7TH ANNUAL
AUSTRALIAN HEALTHCARE WEEK

8th - 10th March 2017 • International Convention Centre, Darling Harbour, Sydney

AUSTRALIA’S LARGEST HEALTH FACILITIES, TECHNOLOGY, AGED CARE AND MEDICAL DEVICES CONFERENCE + EXPO.

2017 PROSPECTUS

2016 POST SHOW STATS

Over 2,100 attendees
119 Sponsors and exhibitors
75% growth in attendee numbers year on year
3 days of interactive learning, networking and discussion
85 Speakers
Over 1,075 individual organisations

www.austhealthweek.com.au
Dear Valued Customer,

Australian Healthcare Week is both the largest and fastest growing healthcare event in Australia and we are excited to announce that in 2017 it will be taking place at the new International Convention Centre in Darling Harbour between the 8-10 March.

With such rapid disruption of the healthcare environment taking place, it can be hard for healthcare providers to keep up with the pace of change and ensure that they understand the ever increasing array of new technologies and products that can enable operational efficiency and improved health outcomes. This is where Australian Healthcare Week comes in!

Why you should be part of AHW 2017?

Next year’s event has been designed to encourage networking and information sharing with the aim of ensuring that you have the best opportunities to promote your offering and be front-of-mind with the senior decision makers attending the event.

• Speed networking sessions before the morning break on days 1 & 2
• Interactive discussion groups will feature across all of the main summits
• Disrupt Healthcare Hackathons will be your opportunity to discuss the big decisions that will affect design and health over the next 25 years

In addition to attracting attendees from across Australia, our 2017 event will feature representatives from the UK, US, Singapore, Europe and the Middle East who will come together to share the challenges faced during complex health infrastructure delivery.

As we enter a transformational period of change for health and aged care provision in Australia with advances in technology and new models of care, there has never been a better time for you to be promoting your offering at Australia’s largest and most comprehensive healthcare expo.

I hope to meet you in Sydney in March 2017.

Best regards

Doug Power
Director
Australian Healthcare Week 2017
“Informative and highlighting those issues that are affecting our industry”
Arch Fotheringham, Director of Health Projects, Brookfield Multiplex

“Fantastic once a year opportunity to discover what is happening in other jurisdictions in health infrastructure and technology projects”
Kerry Snell, Consumer coordinator Health Infrastructure Program, Health Care Consumers’ ACT

“Speed dating exercises were a great addition to the format.”
Visionstream

“Once again a very professional, well structured and balanced informative event.”
Schneider-Electric

“As always, the best forum for bringing key sector participants together to share project experiences, network and discuss latest innovations with vendors.”
Hansen Yuncken

“Trade exhibition very helpful, some presentation thought provoking and informative”
David Roffe, CIO (NSW), St Vincents Health Australia

“A positive experience with speakers providing a different and interesting perspective on procurement.”
Gautam Anand, Procurement Specialist, Healthshare NSW

“We appreciated the pro-active approach IQPC members took to assist with networking and introductions.”
Willach Australia

“Not only the best healthcare conference I’ve been involved in 10 years in the industry, but the best trade show in general. The organisation and communication from IQPC was fantastic from beginning to end, the quality of people who came to our stand were great, exactly the audience we need to be speaking too. We are looking forward to the next one already!”
Peacock Bros

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Peacock Bros
MEET OUR ADVISORY BOARD
FOR AUSTRALIAN HEALTHCARE WEEK 2017

Ahead of next year’s event we have launched a new initiative which will bring together a select group of healthcare leaders from across Australia to discuss key challenges facing the sector. The discussion outcomes will also help us to ensure that the Healthcare Week programs we deliver are of maximum benefit to attendees from a learning perspective.

ADVISORY BOARD MEMBERS

Toby Hall
Group CEO,
St Vincent’s Health

Ron Calvert
Chief Executive,
Gold Coast Health

Rod Sprenger
Project Director EMR,
Department of Health and Human Services Victoria

Bruce Coller
CIO,
Sir Moses Montefiore
Jewish Home

Richard Royle
Acting CEO,
Australian Digital
Health Agency

Dr Victoria Atkinson
Group Chief Medical Officer,
St Vincent’s Health
Australia

Angela Ryan FACHI
Clinical and Strategic Advisor, Office of the
CCIQ, AAA Interface
Project Manager,
eHealth NSW

Kate Copeland
Program Executive Director, Infrastructure Policy and Strategy,
Infrastructure Strategy and Planning Branch,
Department of Health Queensland

Associate Professor
Ronnie Ptasznik
Chief Medical information Officer,
Monash Health

