

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

1 - 2 DECEMBER 2019 | BRISBANE CONVENTION & EXHIBITION CENTRE



PalliativeCare
QUEENSLAND

PALLIATIVE CARE QUEENSLAND'S

BIG

EVENTS IN DECEMBER

EXPO | SUMMIT | AWARDS

Community Expo | Celebration | Sector Priorities



goodlifegooddeathexpo.org.au



Palliative Care in Queensland
AWARDS DINNER



palliativecareqld.org.au/awards



Palliative Care in Queensland
ANNUAL SUMMIT



pallcareinqlsummit.org.au

EVENTS OF



PalliativeCare
QUEENSLAND



The way we care for our dying is a significant indicator of the kind of society we are



Message from our Chief Executive Officer:

Thank you for your interest in sponsoring one of our multiple Palliative Care Queensland's (PCQ) Big 3 December events. PCQ is the leading charity for palliative care in Queensland providing support and peak body services for terminally ill Queenslanders and those who care for them. Without our valued sponsors, PCQ cannot continue to educate and support our palliative care sector and build community capacity at the end phase of life.

With the current Queensland Inquiry into aged care, end-of-life, palliative care and voluntary assisted dying underway, in addition to the Commonwealth Royal Commission into aged care quality and safety, we have noticed a rapid interest in palliative care and have capitalised on this by building a highly anticipated events program.

This is an unmissable opportunity to promote your services and products to health workforces, service providers, state and local government and community members, while supporting a valued Queensland charity. PCQ anticipates that your service / organisation could see physical exposure to over 1,600 people across all 3 PCQ events, as well as promotion to over 350 individual and over 30 organisational PCQ members, and a social media reach of over 5,700. We hope that you consider this opportunity favourably, and look forward to strengthening our relationship with you into the future!



Shyla Mills
CEO

Palliative Care Queensland's priorities are that:

- All Queenslanders have supportive social networks and services available to them which help them live life as fully as possible, despite having a life-limiting illness
- All Queenslanders are able to have a dignified death, regardless of their illness, age, cultural identity or location
- All Queenslanders have an awareness of palliative care and the choice to access quality palliative care in a timely way, if needed

Why sponsor or exhibit at Palliative Care Queenslands (PCQ) Big 3 events in December?

Your involvement with PCQ, the peak body of palliative care in Queensland provides your organisation with a unique opportunity to profile yourselves in front of your target audience. You will also be contributing to our commitment of ensuring that every person who dies in Queensland experiences quality at the end of life.



PROMOTE your brand/organisation to key targeted delegates within the palliative care sector, consumers of health care or community members.



CONNECT with up to 50 other sponsors and exhibitors, in the past we have welcomed palliative care service providers, community organisations, aged care providers, will and estate lawyers, funeral directors, death doula's art/music therapists and authors among many more.



JOIN THE EVENTS - take part in the opportunity to educate the public during the Good Life Good Death Expo or bring your ideas and knowledge to the experts in the fields at the Summit. Afterwards relax and enjoy as we celebrate and honor people who have made a difference in palliative care throughout 2019 at our Awards Dinner.



MAKE A DIFFERENCE Know that by collaborating with Palliative Care Queensland (PCQ) during these events, you are helping to support 100% of Queenslanders to live, die and grieve well.

Our extensive database and marketing campaigns ensure we bring you a high quality audience:



EMAIL MARKETING CAMPAIGNS Targeted promotional emails to 10,000 plus community members, health consumers, community groups, health workforce, researchers, students, health providers, sector leaders, executives, peak bodies, decision makers of today and the future leaders of tomorrow.



PAID SOCIAL CAMPAIGNS 6 week targeted paid advertisement marketing campaign boosting brand awareness and lead generation.



SOCIAL MEDIA REACH 4,027 Facebook followers | 1,368 Twitter followers | 194 PCQ LinkedIn Group members | Instagram 921 followers


GOODLIFEGOODDEATHEXPO.ORG.AU

GOOD LIFE GOOD DEATH EXPO

SUNDAY 1 DECEMBER 2019 | BRISBANE CONVENTION AND EXHIBITION CENTRE | 10AM- 3PM

Event Summary

The Good Life Good Death expo (GLGDexpo) is an initiative of Queensland Compassionate Communities the community arm of Palliative Care Queensland (PCQ).

