RACMA07

HEALTHCARE TECHNOLOGY: THE FUTURE

Exhibitor prospectus

Royal Australasian College of Medical Administrators
Annual Scientific Meeting
29 – 31 August 2007

Holiday Inn Surfers Paradise
Gold Coast, Queensland, Australia

RACMA07 ASM Managers
c/ Event Planners Australia
PO Box 1280
Milton QLD 4064
AUSTRALIA
T: +61 7 3858 5500
F: +61 7 3858 5499
E: racma07@eventplanners.com.au
W: www.racma.edu.au

ABN 76 108 781 988

Trade exhibition opportunities

The RACMA07 ASM will focus on the future of technology in health care and will be attended by over 200 senior medical managers and other executives from around Australasia. The trade exhibition will form an integral element of the meeting.

Situated in the Palm Ballroom at the Holiday Inn Surfers Paradise, the trade exhibition will be the prime networking arena and focus of activity for both delegates and exhibitors outside the meeting sessions.

To acknowledge the importance of the exhibition, the meeting program has been structured to provide maximum exposure to exhibitors. The trade exhibition will be officially opened on Wednesday 29 August with the evening welcome cocktail reception. All morning teas, lunches and afternoon teas on Thursday and Friday will also be held in the trade exhibition guaranteeing traffic throughout the area.

Why exhibit?

The RACMA 2007 ASM trade exhibition offers the perfect opportunity for your organisation to build relationships with key decision makers in the health services management industry.

Participation will also provide an excellent opportunity to promote your company, to support growth of the industry and to maintain a high profile among specialists before, during and after the meeting.

If your organisation is involved in any way with the key decision makers of health technology acquisition, implementation and diffusion in Australian and New Zealand hospitals, or has the potential to do so, you can't afford to miss exhibiting at the RACMA 2007 Annual Scientific Meeting.

Meeting topics

The theme of RACMA07 is *Healthcare Technology: the Future*. Meeting topics will include:

- Surgical technology: robot vs doctor
- The future of diagnostics
- Nanotechnology: big things from small machines
- Genes, vaccines, stem cells and novel pharmaceuticals: a cure for everyone?
- Issues in adoption of health technology
- Training and workforce
- Health, technology and economic stability
- Self-management technology: who needs a hospital?
- Ethics in technology: an oxymoron?
- IT and HT: we need each other!
- Value and health technology

Keynote speakers

The organising committee is excited to advise that the meeting will feature keynote presentations from the following:

- **Professor Peter Gray** Director, Australian Institute of Bioengineering & Nanotechnology
- **Professor Michael Good** Director, The Queensland Institute of Medical Research
- **Professor Gerry Fitzgerald** Professor of Health, Queensland University of Technology

Delegate profile

The meeting will be attended by over 200 of the leading senior medical managers and medical Chief Executive Officers in Australasia. They are the key decision makers of health technology acquisition, implementation and diffusion in Australian and New Zealand hospitals.

Host organisation: Royal Australasian College of Medical Administrators

The Royal Australasian College of Medical Administrators was founded with the aim of promoting and advancing the study of health services management by medical practitioners.

The increasing complexity of health systems and institutions necessitates specialised management for the co-ordination of the services of highly trained personnel. In addition, costly technology must be used in the most effective and efficient way, and the quality of health services must be continually improved.

By combining the training skills derived from the discipline of medicine with the knowledge and techniques of management, medical practitioners are uniquely qualified to ensure that the highest standards of medical care are maintained. Therefore, an education programme has been developed to enable Candidates to become effective members of the health care team with an insight into the needs and aspirations of both the consumers of medical care and its providers.

Exhibitor benefits

The meeting will provide exhibitors the opportunity to market products and services directly to key decision makers within their target markets.

