



ACCCN AEM 2022


Sponsorship Prospectus



Making a
Splash
in Critical Care

Annual Education Meeting
20 & 21 October 2022
Sea World, Gold Coast
Australia



 www.acccn-aem-2022.com

 facebook.com/ACCCN

 [@ACCCNAUST](https://twitter.com/ACCCNAUST)

 linkedin.com/company/australian-college-of-critical-care-nurses-ltd-acccn

Invitation

On behalf of the Australian College of Critical Care Nurses (ACCCN) and the National Events Committee, we have great pleasure inviting you to participate as a sponsor or exhibitor at ACCCN's Annual Education Meeting (AEM) being held on 20-21 October 2022, at the Sea World Conference Centre, Gold Coast.

The challenges of critical care nursing require a sound knowledge of contemporary professional issues and evidence based clinical practise. Additionally, the demands of the past two years have highlighted the need to maintain the health and wellbeing, sustainability, and resilience of the critical care workforce. The theme of AEM 2022 "Making a splash in critical care" captures these priorities in a program offering a broad range of topics designed to appeal to clinicians across intensive care, coronary care, emergency, and beyond. As we come together, refreshing ourselves with new knowledge, ideas, and connections, it is good to remember that small ripples can have a flow on effect leading to waves of change as we share what we have gained with our colleagues.

Especially for the 2022 AEM, a dedicated paediatric one-day program is included, providing three concurrent lecture format sessions on Day 1 plus the workshop stream.

The AEM is designed to connect people from across the industry, providing opportunities to strengthen existing relationships and create new ones. The program and social events will provide your organisation with unparalleled access to key decision makers, including leading Australian clinical nurses, educators and managers, plus allied health clinicians and researchers. We will work closely with your organisation to ensure you reach your target audience through our many channels of Meeting opportunities. This will enable your organisation to showcase current and future products and services that will improve the care of the critically ill patient.

This prospectus outlines the opportunities available for you to align your brand with this educational and informative event and be part of this exchange of ideas to enhance and improve industry standards. However, we also recognise that no one size fits all and will be happy to discuss a bespoke package to suit your needs and marketing objectives.

The critical care community is looking forward with great anticipation to the 2022 AEM on the Gold Coast. We thank you for considering partnering with ACCCN at AEM 2022 and look forward to your team joining us on the Gold Coast in October.

If you require further information, please do not hesitate to contact the appointed professional Meeting organisers, Encanta, as detailed below.

Michelle Foster
Convenor
ACCCN AEM 2022

Event Organisers:



Priscilla Matters
E: events@encanta.com.au
M: 0413 491 572

As a supporter, your organisation will benefit from:

- Presence at AEM 2022 is your organisation's opportunity to leverage two days of unparalleled access to a wide potential client base, to inform them about your products and services and build long-term relationships.
- Our Meeting participants are keen to improve their clinical and scientific knowledge. Aligning your organisation with this powerful educational experience demonstrates your commitment to assisting their development at a personal level.
- The Meeting will give your organisation exposure to key decision makers including leading clinical nurses, educators and managers.
- You will benefit significantly from exposure to an interested, relevant, and influential audience in an informal yet informative environment away from the competition of everyday distractions.
- Reinforce your brand messaging such as leadership, innovation, and excellence.
- Generate leads from a high-level, targeted, and captive audience.
- Build relationships with potential & existing clients and stakeholders.
- Demonstrate your product or services in person.

Tailor your partnership with AEM 2022

A variety of sponsorship and exhibition opportunities have been designed for the event, each containing benefits that will ensure your organisation receives maximum exposure. However, we recognise that not all one size fits all and we are happy to design a package to suit your budget, and business objectives. We are happy to talk to your marketing department to ensure we are also aligning the sponsorship opportunities to marketing objectives and goals.

Email, natasha.pembroke-birss@encanta.com.au or call + 61 409 790 530 to talk about tailoring your event partnership.

