

RACP Congress 2024

Shaping Healthcare

16 and 17 May 2024
ICC, Sydney, Australia



RACP
Specialists. Together

Program Outline and Partnership Invitation

November 2023
Commercial in Confidence



Australia and Aotearoa New Zealand's Pre-eminent Specialist Medicine Event

40+
Speakers

3
Theatres

500+
Clinical Leaders

30+
Exhibitors

30,000+
Physicians

RACP Congress 2024: *Shaping Healthcare*

Creating and supporting the next generation of specialist physicians for the future of medicine

Every care provider understands that the biggest challenge in medicine is the future

Congress 2024 brings together health leaders and partners to discuss issues from access and AI to workforce

Congress 2024 is the largest, most engaged event focusing on specialist medicine

Plenaries and three concurrent streams will accompany a central exhibition hall of specialist medicine partners and innovators

500 senior clinical leaders representing more than 30,000 specialist practitioners

From Paediatrics to complex aged care, Congress 2024 will produce ever-green content for more than 30,000 members

Co-designed, co-presented panels, workshops and interactive sessions

For the first time, pharma, medtech and industry partners may co-design and present topics of interest to ensure maximum engagement

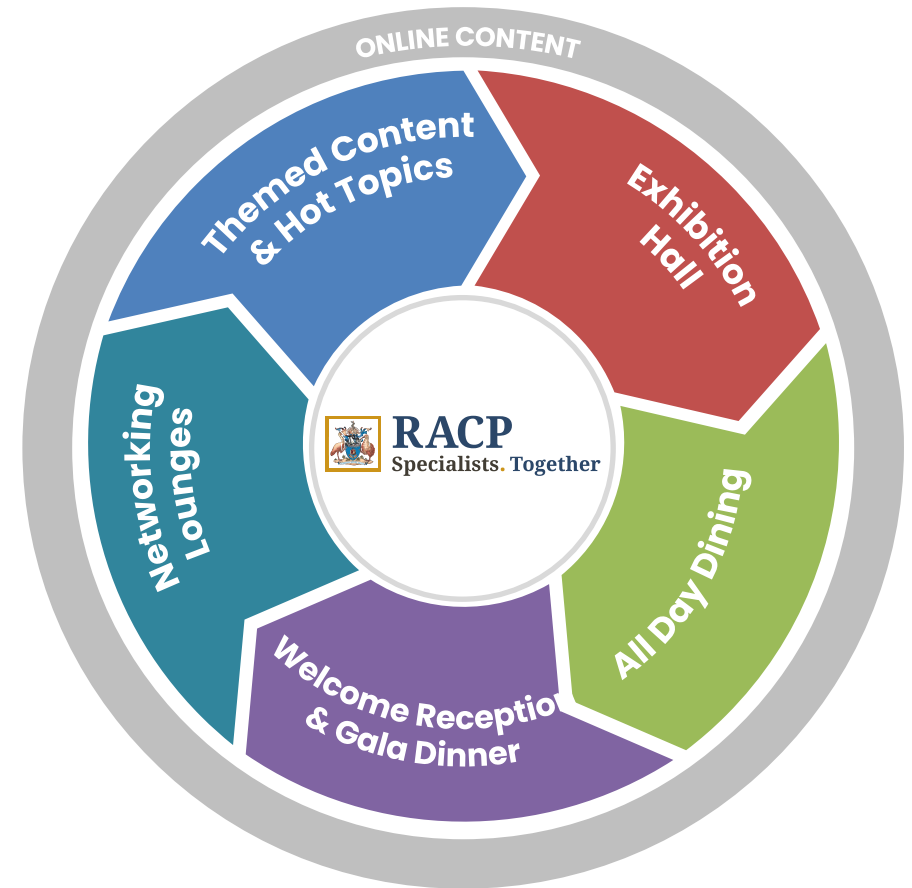
A sector-leading event with specialist physicians

Optimised to balance thought-leadership with quality hospitality and networking opportunities

Congress 2024 is an intimate and dynamic event experience. It integrates medical professionals and attendees with industry partners, sponsors and specialist medicine suppliers.

