

# Pharmacy Assistant National Conference 2010

“Promoting a healthy life for our community”

28-30 October 2010 - Holiday Inn Surfers Paradise

## Sponsorship Proposal



PA conference  
2010

Pharmacy Assistant  
National Conference



The Pharmacy  
Guild of Australia

For more information about the conference, please contact us via:

Tel: 07 3831 3788 | Fax: 07 3831 9246 | Email: [emma.fernance@qldguild.org.au](mailto:emma.fernance@qldguild.org.au)



## Event Overview

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### About the conference

The Pharmacy Assistant National Conference (PA Conference) is the national educational event for pharmacy assistants. Now in its 12<sup>th</sup> year, the conference has grown to attract over 400 attendees and over 30 organisations to participate in the event's trade display.

For pharmacy assistants, the PA Conference provides an excellent educational program for both career and personal development, an exciting social schedule featuring three networking events, and a comprehensive trade exhibition showcasing the latest industry products and services.

For industry suppliers, the conference provides an opportunity to access this increasingly important target market.

### Destination & Venue



#### Destination – Gold Coast

Each year the PA Conference is held at the Holiday Inn Surfers Paradise on the sunny Gold Coast. Australia's premier tourist destination, the Gold Coast offers a unique combination of business and relaxation attracting 10 million visitors each year. Conferences and events held on the Gold Coast have proven extremely popular, attracting more attendees than events held anywhere else in Australia.



#### Venue – Holiday Inn Surfers Paradise

The Holiday Inn Surfers Paradise is located in the heart of Australia's most popular resort destination, only 100 metres from the magnificent Surfers Paradise beach and within walking distance to restaurants, shops and attractions. The hotel creates an oasis of peace and tranquillity amidst the chic bustle of this famous Australian holiday destination.

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## Sponsorship Overview

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### Benefits of sponsorship

The PA Conference offers you the perfect opportunity to demonstrate your involvement, commitment and support of the pharmacy industry, gain face-to-face exposure to an important target market and showcase any new products and services in a fun and relaxed environment. There will be ample opportunity for sponsors and exhibitors to access this key market throughout the duration of the conference.

#### Why participate?

- Full access to over 400 pharmacy assistants via your trade display stand
- Build your database through promotions or competitions run via your trade display
- Network with delegates in a relaxed social environment at the Welcome Drinks, Welcome Reception and Conference Dinner
- Promote your involvement in the conference to a wider audience via advertising in national trade media, the first announcement postcard and registration brochure which are distributed to a database of 25,000 pharmacy assistants and to 5,000 pharmacies Australia-wide, as well as our regular eBulletins

### Custom sponsorships

The Pharmacy Guild of Australia is committed to working with our conference supporters to maximize return on investment, and we understand that one size does not necessarily fit all. If you would like to negotiate a package to specifically fit your needs please do not hesitate to contact us. We are more than happy to discuss your requirements, and tailor a package accordingly.

### Program format

The 2009 conference saw the introduction of a new program format which featured two concurrent streams as well as the traditional plenary-style sessions. This new format was an outstanding success and will be continued in 2010. Once again the concurrent streams will be divided into different topic areas, as follows:

Educational – including product knowledge and disease state management topics

Professional – management focussed topics aimed at supervisors/retail managers

Supporting organisations will have the opportunity of sponsoring a Plenary Session (Gold Sponsorship Package) or a Concurrent Session (Silver Sponsorship Package). For Plenary session presentations we encourage personal and professional development topics with universal appeal. Concurrent session presentations will be allocated as either 'Educational' or 'Professional' sessions, as outlined above. The Pharmacy Guild of Australia reserves the right to determine the suitability and classification of session topics into Plenary or Concurrent sessions.

For an overview of the program format please refer to the Program Format on the following page.

