



*NURSING & MIDWIFERY LEADERS CONFERENCE 2018*

# **LIVE AND LET'S LEAD**

*1 - 3 August 2018 • Brisbane Convention & Exhibition Centre*

## SPONSORSHIP & EXHIBITION PROSPECTUS

The Nursing & Midwifery Conference is brought to you by:



## INVITATION

It is with great pleasure that we invite you to partner with the Nursing & Midwifery Leaders Conference.

The Conference theme 'Live and Let's Lead', a word play on the James Bond film and the Paul McCartney song "Live and Let Die". Is that where the 'play' ends? Bond, a secret agent who uses guns and gadgets combined with an abundance of charm, wit and influence, - the tools of his trade, to defeat the baddies and win the day. This is not so different to the role of a nursing leader, the 'baddies' being chronic disease, bugs etc. There are different tools in our trade but equally we require an abundance of influencing ability. The conference will provide participants with exposure to a range of leaders, their stories and insights into the challenges facing nursing leaders and some practical tools to help win each day.

On behalf of the AQNL Executive Committee, we invite you to Sponsor and Exhibit at this year's Conference.

### **Graham Wilkinson**

Conference Chair

President - Association of Queensland Nurse Leaders

## AQNML COMMITTEE

### **Graham Wilkinson (Conference Chair)**

Sunshine Coast Hospital & Health Service

*President*

### **Wendy Fennah**

Children's Health Queensland Hospital & Health Service

*Vice President*

### **Carolyn Bourke**

Darling Downs Hospital & Health Service

*Secretary/Treasurer*

### **Committee Members**

#### **Jennifer Craig**

Carramar

#### **Melinda Daniels**

Darling Downs Hospital & Health Service

#### **Anne Eaton**

Whitsunday Health Service

#### **Andrea Nagle**

Darling Downs Hospital & Health Service

#### **Douglas Kynaston**

Sunshine Coast Hospital & Health Service

#### **Anne Morrison**

Carramar

#### **Leeanne Trenning**

Retrieval Services Queensland

#### **Nicola Young**

Whitsunday Health Service



## ABOUT AQNML

### ***AQNML - The Organisation for Leaders in Nursing and Midwifery***

***The Association of Queensland Nursing & Midwifery Leaders (AQNML) provides professional leadership through advocacy, support and development; promoting leadership outcomes and influencing policy for healthcare excellence.***

### WHY PARTNER WITH THE AQNML 2018 CONFERENCE?

The Conference offers exciting and unique opportunities to increase your organisation's profile through exposure to this diverse group of health care professionals.

As a supporter of the AQNML 2018 Conference, you will have:

- Direct access to and contact with up to 120+ Delegates
- Opportunity to inform Delegates of your initiatives and developments in your organisation
- Strengthen existing relationships
- Network amongst key decision makers and influencers including managers, clinicians, educators, researchers and policy makers

### WHO ATTENDS / WHAT TO EXPECT

Nursing & Midwifery Leaders from Queensland and other states of Australia.

- Directors of Nursing
- Directors of Midwifery
- District DONs
- Nurse Unit Managers
- Midwifery Unit Managers
- Directors of Services
- General Managers of Private Hospitals
- Nurse Educators
- Midwifery Educators
- Registered Nurses
- Midwives
- Lecturers/Researchers

These leaders are from Metropolitan/Provincial and Rural/Remote settings within the Public, Private, Aged Care, Community Health, Mental Health and Education sectors. The Committee expects Delegates to register from Queensland and Interstate.

## VENUE

### **Brisbane Convention & Exhibition Centre**

Merivale St & Glenelg Street

South Brisbane QLD 4101

2-3 August 2018



## Trade Exhibition Hours

### Thursday 2 August 2018

- Morning Tea – 30 minutes
- Lunch – 60 minutes
- Afternoon Tea – 30 minutes

### Friday 3 August 2018

- Arrival Tea & Coffee – 30 minutes
- Morning Tea – 30 minutes
- Lunch – 60 minutes

## MARKETING

**Emails** - Regular e-news emails promoting program updates, key dates, featured speakers and our Sponsor Partners and Exhibitors.

