

17–18 MAY

ROYAL RANDWICK RACECOURSE
SYDNEY



cdi+2021
Transforming Health Care

Sponsorship Opportunities

Join us in
person or virtually
at this hybrid
conference

INAUGURAL CDI CONFERENCE IN AUSTRALIA

INAUGURAL CONFERENCE

CDIA 2021 CONFERENCE SPONSORSHIP OPPORTUNITIES

02

IT IS MY GREAT PLEASURE TO INVITE YOU TO PARTNER WITH CDIA to deliver the inaugural conference in Australia dedicated to Clinical Documentation Improvement.

CDIA 2021 Transforming Health Care is an Australian first event that will proudly be shared across the globe with attendees joining us both in person and online.

The world has faced many challenges over the last 18 months particularly with the global pandemic, which has encouraged us all to think differently about how we do things. Our CDI services are now offered both in person at our training office, virtually via our CDIA education studio, or onsite at our partner hospitals. We have been able to connect with and educate clinicians across the ditch and across the world.

At CDIA we see the conference as a wonderful opportunity to bring together like-minded people, all of whom are driven by improving patient safety, data integrity and the financial sustainability of hospitals.

The conference will provide our sponsors with an opportunity to forge new connections both in Australian and global markets. As a sponsor, you can get in on the ground and be part of what will be an ever-growing field of health care, and a conference that is expected to attract more delegates year on year.

Nicole Draper
CDIA Co-Founder & Conference Convenor



CLINICAL DOCUMENTATION IMPROVEMENT AUSTRALIA (CDIA)

strives to empower clinicians to deliver safer care to every patient. By partnering with hospitals, we create a documentation culture that reflects the clinical truth, ensure hospital funding reflects patient complexity, and enhance the integrity of health care data.

CDIA was born out of a group of doctors and nurses who observed how the quality of clinical documentation was impacting patients from a safety, quality and communication perspective and hospitals from a reimbursement perspective. Disillusioned with the mantra to "write more", CDIA sought a better way. CDIA's eye opening and unique approach has led to partnerships with hospitals right across Australia, New Zealand and the Middle East.

Since 2016, CDIA has partnered with many of Australia's leading hospitals, New Zealand, and Middle East Hospitals and have educated more than 7500 health professionals about clinical documentation improvement.



