



SPONSORSHIP & EXHIBITION PROSPECTUS

The 2025 Nursing & Midwifery Leaders Conference
is brought to you by



INVITATION

It is with great pleasure that we announce our 2025 AQNML Diamond Jubilee- Celebrating 75 years Conference.

The AQNML has a long and proud history of connecting our Nursing and Midwifery Leaders and has been doing so for the past 75 years. Many of us, now in senior positions across the state, have benefited from these supportive relationships, which have started and grown at our Annual Conference. As the current and emerging leaders of our professions' future, we are in the prime position to positively influence the culture and learning environments for those in our stewardship and also those who will come after us. This is such a special and significant milestone year for our Association and our Voluntary Executive Committee who all hold full-time leadership positions in their workplace. It is a time to come together and celebrate as we welcome new members and sponsors along with our long-term members and sponsors.

This year's Conference aims to focus on building these professional connections as well as honouring our foundation and looking back with respect to those Nursing and Midwifery Leaders who came before us for their hard work and dedication in building the Association and leaving the legacy we have today. We are very privileged to have such a unique combination of Delegates from rural, regional and metropolitan areas across Queensland, in both the Public and Private sectors of healthcare. We plan to tell the story of our past, celebrate our present and plan for our future together at this year's 2025 Conference. The 2025 Awards Dinner will be bigger than ever as we celebrate our Diamond Jubilee and also include some of our VIP now retired past members to ensure they are there to share this occasion with us.

On behalf of the 2025 Executive Committee, we look forward to welcoming the interest from prospective Sponsors and to continuing 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 2025 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 2024 / 2025

To view the Executive Committee – visit the [website](#)

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.

AQNML is a 75-year strong not-for-profit Association that represents Nurses and Midwives with the focus on leadership, innovation and professional practice throughout the diversity and distance of our state.

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.

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.

PAST CONFERENCE HIGHLIGHTS



PAST CONFERENCE EXHIBITORS

Alliance Nursing (Brisbane Branch)
 Alliance Rural & Remote Health
 ARJO
 Central West Health
 CQ University
 ECT4Health Pty Ltd
 GAMA Healthcare Australia
 GE Healthcare
 Health Contact Centre
 Healthcare Australia
 HESTA
 HMS Medical
 Hoyland Medical Pty Ltd

Laerdal
 Midmed Pty Ltd
 Nestle Infant Nutrition
 Nurses and Midwives Health
 Panda Pearls
 QSuper Part of Australian Retirement Trust
 Queensland Nurse & Midwives' Union
 Retrieval Services Queensland
 Trend Care Systems
 Union Health
 Vanguard Health
 Wolters Kluwer | Lippincott Solutions

PAST CONFERENCE SPONSORS

Platinum



Gold



Supporter Partners



SPONSOR PARTNER PACKAGES

Design your Tailored Sponsorship Package

Build your own entitlements by selecting from a range of partner opportunities on pages 8 - 14. 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\$7,700	From AUD\$6,600	From AUD\$4,200	From AUD\$3,500
Verbal acknowledgement at the Conference opening & closing sessions	✓	✓	✓	✓
Full Conference Registration	2	2	2	2
Complimentary Ticket/s 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	✓	✓	✓	✓
Lead Capture	✓	✓	X	X
Satchel Insert	✓	✓	✓	✓

All Partner packages listed above exclude GST.

NURSING & MIDWIFERY LEADERS AWARDS PARTNER

\$7,700.00 (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

\$6,660.00 (ex GST) – One (1) Exclusive Opportunity

Sponsor of three (3) x 2025 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

\$4,200.00 (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

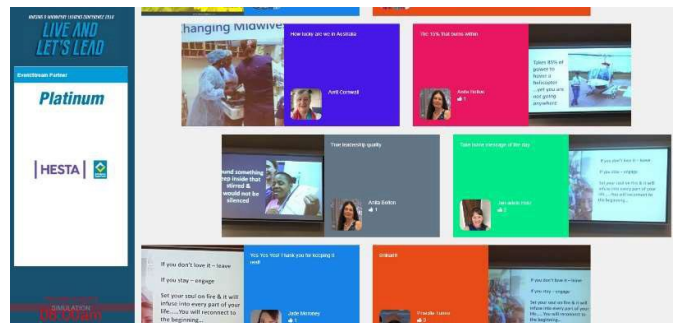
\$1,300.00 (ex GST) per Invited Speaker – Limited to two (2) Non-Competing Organisations per Speaker

- 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

**\$1,200.00 (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

\$3,300.00 (ex GST) – One (1) Exclusive Opportunity

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

LANYARD PARTNER

\$1,450.00 (ex GST) – One (1) Exclusive Opportunity

Sponsor to provide pre-approved Lanyards

COFFEE CART SPONSOR PARTNER

\$1,150.00 (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

DIAMOND JUBILEE SPONSOR PARTNER

\$600.00 (ex GST) – Multiple Opportunities

- Push up Banner in pre-function area next to registration area (sponsor provided)
- Logo on App, Website and Conference Program as Partner
- Acknowledgment by AQNML representative at the opening session of the Conference & Gala Awards Dinner

SACHEL INSERT PARTNER

\$400.00 (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

\$275.00 (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@cre8itevents.com.au or +61 7 3348 7380 to discuss.

