

RMA19 SPONSORSHIP PROSPECTUS



Gold Coast 19

23 – 26 OCTOBER 2019
THE STAR GOLD COAST

Australian College of
Rural & Remote Medicine
WORLD LEADERS IN RURAL PRACTICE



RURAL DOCTORS
ASSOCIATION
OF AUSTRALIA

The Numbers

RMA GOLD COAST 2019

The annual RMA conference presents a fantastic opportunity for sponsors and exhibitors to promote their product or service to a captive audience. Each year, over 700 delegates attend, from GP to student, junior doctor to specialist, and even policy makers.

115 PRESENTATIONS

7 KEYNOTES

61 SPONSORS AND EXHIBITORS

775 DELEGATES

73% OF ALL DELEGATES USE THE CONFERENCE APP



3,000⁺

TWEETS SENT USING THE RMA HASHTAG #RMA18



15,000

INTERACTIONS WITH FACEBOOK LIVE STREAMING





ABOUT RMA

23 – 26 OCTOBER 2019
THE STAR, GOLD COAST

Rural Medicine Australia 2019 (RMA19) is the annual conference and scientific forum of the Australian College of Rural and Remote Medicine (ACRRM) and the Rural Doctors Association of Australia (RDAA).



With over 700 delegates anticipated to attend RMA19, there's never been a better opportunity to showcase your product or service to a rural health professional audience.

Maximise your exposure to a captive, national audience by sponsoring the event or through a stand in our exhibition hall. Significantly raise your profile and foster new relationships with a wide range of attendees.

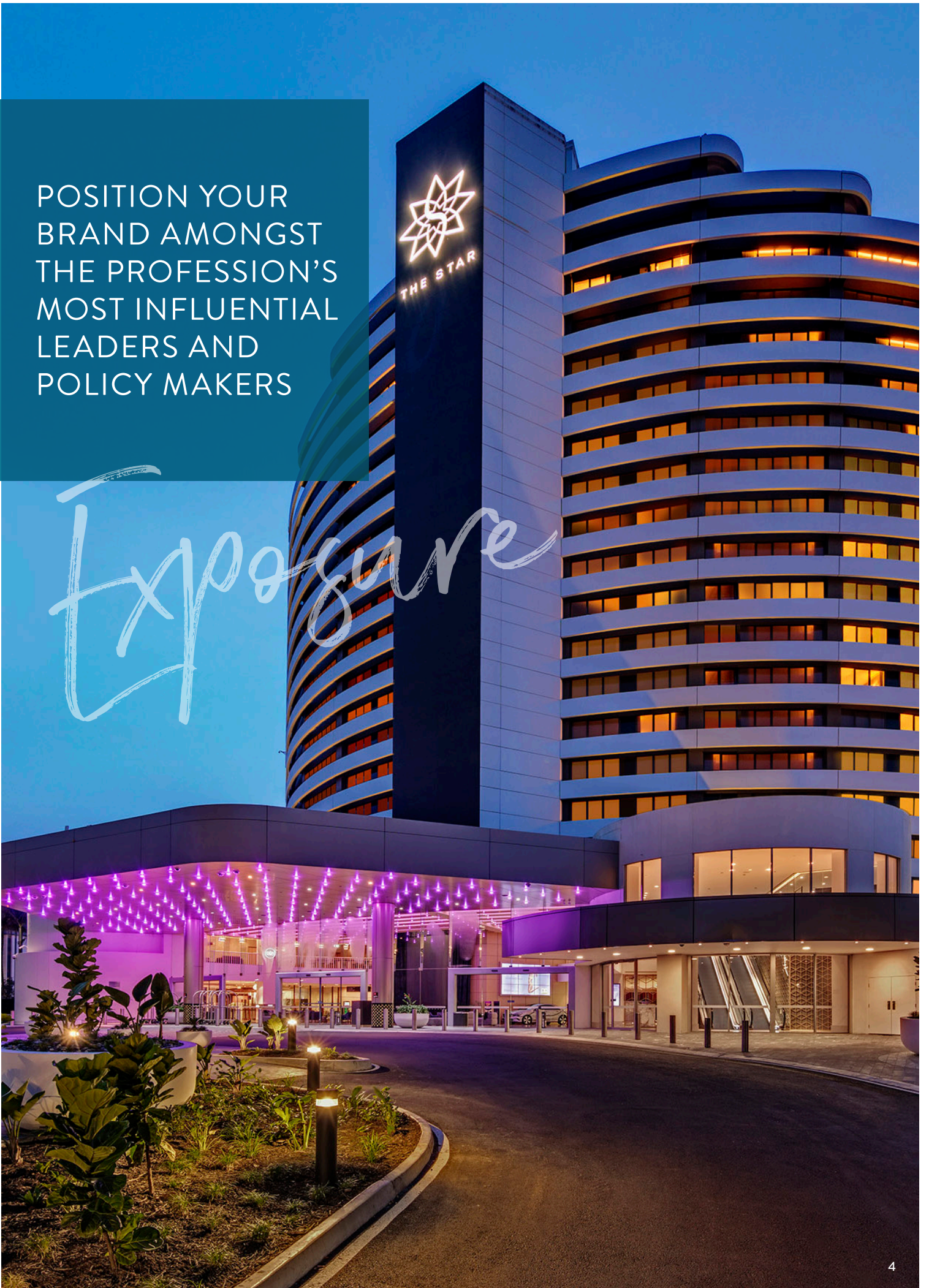
Don't miss this opportunity to demonstrate your organisation's commitment to supporting good health for rural Australia and join us for another great RMA!

