



PATIENTS • POLITICS • PERFORMANCE

ipac 08 conference

17 – 19 april • wellington

sponsorship and exhibition prospectus

www.ipac.org.nz/conference2008



Cable Car Lane

- ← Cable Car
- Botanic Garden
- Victoria University
(Kelburn Campus)
- Cable Car Museum
- Carter Observatory
- Kelburn Village

Invitation



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It is my pleasure to invite you to sponsor or exhibit at the fourth IPAC Conference in Wellington.

ipac08: Patients . Politics . Performance

This ipac conference builds upon important themes that emerged during ipac06 – when Sir Donald Irvine described Patient Centred Professionalism. He challenged us to rethink the way our patients are engaged in healthcare – in all its aspects, from the design of programmes and services to their experiences of care provided by individual clinicians and organisations.

Our next conference will explore this in more detail. For example, what role does the patient currently play in primary care and how might this be enhanced. We will tackle issues around relationships within the wider primary care setting. How can we work together better, to deliver significant and demonstrable improvement in health outcomes, ensure that success in one clinical area, or region of New Zealand, can be sustained, improved and shared more widely. We also continue to ask, what motivates and delivers excellence in performance? What works and why? What doesn't and why not?

The IPAC conference is the only one of its kind in New Zealand that caters for the wider range of decision makers in primary healthcare. Delegates at our conferences have included representation from IPAs, PHOs, general practice, DHBs, NGOs, government agencies, academia and Australia. Our three highly successful conferences have been increasingly attended with over 450 delegates present in Auckland in 2006. Delegate evaluations for all three conferences have been excellent.

We are delighted to have confirmed two superb international keynote speakers, both with vast experience and outstanding reputations:

Angela Coulter, Chief Executive of Picker Institute Europe. A UK-registered charity, the Picker Institute works with patients, professionals and policy makers to promote understanding of the patient's perspective at all levels of healthcare policy and practice. They undertake a unique combination of research, development and policy activities which together work to make patients' views count.

Matt Handley, MD is associate medical director, Quality and Informatics for Group Health Cooperative, one of the nation's largest consumer-governed non-profit health care systems. Dr Handley is responsible for quality improvement and technology, working to create an infrastructure that supports the highest levels of organisational performance. He has been a physician with Group Health since 1984, and maintains a primary care practice at the Family Health Medical Center at the Capitol Hill Campus in Seattle.

The programme will be available for sponsors to review in late 2007.

This conference will be well attended by some of the country's key primary health decisions makers, as it offers them a highly relevant academic programme and a convenient location. Therefore we encourage all sponsors and exhibitors to make the most of this valuable opportunity; network with major players in the health sector, be actively involved in the conference, and in particular utilise the conference dinner to interact and exchange ideas with fellow attendees.

There are many options for you to consider in this prospectus; however if they do not suit your needs we wish to be flexible and may be able to negotiate an alternative arrangement.

We look forward to welcoming you to the 2008 ipac conference and working with you to maximize your promotional benefits.

Kind regards



Victor Klap
Chief Executive





IPAC is the national body representing 16 organised general practice (OGP) members, comprising: 11 Independent Practitioners Associations (IPAs), and 5 Primary Health Organisations (PHOs).

IPAC membership comprises of more than 800 community-based practices, where some 2,000 GPs and more than 2,000 Practice nurses reside. Each year it is estimated 2.7 million New Zealanders seek health services and advice from IPAC members practices.

Who will attend?

Delegates attending the Conference from throughout New Zealand and Australia will include:

- General Practitioners
- Practice Nurses and Managers
- IPAs and PHOs
- Board Members
- Management
- Service delivery staff (or some other more relevant description)
- IT Staff
- District Health Boards
- Management and Planning Staff
- NGOs and other Health Providers
- Maori and Pacific providers
- Accident and Medical Providers
- Other community based health and disability providers
- Public and private hospitals
- Funders and Local Policy Makers
- Ministry of Health
- ACC
- Pharmac
- Other government agencies
- Health Academics and Policy Analysts
- Chair and Senior Lecturers of General Practice
- National Professional Bodies
- Community Groups

It is expected that over 400 delegates will attend IPAC 2008 Conference.

Previous IPAC Conferences

IPAC has been running successful Conferences around New Zealand since 2004. The last IPAC Conference, Enhancing Performance: Breaking down the Barriers was held in Auckland, in October 2006, among the many outstanding speakers were Sir Donald Irvine, Dr Richard Smith and Dr Judith Smith all offering their perspectives from the UK.

Programme Overview

The Conference begins on Thursday 17 April, with the first business day. The evening is free for delegates to explore Wellington's cultural night life. Friday 18 April is another full business day, followed by a Conference Dinner in the evening. Saturday 19 April is the final day, finishing at lunch time.

Benefits to sponsors are commensurate with the level of investment, with early bookings allowing the benefits of exposure via the Registration Brochure, Conference website and Conference Handbook. The earlier the sponsorship commitment is made, the greater the exposure through pre-conference publicity and advertising.

