



RWAV

CONFERENCE

Pathways to Progress: Healthcare Access in Rural Victoria

Sponsorship Prospectus

15 – 16 February 2024

Mercure Ballarat Hotel & Convention Centre

For More Information, Contact:

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About RWAV

The RWAV 2024 Conference is organised by Rural Workforce Agency Victoria, a not-for-profit, government-funded organisation dedicated to improving healthcare for Victoria's rural, regional, and Aboriginal and Torres Strait Islander communities to raise awareness and achieve health equity. RWAV has a long history of promoting best practice and standards in the management and delivery of primary care and specialist outreach services that provide health access and support for people living in rural Victoria.

Invitation to Participate

On behalf of the organising committee, we are delighted to invite your organisation to participate in the RWAV Conference 2024 in Ballarat, Victoria. This is a wonderful opportunity to join our RWAV team in bringing over 250 health professionals, health service leaders and policymaker colleagues together to explore key challenges that impact rural communities, the viability of the rural health workforce in Victoria, and the formulation of solutions to complex challenges in local areas.

The purpose of this event is to share knowledge, exchange views and develop leading solutions with industry experts while building your network. The conference theme Pathways to Progress: Healthcare Access in Rural Victoria, will address opportunities and solutions through these sub-themes:

**FUTURE
WORKFORCE**

Building the Pipeline

SUSTAINABILITY

Building a Thriving Rural Health Future

**MULTIDISCIPLINARY
TEAMS**

Uniting for Better Care

**DATA
CAPABILITY**

From Data to Action

Sponsorship Benefits

Showcase the good work fostered by your organisation and grow your reach across rural healthcare.

Following the success of last year's conference, we have expanded it to include a second program day, networking dinner celebration and an exhibition space for 10 trade tables plus 20 additional sponsor opportunities.



Our sponsor partners will benefit from a comprehensive and effective marketing campaign, to include:

APP

Sponsor inclusion in the conference app and upload sponsor profiles and banner Ads

INCLUSION

in print and online channels such as websites, social media and on-site branding in the conference app and onscreen

EXPOSURE

to a large audience within the healthcare sector

NETWORK

face-to-face to expand relationships with health professionals, colleagues, government, business and the NFP sectors

OPPORTUNITIES

to raise your company profile amongst a valuable target audience

RECOGNITION

including acknowledgement and demonstration of your support for improving health outcomes for rural and remote Victoria including First Nations peoples

LEARN FIRST-HAND

about the latest rural and remote health workforce and service development initiatives and meet our award winners who improve and champion this sector.

