

RMA24

Partner and Exhibition
Prospectus





About RMA24

Welcome to the buildup:
strong foundations for better health

Garramilla (Darwin) 23–26 OCT 2024

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 students, doctors-in-training, 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.

RMA24 will be held at the Darwin Convention Centre on Larrakia Country in Garramilla (Darwin) from Thursday 24 to Saturday 26 October 2024 with the popular conference Welcome Reception taking place on Wednesday 23 October 2024.

This year's conference embraces the theme, 'Welcome to the buildup: strong foundations for better health'. Acknowledging the expanding focus and opportunities in rural and remote healthcare, the connection to country during the pre-monsoonal season and the dedication of delegates to providing exceptional healthcare.

Across three dynamic days, attendees will engage with compelling speakers, partake in hands-on workshops, hone their clinical skills, connect with leading figures in rural and remote medicine, and contribute to pivotal discussions shaping the future of healthcare.





Partner with the most anticipated rural medicine event of the year.

RMA24 is the must-attend conference for anyone passionate about improving the lives of regional, rural and remote communities. This event will host delegates from around the globe, making it the perfect platform to connect, learn, and grow. Don't miss out on the chance to be part of the premier rural medicine event of 2024!

Why Partner with us?

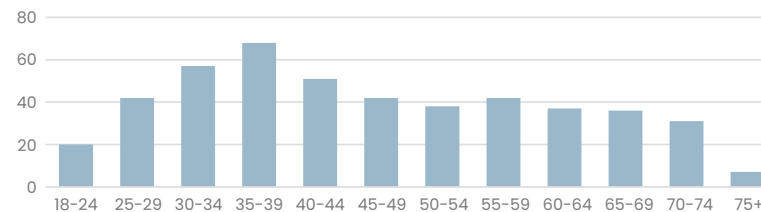
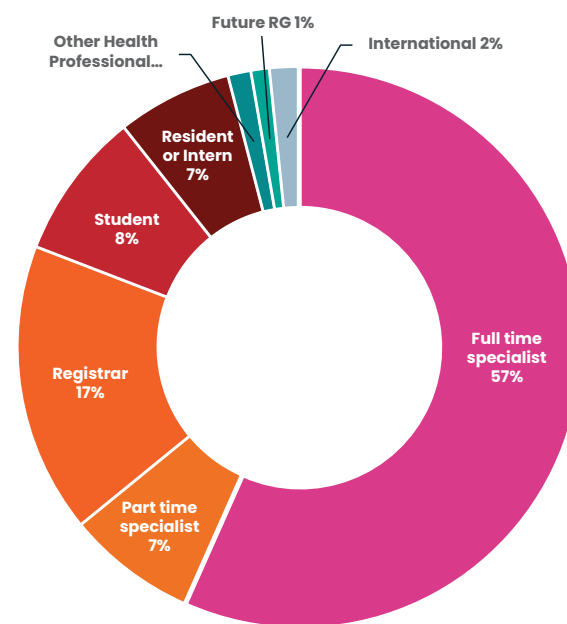
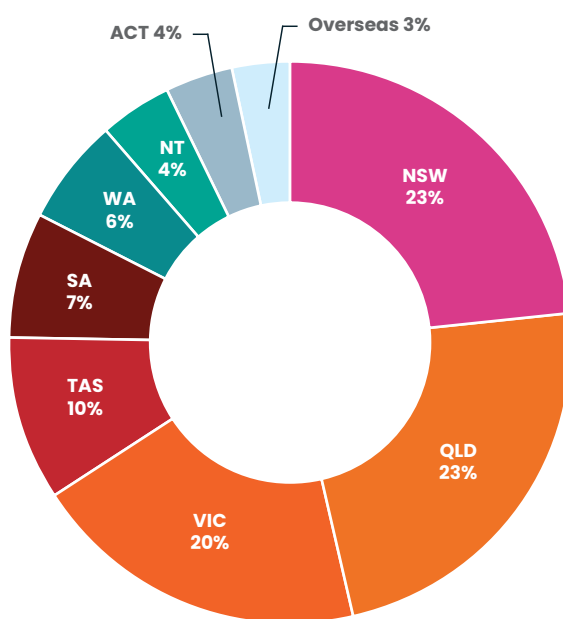
- ☀️ Receive exceptional opportunities for premium brand exposure and build your profile in the healthcare industry.
- 👥 Showcase and promote your organisation, your products and services to captivate audiences.
- 🏥 Demonstrate your commitment to the future of regional, rural and remote medicine.
- 👑 Position your brand among the industry's most influential leaders and decision makers.
- 🤝 Establish and nurture relationships with clients and business partners from around the world looking to learn and expand their knowledge.