**Conference Website** - The source of Conference information for Delegates including: Speakers, Abstracts, Social Program, Venue Information, Sponsor Partner Listing & Exhibitor Listing.

**Social Media** - This will be managed via AQNML Facebook and Twitter pages.

## DIGITAL MARKETING

**Advertisements** – Flyers to be used at industry events and publications to stimulate interest and provide key event information.

**Conference App** – The Conference will be paperless with all Conference material included in the Conference App.

**App Banners** – This opportunity is available to our Platinum and Gold Partners only.

**Event Stream (Private Event Social Network)** – Event Stream provides a platform for Delegates to post photos, videos, comments and share in the social experience of the event. Delegates compete for position on a leader board by liking, commenting and posting on the Event Stream via their Delegate App.

**Event Stream Wall** - is a scrolling Event Stream that can be displayed on TVs and projected in public areas and in meeting rooms. Sponsors will be recognised with logo acknowledgements in the Event Stream (Note the Event Steam Wall may only be utilised if sponsorship is secured).

## ONSITE MARKETING

**Session Slides with Sponsors Logos** – reinforcing your commitment and support to Delegates during Conference Sessions.

### Exhibitor Lead Management (Available for Purchase)

Lead Management is the process where Exhibitors scan the bar code on Delegate name badges when they visit the exhibitor's booth. The Exhibitor is able to capture demographic details about the delegate and ask them customized profile questions during their visit. Automated emails can be configured to send a thank you email to the delegate, as well as an alert email to an assigned party within the Exhibitor's company.

Exhibitors are able to use their Delegate Mobile App (download will be forwarded prior to the Conference) to capture the leads, collect answers for the custom profile questions and view a list of all delegates who have visited their booth. The list of captured delegate information can also be viewed on the Exhibitor Portal, as well as exported for further sales efforts.



# WHAT TO EXPECT – 2017 CONFERENCE REPORT

## Nursing & Midwifery Leaders Conference Report / Overview

The 2017 Nursing & Midwifery Leaders Conference was held 1 - 3 November at the Sunshine Coast University Hospital and the Brisbane Convention & Exhibition Centre, Brisbane. The theme was 'Going for Gold'. The total numbers that attended this year's Conference were 142, including 112 Delegates (full & day delegates and guest speakers)

and 30 Exhibitors. Feedback from Delegates and Exhibitors was extremely favourable and we thank you for providing us with this, we have taken this on board and will incorporate this into next year's Conference planning.

For more photos, visit the AQNL Facebook page – [www.facebook.com/AustralianNurseLeaders](https://www.facebook.com/AustralianNurseLeaders)



### Exhibitors

The AQNL acknowledges and thanks the following companies for their support of the Association and participation in the Trade Exhibition:

- ARJOHUNTLEIGH
- CARRAMAR EDUCATION
- CQ NURSE / RNS NURSING
- CQUINIVERSITY AUSTRALIA
- FIRST CHOICE CARE
- HEALTHCARE AUSTRALIA
- HESTA
- HILL-ROM
- HOYLAND MEDICAL
- MIDMED
- NESTLE NUTRITION
- QSUPER
- QUEENSLAND NURSES & MIDWIVES' UNION
- QUT SCHOOL OF NURSING
- TREND CARE SYSTEMS
- WELCH ALLYN

### Best Booth

Congratulations to **First Choice Care** – voted by Conference Delegates as winner of the Best Booth Competition!



### AQNL Award Recipients

As the industry super fund dedicated to health and community services, HESTA is proud to support the 2017 AQNL Awards.

The awards recognise the significant commitment of individuals to nursing leadership through a research project, innovative program, introduction of change management, or a significant contribution to nursing leadership.

Congratulations to the winners for their outstanding leadership and important contribution to the Queensland nursing sector.

#### AQNL Outstanding Achievement In Nursing Award

**NICOLA YOUNG**  
Whitsunday Health Service

Nicola has over 20 years' experience in the rural health environment. She was recognised for her leadership in developing and expanding a number of community services including securing the first CT scanner for a rural site in Queensland, improving Telehealth services and introducing the Midwifery Group Practice.