DELEGATE DEMOGRAPHIC

The majority of our anticipated 700+ delegates are experienced rural generalists. We also see a contingent of registrars, researchers and academics, owners of General Practice clinics, policy makers, medical students and administrators from both the public and private sectors, and other specialists with rural interests. We welcome a number of international guests each year along with excellent high-profile keynote speakers.

POSITION YOUR
BRAND AMONGST
THE PROFESSION'S
MOST INFLUENTIAL
LEADERS AND
POLICY MAKERS

Exposure



Partnership

WHY PARTNER WITH RMA?

Rural Medicine Australia brings together industry experts, general practitioners, registrars and students, in one big melting pot of innovation and idea sharing.

Partnering with the event gives you access to over 700 engaged and dedicated delegates, and our various sponsorship and exhibition packages can help you:

- Demonstrate your commitment to the future of rural and remote medicine
- Position your brand amongst the professions most influential leaders and policy makers
- Promote your organisation, and its product or service
- Maintain or build a profile in the health industry
- Establish new and nurture existing relationships with clients

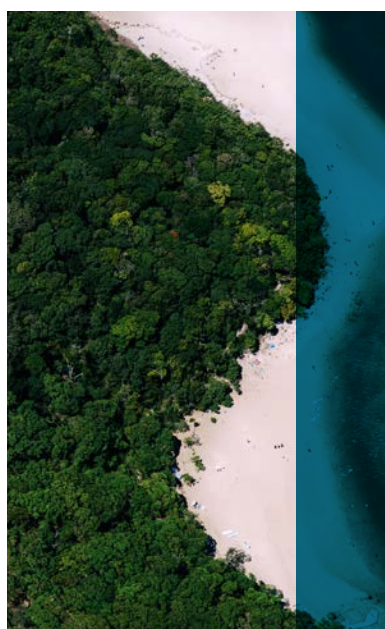
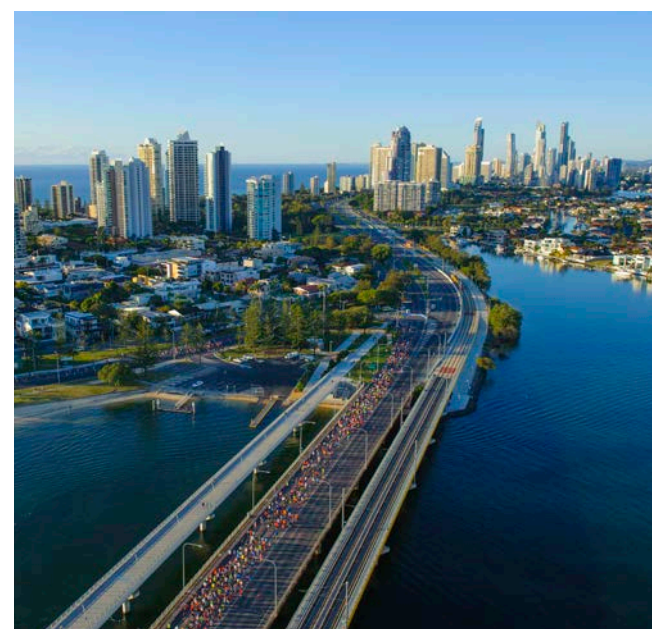
You will have direct access to our delegates in an environment where they're willing to learn and develop. It's the perfect time to present your brand in a learning environment.

CONFERENCE THEMES AND STREAMS

The theme forms the basis of the conference, including our keynote and concurrent sessions. In 2019, we're focussing on issues that are timely and topical.

Our theme for RMA19 is "Riding the Wave of Change" and will have the following streams....

