

emergency south australia

emsa



EXHIBITION & SPONSORSHIP PROSPECTUS

EMSA-08

A new era in Emergency Care Conferencing in South Australia

**Holiday Inn,
65 Hindley Street, Adelaide**

15-17 May 2008



**AN INVITATION TO OUR COLLEAGUES IN THE
MEDICAL INDUSTRY**

Are your products or services used in the provision or support of emergency healthcare, in hospital or in the pre-hospital environment?

Would you like to reach representatives of all three emergency care professions in SA (Ambulance, Medicine and Nursing) at one event?

Are you committed to excellence in promoting emergency care?

Then EMSA-08 is the event for you!

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ABOUT EMERGENCY SA 2008 (EMSA-08)

Drawing on previous outstanding success in running emergency care education events, and the successful EMSA – 07 conference run at the National Wine Centre, the key professional emergency medical care bodies in South Australia have again joined forces to bring you a new experience for 2008.

This has come from a shared vision and commitment to: provide excellent emergency care education; encourage access to the latest research, practices and equipment; and to continually strengthen ties across the emergency care community in SA.

Background to Emergency SA

The College of Emergency Nursing Australasia – SA Branch (CENA-SA) and the Australasian College for Emergency Medicine (ACEM) in the past ran separate annual education events for their respective disciplines in S.A.

In 2007 CENA and ACEM joined forces with the Australian College of Ambulance Professionals (ACAP) to present EMSA07, a combined conference of all three organizations. This joined the expertise and members together for a focused, lively and informative conference event for the emergency Healthcare community in SA.

Most importantly EMSA07 was well patronized by trade exhibitors. Feedback provided was that the event was excellent value from a trade perspective and resulted in many follow-up lines of enquiry on products and services.

ABOUT THE THREE ORGANISING BODIES IN SA

ACAP

With over 5000 members nationally, the Australian College of Ambulance Professionals (ACAP) is the professional body for ambulance officers and paramedics Australia-wide. In 2006, the highly progressive SA branch hosted the organization's largest and most successful annual national conference ever; attracting over 450 delegates & nearly 40 emergency medical trade companies to Adelaide for its scientific program.

ACEM

The Australasian College for Emergency Medicine (ACEM) represents Emergency Physicians, and has a long standing history of promoting emergency medicine education and collaborative emergency care delivery in SA. ACEM joined with CENA to present EMSA05 and EMSA06, both of which attracted close to 100 delegates and considerable trade support.

CENA

The College of Emergency Nursing Australasia (CENA) (preceded by the South Australian Emergency Nurses Association) represents emergency nurses from remote areas to major metropolitan E.D's. CENA-SA has also had extensive experience in running emergency nursing educational events in SA, with the 2004 CENA National Conference in Adelaide attracting 200 delegates.

Visit our website

Emergency SA has its own website for all the latest conference and sponsor information. Visit www.emergencysa.org.au for further information.

SPONSORSHIP ADMINISTRATION

A wide variety of opportunities are available for you to participate in EMSA-08. All sponsorship packages are negotiable.

Participating as a trade exhibitor in this event will provide you with many opportunities to increase awareness of your company and promote your products and services.

In the interest of the hands-on ethos of EMSA conferences, delegate numbers will be limited to 150 maximum. We anticipate there will be a mix of both metropolitan and rural/remote delegates attending.

As there are limited opportunities for sponsorship and trade exhibiting, and in the interest of fairness to potential sponsors, allocation of sponsor positions and exhibition space will be awarded on a 'first come, first served' basis.

About the Venue

The Holiday Inn provides modern, refurbished, air-conditioned conference rooms in the heart of the city of Adelaide. Delegates and trade exhibitors can take advantage of special accommodation rates negotiated for EMSA 08 at the Holiday Inn.

Exhibitor Inclusions

As in previous years, lunch, morning and afternoon tea for the conference delegates will be served in and around the trade area, and separate early service will be provided to trade representatives prior to the official break times.

- Furniture provided will be a standard trestle table (dressed) and two chairs.
- Electrical power outlets are available at all stands (all appliances brought in and used must have current electrical tag testing completed)
- All catering will be provided for two trade representatives per table of sponsorship/exhibitors.
- Attendance for two of your company's representatives at the Welcome Reception on the Thursday

Please Note: *It is the responsibility of the exhibitor to provide logo artwork suitable for printing to our trade liaison representative, and any signage that may be used around the event site or within booths. It is also the responsibility of the exhibitor to notify EMSA 08 of direct competitors to assist with trade site layout planning.*

Allocation of Exhibition Site

Emergency SA undertakes to consider the level of sponsorship, the date the sponsorship application is received, proximity to competitors and other relevant factors when allocating booths.

The Committee reserves the right to alter the floor plan to meet the needs of the event.

