ACN NURSING & HEALTH EXPOS 2015

Sponsorship and exhibition prospectus
Join us for the ACN Nursing & Health Expos

ACN is the national professional organisation for all nurse leaders: nurses with an interest in leadership, nurses aspiring to leadership roles and nurses in leadership roles across the Australian health system. The leadership capabilities of all nurses play a critical role in the delivery of health services to the Australian community.

ACN encourages and supports nurses to develop and grow to become nurse leaders who are able to contribute by providing professional, economic and health perspectives.

ACN takes a lead role in promoting the nursing profession as a valued career choice by hosting the annual Nursing & Health Expos.

The Expos showcase the nursing and health professions to individuals considering a career in nursing and health as well as provide current health professionals an avenue to find out about career opportunities and further education.

The 2015 Expos will again incorporate a series of educational seminars to enhance the visitor experience and create additional traffic.

Objectives

The ACN Nursing & Health Expos aim to:

- enhance the profile of the nursing & health professions
- promote recruitment to the nursing & health workforce by providing professionals, students, including high school students, easy access to information
- encourage retention of the current workforce by offering professionals engagement with employers, educational institutions and specialty groups
- facilitate the collaboration of the professions, the community and employers by providing a recruitment vehicle for health care agencies and organisations
- positively influence those considering a return to nursing or health practice.

For more information contact Sophia Hartl
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Visit our website
www.acn.edu.au/expos

Like us on Facebook for all the latest updates
www.facebook.com/nursingexpo
Why exhibit?

Consumers are overwhelmed by an increasingly large volume of advertising messages, many of which go unnoticed. The Nursing & Health Expos provide the invaluable opportunity to break through this clutter and meet your target audience face-to-face, allowing your organisation to:

- **engage** directly with the group of people who have specific relevance to your organisation
- meet and network with your target audience
- directly **educate** and provide information through displaying and promoting your products and services
- be an **advocate** and help to further promote the nursing and health professions
- actively **recruit** students, staff and clients
- promote **employment** opportunities
- raise the profile of your **brand** and enhance your **corporate image**.

Who should exhibit?

- Education providers
- Hospitals
- Employers
- HR companies
- Recruitment companies
- Unions
- Industry bodies
- Government departments
- Defence and Emergency Services
- Training and development companies
- Employment services
- Apprenticeship providers
- Business, education and trade suppliers.
A look back at 2014

The 2014 VIC Expo attracted 4,020 visitors. The majority of visitors were between the ages of 18-25. 75% of all visitors were undergraduate nursing students. 61% of the registered nurses, enrolled nurses and midwives that attended worked in an acute/hospital setting. The Expo attracted registered nurses, enrolled nurses and midwives from a wide range of specialty areas, with paediatrics, education, emergency and wound care being most strongly represented.

Visitor occupations

Visitor specialty area

Who you will reach

The 2015 VIC Expo is expected to attract over 4,000 visitors.

In order to maximise opportunities for exhibitors and further increase visitor numbers the 2015 VIC Expo will be promoted to attract nurses as well as allied health professionals.
A look back at 2014

The 2014 WA Expo attracted 850 visitors. Over 40% of visitors were between the ages of 16-25. The majority of visitors were made up of undergraduate nursing students and registered nurses. 60% of the registered nurses, enrolled nurses and personal care attendants (PCA)/assistants in nursing (AIN) that attended worked in an acute/hospital setting. The Expo attracted registered nurses, enrolled nurses and PCA/AIN from a wide range of specialty areas, with peri-operative and surgical nurses being most strongly represented.

Who you will reach

The 2015 WA Expo is expected to attract 850 visitors.

In order to maximise opportunities for exhibitors and further increase visitor numbers the 2015 WA Expo will be promoted to attract nurses as well as midwives.

Book now!
Exhibitor package inclusions

- 3m x 2m velcro compatible wall booth
- Two x 150 watt spotlights
- One general purpose outlet
- Wall mounted fascia board with vinyl letters
- One clothed trestle table
- Two chairs
- Morning tea catering for two exhibitors
- Exhibitor listing and logo on ACN Nursing & Health Expo web page located on the ACN website.

Cost per booth

<table>
<thead>
<tr>
<th>State</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIC</td>
<td>$1,800</td>
</tr>
<tr>
<td>WA</td>
<td>$1,600</td>
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Making the most of your involvement

As an exhibitor incentive to drive visitors to their booths and assist them in meeting their objectives, ACN will again be awarding a Best Booth Prize at each Expo. Exhibitors will be judged on the following criteria:

- booth presentation
- level of interactive elements
- exhibitors’ engagement with visitors.

Winners will be announced onsite and will receive a 50% discount on their exhibition booth the following year.

Exhibitor catering

Morning tea and bottled water for two exhibitors is included in each registration and will be distributed to exhibitors prior to the opening of the Expo.

Catering for additional exhibitors may be purchased at $18 each. Food will also be available for purchase from the venue on the day.

One of our 2014 Best Booth Prize winners, Body Brilliant, providing spine and posture checks to visitors.
Sponsorship

Complimentary 30 minute educational seminars will again be held at the 2015 Expos.

Each seminar will be repeated twice daily to allow large numbers of visitors to attend.

Seminar sponsors will receive the invaluable opportunity of presenting a seminar of their choice to Expo visitors.*

Exclusive benefits include:

- Delivery of one educational seminar at one ACN Expo
- Seat drop of promotional items prior to commencement of seminar
- Banner displayed in seminar area
- Sponsor logo and acknowledgement on PowerPoint inside and outside of seminar area
- Sponsor acknowledgement on handout provided to visitors onsite
- Logo, hyperlink and 100 word sponsor profile in Expo eGuide.

