



2021 CONFERENCE • 15-17 September
Hilton Darwin, Northern Territory, Australia

Recognising the Contribution of Children & Young People's Nurses

Reflecting on the International Year of the Nurse & Midwife



Images courtesy of Tourism NT - Jewels Lynch, Peter Eve, Evellen Langeveld

SPONSORSHIP & EXHIBITION PROSPECTUS

ACCYPN 2021 Conference will be a Hybrid Conference

Delegates have the option to attend as an in-person Delegate or a Virtual Delegate. The virtual option will allow Delegates who, for a variety of reasons, will not be able travel to Darwin and to participate in-person.

In addition, the Conference will be recorded and made available on demand to all attendees.

Should we be unable to facilitate the Conference in-person due to COVID-19 restrictions, the Conference will be converted to a complete virtual format. In-person Delegates will be converted to a Virtual Delegate.

INVITATION

Due to the Conference postponement, we have decided to reflect on 2020 the International Year of the Nurse & Midwife. The College wishes to celebrate and reflect on the work that Nurses and Midwives do and the impact that we have on the health and well-being of Children and Young People.

The Conference theme is *Recognising the Contribution of Children & Young People's Nurses*.

On behalf of the Conference Committee and the ACCYPN Board of Directors, I extend our warmest invitation to you to sponsor and/or exhibit at our Conference. We are planning a Conference that reflects the impact and the diversity that nursing and midwifery brings and look forward to welcoming you to Darwin in September 2021.

Warm Regards

Jacquie Burton

Chair – ACCYPN 2021 Conference Committee

ACCYPN CONFERENCE ORGANISING COMMITTEE

Jacquie Burton (Chair)

Registered Nurse and Midwife,

Nurse Coordinator and Clinical Nurse Specialist, Paediatric Intensive Care, The Royal Children's Hospital, Melbourne
Immunisation Nurse, Moonee Valley and Moreland City Councils, Melbourne

Board Member – ACCYPN

Jade Ferullo

Clinical Nurse Researcher / Registered Nurse, Fiona Stanley Hospital, Perth

Academic, Curtin University & The University of Notre Dame Australia, Perth

Board Member - ACCYPN

Dr Mandie Foster

Lecturer & Research Scholar, Paediatrics and Child Health, School of Nursing and Midwifery, Edith Cowan University, Western Australia

Research Fellow Nursing Research Department, Perth Children's Hospital, Perth, Western Australia

Board Member - ACCYPN

Elisa Lay

Associate Nurse Unit Manager, Children's Unit, Northern Health, Victoria

Gina Majid

Paediatric Outreach Clinical Nurse Consultant, Royal Darwin Hospital, Northern Territory

Catherine Marron

Nursing Director, Children's Health Queensland Hospital & Health Service

Chairperson - ACCYPN

Dr Pam O'Nions

Director – PCOC Pty Ltd

Territory Manager WA & NT, The Health Roundtable

Adjunct Associate Professor, University of Notre Dame Australia

Secretary - ACCYPN

Lauren Roberts

Clinical Nurse Educator (Paediatrics), Northern Territory Department of Health

Katie Robinson

Nurse Manager – Patient Safety & Quality, Children's Health Queensland

Nicole Stephenson

Clinical Nurse / Nurse Educator, Child Youth and Family Health, Toowoomba

Debra Surman

Associate Lecturer, Flinders University, South Australia

Lynne Thurbon

Nurse Unit Manager, Children's Health Queensland

ABOUT ACCYPN

The Australian College of Children & Young People's Nurses (ACCYPN) is the only national nursing professional organisation that has children and young people as its core focus. Through direct membership, ACCYPN forms an influential professional body acting on behalf of children, young people, families and the nurse who cares for them.

ACCYPN recognises children and young people's nursing as specialty nursing practice and advocates for the specialty, irrespective of the setting in which children and young people are cared for.

Vision

The Australian College of Children & Young People's Nurses will promote excellence in health care for children and young people in the context of their family and the community.

Mission

The Australian College of Children & Young People's Nurses will advocate for and facilitate the continuing development of specialty nursing practices to meet the unique needs of children and young people.

For more information, visit ACCYPN's website www.accypn.org.au.

