Welcome to The National Nursing Forum hosted by the Australian College of Nursing (ACN).

As Chief Executive Officer of ACN, I extend you an invitation to join us as a sponsor or exhibitor at this key 2015 industry event.

In its third year, The National Nursing Forum has become ACN’s signature annual event, bringing together nurses from around the country.

This year we head to the sunny and vibrant capital of Queensland. Brisbane is a modern city with a subtropical climate and incredible natural beauty.

In 2015, with a focus on Advancing nurse leadership, the Forum aims to inspire and engage nurse leaders who play a critical role in delivering health services to the community.

The program will comprise engaging presenters, high quality sessions, stimulating discussions and workshops, along with the opportunity to network and share with colleagues and peers from across the Nation.

As a sponsor or trade exhibitor, the Forum will provide you with opportunities to increase awareness of your organisation, promote your products or services and take advantage of networking opportunities with delegates.

There are many varied opportunities for sponsorship participation. Let ACN work with you to discuss ideas and develop a package that best suits your organisation’s marketing objectives.

Contact

Helen Stamatiou
Corporate Relations Officer
p: 02 6215 8314
e: helen.stamatiou@acn.edu.au
Overview

**When?**
14-16 October 2015

**Where?**
Brisbane Convention and Exhibition Centre

**Who attends?**
The Forum will attract approximately 250 delegates. Historically, delegate attendance is national; with strong representation from the state in which the event is held. Delegate attendance of the 2014 National Nursing Forum, outlined below, provides an indication of the anticipated delegate breakdown. Of the delegates who attended, 91% were female and 9% male. Based on the demographics of 2014 National Nursing Forum delegates it is anticipated that the majority of delegates will be made up of nurse executives, nurse managers and registered nurses working primarily in acute/hospital as well education/research settings.

**Why participate?**
Through involvement in the National Nursing Forum you will receive the invaluable opportunity to:
- engage directly with a highly targeted nursing audience, including a large number of decision makers
- showcase your organisation, products and services first-hand
- raise the profile of your brand within the nursing profession
- link your organisation with key Forum themes, indicating your commitment to and interest in certain topics
- demonstrate your corporate social responsibility by supporting the development of nurse leadership skills to enhance Australia’s health care system.

**Forum program**
There will be three concurrent sessions during the Forum. In conjunction with the Forum theme, Advancing nurse leadership, four key areas of nursing will be looked at in a series of abstract presentations:
- **Leadership in clinical practice:** how nurses are demonstrating and leading change in clinical practice.
- **Leadership in research:** nurse led research that will demonstrably change health care.
- **Leadership in management:** managing staff or services and leading change in management that has improved health outcomes, improved retention or made a positive impact on workplace culture.
- **Leadership in education:** implementing innovative models or programs of leadership education targeting nurses and taking a leadership role in the education of nurses.

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**2014 Registrations by State**

- **SA:** 25%
- **TAS & NT:** 19%
- **WA:** 24%
- **ACT:** 5%
- **QLD:** 20%
- **NSW:** 19%
- **VIC:** 6%
- **TAS & NT:** 5%
A look back at the 2014 National Nursing Forum

Sponsor and exhibitor feedback


93% of exhibitors found the Forum attracted their target audience and allowed them to create brand awareness, demonstrate support of industry events, educate and provide information as well as showcase products and services.

94% of sponsors and exhibitors stated they would consider being involved in the National Nursing Forum again.

Quotes from the 2014 National Nursing Forum visitor survey ‘What I Enjoyed Most about the Forum’

“…the standard of speakers. Very inspiring, informative and motivating. One of the best conferences I’ve been to.”

“The people, the fun, the keynote presentations, the warmth of the organisers and particularly the technical expertise [displayed at] the conference.”

Delegate feedback

The resoundingly positive delegate feedback gathered via the delegate survey provides a clear indication of the success of the second National Nursing Forum.

