



# SPONSORSHIP & EXHIBITION PROSPECTUS

The Nursing & Midwifery Leaders Conference is brought to you by:



## INVITATION

Please join us at the AQNML Nursing and Midwifery Leaders 2021 'Courage Under Fire' Conference. Here we will recognise our professions' bravery in standing together at the frontline, caring for our communities whilst under attack from an unknown enemy. We came together as we always do and supported each other to stay strong, adapt, support and lead in the face of adversity.

It is with great pleasure that we invite you to partner with the Nursing & Midwifery Leaders Conference. The Conference will provide a forum in which nurses and midwives can engage in active discussion led by a range of notable national speakers including nursing and midwifery leaders, health executives and current innovative thinkers.

We look forward to welcoming the interest from prospective Sponsors and to continue to build relationships with those that have sponsored in the past. We have a range of various sponsorship levels and associated packages for the AQNML 2021 Conference and are happy to tailor a package that can be developed to best suit your business objectives.

This Conference also offers the opportunity for suppliers within the healthcare industry to showcase their products and services and we welcome your involvement.

On behalf of the AQNML Conference Committee, we look forward to warmly welcoming you as a Sponsor and/or Exhibitor at this year's Conference.

### Melinda Daniels

Conference Chair

President - Association of Queensland Nursing & Midwifery Leaders (AQNML)

## AQNML EXECUTIVE COMMITTEE

### Melinda Daniels (Conference Chair)

Buderim Private Hospital

Uniting Care Health

*President*

### Debbie O'Brien

Gatton and Esk Health Services

*Acting Vice President*

### Lisa Milne

Whitsunday Health Service

*Secretary / Treasurer*

### Committee Members

#### Ann-Louise Adams

Gatton Health Service

#### Billy Allen

Darling Downs Hospital and Health Service

#### Michele Burge

Mater Private Townsville

#### Benjamin Lawrence

Charters Towers Health Service

#### Pauline Maude

Stanthorpe Health Service

#### Tracey Pattie

Wide Bay Hospital and Health Service



President - Melinda Daniels



Acting Vice President - Debbie O'Brien



Secretary / Treasurer - Lisa Milne



Ann-Louise Adams



Billy Allen



Michele Burge



Benjamin Lawrence



Pauline Maude



Tracey Pattie

## ABOUT AQNML

*AQNML - The Organisation for Leaders in Nursing and Midwifery*

*The Association of Queensland Nursing & Midwifery Leaders (AQNML) provides professional leadership through advocacy, support and development: promoting leadership outcomes and influencing policy for healthcare excellence.*

### WHY PARTNER WITH THE AQNML 2021 CONFERENCE?

The Conference offers exciting and unique opportunities to increase your organisation's profile through exposure to this diverse group of health care professionals.

As a supporter of the AQNML 2021 Conference, you will have:

- Direct access to and contact with up to 120+ Delegates
- Opportunity to inform Delegates of your initiatives and developments in your organisation
- Strengthen existing relationships
- Network amongst key decision makers and influencers including managers, clinicians, educators, researchers and policy makers

### WHO ATTENDS / WHAT TO EXPECT?

Nursing & Midwifery Leaders from Queensland and other states of Australia.

- Executive Directors of Nursing / Midwifery
- Directors of Nursing
- Directors of Midwifery
- District DONs
- Nurse Unit Managers
- Midwifery Unit Managers
- Directors of Services
- General Managers of Private Hospitals
- Nurse Educators
- Midwifery Educators
- Registered Nurses
- Midwives
- Lecturers / Researchers

These leaders are from Metropolitan / Provincial and Rural / Remote settings within the Public, Private, Aged Care, Community Health, Mental Health and Education sectors.

