



**Palliative Care**  
New South Wales

# **2024 State Conference Sponsorship & Exhibitor Prospectus**

**31 October – 2 November | Tamworth**

(02) 8076 5600  
info@palliativecarensw.org.au  
palliativecarensw.org.au



On behalf of Palliative Care NSW, the Management Committee and the Conference Organising Committee **we invite organisations to sponsor or exhibit at the 2024 State Conference** to be held in the great regional town of Tamworth. Tamworth is part of the Hunter New England Local Health District (HNELHD) and they are a key partner in the delivery of this important conference.

Every day we hear stories from across the sector of those going above and beyond to deliver quality palliative care. These stories, case studies and research need to be shared more widely, as they have the ability to connect the sector, and importantly can inspire new perspectives and approaches, new models of care and innovation. That is the goal of this conference – to showcase through keynotes, presentations, case studies, panels and posters how the sector goes above and beyond, is tackling challenges and embracing opportunities. We are looking to inspire best practice, action and collaboration to meet our collective goal of equitable access to high quality palliative care across NSW. Does your organisation also have the same goals? If so, we would love to have your support,

Connecting with each other socially is also an important part of this conference. Support the **welcome reception** to reconnect or make new connections before the conference starts and the **conference dinner** is not to be missed as we head to historic Dungowan Station in the Dungowan Valley. Tamworth is known as the Country Music Capital so a bit of boot scooting could be on the cards!

The Palliative Care NSW team and I look forward to supporting your organisation to have a valued presence at this important event.

*K. Blades*

Kirsty Blades  
CEO  
Palliative Care NSW

**Conference Website:** <https://pcnswconference.org.au/>

## **Above & Beyond: Inspiring the Way We Care** ***Gayaldanha Mirri***

Tamworth is part of the traditional lands of the Kamilaroi/Gamilaroi/Gomeroi people. The traditional language spoken in Tamworth is Gamilaraay. Local Kamilaroi man Uncle Len (Len Waters) translated our conference theme into the Gamilaraay language: Gayaldanha Mirri. While not a direct translation of the words was possible, Gayaldanha Mirri means Bright Star.

### **Conference Organising Committee**

Special thanks to Emma McNamara, Nurse Educator, HNELHD who is the Chair of the Conference Organising Committee and all of the committee who have supported the development of this event:

Emma McNamara, Chair (HNELHD)  
Joan Ryan OAM (SLHD)  
Meryl Chaffey (HNELHD)  
Mary Dieckmann (HNELHD)  
Sandra Sullivan (SWSLHD)  
Akhtar Ghani (HNELHD)  
Jenny Highlands (HNELHD)  
Scott Read (Calvary Kogarah)  
Phil Hungerford (HNELHD)  
Fiona Lysaught (HNELHD)  
Megan Asbury (PCNSW)  
Kirsty Blades (PCNSW)

### **The Event Highlights**

4 Pre-conference Workshops (31<sup>st</sup> October)  
Welcome Reception (31<sup>st</sup> October)  
7 Engaging Plenary speakers  
5 Concurrent Streams  
30 Concurrent Presentations  
15 Poster Pitches  
20+ Posters  
Diverse content and topics  
Interactive exhibition, catering and session space  
Celebration dinner at Dungowan Station (1<sup>st</sup> November)  
GP & Nurse Practitioner Breakfast (2<sup>nd</sup> November)  
Post conference local activities  
Target attendance of 250+  
Current Program: <https://pcnswconference.org.au/program/>

## Packages Available

Opportunity	Cost	# Available
Platinum Sponsor	\$20,000 + GST	One only
Gold Sponsor	\$14,000 + GST	Two only
Conference Dinner	\$10,000 + GST	One only
Keynote Speaker	\$10,000 + GST	One only
Welcome Reception	\$7,000 + GST	One only
Coffee Cart	\$3,500 + GST	One only
Concurrent Session	\$3,000 + GST	Seven available
Lunch Sponsor	\$2,500 + GST	One only
GP & Nurse Practitioner Breakfast	\$2,500 + GST	One only
Satchel Insert	\$550.00 + GST	Five only
Trade Table Exhibition Space	\$2,000 + GST	Ten only