Venue

AEM 2022 will be held at Sea World on the Gold Coast, offering a unique backdrop to meet adjacent to Sea World and set between the Gold Coast's spectacular Broadwater and the Pacific Ocean. The exhibition will be held on an enclosed Veranda, boasting natural light.





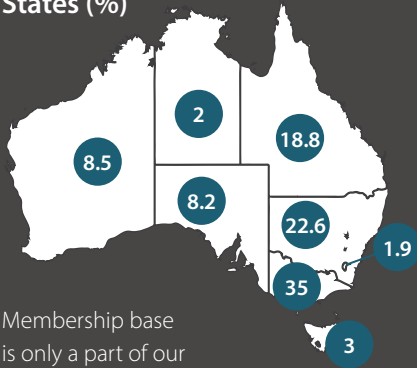
MARKETING AND DIGITAL REACH

ACCCN member demographics

Category (%)

Standard	86.6
Post Grad	7.1
Under Grad	1.3
First Year RN	2.1
Associate/Affiliate	2.1
Other	0.8

States (%)



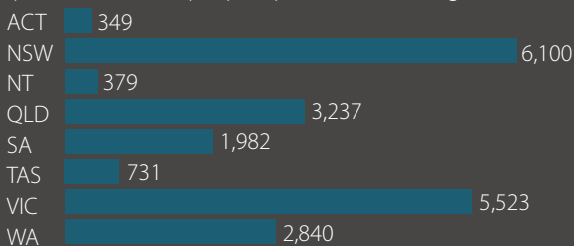
Membership base is only a part of our marketing database

ACCCN database

ACCCN Database Total **21,138**

ACCCN Database by state

(please note some people opt out of marketing emails)



Summary of Opportunities

Package	Availability	Price + GST	Page
AEM 2022 Official Event Partner	Exclusive Opportunity	\$15,000	7
Major Partner	Two opportunities	\$10,000	9
Supporting Partner	Four Opportunities	\$7,000	10
Networking Breakfast	Exclusive Opportunity	\$8,500	11
Wellness Zone Partner	Exclusive Opportunity	\$7,000	12
Espresso and Networking Lounge	Exclusive Opportunity	\$8,000	13
Official Party Night	Exclusive Opportunity	\$6,500	14
Official Workshop Partner	Six opportunities	\$5,500	15
Official 2022 AEM App Partner	Exclusive Opportunity	\$6,000	16
Exhibitor Booth	Limited	\$3,800	17





AEM 2022 Official Event Partner

Lead the way as the exclusive Meeting Partner of ACCCN's AEM 2022 that includes the elements most important to your organisation.

It will include extensive branding opportunities and high-level exposure in the lead up to, during and post the event. In addition, the Event Partner receives an exhibition area prominently located and a number of high-profile networking opportunities.

Exclusive Opportunity

\$15,000 plus GST

Speaking Opportunity

- Two minute educational presentation speaking opportunity in the opening plenary session

Attendance

- Six (6) complimentary full registrations including social functions
- Six (6) tickets to the Official Party Night
- Two (4) complimentary exhibitor registrations