## VENUE

### WELCOME NETWORKING RECEPTION

The Ship Inn  
Sidon St  
South Bank QLD 4101  
*Wednesday 3 November 2021*

### CONFERENCE

**Brisbane Convention & Exhibition Centre**  
Merivale St & Glenelg Street  
South Brisbane QLD 4101  
*Thursday 4 & Friday 5 November 2021*



## Trade Exhibition Hours - Conference

### Thursday 4 November 2021

- Morning Tea – 30 minutes
- Lunch – 60 minutes
- Afternoon Tea – 30 minutes

### Friday 5 November 2021

- Arrival Tea & Coffee – 30 minutes
- Morning Tea – 30 minutes
- Lunch – 60 minutes

## MARKETING

**Emails** - Regular e-news emails promoting program updates, key dates, featured speakers and our Sponsor Partners and Exhibitors.

**Conference Website** - The source of Conference information for Delegates including: Speakers, Abstracts / Session Descriptions, Social Program, Venue Information, Sponsor Partner Listing & Exhibitor Listing.

**Social Media** - This will be managed via AQNML Facebook, LinkedIn and Twitter pages.

## DIGITAL MARKETING

**Sponsor Video** – Platinum and Gold Sponsors will have the opportunity to have a video (30 – 60 seconds) played at the commencement of the Conference and connected with one Sponsored activity.

**Advertisements** – Flyers to be used at industry events and publications to stimulate interest and provide key event information.

**Conference App** – The Conference will be paperless with all Conference material included in the Conference App.

**App Banners** – This opportunity is available to our Platinum and Gold Partners only.

**Event Stream (Private Event Social Network)** – Event Stream provides a platform for Delegates to post photos, videos, comments and share in the social experience of the event. Delegates compete for position on a leader board by liking, commenting and posting on the Event Stream via their Delegate App.

**Event Stream Wall** - is a scrolling Event Stream that can be displayed on TVs and projected in public areas and in meeting rooms. Sponsors will be recognised with logo acknowledgements in the Event Stream.

## ONSITE MARKETING

The Conference App provides multiple opportunities for increased engagement with Delegates.

**Digital Trade Passport** - Delegates have access to participate via the app to win points to be eligible for Prizes. One of the ways they can earn points is to scan a QR Code at Exhibitors Stands with their app.

**Contact Exchange** - Scan a delegate barcode via your Delegate app to get their contact details, you can make notes and email an export of your captured contacts including notes.

**Lead Capture (Included for Platinum & Gold Sponsors / Available for Purchase)** - Exhibitors can capture lead details and responses to their qualifying questions using the Delegate App, contact detail and captured data is available for export, an automated email with optional attachments.

**Session Slides with Sponsors Logos** - Reinforcing your commitment and support to Delegates during Conference Sessions.



# WHAT TO EXPECT? 2019 CONFERENCE HIGHLIGHTS



Nursing & Midwifery Leaders Conference 2019 • 30 October - 1 November • Brisbane



The organisation  
for leaders in  
nursing & midwifery



## 2019 Conference Exhibitors

CQ Nurse  
CQUniversity  
First Choice Care Nursing  
GAMA Healthcare  
Health Workforce Queensland  
HESTA  
Hoyland Medical Pty Ltd  
Medeleq Pty Ltd  
Mediserve Nursing Agency  
Midmed  
Nestle Infant Nutrition  
Nurse & Midwife Support  
Nurse at Call  
Nurse Manager HQ  
Nurses and Midwives Health  
PRN Healthcare  
QSuper  
Queensland Nurses and Midwives' Union  
QUT School of Nursing  
Remserv  
Retrieval Services Queensland  
RNS Nursing  
TEMSU  
TrendCare

## 2019 Conference Sponsors

Platinum Awards Partner



Gold Regional Scholarship Partner



## 2018 Conference Exhibitors

13HEALTH  
Active Medical  
Arjo  
CQ Nurse  
CQUniversity  
Carramar Education  
First Choice Care Nursing  
Healthcare Australia  
HESTA  
Hill-Rom Pty Ltd  
HMS Medical  
Hoyland Medical Pty Ltd  
Infectious Clothing Company  
Johnson & Johnson  
Midmed  
Nestle Nutrition  
Queensland Nurses and Midwives' Union  
QSuper  
QUT School of Nursing  
Smartsalary  
Southern Queensland Rural Health  
Telehealth Emergency Management Support Unit (TEMSU)  
Welch Allyn  
Trendcare

## 2018 Conference Sponsors

Platinum Awards Partner



Gold – Regional Scholarship Partner



Gold – Uniform Sponsor



Silver – Keynote Speaker Partner



## SPONSOR PARTNER PACKAGES

### Design your Tailored Sponsorship Package

Build your own entitlements by selecting from a range of partner opportunities on pages 7 - 11. Combine the total of your selected packages and receive additional entitlements by reaching Platinum, Gold, Silver or Supporting Partner.