OPPORTUNITIES

COST

AVAILABLE

Premium Package

Conference Dinner & Trade Table

\$12,000

1

Trade Table



\$5,000

9

Coffee Cart



\$5,000

2

Student Sponsorships



\$2500

8

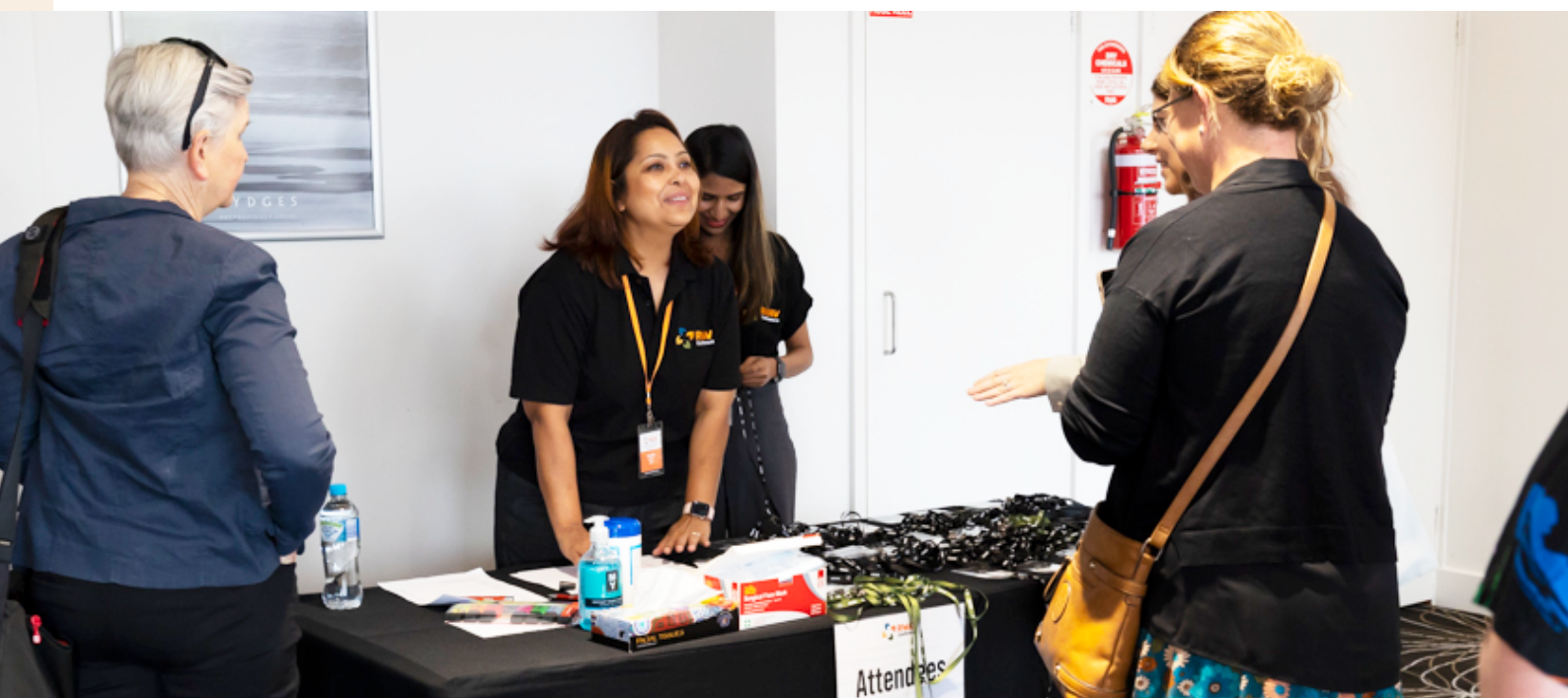
App Branding



\$1000

10

Note: Prices **exclude** GST.



Sponsorship Packages

- 1. Premium Package Networking Dinner } \$12,000 + GST**
Trade Table Sponsorship } (only 1 opportunity)

Sponsorship of Conference Dinner – Eureka Ballroom

15 February 2024, 6:30-10:00pm (capacity 120)

Exclusive branding of the Networking Dinner Celebration for 120 people.

This dinner is the premier event of the conference celebrating rural and regional healthcare, and acknowledges the 2023 Victorian Rural Health Award winners.

- 4 complimentary Networking Dinner Registrations with premium seating (valued at \$720)
- 3 Pull-up banners at the dinner, provided by the sponsor
- Sponsor logo on the menu
- Verbal acknowledgement as the sole sponsor during the Networking Dinner
- 5 minutes to welcome and speak at the dinner
- 1 promotional gift for dinner guests, provided by the sponsor (to be approved by RWAV)
- 2 social media pre and post-conference acknowledgement opportunities

Trade Table sponsorship inclusion:

- 1 trestle table (size: 183 x 46cm) and 2 chairs
- 2 complimentary conference registrations (valued at \$1,800)
- Access to AC power
- Verbal acknowledgement as a sponsor during the conference
- Logo and acknowledgement of sponsor on event slides during meal breaks
- Logo and hyperlink on the conference website and app
- 100-word company profile on the conference website and app
- App – rotating banner ad on app homepage to include hyperlink to your website – 1440 x 310px jpeg supplied by sponsor
- App – sponsor page listing to include 3 links – sponsor choice any combination of contact details, website link or pdf flyer – max 1 mb file supplied by sponsor
- social media pre and post-conference acknowledgement 2 opportunities
- Satchel insert 2 flyers or gift
- Space for 2 pull-up banners



2. Trade Table Sponsor Package

\$5,000

(9 opportunities)