*Bespoke packages also available upon request.*

**PLATINUM SPONSOR**  
**\$20,000.00 + GST**  
**One only**

The Platinum Sponsor's package has been designed to ensure maximum exposure throughout the Conference. The Platinum Sponsor will receive the highest profile recognition over all other organisations at the Conference. This will be given to a maximum of **ONE organisation** only.

As Platinum Sponsor you will receive the following:

- Recognition as Platinum Sponsor on all Conference e-newsletters, printed program booklet, conference holding slides, lectern signs and dedicated conference banners.
- Company logo displayed on the 2024 Palliative Care NSW Conference website (Home page and Sponsorship Page), together with a link to your own website.
- Company banner displayed at the Welcome Reception and in the Main Plenary Room (supplied by sponsor).
- Company logo on all name badges (the only sponsor logo, in addition to PCNSW and NSW Health).
- Complimentary Inside Front Cover advertising space in the printed Conference program (artwork supplied by sponsor).
- Acknowledgment as Platinum Sponsor at the Opening Ceremony and Welcome Reception.
- 5-minute sponsor address, to be scheduled during one of the plenary sessions.
- Premium position trade table space.
- Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (supplied by sponsor)
- Sponsorship of 1 x concurrent session, as selected by the sponsor. Sponsor will have an opportunity to provide a chairperson for this session, with banner on display in the session.
- Five (5) complimentary Full Conference delegate registrations.
- List of delegates (opt in), name, title and organisation supplied pre (1 month) and post Meeting.

**GOLD SPONSOR**  
**\$14,000.00 + GST**  
***Two only***

The Gold Sponsors' package has been designed to ensure a high level of exposure throughout the Conference which will ensure you effectively reach your target market. There will be a maximum of **TWO** Gold sponsors.

As a Gold Sponsor you will receive the following:

- Recognition as a Gold Sponsor on 1 x Conference e-newsletter, printed program booklet, lectern signs and dedicated conference banners.
- Company logo displayed on the 2024 Palliative Care NSW Conference website (Home page and Sponsorship Page), together with a link to your own website.
- Company banner displayed in the Main Plenary Room (supplied by sponsor).
- Complimentary Inside Back Cover ½ page advertising space in the printed Conference program (artwork supplied by sponsor).
- Acknowledgment as a Gold Sponsor at the Opening Ceremony.
- Premium position trade table space.
- Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (supplied by sponsor)
- Sponsorship of 1 x concurrent session, as selected by the sponsor. Sponsor will have an opportunity to provide a chairperson for this session, with banner on display in the session.
- Four (4) complimentary Full Conference delegate registrations.
- List of delegates (opt in), name, title and organisation supplied pre (1 month) and post Meeting.

**CONFERENCE DINNER**  
**\$10,000.00 + GST**  
***One only***

**One company** is offered the opportunity to gain extensive exposure through sponsorship of the Conference Dinner. The majority of delegates, exhibitors, speakers will be attending this important social occasion as it is an included function within the registration fee. This means that approximately 200 – 250 people will be at the dinner. Sponsorship allows for a fantastic opportunity to stand out in front of the delegates. This is an exclusive sponsorship package where no other organisation will be allowed to have marketing exposure.

The dinner will be held at historic Dungowan Station, approximately 30 – 40 minutes out of Tamworth. The theme will be “Boots & Bling” with line dancers, DJ, outside dance floor, and dinner served in the historic woolshed.

