



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

**13th Health Services  
Research Conference**

**HEALTH SERVICES RESEARCH IN THE  
DIGITAL AGE**

Royal International Convention Centre,  
Brisbane, Australia

**4-6 December 2024**



# SPONSORSHIP OPPORTUNITIES

The 13th Health Services Research (HSR) 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 lead generation. Sponsorship enables us to present an inspiring 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 government, health care providers and businesses, technology, academic, community and not for profit sectors.

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, policy and practice, to improving health and health systems.

The Conference will be held at the Royal International Convention Centre, Brisbane, Wednesday 4 December to Friday 6 December, 2024, offering a unique opportunity for participants to engage and network with each other, and with event sponsors. The conference will provide an opportunity to stimulate new ideas, review current practice and policy, update skills and network with colleagues from around Australia and New Zealand.

The conference theme this year is Health Services Research in the Digital Age and we would be delighted to work with you to ensure the conference provides innovative sponsorship opportunities that provide value to sponsors.

**Megan Campbell and  
Professor Tracy Comans**  
**HSR 2024 Co-Convenors,**  
on behalf of the Organising Committee.

## SPONSORSHIP OPPORTUNITIES OVERVIEW

Please see below how HSR 2024 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 delegates attending in Brisbane. Inside includes information on ways to engage and participate in the event, sponsor advertising space, and general information for delegates.

### In Person Conference

Whether you are sponsoring as a HSR24 Partner or participating with a trade display, having your company present at the Conference in Brisbane provides sponsors with the ultimate opportunity to talk business face to face with over 350+ delegates. Meeting together in 2024 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 the jam-packed 3 day Conference program.

A well-attended Welcome Reception will also be included.

BRISBANE  
CONVENTION  
AND  
EXHIBITION  
CENTRE

 <p>HEALTH SERVICES RESEARCH IN THE <b>DIGITAL AGE</b></p> <p>Royal International Convention Centre, Brisbane, Australia</p> <p><b>4-6 December 2024</b></p>	<p><b>HSR24 PARTNER</b></p> <p><b>\$24,000</b> <small>Incl. GST</small> <i>EXCLUSIVE</i></p>	<p><b>SESSION/ SPEAKER PACKAGE</b></p> <p><b>\$13,500</b> <small>Incl GST</small></p>	<p><b>TAILORED PACKAGE</b></p> <p><b>\$6,500</b> <small>Incl. GST</small> <i>3 AVAILABLE</i></p>	<p><b>LANYARD PACKAGE</b></p> <p><b>\$3,500</b> <small>Incl. GST</small> <i>EXCLUSIVE</i></p>	<p><b>EVENT SUPPORTER</b></p> <p><b>\$2,500</b> <small>Incl. GST</small> <i>MULTIPLE</i></p>	<p><b>TRADE DISPLAY</b></p> <p><b>\$3,000</b> <small>Incl. GST</small> <i>MULTIPLE</i></p>
<b>SPONSORSHIP RECOGNITION</b>						
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	✓	✓	✓	✓	✓	✓
Full Page Advertisement in the Conference Handbook	✓	✓				
Acknowledgement on a PowerPoint slide to be shown at the introduction to all plenary sessions	✓	✓				
Opportunity for a five minute address to Conference delegates during the opening plenary session	✓					
An opportunity to co-chair the sponsored keynote or sponsored session		✓				
Trade display space located in the Exhibition and Catering Hall	✓	✓				✓
Distribution of promotional material during the Conference	✓	✓	✓	✓	✓	✓
Opportunity for exclusive recognition through sponsorship of one of the following: App Sponsor*, Breakfast/Workshop Session* or Barista Sponsor*			✓			
Exclusive sponsorship of Conference name badge lanyard with logo prominently displayed				✓		

	HSR24 PARTNER	SESSION/ SPEAKER PACKAGE	TAILORED PACKAGE	LANYARD PACKAGE	EVENT SUPPORTER	TRADE DISPLAY
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#### NETWORKING OPPORTUNITIES

Complimentary full registrations	✓ x4	✓ x3	✓ x1	✓ x1		✓ x1
List of participating attendees (who provided consent)	✓	✓	✓	✓	✓	✓

#### TAILORED PACKAGE EXCLUSIVE

TAILORED PACKAGE EXCLUSIVE ONLY	App Sponsor*	OR Breakfast/Workshop Session*	OR Barista Sponsor*
Opportunity for exclusive recognition through <b>ONE</b> of the following:	Opportunity for exclusive recognition of smart phone app;	Opportunity to run breakfast/workshop session on Dec 5 or 6. 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;	Good coffee is always important! Your organisation will be recognised as the Barista sponsor providing freshly brewed coffee to delegates on arrival and at all break times throughout the conference.

#### SUPPORTER SPONSORSHIP PACKAGES / SPONSORSHIP ADD-ONS

*\*Additional Cost (GST Incl.)*

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

WELCOME RECEPTION SPONSOR \$3,000	Your organisation would receive exclusive naming rights to the Welcome Reception, which will be the primary <b>social networking event</b> in the 2024 conference program. Held at the RICC in the Conference Exhibition Hall and serving canapes and drinks, you will have an opportunity to address the audience for 3 – 5 minutes. Corporate signage and promotional items (e.g. pamphlets/brochures), supplied by sponsoring organisation, would be prominently displayed during the Welcome Reception.
CATERING SPONSOR OPPORTUNITIES \$1,000 each	Lunch <b>OR</b> Morning Tea <b>OR</b> Afternoon Tea 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)
ADVERT IN CONFERENCE HANDBOOK \$600 - Full Page / \$350 - Half Page	Your organisation can be seen in the Meeting Handbook that is distributed to all delegates who attend. The advertisement and artwork to be designed by the sponsoring organisation with approval from the Organising Committee.
SACHEL INSERT \$1,000	Your organisation's product sample, promotional item or brochure can be inserted into each delegate's satchel (size inserts will be decided in consultation with and approval of the Organising Committee)





# WANT TO GET INVOLVED?

## Please contact

### Conference Co-Convenor

Megan Campbell  
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+61 7 3138 0307

### Conference Co-Convenor

Prof Tracy Comans  
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### Conference Manager

Event Studio Group  
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Australian Centre  
for Health Services  
Innovation



THE UNIVERSITY  
OF QUEENSLAND  
AUSTRALIA