- 2 complimentary conference registrations (valued at \$1,800)
- 1 trestle table (size: 183 x 46cm) and 2 chairs
- Access to AC power
- Verbal acknowledgement as a sponsor during the conference
- Logo and acknowledgement of sponsor on event slides during meal breaks
- Logo and hyperlink on the conference website
- 50-word company profile on the conference website
- App – rotating banner ad on app homepage to include hyperlink to your website – 1440 x 310px jpeg supplied by sponsor
- App – sponsor page listing to include 3 links – sponsor choice any combination of contact details, website link or pdf flyer – max 1 mb file supplied by sponsor
- 2 opportunities for social media pre and post-conference group acknowledgement
- 1 flyer Satchel insert
- 1 pull-up banner per table



3. App Digital Advertising

\$1,000

(10 opportunities)

- App – rotating banner ad on app homepage to include hyperlink to your website – 1440 x 310 jpeg supplied by sponsor
- App – sponsor page listing to include 3 links – sponsor choice any combination of contact details, website link, 50-word company profile or pdf flyer – max 1mb supplied by sponsor



4. Student Sponsorship Package

\$2,500

(8 opportunities)

- 1 complimentary full registration (valued at \$900 full price)
- 2 university student registrations (valued at \$340) - students nominated by sponsor or RWAV
- Logo and acknowledgement of sponsor on event slides during the meal breaks
- Logo and hyperlink on the conference website and app
- 50-word company profile on the conference website and app
- App – Rotating banner ad on app homepage to include hyperlink to your website – 1440 x 310 jpeg supplied by sponsor
- App – Sponsor page listing to include 3 links – sponsor choice any combination of contact details, website link, 50-word company profile or pdf flyer – max 1mb supplied by sponsor
- 2 opportunities for social media pre and post-conference group acknowledgement



5. Coffee Cart Sponsorship Package \$5,000 (1 cart over two days) (2 opportunities)

The coffee cart sponsorship includes barista coffee on arrival and during morning tea, lunch and afternoon tea. RWAV will supply reusable cups in the conference satchels for the environmentally conscious, while the venue will provide the option of biodegradable cups onsite.

- Acknowledgement as the Coffee Cart Sponsor in all advertising
- Signage on the coffee cart – A1 size - 594 x 841 mm (Printed by RWAV, kept by sponsor)
- Sponsor logo sticker on each filled coffee cup (Printed by RWAV)
- Logo and hyperlink on the conference website and app
- 50-word company profile on the conference website and app
- App – rotating banner ad on app homepage to include hyperlink to your website – 1440 x 310 jpeg supplied by sponsor
- App – sponsor page listing to include 3 links – sponsor choice any combination of contact details, website link, 50-word company profile or pdf flyer – max 1mb supplied by sponsor
- 2 opportunities for social media pre and post-conference group acknowledgement



If available after a coffee cart is sold, a sponsor may choose to sponsor a cart over 2 days for a beverage other than coffee to be supplied and dispensed by the venue, such as smoothies.

