

# Be the future

5–8 October 2006 Brisbane  
Brisbane Convention and Exhibition Centre



## Sponsorship prospectus

### SPONSORSHIP OPPORTUNITIES

#### Passport, name tags and lanyard sponsor (one only)

*This sponsorship package may also be split. Please see below for associated benefits.*

Delegates will be provided with a name tag and lanyard upon registering for the convention along with their delegate satchel. The sponsor will be given the opportunity to co-badge the name tag with the college's crest, providing a prestigious branding opportunity and positioning for the sponsoring organisation.

#### Preconvention marketing

Acknowledgment on the RACGP website and hyperlink to your company website for a period of 3 months.

Marketing and promotion

#### Onsite acknowledgment

Acknowledgment in all printed convention material, including the convention program and abstract guide.

Marketing and promotion

Opportunity to insert two items of promotional material into the delegate satchels.

Direct marketing

Opportunity to include company logo printed on every name tag with the college's crest.

Branding and awareness

#### Convention and social benefits

Two complimentary full convention registrations including two tickets at the GP of the Year dinner, happy hour, daily lunch, and morning and afternoon teas.

Networking

Opportunity to purchase additional tickets to the GP of the Year dinner.

Networking

**\$12 000** (plus GST)

#### Internet cafe (one only)

This sponsorship is available for duration of the convention to enable you to maximise your company exposure and showcase the most up-to-date hardware and software applications. You are able to set your company home page or logo as the default for all outlets to maximise the exposure of this sponsorship.

#### Preconvention marketing

Acknowledgment on the RACGP website and hyperlink to your company website for a period of 3 months.

Marketing and promotion

Company name and logo attributed to the internet cafe in any preconvention marketing material.

Branding and awareness

#### Onsite acknowledgment

Acknowledgment in all printed convention material including the convention program and abstract guide.

Marketing and promotion

Opportunity to insert one item of promotional material into the delegate satchels.

Direct marketing

Signage onsite at the internet cafe.

Branding and awareness

All computers reset to your company's logo or web page after each user.

Branding and awareness

#### Convention and social benefits

Two complimentary full convention registrations including two tickets at the GP of the Year dinner, happy hour, daily lunch, and morning and afternoon teas.

Networking

Opportunity to purchase additional tickets to the GP of the Year dinner.

Networking

**\$11 000** (plus GST)

### Satchel sponsor (one only)

Delegates will be provided with a satchel containing a variety of important convention documents, including the convention program and abstract guide. The sponsor will be given the opportunity to overprint its company logo on the satchel, together with the convention name and logo, or discuss with the Convention Manager creative ways of maximising your company branding.

**\$11 000** (plus GST)

#### Preconvention marketing

Acknowledgment on the RACGP website and hyperlink to your company website for a period of 3 months.

Marketing and promotion

#### Onsite acknowledgment

Acknowledgment in all printed convention material including the convention program and abstract guide.

Marketing and promotion

Opportunity to insert one item of promotional material into the delegate satchels.

Direct marketing

Opportunity to include your company logo printed on every satchel.

Branding and awareness

#### Convention and social benefits

Two complimentary full convention registrations including two tickets at the GP of the Year dinner, happy hour, daily lunch, and morning and afternoon teas.

Networking

Opportunity to purchase additional tickets to the GP of the Year dinner.

Networking

### Name tags and lanyard sponsor (one only)

All delegates will be issued with a name tag and lanyard to be worn during the convention. The sponsor will be given the opportunity to co-badge the name tag with the college's crest. This is an excellent visual promotion as delegates will be wearing their lanyards for the duration of the convention.

**\$7000** (plus GST)

#### Preconvention marketing

Acknowledgment on the RACGP website with hyperlink to your company website for a period of 2 months.

Marketing and promotion

#### Onsite acknowledgment

Acknowledgment in all printed convention material including the convention program and abstract guide.

Marketing and promotion

Opportunity to include company logo printed on every name tag.

Branding and awareness

Opportunity to insert one item of promotional material into the delegate satchels.

Direct marketing

#### Convention and social benefits

One complimentary convention registration including one ticket to the GP of the Year dinner, happy hour, daily lunch, and morning and afternoon teas.

Networking

Opportunity to purchase additional tickets for the GP of the Year dinner.

Networking

### Passport sponsor (one only)

The convention passport gives delegates the chance to win a fabulous prize if they have their passport stamped by visiting all exhibition booths. The exclusive sponsor will be given the opportunity to co-badge the passport with the college's crest, providing a prestigious branding opportunity and ensuring maximum exposure to delegates.

**\$5000** (plus GST)

#### Preconvention marketing

Acknowledgment on the RACGP website with hyperlink to your company website for a period of 1 month.

Marketing and promotion

#### Onsite acknowledgment

Acknowledgment in all printed convention material including the convention program and abstract guide.

Marketing and promotion

Opportunity to include company logo printed on every passport.

Branding and awareness

Opportunity to insert one item of promotional material into the delegate satchels.

Direct marketing

#### Convention and social benefits

One complimentary convention registration including one ticket to the GP of the Year dinner, happy hour, daily lunch, and morning and afternoon teas.

Networking

Opportunity to purchase additional tickets for the GP of the Year dinner.

Networking

### Session/workshop sponsor (only a few remaining)

The opportunity exists to sponsor a number of workshops and sessions. Sponsors are invited to take up the naming rights of one of these sessions on the convention program.

