



MEDICAL LEADERSHIP IN THE NEW AGE
Futurism • Artificial Intelligence • Agility
2-4 October 2019 • Hilton Adelaide

THE ROYAL AUSTRALASIAN COLLEGE OF MEDICAL ADMINISTRATORS CONFERENCE
SPONSORSHIP AND EXHIBITION PROSPECTUS

www.racma.edu.au/page/conference/2019-conference

The challenge for leaders is that being a leader in itself is a challenge and even more so in a changing workforce impacted by technological advancements.

PROGRAM COMMITTEE

Dr Maun Wee	SA
Dr Alison Dwyer	VIC
Dr Philip Hoyle	NSW
Dr Mary Hunter	NZ
Dr Jo Jenson	VIC
Dr Anju Reddy	WA
Dr Peter Renshaw	TAS
Dr Robyn Walker	ACT

RACMA STEERING COMMITTEE

Dr Luis Prado (Conference Chair)	VIC
Dr Jayanthi Jayakaran	SA
Dr Alastair Mah	HK
Ms Melanie Saba	VIC
Dr Wayne Hsueh	QLD

INVITATION TO PARTNER

On behalf of the Royal Australasian College of Medical Administrators (RACMA) Annual Scientific Meeting Steering Committee, it gives us great pleasure to welcome everyone to this event to be held at the Hilton Hotel from 2-4 October 2019.

Our theme this year is *Medical Leadership in the New Age*. Leadership is core to the practice of the specialty of Medical Administration. This conference is designed to challenge us, and debate what practical Leadership approaches can be considered.

Proposed sub-themes:
FUTURISM | AI | AGILITY

As our flagship event, the RACMA Annual Scientific Meeting is expected to attract around 250 delegates to Adelaide who will be a mixture of senior managers, clinical specialists with management roles, researchers, educators, policy makers, and health ministry and health provider executives.

We invite your participation in this event as a RACMA sponsor or exhibitor. This partnership with RACMA will provide the opportunity to showcase your products and services to key health care decision makers. Our supporting partners have the opportunity to network with attendees, allowing delegates to update their knowledge of important organisations and services in both a social and professional environment. This event will expose your company to doctors and executives that lead a range of health care facilities.

We look forward to seeing you there,

Dr Mau Wee

Chair, National Scientific Program Committee

FAST FACTS: 2-4 October 2019, Hilton Adelaide

250+ delegates from medical administration & related sectors are expected to attend**

** Expected delegate numbers are based on historical fact and are not guaranteed



ABOUT RACMA

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 College was recognised by the National Specialist Qualification Advisory Committee in 1980 as the appropriate examining body for the new specialty of medical administration. Consequently, the Fellowship is an Australasian recognised specialist qualification.

Profound changes in health services management have occurred since that time, but the need for competent, well trained health sector managers has not diminished.

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 program has been developed to enable candidates to become effective members.

OVERVIEW OF SPONSORSHIP PACKAGES

All prices shown are in \$AUD and are inclusive of GST.
For full inclusions see following pages.

PLATINUM SPONSOR	\$20,000
GOLD SPONSOR	\$9,750
SILVER SPONSOR	\$6,000
CONFERENCE SUPPORTER	\$4,000
INTERACTIVE Q&A SPONSOR	\$2,750
SACHEL INSERTS	\$770
TRADE EXHIBITION (EARLY BIRD)	\$3,300



SPONSORSHIP & EXHIBITION BENEFITS

The goal of our sponsorship and exhibition packages is to establish long term relationships with our sponsors, which is why we offer packages that ensure you gain optimal branding, exposure and networking opportunities. A large number of our sponsors and exhibitors return each year, further proving the return on investment and increased brand awareness they experience.

WHO WILL YOU CONNECT WITH?

In 2018 the RACMA Conference attracted 320 dedicated professionals from across Australia, New Zealand, Hong Kong, UK, Indonesia, China and Myanmar. If you are looking to build and develop relationships with professionals working directly in this sector then this conference is the place to be seen.

