ACN NURSING & HEALTH EXPO MELBOURNE 2016

Saturday 16 April 2016
8:30am – 2:30pm
Melbourne Convention and Exhibition Centre

Sponsorship and exhibition prospectus

Contact
For more information contact
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For more information visit
www.acn.edu.au/expos

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www.facebook.com/nursingexpo

#ACNExpo
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.

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. The leadership capabilities of all nurses play a critical role in the delivery of health services to the Australian community.

ACN takes a lead role in supporting Australia’s nursing workforce by hosting the annual Nursing & Health Expo. The Expo showcases the nursing and health professions to individuals considering a career in nursing and health as well as provides a platform for current health professionals to find out about career opportunities and further education.

The 2016 Expo will again incorporate a series of educational seminars to enhance the visitor experience and create additional traffic.

Objectives

The ACN Nursing & Health Expo aims to:

- enhance the profile of the nursing and health professions
- promote recruitment to the nursing and health workforce by providing professionals and students with easy access to targeted 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 retired or ex-professionals considering a return to nursing or health practice.

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Join us!

Who should exhibit?

- Education providers
- Hospitals
- Employers
- Recruitment companies
- Unions
- Government departments
- Industry bodies
- Defence and emergency services
- Training and development companies
- Health product and service providers

Why exhibit?

Nursing and health students and professionals lead busy lifestyles and are always on the go. Coupled with the increasing fragmentation of media consumption it is becoming more and more difficult to reach this audience. The Nursing & Health Expo provides the invaluable opportunity to break through communication clutter and communicate face-to-face with a captive audience allowing your organisation to:

- engage and network directly with your target audience
- showcase your products and services
- be an advocate and support the nursing and health professions
- promote education and employment opportunities
- raise the profile of your brand and enhance your corporate image
- have the opportunity to engage with approximately 3,500 targeted visitors.
A look back at the 2015 Expo

The 2015 Nursing & Health Expo Melbourne featured 63 exhibiting organisations, and attracted over 3,600 visitors. The majority of visitors were female (88%) and the age group most strongly represented was 18-25 (54%). The vast majority of visitors (70%) were undergraduate nursing students. Of the visitors currently working as nurses the majority indicated they are working in an aged care (37%) or acute/hospital (32%) setting.

The Expo attracted nurses from a wide range of specialty areas, with surgical (13%) and emergency (10%) being most strongly represented. The majority of visitors stated their motivations for attending the Expo were finding out about employment (49%) or education opportunities (18%) or exploring a possible career in nursing (23%).

**Specialty area**

- Wound care: 31%
- Plastic surgery: 13%
- Paediatrics: 10%
- Orthopaedics: 9%
- Midwifery: 8%
- Education: 7%
- Diabetes: 5%
- Emergency: 5%
- Aged care: 4%
- Peri-Operative: 4%
- Cardiology: 3%
- Mental health: 3%

**Occupation**

- General public: 70%
- Postgraduate nursing student: 8%
- Midwife: 6%
- PCA/AIN: 5%
- Retired or previously registered nurse/midwife: 3%
- Nurse practitioner: 3%
- Undergraduate nursing student: 3%
- Undergraduate midwifery student: 3%
- High school student: 3%
What I enjoyed most about the Expo

2015 Expo visitor survey

“I enjoyed being able to speak face-to-face with institutions that provide possible future career opportunities.”

“The buzz here was great. Lots of enthusiasm from all exhibitors.”

“Having many hospitals in the one place allows you to compare and work out what suits you best.”

“The exhaustive undergraduate courses offered by education providers and career pathways offered to new undergraduate/graduate students.”

“Everyone was very friendly and helpful and even by the end of the day they were all eager to give information and it was amazing!”

“Opportunities to ask questions and get a broad range of information.”
Exhibition

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
- Logo on ACN Nursing & Health Expo web page located on the ACN website

Exhibitor catering

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

Catering for additional exhibitors may be purchased at $18 per person. You will be sent an additional catering order form after your booking is confirmed. Food will also be available for purchase from the venue on the day.

Contact

For more information contact
Helen Stamatiou
(02) 6215 8314
helen.stamatiou@acn.edu.au

Fill in the booking form today to secure your preferred location!

Book now!
Major Sponsorship $30,000

Only one opportunity available

One organisation is offered the exclusive opportunity to align with the Expo as the event’s Major Sponsor. The sponsoring organisation will receive extensive promotion in the lead-up to the Expo as well as the invaluable opportunity to reach approximately 3,600 visitors, comprised primarily of undergraduate nursing students, onsite at the event.