83% of delegates expressed that the Forum exceeded their expectations and 82% of delegates found that the Forum provided them with new ideas and insights to implement in their own workplace or practices. The majority of delegates rated the Forum program, keynote and invited speakers, workshops and the dinner as excellent.
ACN invites you to join the 2015 National Nursing Forum to promote your organisation, reach your target audience and demonstrate your corporate social responsibility by supporting the development of nurse leadership skills to enhance the quality of health care.

**Major sponsorship opportunities**

- Principal partner: $22,000  
  - SOLD
- Major sponsor: $18,700  
  - SOLD
- Forum luncheon sponsor: $13,750  
  - SOLD
- Morning tea host: $10,500  
  - SOLD

**Educational sponsorship opportunities**

- Keynote speaker: $4,400  
  - SOLD
- Poster session: $3,300  
  - SOLD
- Workshop: $2,200  
  - SOLD
- Forum stream: $1,100  
  - SOLD

**Unique sponsorship opportunities**

- Forum app: $5,500  
  - SOLD
- Juice bar: $5,500  
  - SOLD
- Satchel: $5,500  
  - SOLD
- Water bottle: $3,300  
  - SOLD
- Name tag: $1,100  
  - SOLD
- Notepad and pen: $1,100  
  - SOLD
- USB: $1,100  
  - SOLD

**Customised opportunities**

ACN understands that each organisation has unique needs and objectives and would be delighted to work with you to create a customised sponsorship package. Contact Helen Stamatiou today to discuss the most suitable opportunities for your organisation.

Helen Stamatiou  
Corporate Relations Officer  
p: 02 6215 8314  
e: helen.stamatiou@acn.edu.au

**Exhibition opportunities**

- Exhibitor package: $2,200  
  - SOLD
- Unmanned trestle table: $550  
  - SOLD

Not able to attend? Have a presence at the Forum by displaying your promotional items on a trestle table. Simply courier your items to the venue, ACN will manage the trestle display for you.

The trestle tables will be located prominently outside the breakout rooms allowing delegates to pick up your promotional items in between presentations.

**Advertising opportunities**

- Satchel insert: $650  
  - SOLD
- Program advertisement: $550  
  - SOLD

All satchel inserts are subject to approval by ACN. Please note USBs, water bottles as well as notepads and pens cannot be submitted as inclusion of these items is reserved for sponsors.

**Program advertisement**

The electronic Forum program will be distributed to delegates, exhibitors, speakers and key stakeholders and will be made available to the public prior to the event, allowing you to reach an even larger audience.

Analytics gathered from the 2014 eProgram indicate the value of this promotional opportunity. The eProgram was viewed by over 3,400 readers, which spent an average of over 4.5 minutes perusing the content.

**Artwork specifications:** 210mm wide x 297mm high (plus 5mm bleed, 300ppi, print quality PDF) + hyperlink

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**BOOKING FORM**
## Promotional benefits at a glance

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<thead>
<tr>
<th>Major sponsorship opportunities</th>
<th>Sponsorship acknowledgement on ACN website</th>
<th>Logo &amp; profile on ACN website</th>
<th>Exhibition booth</th>
<th>Satchel insert</th>
<th>Full page program advertisement</th>
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**Major sponsorship opportunities**

- **Principal partner (one only)**: $22,000
- **Major sponsor (one only)**: $18,700
- **Forum function sponsor**: $13,750
- **Morning tea host**: $10,500

**Educational sponsorship opportunities**

- **Keynote speaker**: $4,400
- **Poster session**: $3,300
- **Workshop**: $2,200

**Unique sponsorship opportunities**

- **Forum app**: $5,500
- **Juice bar**: $5,500
- **Satchel**: $5,500
- **Water bottle**: $3,300
- **Name tag**: $1,100
- **Notepad and pen**: $1,100
- **USB**: $1,100

**Exhibition opportunities**

- **Exhibitor package**: $2,200

**Advertising opportunities**

- **Satchel insert**: $650
- **Unmanned trestle table**: $550
- **Program advertising**: $550
Sponsorship packages

Major sponsorship opportunities

**Principal partner**
As the principal partner, your organisation will be affiliated with all aspects of the Forum. You will also receive exclusive sponsorship of your choice of a keynote or invited speaker*, highlighting your organisation’s support of the topic.