*HESTA is the industry super fund dedicated to health and community services and has been for 30 years. Your stories are our inspiration.*



#### AQNL Emerging Nurse Leader Award

**KERRY HEALY**  
Retrieval Services Queensland

Kerry demonstrated exceptional leadership across a number of projects at Retrieval Services Queensland (RSQ). This included playing a key role in the largest change management process to date for RSQ – the implementation of an electronic medical record and logistics system.



### Sponsors

**PLATINUM SPONSOR PARTNER**  
AQNML Awards, Conference Satchel and the Sunshine Coast University Hospital Site Visit Partner  
Phone: 1800 813 327  
Website: [www.hesta.com.au](http://www.hesta.com.au)



**REGIONAL SPONSOR**  
QSuper Nursing & Midwifery Leaders 2017 Scholarships  
Phone: 1300 380 750  
Website: [www.qsuper.qld.gov.au](http://www.qsuper.qld.gov.au)



## PARTNER SPONSOR PACKAGES

### Design your Tailored Sponsorship Package

Build your own entitlements by selecting from a range of partner opportunities on pages 7 - 10. Combine the total of your selected packages and receive additional entitlements by reaching Platinum, Gold, Silver or Supporting Partner.

INCLUSIONS	Platinum Partner	Gold Partner	Silver Partner	Supporting Partner
	From AUD\$8,000	From AUD\$6,000	From AUD\$4,000	From AUD\$3,000
Verbal acknowledgement at the Conference opening & closing sessions	✓	✓	✓	✓
Full Conference Registration	2	1	1	1
Complimentary Tickets to the Conference Dinner	2	1	1	x
Complimentary Exhibition Booth	1	1	1	1
Feature article to be included in the AQNML ENews	2	1	x	x
Banner advertisement in the Conference App (artwork to be supplied by Partner)	2	1	1	-
Event Stream (Logo as a Co-Partner)	✓	x	x	x
Event Stream Leader Board Partner (App Banner)	✓	✓	x	x
Organisation logo on Conference Holding Slides	✓	✓	✓	-
Organisation logo in Conference E-News	✓	✓	✓	✓
Sponsor Listing on Conference App and Website	Logo + 250 words	Logo + 200 words	Logo + 150 words	Logo + 125 words
Conference Delegate List	✓	✓	✓	
Exhibitor Lead Management	✓	✓		

All Partner packages listed above include GST.

#### Sponsor Package - Example 1

You choose your options:

Nursing & Midwifery Leaders Awards Partner	\$7,500.00 inc GST
Event Stream Wall Partner	\$2,500.00 inc GST
Conference Satchel / Merchandise Partner	\$3,000.00 inc GST
<b>Total Partnership Fee</b>	<b>\$13,000.00 inc GST</b>

**You are a Platinum Partner**

#### Sponsor Package - Example 2

You choose your options:

Event Stream Wall Partner	\$2,500.00 inc GST
Pre-Conference Master Class Partner	\$ 750.00 inc GST
Exhibitor Lead Management	\$ 275.00 inc GST
<b>Total Partnership Fee</b>	<b>\$3,525.00 inc GST</b>

**You are a Supporting Partner**

## PRE-CONFERENCE MASTER CLASS PARTNER

**\$750.00 (inc GST) – Limited to three (3) Non-Competing Organisations**

- Acknowledgement as a Pre-Conference Master Class Partner
- Organisation logo on Master Class holding slide at the introduction and conclusion of the session
- View the Conference Website for Master Class Information

## NURSING & MIDWIFERY LEADERS AWARDS PARTNER

**\$7,500.00 (inc GST) – One (1) Exclusive Opportunity**

- Acknowledgement as the Award Partner during the Award Presentation
- Opportunity to present Award during the Award Presentation
- Organisation Logo on Trophy & holding slide at the introduction and conclusion of the session

### **AQNML Emerging Nurse/Midwifery Leader Award**

This Award honours and recognises an Emerging Nurse/Midwifery Leader from within the profession. This Award identifies the commitment of an individual to Nursing/Midwifery Leadership through a research project, innovation program, introduction of change management or a significant contribution to new or existing nursing leadership knowledge. The Award will be judged on merit by the AQNML Executive Committee.