RWAV Conference 2024 Exhibitor Information

Trade Table Bump in and out

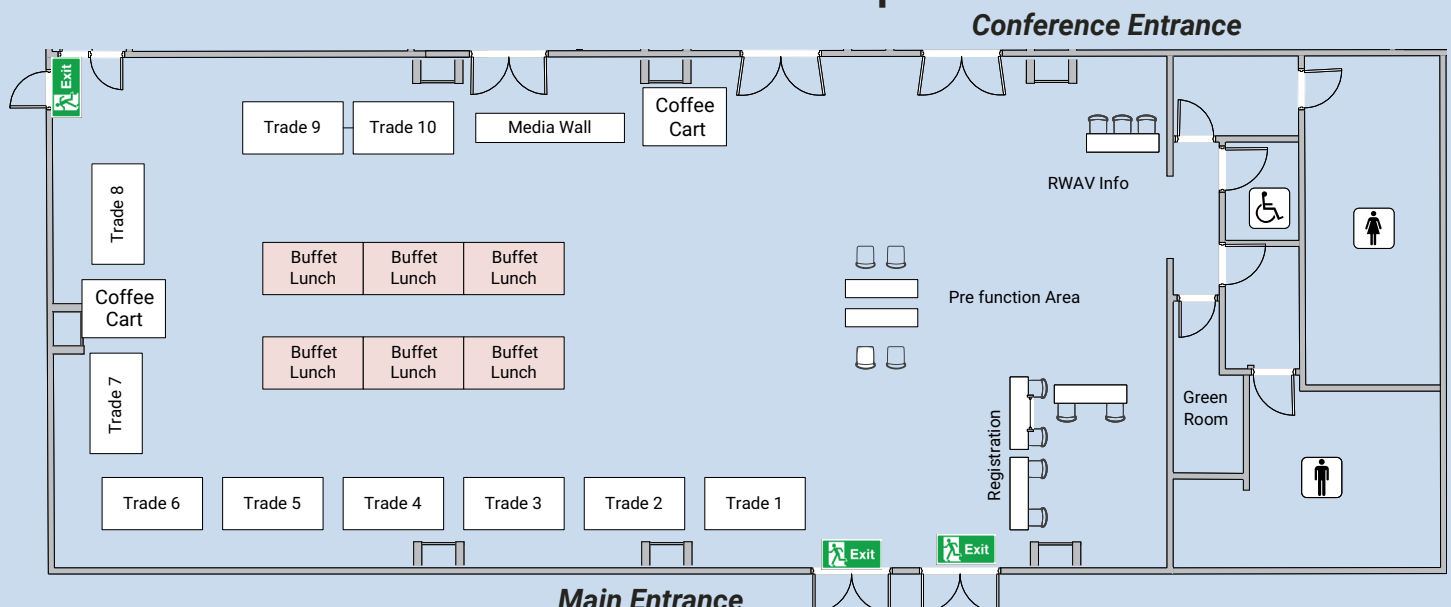
- Bump-in 6:00 – 8:00pm on 14 Feb 2024
- Bump-out 3:30 – 5:30pm on 16 Feb 2024

Internet – will be available onsite for delegates and exhibitors.

You may hire a dedicated cable from the venue for additional cost of \$150.

Satchel Inserts – must be delivered to the RWAV Melbourne office by **30 January 2024** to be included in the conference satchels. A delivery label will be provided.

RWAV 2024 Conference Exhibition Area Map:



MERCURE

HOTEL

BALLARAT HOTEL & CONVENTION CENTRE

RWAV 2024 Conference Venue

Nestled over hills amid 3 hectares of manicured gardens and its own ornamental lake, the [Mercure Ballarat Hotel & Convention Centre](#) is the largest conference venue in regional Victoria conveniently located just an hour from Melbourne CBD and 3kms from Ballarat train station. Ballarat features excellent public transportation and the Mercure offers ample free parking to accommodate delegates. Surrounding popular attractions include Sovereign Hill, Ballarat Wildlife Park, Art Gallery of Ballarat, Lake Wendouree and Botanical Gardens.

RWAV 2024 Conference Location and Accommodation

To book your accommodation, please call **(03) 5327 1200** or email: reception@mercureballarat.com.au and mention the RWAV 2024 Conference.



Mercure Convention Centre



Eureka Ballroom Networking Dinner



RWAV Sponsorship Selection Policy (Guidelines & Restrictions)

The Rural Workforce Agency Victoria (RWAV) acknowledges the valuable contributions of sponsor organisations in fostering healthcare and community development. In line with our commitment to our funders, we have formulated these Sponsorship Guidelines and Restrictions for conference events. The aim is to ensure transparent, accountable, and effective sponsorship practices that align with the values and objectives of RWAV.

Eligibility Criteria

To be considered as a sponsor, organisations must align with RWAV Objectives:

The conference event sponsor must align with the priorities and objectives of RWAV.

- a. Registered Status: The organisation must be legally registered as a healthcare or support service delivery entity within Australia.
- b. Alignment with RWAV Objectives and values: The conference event sponsor must align with the priorities and objectives of RWAV.
- c. Conference Event Relevance: The conference event sponsor should demonstrate its significance, relevance, and potential positive impact on the target audience and the broader community.
- d. Ethical Conduct: The sponsor organisation must have a strong track record of ethical conduct and compliance with legal and regulatory requirements.