WHY PARTNER WITH THE ACCYPN 2021 CONFERENCE?

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

As a supporter of the ACCYPN 2021 Conference, you will:

- Have direct access to and contact with up to 130+ Delegates
- An opportunity to inform Delegates of your initiatives and developments in your organisation
- Strengthen existing relationships
- Network amongst managers, clinicians, educators, researchers and policy makers

WHO ATTENDS / WHAT TO EXPECT?

The Conference Organising Committee expects Delegates to register from Australia and Internationally.

- Nurses from Acute and Community Health Services
 - Clinicians
 - Managers
- Family and Child Health Nurses
- School Nurses
- Educators and Researchers
- Allied Health Professionals
- Medical Staff
- Indigenous Health Workers
- Early Childhood Workers
- Child Care Workers
- Child Protection Workers
- Boarding Supervisors / Staff

CONFERENCE PROGRAM

Master Class – Hilton Darwin

Wednesday 15 September 2021

Welcome Networking Reception – Hilton Darwin

Wednesday 15 September 2021

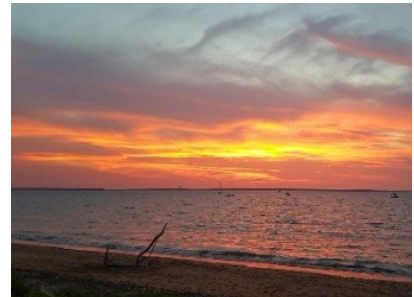
Conference Sessions & Trade Exhibition – Hilton Darwin

Thursday 16 & Friday 17 September 2021

Optional Conference Dinner – Darwin Trailer Boat Club

Additional Expense

Thursday 16 September 2021



TRADE EXHIBITION HOURS

Thursday 16 September 2021

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

Friday 17 September 2021

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



VENUE

Hilton Darwin, Northern Territory

32 Mitchell Street, Darwin City

Northern Territory

+61 8 8982 0000



CONFERENCE MANAGERS

CRE8IT EVENTS

Cre8it Events

ACCYPN 2021 Conference Managers

P: +61 7 3348 7380

E: events@cre8itevents.com.au

E: www.cre8itevents.com.au

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 / Session Descriptions, Social Program, Venue Information, Destination Information, Sponsor Partner Listing & Exhibitor Listing.

Social Media - This will be managed via ACCYPN Facebook, Instagram 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.

Conference Virtual Portal – The ACCYPN 2021 Virtual Portal will be available to all Delegates, Sponsors and Exhibitors prior to the Conference, during the Conference and post the Conference for a period of 12 months. The Virtual Exhibition is a place where Delegates can view Videos, Download PDF brochures and connect with exhibitors. Exhibitors have access to reports of the action within the virtual exhibition such as video views and brochure downloads for a 30 day period (subject to their privacy settings). Dependant on final number of Virtual Delegates we may also schedule live Virtual Exhibition times. Exhibitors can choose to have their booths as an information centre or manned at the Live Virtual Exhibition Times. Additional Virtual Exhibitors will be available to all exhibitors. Sponsor Ads can also be featured prior to Abstracts.

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

Event Stream (Private Event Social Network) – Event Stream provides a platform for In-Person and Virtual 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. Sponsor Partners will be recognised with logo acknowledgements in the Event Stream.

ONSITE MARKETING

The Conference App provides multiple opportunities for increased engagement between Sponsor Partners / Exhibitors and Delegates.

Digital Trade Passport

Delegates have access to participate via the app to win points to be eligible for prizes. One of the ways they can earn points is to visit Exhibitor Stands and scan a QR Code with their app. Virtual Delegates can also earn points by visiting a Virtual Exhibition booth and interacting with the preloaded content or meeting with live virtual Exhibitors.

Contact Exchange

Scan a Delegate barcode via your Delegate app to access their contact details, you can make notes and email an export of your captured contacts including notes.

Lead Capture In-Person Delegate (Included for Platinum & Gold Sponsor Partners / Available for Purchase)

Exhibitors can capture lead details and responses to their qualifying questions using the Delegate App, contact detail and captured data is available for export along with automated email with optional attachments.

Lead Capture Virtual Delegate

Exhibitors can capture lead details and responses to their qualifying questions using the Delegate App, contact detail and captured data is available for export along with automated email with optional attachments.