Major sponsor benefits include:

Naming rights: The Expo will be promoted as ‘2016 Nursing & Health Expo Melbourne proudly supported by <insert sponsor name>’

Social media competition: visitors will be encouraged to upload pictures of themselves in front of a backdrop banner featuring the sponsor’s logos in order to enter a social media competition

Greeting visitors: exclusive opportunity to greet visitors upon entrance and distribute promotional items

Exhibition presence: two exhibition booths in a prime position providing the opportunity to network face-to-face with visitors

Speaking opportunity: presentation of 30 minute seminar to Expo visitors

Branding of seminar area: promotion in line with the seminar presentation through the display of a corporate banner, a logo acknowledgement on PowerPoint holding slides as well as a trestle table displaying promotional items

Loud speaker announcements: sponsorship acknowledged through loud speaker announcements throughout the event

Electronic signage: sponsorship acknowledgement included on electronic signage

ACN website: sponsorship acknowledgement, linked to sponsor profile, included on the Nursing & Health Expo pages on the ACN website, which had a reach of over 20,000 views in 2015

Social media: dedicated sponsorship acknowledgements posted on the ACN Facebook page, the Expo Facebook page as well as the ACN Twitter page, which have a combined reach of over 9,000 followers

Expo eGuide: inclusion of a double page spread, consisting of a full page advertisement and a full page advertorial, in the Expo eGuide, which received over 4,200 views in 2015

Promotional poster: sponsorship acknowledgement on electronic poster promoting the Expo

ACN publications: sponsorship acknowledgements included in a range of publications distributed to approximately 8,000 ACN members

Exhibitor manual: all VIC Expo exhibitors will be made aware of the sponsorship through an acknowledgement in the exhibitor manual.

For more information contact Helen Stamatiou (02) 6215 8314 helen.stamatiou@acn.edu.au
Making the most of your involvement

eGuide advertising

ACN distributes the Nursing & Health Expo eGuide to promote the Expo and provide information to visitors.

The eGuide will include editorial content relevant to the Expo’s target audience, seminar information, the floor plan and the exhibitor list.

The eGuide is a highly successful promotional tool and has an extensive reach. In 2015 over 4,800 people viewed the eGuide for an average of over 3 minutes.

Click here to view the 2015 eGuide.

Expo exhibitors are offered the exclusive opportunity to include advertisements or advertorials in the eGuide to promote their attendance and receive additional exposure.

Increase your exposure through promotion in the lead-up to the event

Promote your organisation to those unable to attend the Expo

Promote your exhibition presence and booth location

Let visitors know what to expect at your booth

Advertising rates

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half page advertisement</td>
<td>$550</td>
</tr>
<tr>
<td>Full page advertisement</td>
<td>$825</td>
</tr>
<tr>
<td>Half page advertisement + half page advertorial (250–300 words)</td>
<td>$1,000</td>
</tr>
<tr>
<td>Full page advertisement + full page advertorial (600–700 words)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Full page inside front cover advertisement</td>
<td>SOLD</td>
</tr>
</tbody>
</table>

Artwork specifications

- CMYK, 300dpi, print quality PDF
- Full page advertisement: 210mm wide x 297mm high (plus 5mm bleed)
- Half page advertisement: 185mm wide x 128mm high (no bleed)

Artwork deadline

To ensure your advertisement is included when the eGuide is released please provide artwork by 12 February 2016.

ACN will continue to accept advertisements after this date, as the eGuide is hosted online and will be updated continuously.
Social media promotion

In 2015 54% of Expo visitors were aged between 18-25. This age group is incredibly tech savvy and highly connected on social media, with a staggering 79% accessing social media every day.

Take advantage of the power of social media by promoting your presence at the 2016 Nursing & Health Expo in the lead up to the event, allowing you to generate maximum traffic to your booth onsite.

By promoting your presence at the Expo, you will go in the draw for a chance to win a $1,000 ACN advertising package, allowing you to engage with ACN’s member base of approximately 8,000 nurses.

Remember to use the hashtag #ACNExpo to qualify!

Potential examples:

• Come join us at our booth at the ACN Nursing & Health Expo. #ACNExpo
• Come and speak to us in person at this year’s ACN Nursing & Health Expo #ACNExpo
• We are excited to exhibit at the 2016 ACN Nursing & Health Expo #ACNExpo

Exhibitor reward

To recognise and reward our fantastic exhibitors we will again offer a ‘Best Booth Prize’.

Exhibitors will be judged on the following criteria:

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

Winners will receive a 50% discount on their exhibition booth the following year!

Contact

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Like us on Facebook for all the latest
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#ACNExpo
Terms and conditions

Exhibitors participating in ACN’s Nursing & Health Expo 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:

a) Conformity with ACN’s shared vision, core values and strategic directions

b) Professionalism and ethics, as outlined in the Code of Conduct for Nurses in Australia (2008), the Medicines Australia Code of Conduct (V18) and the Medical Technology Association Code of Practice

c) Independence, where the activity or relationship should not undermine ACN’s independence

d) Consistency with ACN policy and practice

e) Transparency of process, except for commercial in confidence activities

f) Compliance and accountability

Eligibility
Organisations are only eligible to exhibit at the ACN Nursing & Health Expo 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 Expo.

Payment

a) Reservation of a booth will only be confirmed upon receipt of full payment

b) 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.

Booth Allocation

a) 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.

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

c) 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 must be received in writing no later than four weeks prior to the Expo.

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

b) 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.

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

Exhibitors

a) 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.

b) 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.

c) 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.

d) Exhibitors must be available to service visitors for the duration of the Expo (8:30am – 2:30pm).
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) Exhibitors must only conduct competitions or offer prizes with the permission of ACN.

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

i) Exhibitors may not pack down their booth space prior to the Expo close of 2:30pm for safety reasons.

Exhibition Booths

a) 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.

b) 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.

Liability

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

b) 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.

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 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.
WE LOOK FORWARD TO SEEING YOU AT THE NURSING & HEALTH EXPO!