tool to provide up to date material to all delegates. Sponsors will be recognised with reference to their company website as supporting the event including their logo and link to their company url.

Your company overview included in the ANZAHPE Bulletin, circulated to over 1,300 contacts will see your branding in front of the potential delegates ahead of and beyond the festival.

Promotional & Digital Communication

Branding on all digital communication sent to attendees in the lead up to the live event will ensure every delegate sees your company logo.

Promotional and digital communication will create higher delegate engagement pre, during and post the event.

Virtual Conference Handbook

A soft copy of the Conference handbook will be sent out to all registrants in advance of the live event. Inside includes information on how to log in, ways to engage and participate in the event, sponsor advertising space and frequently asked questions.

Live event – Virtual Platform

When the event goes live, sponsors will come to life in the virtual world. Dependent on the sponsorship package, company representatives will have access to delegates through their virtual trade booth, the meeting hub, exchanging contacts, participation in the gamification activities, sponsoring sessions and much more.

Hub Sponsorship

The opening of the 2022 Festival will bring colleagues back to together to network face to face. Opportunity to provide branding on digital email and communications promoting your Hub event on July 8th July - Day one event. In addition, a speaking opportunity at your chosen hub will ensure unique access to your audience.

50 year Anniversary Sponsorship

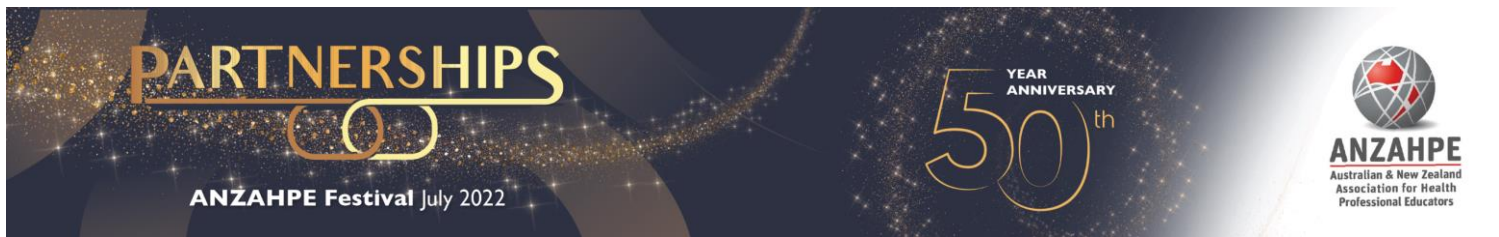
Join ANZAHPE to celebrate 50 years since the association was formed in 1972. Be a part of the history and support the celebration of the Association in a commemorative 50th year anniversary publication.

Post event

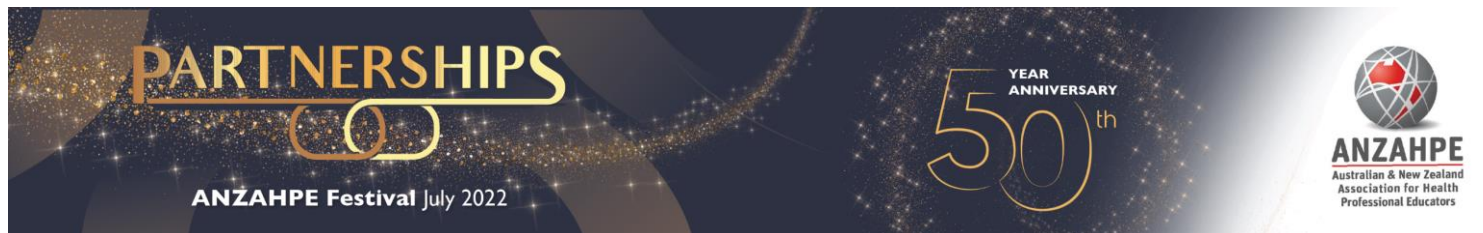
All material, recorded presentations, access to notes, exhibitor info, sponsor branding and handouts will all be available to paid registrants to access for 2 months after the event. Access to this information is also provided to sponsors allowing for lead generation, using information collected to ensure return on investment.



	Platinum	Gold	Silver	Bronze	Commemorative	Hub Sponsor
	Festival Partner \$10,000 +GST	Vendor Presentation \$5,000 +GST	Stream Sponsor \$3,000 +GST	Event Supporter \$2,000 +GST	50 year Anniversary Sponsor \$POA	Hub Sponsor \$POA
	Limited – only 2 available	Limited – only 4 available				
Conference Website & Industry Publications						
Co-branding across all conference branding	✓					
Logo recognition on conference home page	✓					
Logo listed under Sponsors/Exhibitors with hyperlink to business website	✓	✓	✓	✓	✓	✓
Company overview in ANZAHPE Bulletin * published quarterly, circulation to 1260 readers	✓ X4	✓ X2	✓ X1			
Logo listed in the ANZAHPE 50 th year Commemorative Publication					✓	✓
Promotion & Digital Communication						
Opportunity to provide branding on digital satchel and include a branded giveaway/ promotional voucher <i>*details on inclusions and promotional item to be approved by organisers</i>	✓					
Co-branding as Festival Partner on all digital communication and collateral distributed to delegates	✓					
Branding on footer of all digital communication		✓	✓			
Branded as sponsor of Networking Hub on conference website and registration form						✓



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	Limited – only 2 available	Limited – only 4 available				
Virtual Conference Handbook						
Co-branding throughout the Virtual Conference Handbook	✓					
2 page advertisement	✓					
1 page advertisement		✓	✓			
Recognition in list of Sponsors / Exhibitors	✓	✓	✓	✓	✓	✓
Live Event - Networking Hub Friday 8 July						
Co – Branding of selected Networking Hub event signage * Multiple hub locations to choose from - TBC						✓
Verbal recognition as a sponsor at Festival Opening					✓	✓
Opportunity to have a representative address the audience (5 minutes)						✓
Tickets to attend Networking Hub					✓ X2	✓ X4



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Live Event - Virtual Platform						
Logo recognition on login page image	✓					
Prominent sponsor ad on top of virtual agenda (this rotates throughout the live event)	✓					
Logo included on conference branding in top of virtual agenda (this rotates throughout the live event)		✓	✓			
Vendor Presentation <i>Position within conference program TBC. 30 minutes in duration and content of presentation to be approved by organisers</i>	✓	✓				
Welcome video in opening sessions (30 secs)	✓					
Sponsored Stream <i>Select one stream within the confirmed program to sponsor. Promotional video prior to session (30 secs), logo recognition on agenda</i>	✓		✓			
Virtual Exhibition Stand	✓	✓	✓	✓	✓	
Attendee engagement prize	✓	✓	✓	✓	✓	
Virtual Meeting Hub access	✓	✓	✓	✓	✓	
Live alerts *	✓	✓	✓			
Virtual Registrations *	✓	✓	✓	✓	✓	✓
Post event						
Co-branding to on-demand access portal communication and sign portal	✓					
All material and branding to remain on the on-demand virtual platform (for 2 months)	✓	✓	✓	✓	✓	✓

* Number included vary – please refer to package details