RWAV Sponsorship Restrictions

Event sponsorship for RWAV conference events must not be used to support activities that conflict with the values and principles of RWAV. Therefore, the following restrictions apply:

- a. Political Affiliation: Sponsor must not promote or endorse any political party, candidate, or partisan activity.
- b. Religious Activities: The conference event sponsor should not promote or advocate for any particular religious beliefs or practices.
- c. Discriminatory Practices: Sponsor organisations that discriminate based on race, ethnicity, gender, sexual orientation, disability, or other protected characteristics will not be eligible for sponsorship.
- d. Controversial Content: The conference event sponsor should not include content that is offensive, discriminatory, or likely to cause harm to any individual or group.
- e. Tobacco, Alcohol, and Gambling: The conference event sponsor should not promote or support tobacco, alcohol, or gambling products or industries.

- f. Non-Compliance: Failure to adhere to these guidelines may result in disqualification from future RWAV sponsorship opportunities.
- g. Right of Refusal: RWAV reserves the right to decline a request for sponsorship if the sponsor does not meet the Eligibility Criteria, or falls under the Sponsorship Restrictions.

Sponsorship Application and Evaluation Process

To be considered as an RWAV conference or event sponsor, the sponsor must follow a transparent and standardised application process. The steps are as follows:

- a. Review and Evaluation: RWAV will evaluate all proposals based on the eligibility criteria and alignment with RWAV's objectives.
- b. Sponsorship Agreement: If selected, the sponsor organisation will enter into a formal sponsorship agreement with RWAV.

Sponsorship Benefits and Recognition

- a. Public Acknowledgment: The sponsor organisation will be recognised as an official partner to the extent as outlined in the sponsorship package.
- b. Media Exposure: The sponsor organisation may receive exposure through press releases and media coverage related to the conference event.
- c. Networking Opportunities: The organisation will have the chance to connect with other stakeholders, including event attendees.

These Sponsorship Guidelines and Restrictions aim to establish a transparent and accountable framework for RWAV's conferences and events. By adhering to these guidelines, we strive to promote collaboration, foster community development, and enhance healthcare initiatives in rural and regional Victoria. RWAV looks forward to partnering with sponsor organisations to create positive and impactful conference events for the betterment of rural and regional healthcare in Victoria.

Terms and Conditions

Bookings & Payments

Acceptance of Terms and Conditions

- Members of the Organising Committee and RWAV are collectively referred to as The Organisers.
- The Organisation listed on the sponsorship and exhibition application will be referred to as your Organisation or collectively as sponsors and exhibitors.
- By returning a Sponsorship and Exhibition Booking Form, you are accepting these terms and conditions.

Acceptance of Applications

- RWAV will issue a Tax Invoice once a Sponsorship and Exhibition application has been accepted. Any advertising is not an offer capable of acceptance.
- RWAV reserves the right to decline any sponsorship and exhibition application.
- All costs are exclusive of GST and listed in Australian Dollars.

Payments

- Payment is required within 14 days of issuing a Tax Invoice to confirm your application.
- Sponsorship and exhibition entitlements, including the allocation of exhibition space, do not commence until payment has been received.

Cancellation of Sponsorship and Exhibition Bookings

- Once a sponsorship and exhibition application has been accepted, all payments are non-refundable. If you are no longer able to attend the conference, please contact RWAV to discuss your participation. A \$50 cancellation fee will apply.

Cancellation or Postponement of the Conference

- If the conference is cancelled or postponed due to an event that renders proceedings with the meeting inadvisable, illegal, impracticable or impossible, RWAV will refund any registration fees or credit them towards a rescheduled conference. RWAV does not accept any liability for any other losses incurred as a result of the postponed or cancelled conference.
- An unforeseen event could include, but is not limited to, an infectious disease outbreak; industrial disruptions; service provider failures; governmental restrictions or regulations; war or apparent act of war; terrorism or apparent act of terrorism; disaster; civil disorder, disturbance, and/or riots; curtailment, suspension or restriction on transportation; or any other emergency.

General Information

Disclaimer and Changes

- Every effort has been made to present all the information accurately. However, no liability is accepted for any inaccuracy, and RWAV reserves the right to change any published information.
- RWAV reserves the right to amend, update or delete sponsorship and exhibition packages and the exhibition floor plan.