As an RMA24 partner, you'll connect with over 1,000 delegates, comprised of...

-  Medical students
-  Prevocational doctors
-  Doctors-in-training
-  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.



Platinum	Cost (ex GST)	No. Avail.	Page
Platinum Partner	\$60,000	1	<u>6</u>
Additional packages	Cost (ex GST)	No. Avail.	Page
Conference Awards Dinner Partner	\$30,000	1	<u>7</u>
Conference Lounge Partner	\$25,000	SOLD	<u>8</u>
Professional Headshot Partner	\$20,000	1	<u>9</u>
Presidents' Breakfast Partner	\$20,000	SOLD	<u>10</u>
Coffee Cart Partner	\$18,000	SOLD	<u>11</u>
Social Function Partner	\$15,000	4	<u>12</u>
Satchel Bag Partner	\$15,000	Unavailable	<u>12</u>
Name Badge and Lanyard Partner	\$15,000	Unavailable	<u>13</u>
Conference App Partner	\$9,000	SOLD	<u>13</u>
Plenary Session Partner	\$7,500	SOLD	<u>14</u>

Additional packages	Cost (ex GST)	No. Avail.	Page
Lunch and Learn Presentations	\$5,000	SOLD	<u>14</u>
Poster Display Partner	\$5,000	SOLD	<u>15</u>
Catering Break Partner	\$4,000	Limited	<u>15</u>
Premium exhibition booth	\$7,500	SOLD	<u>16</u>
Standard exhibition booth	\$6,600	SOLD	<u>16</u>



Platinum

Partner Package

\$60,000 (ex GST)

Exclusivity: 1 only

Platinum partnership offers many exclusive benefits to provide your organisation with maximum exposure in the lead up to and during the conference.

This package is available to one partner only and is designed to showcase and demonstrate your organisation's commitment and leadership in supporting excellent healthcare opportunities across rural and remote Australia.

☆ Exclusive benefits

- Sponsorship of opening plenary—the most attended conference session AND the welcome reception, where there is a real buzz of anticipation and people are ready to engage.
- Opening plenary published on YouTube for delegates to watch on demand.
- Acknowledgment and introduction by the Master of Ceremonies as the Platinum Partner at the opening plenary.
- Five (5) minute address to introduce organisation at the opening plenary.
- Display organisation's freestanding pull-up banner at opening plenary, conference registration desk and welcome reception (partner supplied).
- Organisation logo featured in EDMs promoting RMA24.
- Organisation logo featured on screens at Welcome Reception.
- Welcome Reception tickets for up to eight (8) guests.
- Ability to provide guests with a branded gift (partner supplied) at the welcome reception.
- Ability to provide a promotional item to be inserted in the delegate bag (partner supplied).
- First right of refusal as Platinum Partner for RMA25.

🏠 Exhibition

- Double exhibition booth (6m x 2m) in a prime location in the exhibition hall.

📣 Advertising

- One (1) promotional article in ACRRM's Country Watch weekly eNewsletter.
- Two (2) mREC advertisements in ACRRM's Country Watch weekly eNewsletter.
- One (1) full page advertisement in RDAA's Annual Roundup annual eMagazine.
- One (1) standard advertisement in RDAA's RuralDoc weekly eNewsletter.

📄 Registration

- Four (4) full conference delegate registrations (including the Welcome Reception, Conference Awards Dinner, and Recovery Breakfast).
- Four (4) exhibition hall delegate registrations (including the Welcome Reception and Recovery Breakfast). This ticket does not include entry to the conference sessions or tickets to the Conference Awards Dinner.
- Ability to purchase up to four (4) additional full conference delegate registrations for organisation staff to attend the conference at a 25% discounted rate.