MARKETING AND COMMUNICATION STRATEGY

The conference's marketing and communication efforts will create maximum awareness and position the conference as the must-attend event for this industry. It will combine and integrate the following aspects:

Website - used as a pivotal marketing tool, this provides the key source of information about the conference and is updated and refreshed to reflect the latest news.

Direct marketing - frequent email blasts will go to members of the industry and their affiliates with updates on general information, latest news, key dates, program and speaker details.

PROGRAM AT A GLANCE

Wednesday 2 October 2019
Pre Conference Workshops
Welcome Reception
Langford Oration and Conferment Ceremony
Pre Conference Program
Thursday 3 October 2019
Annual Scientific Meeting
Conference Dinner
Friday 4 October 2019
Annual Scientific Meeting
Post Conference Program

PREVIOUS SPONSORS & EXHIBITORS INCLUDE



Are your competitors listed here?

For more information on how you can be part of the RACMA Conference and place your brand, product and services in front of some of the key players in this area, please contact:

Michelle Albert
 Sponsorship & Exhibition | 2019 RACMA Conference
 OZACCOM
 Phone +61 7 3854 1611 | Email: racma@ozaccomm.com.au

CONFERENCE SPONSORSHIP PACKAGES

PLATINUM SPONSOR \$20,000 AUD (INC GST)

ONE AVAILABLE

As the Platinum Sponsor your organisation will have the highest visibility and maximum exposure at the Conference. This is a unique opportunity to have your brand placed directly in front of thought leaders and decision makers.

Leverage this opportunity to mingle with delegates and to create new leads at networking functions available at the Conference.

PROMOTION

- Logo recognition as the Platinum Sponsor in all conference promotional material, including spring forum handbook, mobile app, website (including link), e-marketing and signage*
- Verbally acknowledged throughout the conference as Platinum Sponsor
- One full page advertising space in the conference handbook (finished artwork to be supplied by sponsor)
- Delegate list - supplied in accordance with Australian Privacy and Anti-Spam Legislation prior to the conference
- One satchel insert

EXHIBITION/REGISTRATION

- One trade exhibition stand
- Two full registrations to the conference including daily catering, Welcome Reception and Conference Dinner
- Two additional registrations to the conference including daily catering and attendance to the Welcome Reception (Does not include attendance to the Conference Dinner)

BREAKFAST SPONSOR

- Opportunity to host a Breakfast Session on the Thursday or Friday morning of the conference
- The Breakfast Session Program (presenters, etc.) will be the

responsibility of the sponsor, however, an overview of the program will need to be approved by RACMA

- A dedicated email to be sent to the RACMA membership advertising the breakfast (sponsor to approve marketing before it is sent via RACMA)
- Your logo to appear on the screen in session before and at the conclusion of sessions

Also included in your Platinum Package

Conference Dinner Sponsor

- Exclusive sponsorship of the Conference Dinner with the opportunity to welcome guests to the dinner (5 minutes)
- Recognition as the Platinum Sponsor on dinner menus and signage at the Conference Dinner
- Opportunity to provide corporate merchandise for all dinner tables (at sponsor's own expense)
- Sponsors own signage prominently displayed at the Conference Dinner venue
- Two additional tickets to the Conference Dinner (Four in total)

Conference Satchel Sponsor

- Exclusive sponsorship of conference satchel including logo recognition on conference satchel along with the RACMA logo
- Recognition as the Satchel Sponsor (with organisation logo) on the conference website

Delegate Name Badge & Lanyard Sponsor

- Exclusive sponsorship of Delegate Name Badges and Lanyards including logo recognition on each Delegate Name Badge along with the conference logo
- Recognition as the Name Badge and Lanyard Sponsor (with organisation logo) on the conference website

CONFERENCE SPONSORSHIP PACKAGES

GOLD SPONSOR
\$9,750 AUD (INC GST)

TWO AVAILABLE

As the Gold Sponsor your organisation will have high visibility and exposure at the conference. This is a unique opportunity to receive recognition as a conference supporter in front of leaders of the industry.