Following on from successful results from the 2017 and 2018 GLGDexpos, which saw over 2,000 attendees and 80 exhibitors, PCQ will be hosting the GLGDexpos again to build networks around people experiencing loss, ageing, disability, dying and grief throughout Queensland. These networks are both community and health networks. The aim of this GLGDexpos is to normalise dying, reduce peoples fears and ensure that people dont feel like a burden to others.

Target audience

Community members, health consumers, community groups, health workforce, researchers, students and health providers

Participant Numbers

600 - 1,000

Reach Approximately

E-newsletter - approx 1,000 readers

Social media reach - 55,000

Physical exposure - 600 - 1,000 attendees

“What a wonderful event, would be nice to have more events like this” 2018 attendee

SPONSORSHIP OPPORTUNITY INCLUSIONS

GOLD	SILVER	BRONZE
\$1,100 inc GST	\$850 inc GST	\$500 inc GST
ONLY 2 LEFT	ONLY 1 LEFT	36 available

10% DISCOUNT FOR PCQ ORGANISATIONAL MEMBERS OR 5% DISCOUNT FOR REGISTERED DGR CHARITIES

	★ Full Page	★ Half Page	★ Quarter Page
Advertisement in event handbook	★	★	★
Company/Organisation contact listing in event handbook	★	★	★
Exclusive sponsorship recognition on social media (Facebook, Instagram, LinkedIn and Twitter)	★		
Corporate logo and hyperlink on the event home page and sponsors page	★		
Corporate logo and hyperlink on event sponsors page		★	
Expo showbag insert (GOLD: 3 items - SILVER: 1 item)	★	★	
MC acknowledgement during opening and closing address and corporate banner on the stage	★		
1 double exhibition booth including: dressed trestle table, coffee table, 3 chairs, 2 backing boards and 1 powerboard in a premium location	★		
1 single exhibition booth including: dressed trestle table, 2 chairs, 1 backing board and 1 powerboard in a quality location		★	
1 shared exhibition booth including: half a dressed trestle table, 1 chair			★
1 year complimentary organisational membership to PCQ (value \$300)	★	★	
Recognition of sponsorship with corporate logo on event banner and promotion material	★		
Social media package for your company to promote your sponsorship of the event	★	★	★
Post event report	★	★	★



Palliative Care in Queensland
AWARDS DINNER



PALLIATIVECAREQLD.ORG.AU/AWARDS

PALLIATIVE CARE IN QUEENSLAND AWARDS DINNER

SUNDAY 1 DECEMBER 2019 | BRISBANE CONVENTION AND EXHIBITION CENTRE | 6:30PM - 10:00PM

Event Summary

The annual Palliative Care in Queensland Awards Dinner is an opportunity to support and celebrate the industry members with ten awards recognising innovation, commitment and service within the field of palliative care in Queensland, while providing opportunities to connect attendees beyond the health sector.

During the Awards Dinner, Palliative Care Queensland will be celebrating the opening of the 'Wish Form' for their new program which has had global interest, Ambulance Wish Queensland.

Target audience

Sector leaders, health professionals, executives, peak bodies, decision makers of today, the future leaders of tomorrow, those who influence policy and the people involved in the latest palliative care research.

Participant Numbers

Approximately 200 - 300

Marketing Reach and Exposure

E-newsletter - approx 1,000 readers

Social media reach - 55,000

Physical exposure - 200 - 300 attendees

“These awards bring our sector together and celebrate the achievements on a grand scale” 2018 attendee

SPONSORSHIP OPPORTUNITY INCLUSIONS

Dinner Sponsorship	Pre-Dinner Drinks Sponsor	Award Sponsor
\$10,000 inc GST 2 available	\$5,000 inc GST 1 available	\$1,500 inc GST ONLY 2 LEFT

