

**Moving Forward**

**in Ambiguity**

# **ANZAHPE Festival**

**July 2021**



**ANZAHPE**  
Australian & New Zealand  
Association for Health  
Professional Educators

# ANZAHPE Festival 2021 Sponsorship Opportunities

Are you connected to the peak body for practitioners involved in the education and training of health professionals in Australia and New Zealand?

The Australian & New Zealand Association for Health Professional Educators (ANZAHPE) is a truly multiprofessional organisation, comprised of clinical educators, academics, practitioners, researchers and students from across the continuum of health professions and disciplines and educational contexts including tertiary institutions, vocational education and training providers, tertiary health services, community based clinical practice settings, and other health and social care providers.

In an innovative approach the 2021 ANZAHPE Festival program will be delivered as a series of 4 events and will include:

- 3 Keynote Speakers
- Over 240 Oral Presentations
- Workshops
- Networking Opportunities

## Dates

Tuesday 6 July  
Thursday 8 July  
Monday 12 July  
Wednesday 14 July

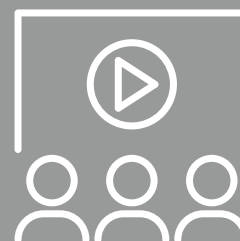


# 3

**Keynote Speakers**



**Over 240**  
Oral Presentations



**Workshops**



**Networking**  
Opportunities

In addition – all sessions will be available on-demand after the event!

**The virtual platform will offer the same rich content and broad range of presentation platforms as past face-to-face meetings.**

Additional options that can be considered to upgrade or customise a packages include:

- Keynote speaker presentation sponsor
- Meeting Hub Sponsor
- Wellness break sponsor

ANZAHPE 2021 sponsorship offers you the opportunity to connect with the ANZAHPE community through a range of options offered by the virtual platform.

Virtual events offer the opportunity to increase reach and attendance. For delegates, the cost is lower with no travel related expenses and accommodation and lower time commitment required with less time out of the workplace. For Sponsors, hard costs associated with booth construction and travel makes return on investment higher.

Sponsorship options also include the opportunity for ongoing branding and promotional opportunities directed at the broader ANZAHPE membership.

We welcome your support to help ANZAHPE:

- Promote, support and advance education in the health professions.
- Facilitate communication between educators in the health professions.
- Promote undergraduate, postgraduate and continuing education and training.
- Recognise, facilitate and disseminate high quality educational research in health professional education.
- Be the focal point for health professions education in western Pacific region.





## 2021 ANZAHPE FESTIVAL SPONSORSHIP

A virtual event provides your company with unique tools and more opportunities to engage and interact with attendees at the event.

### Conference Website & Industry Publication

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

Your company overview included in the ANZAHPE Bulletin, circulated to over 1,000 contacts will get your branding in the front of the potential delegates ahead of the festival.

### Promotional & Digital Communication

Opportunity to provide branding on digital satchel provided to all delegates registered to attend the festival. This provides attendees an additional experience whilst adding to your brand exposure.

Co-branding on all digital communication sent to attendees throughout the lead up to the event going live will ensure every delegate sees your company logo.

Promotional and digital communication will create higher delegate engagement pre, during and post the event.

### Virtual Conference Handbook

A soft copy of the Conference handbook will be sent out to all registrants in advance of the live event. Inside includes information on how to log in, ways to engage and participate in the event, sponsor advertising space and frequently asked questions.

### Live event – Virtual Platform

When the event goes live, sponsors will come to life in the virtual world. Dependant on the sponsorship package, company representatives will have access to delegates through their virtual trade booth, the meeting hub, exchanging contacts, participation in the gamification activities, sponsoring sessions and much more.

### Post event

All material, recorded presentations, access to notes, exhibitor info, sponsor branding and handouts will all be available to paid registrants to access for 2 months after the event. Access to this information is also provided to sponsors allowing for lead generation and by using info collected to ensure return on investment.



	Platinum	Gold	Silver	Bronze
	<b>Festival Partner</b> \$10,000 +GST	<b>Vendor Presentation</b> \$5,000 +GST	<b>Stream Sponsor</b> \$3,000 +GST	<b>Event Supporter</b> \$2,000 +GST
	Limited – only 2 available	Limited – only 4 available		
<b>Conference Website &amp; Industry Publications</b>				
Co-branding across all conference branding	✓			
Logo recognition on conference home page	✓			
Logo listed under Sponsors/Exhibitors with hyperlink to business website	✓	✓	✓	✓
Company overview in ANZAHPE Bulletin x 4 issues * published monthly, circulation to XXX readers	✓			
Company overview in ANZAHPE Bulletin x 2 issues		✓		
Company overview in ANZAHPE Bulletin x 1 issue			✓	
<b>Promotion &amp; Digital Communication</b>				
Opportunity to provide branding on digital satchel and include a branded giveaway/ promotional voucher <i>*details on inclusions and promotional item to be approved by organisers</i>	✓			
Co-branding as Festival Partner on all digital communication and collateral distributed to delegates	✓			
Branding on footer of all digital communication		✓	✓	
<b>Virtual Conference Handbook</b>				
Co-branding throughout the Virtual Conference Handbook	✓			
2 page advertisement	✓			
1 page advertisement		✓	✓	
Recognition in list of Sponsors / Exhibitors	✓	✓	✓	✓

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	Limited – only 2 available	Limited – only 4 available		
<b>Live Event - Virtual Platform</b>				
Logo recognition on login page image	✓			
Prominent sponsor ad on top of virtual agenda (this rotates throughout the live event)	✓			
Logo included on conference branding in top of virtual agenda (this rotates throughout the live event)		✓	✓	
Vendor Presentation <i>Position within conference program TBC. 30 minutes in duration and content of presentation to be approved by organisers</i>	✓	✓		
Welcome video in opening sessions (30 secs)	✓			
Sponsored Stream <i>Select one stream within the confirmed program to sponsor. Promotional video prior to session (30 secs), logo recognition on agenda</i>	✓		✓	
Virtual Exhibition Stand	✓	✓	✓	✓
Attendee engagement prize	✓	✓	✓	✓
Meeting Hub access	✓	✓	✓	✓
Live alerts *	✓	✓	✓	
Virtual Registrations *	✓	✓	✓	✓
<b>Post event</b>				
Co-branding to on-demand access portal communication and sign portal (ie "on-demand program powered by XYZ Pty Ltd")	✓			
All material and branding to remain on the on-demand virtual platform (for 2 months)	✓	✓	✓	✓

\* Number included vary – please refer to package details