Session Slides with Sponsor Partner Logos

Reinforcing your commitment and support to Delegates during Conference Sessions.

SPONSOR PARTNER PACKAGES

Design your Tailored Sponsorship Package

Build your own entitlements by selecting from a range of partner opportunities on pages 7 - 11. Combine the total of your selected packages and receive additional entitlements by reaching Platinum, Gold, Silver or Supporting Sponsor Partner.

INCLUSIONS	Platinum Sponsor Partner	Gold Sponsor Partner	Silver Sponsor Partner	Supporting Sponsor Partner
	From AUD\$6,000	From AUD\$4,750	From AUD\$3,750	From AUD\$2,750
Verbal acknowledgement at the Conference opening & closing sessions	✓	✓	✓	✓
Full Conference registration including tickets to the Welcome Reception	2	1	1	1
Complimentary Tickets to the Conference Dinner	2	1	-	-
Complimentary Trade Table	1	1	1	1
Feature article to be included in the ACCYPN Newsletter – pre-Conference	1	1	-	-
Banner advertisement in the Conference App (artwork to be supplied by Partner)	1	1	1	-
Banner advertisement in the Conference Virtual Portal (artwork to be supplied by Partner)	1	1	1	-
Event Stream Sponsor Partner	✓	✓	-	-
Organisation logo on Conference Holding Slides	✓	✓	✓	-
Sponsor Video 30 - 60 seconds played at the start of Day 1 & 2	✓	-	-	-
Sponsor Video 30 – 60 seconds played in connection with sponsored activity	✓	✓	-	-
Organisation logo in Conference E-News	✓	✓	✓	✓
Sponsor Partner Listing on Conference App and Website	Logo + 250 words	Logo + 200 words	Logo + 150 words	Logo + 125 words
Conference Delegate List *subject to individual privacy	✓	✓	✓	✓
Lead Capture	✓	✓	✓	✓

All Sponsor Partner packages listed above are ex GST.

Sponsor Partner Package - Example 1

You choose your options:

Keynote Speaker	\$3,500.00 ex GST
Welcome Reception	\$1,000.00 ex GST
Event Stream Wall Partner	\$2,500.00 ex GST
Total Partnership Fee	\$7,000.00 ex GST

You are a Platinum Sponsor Partner

Sponsor Partner Package - Example 2

You choose your options:

Conference Dinner	\$1,000.00 ex GST
Invited Speaker	\$1,000.00 ex GST
Abstract Partner	\$ 750.00 ex GST
Total Partnership Fee	\$2,750.00 ex GST

You are a Supporting Sponsor Partner

PRE-CONFERENCE MASTER CLASS PARTNER

\$750.00 (ex GST) (2 - 4 x Master Classes) – 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

KEYNOTE SPEAKER PARTNER

\$3,500.00 (ex 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
- Logo on session Virtual Portal & text acknowledgement in Attendee App.
- Contact the Conference Managers or view the [Conference Website](#) for information on our Keynote Speakers

INVITED SPEAKER PARTNER

\$1,250.00 (ex GST) per Invited Speaker – Limited to two (2) Non-Competing Organisations per invited 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
- Logo on session Virtual Portal & text acknowledgement in Attendee App
- Contact the Conference Managers or view the [Conference Website](#) for information on our Invited Speakers

ABSTRACT ORAL PRESENTATION PARTNER

\$750.00 (ex GST) – Limited to three (3) Non-Competing Organisations per Room (both days of the Conference) 2 - 3 rooms

- Acknowledgement as the Abstract Oral Presentation Partner during the introduction
- Organisation Logo on holding slide at the introduction and conclusion of the session

ABSTRACT RAPID-FIRE PRESENTATION PARTNER

\$500.00 (ex GST) – Limited to three (3) Non-Competing Organisations

- Acknowledgement as the Rapid-Fire Presentation Partner during the introduction
- Organisation Logo on holding slide at the introduction and conclusion of the session