10% DISCOUNT FOR PCQ ORGANISATIONAL MEMBERS OR 5% DISCOUNT FOR REGISTERED DGR CHARITIES

Dinner sponsorship	★		
Pre-dinner drinks sponsorship		★	
2 minute speaker spot during dinner	★		
MC acknowledgment	★	★	★
Opportunity to present one "Outstanding Achievement Award"	★		
Sponsorship of 1 Team or Individual award			★
Sponsorship recognition on slider banner on every page of stage powerpoint	★		
Advertisement in Awards Dinner Program booklet	★ Full Page	★ Half Page	★ Quarter Page
Corporate logo on table numbers	★		
Corporate logo on table chart plus slides	★	★	
Complimentary dinner tickets to event	★ x 5 tickets	★ x 3 tickets	★ x 2 tickets
Exclusive sponsorship recognition on social media (Facebook, Instagram, LinkedIn and Twitter)	★	★	
Social media package for your company to promote your sponsorship of this event	★	★	★
Banner on stage throughout the event	★		
Banner next to bar for pre-dinner drinks		★	



Palliative Care in Queensland
ANNUAL SUMMIT



PALLCAREINQLDSUMMIT.ORG.AU

PALLIATIVE CARE IN QUEENSLAND ANNUAL SUMMIT

MONDAY 2 DECEMBER 2019 | BRISBANE CONVENTION AND EXHIBITION CENTRE | 9AM - 4PM

Event Summary

The Palliative Care in Queensland Annual Summit (The Summit) is the palliative care sector update, pulse check and priority setting for all those who work in or have strong links to palliative care in Queensland.

The one day event will see attendees hear from professionals in the sector, provide open roundtable discussions and gain knowledge on what is new in palliative care over the last 12 months. The aim of the summit is to educate and encourage a collective voice for palliative care in Queensland, and inspire attendees to use that voice in their own organisation and community.

Target audience

Health executives, health professionals, peak bodies, aged care providers, NDIS providers and academics.

Participant Numbers

Approximately 150 - 200

Reach Approximately

E-newsletter - approx 1,000 readers

Social media reach - 55,000

Physical exposure - 600 - 1,000 attendees

“Summit is excellent! The organisation was impeccable, the day was informative and very enjoyable” 2018 attendee

SPONSORSHIP OPPORTUNITY INCLUSIONS

GOLD	SILVER	BRONZE
\$1,500 inc GST	\$1,000 inc GST	\$500 inc GST
SOLD	ONLY 1 LEFT	ONLY 2 LEFT

10% DISCOUNT FOR PCQ ORGANISATIONAL MEMBERS OR 5% DISCOUNT FOR REGISTERED DGR CHARITIES

1 single exhibition booth including: 2 chairs, 1 backing board and 1 powerboard in a premium location	★		
1 single exhibition booth including: 2 chairs, 1 backing board and 1 powerboard in a premium location		★	
1 shared exhibition booth including: half dressed trestle and 1 chair			★
Corporate logo on display banner on main stage and in every room	★		
Advertisement in the attendee handbook	★ Full page back cover	★ Half page	★ Quarter page
Web banner - event website homepage	★	★	★
Lunch sponsorship - including logo exposure near food	★		
Logo on powerpoint slides	★	★	
Exclusive sponsorship recognition on social media (Facebook, Instagram, LinkedIn and Twitter)	★		
Logo on front of attendee folder	★	★	
Attendee folder insert (GOLD: 3 items - SILVER: 1 item)	★	★	
Logo on lanyard	★		

palliative care is everybody's business



Contact us

Tamara Ruberto
Events and Marketing Manager

To secure an exhibitor and/or sponsorship package, please complete our event booking form on the back page of this document or contact me directly to discuss our events in further detail. For a limited time we are offering discounts when you sponsor more than one of our December events.

✉ tamara@palliativecareqld.org.au

☎ 07 3511 1539 or 0447 495 704



EVENTS OF

PalliativeCare
QUEENSLAND

WWW.PALLIATIVECAREQLD.ORG.AU



goodlifegooddeathexpo.org.au



palliativecareqld.org.au/awards



Palliative Care in Queensland
ANNUAL SUMMIT

pallcareinqlsummit.org.au

SPONSOR AND EXHIBITOR BOOKING FORM

Good Life Good Death 01 December 2019 - 10am - 3pm

Once completed please email this form to: events@palliativecareqld.org.au



Sponsor Exhibitor Details

Company/Organisation:	Trading name/Project name:
Contact Name:	Position:
Postal Address:	
Mobile:	Office Number:
Email:	Website:
Company Twitter:	Company Facebook:
Company Instagram:	Company LinkedIn:
Signed:	Printed Name
Date:	<input type="checkbox"/> Tick the box to agree with terms and conditions on page 2 of this document