OUR AUDIENCE

CDIA 2021 CONFERENCE SPONSORSHIP OPPORTUNITIES

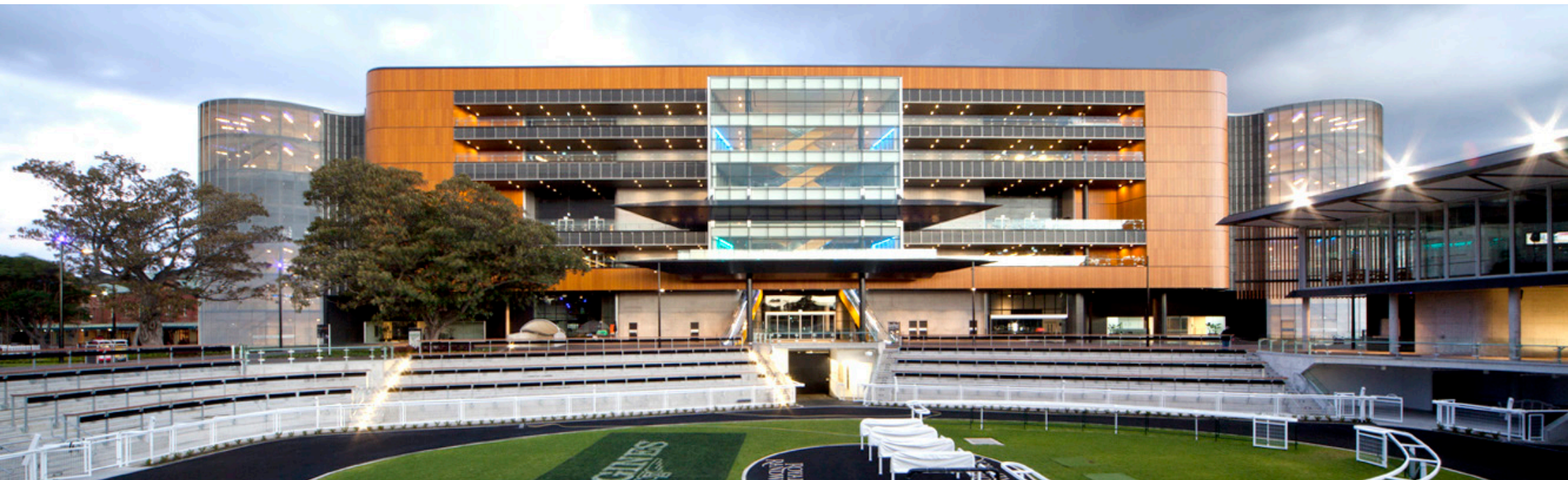
04

THE CDIA 2021 CONFERENCE 'TRANSFORMING HEALTH CARE', aims to provide a forum for collaboration in CDI. Offering a fantastic opportunity to network with other clinical documentation improvement specialists and stakeholders, the CDIA 2021 Conference will allow delegates to share information and their experiences relating to CDI in Australia, New Zealand and the Middle East.

The conference is set to attract in excess of 200 delegates from across Australia as well as reaching an international audience located in Saudi Arabia and New Zealand. It will attract key decision makers from diverse backgrounds ranging from clinical document specialist, health information managers and clinical coders from across the public, private health care sector.

They will span a range of professions including:

- + Clinical Documentation Specialists
- + Health Information Managers
- + Chief Medical Officers
- + Chief Financial Officers
- + Quality improvement professionals
- + Doctor champions
- + Directors of nursing
- + Clinical coders



BENEFITS of SPONSORSHIP

OPPORTUNITIES EXIST TO MARKET YOUR BUSINESS OR SERVICE DIRECTLY to over 200 delegates and key decision makers across the health care sector.

The levels of sponsorship have been designed to offer a range of opportunities so that you can select the level of involvement that best suits your company's needs and budget.

The CDIA team are committed to working with your company to ensure maximum benefits and exposure from your involvement as a sponsor of the 2021 CDIA Conference.

Benefits Include:

- + Platform to showcase and align your brand with the emerging and innovative changes sweeping the clinical documentation improvement and health care sector.
- + Two days of exhibit time to network face to face with a virtual global audience and existing customers and future prospects.
- + The opportunity to showcase your expertise, services and capabilities to a strategic market.
- + Attend exclusive networking functions with industry leaders and key decision makers across the health care sector.



Major Sponsor

\$12,500^{+GST}

The Major Sponsorship package is an exclusive opportunity for a sponsor who is seeking strong brand association with CDIA and will benefit from a high-level of exposure throughout the conference.

1
SPONSOR
ONLY

EXCLUSIVE BENEFITS

Exclusive acknowledgement as the Major Sponsor across the conference in all online and print media

Opportunity to present a 5-minute address to delegates in the main plenary room

2 x pull-up banners or posters placed at strategic locations around the conference (sponsor to provide)

100-word company profile displayed on conference website

Opportunity to introduce a session within the conference

Access to consenting delegate list

BRANDING BENEFITS

Sponsor company name and logo prominently featured in all online and print media

Recognition as the Major Sponsor on the conference website and conference app with a link to your company website

Sponsor company name and logo featured prominently in multimedia presentation throughout the event

Opportunity to play a 30-second video advertisement in the plenary room during break times

ACCESS

3 x complimentary conference registrations which includes full day catering and participation in the conference program

3 x complimentary tickets to the Networking Event

A prime position for your trade booth in the trade exhibition

6m x 2m trade display area

1 display table and 2 chairs

Networking Event Sponsor

\$7,000^{+GST}

The Networking Event provides an ideal opportunity to forge key relationships and showcase your company to delegates in an informal environment. Enjoy this exclusive sponsorship opportunity.

1
SPONSOR
ONLY

EXCLUSIVE BENEFITS

Exclusive acknowledgement as the Networking Event Sponsor across the conference in all online and print media

Opportunity to present a 2-minute address to delegates during the Networking Event

2 x pull-up banners or posters placed at strategic locations around the conference (sponsor to provide)

Access to consenting delegate list

BRANDING BENEFITS

Sponsor company name and logo prominently featured in all online and print media

Sponsor company name and logo featured in multimedia presentation throughout the event

Recognition as the Networking Event Sponsor on the conference website and conference app with a link to your company website

ACCESS

2 x complimentary conference registrations which includes full day catering and participation in the conference program

4 x complimentary tickets to the Networking Event

A favourable position for your 3m x 2m trade display area

1 display table and 2 chairs

Coffee Cart Sponsor

\$6,000^{+GST}

1
SPONSOR
ONLY

The Coffee Cart sponsorship provides an opportunity to engage with delegates and harness those all-important connections. This is a fantastic opportunity to enhance your company's brand awareness and continue to forge those strong business relationships with customers and prospects.