Confirmed exhibitors are entitled to the following benefits and features:

- 3m x 3m (2.4m high) booth space
- Velcro compatible walls, company name on fascia, two 150w spotlights and one 240 volt/1000 watt/4amp general purpose outlet
- Booth location listed in the official meeting handbook together with an 80-word description of the company's products/services
- Two tickets (per booth) to the welcome cocktail reception on Wednesday evening
- Two representatives (per booth) entitled to attend the daily morning and afternoon teas and lunches
- A meeting satchel, a copy of the delegate list and other meeting material will be provided at registration
- The complete delegate list with names, addresses, telephone and facsimile numbers (if provided) in electronic format after the meeting (subject to strict privacy legislation and terms of use)
- Significant savings on accommodation by taking advantage of special rates. Please refer to the meeting registration form for accommodation options (when available in April) via the website www.racma.edu.au.

Exhibit rental rates

Earlybird discount rate	**$2,750 (inc GST)**	**on or before 29 June 2007**
Full rate	**$3,300 (inc GST)**	**on or after 30 June 2007**

Space will only be confirmed after your payment and signed application form are received by the managers. Space is assigned first to sponsors, then exhibitors, in order of receipt of payment (subject to compliance with payment schedules below).

Proposed exhibition timetable

	Date
Exhibitor Set up	Wednesday 29 August 2007
Exhibitor Dismantle	Friday 31 August 2007

Opening hours

Wednesday 29 August 2007	1900 – 2030 hours
Thursday 30 August 2007	0830 – 1630 hours
Friday 31 August 2007	0830 – 1530 hours

The trade exhibition will open for delegates on Wednesday evening with the welcome cocktail reception.

*** Note times are subject to change**

Information manual

A comprehensive manual detailing all information relevant to booth installation and dismantle times, furniture hire, audiovisual suppliers and storage will be forwarded in July 2007. The manual will also contain the final floor plan. No floor plan will be available prior to this date.

Floor plan

- Exhibitors may purchase either exhibition booths or floor space only (for custom-designed booths).
- Exhibition booths measure 3 metres x 3 metres (i.e. 9 square metres).
- Areas of 9 square metres (minimum) and above can also be purchased as floor space only for the erection of custom-designed booths.
- The meeting managers will allocate booths according to date of receipt of full payment, and following allocation of sponsors' booths. The decision of the managers is final regarding booth location.
- Please note that changes to the floor plan may occur without notice.
- When available the exhibition floorplan will be published on the meeting website at www.racma.org.au and will be forwarded to your organisation via email.

To confirm your participation

Please complete the attached 'application to exhibit' form at the back of this proposal and fax to **+61 7 3858 5499,** or post to the meeting managers at the address listed below. When the form is received you will be sent a confirmation letter and invoice for payment.

Please indicate on the application form if you intend to supply your own custom built stand, or whether you wish the meeting to supply a booth structure for you. Please note if you are providing your own custom built stand that your booth or display is not to exceed the 3m x 3m size limits.

All custom booth structures need to be approved in advance by the organising committee and the Holiday Inn Surfers Paradise to ensure they meet Workplace Health and Safety regulations.

Payment schedule

Immediate payment upon receipt of the invoice is required. Failure to meet the payment timeframe may result in exclusion from the exhibition.

Payment can be made by cheque to *Event Planners Australia – RACMA07 trade booth*. All cheques must be free from all charges, in Australian dollars, and payable on an Australian Bank. Alternatively, payment can be made by the following credit cards: Bankcard; Visa; Diners; American Express; Mastercard.

Cancellation policy

Booth space cancellation must be submitted in writing to the meeting managers prior to the meeting. If an exhibitor cancels on or before 29 June 2007, all monies will be refunded less a 25% cancellation fee. Refunds will not be issued to exhibitors who cancel on or after 30 June 2007.

Meeting and trade exhibition management

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Organising committee

Dr Richard Ashby Executive Director, Medical Services, Princess Alexandra Hospital, QLD
Dr David Alcorn Deputy Executive Director, Medical Services Royal Brisbane and Womens Hospital, QLD
Dr Michael Daly Director, Clinical Governance Unit, Southern Area Health Service, Queensland Health, QLD
Dr Judy Graves Executive Director, Medical Services, Royal Brisbane and Womens Hospital, QLD
Dr Barbara Keuhnast Deputy Director, Medical Services, Prince Charles Hospital, QLD

Additional opportunities

Advertising

Advertising in meeting handbook/abstracts volume:
As the prime reference document during the meeting, the handbook will be well read by delegates. Artwork to be supplied by the advertiser. All advertisements will be printed in mono (black).