🗨️ Acknowledgment

- Two (2) acknowledgments in outbound social media communications.
- Logo acknowledgment on screens throughout the conference venue.
- Organisation logo, profile, and URL link are featured on the Partners and Exhibitors page of the RMA24 website and conference app.
- Inclusion of logo in RMA24 newsletters.
- Organisation logo is featured on the thank you page of the registration portal.



Conference Awards Dinner Partner

\$30,000 (ex GST)

Exclusivity: 1 only

The Conference Awards Dinner is a celebration not to be missed. 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

- Acknowledgment 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 the 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.
- Acknowledgment as valued partner in post event media release profiling award winners
- Ability to provide dinner guests with a branded gift (partner supplied).
- First right of refusal as Conference Awards Dinner Partner for RMA25.

🏢 Exhibition

- One (1) exhibition booth (3m x 2m space) in the exhibition hall.

📣 Advertising

- Two (2) mREC advertisements in ACRRM's Country Watch weekly eNewsletter.
- One (1) quarter-page advertisement in RDAA's Annual Roundup eMagazine.
- One (1) standard advertisement in RDAA's RuralDoc weekly eNewsletter.

📄 Registration

- Two (2) full conference delegate registrations (including the Welcome Reception, Conference Awards Dinner, and Recovery Breakfast).
- Two (2) exhibition hall registrations (including the Welcome Reception and Recovery Breakfast). This ticket does not include entry to the conference sessions or tickets to the Conference Awards Dinner.
- Ability to purchase up to four (4) additional full conference delegate registrations for organisation staff to attend the conference at a 25% discounted rate.

🗨️ Acknowledgment

- Two (2) acknowledgments in outbound social media communications.
- Organisation logo, profile, and URL link are featured on the Partners and Exhibitors page of RMA24 website and conference app.
- Logo acknowledgment on screens throughout the conference venue.
- Inclusion of logo in RMA24 newsletters.



Conference Lounge Partner

SOLD

Connect with delegates in your exhibition space while also giving them an essential place to relax and recharge. The networking lounge is the perfect place for delegates to connect—with your representatives, new connections, and old friends. The conference lounge is the number one place for delegates to charge their devices. Plus, you can expect higher foot traffic to your exhibition space as you'll be centrally located alongside RMA24 hosts, ACRRM and RDAA!

★ Exclusive benefits

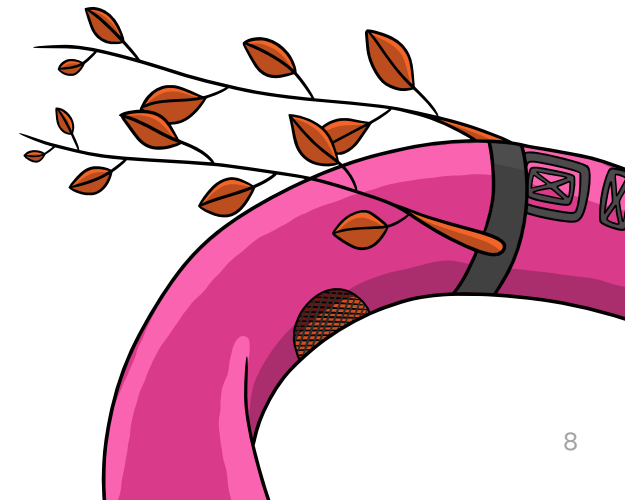
- Naming rights of the conference lounge, centrally located in a high foot traffic area in the exhibition hall.
- Furniture, package to a set value – to be confirmed by the organiser
- Display organisation's freestanding pull-up banner(s) where appropriate throughout the lounge area (partner-supplied).
- Ability to display organisation marketing collateral and promotional items in the lounge area (partner supplied).
- Opportunity to brand four coffee table charging stations
- First right of refusal as Conference Lounge Partner for RMA25.