- > CULTURAL HEALTH
- > WOMEN IN HEALTH
- > FAMILY AND COMMUNITY HEALTH
- > RURAL FUTURE
- > RURAL FIRST RESPONDERS
- > OUR RURAL GPS



"RMA IS ONE OF THE BEST CONFERENCES I HAVE ATTENDED! I'VE LEARNT MANY INSIGHTFUL ANECDOTES - NOT ONLY FROM LISTENING, BUT ACTUALLY SPEAKING AND INTERACTING WITH KEYNOTE SPEAKERS, EXHIBITORS AND OTHER ATTENDEES"

Justine

RMA18 DELEGATE





What's On

RMA19 CONFERENCE PROGRAM

WEDNESDAY 23 OCTOBER

Conference Welcome
Reception
Registrars' Social Function

THURSDAY 24 OCTOBER

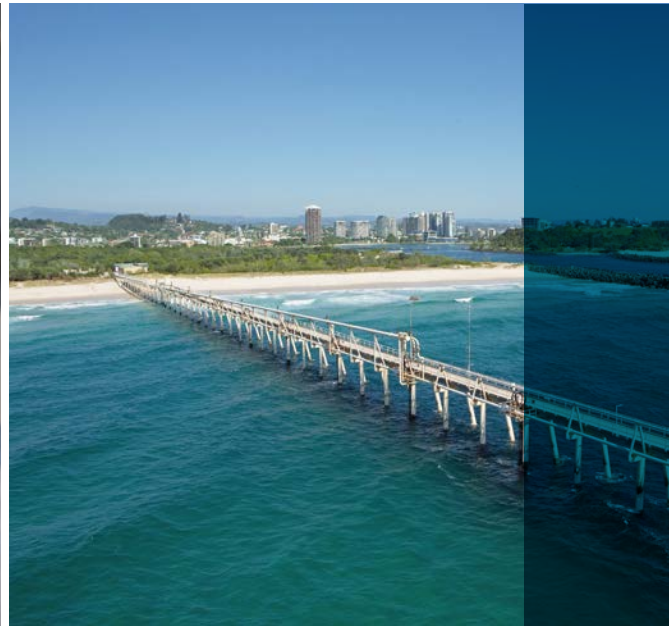
Conference opens
Keynote presentations
Concurrent sessions
Workshops
ACRRM AGM
Fellowship Ceremony
Future Generalists' Function

FRIDAY 25 OCTOBER

Presidents' Breakfast
Keynote presentations
Concurrent sessions
Workshops
RDAA AGM &
Member Forum
Conference Dinner &
Excellence Awards

SATURDAY 26 OCTOBER

Recovery Breakfast
Keynote presentations
Concurrent sessions
Workshops



RMA19 PACKAGES

PACKAGE	EXCLUSIVITY	COST (ex. GST)	FEATURED
PREMIUM PARTNER	One only	\$50,000	Page 12
STUDENT AND JUNIOR DOCTOR ENGAGEMENT PARTNER	One only	\$30,000	Page 13
RECHARGE STATION PARTNER	One only	\$25,000	Page 14
TECHNOLOGY PARTNER	One only	\$20,000	Page 15
CONFERENCE DINNER PARTNER	One only	\$20,000	Page 18
WELCOME RECEPTION PARTNER	One only	\$17,500	Page 19
REJUVENATION JUICE PARTNER	One only	\$15,000	Page 20
COFFEE CART SPONSOR	Two available	\$13,000	Page 21
SACHEL BAG SPONSOR	One only	\$12,000	Page 21
PLENARY SESSION SPONSOR	Four available	\$8,000	Page 23
RECOVERY BREAKFAST PARTNER	One only	\$7,500	Page 23
POSTER DISPLAY SPONSOR	One only	\$6,000	Page 24
ESACHEL INSERT		\$1,000	Page 24

CHOOSE FROM
OUR PACKAGES,
OR CONTACT US
FOR CUSTOMISED
OPTIONS

Sponsorship



EXCLUSIVE
OFFER

PREMIUM PARTNER

COST: \$50,000 (\$55,000 INC. GST)

AMOUNT AVAILABLE: 1 ONLY

EXCLUSIVE BENEFITS:

Premium partnership offers you many exclusive benefits that give your organisation maximum exposure in the lead up to and during RMA19. This exclusive package will only be available to one partner, with an aim to offer your organisation premium exposure in showcasing your commitment to supporting good health for rural and remote Australia.