Full page inside	$1,100 (inc. GST)

Satchel insert

Promotional literature will be included in delegate satchels. For a **fee of $660** (inc GST) exhibitors have the opportunity to include important information describing your organisation's products and services directly in the hands of all meeting delegates. Inserting corporate literature is one of the few sure ways of guaranteeing information on your organisation's products and services reaches every delegate.

An A4 size lightweight brochure (up to 5 double sided collated pages) may be submitted for this fee. If your insert is outside these specifications please advise the meeting managers.

Non-exhibitors who wish to purchase a satchel insert must pay a **fee of $880** (inc GST).

Notepads and pens

Notepads and pens will be inserted into delegate satchels for use both during and after the meeting, creating a long-term promotion of your organisation and its products. We are seeking organisations who wish to donate notepads (preferably lined notepads) and/or pens for the meeting satchel. There is **no charge** for inserting these items, which will be accepted on a first come, first served basis. Please contact the meeting managers as soon as possible if you would like to accept this opportunity.

Sponsorship opportunities

There are still some sponsorship opportunities available. Organisations interested in sponsorship of the meeting should contact the meeting manager, Susan Blake, at racma07@eventplanners.com.au or 07 3858 5500 to discuss details.

The venue

The Holiday Inn Surfers Paradise is the venue for the 2007 meeting, perfectly situated in the heart of the Gold Coast and only a block from the pristine waters of Surfers Paradise beach.

Every room at the newly renovated Holiday Inn Surfers Paradise is a sanctuary of luxurious comfort, with all the quality appointments you would expect. Your private balcony presents a breathtaking panorama of the Pacific coastline and Hinterland mountains.

With excellent revitalised meeting facilities on two levels, the Holiday Inn Surfers Paradise offers delegates a friendly learning environment with a professional ambience.

The hotel is convenient to all Gold Coast attractions including numerous international golf courses, shopping, theme parks and the nightlife of Surfers Paradise.

Application to exhibit

Simply complete and return this form to:
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PO Box 1280
Milton QLD 4064
AUSTRALIA OR fax to +61 7 3858 5499

Company .....

Contact .....

Position .....

Address .....

.....Postcode.....

Work telephone ( ) .....Facsimile ( ) .....Email.....

TRADE EXHIBITION BOOTH DETAILS

I require a booth structure to be provided ☐YES ☐ NO
I will supply my own booth structure ☐YES ☐ NO

I require a fascia board for my booth structure ☐ YES ☐ NO

Exact name to appear on fascia board (limit 30 characters – including spaces): .....

.....

TRADE EXHIBITION		**TOTAL COST $**
Earlybird rate (on or before 29 June 2007)		
Number of booths required @ $2,750	.....	.....
Full rate (on or after 30 June 2007)		
number of booths required @ $3,300	.....	.....
ADVERTISING BOOKING		
Full page mono advertisement in meeting handbook	$1,100	.....
SATCHEL INSERTS		
Trade exhibitor satchel insert item	$660	.....
Satchel insert only (non exhibitor)	$880	.....
TOTAL AMOUNT		**$.....**

PAYMENT METHOD

All prices include GST. A tax invoice will be issued on receipt of this form – immediate payment of the invoice is required to secure your booking. The meeting ABN is 76 108 781 988.

☐ Cheque – payable to Event Planners Australia – RACMA07 trade booth (please attach cheque with form)

OR

☐ Credit card - Please debit my credit card for the total amount owing on this form.
☐ Bankcard ☐ Mastercard ☐ Visa ☐ Diners ☐ American Express

Card number.....Expiry ...../... .....

Signature.....

Cardholder's name (please print):.....

Please note that debits to your credit card will appear as *Event Planners Australia* on your credit card statement.