

RMA23

nipaluna (Hobart) · 18-21 OCT 2023

Partner and Exhibition Prospectus

FINAL RELEASE






About RMA23

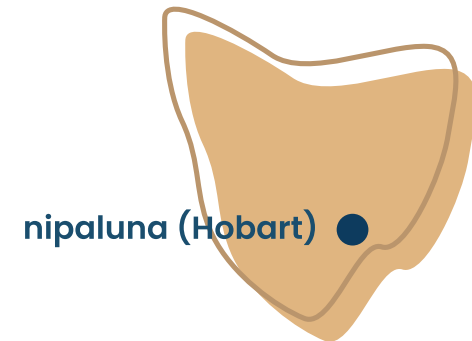
Walk on the wild side

Co-hosted by the Australian College of Rural and Remote Medicine (ACRRM) and the Rural Doctors Association of Australia (RDAA), the annual Rural Medicine Australia (RMA) conference brings together a global community of over 1,000 delegates consisting of students, doctors-in-training, registrars, Rural Generalists, educators, academics, and rural consultant specialists to celebrate a shared passion for delivering safe, culturally appropriate, and consistent healthcare to rural and remote communities.

 nipaluna (Hobart)

 Hotel Grand Chancellor Hobart











 **Wednesday 18 September to Saturday 21**
Trade bumps in Wednesday 18 September
Exhibition opens Thursday 19 September



This year's conference embraces the theme, 'Walk on the wild side'—chosen to showcase the expansive and diverse knowledge, insights and research rural doctors bring to their profession and local communities. Over the course of three electrifying days, delegates will hear from engaging speakers, participate in workshops, enhance their clinical skills, network with some of the brightest minds in rural and remote medicine, and be a part of conversations shaping the future of healthcare in rural and remote communities around the world.

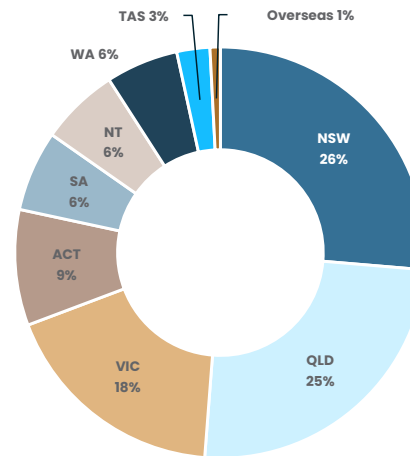


As an RMA23 partner, you'll connect with over 1,000 delegates.

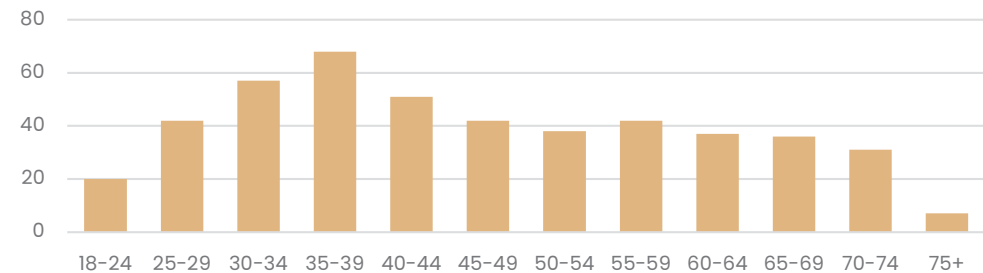
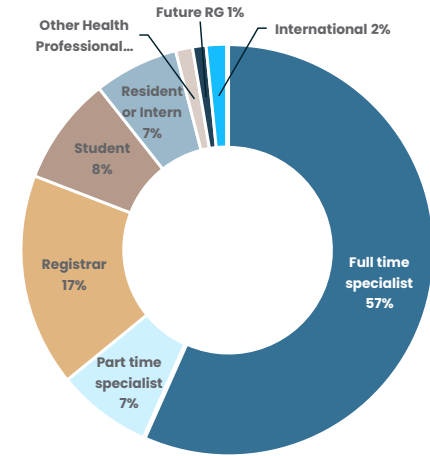
-  Medical students
-  Prevocational doctors
-  Doctors-in-training
-  Registrars
-  Rural Generalists
-  Educators
-  Academics
-  Rural Consultant Specialists
-  The next generation of medical professionals and change makers
-  Industry experts and stakeholders
-  Hospital decision makers

Audience data is based on historical attendance of RMA conferences.