PROMOTION

- Logo recognition as a Gold Sponsor in all conference promotional material, including conference handbook, Mobile App, website (including link), e- marketing and signage*
- Half page advertising space in the conference handbook (finished artwork to be supplied by sponsor)
- Delegate list - supplied in accordance with Australian Privacy and Anti-Spam Legislation prior to the conference
- One satchel insert (see page 8)

EXHIBITION/REGISTRATION

- One trade exhibition stand
- Two registrations to the conference including all-day catering, Welcome Reception and Conference Dinner

Plus choose one of the following options as part of your Gold Package (options sold on a first-in basis):

Wi-Fi Sponsor

- Exclusive sponsorship of Wi-Fi at the conference
- Recognition as the Wi-Fi Sponsor (with organisation logo) on the conference website Logo recognition as the Wi-Fi Sponsor on access instruction information

Welcome Reception

- Exclusive sponsorship of the Welcome Reception, with the opportunity to welcome delegates to the Welcome Reception (3 minutes maximum)
- Sponsors own signage prominently displayed at the Welcome Reception venue (maximum of 2 pull up banners to be displayed)
- Opportunity to provide sponsor-supplied promotional item to each Welcome Reception guest





SILVER SPONSOR \$6,000 AUD (INC GST)

THREE AVAILABLE

PROMOTION

- Logo recognition as a major conference supporter in all conference promotional material, including spring forum handbook, mobile app, website (including link), e-marketing and signage
- Verbally acknowledged throughout the conference as a major conference supporter
- Half page advertising space in the spring forum handbook (finished artwork to be supplied by sponsor)
- Delegate list - supplied in accordance with Australian Privacy and Anti-Spam Legislation prior to the conference
- One satchel insert (see page 8)

EXHIBITION/REGISTRATION

- One trade exhibition stand
- Two registrations to the conference including all day catering, Welcome Reception and Conference Dinner

CONFERENCE SUPPORTER \$4,000 AUD (INC GST)

MULTIPLE OPPORTUNITIES AVAILABLE

PROMOTION

- Logo recognition as a major conference supporter in all conference promotional material, including conference handbook, Mobile App, website (including link), e-marketing and signage*
- Verbally acknowledged throughout the conference as a conference supporter
- Quarter page advertising space in the conference handbook (finished artwork to be supplied by sponsor)
- Delegate list-supplied in accordance with Australian Privacy and Anti-Spam Legislation prior to the conference
- One satchel insert (see page 8)

CONFERENCE SPONSORSHIP PACKAGES

INTERACTIVE Q&A SPONSOR \$2,750 AUD (INC GST)

ONE AVAILABLE

PROMOTION

- Logo recognition as the Interactive Q&A Sponsor in all conference promotional material, including conference handbook, mobile app, website (including link), e-marketing and signage*
- Half page advertising space in the spring forum handbook (finished artwork to be supplied by sponsor)
- Delegate list - supplied in accordance with Australian Privacy and Anti-Spam Legislation prior to the conference
- Logo will be placed alongside every plenary session that uses sli.do
- One satchel insert

ADVERTISING PACKAGES

Advertising space will be available in the conference handbook which will be distributed to all conference delegates. Advertising in the conference handbook will provide excellent exposure for your organisation.

OPTIONS INCLUDE:

OUTSIDE BACK COVER	full colour	\$1,000
INSIDE FRONT COVER	full colour	\$850
INSIDE BACK COVER	full colour	\$850
FULL PAGE		\$500
HALF PAGE		\$250

* The appearance of sponsors' logos on printed materials will be subject to printing deadlines. Sponsors will be advised of deadlines upon receipt of the signed sponsorship agreement.