SPONSORSHIP OPPORTUNITIES

Principal Sponsor (one only available): \$AUD6000.00

Benefits

- Acknowledgement as Principal Sponsor on all promotional material.
- Prominent signage throughout the venue (provided by sponsor).
- Full page advertisement in Program guide (sponsor to provide artwork)
- Recognition as Principal Sponsor in all pre-conference material and websites.
- Invitation to place promotional and publicity materials in conference A4 organisers.
- Company logo and sponsorship displayed prominently on power point slide show throughout breaks and pre-conference.
- The opportunity to introduce/present one product (five minutes) to the delegates on the Saturday as part of the program.
- Company logo prominently displayed on the www.emergencysa.org.au conference website.
- The opportunity to provide lanyards for name tags
- Company logo on name tags
- Trade Display area trestle

<p style="text-align: center;">Welcome Reception Sponsor (one only available): \$AUD2500.00</p>

Benefits

- Acknowledgement as Welcome Reception Sponsor on all promotional material.
- Naming rights to the Welcome Reception to be held Thursday evening
- Opportunity to address event attendees for a five minute period during the Welcome Reception.
- Prominent signage (provided by sponsor).
- Half page advertisement in Program guide (sponsor to provide artwork).
- Invitation to place promotional and publicity materials in conference A4 organisers.
- Company logo displayed on EMSA's conference website.
- Up to 4 company representatives attend the Welcome Reception
- Trade Display area trestle

General Sponsor (more than one available): \$AUD1500.00
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Benefits

1. Acknowledgement as General Sponsor on all promotional material.
2. Prominent signage (provided by sponsor)
3. Logo included in promotional material and on the www.emergencysa.org.au website.
 - Invitation to place promotional and publicity materials in conference A4 Organisers.
4. Trade Display area trestle

Keynote Speaker Session Sponsor (three only available): \$AUD500.00
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Benefits

5. Acknowledgement as Keynote Speaker Session Sponsor on all promotional material, and prior to the keynote speaker session.
6. Naming rights to a keynote session. Session will be allocated by the Conference Organising Committee on a “best fit” basis in consultation with the sponsor.
7. Prominent signage (provided by sponsor) during your sponsored session.
8. Logo included in promotional material and on website.
 - Invitation to place promotional and publicity materials in conference A4 organisers.

A4 Organiser sponsor (one only available): \$AUD2000.00

Benefits

9. Acknowledgement as A4 Organiser Sponsor on all promotional material.

10. Prominent signage.

11. Logo included in promotional material and on website.

- Invitation to place promotional and publicity material in conference A4 organisers.
- Sponsor logo to be included prominently on A4 organiser artwork in conjunction with the EMSA-08

Please note: The Conference Committee retains the right to inspect the proposed A4 organisers prior to provision to assess suitability.

A4 Organiser Insert Sponsor (more than one available): \$AUD250.00

Benefits

12. Logo included in promotional material and on website.

- Invitation to place one piece of promotional or publicity material in conference A4 organisers (A4 size maximum).
- Inserts to be provided by sponsor

**Static Display Sponsor (more than one available):
\$AUD400.00**

Benefits

13. Logo included in promotional material and on website.

- Invitation to place one piece of promotional or publicity material in conference A4 organisers (A4 size maximum).
- A static display of a self supporting banner or stand in a prominent position within the conference venue. Provision, set up and retrieval of the display is the responsibility of the sponsor.

Please note: This sponsorship does not include attendance for trade representatives at the event.

Sponsorship in Kind (more than one available)

- If you wish to support this event by providing goods or services in kind, we are happy to discuss possibilities with you.

TRADE EXHIBITION SCHEDULE

Bump in: From Midday, Thursday

Conference timetable:

Thursday 15 May 2008

Welcome Reception in trade display area

Friday 16 May 2008

Conference 0800-1700.

Saturday 17 May 2008

Close of Conference 1600.

Bump out: Exhibitors can pack down anytime from the end of afternoon tea on Friday.

REGISTRATION PROCESS

Please complete the accompanying form (separate document titled *Sponsor Registration* – also available for download from our website) and submit to Mr Chris Bonnici by:

Email to: finance@emergencysa.org.au; or

Fax to: 85231764; or

Post to: C/- 23 Mitchell Dr, EVANSTON PARK SA 5116

Phone: 0421 278 974

All forms will be processed in the order received. All trade exhibitors will be notified in advance of the floor plan and their trade exhibition space allocated. An invoice will be posted or faxed to the address or fax number specified for payment to be made.

To secure your booking, a deposit of 50% of the total invoice should accompany your registration form and be made payable to **ACAP SA**.

Registration should not be taken as finalised until acknowledgement of receipt of deposit has been received by you from EMSA-08

Terms and Conditions

Deposits and final payments:

- Will be fully refundable with 5 weeks notice.
- 50% will be refunded with 3 weeks notice.

Thereafter the deposit will not be refundable

All Final Payments are to be received 2 weeks prior to the event.