- Sponsorship of Opening Plenary, the most highly attended session of the entire conference
- Acknowledgement and introduction by Chair of Opening Plenary as the Premium Partner
- Opportunity for company representative to introduce your organisation in a five-minute address at Opening Plenary
- Display company banner at Opening Plenary and Conference Registration area
- Live Facebook streaming of Opening Plenary broadcasts your message to audience of over 10,000 followers
- Your logo featured on delegate name tag
- One (1) promotional article in ACRRM's Country Watch weekly eNewsletter prior to the Conference
- One (1) full page advertisement in RDAA's Annual Roundup eMagazine
- Four (4) full conference delegate registrations (including Welcome Reception and Conference Dinner tickets)
- Double exhibition booth (6m x 2m space) in a prime location in exhibition hall
- First right of refusal as Premium Partner for RMA20

OTHER BENEFITS:

- Four (4) exhibition hall delegate registrations (including Welcome Reception and Recovery Breakfast)
- Company logo, brief company profile and URL link featured on Sponsor and Exhibitor pages of RMA19 website and Conference App
- Logo acknowledgement on screens throughout conference venue
- Floor decal acknowledgement in exhibition hall
- Two (2) promotional flyer inserts of your choice in RMA19 eSatchel
- Two (2) mREC advertisements in ACRRM's Country Watch weekly eNewsletter prior to the Conference
- Two (2) acknowledgements in outbound social media communications prior to the Conference
- One (1) standard advertisement in RDAA's RuralDoc weekly eNewsletter prior to the Conference
- Ability to purchase four (4) additional conference registrations for staff to attend full conference at a 25% discounted rate
- Paid parking at venue for two (2) company representatives

EXCLUSIVE
OFFER

STUDENT & JUNIOR DOCTOR ENGAGEMENT PARTNER

COST: \$30,000 (\$33,000 INC. GST)

AMOUNT AVAILABLE: 1 ONLY

This package gives your organisation the opportunity to have maximum impact on our student and junior doctor delegates throughout RMA19 by introducing your company to this group and targeting your promotional activity to these delegates face to face.

EXCLUSIVE BENEFITS:

- Opportunity for company representative to present at opening of the Future Generalists Networking Event and to interact with student delegates in relaxed social situations
- Display company banner and promotional collateral at all student social activities or workshops at RMA19
- One (1) standard advert on the Student Information page of the ACRRM website
- Attend a Future Generalist teleconference in the lead up to RMA19 to introduce partnership, listen to feedback, and generate engagement ideas for RMA19
- Provide a promotional introductory gift at the Future Generalists Networking Event (to be supplied by sponsor)

OTHER BENEFITS:

- Two (2) full conference delegate registrations (including Welcome Reception, Future Generalists Networking Event and Conference Dinner tickets)
- One (1) exhibition booth (3m x 2m space) in a prime location in exhibition hall
- Two (2) exhibition hall registrations (including Welcome Reception and Recovery Breakfast)
- Company logo, brief company profile and URL link featured on Sponsor and Exhibitor pages of RMA19 website and Conference App
- Logo acknowledgement on screens throughout conference venue
- Floor decal acknowledgement in exhibition hall
- One (1) promotional flyer insert of your choice in RMA19 eSatchel
- Two (2) mREC advertisements in ACRRM Country Watch weekly eNewsletter prior to the Conference
- Two (2) acknowledgements in outbound social media communications prior to the Conference
- Ability to purchase four (4) additional conference registrations for staff to attend full conference at a 25% discounted rate
- Paid parking at venue for two (2) company representatives

EXCLUSIVE
OFFER

RECHARGE STATION PARTNER

COST: \$25,000 (\$27,500 INC. GST)

AMOUNT AVAILABLE: 1 ONLY

By supporting the event with this exclusive partnership, you offer delegates the opportunity of a comfortable area away from the general busy activities of our buzzing event. Delegates can take time out to rest and recharge their energy, or mobile phones or tablets! This comfortable lounge area will be a very popular 'time-out' zone for delegates and give you the opportunity to engage with your lounge visitors in one-on-one and small group settings.

EXCLUSIVE BENEFITS:

- Acknowledgement as the Recharge Station Partner
- Display company banner at entry to lounge area or throughout as required
- Branding of the Recharge Stations
- Display marketing collateral and promotional items in lounge area as required
- Provide labelled refreshments (water, juice) in lounge area as required
- Have company representative in lounge area throughout event as required
- ACRRM staff member allocated to support throughout event

OTHER BENEFITS:

- Two (2) full conference delegate registrations (including Welcome Reception and Conference Dinner tickets)
- Four (4) exhibition hall delegate registrations (including Welcome Reception and Recovery Breakfast)
- Company logo, brief company profile and URL link featured on Sponsor and Exhibitor pages of RMA19 website and Conference App
- Logo acknowledgement on information screens throughout conference venue
- Floor decal acknowledgement in exhibition hall
- Two (2) promotional flyer inserts of your choice in RMA19 eSatchel
- Two (2) mREC advertisements in ACRRM Country Watch weekly prior to the Conference
- Two (2) acknowledgements in outbound social media communications prior to the Conference
- One (1) standard advertisement in RDAA's RuralDoc weekly eNewsletter prior to the Conference
- Ability to purchase four (4) additional conference registrations for staff to attend full conference at a 25% discounted rate
- Paid parking at venue for two (2) company representatives

We will provide furniture, refrigerator/freezer, laptops, power access, and Wi-Fi, as part of the package. ACRRM technology rep will be onsite in the recharge zone to deliver web usage assistance. You can have input into preferred layout of space as required.

EXCLUSIVE
OFFER

TECHNOLOGY SUPPORT PARTNER

COST: \$20,000 (\$22,000 INC. GST)

AMOUNT AVAILABLE: 1 ONLY

The conference cannot run without technology! Take this exclusive opportunity to partner with us to present conference Wi-Fi and the Conference App. Presenting the App sets your organisation up as an intimate part of the delegates' conference experience, putting promotion of your company in the palm of their hand. The App has developed over the years to become an integral part of the conference experience – a day by day update on all that is happening throughout.

EXCLUSIVE BENEFITS:

- Acknowledgement as the Technology Support Partner
- Dedicated sponsor information page within the Conference App (as provided by you)
- Logo and URL link on the homepage of the Conference App
- Two (2) customised posts in the Conference App activity feed throughout the event
- Your company logo attached to all Conference App information and other technology promotion/references (e.g. your logo showing on all Wi-Fi address signage)

OTHER BENEFITS:

- Two (2) full conference delegate registrations (including Welcome Reception and Conference Dinner tickets)
- One (1) exhibition booth (3m x 2m space) in a prime location in exhibition hall
- Two (2) exhibition hall delegate registrations (including Welcome Reception and Recovery Breakfast)
- Company logo, brief company profile and URL link featured on Sponsor and Exhibitor pages of RMA19 website and Conference App
- Logo acknowledgement on screens throughout conference venue
- Floor decal acknowledgement in exhibition hall
- One (1) promotional flyer insert of your choice in RMA19 eSatchel
- One (1) mREC advertisement in ACRRM Country Watch weekly eNewsletter, prior to the Conference
- One (1) acknowledgement in outbound social media communications prior to the Conference
- One (1) standard advertisement in RDAA's RuralDoc weekly eNewsletter
- Ability to purchase four (4) additional conference registrations for staff to attend full conference at a 25% discounted rate
- Paid parking at venue for one (1) company representative



PRESENTING THE APP SETS YOUR
ORGANISATION UP AS AN INTIMATE PART OF
THE DELEGATES' CONFERENCE EXPERIENCE,
PUTTING PROMOTION OF YOUR COMPANY IN
THE PALM OF THEIR HAND



THE PERFECT OPPORTUNITY TO LEAVE
A LASTING IMPRESSION, AND NETWORK
WITH OUR DELEGATES IN A RELAXED
SOCIAL SITUATION

EXCLUSIVE
OFFER

CONFERENCE DINNER PARTNER

COST: \$20,000 (\$22,000 INC. GST)
AMOUNT AVAILABLE: 1 ONLY

This exclusive sponsorship will provide an evening of relaxation and fun to our delegates, with great company, food, wine and entertainment! It is the perfect opportunity to leave a lasting impression, and network with our delegates in a relaxed social situation.

EXCLUSIVE BENEFITS:

- Exclusive partner of the Conference Dinner
- Acknowledgement and introduction by the Chair of the proceedings as the Conference Dinner Partner
- Display company banner at the entrance to Conference Dinner
- Opportunity for company representative to introduce your organisation to guests in a five-minute address at the Conference Dinner
- Company table for up to ten (10) guests – invite your staff, or wine and dine your network!
- Company logo printed on Conference Dinner menus
- Opportunity to provide dinner guests with a branded gift (supplied by you)
- Two (2) full conference delegate registrations (including Welcome Reception and Recovery Breakfast)
- Company logo featured on screen at Conference Dinner as appropriate

OTHER BENEFITS:

- One (1) exhibition booth (3m x 2m space) in a prime location in exhibition hall
- Two (2) exhibition hall delegate registrations (including Welcome Reception and Recovery Breakfast)
- Company logo, brief company profile and URL link featured on Sponsor and Exhibitor pages of RMA19 website and Conference App
- Logo acknowledgement on information screens throughout conference venue
- Floor decal acknowledgement in exhibition hall
- One (1) promotional flyer insert of your choice in RMA19 eSatchel
- One (1) mREC advertisement in ACRRM Country Watch weekly eNewsletter, prior to the Conference
- One (1) acknowledgement in outbound social media communications prior to the Conference
- Ability to purchase four (4) additional conference registrations for staff to attend full conference at a 25% discounted rate