As the Conference Dinner Sponsor you will receive the following:

- Recognition as the Dinner Sponsor on any dinner promotional pieces, in the printed program booklet and on the dinner menu's.
- Company logo displayed on the 2024 Palliative Care NSW Conference website (Sponsorship Page and wherever the dinner is mentioned), together with a link to your own website.
- Company banners displayed at the dinner (supplied by sponsor – maximum of 4).
- Acknowledgment as the Dinner Sponsor at the Opening Ceremony.
- 5-minute sponsor address, at the commencement of the dinner.
- Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (supplied by sponsor)
- Three (3) complimentary Full Conference delegate registrations.
- List of delegates (opt in), name, title and organisation supplied pre (1 month) and post Meeting.

**KEYNOTE SPEAKER**  
**\$10,000.00 + GST**  
**One only**

We have secured a special guest closing keynote speaker for the conference and can share those details with an interested sponsor. This keynote speaker will speak to adapting to change, resilience and well-being. They will remain during the final lunch break and will also be providing delegates with 10 signed copies of their book. This is an opportunity to align your brand with an inspirational and uplifting presentation.

As the Closing Keynote Speaker Sponsor you will receive the following:

- Recognition as the Keynote Speaker Sponsor on any related promotional pieces, and in the printed program booklet.
- Company logo displayed on the 2024 Palliative Care NSW Conference website (Sponsorship Page and wherever the keynote speaker is mentioned), together with a link to your own website.
- Company banners displayed at the closing keynote session (supplied by sponsor – maximum of 2).
- 5-minute sponsor address, at the commencement of the keynote session and the opportunity to introduce the speaker or to thank the speaker.
- Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (supplied by sponsor)
- Three (3) complimentary Full Conference delegate registrations.
- List of delegates (opt in), name, title and organisation supplied pre (1 month) and post Meeting
- Opportunity to purchase additional books to be signed at the event by the speaker.



**WELCOME RECEPTION**  
**\$7,000.00 + GST**  
**One only**

Impress all delegates with your hospitality at the opening social function of the Conference. The Welcome Reception will be held on Thursday 31<sup>st</sup> October at the conference venue and will include entertainment for the evening and a 2-hour cocktail reception.

- Recognition as the Welcome Reception Sponsor on any related promotional pieces, and in the printed program booklet.
- Company logo displayed on the 2024 Palliative Care NSW Conference website (Sponsorship Page and wherever the Welcome Reception is mentioned), together with a link to your own website.
- Company banners displayed at the Welcome Reception (supplied by sponsor – maximum of 4) and space for a product display during the reception.
- 5-minute sponsor address, at the commencement of the Welcome Reception.
- Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (supplied by sponsor)
- Two (2) complimentary Full Conference delegate registrations.
- List of delegates (opt in), name, title and organisation supplied pre (1 month) and post Meeting

**COFFEE CART**  
**\$3,500.00 + GST**  
**One only**

Align your brand with the important role of keeping delegates caffeinated with real barista coffee! Coffee cart will be located in the exhibition and catering area and will operate pre-conference each day and during the breaks.

- Recognition as the Coffee Cart Sponsor in the printed program booklet.
- Company logo displayed on the 2024 Palliative Care NSW Conference website (Sponsorship Page), together with a link to your own website.
- Company banner displayed at the Coffee Cart (supplied by sponsor – maximum of 2) and space for a product display near the coffee cart.
- Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (supplied by sponsor)
- One (1) complimentary Full Conference delegate registrations.

**CONCURRENT SESSION**  
**\$3,000.00 + GST**  
**Seven Available**

Align your organisation with a dedicated concurrent session. Concurrent sessions include 1 to 2 Poster Pitch presentations and 3 x 25 minute presentations. There will be 5 concurrent sessions running on both Friday & Saturday. As a Concurrent Session sponsor you will receive:

- Recognition as a Concurrent Session sponsor in the printed program booklet.
- Company logo displayed on the 2024 Palliative Care NSW Conference website (Sponsorship Page and in the program for your relevant session), together with a link to your own website.
- Company banner displayed in your sponsored session (supplied by sponsor – maximum of 2)
- Opportunity to provide a session chair from your organisation who can contribute to the quality of the session. The session chair will be responsible for introducing speakers, running the Q&A session and keeping to time. They will also have an opportunity to do a short organisation introduction at the start of the session.
- Opportunity to distribute a flyer or promotional material at the session (provided on the seats).
- One (1) complimentary Full Conference delegate registration for the session chair if providing, or another organisation representative.