**Benefits include:**
- Sponsor banner displayed in plenary for the duration of the Forum
- Five minute address to delegates in opening Forum plenary
- Being named and promoted as the exclusive sponsor of your selected speaker*
- Opportunity to introduce the sponsored speaker and present the speaker’s biography
- Three VIP registrations providing full access to the Forum
- Sponsorship acknowledged onsite by MC, on PowerPoint slides and on welcome banner located at the entrance to the event
- 100 word sponsor profile in email distributed to all registered delegates
- Delegate list (name and organisation only) provided post-Forum.

*Please note sponsorship is subject to speaker approval.

**Major sponsor**
As the major sponsor, your organisation will be promoted as the exclusive sponsor of two afternoon teas and your brand will be affiliated with all aspects of the Forum.

**Benefits include:**
- Sponsor banner displayed in plenary for the duration of the Forum
- Five minute address to delegates in plenary
- Being named and promoted as the afternoon tea host
- Table signs featuring your organisation’s name and logo displayed on afternoon tea catering stations
- Sponsor banner prominently displayed during afternoon breaks
- Two VIP registrations providing full access to the Forum
- Sponsorship acknowledged onsite by MC, on PowerPoint slides and on welcome banner located at the entrance to the event
- 100 word sponsor profile in email distributed to all registered delegates
- Delegate list (name and organisation only) provided post-Forum.

*SOLD

WELCOME BANNER AT 2014 NATIONAL NURSING FORUM
**Forum luncheon sponsor**

This major sponsorship opportunity will allow your organisation to be affiliated with all aspects of the Forum as well as receive exclusive sponsorship of the Forum luncheon.

**Benefits include:**
- Sponsor banner displayed in plenary for the duration of the Forum
- Exclusive sponsorship of and naming rights to the Forum luncheon
- Opportunity to address luncheon guests
- Sponsorship acknowledged in the Forum luncheon menu
- Two VIP registrations providing full access to the Forum, including VIP seating at Forum luncheon
- Sponsorship acknowledged during Forum by MC, on PowerPoint slides and on welcome banner located at the entrance to the event
- 100 word sponsor profile in email distributed to all registered delegates
- Delegate list (name and organisation) provided post-Forum

**Morning tea host**

As the morning tea host, your organisation will be promoted as the exclusive sponsor of three morning teas and will receive strong brand exposure throughout the event.

**Benefits include:**
- Sponsor banner displayed in plenary for the duration of the Forum
- Five minute address to Forum delegates in plenary
- Table signs featuring your organisation’s logo displayed on morning tea catering stations
- Sponsor banner prominently displayed during morning tea breaks
- One VIP registration providing full access to the Forum
- Sponsorship acknowledged onsite by MC, on PowerPoint slides and on welcome banner located at the entrance to the event
- 50 word sponsor profile in email distributed to all registered delegates
- Delegate list (name and organisation) provided post-Forum
Educational sponsorship opportunities

**Keynote speaker sponsor - $4,400**  
Three available

Sponsorship of a keynote speaker will allow your organisation to be associated with a quality speaker discussing topics relevant to the current climate of the industry and demonstrate your support of the subject matter.

**Benefits include:**
- Sponsor banner displayed in plenary during sponsored presentation
- Exclusive opportunity to introduce the sponsored speaker and present the speaker’s biography
- Sponsorship acknowledged on welcome banner located at the entrance to the event as well as on PowerPoint slide prior to commencement of sponsored presentation.

Please contact ACN today to view keynote speaker profiles and select your preferred speaker.