Deborah Latta
Project Director,
Operator Representative,
Northern Beaches
Hospital Project,
Healthscope

Glenn Rashleigh
Queensland State Manager,
Badge

Paul Ostrowski
CEO,
CareConnect

Steve Trevenar
Head of Development,
Healthcare & Scientific Research,
Lend Lease

Katharina Redford
Director – Clinical and Corporate information,
South West Alliance of Rural Health

Richard Morrison
ANZ Information and Communications Technology Practice Lead,
AECOM

Arch Fotheringham
Director of Health Projects,
Brookfield Multiplex

Caimin McCabe
Director,
Cundall

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INTEGRATED MARKETING CAMPAIGN

Our marketing campaign kicks off soon and is a fully integrated campaign using a combination of digital and traditional channels. (The earlier you sponsor or exhibit, the more you can leverage our marketing campaigns). As part of your sponsorship package, we recommend meeting with our marketing team to ensure a plan is set up to get the most branding exposure pre-event.

**SOCIAL MARKETING**
Blog posts and event alerts are regularly posted to our dedicated twitter feed and LinkedIn company page. And they are posted to relevant 3rd party groups and pages.

**SAMPLE ADS FROM 2016**

**BUS BACK ADVERTISING**

**SMH AND AFR ADVERTISING**

**DIGITAL ADVERTISING**
Working with a leading digital advertising agency, adverts will be placed on Google, the display networks, LinkedIn, Facebook and Twitter. Retargeting will be used extensively.

**INBOUND MARKETING**
Our content team regularly generates industry specific content and host it on the event resource centre. This is a good opportunity for sponsors wishing to host their white paper or provide a PR piece about a product launch that you plan to highlight at the event.

**WEBSITE**
Our website will include branding exposure for sponsors.

**DIRECT SALES**
Our dedicated direct sales team ensures that no lead is left unconverted.

**EMAIL MARKETING**
We run a sophisticated lead generation and lead nurture campaign to our comprehensive database, with more than 50% of the email scheduled to include sponsor logo branding.

**PARTNER MARKETING**
We will be partnering with leading healthcare press publications and associations. Digital advertising, email blasts and page adverts and inserts will be placed in the run up to the event.

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NEW FOR 2017

The theme for AHW 2017 is ‘Healthcare 2025’, reflecting the need for an event that focuses on future proofing the Australian healthcare system.
WHO YOU WILL MEET

Attendees to the summit are drawn from the following organisations

- Health Departments (Federal and State)
- Local Area Health Services
- Health Facilities
- Aged Care Facilities
- Building Contractors/Consulting Engineers
- Architects

With the following job titles represented

- Chief Executive Officer
- Chief Medical Officer
- Chief Information/Technology Officer
- Chief Procurement Officer
- Directors of Nursing/Nursing Unit Manager
- Head of Capital Development/Planning/Redevelopment
- Head of IT/Clinical Information
- Health Sector Leader

To exhibit for 2017 - Contact James Hurlock on +61 2 9229 1050 or email sponsorbranding@iqpc.com.au
EXAMPLE 2016 ATTENDEE LIST