### **AQNML Outstanding Achievement in Nursing/Midwifery Award**

This Award honours and recognises an Outstanding Achievement made by a Nursing/Midwifery Leader from within the profession. This Award acknowledges the significant commitment of an individual to nursing/midwifery leadership through a research project, innovative program, introduction of change management, or a significant contribution to nursing leadership. The Award will be judged on merit by the AQNML Executive Committee.

## SCHOLARSHIP PARTNER

**\$6,500.00 (inc GST) – One (1) Exclusive Opportunity**

### **Sponsor of three (3) x 2018 Full Conference Scholarships**

- Scholarship includes one (1) full Conference Registration
- One (1) Years membership of AQNML

The successful scholarship winners will be required to present at the Conference for 10 minutes (including Q&A) regarding their submission.

- Acknowledgement as the Scholarship Partner during Scholarship Presentations.
- Organisation Logo on holding slide at the introduction and conclusion of the session
- Co-Naming Rights to the Scholarship



## KEYNOTE SPEAKER PARTNER

**\$3,500.00 (inc GST) per Keynote Speaker – Limited to two (2) Non-Competing Organisations per Keynote Speaker**

- Acknowledgement as the Keynote Speaker Partner during the selected Keynote Speaker Session/s
- Organisation Logo on Keynote Speaker holding slide at the introduction and conclusion of the session
- Contact the Conference Managers or visit the [Conference Website](#) for information on our Keynote Speakers

## INVITED SPEAKER PARTNER

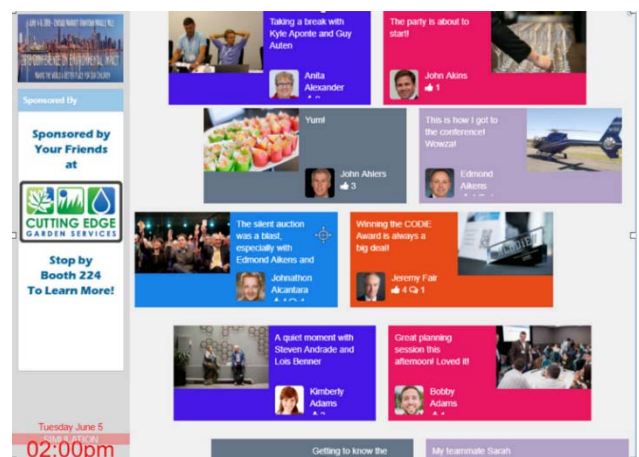
**\$1,250.00 (inc GST) per Invited Speaker – Limited to two (2) Non-Competing Organisations per Speaker**

- Acknowledgement as the Invited Speaker Partner during the selected Speakers Session/s
- Organisation Logo on Invited Speaker holding slide at the introduction and conclusion of the session
- Contact the Conference Managers or visit the [Conference Website](#) for information on our Invited Speakers

## EVENT STREAM WALL PARTNER

**\$2,500.00 (inc GST) – Three (3) Opportunities + Platinum Partners**

- Logo on Event Stream Wall
- Logo on Conference Holding Slides
- Acknowledgment by AQNML representative on each day of the Conference



Our Event Stream Wall displays activity that Delegates have generated and posted to the Event Stream along with session announcements and announcements projected on a large screen or TV. Our Sponsors will be recognised with logo acknowledgements in the Event Stream.

**Event Stream** is a private, social network for the conference, providing a platform for Delegates to post photos, videos, comments and share in the social experience of the conference. Delegates can participate in Event Stream via their Attendee App.

## EVENT STREAM LEADER BOARD PARTNER

**\$375.00 (inc GST) – Limited to three (3) Organisations (plus Platinum & Gold Partners)  
Platinum & Gold Partners are Event Stream Leader Board Partners**

- Acknowledgement as a Partner of Event Stream Leader Board
- App Banner on the Leader Board (Rotating with other Partners)

This is where delegate post comments, likes, videos and photos.