Display

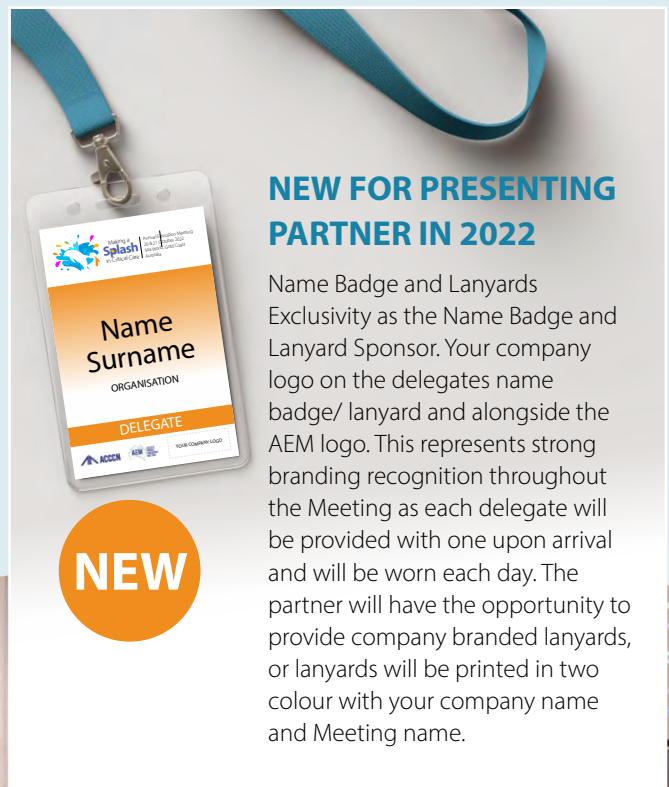
- Complimentary double stand in prime location

Marketing Opportunities

- Logo displayed on sponsors' page of the AEM 2022 website
- Logo to be included on venue signage
- Logo to be included on the cover of the Pocket Program
- Full page advert in Meeting Pocket Program
- Company listing, logo, 150-word profile and colour advertisement to be included in Meeting App.
- One push notification in AEM App
- Company logo in email marketing campaigns
- 60 second company video to be played during one session break.

Additional Benefits

- Acknowledgment as Meeting Partner at Opening & Closing Plenary
- One (1) banner (supplied by sponsor) on stage in Opening & Closing Plenary
- Two (2) banners (supplied by sponsor) in exhibition space
- Two collateral/promotional items to be included in delegate bag
- List of all registered delegates (name and institution/organisation) at conclusion of the AEM (*subject to Privacy Act conditions*).



NEW FOR PRESENTING PARTNER IN 2022

Name Badge and Lanyards Exclusivity as the Name Badge and Lanyard Sponsor. Your company logo on the delegates name badge/ lanyard and alongside the AEM logo. This represents strong branding recognition throughout the Meeting as each delegate will be provided with one upon arrival and will be worn each day. The partner will have the opportunity to provide company branded lanyards, or lanyards will be printed in two colour with your company name and Meeting name.





Major Partner

As a Major Sponsor of AEM Meeting your company will benefit from prominent branding across the two-day Meeting and exhibition as well as in the lead up to, during and post the event.

2
Opportunities

\$10,000
plus GST

Attendance

- Four (4) complimentary full registrations including social functions
- Four (4) tickets to the Official Party Night
- Four (4) complimentary exhibitor registrations

Display

- One 3m x 2m complimentary stand in prime location

Marketing Opportunities

- Logo displayed on sponsors' page of the AEM 2022 website
- Company logo to be included on venue signage
- Company logo to be included in the Pocket Program
- Half page advert in Meeting Pocket Program
- Company listing, logo, 100-word profile and colour advertisement to be included in Meeting App.
- Company logo in email marketing campaigns
- 30 second company video to be played during one session break.

Additional Benefits

- One (1) banner (supplied by sponsor) on stage in Opening & Closing Plenary
- One (1) banner (supplied by sponsor) in exhibition space
- One (1) collateral/promotional items to be included in delegate bag
- List of all registered delegates (name and institution/organisation) at conclusion of the AEM (*subject to Privacy Act conditions*).

Optional enhancements to Major Partnership opportunity

1. Party Night
2. App Partnership
3. Workshop Partnership

Add on one of the above opportunities.

Total \$15,500 plus GST - discounted for 2022 Major Partners.
1-3 sold separately if not sold in a Major Partner Package.