EXCLUSIVE
OFFER

WELCOME RECEPTION PARTNER

COST: \$17,500 (\$19,250 INC. GST)
AMOUNT AVAILABLE: 1 ONLY

This exclusive sponsorship provides delegates with a night of networking with peers and guests over canapés and drinks. As the opening event of the Conference, the Welcome Reception is the highest attended social function of the conference. This option offers you the perfect opportunity to alert guests and raise your profile in the lead up to another great RMA!

EXCLUSIVE BENEFITS:

- Exclusive partner of the Welcome Reception
- Acknowledgement and introduction by the Chair of the proceedings as the Welcome Reception Partner
- Opportunity to introduce your organisation to guests in a five-minute address at the Welcome Reception
- Display company banner at the entrance to the Welcome Reception

OTHER BENEFITS:

- Two (2) full conference delegate registrations (including Welcome Reception and Conference Dinner tickets)
- One (1) exhibition booth (3m x 2m space) in a prime location in exhibition hall
- Two (2) exhibition hall delegate registrations (including Welcome Reception and Recovery Breakfast)
- Company logo, brief company profile and URL link featured on Sponsor and Exhibitor pages of RMA19 website and Conference App
- Logo acknowledgement on information screens throughout conference venue
- Floor decal acknowledgement in exhibition hall
- One (1) promotional flyer insert of your choice in RMA19 eSatchel
- One (1) standard advertisement in RDAA's RuralDoc weekly eNewsletter
- Ability to purchase four (4) additional conference registrations for staff to attend full conference at a 25% discounted rate

EXCLUSIVE
OFFER

REJUVENATION JUICE PARTNER

COST: \$15,000 (\$16,500 INC. GST)
AMOUNT AVAILABLE: 1 ONLY

An exclusive opportunity to sponsor the only juice cart in the exhibition hall. Provide delegates with a refreshing and rejuvenating beverage option to fuel them throughout the conference.

EXCLUSIVE BENEFITS:

- Exclusive partner of the Juice Station
- Opportunity to brand the Juice Station (artwork to be supplied by sponsor)
- Service staff in attendance at catering breaks plus all supplies for full duration of conference
- Display company banner next to the juice station as required
- Opportunity to supply your own printed cups

OTHER BENEFITS:

- One (1) exhibition booth (3m x 2m) plus space situated adjacent to your sponsored juice cart
- Three (3) exhibition hall delegate registrations (including Welcome Reception and Recovery Breakfast)
- Company logo, brief company profile and URL link featured on Sponsor and Exhibitor pages of RMA19 website and Conference App
- Logo acknowledgement on information screens throughout conference venue
- Floor decal acknowledgement in exhibition hall

COFFEE CART SPONSOR

COST: \$13,000 (\$14,300 INC. GST)
AMOUNT AVAILABLE: UP TO 2

An opportunity to sponsor a very popular coffee cart attached to a booth in the exhibition hall. These are strategically located to draw delegates through the exhibition hall and to your booth - the perfect opportunity to access maximum delegate traffic throughout the conference.

EXCLUSIVE BENEFITS:

- Exclusive partner of the Coffee Cart
- Opportunity to brand the Coffee Cart (artwork to be supplied by sponsor)
- Barista in attendance at catering breaks, plus all supplies for full duration of conference
- Display company banner next to the Coffee Cart as required
- Opportunity to supply your own printed coffee cups

OTHER BENEFITS:

- One (1) exhibition booth (3m x 2m) situated adjacent to your sponsored Coffee Cart
- Three (3) exhibition hall delegate registrations (including Welcome Reception and Recovery Breakfast)
- Company logo, brief company profile and URL link featured on Sponsor and Exhibitor pages of RMA19 website and Conference App
- Logo acknowledgement on information screens throughout conference venue
- Floor decal acknowledgement in exhibition hall

EXCLUSIVE
OFFER

SATCHEL BAG SPONSOR

COST: \$12,000 (\$13,200 INC. GST)
AMOUNT AVAILABLE: 1 ONLY

Be on everyone's shoulder during conference by being the exclusive partner of our RMA19 delegate bags. Your logo will be aligned with the ACRRM and RDAA logos and worn by over 700 delegates!