EXCLUSIVE BENEFITS

Exclusive acknowledgment as the Coffee Cart Sponsor across the conference in all online and print media

Naming rights to the coffee cart including an opportunity to provide coffee cups and napkins for additional branding

Opportunity to provide signage, banners and brochures to be displayed at the Coffee Cart throughout the conference

Access to consenting delegate list

BRANDING BENEFITS

Sponsor company name and logo prominently featured in all online and print media

Sponsor company name and logo featured in multimedia presentation throughout the event

Recognition as the Coffee Cart Sponsor on the conference website and conference app with a link to your company website

ACCESS

2 x complimentary conference registrations which includes full day catering and participation in the conference program

2 x complimentary tickets to the Networking Event

A favourable position for your 3m x 2m trade display area located next to the coffee cart

1 display table and 2 chairs

Conference App Sponsor

\$5,000^{+GST}

As the Conference App sponsor put your company's products and services in the palm of delegates. Exclusive sponsorship opportunity set to drive more traffic to your company's website before, during and after the event.

1
SPONSOR
ONLY

EXCLUSIVE BENEFITS

Exclusive acknowledgement as the Conference App Sponsor across the conference in all online and print media

Sponsor logo on the conference app landing page

Sponsor logo or advertising featured on the main app page

Access to consenting delegate list

BRANDING BENEFITS

Sponsor company name and logo prominently featured in all online and print media

Sponsor company name and logo featured in multimedia presentation throughout the event

Recognition as the Conference App Sponsor on the conference website and conference app with a link to your company website

ACCESS

2 x complimentary conference registrations which includes full day catering and participation in the conference program

2 x complimentary tickets to the Networking Event

3m x 2m trade display area

1 display table and 2 chairs

Lanyard & Name Badge Sponsor

\$5,000^{+GST}

As the Lanyard & Name Badge sponsor your company will enjoy a high degree of brand visibility. This is an ideal way to promote your company to the full conference delegation.

1
SPONSOR
ONLY

EXCLUSIVE BENEFITS

Exclusive acknowledgement as the Lanyard & Name Badge Sponsor on all online and print media during the conference

Sponsor logo or name to be featured exclusively on lanyards and name badges which are provided to all delegates (lanyards to be supplied by sponsor)

Access to consenting delegate list

BRANDING BENEFITS

Sponsor company name and logo prominently featured in all online and print media

Sponsor company name and logo featured in multimedia presentation throughout the event

Recognition as the Lanyard & Name Badge Sponsor on the conference website and conference app with a link to your company website

ACCESS

2 x complimentary conference registrations which includes full day catering and participation in the conference program

2 x complimentary tickets to the Networking Event

3m x 2m trade display area

1 display table and 2 chairs

Trade Display Sponsor

\$3,500^{+GST}

As a trade display sponsor, you will have the opportunity to showcase your expertise, services and capabilities to a delegates across the conference.

**MULTIPLE
SPONSORS**

EXCLUSIVE BENEFITS

Acknowledgement as a Trade Display Sponsor on all online and print media during the conference

Access to consenting delegate list

BRANDING BENEFITS

Sponsor company name and logo prominently featured in all online and print media

Sponsor company name and logo featured in multimedia presentation throughout the event

Recognition as the Trade Display Sponsor on the conference website and conference app with a link to your company website

ACCESS

2 x complimentary conference registrations which includes full day catering and participation in the conference program

2 x complimentary tickets to the Networking Event

3m x 2m trade display area

1 display table and 2 chairs

DEPOSIT FORM

CDIA 2021 CONFERENCE
SPONSORSHIP OPPORTUNITIES

12

Company Name

Contact Person's Name

Contact Phone

Contact Mobile

Contact Email *(preferred method of communication)*

Postal Address

Suburb

State

Postcode

Comments

All prices are
in AU\$ and GST
is payable in
AU\$

A Tax Invoice
will be sent to
you upon receipt
of this form

50% DEPOSIT

REQUIRED IMMEDIATELY TO
SECURE YOUR SPONSORSHIP

Option	Cost
Major Sponsor	\$ 12,500.00 + GST
Welcome Reception	\$ 7,000.00 + GST
Coffee Cart Sponsor	\$ 6,000.00 + GST
Conference App Sponsor	\$ 5,000.00 + GST
Lanyard & Name Badge Sponsor	\$ 5,000.00 + GST
Trade Display Sponsor	\$ 3,500.00 + GST
Sponsorship Total inc. GST	\$
Less 50% Deposit	\$
Total Outstanding	\$

