



# AUSTRALIAN HEALTHCARE WEEK 2012

## Sponsorship Prospectus

**Health Facilities  
Design & Development**  
22 - 23 February



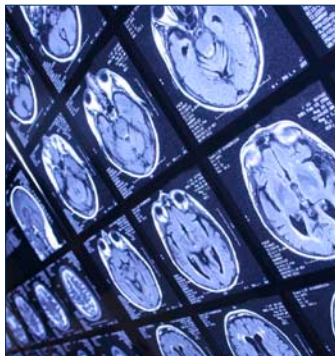
**Connecting Healthcare**  
22 - 23 February



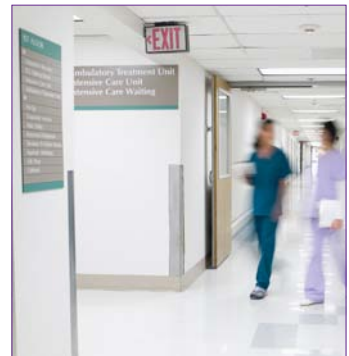
**The Future  
of Surgery**  
22 February



**Diagnostic  
Imaging**  
23 February



**Retrofitting  
Healthcare Facilities**  
24 February



**22 – 24 February 2012, MELBOURNE [www.austhealthweek.com.au](http://www.austhealthweek.com.au)**

Venue: Sebel Albert Park, Melbourne, VIC

Supported by:



Researched & Developed by:



Organised by:



# Sponsorship Prospectus

## Australian Healthcare Week 2012

[www.austhealthweek.com.au](http://www.austhealthweek.com.au)

The annual Australian Healthcare Week is the only event in Australia to attract the key decisions makers involved in the design and development of health facilities.

Attracting over 400 healthcare professionals from both clinical and engineering backgrounds, Australian Healthcare Week provides a unique opportunity to network with key personnel from the user groups established for the design and development of healthcare facilities. Healthcare cannot be viewed in silos and neither can your marketing strategy – be part of the discussion on how we can meet the challenges the future of healthcare poses.

**Partnering with Australian Healthcare Week 2012 is a must if you supply or are involved in the following areas:**

- **Non-clinical Equipment and Materials**

- Flooring
- Sanitation
- Furniture
- Lighting
- Specialised Healthcare Building Materials
- HVAC
- Hospital Catering
- Building Management Systems
- Hospital Security Systems

- **Clinical Equipment**

- Beds
- Medical Consumables
- Medical Gases
- Imaging and Diagnostics Equipment
- Medical Devices
- Surgical Products and Services

- **IT and Services**

- Specialist Healthcare Solutions
- IT hardware
- Specialised Healthcare Software
- System Integration/Network Infrastructure
- Patient Technologies and Entertainment
- Equipment Financing

**Showcase your capabilities to the decision makers at Australian Healthcare Week 2012. Delegates attend this event to hear strategies and new ideas on:**

- ▶ Future Proofing Health Facilities to accommodate future expansion needs
- ▶ Integrating eHealth Technologies into Healthcare Facilities
- ▶ Reducing Costs and Feeding Savings Back to the Health System through Retrofitting Health Infrastructure
- ▶ Assessing new Technologies and Practices that can be Implemented in the Operating Theatre
- ▶ Understanding Radiology's Role in Healthcare Reform
- ▶ Preparing for Changing Models of care to cater for Future Healthcare Needs

The sponsorship partnerships for the annual Australian Healthcare Week 2012 are currently being finalised.

If you are interested a sponsorship opportunity or have questions/feedback, please contact us on +61 (2) 9229 1000 or [enquire@iqpc.com.au](mailto:enquire@iqpc.com.au).

# Sponsorship Prospectus

## Australian Healthcare Week 2012

[www.austhealthweek.com.au](http://www.austhealthweek.com.au)

## Who will attend Australian Healthcare Week 2012?

### Sector coverage includes:

- Private Hospitals
- Public Hospitals
- Federal Government
- State Government
- Area Health Boards
- Contractors
- Architects
- Mental Health Facilities
- Superclinics
- Aged Care Facilities
- Consulting Engineers
- Banks