INCLUSIONS	Platinum Partner	Gold Partner	Silver Partner	Supporting Partner
	From AUD\$7,500	From AUD\$5,700	From AUD\$4,000	From AUD\$3,050
Verbal acknowledgement at the Conference opening & closing sessions	✓	✓	✓	✓
Full Conference Registration	2	2	2	2
Complimentary Tickets to the Welcome Reception	2	1	1	x
Complimentary Tickets to the Conference Dinner	2	1	x	x
Complimentary Exhibition Booth	1	1	1	1
Feature Electronic Direct Mail (EDM) to be included in the AQNML e-News	2	1	x	x
Banner advertisement in the Conference App (artwork to be supplied by Partner)	2	1	1	-
Event Stream Sponsor Partner	✓	✓	x	x
Organisation logo on Conference Holding Slides	✓	✓	✓	-
Sponsor Video 30 – 60 seconds at the start of Day 1 & 2 of Conference	✓	x	x	x
Sponsor Video 30 – 60 seconds played in connection with sponsored activity	✓	✓	x	x
Organisation logo in Conference E-News	✓	✓	✓	✓
Sponsor Listing on Conference App and Website	Logo + 250 words	Logo + 200 words	Logo + 150 words	Logo + 125 words
Conference Delegate List	✓	✓	✓	x
Lead Capture	✓	✓	x	x

All Partner packages listed above exclude GST.

#### Sponsor Package - Example 1

You choose your options:

Nursing & Midwifery Leaders Awards Partner	\$7,000.00 ex GST
Welcome Reception Partner	\$ 500.00 ex GST
<b>Total Partnership Fee</b>	<b>\$7,500.00 ex GST</b>

**You are a Platinum Partner**

#### Sponsor Package - Example 2

You choose your options:

Event Stream Wall Partner	\$2,300.00 ex GST
Welcome Reception Partner	\$ 500.00 ex GST
Lead Capture	\$ 250.00 ex GST
<b>Total Partnership Fee</b>	<b>\$3,050.00 ex GST</b>

**You are a Supporting Partner**

## NURSING & MIDWIFERY LEADERS AWARDS PARTNER

### **\$7,000.00 (ex GST) – One (1) Exclusive Opportunity**

- Acknowledgement as the Award Partner during the Award Presentation
- Opportunity to present Award during the Award Presentation
- Sponsor video 30 – 60 seconds played prior to Award Presentation
- Organisation Logo on Trophy & holding slide at the introduction and conclusion of the session

### **The AQNML Colleen Rasmussen Emerging Nursing / Midwifery Leader Award**

This Award honours and recognises an Emerging Nursing / Midwifery Leader from within the profession. This Award identifies the commitment of an individual to Nursing / Midwifery Leadership through a research project, innovation program, introduction of change management or a significant contribution to new or existing nursing leadership knowledge. The Award will be judged on merit by the AQNML Executive Committee.

### **AQNML Outstanding Achievement in Nursing / Midwifery Award**

This Award honours and recognises an Outstanding Achievement made by a Nursing / Midwifery Leader from within the profession. This Award acknowledges the significant commitment of an individual to nursing / midwifery leadership through a research project, innovative program, introduction of change management, or a significant contribution to nursing leadership. The Award will be judged on merit by the AQNML Executive Committee.

## SCHOLARSHIP PARTNER

### **\$6,200.00 (ex GST) – One (1) Exclusive Opportunity**

#### **Sponsor of three (3) x 2021 Full Conference Scholarships**

- Scholarship includes one (1) full Conference Registration
- One (1) Years membership of AQNML

The successful scholarship winners will be required to present at the Conference for 10 minutes (including Q&A) regarding their submission.