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## Program Format

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### Thursday 28 October 2010

5.00pm – 7.00pm	Conference Registration
6.00pm – 7.00pm	Welcome Drinks

### Friday 29 October 2010

7.30am – 9.00am	Conference Registration	
8.30am – 9.30am	Pre-Conference Workshop	
9.30am – 10.00am	Morning Tea & Trade Displays	
10.00am – 10.15am	Conference Welcome	
10.15am – 12.15pm	Plenary Sessions	
12.15pm – 12.30pm	Pharmacy Assistant of the Year Award Presentation	
12.30pm – 1.30pm	Lunch & Trade Displays	
1.30pm – 3.30pm	Concurrent Sessions: Educational Stream	Concurrent Sessions: Professional Stream
3.30pm – 4.00pm	Afternoon Tea & Trade Displays	
4.00pm – 5.00pm	Plenary Sessions	
5.00pm – 5.15pm	Pharmacy Assistant of the Year Award Session	
5.15pm – 6.45pm	Welcome Reception <i>Venue: Trade Exhibition Area</i>	

### Saturday 30 October 2010

7.45am – 8.15am	Conference Registration	
8.15am – 10.15am	Plenary Sessions	
10.15am – 10.30am	Pharmacy Assistant of the Year Award Session	
10.30am – 11.00am	Morning Tea & Trade Displays	
11.00am – 12.30pm	Concurrent Sessions: Educational Stream	Concurrent Sessions: Professional Stream
12.30pm – 1.30pm	Lunch & Trade Displays	
1.30pm – 1.45pm	Pharmacy Assistant of the Year Award Session	
1.45pm – 3.15pm	Plenary Sessions	
3.15pm – 3.30pm	Afternoon Tea	
3.30pm – 4.15pm	Plenary Session	
4.15pm – 4.30pm	Announcement of The Pharmacy Assistant of the Year Award Winner 2010	
4.30pm	Conference close	
4.40pm – 5.00pm	Pharmacy Assistant of the Year Award Information Session	
7.00pm – 11.30pm	Conference Dinner – <i>Fairytale</i>	

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## Sponsorship Packages

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### Gold Sponsor

**\$7,700**

#### Acknowledgements:

- Logo acknowledgement as a Gold Sponsor on all promotional material including the first announcement postcard, Registration Brochure, Conference Handbook, and advertisements in national trade media (subject to printing deadlines)
- Logo acknowledgement on the conference website with a link to your organisation's website
- Logo acknowledgement of your support in regular conference eBulletins
- Acknowledgement of your support in The Pharmacy Guild of Australia State Branch member newsletters
- Verbal acknowledgement of your support by the Conference MC
- Onsite signage at the conference

#### Exclusive benefit:

★ Plenary Session Sponsorship – entitlements include:

- Opportunity for your organisation to provide a speaker to address conference delegates for 30 minutes (speaker and topic are subject to approval by the Conference Committee)
- Opportunity to provide a 30 second promotional message to be delivered by the Conference MC
- Promotion of your nominated speaker and session in Guild publications and national trade media

#### Additional benefits:

- A complimentary trade display table located in the catering area
- Three (3) complimentary conference registrations, including morning and afternoon teas, lunches, tickets to the Welcome Drinks, Welcome Reception and Conference Dinner, conference bag and Conference Handbook
- Your company's promotional literature inserted into the conference satchels
- Opportunity to provide an overview of your organisation's products and services, including a website link, in one edition of the eBulletin
- Organisation name and details printed in the Conference Handbook

NB: The Pharmacy Guild of Australia reserves the right to determine the suitability and classification of session topics into Plenary or Concurrent sessions.