#### Preconvention marketing

Company name attributed to the relevant session in any preconvention releases on the convention program content.

Marketing and promotion

Acknowledgment on the RACGP website with hyperlink to your company website for a period of 1 month.

Marketing and promotion

#### Onsite acknowledgment

Acknowledgment in all printed convention material including the convention program and abstract guide.

Marketing and promotion

Company name displayed in the lecture room for the relevant session.

Branding and awareness

Verbal acknowledgment of support during session.

Branding and awareness

Opportunity to insert one item of promotional material into the delegate satchels.

Direct marketing

#### Convention and social benefits

One complimentary convention registration including one ticket to the GP of the Year dinner, happy hour, daily lunch, and morning and afternoon teas.

Networking

Opportunity to purchase additional tickets for the GP of the Year dinner.

Networking

**\$5000** (plus GST)

### Morning and afternoon tea sponsor (limited number)

Morning and afternoon tea breaks will be scheduled into the program and will take place within the trade exhibition area on each day of the convention. This sponsorship provides an opportunity for your company to create 'something different' by adopting a theme for the break, or a fun activity to draw attention to your company's product or activities.

#### Onsite acknowledgment

Acknowledgment in all printed convention material including the convention program and abstract guide.

Marketing and promotion

Opportunity to insert one item of promotional material into the delegate satchels.

Direct marketing

Opportunity to distribute promotional material, merchandise or products to delegates at the sponsored morning and afternoon tea.

Direct marketing

Opportunity to display your corporate banners in the trade exhibition area during morning and afternoon tea.

Branding and awareness

#### Convention and social benefits

One complimentary full convention registration including one ticket to the GP of the Year dinner, happy hour, daily lunch, and morning and afternoon teas.

Networking

Opportunity to purchase additional tickets to the GP of the Year dinner.

Networking

**\$2500** (plus GST)

### Happy hour sponsor

A happy hour networking function will be held within the trade exhibition for delegates and exhibitors.

#### Onsite acknowledgment

Acknowledgment in all printed convention material including convention program and abstract guide.

Marketing and promotion

Acknowledgment on the RACGP website with hyperlink to your website for a period of 1 month.

Marketing and promotion

Opportunity to display your corporate banners in the trade exhibition area during happy hour.

Direct marketing

#### Convention and social benefits

One complimentary full convention registration including one ticket to the GP of the Year dinner, happy hour, daily lunch, and morning and afternoon teas.

Networking

Opportunity to purchase additional tickets to the GP of the Year dinner.

Networking

**\$2500** (plus GST)

**SOLD**

**\$1000** (plus GST)

### Delegate satchel inserts

Examples of accepted promotional material for distribution include brochures, pens, flyers, small booklets or pamphlets, mouse pads, key rings, and corporate promotional items.

#### Onsite acknowledgment

Opportunity to insert one item of promotional material into the delegate satchels.

Direct marketing  
Branding and awareness

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### Umbrella sponsor\* Sunscreen sponsor\* Hat sponsor\*

### Sunglasses sponsor\* Beach towel sponsor\*

In addition to the traditional opportunities, we have developed packages which provide a special chance for a select few sponsors to access GPs in a most unique manner. The above packages will allow the sponsor with ongoing exposure through the longevity of these items.

*\*Please note: The sponsor is responsible for providing the promotional materials to support this sponsorship.*

#### Prevention marketing

Company name attributed to the relevant package in any pre-convention marketing material.

Marketing and promotion

Acknowledgment on the RACGP website with hyperlink to your company website for a period of 2 months.

Marketing and promotion

#### Onsite acknowledgment

Acknowledgment in all printed convention material including the convention program and abstract guide.

Marketing and promotion

Opportunity to include company logo printed on every item.

Branding and awareness

Opportunity to insert one item of promotional material into the delegate satchels.

Direct marketing

#### Convention and social benefits

Two complimentary convention registrations including one ticket to the GP of the Year dinner, happy hour, daily lunch, and morning and afternoon teas.

Networking

Opportunity to purchase additional tickets for the GP of the Year dinner.

Networking

**\$7000** (plus GST)

## EXHIBITION OPPORTUNITIES

### Exhibition booths

A major trade exhibition will be held in conjunction with the convention. Offering a range of configurations and placements, the show will be located in the Brisbane Convention and Exhibition Centre Great Halls 1, 3 and 4. Refreshment breaks and lunch will be served from buffets within the exhibition area, offering exhibitors maximum exposure to an anticipated minimum of 500 delegates.

#### Prevention marketing

Company name attributed to the trade exhibition in any pre-convention marketing material, including acknowledgment on the RACGP website.

Marketing and promotion

#### Onsite acknowledgment

Acknowledgment in all printed convention material, including the convention program and abstract guide.

Marketing and promotion

Opportunity to display your corporate banners at your booth in the trade exhibition area.

Branding and awareness

Company logo to be printed on all promotional material relating to trade exhibition.

Marketing and promotion

#### Convention and social benefits

Two complimentary convention registrations including one ticket to the GP of the Year dinner and two places at morning tea, lunch and afternoon tea.

Networking

Opportunity to purchase additional tickets to the GP of the Year dinner.

Networking

#### Booth facilities

3 x 2 m booth. Company name on fascia board of stand. Please advise well in advance if you require internet cable connection.

**\$3600** (plus GST)

*Please note: All promotional aides are to be supplied by participating partners. Registrations for sponsorship are allocated on a first in, first served basis.*