SATCHEL INSERTS \$700 AUD (INC GST)

This is your opportunity to deliver your message directly to your target market by providing a promotional item for inclusion in each delegate's satchel. A maximum size of up to A4 with a thickness of 4 individual pages (8 printed pages) can be included OR a suitable promotional item.

TRADE EXHIBITION

The RACMA 2019 (trade exhibition will be run in conjunction with the RACMA 2019 Program and will showcase the best and latest products and services associated with the industry. As an exhibitor you have an exceptional opportunity to promote your products and services in a face-to-face environment, thereby furthering your sales and marketing objectives. All conference lunch and refreshment breaks will be held in this area to ensure a high traffic flow of delegates.

Please note that this year the RACMA Program will be run over four days. It is not mandatory for exhibitors to be in attendance on the Wednesday or Saturday, however, if you would like to exhibit on these days please indicate this on the booking form on page 11.

EXHIBITION STAND DETAILS

Exhibition stands are sold per single according to the following pricing structure.

Earlybird - Valid until 29 May 2019
\$3000
Standard - 30 May 2019 onwards
\$3500

EXHIBITION/REGISTRATION

One registration to the conference including all-day catering, Welcome Reception and Conference Dinner.

TRADE EXHIBITION STAND FEATURES AND BENEFITS

- 1 x Dressed trestle table
- 2 x chairs
- 1 x 4 amp/100w power outlet
- Listed as an Exhibitor on the conference website
- Company logo and text featured in the conference handbook
- Company logo to feature on the exhibitors sign at the entrance to the trade area
- One exhibitor registration to attend the conference including day catering and Welcome Reception. (Does not include the Conference Dinner)
- Opportunity to provide one satchel insert for inclusion in each delegate's satchel (see page 8)

STAFFING EXHIBITION STANDS

All exhibition stands must be staffed by organisation representatives who have registered for the conference. Extra personnel required to staff the exhibition stand must purchase additional exhibitor registrations at \$600, which include:

- All day catering (Thursday, Friday)
- Attendance at conference sessions on Thursday and Friday
- Attendance to the Conference Welcome Reception on Wednesday

Does NOT INCLUDE THE CONFERENCE DINNER (tickets may be purchased separately for \$170 each)

This Exhibitor/ Sponsor Pass is significantly reduced from the standard delegate fee as recognition of your company's support of the event.

PUBLIC AND PRODUCT LIABILITY INSURANCE

Australian regulations require all exhibitors to have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of \$20,000,000 or above. This refers to damage or injury caused to a third party/visitor on or in the vicinity of an exhibition stand. Exhibitors are required to submit their Public Liability Insurance Certificate along with their booking form.

PRELIMINARY EXHIBITION TIMETABLE

2 October 2019	Exhibitors Bump in	0700
	Exhibition Opens	0830
	Exhibition Closes	1700
3 October 2019	Exhibition Opens	0830
	Exhibition Closes	1700
4 October 2019	Exhibition Opens	0830
	Exhibition Closes	1600

Please note that this is a preliminary program and is subject to change.



2019 BOOKING FORM

OZACCOM

PO Box 104, RBH Post Office
QLD 4029

Fax: +61 7 3854 1507 Tel: +61 7 3854 1611

To book your selected sponsorship and/or exhibition packages please complete the Booking Form, the signed Terms and Conditions Page, and Sponsor/Exhibitor Registration Form.

Please return to racma@ozaccomm.com.au

PERSONAL DETAILS:

Title: (please circle) Ms / Miss/ Mr / Dr / Prof

Company Name _____

Contact Person: _____

Postal Address: _____

State: _____ Postcode: _____

Telephone: _____

Mobile: _____

Fax: _____

Email: _____

SPONSORSHIP/EXHIBITION PACKAGE

I would like to invest in the following package

Package: _____

Value \$ _____

Trade Table Preference: 1st 2nd 3rd

Thursday 3rd and Friday 4th October are mandatory exhibition days, however as a sponsor/exhibitor you also have the opportunity to exhibit at the Pre-Conference Workshops on Wednesday 2 October. Please indicate here if you plan to exhibit on these days:

Wednesday 2nd October 2019
Pre Conference Workshops

CHECKLIST

These items will be used on the conference website and in the conference handbook.

