



Australian College of Nursing

# **NURSING & HEALTH EXPO MELBOURNE**

## **SPONSORSHIP AND EXHIBITION PROSPECTUS**

**4 APRIL 2020 | 8:30am – 2:30pm**

Melbourne Convention and Exhibition Centre (Bays 15, 16, 17)

**CONTACT**

[acn@aceo.net.au](mailto:acn@aceo.net.au)

# THE ANNUAL NURSING & HEALTH EXPO

The annual Nursing & Health Expo Melbourne 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.

## EXHIBITORS INCLUDE:

EDUCATIONAL INSTITUTIONS

HOSPITALS AND HEALTH SERVICES

NURSING AND HEALTH SPECIALTY GROUPS

RECRUITMENT AGENCIES

HEALTHCARE PRODUCT AND SERVICE PROVIDERS

EMPLOYERS

INDUSTRY BODIES

GOVERNMENT DEPARTMENTS

DEFENCE AND EMERGENCY SERVICES

TRAINING AND DEVELOPMENT COMPANIES



# OVER 6,000 VISITORS

## WHY EXHIBIT?

**\$1,950** Inc GST PER BOOTH

With more than 6,000+ visitors expected to visit the ACN Nursing & Health Expo 2020 you may want to consider taking more space! ACN is committed to helping you reach more of your targeted audience by offering the following discount on multiple booth purchases:

Number of booth/s	Cost	Discount	Saving	Total sale
Two booths	\$3,900.00	5%	\$195.00	\$3,705.00
Three booths	\$5,850.00	7.5%	\$438.75	\$5,411.25
Four booths	\$7,800.00	10%	\$780.00	\$7,020.00

**BOOK NOW**

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 health professions
- promote education and employment opportunities
- raise the profile of your brand and enhance your image.

### EXHIBITION PACKAGE



3m x 2m booth with black velcro compatible walls (2.4m H)



One clothed trestle table and two chairs



2 x 150 watt spotlights



Aluminum fascia, 30cm high on aisle frontage with stand number and exhibitor name



One general purpose outlet



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



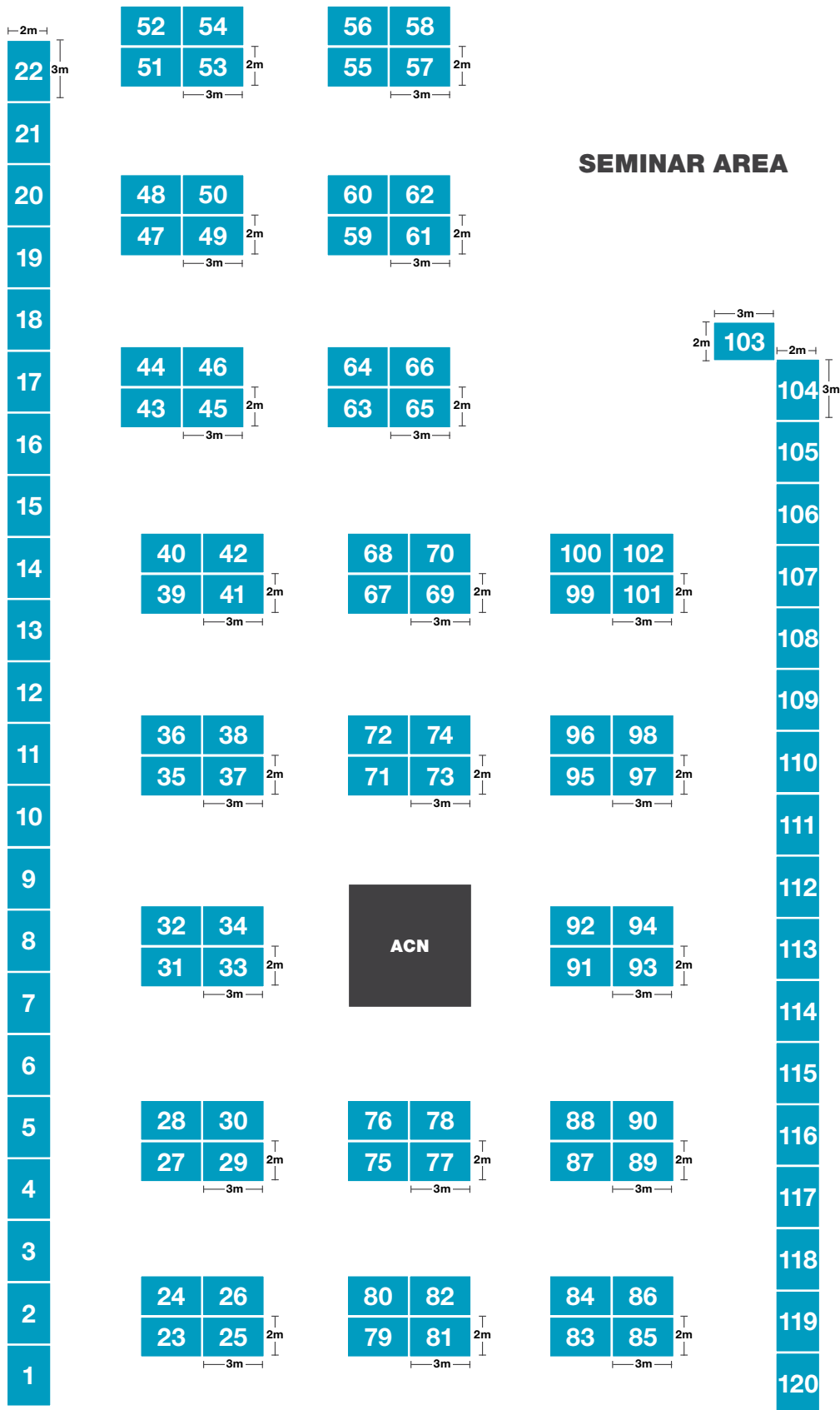
Morning snack packs for two exhibitors

### EXHIBITOR CATERING

Snack packs for two exhibitors will be included in each registration and distributed to exhibitors prior to the opening of the Expo. Catering for additional exhibitors may be purchased through the on-line booking form. Food will also be available for purchase from the venue on the day.