### Attendee Profiles:

#### HEALTH FACILITIES DESIGN AND DEVELOPMENT

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- CEO's
- COO's
- CIO's
- Facility Planner/Planning Manager/Master Planners
- Project Managers/Directors
- Directors of Nursing
- Departmental Heads
- Director Capital Works
- Infrastructure Managers
- Engineering Managers
- Procurement Managers
- Quality Managers
- Redevelopment/Development Managers
- Facilities Managers
- Operations Managers
- Construction Managers
- Design Managers
- State Managers
- Architects
- Designers
- Researchers
- Consultants

#### CONNECTING HEALTHCARE

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- Hospital Chief Information Officers, Chief Technology Officers, IT Project Managers, Health Information Systems Management, Chief Medical Directors, Directors of Nursing
- Hospital CEOs, financial, HR, Procurement and Administration management
- Executive Directors General Practice/Managers
- Primary Care IT Managers
- Federal and State Government IT Program Managers
- Area Health Service ICT Directors
- Solutions Providers
- Technology Vendors

#### DIAGNOSTIC IMAGING

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- Healthcare Professionals
- Leading Research Professionals
- Head of Informatics
- Medical Imaging Director
- Head of Radiation
- Head of Medical Imaging
- Head/Director of Radiology
- Chief/Head of Radiography
- Head of Pathology
- Medical Imaging Technologist

#### FUTURE OF SURGERY

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- GM Surgical Services
- Director Surgical & Specialist Services
- Directors of Surgery
- Clinical/Medical Services Director

#### RETRO

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- Healthcare Professionals
- Sustainability Managers
- Environmental Managers
- Construction Managers
- Project Managers/Directors
- Asset Managers
- Architects
- Property Managers
- Building Managers
- Infection Control Managers
- Risk Managers
- Operations Managers
- Facilities Managers
- Engineering Managers
- Departmental Heads
- Planning Managers

# Sponsorship Prospectus

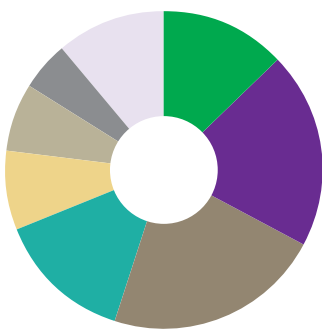
## Australian Healthcare Week 2012

[www.austhealthweek.com.au](http://www.austhealthweek.com.au)

### Attendee Profile

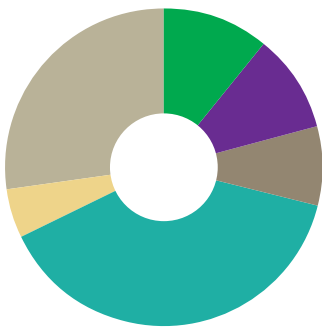
Statistics taken from Australian Healthcare Week 2011

#### Attendees by Job Function



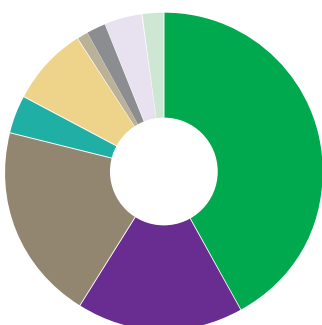
- President/Chairman/CEO/COO/CFO/C-Level Executives
- Vice President/Managing Director/Director/General Manager/Head of Department/Sr. Manager
- Manager (Financial/Investment/IT/Hospital/Supplier)
- Consultant/Architect/Engineer/Designer
- Surgeon/Doctor/Radiologist/Radiographer/Nurset
- Others i.e Facilities/Operations/Administrator/Buyer/Purchaser
- Others (Government/Technical Specialist/IT Specialist/Corporate Planner/researcher/Dean/Student etc)
- (Product/Sales/Marketing Director/Manager)