Supporting Partner

As a Supporting Partner, your company will receive a high level of exposure and recognition across the full two days of the Meeting and exhibition

4
Opportunities

\$7,000
plus GST

Attendance

- Two (2) complimentary full registrations including social functions
- Two (2) tickets to the Official Party Night
- Two (2) complimentary exhibitor registrations

Display

- One 3m x 2m complimentary stand in prime location

Marketing Opportunities

- Company listing, logo and 50-word profile displayed on sponsors' page of the AEM 2022 website
- Company logo to be included on venue signage
- Company logo to be included in the Pocket Program
- Company listing, logo, 50-word profile and colour advertisement to be included in Meeting App.
- One (1) branded push notification to be sent to delegates via the meeting App, content to be provided by the partner

Additional Benefits

- One (1) banner (supplied by sponsor) in exhibition space
- One (1) collateral/promotional items to be included in delegate bag
- List of all registered delegates (name and institution/organisation) at the conclusion of the AEM (*subject to Privacy Act conditions*).



Networking Breakfast Partner

A very popular package for AEM2021, a sponsored networking breakfast offers your company an opportunity to host your own bespoke event from 7am on Thursday of the Meeting. The ability to *hand select the delegates* you wish to be in the room provides a real targeted approach to your partnership.

Exclusive Opportunity

\$8,500 plus GST

Attendance

- One (2) complimentary full registration including social functions
- One (1) ticket to the Official Party Night
- One (1) complimentary exhibitor registration

Networking Breakfast

- Customised email invitation to (30) thirty selected guests
- Simple Buffet Breakfast for all guests at your expense, upgrades available
- AV included
- Room hire included

Marketing Opportunities

- Company listing, logo and 50-word profile displayed on sponsors' page of the AEM 2022 website
- Company logo to be included on venue signage
- Company logo to be included in the Pocket Program
- Company listing, logo, 50-word profile and colour advertisement to be included in Meeting App.

Additional Benefits

- One (1) banner (supplied by sponsor) in exhibition space
- One (1) collateral/promotional items to be included in delegate bag
- List of all registered delegates (name and institution/organisation) at conclusion of the event (*subject to Privacy Act conditions*).



Wellness Zone Partner

ACCCN acknowledges the importance of mental health in the workplace and is offering an opportunity for one partner to have exclusive naming rights to the Wellness Area. The Wellness Area will provide a unique and high-level branding opportunity for an organisation to exhibit and host the space, allowing you to interact with delegates as they relax and connect.

**Exclusive
Opportunity**

**\$7,000
plus GST**

We will provide:

- An area for delegates to sit and relax with comfortable furniture.
- Branded area which incorporates a juice station, which will be sure to attract delegates to the area.
- Massage area for delegates to take time out and receive a quick 5-minute chair massage.

Attendance

- One (1) complimentary full registration including social functions
- One (1) ticket to the Official Party Night
- One (1) complimentary exhibitor registration

Marketing Opportunities

- Company listing, logo and 50-word profile displayed on sponsors' page of the AEM 2022 website
- Company logo to be included on venue signage
- Company logo to be included in the Pocket Program
- Company listing, logo, 50-word profile and colour advertisement to be included in Meeting App.



Espresso and Networking Lounge

Exclusive Opportunity

\$8,000 plus GST

As the Espresso and Networking Lounge partner your organisation will be associated with quality espresso coffee served within the exhibition area. The package includes your espresso bar located within the exhibition hall, barista and all consumables for the Meeting duration. The Espresso & Networking Lounge will be a gathering place for delegates in the exhibition area. This space will feature lounge seating and will offer delegates an opportunity to relax and recharge. Everyone loves coffee! This is a great way to ensure that your brand is recognised and appreciated.