Principal Sponsor – **SOLD**



Gold Sponsors – \$15,000 + GST

Benefits

- One 'prime' double exhibition area
- Complimentary registration for two people, including Conference Dinner
- Logo placed on Conference sponsorship banner placed at the venue
- Prominent display (including website home page) on the Conference website and a link to the sponsor's website
- Acknowledgement and logo in pre-conference promotional material sent to delegates and potential delegates
- Logo to be placed on the plenary session slides between speakers
- Full-page advertisement in the Conference Handbook (one-colour artwork supplied by the sponsor)
- Naming rights to one Conference concurrent session
- Opportunity to chair your concurrent session
- An opportunity to include promotional material up to A4 size (supplied by sponsor) for the conference satchel

Silver Sponsors – \$10,000 + GST

Benefits

- One exhibition area
- Complimentary registration for two people, including Conference Dinner
- Naming rights to one morning tea or afternoon tea, eg: Morning tea kindly sponsored by sponsors name
- MC acknowledging your sponsorship prior to the catering break
- Acknowledgement on the conference website, with a link to sponsor's website
- Logo placed on Conference sponsorship banner placed at the venue
- Half page advertisement in the Conference Handbook (one colour artwork supplied by sponsor)
- Opportunity to place promotional material up to A4 size (supplied by sponsor) in the conference satchel



We make it easy

Bronze Sponsors – \$5,000 + GST

Benefits

- Complimentary registration for one person, including Conference Dinner
- Acknowledgement on the conference website, with a link to sponsor's website
- Logo placed on Conference sponsorship banner placed at the venue
- Quarter-page advertisement in the Conference Handbook (one colour artwork supplied by the sponsor)
- An opportunity to include promotional material up to A4 size (supplied by the sponsor) for the conference satchel



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**see you in
wellington**



in 08



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Cyber Café Sponsor – SOLD



Registration Package – \$7,500 + GST

Limited to one organisation

Benefits

- Only one organisation will get the opportunity to be a Registration sponsor. On arrival at the registration desk each delegate will receive a Conference satchel and a name badge. The satchels and name badges will be overprinted with the IPAC 2008 Conference logo and the sponsor's logo.
- Conference satchels to be overprinted with sponsor's logo (one colour artwork supplied by sponsor)
- Name badges to be overprinted with sponsor's logo (one colour artwork supplied by sponsor)
- Complimentary registration for one person, including Conference Dinner
- An opportunity to include promotional material up to A4 size (supplied by the sponsor) for the Conference satchel
- Acknowledgement on the Conference website and a link to the sponsor's website

Associated Sponsor – \$2,000 + GST

Associated sponsorship will be available to an unlimited number of organisations.

Benefits

- Acknowledgement in the printed Conference Handbook
- Acknowledgement on the Conference website and a link to the sponsor's website
- Opportunity to place promotional material up to A4 size (supplied by sponsor) in the Conference satchel

Half page Advertisement in the Conference Handbook – \$1,000 + GST

- Half page advertisement in the Conference Handbook (one-colour artwork supplied by sponsor)

Satchel Inserts – \$500 + GST

- Opportunity to place promotional material up to A4 size (supplied by sponsor) in the Conference satchel

If you wish to support the conference but find these sponsorship opportunities do not meet your requirements, please contact the Conference Secretariat. We may be able to negotiate alternative benefits/arrangements that will suit your needs.



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Exhibition

Exhibition

In an effort to encourage a higher number of exhibitors to attend the IPAC 2008 Conference we have Table Top Display or equivalent area for exhibitors.

Please note: No prefabricated exhibition booths (including walls, panels) are included.

Exhibition Table Display or Area \$1,500 + GST, per table / display area

Stand Inclusions for a Table Top Display

- Registration for one company representative
- Trestle table with two chairs
- Area of 3 metres by 1.8 metres
- Power (10amp, 4 way switch able multi-box)
- Listing in the Conference Handbook
- Cleaning (not of goods on display)
- Listing in the Handbook / Book of Abstracts, including a 50 word profile of company or products

Venue

The venue for this year's exhibition is in the Renouf Foyer, Wellington Convention Centre.

Catering

Pre-session tea and coffee, morning tea, lunches and afternoon teas will be served in the exhibition area to encourage delegates to spend time viewing the exhibits.

Internet Access

Jetstream is available to your exhibition area and will be chargeable to the company exhibiting. Please indicate on the attached form if you require a jetstream connection.

Accommodation

Exhibitors will be able to book accommodation at the Conference Hotels where competitive room rates have been negotiated. Further details will be provided in the Registration Brochure and on the Conference website.

Accessory Hire

Displayworks has a wide range of accessories and furniture for hire.

Contact: Displayworks, Craig Jenkins
 Tel: 04 568 3992
 Fax: 04 568 9759
 Email: craig@displayworks.co.nz
 Web: www.displayworks.co.nz

Insurance

The responsibility of each exhibitor to ensure that their stand and goods on display are adequately insured for theft and damage. All exhibitors shall insure, indemnify and hold IPAC or the Conference Secretariat harmless in respect of all costs, claims demands and expenses. Exhibitors are responsible for any injury to persons and damage to property on the Conference environment caused during the setting up, the operation of and dismantling and removal of the exhibition.

Cancellation

If notification of cancellation of stands is received prior to 03 March 2008, the deposit will be refunded less an administration charge of \$100. After this date no refunds will be made.

The Organising Committee reserves the right to cancel the exhibition in case of circumstances beyond their control. In such a case all monies paid to date will be refunded in full. The liability of the organisers will be limited to that amount.

Conference Secretariat

For further information, or to arrange sponsorship or exhibition at the Conference, please return the enclosed application form to the Conference Secretariat:

Nerida Ramsay
 Conference Innovators
 PO Box 13 494
 Christchurch
 Tel: 03 379 0390
 Fax: 03 379 0460
 Email: nerida@conference.co.nz

I LOVE THIS CITY, THE HILLS, THE HAVEN
WIND THAT BLASTS THROUGH IT. I LOVE
THE LIFE AND PULSE AND ACTIVITY, AND
DECREPITUDE... THERE'S ALWAYS
IT ONE MUST WALK WHICH IS
POOR, REQUIRING VIGILANCE

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