DIRECT CREDIT BANKING DETAILS

BSB: 062-614 / Account No: 10528444
Account Name: Clinical Documentation Improvement Australia
Reference: Your Company Name



Conference Manager
BCC Events Management Pty Ltd
Phone: 03 86795460
Email: info@bccm.com.au

SPONSOR & EXHIBITOR TERMS & CONDITIONS

The term 'sponsor' includes any person, firm, company or corporation and its employees and agents identified in the booking form or other written request for a sponsorship item.

The term 'exhibitor' includes any person, firm, company or corporation and its employees and agents identified on the application form or other written request for exhibition space.

The 'client' is the organisation or party that has engaged BCC Management as a Professional Conference Organiser for the administration of the Conference.

4.1. Application

4.1.1. An online application form and paid deposit is required to allocate sponsorship and the location of exhibition booth(s) within the Conference space.

4.1.2. Applications will be reviewed by the Client and BCC, and an official confirmation of the sponsorship or exhibition will be emailed once the application has been approved.

4.1.3. The allocated space will be allocated on a 'first come' basis close as possible to the desired location, subject to the level of sponsorship (see clause 4.1.4.) and the sponsorship and exhibitors equipment.

4.1.4. Selected spaces and booths are reserved for major sponsors.

4.1.5. A standard sponsorship package consists of two (2) chairs and one (1) trestle table for the exhibit, notwithstanding major sponsors sponsorship packages. No other furniture is included in the package and any specific equipment or furniture required by the sponsor or exhibitor must be arranged independently and approved by BCC prior to the Conference. Colours and furniture type will be determined by BCC and BCC at their sole discretion.

4.1.6. Acceptance of sponsorship, exhibition and advertising offers is at the discretion of The Client and the decision to approve a sponsorship, exhibition or advertising request is made solely by The Client. Please note that the acceptance of your sponsorship/exhibition application is not to be considered an endorsement of products or services that may be displayed.

4.2. Payment

4.2.1. Once the application has been approved, BCC will confirm entitlements in writing and forward acknowledgement of receipt, together with a tax invoice for the deposit.

4.2.2. The deposit will be 50% of the full amount and payment is due 14 days from date of invoice. After this time, the proposed allocated space

and sponsorship package will be made available for sale to another organisation or company.

4.2.3. The balance of the full amount will be due no later than 30 days prior to the Conference. No sponsor or exhibitor shall occupy allocated space until all monies owing to BCC are paid in full.

4.2.4. All amounts are payable in Australian dollars. Credit card payments will incur a 3% service fee.

4.2.5. All payments must include 10% goods and services tax component (which is excluded in the fees).

4.3. Cancellation Statement

All cancellations must be made in writing to BCC at info@bccm.com.au.

Refunds are subject to the following terms and conditions detailed below.

4.3.1. In the event of a cancellation by the sponsor/exhibitor, the sponsor/exhibitor must submit the request in writing to BCC at info@bccm.com.au. A fee of 50% of total fees applies for cancellations received before 90 days of the Conference. No refunds will be made for cancellations after this date. After applications have been confirmed and accepted, a reduction of the sponsorship package or exhibition space is considered a cancellation.

4.3.2. In the event of cancellation or postponement of the Conference due to circumstances beyond The Client or BCC reasonable control including but not limited to, acts of terrorism, war, acts of God, natural disaster or global health crises, The Client or BCC cannot be held responsible for any cost, damage or expense which may be incurred by sponsors/exhibitors as a consequence of the Conference being postponed or cancelled.

4.3.3. In the event of cancellation of the Conference by The Client or BCC, the maximum liability of The Client or BCC is limited to a refund of the exhibition or sponsorship fee, less administration fees and with no additional liability for travel costs, hotel costs, or any other costs or expenses whatsoever.

4.3.4. In the event of postponement of the Conference, if the sponsor/exhibitor is willing to commit to exhibiting/sponsoring at the rescheduled conference, BCC will use its best endeavours to ensure the same exhibition/sponsorship items and entitlements at the rescheduled conference.

4.3.5. CDIA will allow for cancellation of sponsorship should government directives prohibit business events or sponsors from travelling due to COVID-19 for the conference dates. Sponsors will receive a refund of all monies paid to that date less a 15% administration fee.