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## Sponsorship Packages

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### Silver Sponsor

**\$5,500**

#### Acknowledgements:

- Logo acknowledgement as a Silver Sponsor on all promotional material including the first announcement postcard, Registration Brochure, Conference Handbook, and advertisements in national trade media (subject to printing deadlines)
- Logo acknowledgement on the conference website with a link to your organisation's website
- Logo acknowledgement of your support in regular conference eBulletins
- Acknowledgement of your support in The Pharmacy Guild of Australia State Branch member newsletters
- Verbal acknowledgement of your support by the Conference MC
- Onsite signage at the conference

#### Exclusive benefit:

- ★ Concurrent Session Sponsorship – entitlements include:
  - Opportunity for your organisation to provide a speaker to address conference delegates for 30 minutes (speaker and topic are subject to approval by the Conference Committee)
  - Promotion of your nominated speaker and session in Guild publications and trade media

#### Additional benefits:

- A complimentary trade display table located in the catering area
- Two (2) complimentary conference registrations, including morning and afternoon teas, lunches, tickets to the Welcome Drinks, Welcome Reception and Conference Dinner, conference bag and Conference Handbook
- Your company's promotional literature inserted into the conference satchels
- Opportunity to provide an overview of your organisation's products and services, including a website link, in one edition of the eBulletin
- Organisation name and details printed in the Conference Handbook

NB: The Pharmacy Guild of Australia reserves the right to determine the suitability and classification of session topics into Plenary or Concurrent sessions.

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## Sponsorship Packages

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### Bronze Sponsor

**\$3,300**

#### Acknowledgements:

- Logo acknowledgement as a Bronze Sponsor on all promotional material including the first announcement postcard, Registration Brochure, Conference Handbook, and advertisements in national trade media (subject to printing deadlines)
- Logo acknowledgement on the conference website with a link to your organisation's website
- Logo acknowledgement of your support in regular conference eBulletins
- Acknowledgement of your support in The Pharmacy Guild of Australia State Branch member newsletters
- Verbal acknowledgement of your support by the Conference MC
- Onsite signage at the conference

#### Additional benefits:

- A complimentary trade display table located in the catering area
- One (1) complimentary conference registration, including morning and afternoon teas, lunches, ticket to the Welcome Drinks, Welcome Reception and Conference Dinner, conference bag and Conference Handbook
- Your company's promotional literature inserted into the conference bags
- Opportunity to provide an overview of your organisation's products and services, including a website link, in one edition of the eBulletin
- Organisation name and details printed in the Conference Handbook



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## Sponsorship Packages

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### Additional Sponsorship Opportunities

Gold Sponsors will be offered the first option to purchase the following Additional Sponsor Benefits for an additional cost.

#### Conference Dinner Sponsor

**\$3,300**

*The Conference Dinner is held on the last day of conferencing, Saturday 30 October. The dinner is attended by the majority of delegates (90% attended in 2009).*

##### Entitlements:

- Logo acknowledgement as the sole supporter of the Conference Dinner in all conference literature
- Logo acknowledgement on Conference Dinner tickets and menus
- Opportunity to present an address to attendees (maximum 5 minutes) during the Conference Dinner
- Opportunity to display your company banner and distribute promotional material at the Conference Dinner

#### Welcome Reception Sponsor

**\$3,300**

*The Welcome Reception is held at the end of the first day of conferencing, Friday 29 October. All delegates are invited to attend this function, which will feature an "ice breaker" activity (99% of delegates attended in 2009).*

##### Entitlements:

- Logo acknowledgement as the sole supporter of the Welcome Reception in all conference literature
- Opportunity to present a brief address (maximum 5 minutes) during the Welcome Reception
- Opportunity to display your company banner and distribute promotional material at the function

#### Welcome Drinks

**\$1,650**

*This function is held the evening before the conference begins to allow delegates arriving early the opportunity to meet other attendees. This function is open to all delegates (60% of delegates attended in 2009).*

##### Entitlements:

- Logo acknowledgement as the sole supporter of the Welcome Drinks in all conference literature
- Opportunity to display your company banner and distribute promotional material at the function