📄 Registration

- Two (2) full conference delegate registrations (including the Welcome Reception, Conference Awards Dinner, and Recovery Breakfast).
- Two (2) exhibition hall registrations (including the Welcome Reception and Recovery Breakfast). This ticket does not include entry to the conference sessions or tickets for the Conference Awards Dinner.
- Ability to purchase up to four (4) additional full conference delegate registrations for organisation staff to attend the conference at a 25% discounted rate.

🗨️ Acknowledgment

- Two (2) acknowledgments in outbound social media communications.
- Organisation logo, profile, and URL link are featured on the Partners and Exhibitors page of RMA24 website and conference app.
- Logo acknowledgment on screens throughout the conference venue.
- Inclusion of logo in RMA24 newsletters.





Professional Headshot Partner

\$20,000 (ex GST) **Exclusivity:** 1 only

★ Exclusive benefits

- Additional booth space as appropriate for the Professional Headshot Studio.
- Display organisations freestanding pull-up banner at the entrance and/or stage (partner supplied)
- Furniture package for headshots as appropriate.
- Ability to brand the studio space (artwork to be supplied by partner).
- One photographer will operate the studio during morning/afternoon tea and lunch breaks.
- Push notification on the RMA24 conference app to remind delegates to get their headshot.
- First right of refusal as Professional Headshot Partner at RMA25.

🏢 Exhibition

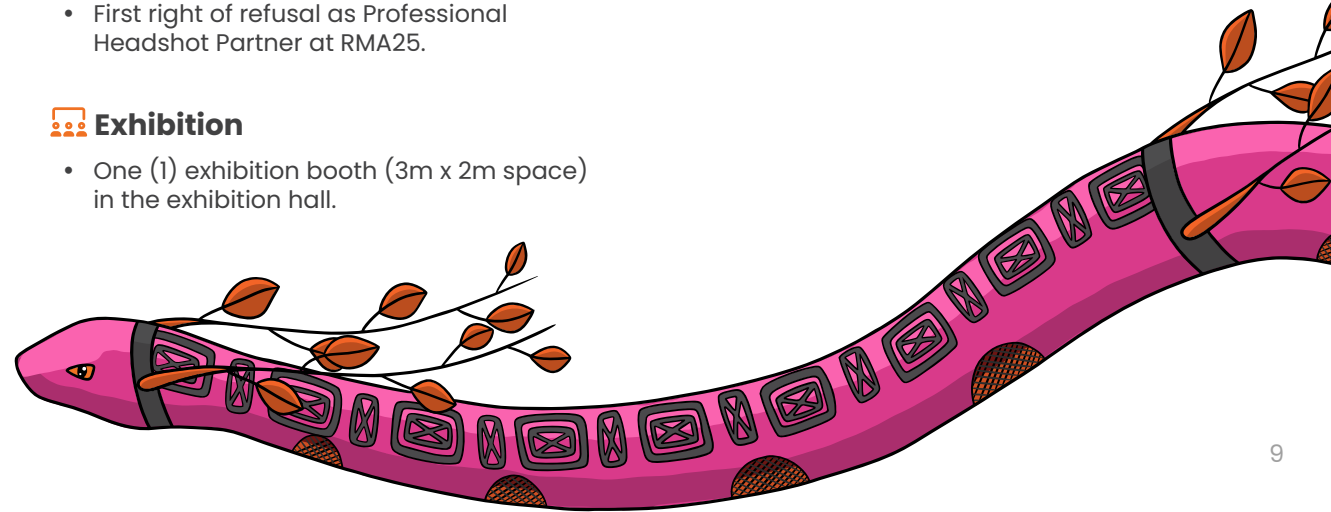
- One (1) exhibition booth (3m x 2m space) in the exhibition hall.

📄 Registration

- One (1) full conference registration (including the Welcome Reception and Recovery Breakfast).
- Three (3) exhibition hall registrations (including the Welcome Reception and Recovery Breakfast). This ticket does not include entry to the conference sessions or tickets for the Conference Awards Dinner.
- Ability to purchase up to four (4) additional full conference delegate registrations for organisation staff to attend the conference at a 25% discounted rate.