Please send your logo, any logo guidelines and company bio (max 100 words) to: events@palliativecareqld.org.au

Order Details

<input type="checkbox"/>	Gold Sponsor	\$1.100 Including GST	<input type="checkbox"/> Please tick if your organisation is a current PCQ Organisational member <input type="checkbox"/> Please tick if your organisation is a DGR registered charity
<input type="checkbox"/>	Silver Sponsor:	\$850 Including GST	
<input type="checkbox"/>	Bronze Sponsor:	\$500 Including GST	

10% Discount for PCQ organisational members or 5% discount for DGR registered charities

Palliative Care Queensland is a leading charity for Queenslanders experiencing loss, dying and grief. Would you/your company like to make an additional tax deductible donation in addition to your sponsorship/exhibition booth? Please note: sponsorship/exhibitors booth are not tax deductible.

☐ Yes please ☐ No thanks

☐ Did you know that this is a 1 of 3 combined events? For maximum impact would you like more information about discounts for combined event sponsorship please tick here and we will contact you to discuss a personalised discount offer.



SPONSOR AND EXHIBITOR BOOKING FORM

Good Life Good Death 01 December 2019 - 10am - 3pm



Terms and Conditions

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Details in the Sponsorship and Exhibition prospectus are correct at the time of printing and are subject to change without notice. Please refer to our website for the latest information.

Palliative Care Queensland and the Brisbane Exhibition and Convention Centre and associated staff do not accept responsibility for any errors, omissions or changes.

Entitlements will be allocated in order of sponsor level, receipt of booking and/or payment.

Booking Procedure

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Cancellation Policy

Once the organisers have commenced providing sponsorship benefits no cancellation or refund will be provided. *All major sponsorship levels booked will have a 7 day cooling off period, after which time no refunds will be granted.

For all sponsorship levels that include production of printed &/or manufactured materials, refunds will not be granted before above cut off dates if production has already commenced.

Conditions of Payment

Payment is due by 1 November 2019. All payments must be made in Australian Dollars.

Animals

No animals, birds, insects or pets are permitted on site with the exception of seeing eye or companion dogs. Any requests relating to the display of animals for an exhibition will have to be presented in writing for approval by the Venue.

Car Parking

All attendees, staff and participants are responsible for the cost of parking of vehicles for the duration of the Expo/ Dinner/Summit.

Collection of Goods

Goods must be collected from the loading dock by the conclusion of the event. Storage charges will apply to the Sponsor &/or Exhibitor for goods remaining after this time. The venue reserves the right to dispose of any remaining goods one (1) week after the conclusion of the event.

Conduct of Sponsor &/or Exhibitor

Sponsors &/or Exhibitors shall conduct all Event participation in a professional manner so as not to be objectionable to Palliative Care Queensland, other Sponsors or participants, or the public. Palliative Care Queensland reserves the right to restrict or prohibit exhibits or content which, because of noise, method of operation, content, or any other reason, are objectionable or otherwise detract from or are out of keeping with the character of the Event as a whole.

Exhibition

Palliative Care Queensland reserve the right to change the layout and allocation of booths should the need arise. Sponsors &/or Exhibitors will be notified if this becomes necessary. There will be no compensation applicable (monetary or otherwise) in the event of reallocation of booth space. Usual cancellation terms will apply if Sponsors &/or Exhibitors choose not to attend due to reallocation of space.

Food and Beverage Sampling

The Venue has exclusive rights to the sale of food and beverage. No organiser, sponsor, exhibitor or person is permitted to bring into a licensed area, distribute or give away any item of food or beverage within the Venue without prior written approval from Venue management.

Goods & Services Tax (GST)

All sponsorship and exhibition items include a 10% goods and services tax.

Insurance

Sponsors &/or Exhibitors must be adequately covered for Public and Product Liability Insurance. It is the responsibility of the Sponsor &/or Exhibitor to arrange appropriate insurance for items within their exhibition. Organisers are not liable for damages or loss to Sponsor &/or Exhibitors' property.

All attendees, staff and participants shall be regarded in every aspect as carrying their own risk for loss or injury to person or property including baggage, during the conference.