- A W Edwards
- ACT Health
- AECOM
- Alexandra District Health
- Alfred Health
- Amana Living
- Arup
- Aspen Medical
- Australian Centre for Health Innovation
- Ballarat Health Services
- Ballarat Health Services
- Bendigo Health Care Group
- Bill & Melinda Gates Foundation
- Blue Care
- Brand Architects
- Brookfield Multiplex Limited
- Buildcorp Group
- Built Holdings Pty Limited
- Bupa Aged Care
- BVN Donovan Hill
- Campbelltown Hospital
- Catholic Healthcare
- Central Coast Local Health District
- Charlestown Private Hospital
- Christ O’Brien Lifehouse
- Christadelphian Homes
- Cogility Pty Ltd
- Dental Health Services Victoria
- Department of Health Victoria
- Designinc Melbourne Pty Ltd
- Dickson & Dickson Healthcare Limited
- Dubbo ED
- eHealth Consortium
- eHealth NSW
- Epic
- Epworth HealthCare
- Feros Care
- Fresenius Medical Care Australia Pty Ltd
- Garvan Institute of Medical Research
- Generation Healthcare
- Gold Coast University Hospital
- Group GSA
- Hansen Yuncken
- Hassell Limited
- HCCA
- Health Purchasing Victoria
- Healthscope
- Healthshare
- Hunter New England Local Health District
- Icon Cancer Care
- Kyabram District Health Service
- Leighton Contractors
- Lendlease
- Mackay Base Hospital
- Marathon Health
- Mater Health Services
- Mater Hospital North Sydney
- Mayfield Aged Care
- Mercy Health
- Mid North Coast Local Health District
- Ministry of Business, Innovation and Employment
- Ministry of Health
- Monash Health
- National e-Health Transition Authority
- Nepean Hospital
- NHS England (Telstra Health)
- Norman Disney & Young
- North West and Remote Health
- NSW Health
- NSW HealthShare
- NSW Ministry of Health
- NSW Public Works
- Opal Aged Care
- Peddle Thorp Architects
- PositiveRehab
- Prince of Wales Hospital
- Princess Alexandra Hospital
- Queensland Health
- Queensland Health Infrastructure Strategy Branch
- Ramsay Health Care Limited
- Red Cross
- Royal District Nursing Service of SA
- Royal North Shore Hospital
- Royal Rehabilitation Centre Sydney
- SA Health
- Savills (Qld) Pty Ltd
- Silver Thomas Hanley Health Architecture
- South Western Sydney Local Health District
- Southern NSW Local Health District
- St Andrews Hospital
- St George Hospital
- St George Hospital / Intensive Care
- St George Hospital Cancer Care Centre
- St George Public hosp
- St John of God
- St John of God Geelong Hospital
- St John of God Health Care
- St Vincents & Mater Health Sydney
- St Vincents Health Australia
- St. Vincent’s Hospital
- Sydney Childrens Hospital
- Sydney Childrens Hospital Network
- Sydney Local Health District
- Tan Tock Seng Hospital
- Tasmanian Health Service-North West
- Telstra Health
- The Hills Private Hospital
- West Moreton Hospital and Health Service
- Western Health
- Western Sydney Local Health District
- Westmead Hospital

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WITH THANKS TO OUR 2016 SPONSORS
2017 SPONSORSHIP OPPORTUNITIES

As the largest healthcare event in the region, the Australia Healthcare Week provides a unique platform for solution providers; whether their objectives are to educate the market on their capabilities, improve their brand perception, or develop genuine business leads.

Some of the inventory available at the event includes:

- Exhibition Stands
- Speaking Opportunities
- C-Level Roundtables
- Private Dinners and Lunches
- Technology Demonstrations
- Drinks Receptions and Entertainment

If you are interested in understanding how you can best profile your business at the event, contact James Hurlock on +61 2 9229 1050 or email sponsorbranding@iqpc.com.au
All sponsorship and exhibition packages include the following pre-event activities:

- Company profile including contact details inside the brochure
- Company logo, profile and link on the event website
- Company logo on emails to our event database
- Opportunity to submit a white paper or case study to be hosted in the Resource Centre on the event website
- Additional marketing opportunities through social media

Foundation Event Partner Inclusions
- Speaker slots split across:
  - Health Facilities Design and Development
  - Digital Healthcare
  - Aged Care
- 6x6 m2 Exhibition Booth including:
  - Priority positioning
  - 3 x speaker passes (one for each event)
  - 5 x delegate tickets to any of the following conferences:
    - Health Facilities Design and Development
    - Digital Healthcare
    - Aged Care
- Premium pre-event and on-site branding - Highest profile pre-event and onsite branding
- 10 x pre-arranged 1-2-1 meetings

Cocktail/Networking Drinks Sponsor Inclusions
- 5 minute opening address
- Exclusive themed function
- Attended by all delegates
- 2 x delegate tickets
- 2 x additional function passes
- Premium branding pre-event and onsite

Private Gala Dinner Sponsor Inclusions
- A sole sponsored networking dinner that takes place on the evening of day 1 of the conference
- A presentation can be delivered by your company representative
- 3 Course Silver Service Dinner facilitated by the conference organiser (live entertainment)

Place cards with company logos in front of each guest
- Dinner guests will be handed their invitations on arrival to the conference in addition to receiving private correspondence in the lead up

Private Breakfast/Lunch Sponsor Inclusions
- A sole sponsored networking breakfast that takes place on day 1 or day 2 of the conference
- A 15 minute presentation may be delivered by your brand
- Breakfast facilitated by the conference organiser for up to 15 guests (3 guests can be added as additional company representatives)
- Place cards with company logos in front of each guest
- Guests will provided invitations on arrival or prior to the conference

Exhibitor Inclusions
- 2 x delegate tickets
- 3 x 3m exhibition space in the exhibition area (external from the conference)
- Opportunity to upgrade to a larger stand
- Pre-built shell scheme stand
- One skirted table
- One power board
- Two chairs
- Client may bring freestanding display, corporate banners, etc
- Other equipment available at additional charge