🗨️ Acknowledgment

- Organisation logo, profile, and URL link are featured on the Partners and Exhibitors page of RMA24 website and conference app.
- Logo acknowledgement on screens throughout the conference venue.
- Inclusion of logo in RMA24 newsletters.
- Logo acknowledgement on RMA photo gallery on website.





Presidents' Breakfast Partner

SOLD

The Presidents' Breakfast is a highlight of the conference program and continues to be a sell-out every year. As the exclusive partner, this package offers your organisation the opportunity to present to an engaged and fresh audience at the start of the day. After your address, enjoy a delicious breakfast sitting alongside delegates while the panel of experts discusses the hottest topics of the day, and answers questions from the audience.

☆ Exclusive benefits

- Acknowledgment and introduction by the sponsored function host.
- Display organisations freestanding pull-up banner at the entrance and/or stage of the President's Breakfast.
- Ability to provide a promotional gift to delegates at the sponsored function (partner supplied).
- Organisation logo included on President's Breakfast signage.
- Acknowledgement as valued partner in pre-event media release and panel profile.
- First right of refusal as the Presidents' Breakfast partner at RMA25.

📄 Registration

- Two (2) full conference registration (including the Welcome Reception and Recovery Breakfast).
- Ability to purchase up to four (4) additional full conference delegate registrations for organisation staff to attend the conference at a 25% discounted rate.

🗨️ Acknowledgment

- Organisation logo, profile, and URL link are featured on the Partners page of the RMA24 website and conference app.
- Push notification during the event to all delegates through conference app.
- Min. 2 Social media acknowledgements as valued partner of President's Breakfast.
- Logo acknowledgment on screens throughout the conference venue.





Coffee Cart Partner

SOLD

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) and to be approved by the venue.
- First right of refusal as Coffee Cart Partner for RMA25.
- Hot drinks will be served by the venue barista for the duration of the conference.

🏠 Exhibition

- One (1) exhibition booth (3m x 2m space) in the exhibition hall next to your sponsored coffee cart (where possible).

📄 Registration

- One (1) full conference registration (including the Welcome Reception and Recovery Breakfast).
- Three (3) exhibition hall registrations (including the Welcome Reception and Recovery Breakfast). This ticket does not include entry to the conference sessions or tickets to the Conference Awards Dinner.
- Ability to purchase up to four (4) additional full conference delegate registrations for organisation staff to attend the conference at a 25% discounted rate.

💬 Acknowledgment

- Organisation logo, profile, and URL link are featured on the Partners and Exhibitors page of RMA24 website and conference app.
- Logo acknowledgment on screens throughout the conference venue.
- Push notification sent to delegates via the conference app.
- Inclusion of logo in RMA24 newsletters.

Social Function Partner

\$15,000 (ex GST)

Exclusivity: 4 only

Opportunity to be the named sponsor of one of the below social functions.

Rural Doctors – Mindil Beach VIP Experience

Rural Doctors – NT Fine Dining Experience

Supervisors' **SOLD** Working Lunch

Future Rural Doctors Networking

Rural Doctors in Training Networking

★ Exclusive benefits

- Acknowledgment and introduction by the sponsored function host.
- Display organisations freestanding pull-up banner at the entrance and/or stage of the sponsored function (partner supplied).
- Ability to provide a promotional gift at the sponsored function (partner supplied).
- Organisation logo included on sponsored function signage.
- First right of refusal as a Social Function Partner at RMA25.

📁 Registration

- Two (2) full conference registration (including the Welcome Reception and Recovery Breakfast).
- Ability to purchase up to four (4) additional full conference delegate registrations for organisation staff to attend the conference at a 25% discounted rate.

🗨️ Acknowledgment

- Organisation logo, profile, and URL link are featured on the Partners page of the RMA24 website and conference app.
- Push notification at event to all delegates sent via the conference app.
- Logo acknowledgment on screens throughout the conference venue.
- Inclusion of logo in RMA24 newsletters.

Satchel Bag Partner

Unavailable

Be by everyone's side at conference by being the exclusive partner of our RMA24 delegate bags. Your logo will be aligned with the ACRRM and RDAA logos and worn by over 700 delegates!