*Please note all speaker sponsorship is subject to speaker approval.

**Poster session sponsor**  
SOLD

One organisation is offered the opportunity to gain exposure through exclusive sponsorship of the poster session. The poster session is an integral part of the Forum program and attracts strong attention from delegates.

**Benefits include:**
- Sponsor banner displayed prominently in poster area
- Sponsor logo included on all poster labels
- Opportunity to attend the poster session and be part of the judging panel as well as present poster award and prize
- Sponsorship acknowledged on welcome banner located at the entrance to the event.

**Workshop sponsor - $2,200**  
One available

Sponsorship of one of the Forum’s interactive, educational workshops will allow your organisation to align with a particular area of interest and support nurses in furthering their skills in these areas.

**Benefits include:**
- Sponsor banner displayed in workshop room
- Seat drop of promotional items prior to commencement of selected workshop
- Sponsorship acknowledged on welcome banner located at the entrance to the event on PowerPoint slide prior to commencement of sponsored workshop as well as on electronic signage outside the workshop room.

**Workshops**

1. The resilient leader or: how to survive the craziness of healthcare and flourish under pressure  
Proudly supported by Queensland Government

2. What was I thinking? New ways of thinking, influencing and GROWing SMART goals  
Proudly supported by Ozcare

3. Know yourself – know your team

4. What’s the risk?  
Proudly sponsored by ARJO HUNTLEIGH

**Forum stream sponsor - $1,100**  
Four available

Demonstrate your organisation’s support of a key area of nursing by sponsoring a concurrent stream of your choice.

**Benefits include:**
- Sponsor banner displayed in breakout room throughout the sponsored concurrent stream
- Opportunity to distribute promotional item at commencement of sponsored concurrent stream
- Sponsorship acknowledged on welcome banner located at the entrance to the event, on PowerPoint slide prior to commencement of sponsored concurrent stream as well as on electronic signage outside the breakout room.
Unique sponsorship opportunities

**Forum app sponsor - $5,500**  
ONE ONLY

Enhance delegate experiences by sponsoring a mobile app! The Forum app will allow delegates to actively participate and interact during Forum sessions. The app will include access to the program, speaker bios, Forum abstracts as well as exhibitor and sponsor information.

**Benefits include:**
- sponsor logo included on all pages of the app
- 100 word sponsor profile included on app
- MC acknowledgement of sponsorship in sessions encouraging participation via the app
- sponsorship acknowledged on welcome banner located at the entrance to the event.

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**Juice bar sponsor**

Thanks to the juice bar sponsor all delegates will receive freshly squeezed juice allowing them to receive a vitamin hit to boost their brain power and stay refreshed during Brisbane’s warm spring days.

**Benefits include:**
- sponsor branding on juice bar located prominently within the exhibition area
- sponsor banner located next to juice bar
- trestle table, allowing display of collateral, next to juice bar
- acknowledgement of sponsorship in plenary by MC
- sponsorship acknowledged on welcome banner located at the entrance to the event
- opportunity to provide sponsor branded disposable juice bar cups.
Satchel sponsor

Extend your branding and promotional benefits beyond the life of the Forum! The Forum’s satchels will be distributed to all delegates, speakers, exhibitors and VIP guests and are used throughout the Forum, and long after it has concluded.

Benefits include:
• Co-branding of satchels (ACN logo and sponsor logo displayed prominently)
• Sponsorship acknowledged on welcome banner located at the entrance to the event.

Water bottle sponsor - $3,300

Thanks to the water bottle sponsor all delegates will receive a water bottle in their satchels, allowing them to stay hydrated throughout the event. Due to the practicality of this item your promotional benefits will extend beyond the duration of the Forum with delegates repeatedly reusing the bottles. ACN will organise the branding and ordering of the water bottles, all you have to do is provide your artwork.