ABSTRACT ePOSTER PRESENTATION PARTNER

\$250.00 (ex GST) – Limited to three (3) Non-Competing Organisations

- Logo acknowledgement on the Virtual Portal

VIRTUAL CONFERENCE PARTNER

\$9,000.00 (ex GST) – One (1) Exclusive Opportunity

or

\$3,500.00 (ex GST) – Limited to four (4) Non-Competing Organisations

- Acknowledgement as the Virtual Conference Partner during the introduction
- Acknowledgement when sending out the Virtual Conference access to Conference Delegates
- Acknowledgement when marketing the Virtual Recordings to ACCYPN Members and database
- Organisation Logo on holding slide at the introduction and conclusion of the Plenary session
- Organisation Banner on Virtual Portal for a minimum of one (1) year

WELCOME RECEPTION PARTNER

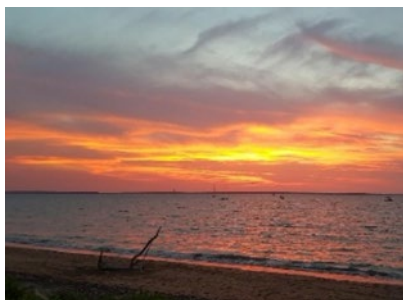
\$1,250.00 (ex GST) – One (1) Exclusive Opportunity

- Acknowledgement as the Welcome Reception Partner
- Opportunity to present a 3-minute Welcome Address to Delegates, during the Welcome Reception
- One (1) additional complimentary ticket to attend the Welcome Reception
- Opportunity to display your corporate signage (push-up banner supplied by Sponsor Partner) during the Welcome Reception

CONFERENCE DINNER PARTNER – Venue Darwin Trailer Boat Club

\$1,000.00 (ex GST) – One (1) Exclusive Opportunity

- Acknowledgement as the Conference Dinner Partner
- Opportunity to present a 3-minute Welcome Address at the close of Day One (prior to Conference Dinner)
- One (1) additional complimentary ticket to attend the Conference Dinner
- Company A4 Logo on Coach Transfer
- Opportunity to display your corporate signage (push-up banner supplied by Sponsor Partner) – Subject to approval by venue and weather conditions during the Conference Dinner



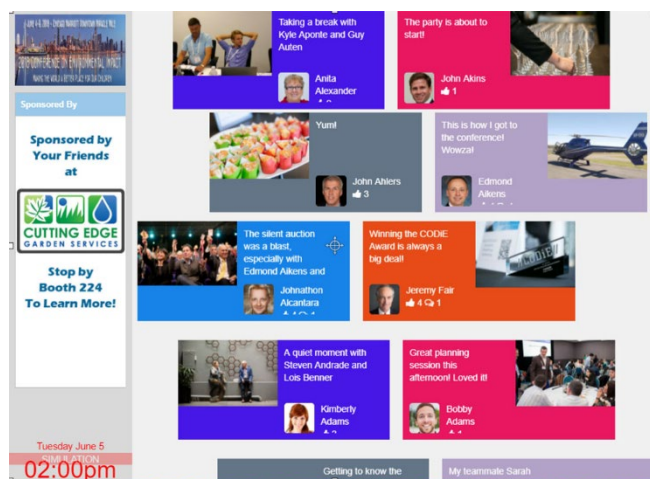
EVENT STREAM WALL PARTNER

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

Or

\$2,500.00 (ex GST) – Three (3) Opportunities

- Logo on Event Stream Wall
- Logo on Conference Holding Slides
- Acknowledgment by ACCYPN representative



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 Sponsor Partners 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.

CONFERENCE MERCHANDISE PARTNER*

\$3,000.00 (ex GST) – One (1) Exclusive Opportunity

- Organisation Logo in one colour on the Conference Merchandise alongside the ACCYPN Logo
- One (1) complimentary satchel insert (see satchel insert detail below)

*Conference Organising Committee will choose the merchandise item

NOTEPAD AND PEN PARTNER

\$750.00 (ex GST) – Exclusive Opportunity

- Opportunity to provide branded note pads and pens to be included in the Conference satchel (notepads and pens must be provided by the Sponsor Partner and delivered to the Conference organisers by the specified deadline date)
- Opportunity to include one (1) insert and one (1) promotional item in the Conference satchel (promotional item subject to approval)

SATCHEL INSERT PARTNER

\$350.00 (ex GST) – Multiple Opportunities

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

LEAD CAPTURE

\$250.00 (ex GST) – Multiple Opportunities

Lead Capture is the process where Exhibitor scan the bar code on a 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 use their Delegate Mobile App 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 or +61 7 3348 7380 to discuss.