Please send them to racma@ozaccomm.com.au

(This check list does not apply to satchel inserts or advertising bookings).

- Yes, I have provided an electronic copy of the company logo (jpg & eps files)
- Yes, I have provided the company website address
- Yes, I have provided 75 words of promotional text (text exceeding 75 words will be edited for length)
- Yes, I have provided a copy of my company's Public Liability Insurance Certificate (only necessary for exhibitors)
- Yes, I have registered all of my company's representatives who will be on site (unregistered representatives WILL NOT have access to the conference & trade exhibition area)

PAYMENT

Payment can be made by direct deposit, credit card or cheque to OZACCOM.

- Request a tax invoice for payment
- I have directly deposited funds to your account

Name of Bank: Bendigo Bank

Account Name: Ozaccomm

BSB: 633 000

Account No. 122 442 692

Swift Code: BENDAU3B

- I have enclosed a cheque/money order \$ _____
- Please charge my VISA MasterCard

Card Number : _____

Expiry Date: _____ / _____ CVV: _____

Name on card: _____

Signature: _____

Prices quoted in the package are in Australian Dollars and inclusive of GST

Please email remittance with company and RACMA 2019 as reference to racma@ozaccomm.com.au

EVENT SPONSORSHIP & EXHIBITION APPLICATION TERMS & CONDITIONS

The following terms and conditions apply to your application to sponsor and/or exhibit:

1. Definitions

Event means the event referred to in the Booking Application Form.

Exhibition/Sponsorship means the exhibition and/or sponsorship as detailed in the Booking Application Form.

GST means GST within the meaning of the GST Act.

GST Act means A New Tax System (Goods and Services Tax) Act 1999 (C_th) (as amended).

Us/We means Leishman Associates Pty Ltd (ACN 103 078 897) as Conference Managers representing the Conference Committee and the Host Organisation.

You means the entity submitting the Booking Application Form to sponsor and/or exhibit.

2. Application

You will submit the Booking Application Form for the Exhibition/Sponsorship.

3. Approval

The Exhibition/Sponsorship will be confirmed upon return to You of the approved Booking Application Form, together with a tax invoice for the full amount of the Exhibition/Sponsorship fee, 50% of this total is payable within 7 days. The deposit is non-refundable and will be deducted from the booking fee. Your company logo and profile will only feature on the conference website once this deposit has been paid.

4. Payment

Upon payment of the deposit, You will receive a tax invoice for the balance of the Exhibition/Sponsorship fee. Payment of the balance of the fee is due and payable 30 days prior to the commencement of the Event. All Booking Application Forms received within 30 days of the commencement of the Event must include full payment of the booking fee. Only once payment has been made in full will your logos and profiles be placed on Event collateral. Due to printing deadlines, You will not be guaranteed inclusion on Event collateral if payment of the booking fee is not received 30 days prior to the Event.

All international payments must include provision for bank fees and exchange rates in the payment amount. Any outstanding balance will be required to be paid by You prior to the commencement of the Event.

5. Cancellation

In the event that You cancel your Exhibition/Sponsorship, your deposit will not be refunded. In the event that You cancel your Exhibition/Sponsorship more than 90 days before the Event, You will receive a 25% refund of the Exhibition/Sponsorship fee. In the event that You cancel within 90 days of the Event, You will not receive any refund. Any monies outstanding at cancellation will need to be paid in full.

6. Changes

Once your Exhibition/Sponsorship has been confirmed and accepted, a reduction in Sponsorship/Exhibition space is considered a cancellation and will be governed by the above cancellation policy. Reduction in space can result in relocation of your Exhibition/

Sponsorship at Our discretion. Any space not claimed one hour before the Event commences and will be reassigned and no refund will be payable to You. We reserve the right to rearrange the floor plan and/or relocate any Exhibition/Sponsorship without notice to You. We reserve the right to amend existing unsold sponsorship packages or add additional sponsorship packages as required without notice to confirmed sponsors and exhibitors.