4.4. Insurance

The purchasing of a sponsorship package does not include insurance of any kind. It is strongly recommended that sponsors/exhibitors take out insurance at the time of booking to include any eventuality including but not limited to loss of fees through cancellation of the organisation's participation in the Conference or through cancellation of the Conference, loss of airfares through cancellation for any reason including airline or related services, strikes, loss or damages to personal property, force majeure or any other reason.

4.5. Liability

Sponsors and exhibitors attend the Conference at their own risk. Sponsors and exhibitors agree not to hold The Client or BCC liable for any losses, damages, expenses, costs, claims or liabilities suffered or incurred by registered staff including consequential or indirect losses or loss of profit through registering for the Conference, attending the Conference, cancellation of the Conference, failure of the Conference to achieve your expectations, or for any error or omission by the Client or BCC. Sponsors and exhibitors agree not to hold The Client or BCC liable or responsible for any personal injury (i.e. physical, psychological or emotional stress) or any loss or damage to personal property.

4.6. Privacy Statement

In order to assist with your participation, your organisation and contact details may be shared with suppliers and contractors and be included in participant lists and for the information distribution in respect to other related events and conferences organised by BCC Events Management Pty Ltd.

If you object to your details being shared, please inform the BCC by emailing your objection to info@bccm.com.au.

4.7. Additional Events & Subleasing

4.7.1. Sponsors and exhibitors are not permitted to assign, sublet or apportion the whole or any part of their sponsorship package unless prior consent in writing from the BCC is provided.

4.8. Exhibition

4.8.1. All exhibitors must produce a valid insurance certificate of currency for the period of the Conference and this must be submitted to BCC prior to the date of the Conference.

4.8.2. BCC reserves the right in unforeseen circumstances to amend or alter the exact location of the exhibitor booth and the exhibitor undertakes to agree to any alteration to location reallocated by BCC.

4.8.3. BCC reserve the right to change the exhibition floor layout if necessary.

4.8.4. The conference organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.

4.8.5. The conference organiser agrees to provide the exhibitor with an exhibition manual before the exhibition for the purpose of communicating required actions on the part of the exhibitor.

4.8.6. The conference organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents entry to the exhibition if they do not hold a conference name badge.

4.8.8. The conference organiser will specify conditions relating to the movement of goods and displays before, during and after the exhibition.

4.8.9. The conference organiser will arrange security onsite during the period of the exhibition but will accept no liability for loss or damage.

4.8.10. The conference organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally, the conference organiser will not be accountable for the level of commercial activity generated.

4.8.11. The exhibitor must comply with all the directions/ requests issued by the conference organiser including those outlined in the exhibition manual.

4.8.12. The exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.

4.8.13. The exhibitor agrees to adhere to all venue rules and regulations.

4.8.14. The exhibitor acknowledges that the conference organiser has a preferred freight forwarder and agrees to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the exhibitor acknowledges that the conference organiser will not be able to provide assistance in tracking lost deliveries. The exhibitor agrees that the conference organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified.

4.8.15. Official contractors will be appointed by the conference organiser to undertake stand construction and freight forwarding plus supply furniture, electrics and IT equipment. This is for insurance and security reasons.

4.8.16. Discounts for any entitlements not used or required will not be provided.

4.8.28. The exhibitor will submit plans and visuals of custom designed exhibits to the conference organiser by no later than date specified for said Conference. Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building.

4.9. Branding & Marketing

4.9.1. Sponsors and exhibitors will submit all artwork, branded materials and videos for advertising, either purchased or forming part of their sponsorship package to BCC by the date agreed to by both parties and documented in the specified sponsorship document.

4.9.2. Placement of sponsor or exhibitor logo on branded items is at the discretion of the Client and BCC (if applicable).

4.9.3. Placement of sponsor advertisements on the Conference website or mobile app is at the discretion of The Client and BCC (if applicable).

AGREEMENT

I agree to the Conditions of Partnership.

Company

Position

Date

Signature

CONTACT US



Thank you for taking the time to consider sponsorship of our conference.

Clinical Documentation Improvement Australia will endeavor to make this a worthwhile experience for your company.

If you wish to discuss your sponsorship possibilities or have any queries in relation to these packages please contact:

Brianna Rickman

brianna@bccm.com.au

+61 3 8679 5460

Ellie Dickinson

ellie@bccm.com.au

+61 3 8679 5461