The event is purpose-built with the Exhibition Hall in the centre, allowing maximum engagement with delegates, key opinion leaders, and access to morning tea, lunch, and afternoon refreshments alongside networking lounges and coffee stations.

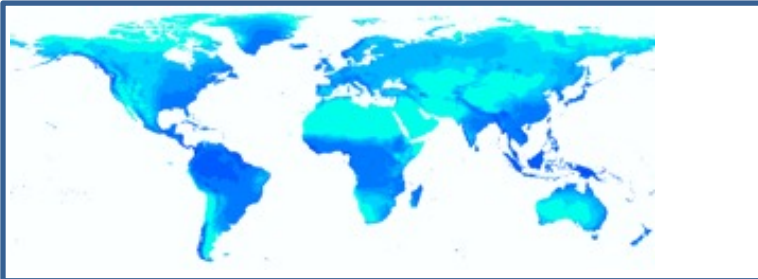
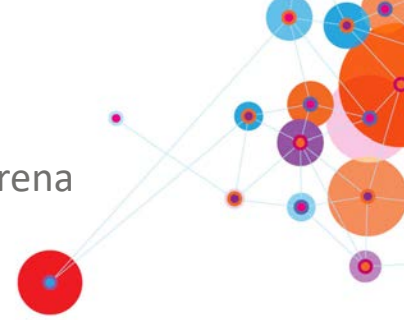
Thought-provoking content in the form of keynote presentations, plenaries, panel discussions and educational workshops, combined with expansive exhibition and networking spaces, ensures **Congress 2024 is an event not to be missed.**





A senior, relevant, engaged audience

RACP Congress brings together the most senior decision-makers in the specialist health arena



- 500+ attendees
- International Key Opinion Leaders
- Breadth of seniority: C-Suite to Key Clinical Leaders



- Social channels that connect with 30,000 members
- Facebook, LinkedIn, and Twitter channels
- Congress-specific EDMs and newsletters to all members

“Congress provided an interface with senior medical physicians while promoting our brand and service products. We are now collaborating on an annual program of events, and connect regularly with the College’s members across all demographics.”

Congress Partner, 2021

A digitally-savvy and engaged member base

Curating content, partner offers and opinion pieces across all channels, and seeing high user-growth