State



Career stage



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Conference Awards Dinner	Delegate Wellbeing Partner	Lunch and Learn Partner	Name Badge and App Partner	Coffee Cart Partner	Fresh Juice Station	Relaxation Station Partner	Ice Cream Stand Partner	Lunch and Learn Presentation	Plenary Session Partner
1	1	1	1	1 REMAINING	1	1	1	2 REMAINING	3

INCLUSIONS

Sponsorship of opening plenary									
Plenary published on YouTube									
Acknowledgement and introduction by the Master of Ceremonies									
Introduce at the opening plenary									
Freestanding pull-up banner displayed (partner supplied)									
Logo featured in EDMs promoting RMA23									
Provide promotional item in delegate bag (partner supplied)	✓	✓	✓	✓	✓	✓	✓	✓	✓
First right of refusal to Partner at RMA24	✓	✓	✓						

EXHIBITION

Double exhibition booth (6m x 2m) prime location in the exhibition hall									
Exhibition booth (3m x 2m space) in the exhibition hall	1	1	1	1	1	1	1	1	

ADVERTISING

Article in ACRRM's Country Watch weekly eNewsletter	1	1	1						
mREC advertisements in ACRRM's Country Watch weekly eNewsletter	2	2	2	1	1	1	1	1	1
Full page advertisement in RDAA's Annual Roundup annual eMagazine									
Quarter page advertisement in RDAA's Annual Roundup eMagazine	1								
Standard advertisement in RDAA's RuralDoc weekly eNewsletter	1	1	1	1	1	1	1	1	

REGISTRATION

Full conference delegate registration	2	2	2	1	1	1	1	1	1
Exhibition hall delegate registrations	2	2	2	2	2	2	2	2	
Ability to purchase additional full conference delegate registrations	up to 4	up to 4	up to 4	up to 4	up to 4	up to 4	up to 4	up to 4	up to 2

ACKNOWLEDGEMENT

Acknowledgements in outbound social media communications	2	2	4	1	1	1	1	1	1
Logo acknowledgement on screens throughout conference venue	✓	✓	✓	✓	✓	✓	✓	✓	✓
Organisation branding featured on RMA23 website and conference app	✓	✓	✓	✓	✓	✓	✓	✓	✓
Inclusion of logo in RMA23 newsletters	✓	✓	✓	✓	✓	✓	✓	✓	✓
Organisation logo featured on thank you page of the registration portal	✓								

Conference Awards Dinner Partner

Exclusivity: 1

The Conference Awards Dinner is a celebration not to be missed. Held at Princes Wharf No.1, this exclusive partner package will leave a lasting impression on a captive audience. Included is an exclusive opportunity to invite your staff, or wine and dine your network!

☆ **Exclusive benefits**

- Acknowledgement and introduction by the Master of Ceremonies as the Conference Awards Dinner Partner.
- Five (5) minute address to introduce organisation at the Conference Awards Dinner.
- Organisation logo featured on screen at Conference Awards Dinner as appropriate.
- Display organisation's freestanding pull-up banners at Conference Awards Dinner (partner supplied).
- Table for up to eight (8) guests at the Conference Awards Dinner.
- Organisation logo printed on Conference Awards Dinner menu.
- Organisation logo printed on all photo booth photos taken on the night.
- Ability to provide dinner guests with a branded gift (partner supplied).
- First right of refusal as Conference Awards Dinner Partner for RMA24.
- Provide promotional item in delegate bag (partner supplied).
- First right of refusal to Partner at RMA24.

Delegate Wellbeing Partner

Exclusivity: 1

Taking small breaks throughout the day is important to retaining focus, but it's not enough just to switch from one sedentary activity to another—you need to move your body to really hit the reset button. This exclusive partnership gives you the opportunity to sponsor the only space where delegates can get away for some down time, as well as scheduled 30-minute yoga classes each day prior to the lunch breaks. Your partnership will offer delegates a space to relax and enjoy their peaceful surrounds.

☆ **Exclusive benefits**

- Naming rights as the Delegate Wellbeing Partner.
- Yoga instructor to run a 30-minute class each day.
- Display organisation's freestanding pull-up banners (partner supplied).
- Display marketing collateral and promotional items as required.
- Includes furniture and signage package to a set value.
- First right of refusal as Delegate Wellbeing Partner at RMA24.
- Provide promotional item in delegate bag (partner supplied).
- First right of refusal to Partner at RMA24.





Name Badge and App Partner

Exclusivity: 1

Boost your brand recognition and visibility with this exclusive sponsorship package to provide name badges and access to the conference mobile app to delegates. Don't miss out on this opportunity to elevate your brand's visibility and recognition among a captive audience of industry professionals.

☆ Exclusive benefits

- Sole naming rights as the name badge and app sponsor.
- Organisation logo/banner on the main page of the conference app and linked to a URL of your choice.
- Organisation logo on all conference app and name badge signage.
- Organisation logo printed on the bottom of the delegate name badge in line with the host logos.
- One push notification per day sent to all delegates via the app.
- Display organisation's freestanding pull-up banner at the name badge collection point (partner supplied).
- Provide promotional item in delegate bag (partner supplied).

Relaxation Station Partner

Exclusivity: 1

Drive traffic to your exhibition booth by offering delegates a 5-minute mini massage, relieving them of any neck and shoulder tension. Delegates will leave your exhibition booth feeling pampered, refreshed and stress-free, ready for more conferencing.