7. Stands

If You intend to utilise a custom built exhibit stand, We must be advised of the full details and dimensions a minimum of six weeks prior to the commencement of the Event. All display construction requires our approval.

8. Assignment/Shared Packages

You are not permitted to assign, sublet or apportion the whole or any part of Your sponsorship package or booked space except upon our prior written consent. Shared sponsorship and exhibition packages will result in one set of benefits only being available to be shared by all parties involved. This includes but is not limited to logo recognition, profile inclusion, signage and registration benefits.

9. Insurance

Public Liability insurance to a minimum of AUD\$20 million must be taken out by You. A copy of the certificate of Insurance currency must be provided to Us a minimum of four weeks prior to the commencement of the Event.

10. Exclusion

All information supplied to You in relation to the Event is accurate to the best of our knowledge and belief and does not constitute a warranty and any inaccuracy or mistake will not entitle You to cancel your booking without penalty. All estimates of attendee/delegate numbers attending the Event are estimates only, and You agree that We are not responsible for any discrepancy in these estimated attendee/ delegate numbers.

11. Marketing

We will use your information to send you updates and other news about this Event. We will only pass on your information to reputable third party official contractors of the Event for the purpose of assisting you with your participation.

12. GST

All amounts paid or payable under these terms and conditions are inclusive of any GST which may be applicable to any supplies made by either party under this Agreement. To the extent GST is applicable to any amount paid or payable in respect of a taxable supply made under or in connection with this Agreement, subject to that party receiving a valid tax invoice for GST purposes from the other party in respect of the supply before the time of payment.

Yes, I have read and agree to the conditions of sale above.

Authorised by _____

Date: _____

SPONSORSHIP/EXHIBITOR REGISTRATION FORM

SECTION A - SPONSOR/ EXHIBITOR DETAILS:

Title: (for example) Ms / Miss/ Mr / Dr / Prof

Title: _____

Given Name: _____

Surname: _____

Position: _____

Organisation: _____

Postal Address: _____

State: _____

Country: _____ Postcode: _____

Telephone: _____

Mobile: _____

Email: _____

Special Dietary or Access Requirements:

Are your dietary requirements life threatening?

YES NO

Please specify dietary or access details: _____

Delegate List

Attendees will be added to a list of names and companies created for general distribution to delegates.

If you do not want your name to appear on this list please indicate here.

SECTION B - SPONSOR/EXHIBITOR REGISTRATION:

Please indicate which type of registration applies. Exhibitors are entitled to a limited amount of complimentary registrations identified in your specific package. All extra personnel staffing the exhibition stand must purchase additional registrations at the special rate (maximum of two additional registration are available to each exhibitor).

Complimentary Registration

Additional Registration - \$600 each

TOTAL SECTION B: \$ _____

SECTION C - SOCIAL FUNCTIONS:

One ticket to the Welcome Reception is included in all sponsor/exhibitor registrations. The Conference Dinner is NOT included in any package unless previously negotiated with Ozacom. Tickets may be purchased separately.

Conference Dinner Tickets \$170 each

Quantity: _____

TOTAL SECTION C: \$ _____

SECTION D - ACCOMMODATION:

(Please refer to the conference website. We have negotiated rates available at a selection of venues.)

Name of Hotel: _____

Rate: _____ Room Type: _____

Arrival Day & Date: _____

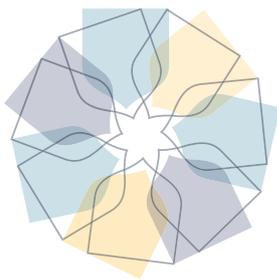
Departure Day & Date: _____

Breakfast included? _____

Name of person sharing with (if applicable): _____

Special requests: _____





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2-4 October 2019 • Hilton Adelaide

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