EXHIBITION BOOTH PACKAGE

\$2,900.00 (ex GST)

Exhibition Booth Package inclusions:

Registrations	Two (2) x Inclusive Exhibitor Delegate Registrations (Thursday & Friday)
Size	3.0m wide x 2.4m deep or 3.0m wide x 2.0m deep (as marked on the floor plan)
Walls	2400mm high Velcro compatible panels
Fascia	300mm high Velcro compatible fascia board, across aisle frontages
Sign	One (1) x digital print lettering on white laminate in-fill per aisle (1800mm x 200mm high) (maximum 30 characters)
Lighting	Two (2) x 150-watt spotlights per booth installed to the back of the fascia
Power	One (1) x 4amp power supply per booth
Table / Chair	One (1) x 1.8m Trestle Table / One (1) x black cloth / Two (2) x chairs

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.

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 two (2) 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)
- Conference Dinner Ticket for two (2) representatives - Thursday
- Organisation name, Company Profile and website listed on Conference website and Conference App

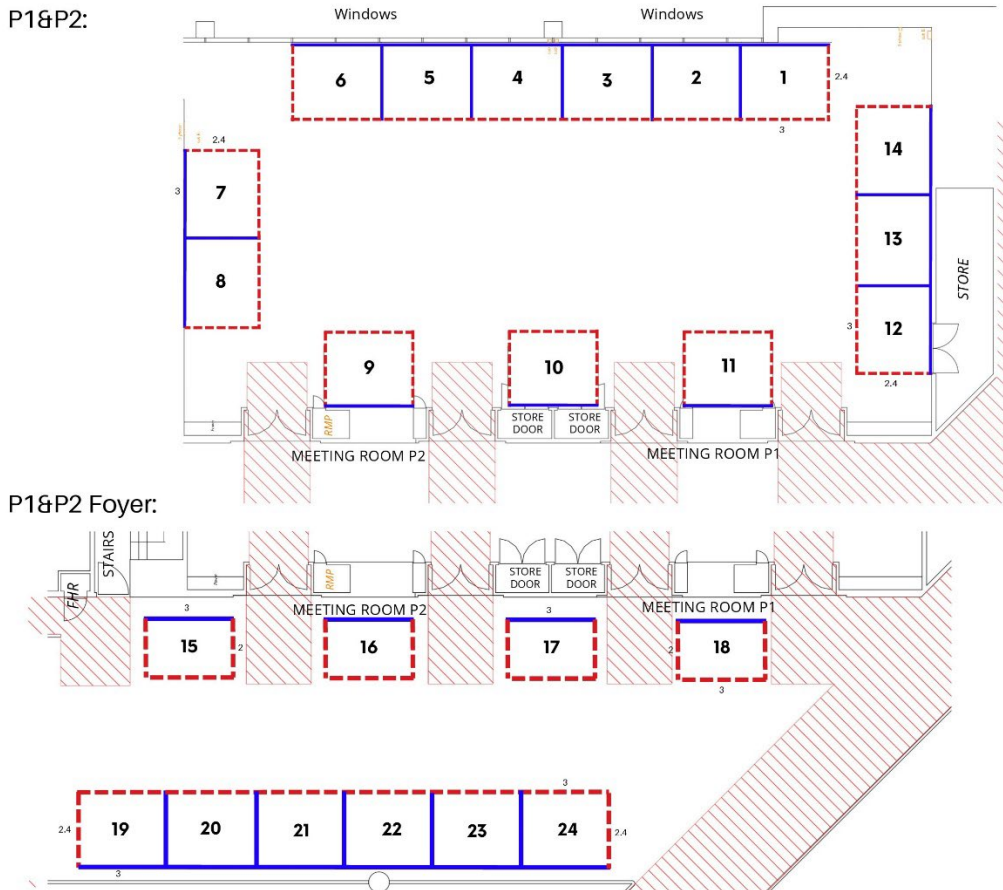
Additional Exhibitor Delegates

\$425.00 (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 1 - 2



Trade Booth

There are two booth sizes.

- 3m wide x 2.4m deep x 2.4m high
- 3m wide x 2m deep x 2.4m high [Booths 15 – 18]

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

To book Sponsorship please email the completed Sponsorship & Trade Exhibition Booth Booking Form to the Conference Managers events@cre8itevents.com.au. If you have any questions, please do not hesitate to contact us +61 7 3348 7380.

Exhibition Bookings

To book Exhibition please complete book via the Exhibition Portal.

If you have any questions, please do not hesitate to contact Conference Managers events@cre8itevents.com.au +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 2025 Conference. The Nursing and Midwifery Leaders 2025 Conference is organised by the AQNML and is being held at Brisbane Convention & Exhibition Centre 1 -2 May 2025.

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, position and organisation 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.

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 or if you have any queries regarding the AQNML 2025 Nursing & Midwifery Leaders Conference, please contact the AQNML Conference Managers.

AQNML 2025 Conference Managers

Cre8it Events

t: +61 7 3348 7380

e: events@cre8itevents.com.au

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

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