#### Attendees by Industry

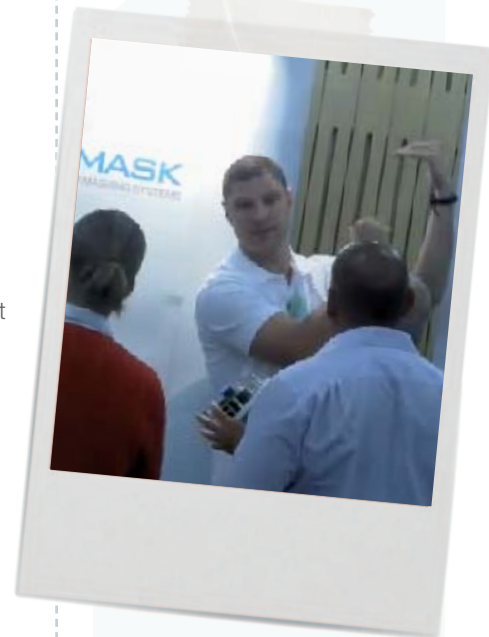


- Contractor
- Architect
- Consultant/Engineer
- Health
- Government
- Other

#### Attendees by State



- NSW
- QLD
- VIC
- WA
- SA
- NT
- TAS
- INT
- ACT



# Sponsorship Prospectus Australian Healthcare Week 2012

[www.austhealthweek.com.au](http://www.austhealthweek.com.au)

## PARTNERSHIP OPTIONS

### BRANDING/MARKETING – Inclusive for all Partnership Options

**PRE CONFERENCE** – Multiple touch points with the industry before the event takes place – integrated and extensive pre-event marketing over 4 months

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- Printed Brochure (only pre-brochure) – Logo positioning on the front cover of the Australian Healthcare Week brochure and on the sponsor page. 75 word company profile in brochure (event partner and associate partner only).
- E-Brochure – Logo inclusion on e-brochure
- Email blast to database, with promotions, updates, all emails branded with sponsors
- Conference Website – Logo on the Australian Healthcare Week home page and about the sponsors page, 200 word company profile on website
- Banners – supplied for inclusion on their website
- Podcasts/Whitepapers – opportunity to upload onto event website

#### **ON-SITE**

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- Continuation of pre-event branding
- Logo on Signage in the Main Exhibition room
- Logo on Signage in the Session Rooms
- Acknowledgement by Chairperson during the opening Plenary Session as a sponsor
- Logo on rolling presentation on big screen during the breaks
- Document handout (for selected event)

# Sponsorship Prospectus Australian Healthcare Week 2012

[www.austhealthweek.com.au](http://www.austhealthweek.com.au)

## PARTNERSHIP OPTIONS continued...

### OPTIONS THAT INCLUDE THE ENTIRE DELEGATION (Thought Leadership/Branding/Networking)

**MAIN PLEINARY SESSION DAY ONE** - (Exclusive to C-Level Executives & full access to the 400+ Healthcare Professionals across the event)

**Chairing/Speaking & Primary Branding (Exclusive Package) - \$50,000+**

- Opening Remarks
- Host – introduces C-Level plenary speakers – on stage all day
- Facilitates Q&A Sessions
- Moderates Panel(s) as an industry expert
- Great for thought leadership – seen as expert
- Interact with C-Level speakers and 400+ delegates
- Very visible leadership role



PLATINUM  
SPONSOR

**Moderating/Speaking & Secondary Branding  
(Openings for 2-3 Partners MAX) - \$25,000+**

- Moderates Selected Panel(s) sitting alongside C-Level Exec Participants – 15-20 minute presentation / interactive session
- Great for thought leadership – seen as expert
- Secondary Branding



GOLD  
SPONSOR

**INDIVIDUAL 5 CONFERENCE SESSIONS**

Health Facilities Design & Development – 22nd Feb

The Future of Surgery – 22nd Feb

Connecting Healthcare – 22nd & 23rd Feb

Diagnostic Imaging – 22nd Feb

Retro Fitting Healthcare Facilities – 23rd Feb

# Sponsorship Prospectus Australian Healthcare Week 2012

[www.austhealthweek.com.au](http://www.austhealthweek.com.au)

## PARTNERSHIP OPTIONS continued...

### OPTIONS FOR INDIVIDUAL CONFERENCE SESSIONS (Thought Leadership/Branding/Networking)

\*\*opportunities exist to partake in one or more of the following events\*\*

#### Associate Partner – Chairing/speaking & primary Branding (Exclusive Package to each event) - \$28,000+



- Opening Remarks
- Host – introduces C-Level conference speakers
- Presentation Session – 30-40 mins
- Exhibit Space - Access to the 400+ attendees
- 1 conference pass + 1 speaker pass
- 2 Exhibit only passes
- Exclusive branding as Associate Partner for the event

