



**HEALTH  
SERVICES  
RESEARCH  
ASSOCIATION  
A.U.N.Z**

# HSR2022

Sponsorship  
Prospectus

**12<sup>th</sup>** Health Services  
Research  
**CONFERENCE**

Resilience, innovation

and value through research.

# SPONSORSHIP OPPORTUNITIES

The 12th Health Services Research Conference has become the premier professional development opportunity for those policy makers, practitioners and researchers who share an interest in understanding how health services research and policy can contribute to improved health services delivery and better health. Participants come from a wide range of disciplines - medicine, nursing, allied health, psychology, sociology, political science, management science and health economics.

HSR Conference sponsorship provides a wide range of opportunities for meaningful delegate engagement as well as brand awareness and positioning and lead generation.

Sponsorship enables us to present a challenging and professional event, showcasing the best national and international speakers, with registration fees and a pricing structure that are accessible to a wide range of delegates, many of whom come from the public, academic, community and not for profit sectors.

As a bonus, delegates will be offered access to the virtual platform, available after the face-to-face event concludes. All sponsors and exhibitors will enjoy additional market exposure through the convenience of on-demand access to all presentations, materials, handouts and the virtual exhibition. This is a great feature, allowing more delegates the opportunity to catch up on sessions missed, or for those participating remotely, to watch presentations at a time that suits. This technology will be branded, acknowledging sponsors, and is designed to extend the value of sponsorship packages and provide a wider audience access to content.

Above all, sponsors of our conference receive recognition from and un-surpassed access to the leading health researchers, policy-makers, clinicians and health professionals, who meet to share their knowledge and experiences and collaborate on future directions for health research and policy in Australia, New Zealand and internationally. Support is a clear demonstration of a commitment to promoting much needed dialogue between health services research and policy and to improving health and health systems.

The Conference will be held at the University of Sydney, Wednesday 1 December to Friday 3 December, 2022 and will be one of the first face to face conference events for delegates after the COVID-19 pandemic.

**This offers a unique opportunity for participants to engage and network with each other, and with event sponsors, after a prolonged period of isolation.**

The conference will provide an opportunity to stimulate new ideas, review current practise and policy, update skills and network with colleagues from around Australia and New Zealand.

The conference theme this year is Resilience, Innovation and Value Through Research and we would be delighted to work with you to ensure the conference provides innovative sponsorship opportunities that provide value to sponsors.

**Alison Pearce**  
HSR 2022 Convenor,  
on behalf of the Organising Committee

# HSR 2022 PROGRAM HIGHLIGHTS

## Meet the Invited Speakers

Click [HERE](#) for further information

### International Speakers



**Adalsteinn Brown**



**Stirling Bryan**



**Trish Greenhalgh**



**Sara Kreindler**

### Australian and New Zealand Speakers



**Christine Jorm**



**Anne Kelso**



**Jean-Frederic Levesque**



**Steven McPhail**



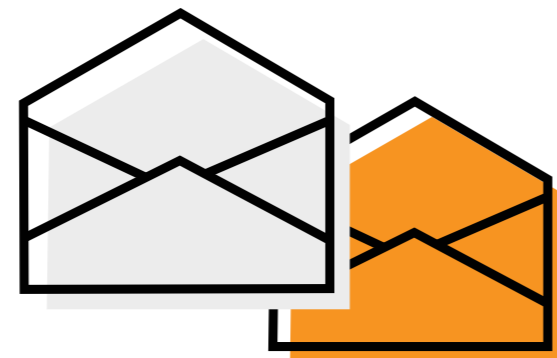
**Kim O'Donnell**



**Victoria Palmer**

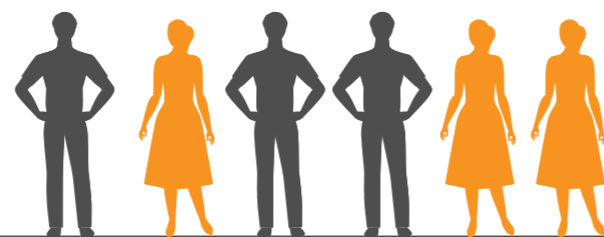


**Lauralie Richards**



**1000+**  
MAILING LIST

**300+**



**EXPECTED  
DELEGATES**



**WANT TO GET  
INVOLVED?**

Please contact conference convenor

**Alison Pearce**

✉ [alison.pearce@sydney.edu.au](mailto:alison.pearce@sydney.edu.au)

☎ [02-8627-9114](tel:02-8627-9114)

**Conference Manager,  
Event Studio Group**

✉ [HSR2022@eventstudio.com.au](mailto:HSR2022@eventstudio.com.au)

☎ [+61 8 8379 8222](tel:+61883798222)

Or [click here](#) to complete a form and we will be in contact with you.

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**12<sup>th</sup>** Health Services  
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Resilience, innovation  
and value through research.

**SYDNEY  
AUSTRALIA**

**30<sup>th</sup> Nov - 2<sup>nd</sup> Dec**

**2022**

## Sponsorship Opportunities Overview

Please see below how HSR 2022 packages can provide your company with unique tools and more opportunities to engage and interact with attendees at the event.

### Sponsorship Recognition

The conference website is the main source of information and is a valuable tool to provide up to date material to all delegates leading up to the event. Sponsors will be recognised with reference to their company website as supporting the event including their logo and link to their company url.