Exhibition upgrades available include:
- Product Demonstration Sponsor
- On exhibition floor presentation
  - 10 minute slot
  - Pre-event/onsite branding
  - 1 conference pass (not applicable to roundtables)

Chairperson Inclusions
- Chair one or both days of the conference
- IQPC introduce the chair and the company as part of the welcoming remarks
- Align your company brand with the conference content
- Meet and greet all of the speakers & be seen as an industry expert fielding Q&A
- Pre-event and on-site branding

Plenary Presentations Inclusions
- 20 minute speaking slot
- 1 speaker pass
- 1 conference pass
- Pre-event/onsite branding
- 3x3m Exhibition Booth
- Opportunity to co present with client

CXO Roundtables
- Hospital CEO Roundtable
- Hospital CIO Roundtable
- Aged Care CEO Roundtable
- Hospital CPO roundtable
- Medical Equipment & Operating Theatre Roundtable

Inclusions
- Closed door environment
- Facilitation role
- Agenda input
- 12 C-Level Participants
- 2 conference passes
- Onsite branding
- Post roundtable content exclusively branded by your company
- Champagne Roundtable

Lanyard Sponsor Inclusions
- All delegates provided a branded lanyard upon registration, with their name and organization printed on the attached label
- 2 x delegate tickets

Coffee Cart Exhibitor – 4 only Inclusions
- Exclusive onsite barista
- 2 x delegate tickets
- Branded coffee cups
- The perfect draw card for driving traffic to your stand
- Premium pre-event/onsite branding

Juice Bar Exhibitor - 2 only Inclusions
- Exclusive onsite barista
- 2 x delegate tickets
- (2-day conference only)
- Premium pre-event/onsite branding
- A great talking point to differentiate your stand from the rest of the exhibitors

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Registration Sponsor
(Conference and Expo rego branding)
Inclusions
• Branded registration
• Gift give away (at own cost) to be handed to all attendees at registration
• 2 x delegate tickets

Incremental Inventory
(not to be sold as a stand-alone inventory)
Inclusions
• Additional delegate passes
• Lectern
• Notepad sponsor
• Pen sponsor
• Model showcase
• Poster wall
• Seat drop
• USB
• Branded phone charging pod

1-2-1 Meetings
Inclusions
• Minimum of 5 meetings
• Delegate list/profiles received in advance
• IQPC to contact, confirm, facilitate all meetings
• Private meeting space provided

Workshop Sponsor
A branded closed-door industry discussion that a sponsor may attend or solely brand. Depending on the specific opportunity, the sponsor may take on a role as chair, participate in the discussion or be limited to a spectator role.
Inclusions
• Branded banners in the roundtable/workshop room
• Branded table cards
• One attendee

Post Event:
• Private meeting notes
• Contact details for all attendees

Pre-Conference G20
Inclusions
• Closed door environment the night before the event
• Facilitation role
• Be the first to access the senior 2017 delegates
• Agenda input
• Advisory board
• 15 – 20 participants (Healthcare, Technology, Contractors, Architects, Consultants)
• 2 x conference passes
• Pre-event and onsite branding
• Post G20 content exclusively branded by your company

HOST OF THE AUSTRALIAN HEALTHCARE WEEK 2017 INDUSTRY DINNER

250 of the events most senior delegates will be invited to join you at the Industry Dinner taking place after the cocktail function on the evening of day 1.

IQPC will personally invite your specified list of 50 event delegates to join you at the Dinner meeting. This will ensure your company’s executives enjoy one-to-one time with targeted organizations throughout the function.

Three weeks prior to the event IQPC will also call your specified list of 30 executives to personally invite them to join your organisation at three of your top tables.

The sit down, Silver Service briefing will provide your company with exclusive access with delegates of interest to establish the business case for adoption of products/services.

The dinner Reception can be themed if desired with a live band and motivational speaker. IQPC will develop the mutually agreed upon concept to be promoted in each conference brochure establishing your leadership at the event.

Branding will be positioned in front of every delegate, with your company’s name and logo. Your logo will also be promoted on staff aprons and the room will be lit with company colors.

10 MINUTE WELCOME ADDRESS

As hosts of the conference dinner, your company’s leadership will welcome the delegates to the function with a ten minute address. This is an ideal time to profile your brand, introduce your services, demonstrate your capabilities and share thought leadership.

EXTRA DINNER PASSES

You may also invite an additional 5 sales staff/executives to the dinner. This is a fantastic opportunity to strategically position sales staff in amongst prospective and existing clients, creating a positive results focused environment.

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