We strongly recommend that at the time of booking your travel you take out a travel insurance policy of your choice. Palliative Care Queensland is in no way responsible for any claims concerning insurance.

Labels

A delivery label must be affixed to each item sent to the Venue and can be received via email from our Marketing and Events manager on events@palliativecareqld.org.au. All boxes must be clearly marked and delivered to the venue no more than 24 hours prior to our event.

Liability Waiver

In the event of industrial disruptions, the Venue, and Palliative Care Queensland accept no responsibility for losses incurred by conference attendees, staff and participants.

Logos and Advertisements

All logos must be provided in hi-res .jpg and .eps format by the Sponsor &/or Exhibitor. Exhibitors are only able to promote the company/project or trade name identified on their application form, any additional services/ information which exhibitors would like to promote need to be approved by Palliative Care Queensland.

Smoking Policy

The Venue is a non-smoking venue. Smoking is permitted at clearly signed designated areas outside the Venue.

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SPONSOR AND EXHIBITOR BOOKING FORM

Palliative Care in Queensland Awards Dinner 01 December 2019 - 6:30pm - 10pm

Once completed please email this form to: events@palliativecareqld.org.au



Sponsor Exhibitor Details

Company/Organisation:	Trading name/Project name:
Contact Name:	Position:
Postal Address:	
Mobile:	Office Number:
Email:	Website:
Company Twitter:	Company Facebook:
Company Instagram:	Company LinkedIn:
Signed:	Printed Name
Date:	<input type="checkbox"/> Tick the box to agree with terms and conditions on page 2 of this document

Please send your logo, any logo guidelines and company bio (max 100 words) to: events@palliativecareqld.org.au

Order Details

<input type="checkbox"/>	Dinner Sponsor	\$10,000 Including GST	<input type="checkbox"/> Please tick if your organisation is a current PCQ Organisational member <input type="checkbox"/> Please tick if your organisation is a DGR registered charity
<input type="checkbox"/>	Pre-Drinks Sponsor:	\$5,000 Including GST	
<input type="checkbox"/>	Award Sponsor:	\$1,500 Including GST	

10% Discount for PCQ organisational members or 5% discount for DGR registered charities

Palliative Care Queensland is a leading charity for Queenslanders experiencing loss, dying and grief. Would you/your company like to make an additional tax deductible donation in addition to your sponsorship/exhibition booth? Please note: sponsorship/exhibitors booth are not tax deductible.

☐ Yes please ☐ No thanks

☐ Did you know that this is a 1 of 3 combined events? For maximum impact would you like more information about discounts for combined event sponsorship please tick here and we will contact you to discuss a personalised discount offer.



SPONSOR AND EXHIBITOR BOOKING FORM

Palliative Care in Queensland Awards Dinner 01 December 2019 - 6:30pm - 10pm



Palliative Care in Queensland
AWARDS DINNER

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SPONSOR AND EXHIBITOR BOOKING FORM

Palliative Care in Queensland Annual Summit 02 December 2019 - 9am - 4pm

Once completed please email this form to: events@palliativecareqld.org.au



Palliative Care in Queensland
ANNUAL SUMMIT

Sponsor Exhibitor Details

Company/Organisation:	Trading name/Project name:
Contact Name:	Position:
Postal Address:	
Mobile:	Office Number:
Email:	Website:
Company Twitter:	Company Facebook:
Company Instagram:	Company LinkedIn:
Signed:	Printed Name
Date:	<input type="checkbox"/> Tick the box to agree with terms and conditions on page 2 of this document

Please send your logo, any logo guidelines and company bio (max 100 words) to: events@palliativecareqld.org.au

Order Details

<input type="checkbox"/>	Gold Sponsor	\$1,500 Including GST	<input type="checkbox"/> Please tick if your organisation is a current PCQ Organisational member <input type="checkbox"/> Please tick if your organisation is a DGR registered charity
<input type="checkbox"/>	Silver Sponsor:	\$1,000 Including GST	
<input type="checkbox"/>	Bronze Sponsor:	\$500 Including GST	

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☐ Yes please ☐ No thanks

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SPONSOR AND EXHIBITOR BOOKING FORM

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Palliative Care in Queensland
ANNUAL SUMMIT

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