2.3K

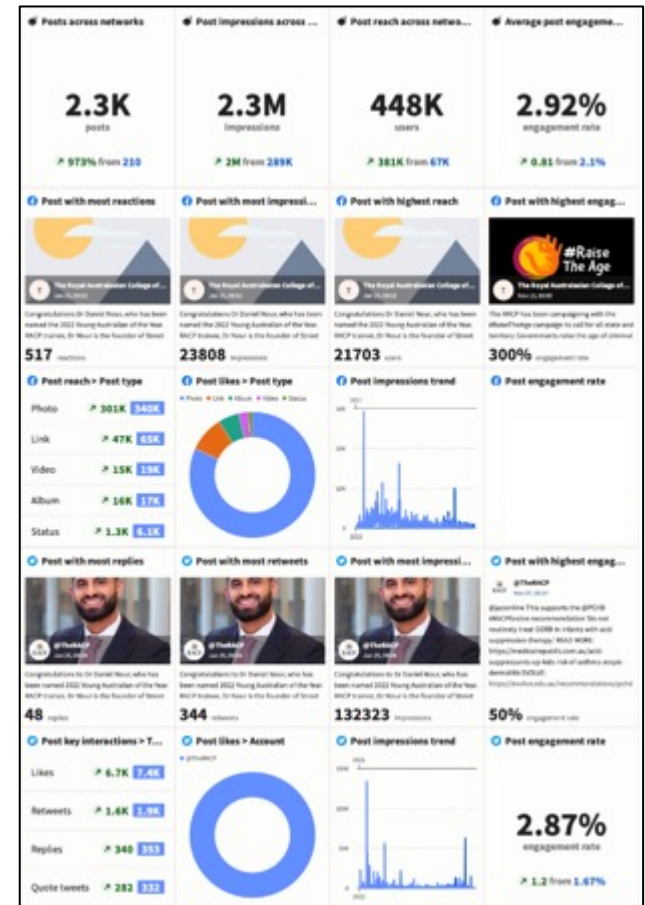
posts across all platforms annually

2.3M

impressions

448K

total users (up from 381K)



Partners helping advance specialist medicine

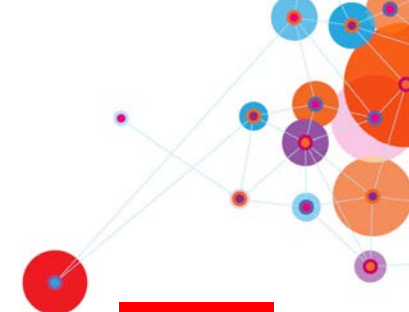
Our partners form part of our ecosystem, and while we look for investment and exposure that is mutually-beneficial, we also choose our partners ethically, ensuring they are aligned to our mission and values





Partnership Packages

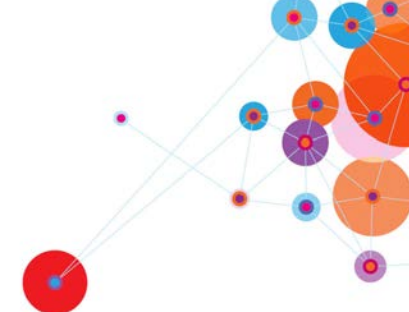
Partnership packages are co-designed to maximise benefits and strictly limited



Official Presenting Partner		Sold
Technology Partner		Reserved
Keynote Plenary Presentation	\$18,500	Reserved
Congress Breakfast MasterClasses		
Thursday MasterClass 1	Thursday MasterClass 2	Friday MasterClass 1
Friday MasterClass 2		
		\$12.5K
Congress 2024 Gala Dinner & Awards Night Thursday, 16 May, 2024		\$14.8K
Welcome Reception Cocktails Thursday, 16 May, 2024	\$10K	Private Dinner with Members Wednesday, 15 May, 2024
Exhibition, Digital & Bespoke Opportunities		Limited

Partnership Packages

Partnership packages are co-designed to maximise benefits and strictly limited

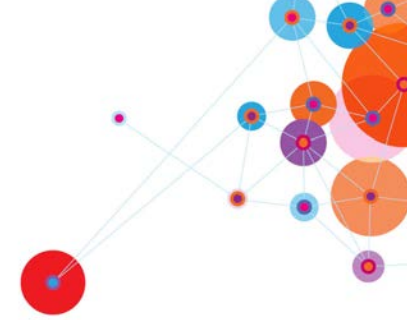


Partnership Packages & Inclusions	Official Presenting Partner	Technology Partner	Keynote Plenary Partner	Breakfast Masterclass Partner	Gala Dinner Host Partner	Welcome Reception Partner	Exhibition and Other Innovative Add-Ons
Available	1	1	2	4	1	1	Multiple
Pricing	\$25,000	\$16,500	\$18,500	\$12,500	\$14,800	\$10,000	\$6,200
Exhibition stand size	6x2	6x2	3x2	3x2	3x2	3x2	3x2
Delegate passes	4	3	3	2	2	2	1
Stand staff passes	4	3	3	2	2	2	2
Welcome Reception Cocktail Event passes	4	3	3	2	2	3	2
Gala Dinner passes	4	2	2	2	3	2	1
Logo on delegate name badges	✓						
Opportunity for program participation *	✓	✓	✓				
Intro of sponsor on delegate news eDM	✓	✓	✓				
Logo on Congress eDMs	✓	✓	✓	✓			
Logo/branding on all Congress slides	✓	✓	✓				
Branding on the Congress Website & App	✓	✓	✓	✓	✓	✓	
Onsite branding opportunities	✓	✓	✓	✓	✓	✓	
Acknowledgement on RACP social platforms	✓	✓	✓	✓	✓	✓	✓
Early bird ticket rate	✓	✓	✓	✓	✓	✓	✓
Company listing in digital/print floorplan	✓	✓	✓	✓	✓	✓	✓
Profile on website (words)	150	150	100	100	100	50	50
Profile on event app (words, linked)	150	150	100	100	100	50	50