*Please note seminar topic selection is subject to approval by ACN and must be directly relevant to the Expos’ target audience.
Terms and conditions

Exhibitors participating in ACN’s Nursing & Health Expos are required to adhere to the terms and conditions and the exhibitor code of conduct as set by ACN.

ACN’s acceptance of the exhibitor’s booking constitutes an agreement of the parties to abide by the terms and conditions contained herein.

General principles

The principles which must apply in all instances are:

• conformity with ACN’s shared vision, core values and strategic directions
• professionalism and ethics, as outlined in the Code of Conduct for Nurses in Australia (2008), the Medicines Australia Code of Conduct (V17) and the Medical Technology Association Code of Practice
• independence, where the activity or relationship should not undermine ACN’s independence
• consistency with ACN policy and practice
• transparency of process, except for commercial in confidence activities
• compliance and accountability.

Eligibility

Organisations are only eligible to exhibit at the ACN Nursing & Health Expos if the product or service offered is directly associated with and/or benefits the profession of nursing. ACN reserves the right to request evidence of eligibility and to deny access to organisations if the product or service offered does not align with the purpose of the ACN Nursing & Health Expos.

Payment

a) Reservation of a booth will only be confirmed upon receipt of full payment
d) The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by ACN and all prices in this document are inclusive of the GST.

Space allocation

Booths will be allocated in order of booking and at the discretion of ACN. ACN will not be responsible for exhibitors being allocated a space adjacent to a competitor.

Booth locations are not confirmed until the final floor plan is released prior to the event.

ACN reserves the right to rearrange the floor plan and/or relocate any exhibit without notice in order to produce a suitable exhibition layout for Expo visitors.

Cancellation

Notification of cancellation of participation in an Expo must be received in writing no later than four weeks prior to the Expo.

Cancellations made more than 12 weeks from commencement of the Expo will receive a full refund less an administrative fee of $100.

Cancellations received between 12 weeks and four weeks from the commencement of the Expo will incur a fee of 25% of the total booking made.

No refund will apply to cancellations received less than four weeks prior to the Expo.

Subletting

No exhibitor shall assign, sublet or apportion the whole or any part of their booked space, including promotional items, except upon prior written consent of ACN.

Booths

a) All exhibitors will be confined to the space provided and shall not promote products outside their assigned space. If found to be distributing marketing materials outside of the assigned space, ACN reserves the right to ask the exhibitor to leave.

b) Exhibitors must be available to service visitors for the duration of the Expo (9:00am – 1:00pm).

Exhibitors may not pack down their booth space prior to the Expo close of 1:00pm for safety reasons.

c) No exhibit may extend above the booth height unless prior approval has been obtained from the organisers. Exhibits must remain within the confines of the assigned sites at all times.

Booths

d) No nails, staples or pins other than display pins are to be used on exhibition panelling. Velcro stickers are permitted. Any costs incurred by ACN for damage to exhibition equipment, furniture and accessories caused by an exhibitor’s negligence will be charged back to the exhibitor by ACN.

Booths

e) Exhibitors are responsible for removing their property within the designated move out period as advised in the exhibitor manual. Failure to do so, will result in removalist charges at the exhibitor’s expense.

f) Exhibitors are required to wear safety vests during bump-in and bump-out for safety reasons.

g) ACN will not discount or refund for any facilities not used or required.
Insurance

a) The exhibitor is responsible for all personal injury or damage to property arising in connection with the exhibitor’s display area howsoever caused directly or indirectly by him/her or any contractor, subcontractor, servant, agent, licensee or invitee of his/her or any act of omission of any such person or by any exhibit, machinery or other article or thing in his/her possession of or use of him/her or any other servant or any agent of his/her or (erected by the exhibitor or contractor of his or their workmen or agents) by the stand fitting contractor. The exhibitor will indemnify the organisers in respect of each and every such claim and all actions, proceedings, costs, claims and demands in respect thereof. The exhibitor must take out adequate insurance in respect of all such claims and provide a copy of the policy upon registration. The organisers shall be under no liability for personal injury to the exhibitor, his/her servants, agents, invitees or licensees however caused. The exhibitor is accordingly advised to take out all necessary insurances.

b) ACN will not be responsible for the loss or damage of exhibitors’ stock. Exhibitors are responsible for insuring their stock for loss or damage.

c) If the holding of the exhibition is prevented or abandoned by reason of fire, storm, lightning, national emergency, labour dispute, strike, lockout, civil disturbance, explosion, inevitable accident, or any other reason not within the control of the organisers whether of the same sort or not, the organisers may, at their discretion, return a part of the costs of space paid by the exhibitor. In any such case, the organisers shall not be liable in any way whatsoever for any expenditure or liability or loss including consequential loss incurred by the exhibitor.

d) Public liability insurance to a minimum of AUD$10 million must be taken out by each exhibitor at their own expense. A copy of the certificate of insurance currency must be provided to ACN at the time of booking.

Relocation

ACN reserves the right to change the venue and duration if circumstances demand at their discretion. Exhibitors will indemnify ACN in respect of any claims and demands in respect thereof. The exhibitor must take out adequate insurance in respect of all claims.

Code of conduct

All exhibitors must reflect a professional image of nursing in their marketing and promotion. ACN does not support promotion of disrespectful or stereotypic depictions of the nursing profession. In the event an exhibitor, in the opinion of ACN, breaches this code of conduct, ACN reserves the right to request an exhibitor to leave.

Competitions

Exhibitors must only conduct competitions or offer prizes with the permission of ACN.

Consumables

Exhibitors wishing to have consumables at their stand must notify ACN and the venue prior to each Expo they attend. Exhibitors will be liable for any related costs charged by a venue for the distribution of consumables or additional cleaning.