★ Exclusive benefits

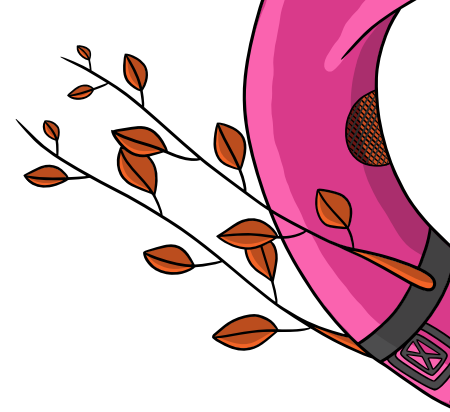
- Organisation logo featured on conference satchel gifted to all delegates (cobranded with conference and host logos).
- Ability to provide guests with a branded gift to be included in the satchel bags (partner supplied and approved by organiser).
- Display organisation's freestanding pull-up banner at the satchel bag collection point (usually located near the registration desk) (partner-supplied).
- First right of refusal as Satchel Bag Partner at RMA25.

📁 Registration

- Two (2) full conference registrations (including the Welcome Reception and Recovery Breakfast).
- Ability to purchase up to four (4) additional full conference delegate registrations for organisation staff to attend the conference at a 25% discounted rate.

🗨️ Acknowledgment

- Organisation logo, profile, and URL link are featured on the Partners page of the RMA24 website and conference app.
- Logo acknowledgment on screens throughout the conference venue.
- Inclusion of logo in RMA24 newsletters.



Name Badge and Lanyard Partner

Unavailable

Boost your brand recognition and visibility with this exclusive sponsorship package to provide name badges and lanyards 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

- Your organisation logo is printed on the badge alongside the host logos.
- Display organisation freestanding pull-up banner at the name badge/lanyard collection point.
- Your organisation logo is displayed on the check-in page of all registration kiosks.
- Your organisation logo is printed on all delegate lanyards (artwork supplied by partner).
- First right of refusal as the name badge and lanyard partner at RMA25.

📄 Registration

- Two (2) full conference registrations (including the Welcome Reception and Recovery Breakfast).
- Ability to purchase up to four (4) additional full conference delegate registrations for organisation staff to attend the conference at a 25% discounted rate.

🗨️ Acknowledgment

- Organisation logo, profile, and URL link are featured on the Partners page of the RMA24 website and conference app.
- Logo acknowledgment on screens throughout the conference venue.
- Inclusion of logo in RMA24 newsletters.

Contact us to upgrade your package to include your branding on each of the registration kiosks

Conference App Partner

SOLD

Elevate your brand's visibility as the exclusive Conference App Partner. Your logo will be prominently featured on our event app, providing constant exposure to attendees accessing schedules, networking, and real-time updates. Connect with an engaged audience through this essential digital platform.

★ Exclusive benefits

- Your 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 signage.
- One push notification per day sent to all delegates via the conference app (content provided by partner and approved by organiser).
- A dedicated page on the app to showcase your organisation – company profile, logo, photos, information, and links can be included.
- First right of refusal as the conference app partner at RMA25.

📄 Registration

- Two (2) full conference registration (including the Welcome Reception and Recovery Breakfast).

🗨️ Acknowledgment

- Organisation logo, profile, and URL link are featured on the Partners page of the RMA24 website and conference app.
- Logo acknowledgment on screens throughout the conference venue.
- Inclusion of logo in RMA24 newsletters.

Plenary Session Partner

SOLD

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 to one (1) plenary session (excluding opening plenary).
- Acknowledgment and introduction by the Master of Ceremonies as the Plenary Session Partner at the sponsored plenary session.
- Three (3) minute address to introduce organisation at the sponsored plenary session.
- Display organisation's freestanding pull-up banner at the sponsored plenary session (partner supplied).
- First right of refusal as a Plenary Session Partner at RMA25.

📄 Registration

- One (1) full conference registration (including the Welcome Reception and Recovery Breakfast).