- Key networking opportunity

#### Private Sit-down Breakfast/Luncheon Hosts (1 each day) - \*\*Price to be discussed\*\*

- Reserved table
- Cherry pick delegates
- Branded placecards on all tables
- 5-10 Minute Welcome Address
- 1 conference pass
- 4 Extra lunch passes
- Distribute material on each breakfast/lunch chair
- Key networking opportunity

#### Event Partner– \$25,000+



- 20-30 minute presentation
- Exhibit Space - Access to the 400+ attendees
- Branding - pre event/onsite
- 1 conference pass + speaker pass
- 2 exhibit passes

#### Cocktail Party Hosts (Access to the 400+ delegates) - \*\*Price to be discussed\*\*

- Exclusive Package
- Can be themed
- 10 minute promotional presentation
- IQPC will cater the cocktail party
- Full access to the 400+ attendees

#### Spotlight Presentation - \$15,000+



- 20-30 minute presentation only
- 1 conference pass + speaker pass
- Branding – pre event/onsite

#### Dinner Sponsor –\*\*Price to be discussed\*\*

#### Morning Tea/Afternoon Tea Break Sponsor - \*\*Price to be discussed\*\*

#### Private Buffet Luncheon Hosts (1 each day) – \*\*Price to be discussed\*\*

- 5-10 Minute Welcome Address on programme
- 4 Extra lunch passes
- 1 conference pass
- Distribute material during lunch

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## PARTNERSHIP OPTIONS continued...

### BRANDING/NETWORKING

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- 2 Exhibit only passes
- Exclusive branding as Associate Partner for the event

#### **Bag sponsor – \$15,000 +costs**

- 1 conference pass

#### **Premium Branded Items – \$10,000 + costs**

Lanyards, Official Conference Pen, Notepads etc

- 1 conference pass

#### **A) Exhibit Space – \$12,000 (Shelf scheme available)**

- 3x2m space
- Table and two chairs
- 2 exhibit-only staff passes
- 1 conference pass

#### **B) Exhibit Space – \$10,000**

- 3x2m space
- Table and two chairs
- 2 exhibit-only staff passes
- No conference pass

#### **One – One meetings - \$1,500 per meeting (min of 5, max of 10 and must be bought with a sponsorship package)**

IQPC will facilitate the meetings and introduce the prospects to them onsite prior to the event