#### Conference Bag Sponsor

**\$1,650**

##### Entitlements:

- Conference bag branded with your company logo

#### Name Badge Sponsor

**\$1,100**

##### Entitlements:

- Delegate name badges branded with your company logo

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## Sponsorship Packages

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### Trade Display

**\$2,750**

#### Entitlements:

- One (1) trade display table located in the catering area
- One (1) complimentary conference registration, including morning and afternoon teas, lunches, ticket to the Welcome Drinks, Welcome Reception and Conference Dinner, conference bag and Conference Handbook
- Listing of your organisation name and details in the Conference Handbook

### Satchel Insert

**\$550**

#### Entitlements:

- Inclusion of your company's promotional literature in the conference bags



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## Sponsorship Terms & Conditions

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1. The Pharmacy Guild of Australia reserves the right, in its absolute discretion, to refuse any sponsorship application and may do so for any reason whatsoever.
2. Sponsors who do not provide full payment by 28 September 2010 will be refused entry to the event and will be unable to participate. If a deposit has been received this will not be refunded.
3. The deposit - 50% of the total amount required for sponsorship - is non-refundable. No refunds will be issued for cancellations notified less than 30 days prior to the event and the Sponsor will be liable for the full amount requested on the application form.
4. The Pharmacy Guild of Australia may postpone or amend the time and date of the event to such time, which in the opinion of the Guild, is more suitable for the event. In the event of The Pharmacy Guild of Australia changing the date of the event as specified by this clause, the Sponsor shall be entitled to a full refund of all money paid to The Pharmacy Guild of Australia if the proposed new event date is not convenient or appropriate for the Sponsor.
5. The Sponsor shall not be entitled to any refund in the event of cancellation of the Sponsorship because of industrial action or any cause outside the control of The Pharmacy Guild of Australia.
6. The Pharmacy Guild of Australia will not be liable for any damage claimed by any person or persons who may be injured during the course of the event or any loss of property suffered during the course of the event.
7. The Pharmacy Guild of Australia is not responsible for any loss or damage to any product exhibited at the event. It is the responsibility of the Sponsor to collect and remove all products/banners/signage, etc.
8. Sponsors will be responsible for any damage to the walls or the floor of the building and will reinstate such damage to the satisfaction of the venue.
9. The Sponsor will comply with all the rules and regulations of the authority having control over the building.
10. The Pharmacy Guild of Australia may cancel the allocation of exhibition space to any Sponsor, which in the opinion of the Guild is creating a disturbance or nuisance or carrying out any activity contrary to the law.
11. The Sponsor will comply with all statutory requirements applicable to it during the course of the event.

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## Sponsorship Application Form

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FAX BACK TO: 07 3831 9246

POST TO: PO Box 457, Spring Hill QLD 4004

Organisation: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### Level of Sponsorship

Please tick the level of sponsorship requested:

- |                                         |         |
|-----------------------------------------|---------|
| <input type="checkbox"/> Gold Sponsor   | \$7,700 |
| <input type="checkbox"/> Silver Sponsor | \$5,500 |
| <input type="checkbox"/> Bronze Sponsor | \$3,300 |
| <input type="checkbox"/> Trade Display  | \$2,750 |
| <input type="checkbox"/> Satchel Insert | \$550   |

### Additional Sponsorship Opportunities

Please tick the level of sponsorship requested:

- |                                                    |         |
|----------------------------------------------------|---------|
| <input type="checkbox"/> Conference Dinner Sponsor | \$3,300 |
| <input type="checkbox"/> Welcome Reception Sponsor | \$3,300 |
| <input type="checkbox"/> Welcome Drinks Sponsor    | \$1,650 |
| <input type="checkbox"/> Conference Bag Sponsor    | \$1,650 |
| <input type="checkbox"/> Name Badge Sponsor        | \$1,100 |

I have read the enclosed Sponsorship Terms and Conditions and understand that I am bound by them.

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_

Payment will be required as follows:

A 50% non-refundable deposit must be received before sponsorship can be confirmed.

Either Return your cheque with this form

Or An invoice will be issued for immediate payment

Balance due: 28 September 2010

Please make all cheques payable to: "The Pharmacy Guild of Australia" ABN 87 076 197 623

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