Throughout planning of the event, delegates receive ongoing updates and communication which can be branded with your logo.

The Conference Program Book will be available for both In Person delegates attending in Sydney and a digital copy to those attending as an On-Demand delegate remotely. Inside includes information on ways to engage and participate in the event, sponsor advertising space, how to log into the virtual platform and frequently asked questions. This will be a valuable resource for attendees to reference when attending the event.

### In Person Conference

Whether you are sponsoring as a Diamond Sponsor or participating with a trade display having your company presence at the Conference in Sydney provides sponsors with the ultimate opportunity to talk business face to face. Meeting together in 2022, will provide sponsors and attendees the opportunity to interact

and engage in person in a spacious and well-planned area conducive to colleagues engaging and networking.

In addition to the opportunity to physically attend and interact, acknowledgment as a valued sponsor will occur through visual and verbal recognition throughout jammed packed 3-day Conference program planned. Social events will also be offered including a welcome reception and conference dinner.

### Virtual Platform (Pre-recorded presentations available On-Demand)

All delegates who have registered to attend will receive access to the virtual platform. This is scheduled to launch after the In Person event in Sydney on Tuesday 6 December. The Virtual Platform comes to life with access to valuable content including access to all presentations (pre-recorded), materials, access to notes, exhibitor info, sponsor branding and handouts will all be available to paid registrants for up to 2 months after the event.

This is a great feature for delegates who wish to view the material remotely can access the platform on-demand, at any time, at their own convenience.

All sponsor recognition and branding along with access to materials via the virtual exhibition will give sponsors further exposure months after the in person event has wrapped up, extending the value of your sponsorship and return on investment.



# 12<sup>th</sup> Health Services Research CONFERENCE

**HSR22 PARTNER**  
**\$22,000**  
 inc. GST  
*EXCLUSIVE*

**SESSION/SPEAKER PACKAGE**  
**\$12,000**  
 inc. GST

**TAILORED PACKAGE**  
**\$6,000**  
 inc. GST  
*3 AVAILABLE*

**LANYARD PACKAGE**  
**\$3,000**  
 inc. GST  
*EXCLUSIVE*

**EVENT SUPPORTER**  
**\$2,000**  
 inc. GST  
*MULTIPLE*

**TRADE DISPLAY**  
**\$2,500**  
 inc. GST  
*MULTIPLE*

## Sponsorship Recognition

Named and promoted as sponsor category selected



Acknowledgement in all marketing collateral and inclusion of corporate logo on all Conference promotional material (digital and hardcopy)



Acknowledgement by the Conference Convenors at the opening and closing of the Conference



Advertisement and/or advertorial in the Conference Program Book



Trade display space (measuring 3m x 2m) in a position



Acknowledgement on a PowerPoint slide to be shown at the introduction to all plenary sessions



Opportunity for a five to ten minute address to Conference delegates during the opening plenary session



An opportunity to co-chair the sponsored keynote or sponsored session



Distribution of promotional material during the Conference



Opportunity for exclusive recognition through sponsorship of one of the following: App Sponsor\*, Breakfast Session\* or Post-Conference Workshop\*



Exclusive sponsorship of Conference name badge lanyard with logo prominently displayed



## Networking Opportunities

Complimentary full registrations (includes virtual platform access)



## Electronic Delegate List

Electronic delegate list



## Virtual Platform (On Demand Presentations)

Logo recognition on sign in page



Logo included on conference branding banner on top of virtual agenda



All material and branding remains on the On Demand virtual platform for 4 months



Virtual exhibition booth for 4 months



## Available Sponsorship Add-Ons - TAILORED PACKAGE EXCLUSIVE

### TAILORED PACKAGE EXCLUSIVE ONLY

Opportunity for exclusive recognition through **ONE** of the following:

### App Sponsor\*

Opportunity for exclusive recognition of smart phone app;

OR

### Breakfast Session\*

Opportunity to run breakfast session on Dec 1 or 2. Sponsors will be provided with meeting room and AV. Sponsors are responsible for catering costs, speakers and all other additional associated expenses for sponsored session;

OR

**Pre or Post-Conference Workshop\*** - Opportunity to run a pre or post-conference workshop. Sponsor will be provided with meeting room and AV. Sponsors are responsible for catering costs, speakers and all other additional associated expenses for sponsored session.

## Available Sponsorship Add-Ons \*Additional Cost

**Additional sponsorship opportunities are available to boost your sponsorship package.**

**If you are looking for a point of difference, a way to stand out amongst other sponsors or wanting to create a tailored package, consider the additional opportunities below:**

### CATERING SPONSOR OPPORTUNITIES

**Lunch OR morning OR afternoon tea sponsorship \$1,000 ea (including GST)**

- Acknowledgement as a sponsor in all marketing collateral and inclusion of corporate logo on all Conference promotional material (digital and hardcopy), including brochures and website
- Space to display a self-standing banner (sponsor to provide)

### ADVERTISING IN CONFERENCE PROGRAM BOOK

- Full Page Program Advertisement **\$600 (including GST)**
- Half Page Program Advertisement **\$350 (including GST)**
- Quarter Page Program Advertisement **\$200 (including GST)**