Attendance

- One (1) complimentary full registration including social functions
- One (1) ticket to the Official Party Night
- One (1) complimentary exhibitor registration

Marketing Opportunities

- Company listing, logo and 50-word profile displayed on sponsors' page of the AEM 2022 website
- Company logo to be included on venue signage
- Company logo to be included in the Pocket Program
- Company listing, logo, 50-word profile and colour advertisement to be included in Meeting App

Additional Benefits

- One (1) banner (supplied by sponsor) to be displayed at the rear of the coffee cart in addition to the opportunity to provide coffee cups, napkins, stirrers and sugar sachets and/or apparel for the barista staff: t-shirts, caps, visors, aprons (additional cost to the sponsor)
- One (1) banner (supplied by sponsor) in exhibition space
- One (1) collateral/promotional items to be included in delegate bag
- List of all registered delegates (name and institution/organisation) at conclusion of the AEM (*subject to Privacy Act conditions*).
- Lounge furniture and chairs to be positioned next to espresso station

Espresso Bar will be operated at morning, afternoon tea and lunch for both days. All consumables are included in the price of this sponsorship. The Espresso Bar may be located close to your exhibition booth if applicable. Final placement will be decided by the committee to ensure optimal visibility and traffic flow.



Official Party Night

Connect with delegates and exhibitors in a relaxed and fun environment! As a partner of the Official Party Night you will have the opportunity to join delegates and exhibitors at the official Meeting reception to enjoy a refreshment and discuss the highlights of the event. Be entertained by a live dolphin show prior to moving to the party area! You will be given an opportunity to address guests at the conclusion of the dolphin show.

**Exclusive
Opportunity**

**\$6,500
plus GST**

Attendance

- Two (2) complimentary full registrations including social functions
- Four (4) tickets to the Official Party Night

Marketing Opportunities

- Company listing, logo and 50-word profile displayed on sponsors' page of the AEM 2022 website
- Company logo to be included on venue signage
- Company logo to be included in the Pocket Program
- Company listing, logo, 50-word profile and colour advertisement to be included in Meeting App
- Company logo on Party tickets

Additional Benefits

- Optional 1 minute light presentation opportunity at the commencement of the party night
- Opportunity to provide corporate merchandise for all party attendees
- One (1) banner (supplied by sponsor) displayed at the Party
- One (1) collateral/promotional items to be included in delegate bag
- List of all registered delegates (name and institution/organisation) at conclusion of the AEM (*subject to Privacy Act conditions*).



Official Workshop Partner

Align your company's brand with one of AEM's workshops and promote your commitment to the current topics at the forefront of the industry. The below is a suggested snapshot of proposed topics, however we welcome the opportunity for your organisation to present a proposal for a topic for the committee's consideration.

6
Opportunities

\$5,500
plus GST

Proposed Workshop Topics include:

- Tracheostomy
- Research Advisory Panel – Writing a Publication/Abstract
- Renal Replacement Therapy
- Staff Wellbeing and Resilience x 2
- Cardiac Advanced Life Support

Marketing Opportunities

- Company listing, logo and 50-word profile displayed on sponsors' page of the AEM 2022 website
- Company logo to be included on venue signage
- Company logo to be included in the Pocket Program
- Company listing, logo, 50-word profile and colour advertisement to be included in Meeting App.
- 30 second company video to be played at the commencement of the workshop

Attendance

- Two (2) complimentary full registrations including social functions
- Two (2) tickets to the Official Party Night

Additional Benefits

- Optional two-minute speaking opportunity at the commencement of the workshop
- One (1) banner (supplied by sponsor) in sponsored workshop
- One (1) collateral/promotional items to be included in delegate bag
- List of all registered delegates (name and institution/organisation) at conclusion of the AEM (*subject to Privacy Act conditions*).



Official 2022 AEM App

This is a unique opportunity to position your organisation at the frontline of technology and across the meeting digital platform. The ASM App is used continuously throughout the event and this is a great way to have your brand in front of delegates from day one. The ASM will feature a fully integrated App for iOS (iPhone and iPad) and for Android (phones and tablets) to deliver the best possible user experience and presentation of the ASM program in an innovative and interactive manner.

Exclusive Opportunity

\$6,000 plus GST

Attendance

- Two (2) complimentary full registrations including social functions
- Two (2) tickets to the Official Party Night

Marketing Opportunities

- Company listing, logo and 50-word profile displayed on sponsors' page of the AEM 2022 website
- Company logo to be included on venue signage
- Company logo to be included in the Pocket Program
- Company listing, logo, 50-word profile and colour advertisement to be included in Meeting App.