* Subject to negotiation

Partnership Packages

Innovative add-ons to enhance your partnership with RACP and its Members



Private Dinner

\$16,500*

Host a private, invitation-only dinner with a select group of College Members at a venue or restaurant of your choice in Sydney. A great way to connect with key opinion leaders.

Coffee Sponsor

\$5,500

A popular engagement opportunity amongst College Members. Two sites are available (or a bundle).

Wellness Zone

P.O.A

The Wellness Zone is a wellbeing and 'quiet' zone for attendees to relax and enjoy therapeutic options on offer. Available for customisation.

Competition Host

P.O.A

Within the Exhibition Hall, consider being the Host Partner of a competition or game of chance* to engage with attendees. T&C's will need to be agreed.

Saturday Supplementary Program

\$5,000

Four (4) opportunities to engage in the Saturday Supplementary Program at Congress, hosted on RACP premises. Refer to page 20.

RACP Partnership Opportunities and Annual Calendar of Activities and Forums

Partners of Congress – the RACP's preeminent forum – are warmly invited to consider other engagement opportunities and activities promoted by the College and provided to members annually. Further information is available by contacting engage@racp.edu.au

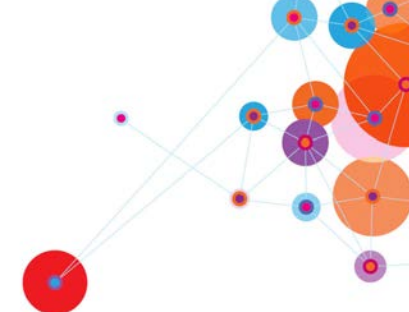
** Expressions of Interest and further details can be made by contacting Liz Morris at engage@racp.edu.au*

P.O.A = Price on Application

Congress 2024 – Official Presenting Partner

Partner entitlements and deliverables

Availability: Exclusive | Investment: \$25,000 + GST



Exclusive Inclusions

- Opportunity to contribute or participate in a stream or education program session (up to 30 minutes)*

Onsite Exposure

- Prime location on exhibition floor
- One (1) 6m x 2m exhibition space. Customisable shell scheme booth will be included unless your own custom-built stand is provided. Fascia panel, furniture, and brochure stand included (valued at \$9,500)
- Logo on Congress holding slides
- Logo on select session slides

Brand Exposure

- Logo on delegate name badge^
- Logo on select on-site signage/print^

Online Exposure - visible to up to 31,299 members

- Branding on website main page, sponsor page and exhibitor page
- Logo and 150-word profile in exhibitor listing on the Congress 2024 website
- Logo displayed on all dedicated Congress 2024 event eDMs and advertising
- Logo and acknowledgement throughout our digital and social media marketing campaign
- Company profile on event app including bio, logo and link

Complimentary Registrations (total value of over \$6,500)

- Four (4) full access passes
- Four (4) exhibition stand passes
- Four (4) Welcome Networking Reception passes
- Four (4) Gala Dinner passes

Additional Benefits

- Pre-event webinar marketed to entire RACP member base of 31,299 (valued at \$8,000 +GST). Topic to be agreed upon.
- Access to the early bird member rate for any additional delegate registrations