## CONFERENCE SACHEL OR MERCHANDISE PARTNER

### **\$3,000.00 (inc GST) – One (1) Exclusive Opportunity**

- Organisation Logo in one colour on the Conference Satchel or Merchandise alongside the AQNML Logo
- Opportunity to include one (1) insert and (1) promotional item in the Conference Satchel (promotional item subject to approval)

## LANYARD OR PEN PARTNER

### **\$1,250.00 (inc GST) – One (1) Exclusive Opportunity**

*Sponsor to provide pre-approved Lanyards or pens*

- Opportunity to include one (1) insert and (1) promotional item in the Conference Satchel (promotional item subject to approval)

## SACHEL INSERT PARTNER

### **\$350.00 (inc GST) – Multiple Opportunities**

- Opportunity to include one (1) insert and one (1) promotional item in the Conference Satchel (promotional item subject to approval)

## EXHIBITOR LEAD MANAGEMENT

### **\$275.00 (inc GST) – Multiple Opportunities**

Lead Management is the process where exhibitors scan the bar code on an delegate's name badge or device when they visit the Exhibitor's booth. The Exhibitor is able to capture demographic details about the delegate and ask them customized profile questions during their visit. Automated emails can be configured to send a thank you email to the delegate, as well as an alert email to an assigned party within the exhibitor's company.

Exhibitors are able to use their Delegate Mobile App (details to download will be forwarded in coming weeks) to capture the leads, collect answers for the custom profile questions, and view a list of all Delegates who have visited their booth. The list of captured delegate information can also be viewed on the Exhibitor Portal, as well as exported for further sales efforts.

## CUSTOM PARTNER OPPORTUNITIES

### **Price On Application**

We welcome the opportunity to tailor a Partner Package to suit your ideas, budget and organisational objectives and values. Please contact the Conference Managers via email [events@cre8itevents.com.au](mailto:events@cre8itevents.com.au) or +61 7 3348 7380 to discuss.

## EXHIBITION BOOTH PACKAGE

**\$2,600.00 (inc GST)**

Exhibition Booth Package inclusions:

<b>Registrations</b>	Two (2) x Inclusive Exhibitor Delegate Registrations (Thursday & Friday)
<b>Size</b>	3m x 2.4m
<b>Walls</b>	2.4 high velcro compatible panels
<b>Fascia</b>	300mm high Velcro compatible fascia board across aisle frontages
<b>Sign</b>	1 x digital print sign (1.8m long x 200mm high) per aisle - Max 30 characters
<b>Lighting</b>	2 x 150 watt adjustable spotlights installed to the back of the fascia
<b>Power</b>	1 x 4amp power point
<b>Furniture</b>	1 x 1.8m Trestle Table with black cloth 2 x Folding Chairs

### **Each Exhibition Booth Package includes 2 x Inclusive Exhibitor Delegates**

Inclusions:

- Entry into all Conference Sessions (Thursday & Friday) for two (2) representatives
- Daily catering for two (2) representatives including morning tea, lunch & afternoon tea as detailed in the Conference Agenda (Thursday & Friday)
- Conference Dinner Ticket for two (2) representatives
- Organisation name, Company Profile and website listed on Conference website and Conference App