☆ Exclusive benefits

- Two (2) qualified masseuses to provide 5-minute massages to delegates during catering breaks at your Exhibition Booth.
- Two (2) full conference registrations (including the Welcome Reception, and Recovery Breakfast). This ticket does not include entry to conference sessions.
- First right of refusal as Relaxation Station Partner at RMA24.
- Provide promotional item in delegate bag (partner supplied).



Fresh Juice Station Partner

Exclusivity: 1

The popular Fresh Juice Station Partner provides delegates refreshing, locally-made fresh juice to fuel them throughout the conference. This exclusive package offers sponsorship of the only juice station at the conference.

☆ Exclusive benefits

- Ability to brand the juice station (artwork to be supplied by partner).
- Display organisation's freestanding pull-up banner next to the juice station as appropriate (partner supplied).
- Two (2) full conference registrations (including the Welcome Reception, and Recovery Breakfast). This ticket does not include entry to conference sessions.
- First right of refusal as Fresh Juice Station Partner for RMA24.
- Provide promotional item in delegate bag (partner supplied).

Coffee Cart Partner

Exclusivity: 1 remaining

Provide delegates with the caffeinated fuel and hot drinks they need throughout conference by sponsoring one of the popular coffee carts. The carts are strategically located throughout the venue to draw delegates to your booth and are the perfect opportunity to access maximum delegate traffic throughout the conference.

☆ Exclusive benefits

- Ability to brand the coffee cart station (artwork to be supplied by partner).
- Display organisation's freestanding pull-up banner next to the coffee cart as appropriate (partner supplied).
- Ability to supply branded biodegradable cups (partner supplied).
- First right of refusal as Coffee Cart Partner for RMA24.

Ice Cream Stand Partner

Exclusivity: 1

Get delegates lining up at your booth each day of the conference for a refreshing locally made sweet treat.

☆ Exclusive benefits

- Ice cream freezer to accommodate ice cream.
- Ability to brand the ice cream station (branding opportunities to be confirmed by conference organiser).
- Organisation logo printed on napkins.
- Provide promotional item in delegate bag (partner supplied).

Lunch and Learn Partner

Exclusivity: 1

The Lunch and Learn Partner provides an opportunity for your organisation to facilitate additional professional development and presentations delivered to RMA delegates during the catering breaks in a silent disco format. RMA partners and exhibitors will have the option to purchase a 15-minute presentation timeslot to deliver approved content to delegates. This space will accommodate 50 attendees and will be fully equipped with all audio-visual requirements.

☆ Exclusive benefits

- Naming rights of the Lunch and Learn space, located in the exhibition hall.
- Ability to brand the Lunch and Learn space to a set value.
- Display organisation's freestanding pull-up banner(s) within the Lunch and Learn space (partner supplied).
- Ability to display organisation marketing collateral and promotional items in the Lunch and Learn space (partner supplied).
- One (1) promotional email to RMA delegates announcing the program for the Lunch and Learn space.
- One (1) 15-minute presentation during a catering break.
- First right of refusal as Lunch and Learn Partner for RMA24.
- Provide promotional item in delegate bag (partner supplied).



Plenary Session Partner

Exclusivity: 3

The plenary sessions include presentations from keynote speakers and are a major highlight in the conference program. You may select the plenary you wish to sponsor—depending on availability.

☆ Exclusive benefits

- Naming rights for one (1) plenary session (excluding opening plenary).
- Acknowledgement and introduction by the Master of Ceremonies as the Plenary Session Partner.
- Three (3) minute address to introduce organisation at allocated plenary session.
- Display organisation's freestanding pull-up banner at allocated plenary (partner supplied).
- First right of refusal as Plenary Session Partner at RMA24.
- Provide promotional item in delegate bag (partner supplied).

Lunch and Learn Presentations

Exclusivity: 2 remaining

Sponsored presentation space for RMA partners and exhibitors to purchase one (1) 15-minute timeslot during the catering breaks, to deliver a short presentation to 50 interested delegates. Forward an expression of interest, proposing an outline of your presentation content for approval. Get creative—the floor is all yours, could be production demonstration or infomercial about your organisation.

Join the following partners by supporting RMA23



Immigration Outreach and Engagement – Department of Home Affairs



Government of Western Australia
WA Country Health Service



North West Hospital
And Health Service



Rural Doctors
Workforce Agency







Next steps

To secure your RMA23 partnership please click [here](#).

Contact the RMA Conference Team:

 1800 223 226

 rmaconference@acrrm.org.au

Artwork

All artwork for advertisements and signage is to be supplied by the Partner to specifications provided.

Advertisements

Placement of advertisements is subject to availability.

Furniture and signage

Packages including furniture or signage are of a pre-determined value and style. Please discuss with the RMA23 Conference team.