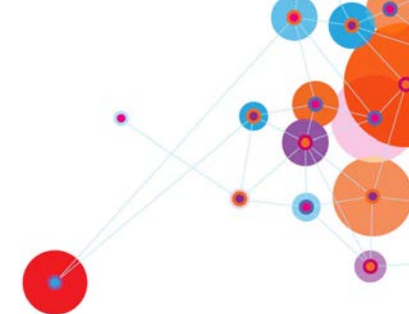
* Speakers and program sessions subject to approval by the RACP Congress Program Committee

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Congress 2024 – Technology and App Partner

Partner entitlements and deliverables

Availability: Exclusive | Investment: \$16,500 + GST



Exclusive Inclusions

- Opportunity to contribute or participate in a stream, panel or education program session*
- Sponsor naming rights of the Congress 2024 App

Onsite Exposure

- Prime location on exhibition floor
- One (1) 6m x 2m exhibition space. Customisable shell scheme booth will be included unless your own custom-built stand is provided. Fascia panel, furniture, and brochure stand included (valued at \$6,200)
- Logo on Congress holding slides
- Logo on select session slides

Brand Exposure

- Logo on select on-site signage/print^
- Listed as App Sponsor on any relevant on-site signage /print^

Online Exposure - visible to up to 31,299 members

- Branding on website main page, sponsor page and exhibitor page
- Logo and 150-word profile in exhibitor listing on the Congress 2024 website
- Logo displayed on all dedicated Congress event eDMs and advertising (sent to up to 31,299 members)
- Company profile on event app including bio, logo and link

Complimentary Registrations (total value of over \$5,200)

- Three (3) full access passes
- Three (3) exhibition stand passes
- Three (3) Welcome Networking reception passes
- Two (2) Gala Dinner passes

Additional Benefits

- Access to the early bird member rate for any additional delegate registrations

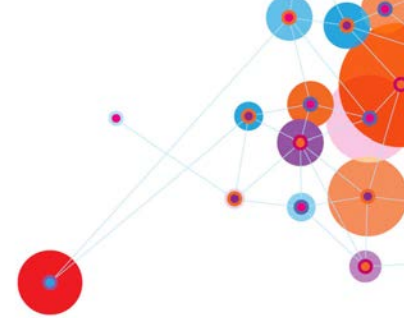
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Congress 2024 – Keynote Plenary Partner

Partner entitlements and deliverables

Availability: Exclusive | Investment: \$18,500 + GST



Exclusive Inclusions

- Opportunity to lead (or contribute) in one of the two (2) Congress Keynote (Plenary) Sessions (up to 30 minutes)*

Onsite Exposure

- Prime location on exhibition floor
- One (1) 6m x 2m exhibition space. Customisable shell scheme booth will be included unless your own custom-built stand is provided. Fascia panel, furniture, and brochure stand included (valued at \$6,200)
- Logo on Congress holding slides
- Logo on select session slides

Brand Exposure

- Logo on delegate name badge^
- Logo on select on-site signage/print^

Online Exposure - visible to up to 31,299 members

- Branding on website main page, sponsor page and exhibitor page
- Logo and 150-word profile in exhibitor listing on the Congress 2024 website
- Logo displayed on all dedicated Congress 2024 event eDMs and advertising (sent to up to 31,299 members)
- Company profile on event app including bio, logo and link

Complimentary Registrations (total value of over \$5,200)

- Three (3) full access passes
- Three (3) exhibition stand passes
- Three (3) Welcome Networking reception passes
- Two (2) Gala Dinner passes

Additional Benefits

- Access to the early bird member rate for any additional delegate registrations

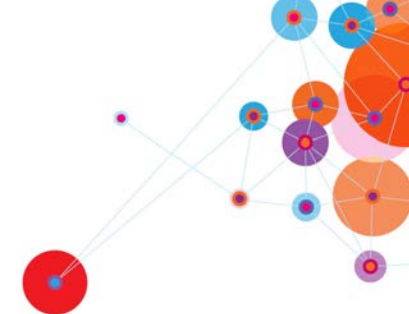
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Congress 2024 – Breakfast MasterClass