EXCLUSIVE BENEFITS:

- Your logo featured on conference satchel provided to all delegates and co-branded with ACRRM and RDAA's logos.
- Provide a promotional item to be inserted in the delegate bag (to be supplied by sponsor)
- Display company banner at bag pick up location

OTHER BENEFITS:

- Company logo, brief company profile and URL link featured on Sponsor and Exhibitor pages of RMA19 website and Conference App
- Logo acknowledgement on information screens throughout conference venue
- Floor decal acknowledgement in exhibition hall
- One (1) promotional flyer insert of your choice in RMA19 eSatchel



PLENARY SESSION SPONSOR

COST: \$8,000 (\$8,800 INC. GST)
AMOUNT AVAILABLE: UP TO 4

The plenary sessions include presentations from keynote speakers and are a major highlight of the conference program. You will receive a list of the plenary speakers to enable selection of the appropriate plenary session to align with.

EXCLUSIVE BENEFITS:

- Exclusive partnership for one (1) Plenary Session, excluding the Opening Welcome
- Acknowledgement by session Chair during the sponsored session
- Display company banners in room during session

OTHER BENEFITS:

- Two (2) full conference delegate registrations (including Welcome Reception and Conference Dinner tickets)
- Company logo, brief company profile and URL link featured on Sponsor and Exhibitor pages of RMA19 website and Conference App
- Logo acknowledgement on information screens throughout conference venue
- Floor decal acknowledgement in exhibition hall

RECOVERY BREAKFAST PARTNER

COST: \$7,500 (\$8,250 INC. GST)
AMOUNT AVAILABLE: 1 ONLY

This package provides you with the opportunity to re-fuel delegates with coffee and breakfast to give them energy to power through the final day of conference after a night of dancing at the Conference Awards Dinner.

EXCLUSIVE BENEFITS:

- Exclusive partner of the Recovery Breakfast
- Opportunity to brand the tables (artwork to be supplied by sponsor)
- Service staff in attendance during the breakfast plus all supplies for full duration of conference
- Display company banner next to the breakfast tables as required

OTHER BENEFITS:

- Company logo, brief company profile and URL link featured on Sponsor and Exhibitor pages of RMA19 website and Conference App
- Logo acknowledgement on information screens throughout conference venue
- Floor decal acknowledgement in exhibition hall

POSTER DISPLAY SPONSOR

COST: \$6,000 (\$6,600 INC. GST)
AMOUNT AVAILABLE: 1 ONLY

If your organisation has a strong connection to research, the Poster Presentation package is for you. Posters will be presented in a programmed session, with a Poster Blitz planned. Each poster presenter will have some time to take to the microphone and explain their research.

EXCLUSIVE BENEFITS:

- Opportunity to introduce your organisation to guests in a three-minute address at the Poster Blitz
- Logo on Poster Display signage

OTHER BENEFITS:

- Two (2) full conference delegate registrations (including Welcome Reception and Conference Dinner tickets)
- Company logo, brief company profile and URL link featured on Sponsor and Exhibitor pages of RMA19 website and Conference App
- Logo acknowledgement on information screens throughout conference venue
- Floor decal acknowledgement in exhibition hall