### **Additional Exhibitor Delegates**

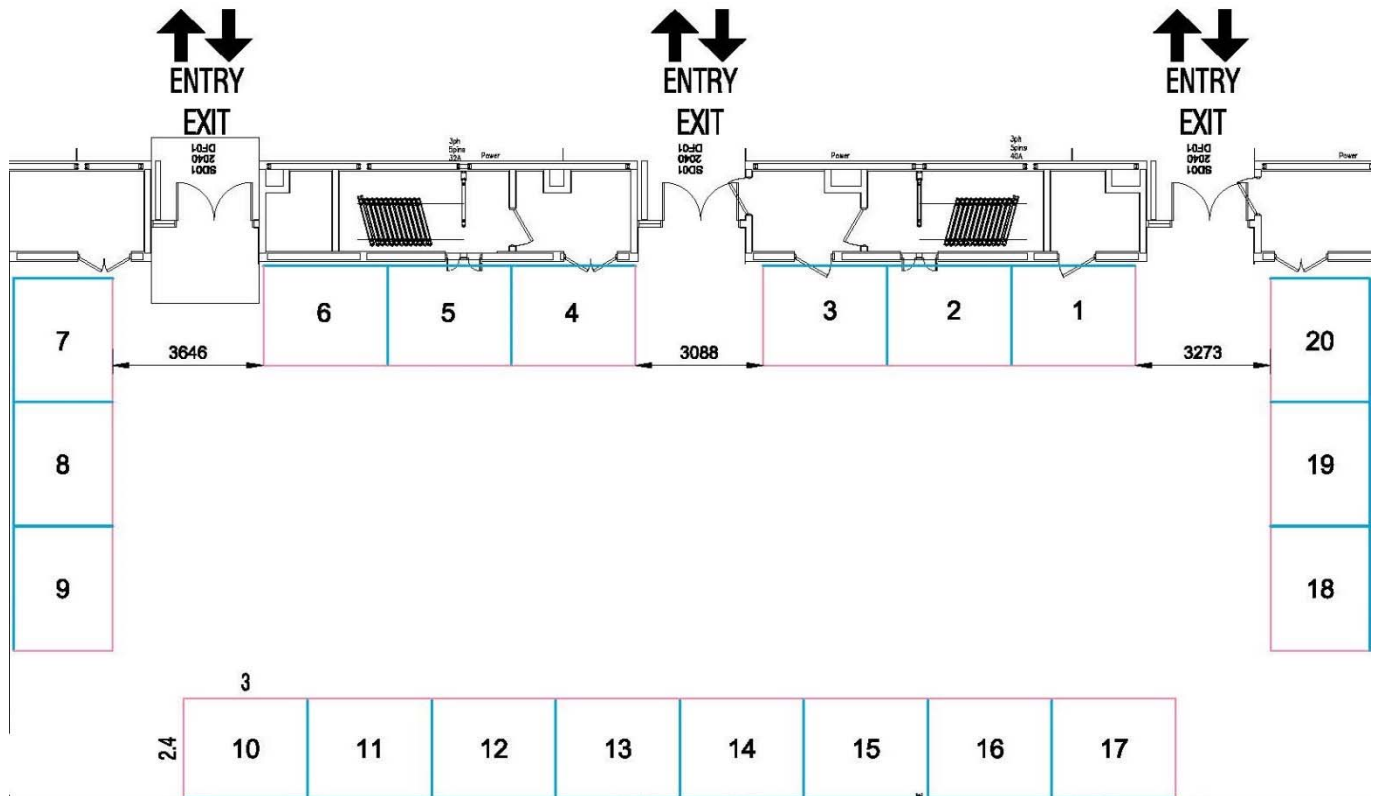
**\$350.00 (inc GST)**

If you have more than one (1) organisation representative who would like to attend the ACCYPN 2018 Conference, additional Exhibitor Delegate registrations can be purchased.

- Entry into all Conference Sessions (Thursday & Friday) for one (1) representative
- Daily catering for one (1) representative including morning tea, lunch & afternoon tea as detailed in the Conference Agenda (Thursday & Friday)

# TRADE EXHIBITION FLOOR PLAN

## PLAZA MEETING ROOMS 9 / 10 / 11



### Trade Plan provided by Moreton Hire

Booth 3m wide x 2.4m deep x 2.4m high

Floor Plan Subject to change.  
 Additional booths may be added if required.  
 Booths may also be added to the pre function area.

Catering Stations, Tables and Chairs will be spaced around the Trade Booths.

Session Conference sessions will be held in the adjacent rooms.