🗨️ Acknowledgment

- Organisation logo, profile, and URL link are featured on the Partners page of RMA24 website and conference app.
- Logo acknowledgment on screens throughout the conference venue.
- Inclusion of logo in RMA24 newsletters.
- Logo acknowledgement on YouTube videos.

Lunch and Learn Presentations

SOLD

Showcase your expertise through our Lunch and Learn presentations. Deliver an informative session to a captive audience over a catered lunch. Elevate your brand's thought leadership and connect with potential clients.

★ Exclusive benefits

- One (1) 15-minute timeslot during the catering breaks to deliver a short presentation to interested delegates in the lunch and learn presentation space in the exhibition hall. An expression of interest will be required to be submitted and will include a proposal outlining your presentation content for approval by the RMA24 Conference Team. This could be an infomercial about your organisation or a product demonstration!

📄 Registration

- One (1) full conference registration (including the Welcome Reception and Recovery Breakfast).

🗨️ Acknowledgment

- Organisation logo, profile, and URL link are featured on the Partners page of RMA24 website and conference app.
- Logo acknowledgment on screens throughout the conference venue.
- Inclusion of logo in RMA24 newsletters.



Poster Display Partner

SOLD

If your organisation has a strong connection to research, the Poster Display package is for you. Posters will be presented in a programmed session, with a Poster Blitz planned. Each poster presenter will have time to take to the microphone and explain their research.

★ Exclusive benefits

- Three (3) minute address to introduce organisation at the launch of the Poster Blitz.
- Display organisation's freestanding pull-up banner through the poster display area (partner supplied).
- Logo displayed on each poster board.
- First right of refusal as the Poster Display Partner at RMA25.

📄 Registration

- One (1) full conference registration (including the Welcome Reception and Recovery Breakfast).

🗨️ Acknowledgment

- Organisation logo, profile, and URL link are featured on the Partners page of RMA24 website and conference app.
- Logo acknowledgment on screens throughout the conference venue.
- Inclusion of logo in RMA24 newsletters.

Catering Break Partner

\$4,000 (ex GST)

Exclusivity: Limited

Fuel attendee productivity and nurture valuable networking during our catering breaks. As a Catering break partner, your brand will be front and center as participants recharge with refreshments. Leverage prominent logo placement and on-site visibility to amplify your reach and forge connections with key decision-makers from across the industry.

★ Exclusive benefits

- Sole naming rights to one of the lunch, morning, or afternoon tea breaks
- Display freestanding pull-up banners during the sponsored break in the exhibition hall

📄 Registration

- One (1) full conference registration (including the Welcome Reception and Recovery Breakfast).

🗨️ Acknowledgment

- Organisation logo, profile, and URL link are featured on the Partners page of RMA24 website and conference app.
- Logo acknowledgment on screens throughout the conference venue.
- Inclusion of logo in RMA24 newsletters.



Exhibitors may purchase additional registration tickets, social function tickets and/or upgrade their exhibitor registration to full conference should they wish to access conference sessions.

Please advise the RMA24 Conference team if you would like to upgrade the included registrations.

Exhibition

Packages

Exhibition Partners will receive the following entitlements.

Exhibition

- One (1) exhibition booth (3m x 2m space) located in the exhibition hall including one (1) dressed trestle table and two (2) chairs.

Registration

- Two (2) exhibition hall registrations (including the Welcome Reception, Recovery Breakfast, and attendance at the Closing Plenary). This ticket does not include entry to the conference sessions or tickets to the Conference Awards Dinner.

Acknowledgment

- Organisation logo, profile, and URL link are featured on the Exhibitors page of the RMA24 website and conference app.
- Logo acknowledgement on screens throughout the conference venue.

Premium booth

SOLD

Exclusive benefits

- Guarantee your exhibition booth is located in a prime location in the exhibition hall. Upgrade now!

Standard booth

SOLD



Next steps

To submit an expression of interest for a partnership or exhibition package, please [click here](#).

Or, to discuss any aspect of the partnership or exhibition packages, please contact the RMA24 Conference Team on 1800 223 226 or via email at 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 RMA24 Conference team.