- Acknowledgement as the Scholarship Partner during Scholarship Presentations.
- Organisation Logo on holding slide at the introduction and conclusion of the session
- Co-Naming Rights to the Scholarship
- Sponsor video 30 – 60 seconds played once prior to Scholarship Presentation

## KEYNOTE SPEAKER PARTNER

### **\$3,200.00 (ex GST) per Keynote Speaker – Limited to two (2) Non-Competing Organisations per Keynote Speaker**

- Acknowledgement as the Keynote Speaker Partner during the selected Keynote Speaker Session/s
- Organisation Logo on Keynote Speaker holding slide at the introduction and conclusion of the session
- Contact the Conference Managers or visit the [Conference Website](#) for information on our Keynote Speakers



## INVITED SPEAKER PARTNER

**\$1,200.00 (ex GST) per Invited Speaker – Limited to two (2) Non-Competing Organisations per Speaker**

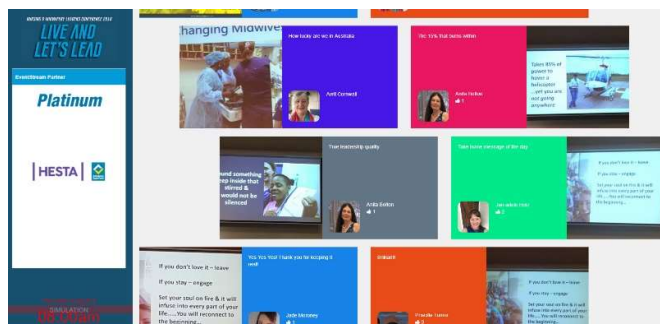
- Acknowledgement as the Invited Speaker Partner during the selected Speakers Session/s
- Organisation Logo on Invited Speaker holding slide at the introduction and conclusion of the session
- Contact the Conference Managers or visit the [Conference Website](#) for information on our Invited Speakers

## EVENT STREAM SPONSOR PARTNER

**\$2,300.00 (ex GST) – Three (3) Opportunities**

**+ Platinum Partners**

- Logo on Event Stream Wall
- Logo on Conference Holding Slides
- Acknowledgment by AQNML representative on each day of the Conference



Our Event Stream Wall displays activity that Delegates have generated and posted to the Event Stream along with session announcements and announcements projected on a large screen or TV. Our Sponsors will be recognised with logo acknowledgements in the Event Stream.

**Event Stream** is a private, social network for the conference, providing a platform for Delegates to post photos, videos, comments and share in the social experience of the Conference. Delegates can participate in Event Stream via their Attendee App.

## CONFERENCE SACHEL OR MERCHANDISE PARTNER

**\$2,750.00 (ex GST) – One (1) Exclusive Opportunity**

- Organisation Logo in one colour on the Conference Satchel or Merchandise alongside the AQNML Logo
- Opportunity to include one (1) insert and (1) promotional item in the Conference Satchel (promotional item subject to approval)

## LANYARD OR PEN PARTNER

**\$1,150.00 (ex GST) – One (1) Exclusive Opportunity**

*Sponsor to provide pre-approved Lanyards or pens*

- Opportunity to include one (1) insert and (1) promotional item in the Conference Satchel (promotional item subject to approval)

## COFFEE CART SPONSOR PARTNER

**\$1,000.00 (ex GST) – One (1) Exclusive Opportunity**

**Sponsor to pay cost of hire of coffee cart, barista and coffee (POA)**

- Banner Displayed at Coffee Cart
- Logo on App, Website and Conference Program as Partner
- Acknowledgment by AQNML representative at the opening session of the Conference

## WELCOME RECEPTION SPONSOR PARTNER

**\$500.00 (ex GST) – Multiple Opportunities**

- Banner Displayed at Welcome Reception
- Logo on App, Website and Conference Program as Partner
- Acknowledgment by AQNML representative at the opening session of the Conference
- (1) x Additional ticket to the welcome reception

## SATCHEL INSERT PARTNER

**\$365.00 (ex GST) – Multiple Opportunities**

- Opportunity to include one (1) insert and one (1) promotional item in the Conference Satchel (promotional item subject to approval)

## LEAD CAPTURE

**\$250.00 (ex GST) – Multiple Opportunities**

Lead Capture is the process where exhibitors scan the bar code on a delegate's name badge or device when they visit the Exhibitor's booth. The Exhibitor is able to capture demographic details about the delegate and ask them customized profile questions during their visit. Automated emails can be configured to send a thank you email to the delegate, as well as an alert email to an assigned party within the exhibitor's company.