Additional Benefits

- One (1) electronic satchel insert on App
- One (1) App alert two weeks prior to Meeting
- Two (2) App alerts during the Meeting at a mutually beneficial time (to be confirmed by AEM Organisers)
- List of all registered delegates (name and institution/organisation) at conclusion of the AEM (*subject to Privacy Act conditions*).

App Notification

Your organisation will have the opportunity to send one push notification through the Official App. Content and timing of the push notification is to be approved by the Organising Committee.

Limited

\$500 plus GST

Exhibition Booth

The AEM 2022 will include a physical exhibition in line with practising Queensland health guidelines in the current health environment. A live floorplan is available to assist you with booth preferences. The Organising Committee reserve the right to change the floorplan. We will be governed by government guidelines around planning for the event and traffic flow. We have a number of creative ways to ensure that delegates are engaged with exhibitors before, during and after the event. The ability to connect face to face is exciting times for the ACCCN in a COVID safe environment ensuring delegates and exhibitors are kept safe and healthy at all times.

Limited
\$3,800
plus GST

Attendance

- Two (2) complimentary full registrations including social functions
- Four (4) complimentary exhibitor registrations

Display

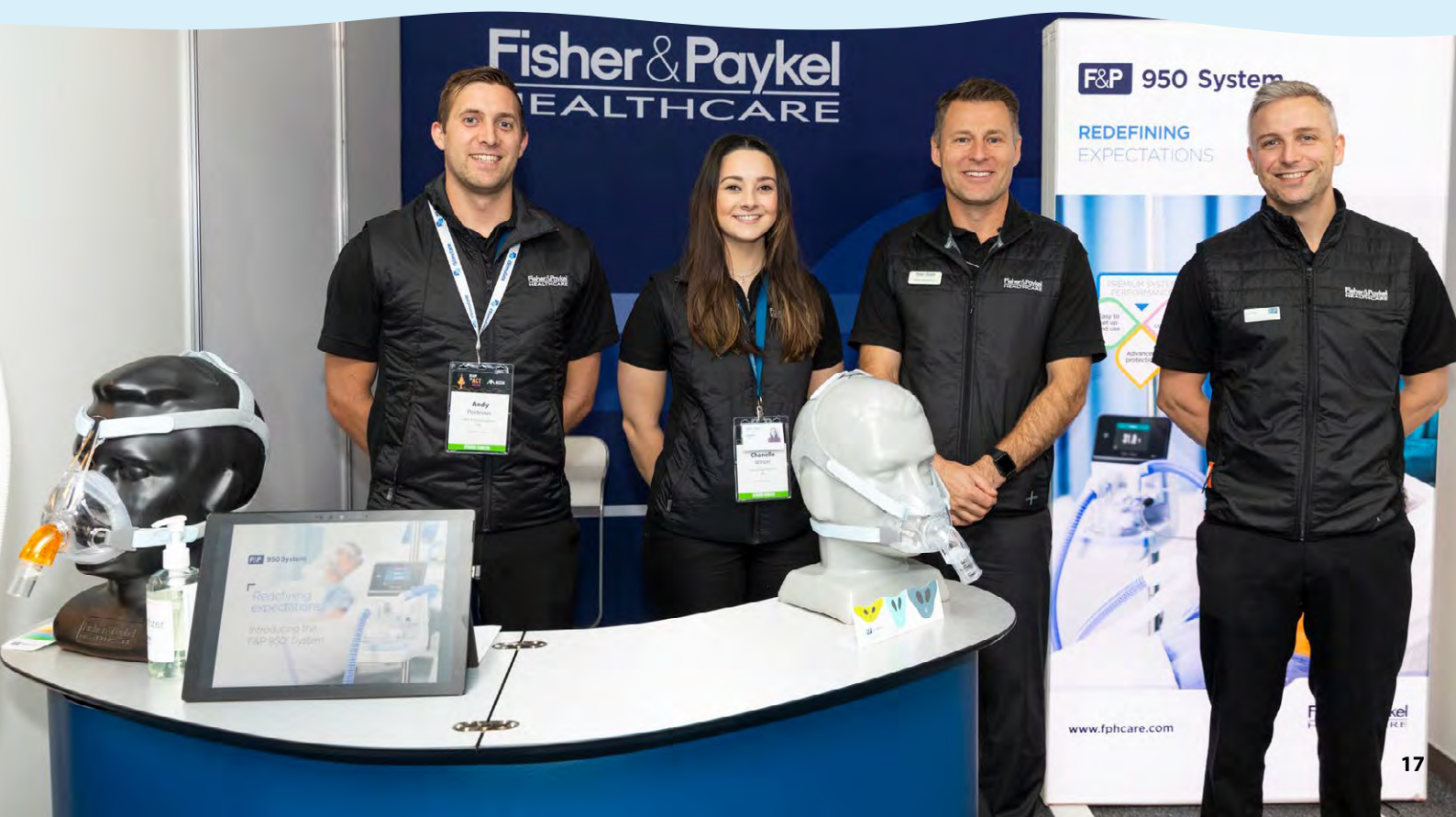
- One 3m x 2m complimentary stand in a prime location