Exhibition Floor Plan

- The exhibition floor plan is subject to change without notice. The floor plan is not to an exact scale but accurately represents the position and sizes of exhibition spaces.

Correspondence

- When booking, please appoint a single point of contact within your Organisation. All sponsorship bookings will be recorded under one name, and all correspondence will be sent to this person.

Allocation of Exhibition Spaces

- Conference Organisers will allocate exhibition spaces after consideration of each organisation's sponsorship, the date of application, preferences, proximity to competitors and any other matters deemed relevant.

Insurance

All sponsors and exhibitors must have adequate insurance for the period of the conference, including public and product liability cover and professional indemnity insurance. We may request a certificate of currency.

Indemnity

- Your Organisation shall indemnify and hold RWAV harmless for any loss, damage to property or injury to persons suffered as a result of your participation in the conference, except where RWAV are found to be negligent.

Supply of Goods and Services

- The supply of any goods, services, samples or advice is entirely at your Organisation's own risk.

During the Conference

Deliveries

- Late and missing deliveries are the main concerns for sponsors and exhibitors during the conference.
- Please use the specified delivery labels provided by RWAV and confirm with your courier the consignment has actually been made.
- When you arrive on-site, have the courier name, the consignment numbers and the delivery date available.

Security

- No valuable items should be left unattended at your exhibition at any time especially not overnight. No responsibility is accepted for any loss or damage to equipment and display materials.

Representatives

- Anyone from your Organisation attending the conference or guests you wish to invite to the conference must register with RWAV before the conference. An official name badge will be required to access the meeting and exhibition area.

Trade Tables

- All exhibitors will be provided with a trestle table, table cloth and two chairs. Your stand must fit within the allotted space and be pre-approved by RWAV. Items on your stand must not exceed 3.0 metres high. If you have any questions, please email us a floor plan and elevations of your proposed stand.

Delegate List

- Due to privacy requirements, the delegate list will not be supplied at the conference.

Interactive Exhibitions

- Whilst we encourage you to develop entertaining and interactive displays to attract delegates, please be mindful not to disturb other exhibitors or delegates as trade tables are close together.

Storage

- There is limited storage space on site for exhibition equipment or packaging. Limited to 1 sq mtr/exhibitor.

Signage at the Venue

- The venue doesn't allow any signage to be fixed to walls or other surfaces. Your signage should be free standing to allow for easy placement and should be contained within your exhibition space.

Dismantling Displays

- Due to safety requirements, you will not be able to dismantle your display before the published closing time.

Damage to the Venue

- Your Organisation shall indemnify RWAV from all liability for damage to the venue deemed to have been caused by your staff, contractors, agents or guests. The cost of repairs will be the sole responsibility of your Organisation.

How to Apply

We invite you to support the conference as early as possible to take advantage of the best sponsorship option and trade show location. As a valued sponsor of the RWAV 2024 Conference, we look forward to you joining our allied health industry delegates.

Please complete this form to submit your interest.

Organisation:

Name: Title:

Address:

City: State: Postcode:

Email:

Phone: Mobile:

Sponsor Package:

Exhibition Stand Number Request: 2nd Choice:

Total sponsorship amount \$:

Signed Date:

Sponsor Package	Price (excl. GST)	Number Available	Registrations Included	Dinner Included	Extras Included
Premium Dinner + Trade Table	\$12,000	1	2	4	1 Trade Table
Trade Table	\$5,000	9	2	-	-
Student Sponsorship	\$2,500	8	1	-	2 Student Registrations
Coffee Cart	\$5,000	2	-	-	-
App Branding	\$1,000	10	-	-	-

For discussion or enquiries, please contact:

Barbara Hines - Event Planner, RWAV

0414 977 359

barbarah@rwav.com.au

Please submit this document by email.

rwavconference.com.au

RWAV Office Address:

Wurundjeri Country, Level 6, Tower 4 World Trade
Centre 18-38 Siddeley Street, Melbourne VIC 3008



**Pathways to Progress:
Healthcare Access in Rural Victoria**

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