Partner entitlements and deliverables

Availability: Four available | **Investment: \$12,500 + GST**



Exclusive Inclusion

- Host an exclusive workshop – four slots available:
 - o Thursday, 16 May (45-60 mins – exact time tbc)*
 - o Friday, 17 May (45-60 mins – exact time tbc)*

Onsite Exposure

- Prominent location on exhibition floor
- One (1) 3m x 2m exhibition space. Customisable shell scheme booth will be included unless your own custom-built stand is provided. Facia panel, furniture, and brochure stand included (valued at \$6,200)

Brand Exposure

- Logo on select on-site signage/print^

Online Exposure - visible to up to 31,299 members

- Branding on website sponsor page and exhibitor page
- Logo and 100-word profile in exhibitor listing on the Congress 2024 website

Complimentary Registrations (total value of over \$5,200)

- Two (2) full access passes
- Two (2) exhibition stand passes
- Two (2) Welcome Networking Reception passes
- Two (2) Gala Dinner passes

Additional Benefits

- Access to the early bird member rate for any additional delegate registrations

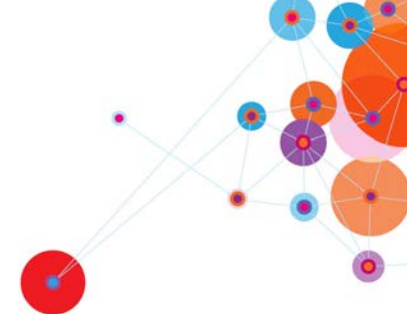
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Congress 2024 – Gala Dinner and Awards Night

Partner entitlements and deliverables

Availability: Exclusive | Investment: \$14,800 + GST



Exclusive Inclusion

- Host the Congress' prestigious Gala Dinner & Awards night event on Thursday, 16 May (7.45pm – 10.30pm), ticket holders only
- Opportunity to provide a speaker for a three-minute presentation or an MC for the evening's proceedings*
- Branded as host and official sponsor of the function
- Attended by delegates and speakers
- Includes catering and drinks

Onsite Exposure

- Prominent location on exhibition floor
- One (1) 3m x 2m exhibition space. Customisable shell scheme booth will be included unless your own custom-built stand is provided. Facia panel, furniture, and brochure stand included (valued at \$6,200)

Brand Exposure

- Logo on select on-site signage/print^

Online Exposure - visible to up to 31,299 members

- Branding on website sponsor page and exhibitor page
- Logo and 100 word profile in exhibitor listing on the Congress 2024 website

Complimentary Registrations (total value of over \$5,200)

- Two (2) full access passes
- Two (2) exhibition stand passes
- Two (2) Welcome Networking Reception passes
- Three (3) Gala Dinner passes

Additional Benefits

- Access to the early bird member rate for any additional delegate registrations

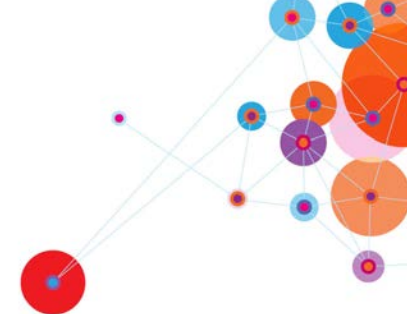
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Congress 2024 – Welcome Cocktail Reception

Partner entitlements and deliverables

Availability: Exclusive | **Investment: \$10,000 + GST**



Exclusive Inclusion

- Host the Congress' prestigious Welcome Reception on Thursday, 16 May from (5.45pm – 7.45pm), open to all attendees
- Opportunity to provide a speaker for a three-minute presentation or an MC for the evening's proceedings*
- Branded as host and official sponsor of the function
- Attended by delegates and speakers
- Includes catering and drinks