Marketing Opportunities

- Company listing, logo and 50-word profile displayed on sponsors' page of the AEM 2022 website and app.
- Company logo to be included in the Pocket Program
- Company listing, logo, 50-word profile and colour advertisement to be included in Meeting app.

Additional Benefits

- List of all registered delegates (name and institution/organisation) at conclusion of the ASM (*subject to Privacy Act conditions*).





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Annual Education Meeting
20 & 21 October 2022
Sea World, Gold Coast
Australia



Booking Form

All prices set out below are in Australian Dollars and exclusive of Australian Goods and Services Tax.

Please return the completed form to Natasha Pembroke-Birss at Encanta Event Management
T: +61 8 9389 1488 E: events@encanta.com.au

Name:	Organisation:	Address:
Position:	Phone:	Email address:
Mobile Number:	Booth/space allocation (1-3 order of preference) Pref 1: <input type="text"/> Pref 2: <input type="text"/> Pref 3: <input type="text"/>	

Declaration I have read and accept the terms and conditions in the prospectus and wish to participate in the Meeting.

Select Package

Package	Availability	Price + GST	Please tick
AEM 2022 Official Event Partner	Exclusive Opportunity	\$15,000	
Major Partner	Two opportunities	\$10,000	
Supporting Partner	Four Opportunities	\$7,000	
Networking Breakfast	Exclusive Opportunity	\$8,500	
Wellness Zone Partner	Exclusive Opportunity	\$7,000	
Espresso and Networking Lounge	Exclusive Opportunity	\$8,000	
Official Party Night	Exclusive Opportunity	\$6,500	
Official Workshop Partner	Six opportunities	\$5,500	
Official 2022 AEM App Partner	Exclusive Opportunity	\$6,000	
Exhibition Booth	Limited	\$3,800	