#### **Seat Drop - \$2,000**

#### **Lecturn Sponsor across the event - \$20,000+**

#### **Coffee Cart (4 in total) - \$15,000**

#### **Rego Desk - \$12,000**

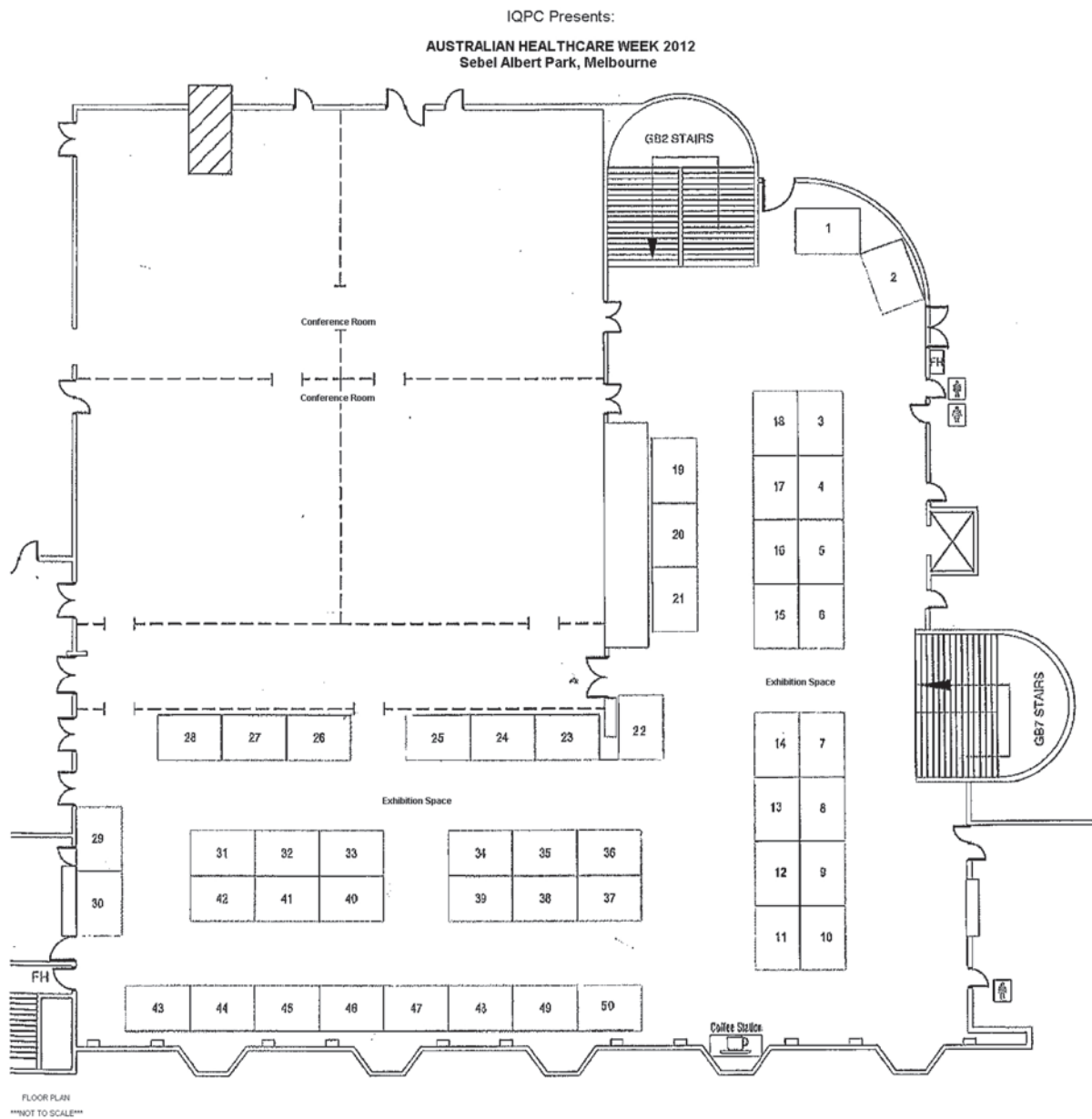
#### **Podcast/Webinar - \$4-5K**

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## Australian Healthcare Week 2012

[www.austhealthweek.com.au](http://www.austhealthweek.com.au)

### Exhibition Floor Plan



# Sponsorship Prospectus

## Australian Healthcare Week 2012

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### Organisations that have benefited from the networking at Australian Healthcare Week:

- Abigroup Contractors
- Acetek Systems
- ACT Health
- Adelaide Health Service
- AECOM
- Alerton Australia
- Alfred Health
- APP Corporation
- Appian Group
- Aquenta Consulting
- Architectus
- ArjoHuntleigh
- Art Strategies
- Arup Pty Ltd
- Auckland District Health Board
- Aurecon Australia Pty Ltd
- Aurora Energy
- Austin Health
- Austin Hospital
- Australian Commission for Safety & Quality in Health Care
- Australian Council on Healthcare Standards
- Australian Infection Control Association
- Australian Medical Association- QLD
- Australian National University
- Australian Patient Safety Foundation
- Ballarat Health Service
- Barts and The London NHS Trust
- Barwon Health
- Bates Smart
- Baulderstone
- Bay of Plenty District Health Board
- Becton Dickinson
- Bendigo Health Hospital
- Bickerton Masters Architecture
- Bilfinger Berger Concessions Pty Ltd
- Bilfinger Berger Project Investments Pty Ltd
- Billard Leece Partnership
- Blackburne Jackson Design
- Blackett Maguire & Goldsmith
- Boral Plasterboard
- Bovis Lend Lease
- Box Hill Hospital
- Breast Cancer Network Australia
- Brighton Healthcare NHS Trust
- Brookfield Multiplex
- BRP Solutions Pty Ltd
- BT Australia
- Built Environs Pty Ltd
- Bupa Care Services
- BurnsBridge Sweett Australia Pty Ltd
- BVN Architecture
- Capacity Building Service Centre
- Cape York Health Service District
- Capital Insight
- Capricornia Division of General Practice Ltd
- Capworks Management (QLD) Pty. Ltd
- Care 4
- Caroma Dorf
- CASF
- Castlemaine Health
- Caughey Preston
- CDHB
- Central Manchester University Hospital NHS Foundation Trust
- Centre for Health Assets Australasia
- Clinical Excellence Commission
- Coffey
- Coffey Environments
- Coffey Projects
- Concord Hospital
- Conrad Gargett Architecture
- Cornell University
- Cortez Group
- Counties Manukau District Health Board
- Country Health SA
- Cox Architects
- CSC Australia
- Cundall
- Dalby Hospital
- Daryl Jackson Architects
- Davis Langdon Australia
- Delinea Concepts
- Dennis Martin & Associates
- Dental Health Services Victoria
- Department for Health
- Department of Construction and Infrastructure
- Department of Defence
- Department of Environment & Climate Change and Water
- Department of Health & Families
- Department of Health & Human Services
- Department of Human Services
- Department of Infrastructure Energy & Resources
- Department of Premier & Cabinet
- Department of Primary Industries & Water
- Department of Public Works
- DesignInc
- Donald Cant Watts Corke Pty Ltd
- Doutta Galla Community Health Service
- Drager
- Eastern Health
- Eastern Health Angliss Hospital
- EBOS Group
- Echuca Regional Health
- Energy Efficiency Council
- Envac Scandinavia AB
- Environment Protection Authority South Australia
- Epworth HealthCare
- ESCO Industries Pty Ltd
- EUTECH CYBERNETIC P/L
- Fairfield Hospital
- Fugen Constructions Pty Ltd
- Gallay Medical
- Galvin Engineering
- GE Healthcare
- Getinge Australia Pty Ltd
- GHD
- Gold Coast Health Service District
- Gold Coast Hospital
- Gosford Hospital
- Goulburn Valley Health
- GP Association of Geelong
- Grampians Rural Health Alliance
- Gray Puksand Architects
- Great Ormond Street Hospital
- Greater Metropolitan Clinical Taskforce
- Greater Western Area Health Service
- Green Building Council of Australia
- Greenslopes Private Hospital
- Greenwich Hospital
- Griffith University
- Grindley Construction
- Grocon
- Hames Sharley
- Hammond Care
- Hansen Yuncken
- Hassell
- Hawke's Bay District Health Board
- Health & Arts Research Centre Inc
- Health Projects International
- Health Science Planning
- Healthcare Lifting Services
- Healthcare Resource Group Inc
- Healthe Care Australia
- Healthscope
- Helse Bergem
- Hewlett Packard
- Hill-Rom
- Hodgkison Architects
- Holman Webb Lawyers
- Honeywell
- HP Australia Pty Limited
- HP Enterprise Services Financial Pty Ltd
- Hunter New England Local Health Network
- IHEA
- IMATIS
- Independent Consultant
- Interfaceflor
- ISIS
- James Hardie Australia Pty Ltd
- Jasmac
- John Flower Architect Pty Ltd
- John Holland Group
- Joss Construction
- Joyce Palmer Health Service
- K20 Architecture
- Kell & Rigby
- Klein
- KPJ Health
- KPJ Healthcare Berhad
- Laing O'Rourke
- Launceston General Hospital
- Leighton Contractors
- Liverpool City Council
- Living Edge
- Lyell McEwin Hospital
- Mackay Health Service District
- Maquet Australia Pty Ltd
- Marcelway Pty Ltd
- Marlin Medical
- Martini Industries
- Mater Health Services
- McConnel Smith & Johnson Architects



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### Organisations that have benefited from the networking at Australian Healthcare Week:

- McKerrell Architects
- Medcraft Hill-Rom
- Medivac
- Medivac Limited
- Meiko Australia Pacific
- MEIKO Maschinenbau GmbH + Co KG
- Mercy Health & Aged Care
- Mid North Coast Division of General Practice
- Mid North Coast Local Health Network
- MidCentral District Health Board
- Middlemore Hospital
- Ministry of Health Malaysia
- Monash Medical Centre
- Moran Health Care Group
- Moreland Community Health Service
- Moyne Health Services
- MSJ Pty Ltd
- Nambour General Hospital
- Naracoorte Health Service
- Ncounter Group
- Nepean Hospital
- Newcastle Mater Misericordiae Hospital
- NHS Forth Valley
- Nordon Jago Architects P/L
- Norfolk Group
- Norman Disney & Young
- North Metro Health Service
- North Richmond Community Health Centre
- North Shore Private Hospital
- North Sydney & Central Coast Health
- Northeast Health Wangaratta
- Northern Health
- Northern Sydney Central Coast Area Health Service
- Northern Territory Government
- Northland District Health Board
- NSCCH Mental Health Drug & Alcohol
- Office of Mental Health
- Olympus Australia
- Orbus Regional Health
- Origin Energy
- Osborne Park Hospital
- Otago District Health Board
- Oz Care
- Padghams
- Parsons Brinckerhoff
- PDT Architects
- Peddle Thorp Architects
- Peninsula Health
- Peter MacCallum Cancer Centre
- Pindara Gold Coast Private Hospital
- Plenary Group
- Polyflor
- Polyflor Aust
- Port Pirie Regional Health Service
- Prince Charles Hospital-QLD Health
- Princess Alexandra Hospital
- Project Services Queensland
- Pulse Health
- QEII Jubilee Hospital
- QLD Health
- Queanbeyan Hospital
- Queen Elizabeth Hospital SA
- Queensland Children's Hospital project
- Queensland Department of Health
- Queensland Health
- Questek
- Ramsay Health Care
- Ranbury Management Group QLD Health
- RBS Global Banking & Markets
- Redland Hospital
- Reed Group
- Resource Coo Partners
- Rheem Australia Pty Ltd
- Rider Levett Bucknall
- Rotorua Hospital District Health Board
- Royal Adelaide Hospital
- Royal Brisbane & Womens Hospital
- Royal Ear and Eye Hospital
- Royal Hobart Hospital
- Royal Melbourne Hospital
- Royal North Shore Hospital
- Royal Prince Alfred Hospital
- RPA Architects
- S2F
- S2F Pty Ltd
- SA Ambulance Service
- SA Health
- Samarinda Aged Services
- Schiavello Hospital Solutions
- Siemens Ltd
- Silver Thomas Hanley
- Sinclair Knight Merz
- SINTEF Health
- Sir Charles Gairdner Hospital
- Sir Moses Montefiore Jewish Home
- SITA-MediCollect
- SJA
- Smart Line Machinery
- Soundmask Australia Pty Ltd
- South Coast Medical Service Aboriginal Group
- South Eastern Sydney Local Health Network
- South Metropolitan Area Health Service
- Southern Cross University
- Southern Health
- St Andrew's War memorial Hospital
- St Basil's Homes
- St Georges Hospital
- St Hilliers Group
- St John of God Health Care
- St John of God Hospital
- St John of God Hospital Bendigo
- St Vincent's Hospital Melbourne
- St. Olavs Hospital
- St. Vincents and Mater Health Sydney
- Steensen Varming
- Stephenson & Turner Architects
- Strategic Health Resources
- Stratford Health Service
- SummitCare (Australia)
- Sunshine Coast Haematology and Oncology Clinic
- Sunshine Coast University Hospital
- Sustainable Design Partnership
- Suters Architects
- Sutherland Hospital
- Sydney Adventist Hospital
- Sydney Aged Care
- Sydney South West Area Health Service
- Sykehuset i Vestfold HF
- TAHPI NZ
- Tan Tock Seng Hospital
- Taranaki District Health Board
- Tarkett
- Tauranga Hospital
- TBH
- The Capworks Group
- The Fred Hollows Foundation
- The Hammond Care Group
- The Health Planner
- The Peron Group
- The Queen Elizabeth Hospital
- The Royal Childrens Hospital Melbourne
- The Royal Victorian Eye & Ear Hospital
- The Royal Women's Hospital
- The Salvation Army
- The Wesley Hospital
- Thiess
- Thinc Projects
- Thomson Adsett Architects
- Townsville Health Service District
- Tracey Brunstrom & Hammond Group
- Transpacific
- TRUMPF Med Australia
- TSA Management
- Turner & Townsend
- Umow Lai
- United Group Limited
- University of New South Wales
- University of Technology Sydney
- USG Australasia
- UTS
- Veolia Environmental Services
- Vestfold Hospital Trust
- WA Country Health Service
- WA Health
- Waikato District Health Board
- Wairarapa District Health Board
- Waitemata District Health Board
- Wantirna Health
- War Memorial Hospital
- Wesley Mission
- West Coast District Health Board
- West Gippsland Healthcare Group
- Western Health
- Western NSW Local Health Network
- Western Private Hospital
- Western Region Health Services
- Whare Aroha
- Womens Health Grampians
- Wood & Grieve Engineers
- Woodhead
- Woods Bagot
- Zero Waste SA





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