Onsite Exposure

- Prominent location on exhibition floor
- One (1) 3m x 2m exhibition space. Customisable shell scheme booth will be included unless your own custom-built stand is provided. Facia panel, furniture, and brochure stand included (valued at \$6,200)

Brand Exposure

- Logo on select on-site signage/print^

Online Exposure - visible to up to 31,299 members

- Branding on website sponsor page and exhibitor page
- Logo and 100 word profile in exhibitor listing on the Congress 2024 website
- Company profile on event app

Complimentary Registrations (total value of over \$5,200)

- Two (2) full access passes
- Two (2) exhibition stand passes
- Three (3) Welcome Networking Reception passes
- Two (2) Gala Dinner passes

Additional Benefits

- Access to the early bird member rate for any additional delegate registrations

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Congress 2024 – Exhibition

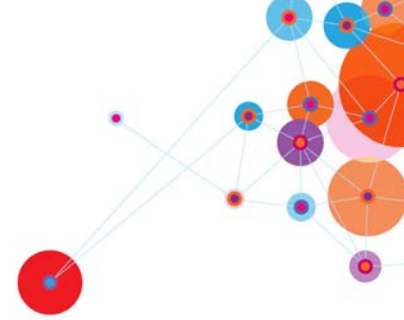
Partner entitlements and deliverables

EXHIBITOR

Stand 3mx2m | **Investment: \$6,200 + GST**

PREMIUM EXHIBITOR

Stand 6mx2m | **Investment: \$9,500 + GST**



Face-to-Face Exposure

- Customisable shell scheme exhibition booth will be included unless your own custom-built stand is provided. Facia panel, furniture, and brochure stand included
- The opportunity to run a Congress 2024 giveaway or competition, which can be promoted during the event
- MC to announce the winner

Brand Exposure

- Listed on any relevant on-site signage/print

Online Exposure

- Logo and 50-word profile in exhibitor listing on the Congress 2024 website

Additional Benefits

- Access to the early bird member rate for any additional delegate registrations

Complimentary Registrations

3x2m Stand (total value of over \$2,600)

- One (1) full access passes
- Two (2) exhibition stand passes
- Two (2) Welcome Networking Reception passes
- One (1) Gala Dinner passes

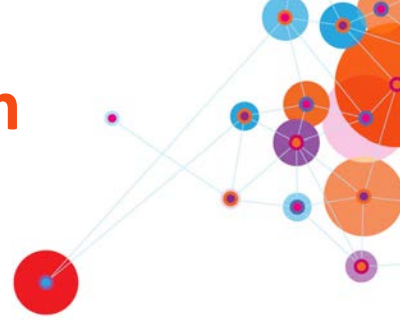
6x2m Stand (total value of over \$3,900)

- Two (2) full access passes
- Two (2) exhibition stand passes
- Two (2) Welcome Networking Reception passes
- Two (2) Gala Dinner passes

Congress 2024 – Saturday Supplementary Program

Partner entitlements and deliverables

Availability: Four Engagement Opportunities Available | **Investment: \$5,000 + GST**



Face-to-Face Exposure

- Customisable, exhibition stand will be included unless your own custom-built stand is provided
- Morning Tea and Luncheon Breaks in which to network and engage with Members
- Recognition and acknowledgement provided by the Session Host / President

Brand Exposure

- Listed on any relevant on-site signage/print ^

Online Exposure - visible to up to 31,299 members

- Branding on website sponsor page and exhibitor page
- Logo and 50-word profile in exhibitor listing on the Congress 2024 website

Complimentary Registrations (total value of over \$5,200)

- Two (2) Saturday access passes
- Two (2) Welcome Networking Reception passes (Thursday evening)

Additional Benefits

- Access to the early bird member rate for full-program Congress registrations



RACP Congress 2024

Shaping Healthcare

16 and 17 May 2024
ICC, Sydney, Australia

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