## BOOKINGS & AGREEMENT

### Sponsorship & Exhibiting

To book Sponsorship and/or Exhibition Booths please email the completed the Sponsorship & Trade Exhibition Booth Booking Form to the Conference Managers [events@cre8itevents.com.au](mailto:events@cre8itevents.com.au). If you have any questions, please do not hesitate to contact us +61 7 3348 7380.

## TERMS & CONDITIONS

By completing the Sponsorship & Trade Exhibition Booth Booking Form, you agree to be a partner and/or exhibitor of the AQNML 2018 Conference. The Conference is organised by the Nursing & Midwifery Conference (AQNML) and is being held at Brisbane Convention & Exhibition Centre 2- 3 August 2018.

### Attendance

The Conference Managers and AQNML make no guarantee as to the number of delegates.

### Delegate List

The provision of delegate contact details as specified in the Partner Packages is subject to the Privacy Policy. We will seek the permission of delegates to allow us to publish their name and address in the list of conference Delegates.

### Exhibitor Lead Management

Exhibitors have the option to add Exhibitor Lead Management to their Exhibition Booth. Delegates have the opportunity to opt in/opt out within the Delegate App.

### Unavoidable Occurrences

In the unlikely event that the any or all of the events are cancelled or delayed through no fault of the Conference Managers, AQNML, the Venue, the Sponsor/Exhibitor will not be able to claim a refund or claim for any loss or damages.

### Logo & Profile Recognition

Sponsor & Exhibitors must provide Logos & Company profiles by the deadlines advised in your confirmation email.

### Payment

On receipt of your Sponsorship & Trade Exhibition Booth Booking Form the Conference Managers will email you a confirmation of your booking with a tax invoice. All invoices must be paid within 14 days and must be paid prior to the Conference. All amounts listed are inclusive of GST.

### Security

You are responsible for securing items in your Trade Booth. There will no security guard specifically for the Trade Exhibition. Consider the Insurance/Liability information below with regards to coverage of your equipment and merchandise displays.

### Cancellation

Any Sponsorship and/or Booth Package cancelled after this Sponsorship & Trade Exhibition Registration Form is received by Conference Managers will attract a cancellation fee equal to 50% of Sponsorship and/or Booth Package Fee. Within 90 days of the Conference, any Sponsorship and/or Booth Packages cancelled will attract a cancellation fee equal to 100% of Sponsorship and/or Booth Package Fee.



## Trade Booth Allocation

Spaces will be allocated to Sponsors first then as per the date of receipt of bookings. However, the Conference Committee and Conference Managers reserve the right to adjust the plan in the interest of presenting a professional Exhibition.

## Insurance/Liability

### INSURANCE / LIABILITY

Neither the Conference Managers, AQNML or the Venue shall be liable in any way whatsoever to the Client for any loss or damage, whether direct, indirect, special or consequential, including without limitation, loss or damage arising out of personal injury, howsoever caused which the Client or any other person may suffer or incur and which may, without limiting the generality of the foregoing, arise directly or indirectly as a result of the failure or omission on the part of the Conference Managers, AQNML or the Venue (or any officer, agent or employee of the Conference Managers, AQNML or the Venue) to comply with any obligation imposed hereunder or at law, negligence or any act, matter or thing done or permitted or omitted to be done by the Conference Managers, AQNML or the Venue in connection with this agreement. The Client assumes all liability for any injury or loss suffered by the Client's agents, delegates, employees and any member of the public that is caused directly or indirectly by the Client, its delegates, agents, or employees. The Client shall indemnify and keep indemnified Conference Managers, AQNML or the Venue from any loss so caused.

**IMPORTANT NOTE:** Exhibitors should consult their own insurance companies for proper coverage of their merchandise and displays. Public Risk Insurance, All Risk Insurance, All Risks, Employer's Liability, Personal, Accident and Staff Insurance for your stand area should also be taken out.

## Contact

To secure Sponsorship and/or Exhibition please contact the Conference Managers.

### **AQNML 2018 Conference Managers**

Cre8it Events

t: +61 7 3348 7380

e: [events@cre8itevents.com.au](mailto:events@cre8itevents.com.au)

w: <http://www.aqnml.org.au>

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