Benefits include:
• Exclusive opportunity to distribute branded water bottles, ACN will not allow other organisations to distribute water bottles as satchel inserts
• Sponsorship acknowledged on welcome banner located at the entrance to the event.

Name tag sponsor

Receive highly visible brand exposure during the entire Forum by sponsoring delegate name tags. All delegates will receive a name tag on registration which they will be required to wear for the duration of the Forum.

Benefits include:
• Sponsor logo prominently displayed on name tags
• Sponsorship acknowledged on welcome banner located at the entrance to the event.

Please note name tags will be attached to ACN branded lanyards.
**Notepad and pen sponsor**

The Forum notepads and pens are distributed to all delegates, speakers, exhibitors and VIP guests and can be used long after the Forum has concluded.

**Benefits include:**
- exclusive opportunity to distribute notepads and pens, ACN will not allow other organisations to distribute these items as satchel inserts
- sponsorship acknowledged on welcome banner located at the entrance to the event.

The sponsoring organisation will be responsible for supplying the notepads and pens.

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**Forum USB sponsor - $1,100**

Your branded USBs will be included in all delegate satchels and will have an extended life span with delegates using the USBs after the Forum.

**Benefits include:**
- exclusive opportunity to distribute USBs, ACN will not allow other organisations to distribute USBs as satchel inserts
- opportunity to include promotional files on USBs
- sponsorship acknowledged on welcome banner located at the entrance to the event.

The sponsoring organisation will be responsible for the cost of purchasing and branding the USBs.
Exhibition

The trade exhibition at the Forum will be held in the Plaza Auditorium Foyer at the Brisbane Convention & Exhibition Centre.

The trade exhibition offers an invaluable opportunity to network directly with a large and highly targeted nursing audience. Delegates will have the opportunity find out more about your organisation, view your products and interact with your representatives face-to-face during all catering breaks, which will take place in the exhibition area.

Exhibitor package

- 2.4m x 2.4m booth with PVC walls and fascia
- White corflute sign with black vinyl lettering on each open aisle fascia (up to 30 characters)
- 2 x 150 watt adjustable spotlights
- 1 x 4 amp power point
- One clothed trestle table and two standard chairs
- One exhibitor registration, providing access to the Forum’s exhibition area
- Full catering for one exhibitor during all Forum catering breaks, including one ticket to the Forum luncheon.

Please call ACN to book exhibitor registrations for additional representatives.

Exhibitor loyalty scheme

ACN values the ongoing relationships with its long-term clients and would like to reward organisations for their ongoing support by introducing an exhibitor loyalty scheme.

Did your organisation exhibit at the 2014 National Nursing Forum? Then you are already eligible for your first discount!

Please note discounts only apply if an exhibition booth is booked consecutively year on year.

<table>
<thead>
<tr>
<th>Year of consecutive booking</th>
<th>Discount</th>
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<tbody>
<tr>
<td>Second year</td>
<td>10%</td>
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<tr>
<td>Third year</td>
<td>15%</td>
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<tr>
<td>Fourth year onwards</td>
<td>20%</td>
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BOOKING FORM
Floor plan

Allocate Software 10
ArjoHuntleigh 17
Australian Catholic University 13
Australian College of Nursing 5/6
Australian Nursing and Midwifery Accreditation Council 25
Australian Nurse Teachers Society 26
Department of Health, Queensland Government 20
Diabetes Queensland 3
Elsevier 22
Foundation for Alcohol Research and Education 9
Griffith University 12
Health Careers International Pty Ltd 1

HESTA 18
National E-Health Transition Authority 16
NNT Uniforms 11
Nursing & Midwifery Board of Australia 7
RNS Nursing 24
TAFE Queensland Gold Coast 15
Therapeutic Goods Administration 14
TrendCare 21
True Relationships and Reproductive Health 23
TUH Health Fund 2
University of Southern Queensland 4
Vivir Healthcare 19
Your Nursing Agency 8
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or visit www.acn.edu.au/forum_2015

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