# FLOOR PLAN

Bays 15, 16 and 17 – Melbourne Convention and Exhibition Centre



# OVER 6,000 VISITORS

## WHY ADVERTISE?

[BOOK NOW](#)

[2019 eGUIDE](#)

ACN distributes the Nursing & Health Expo eGuide to promote the Expo and provide information to visitors. The eGuide will provide the perfect platform to:

- increase your exposure through promotion in the lead-up to the event
- promote your exhibition presence and booth location
- promote your organisation to those unable to attend the Expo
- let visitors know what to expect at your booth

### eGUIDE ADVERTISING

**\$925** FULL PAGE AD



#### FULL PAGE ADVERTISEMENT

210mm wide x 297mm high  
(plus 5mm bleed)  
CMYK, 300dpi,  
print quality PDF

**\$650** HALF PAGE AD



#### HALF PAGE ADVERTISEMENT

185mm wide x 128mm high  
(no bleed)  
CMYK, 300dpi,  
print quality PDF

**\$2100** FULL PAGE  
INSIDE FRONT COVER AD

### ADVERTORIAL

Interested in turning your advertisement into an advertorial? Rather than providing artwork, simply send through a maximum of 300 words for a half page advertorial and 700 words for a full page advertorial.

**\$1600**  
FULL PAGE AD +  
FULL PAGE ADVERTORIAL  
(600-700 WORDS)

**\$1100**  
HALF PAGE AD +  
HALF PAGE ADVERTORIAL  
(250-300 WORDS)

### ARTWORK SUBMISSION DEADLINE

ACN will continue to accept advertisements up until the 13 March 2020 as the eGuide is hosted online and will be updated continuously.

**OVER 5,000  
VIEWS**

**AVERAGE  
4 MINUTES  
READING TIME**

**OVER 148,000  
IMPRESSIONS**

# OVER 6,000 VISITORS

# MAJOR SPONSOR

\$20,250 Inc GST

BOOK NOW

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 6,000 visitors, comprised primarily of undergraduate nursing students, onsite at the event.

## EXCLUSIVE EXPOSURE



Greet visitors upon entrance and distribute promotional items



Set up a free standing display at expo entrance



Display your banner in the seminar area

## ONSITE EXPOSURE



One exhibition booth



Present a 10-minute seminar



Logo displayed on seminar PowerPoint holding slides



Logo displayed on electronic signage

## ONLINE EXPOSURE



Logo displayed on all digital marketing materials



Logo displayed on Nursing & Health Expo webpage



Dedicated social media posts on the ACN Facebook page



Full page advertisement within the Expo eGuide



Logo acknowledgement in ACN eNewsletter

# OVER 6,000 VISITORS

[BOOK NOW](#)

# OTHER SPONSORSHIP OPPORTUNITIES

Bring your brand exposure up a notch by promoting your organisation through one of these sponsorship opportunities. Only one exclusive opportunity available for each sponsorship.

## SEMINAR SPONSOR \$7,250 (INCL. GST)



Display your banner in the seminar area



Verbal recognition on each seminar and an opportunity to MC the sessions



Printed floor plan acknowledgment with details regarding the seminars



Half page advertisement within the Expo eGuide



Dedicated social media posts on the ACN Facebook Page



Logo displayed on Nursing & Health Expo webpage

## VISITOR SURVEY PRIZE SPONSOR \$5,250 (INCL. GST)



An opportunity to donate the prize to the winner of the visitor survey



Printed floor plan acknowledgment with details regarding the survey to be completed



Display your banner in the area where the survey will be done



Dedicated social media posts on the ACN Facebook Page



Logo displayed on Nursing & Health Expo webpage

# PROMOTE YOUR ATTENDANCE

In 2019, 73% of Expo visitors were aged between 18 and 25. This age group is incredibly tech savvy and highly connected on social media, with a staggering 85% accessing social media every day.

Take advantage of the power of social media by promoting your presence at the ACN Nursing & Health Expo Melbourne 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 11,000 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 2020 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!



# 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:

- 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 (V17) 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 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.
- 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.
- c) Payment is required within 30 days of booking.
- d) Should a booth booking be made within 30 days of the Expo date, full payment via credit card, or proof of payment via bank transfer is required.

## Space 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) 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 8 weeks from commencement of the Expo will receive a full refund less an administrative fee of \$500.
- b) Cancellations received between 8 and 6 weeks from the commencement of the Expo will incur a fee of 50% of the total booking made.
- c) Cancellations received between 6 and 4 weeks from the commencement of the Expo will incur a fee of 75% of the total booking made.
- d) No refund will apply to cancellations received less than four weeks prior to the Expo.

## TERMS AND CONDITIONS CONTINUED...

### Exhibiting

- a) 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.
- b) 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.
- c) Exhibitors must be available to service visitors for the duration of the Expo (8:30am – 2:30pm).
- d) 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.
- e) Exhibitors must only conduct competitions or offer prizes with the permission of ACN.
- f) MCEC has exclusive rights for the sale and distribution of all food and drink. Exhibitors wishing to serve food and/or beverages at their booth must notify aceo for approval. Please note the service of alcoholic beverages is strictly prohibited.
- g) Exhibitors may not pack down their booth space prior to the Expo close of 2:30pm for safety reasons.

### Booth

- 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 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.