Exhibitors are able to use their Delegate Mobile App (details to download will be forwarded in coming weeks) to capture the leads, collect answers for the custom profile questions, and view a list of all Delegates who have visited their booth. The list of captured delegate information can also be viewed on the Exhibitor Portal, as well as exported for further sales efforts.

## CUSTOM PARTNER OPPORTUNITIES

**Price on Application**

We welcome the opportunity to tailor a Partner Package to suit your ideas, budget and organisational objectives and values. Please contact the Conference Managers via email [events@cre8sitevents.com.au](mailto:events@cre8sitevents.com.au) or +61 7 3348 7380 to discuss.

## EXHIBITION BOOTH PACKAGE

**\$2,550.00 (ex GST)**

Exhibition Booth Package inclusions:

<b>Registrations</b>	Two (2) x Inclusive Exhibitor Delegate Registrations (Thursday & Friday)
<b>Size</b>	3m x 2.4m
<b>Walls</b>	2.4m high velcro compatible panels
<b>Fascia</b>	300mm high Velcro compatible fascia board across aisle frontages
<b>Sign</b>	1 x digital print sign (1.8m long x 200mm high) per aisle - Max 30 characters
<b>Lighting</b>	2 x 150-watt adjustable spotlights installed to the back of the fascia
<b>Power</b>	1 x 4amp power point
<b>Furniture</b>	1 x 1.8m Trestle Table with black cloth 2 x Folding Chairs

**Contact Exchange** - Scan a delegate barcode via your attendee app to get their contact details, you can make notes and email an export of your captured contacts including notes.

**Digital Trade Passport** - Delegates have access to participate via the app to win points to be eligible for Prizes. One of the ways they can earn points is to visit Exhibitors Stands and scan a QR Code with their app. This is the perfect opportunity for exhibitors to take advantage of the opportunity with delegates in one of the following ways.

### Each Exhibition Booth Package includes 2 x Inclusive Exhibitor Delegates

Inclusions:

- Entry into all Conference Sessions (Thursday & Friday) for two (2) representatives
- Daily catering for two (2) representatives including morning tea, lunch & afternoon tea as detailed in the Conference Agenda (Thursday & Friday)
- Welcome Reception Ticket for two (2) representatives – Wednesday
- Conference Dinner Ticket for two (2) representatives - Thursday
- Organisation name, Company Profile and website listed on Conference website and Conference App