DISPLAY TABLE PACKAGE

\$1,800.00 (ex GST)

\$1,640.00 (ex GST) – Not for Profit Organisation

Due to the nature of the venue, we will be offering Display Table packages only. The number of opportunities is strictly limited due to space restrictions.

Inclusions

- Signage: Organisation name on a poster board
- Power: On request (subject to availability)
Organisation to supply own tested & tagged Power Cords
- Furniture: Trestle Table & Two (2) Chairs
- Registration: One (1) Inclusive Exhibitor Delegate (see below for inclusions)

Exhibitor Delegate Inclusions

- 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
- Welcome Reception ticket for one (1) representative
- Organisation name and website listed on Conference website and Conference App
- Conference delegate list – an electronic list will be provided at the conclusion of the Conference including name, organisation and state (subject to privacy legislation)

Additional Exhibitor Delegates*

\$645.46 (ex GST)

If you have more than one (1) organisation representative who would like to attend the ACCYPN 2021 Conference, additional Exhibitor Delegate registrations can be purchased.

* Additional Exhibitor Delegates receive the same inclusions as Exhibitor Delegates inclusions listed above.

POSTER BOARD DISPLAY

\$1,300.00 (ex GST)

\$1,100.00 (ex GST) – Not for Profit Organisation

The number of opportunities is strictly limited due to space restrictions.

Inclusions

- Poster Board
Organisation Name Sign Printed (A4) One Colour for display on Poster Board

BOOKINGS & AGREEMENT

Sponsorship & Exhibition

To book Sponsorship, please email the Conference Managers events@cre8sitevents.com.au. To book a Display Table or Poster Board Displays, this can be booked online via the Exhibition Portal on the Conference website www.accypn.org.au/conference. If you have any questions, please do not hesitate to contact the Conference Managers +61 7 3348 7380.

TERMS & CONDITIONS

By completing the Sponsorship & Exhibition Booking Form you agree to be a partner and / or Exhibitor of the ACCYPN 2021 Conference. The Conference is organised by the Australian College of Children & Young People's Nurses (ACCYPN) and is being held at Hilton Darwin, Northern Territory on 15 – 17 September 2021.

Attendance

The Conference Managers and ACCYPN 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.

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, ACCYPN, the Venue, the Sponsor Partners / Exhibitor will not be able to claim a refund or claim for any loss or damages.

Logo & Profile Recognition

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

Payment

On receipt of your Sponsorship & Exhibition 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 exclusive of GST and GST will be added to invoices.

Security

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

Cancellation

Any Sponsorship and / or Display Table cancelled after the Sponsorship & Exhibition Booking Form is received by the Conference Managers will attract a cancellation fee equal to 50% of Sponsorship and / or Exhibition Booking Fee. Within 90 days of the Conference, any Sponsorship and / or Exhibition Booking cancelled will attract a cancellation fee equal to 100% of Sponsorship and/or Exhibition Booking Fee.

Exhibition Allocation

Spaces will be allocated to Sponsor Partners first then as per the date of receipt of bookings. However, the Conference Organising 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, ACCYPN or the Venue shall be liable in any way whatsoever to the Client (Sponsor Partner / Exhibitor) 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, ACCYPN or the Venue (or any officer, agent or employee of the Conference Managers, ACCYPN 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, ACCYPN 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, ACCYPN or the Venue from any loss so caused.

IMPORTANT NOTE: Sponsor Partners & 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.

Position Statements

All Sponsor Partners & Exhibitors must abide by ACCYPN's Positions Statements.

- Promoting Nutrition Position Statement
- Industry Sponsorship & Advertising

These can be viewed on the ACCYPN website <https://www.accypn.org.au/knowledge-centre/position-statements/>

Contact

To secure Sponsorship and / or Exhibition please return the Sponsorship & Exhibition Booking Form to the Conference Managers.

ACCYPN 2021 Conference Managers

Cre8it Events

t: +61 7 3348 7380

e: events@cre8itevents.com.au

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