**LUNCH SPONSOR**  
**\$2,500.00 + GST**  
**One only**

Relax, network and enjoy that well-earned break from the day's proceedings. As an official sponsor for the lunch break on Friday 1<sup>st</sup> November you will be able to take advantage of these benefits:

- Recognition as a Lunch sponsor in the printed program booklet.
- Company logo displayed on the 2024 Palliative Care NSW Conference website (Sponsorship Page and in the program for your sponsored lunch), together with a link to your own website.
- Company banner displayed during lunch (supplied by sponsor – maximum of 2) and space for a product display during the lunch.
- Company logo on the PowerPoint deck prior to the lunch break, with sponsorship announced by the concurrent session chairs, with short script as provided by you.
- Opportunity to distribute a flyer or promotional material at the lunch break (provided on tables).
- One (1) complimentary Full Conference delegate registration.

## **GP & NURSE PRACTITIONER BREAKFAST SPONSOR**

**\$2,500.00 + GST**

***One only***

This breakfast will be held on Saturday 2<sup>nd</sup> November and will be attended by a combination of eligible delegates and invited GPs and Nurse Practitioners. The breakfast will feature 1 – 2 speakers and of course breakfast will be served. Approx 30-40 attendees are expected.

- Recognition as the GP & Nurse Practitioner Breakfast sponsor in the printed program booklet and whenever the event is promoted.
- Company logo displayed on the 2024 Palliative Care NSW Conference website (Sponsorship Page and when breakfast is mentioned), together with a link to your own website.
- Company banner displayed during the breakfast (supplied by sponsor – maximum of 2) and space for a product display.
- Company logo on the PowerPoint deck for the event and opportunity for a 5-minute presentation.
- Opportunity to distribute a flyer or promotional material at the breakfast (provided on tables).
- One (1) complimentary Full Conference delegate registration.

## **SATCHEL INSERT**

**\$550.00 + GST**

***Five only***

Provide Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (supplied by sponsor). A quantity of 300 will be required, which must be pre-delivered to the conference venue prior to the conference commencing.

**EXHIBITOR OPPORTUNITY**  
**\$2,000.00 + GST**  
**Ten only**

A trade exhibition will run concurrently alongside the Conference on Friday 1st and Saturday 2nd November inclusive, with the option to have your stand operational for the Pre-Conference workshops and Welcome Reception on Thursday 31<sup>st</sup> October at no additional charge.

The high-level program and timings can be found here:

<https://pcnswconference.org.au/program/>. The exhibition will be located in the conference catering area for maximum exposure and opportunity to connect with delegates. This area will also be the location of one of the conference streams, providing exposure throughout the entire conference.

As an exhibitor you will receive the following:

- Each display area includes 3m x 2m of floor space, clothed trestle table, 2 chairs, optional Velcro compatible wall
- A '50 word' company product listing in the Conference Program Book
- Access to delegates at daily morning and afternoon teas (Friday AM & PM, Saturday AM)
- Daily lunches (Friday & Saturday)
- Delegate List (opt in)
- One full delegate registration inclusive of welcome reception, access to all sessions including plenary & conference dinner.
- Additional exhibition staff have two options for registration:
  - **Exhibition Only Staff Member**, providing access to all catering except the welcome reception and conference dinner, and access to the session co-located in the exhibition area. \$220.00 per person inc GST. Welcome Reception and Conference Dinner tickets can be purchased.
  - **Full Conference Delegate**, providing access to all sessions and all catering including the welcome reception and conference dinner. \$600.00 per person inc GST.