E-SATCHEL INSERT

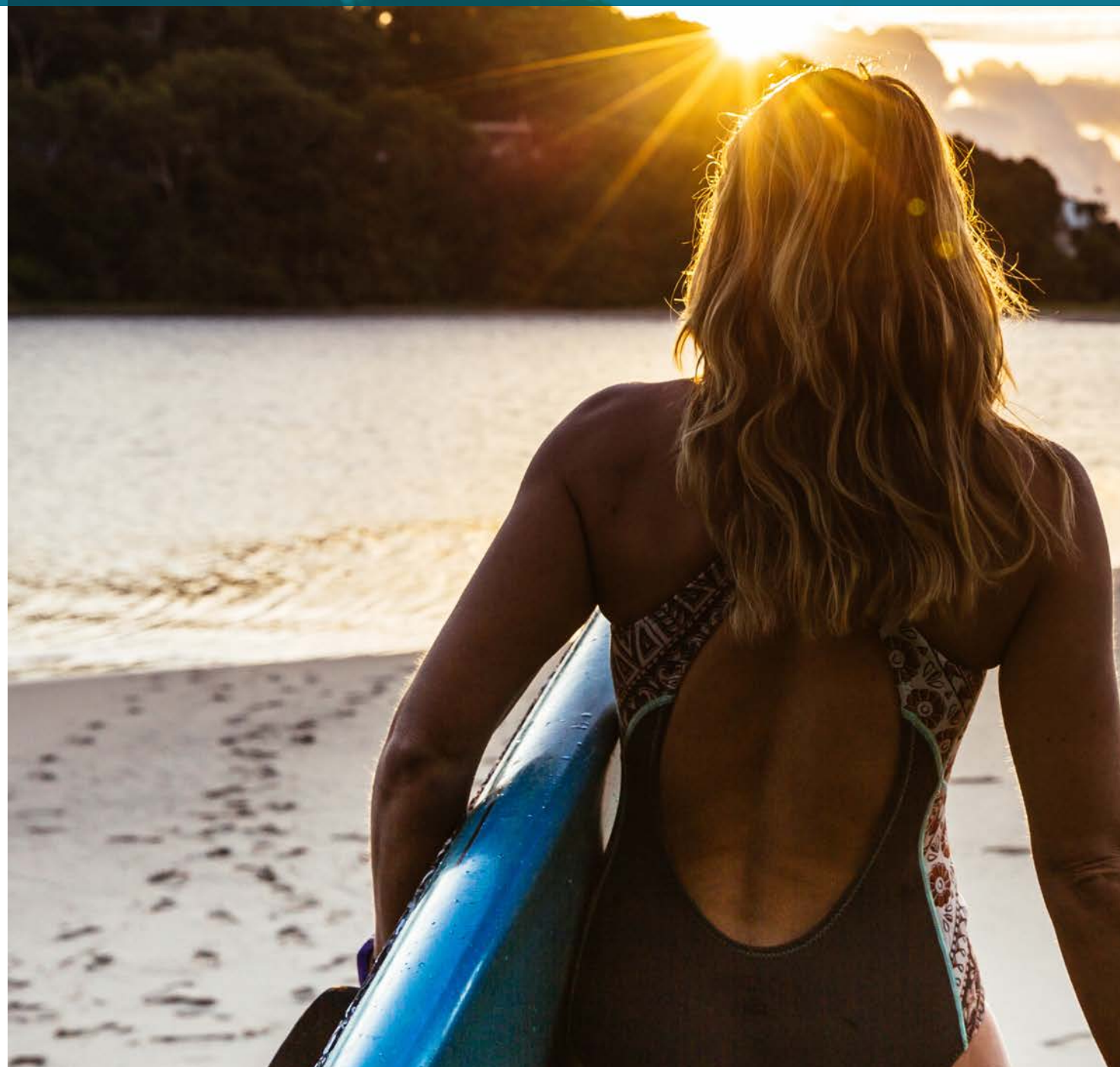
COST: \$1,000 (\$1,100 INC. GST)

In consideration of our preference for non-printed satchel inserts, we offer this "digital" advertising opportunity. Reach delegates directly pre- and post-conference by including a downloadable promotional flyer or brochure on the conference website and App eSatchel.

SPECIFICATION:

- eSatchel inserts may take the form of a flyer or a brochure (finished promotional artwork to be provided in PDF format)
- Sponsor to provide company logo, brief company profile and URL link for upload to the eSatchel page of the RMA19 website and Conference App

THE EXHIBITION HALL IS AN INTEGRAL PART OF THE EVENT AND A RELAXED HUB FOR DELEGATE NETWORKING. THIS IS AN OPPORTUNITY FOR YOU TO PROMOTE YOUR PRODUCT OR SERVICE AND ENGAGE WITH DELEGATES AS THEY PERUSE BOOTHS DURING THE CATERING BREAKS



EXHIBITION BOOTH

COST: \$5,500 (\$6,050 INC. GST)

BENEFITS INCLUDE:

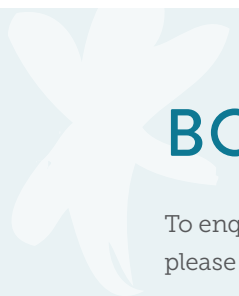
- Two (2) exhibition hall delegate registrations (including Welcome Reception and Recovery Breakfast)
- One (1) 3m x 2m booth
- One (1) dressed trestle table and two (2) chairs (optional)
- Two (2) 150-watt spotlights per booth mounted on light track inside fascia
- One (1) 4-amp power outlet
- One digital print lettering laminate infill fascia signage (maximum 30 characters)
- Wireless internet access

ADDITIONAL EXHIBITOR REGISTRATIONS

Additional exhibitor delegate registrations can be purchased daily (\$190) or for the full conference (\$550). This charge applies if further staff are required additional to the included exhibitor registrations. The cost covers catering and associated booking charges for additional exhibition personnel. See registration form relevant to costs and to register additional staff.

PLEASE NOTE:

Exhibition hall registration tickets do not include attendance to any of the conference sessions.



BOOKINGS

To enquire about an exhibition booth or any of our sponsorship packages, please contact RMA19 organisers to discuss your opportunities directly.

RAYE PICOTO

Conference Officer

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