Total Cost (AUD) ex GST	\$
I agree to be invoiced for a total of	\$AUD inc. GST

Name	
Signature	
Date	

Terms and Conditions

Terms and Conditions

- By returning a booking form via online or printed copy confirms your acceptance of these terms and conditions.
- All bookings are subject to the Event Organiser's approval and we reserve the right to refuse an application.
- We (Encanta and ACCCN) as the Event Organisers reserve the right to alter any aspect of the Event program and floorplan without notice. Please refer to the Event website for the latest information on the event.
- We will take all diligent care to fulfil the above exhibition commitments. Exhibitors are responsible for providing all their requirements i.e. banners, promotional material and any other material by the due dates requested by the Organisers.
- We reserve the right to introduce new packages and additional exhibition space should the opportunity arise.
- Exhibitors are required to make the necessary payments as per the payment schedule below (unless otherwise negotiated):
 - 50% due within one month of invoice date.
 - Remaining 50% is due by no later than 20 July 2022.
 - Booking forms received after 20 July 2022 require full payment.
- Sponsors and exhibitors are responsible for the security of their own equipment and materials during the Event and in transit to the Event venue.
- Sponsors and exhibitors are responsible for ensuring any activities held at their exhibition booth, promote physical distancing, in line with Government's COVID guidelines.
- Sponsors and exhibitors are responsible for supplying hand sanitiser at their booth, for the duration of the Meeting.
- The exhibitor understands that all attendees must register officially and entry to the exhibition will not occur unless the attendee is wearing the appropriate identification. Visitor badges are provided as a gesture of goodwill and not for use by the organisation's representatives.
- The exhibitor shall take all reasonable care when installing/dismantling their equipment and stand as not to cause damage to the venue carpet, walls, ceilings, fixtures and floors and the shell scheme booths supplied by the appointed stand contractor including panels, fascia, spotlights and furniture. The exhibitor is deemed liable for repairs if the structures are damaged.
- The Organisers reserve the right to request removal of any items that may be deemed unacceptable and impacts fellow exhibitors.
- Exhibitors must provide Public Liability insurance to a minimum of A\$20 million to the Event Organisers no later than 3 months prior to the event date and ensure cover includes the event dates.
- All promotion must be conducted from your booth.

Postponement and Cancellation Policy

Postponement

We (Encanta and ACCCN) may, in its absolute discretion, nominate to either postpone or cancel the event by providing the sponsor/ exhibitor with notice in writing. Cancellation or postponement may be necessary due to acts, events or causes beyond our reasonable control, including, but not limited to, acts of God, industrial disputes, failure in electricity supply or gas supply, war, civil strife, flood, storm, fire, accident, unavailability of raw materials or supplies, explosion, global or national health emergency (including without limitation coronavirus COVID-19), epidemic, breakdown of plant, machinery or equipment or shortages of labour, transportation, fuel, power, plant, machinery, equipment or material.

If the event is postponed to a later date (as nominated by ACCCN and notified to the sponsor), the terms and conditions of this agreement will continue to apply. Any sponsorship contribution paid up to the postponement will be applied to the new event date with any outstanding sponsorship contribution balance due thirty (30) days prior to the new event date.

Cancellation Policy

The submission of an application by a representative from your organisation is regarded as a firm booking.

All cancellations must be made in writing to the organisers and notice acknowledged in writing by the organisers.

Any reduction exhibition allocation (once accepted by the organisers) will be considered a cancellation and the cancellation policy will apply. Should the balance of payment be outstanding at time of cancellation, the sponsor and/or exhibitor is liable for the balance as per the cancellation policy.

There is no opportunity to transfer your exhibition booking to another ACCCN event.

If the event is cancelled, it is ACCCN's hope that the sponsor/ exhibitor will continue to support the event and have the sponsorship rolled over to the Event to be held on a date to be fixed. If the sponsor/exhibitor agrees to have the sponsorship/ exhibition booth rolled over, the terms and conditions of this agreement will continue to apply and all sponsorship/exhibition contributions already paid will be applied to the next ACCCN event date and any outstanding balance will be due thirty (30) days' prior to the event date.

If the sponsor/exhibitor does not agree to have the sponsorship/ exhibition roll over to the next ACCCN event and the current ACCCN Event is cancelled, then the below cancellation dates will apply.

Cancellation Dates

Between 27 April 2022 and 28 August 2022, 10 per cent of the Sponsorship/ Exhibition Contribution will apply;

Between 29 August 2022 and 4 September 2022, 50 per cent of the Sponsorship/Exhibition Contribution will apply; and


After 5 September 2022, 100 per cent of the Sponsorship/Exhibition Contribution will apply.



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Event Organisers:



Priscilla Matters
E: events@encanta.com.au
M: 0413 491 572