### Additional Exhibitor Delegates

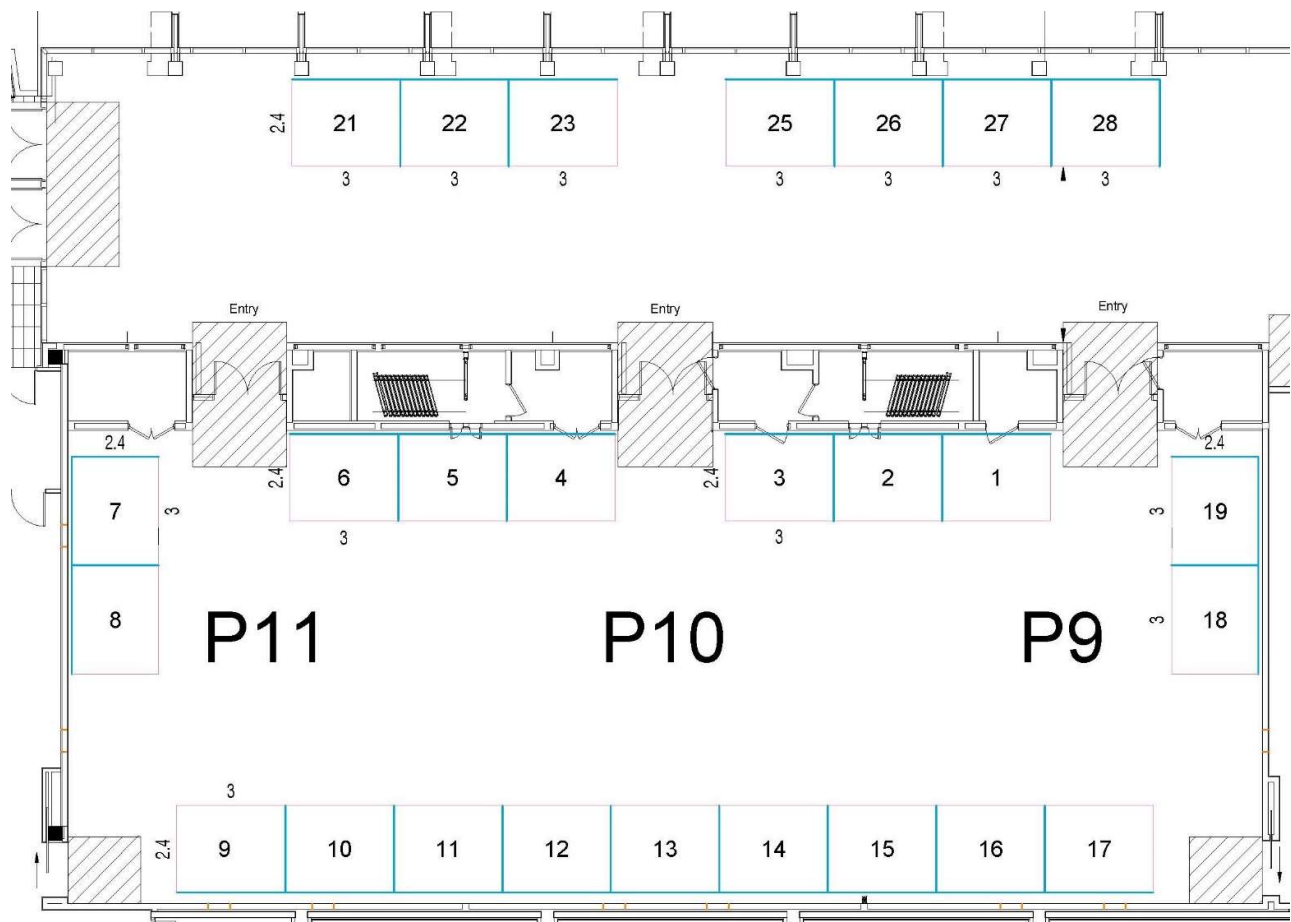
**\$365.00 (ex GST)**

If you have additional organisation representatives who would like to attend the Conference, additional Exhibitor Delegate registrations can be purchased.

- Entry into all Conference Sessions (Thursday & Friday) for one (1) representative
- Daily catering for one (1) representative including morning tea, lunch & afternoon tea as detailed in the Conference Agenda (Thursday & Friday)

## TRADE EXHIBITION FLOOR PLAN

### PLAZA MEETING ROOMS 9 / 10 / 11



**Trade Plan provided by Moreton Hire**

**Booth** 3m wide x 2.4m deep x 2.4m high

**Floor Plan** Subject to change.

Additional booths may be added if required.

Pre-Function Area – AQNML Conference Committee reserve the right to add or remove booths in the pre-function area, subject to demand. If this does happen, booth allocations will be reviewed based on Exhibitor preferences at time of booking. Sponsors will receive preferential booth allocation.

Catering Stations, Tables and Chairs will be spaced around the Trade Booths.

**Session** Conference sessions will be held in the adjacent rooms.

## BOOKINGS & AGREEMENT

### Sponsorship & Exhibiting

To book Sponsorship and/or Exhibition Booths please email the completed Sponsorship & Trade Exhibition Booth Booking Form to the Conference Managers [events@cre8itevents.com.au](mailto:events@cre8itevents.com.au). If you have any questions, please do not hesitate to contact us +61 7 3348 7380.

## TERMS & CONDITIONS

By completing the Sponsorship & Trade Exhibition Booth Booking Form, you agree to be a partner and/or exhibitor of the AQNML 2021 Conference. The Nursing and Midwifery Leaders 2021 Conference is organised by the AQNML and is being held at Brisbane Convention & Exhibition Centre 4 to 5 November 2021.

### Attendance

The Conference Managers and AQNML make no guarantee as to the number of delegates.

### Delegate List

The provision of delegate contact details as specified in the Partner Packages is subject to the Privacy Policy. We will seek the permission of delegates to allow us to publish their name and address in the list of conference Delegates.

### Exhibitor Lead Management

Exhibitors have the option to add Exhibitor Lead Management to their Exhibition Booth. Delegates have the opportunity to opt in / opt out within the Delegate App.

### Unavoidable Occurrences

In the unlikely event that the any or all of the events are cancelled or delayed through no fault of the Conference Managers, AQNML and/or the Venue, the Sponsor / Exhibitor will not be able to claim a refund or claim for any loss or damages.

### Logo & Profile Recognition

Sponsor & Exhibitors must provide Logos & Company profiles by the deadlines advised in your confirmation email.

### Payment

On receipt of your Sponsorship & Trade Exhibition Booth Booking Form the Conference Managers will email you a confirmation of your booking with a tax invoice. All invoices must be paid within 14 days and must be paid prior to the Conference. All amounts listed are inclusive of GST.

### Security

You are responsible for securing items in your Trade Booth. There will no security guard specifically for the Trade Exhibition. Consider the Insurance/Liability information below with regards to coverage of your equipment and merchandise displays.

### Cancellation

Any Sponsorship and/or Booth Package cancelled after the Sponsorship & Trade Exhibition Registration Form is received by Conference Managers, will attract a cancellation fee equal to 50% of Sponsorship and/or Booth Package Fee. Within 90 days of the Conference, any Sponsorship and/or Booth Packages cancelled will attract a cancellation fee equal to 100% of Sponsorship and/or Booth Package Fee.



## Trade Booth Allocation

Spaces will be allocated to Sponsors first then as per the date of receipt of bookings. However, the Conference Committee and Conference Managers reserve the right to adjust the plan in the interest of presenting a professional Exhibition.

## Live In-Person to Virtual Conference

Potential restrictions could mean that the Live In-Person Conference is pivoted to a virtual only Conference. This would mean that all Sponsors and Exhibitor packages would be converted to a full Virtual Package and attendance at the Conference will be via a Virtual Conference Portal. In the unlikely event that this should occur, the Conference Managers will contact all Sponsors and Exhibitors with information and any other adjustments to Sponsorship and Exhibition Packages.

## Insurance / Liability

Neither the Conference Managers, AQNML or the Venue shall be liable in any way whatsoever to the Client for any loss or damage, whether direct, indirect, special or consequential, including without limitation, loss or damage arising out of personal injury, howsoever caused which the Client or any other person may suffer or incur and which may, without limiting the generality of the foregoing, arise directly or indirectly as a result of the failure or omission on the part of the Conference Managers, AQNML or the Venue (or any officer, agent or employee of the Conference Managers, AQNML or the Venue) to comply with any obligation imposed hereunder or at law, negligence or any act, matter or thing done or permitted or omitted to be done by the Conference Managers, AQNML or the Venue in connection with this agreement. The Client assumes all liability for any injury or loss suffered by the Client's agents, delegates, employees and any member of the public that is caused directly or indirectly by the Client, its

delegates, agents, or employees. The Client shall indemnify and keep indemnified Conference Managers, AQNML or the Venue from any loss so caused.

**Important Note** - Exhibitors should consult their own insurance companies for proper coverage of their merchandise and displays. Public Risk Insurance, All Risk Insurance, All Risks, Employer's Liability, Personal, Accident and Staff Insurance for your stand area should also be taken out.

## Contact

To secure Sponsorship and/or Exhibition please contact the Conference Managers.

### AQNML 2021 Conference Managers

Cre8it Events

t: +61 7 3348 7380

e: [events@cre8itevents.com.au](mailto:events@cre8itevents.com.au)

w: <http://www.aqnml.org.au>

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