



equity
& access –
HEALTHCARE FOR ALL

28-30
SEPT
2022

HOBART
TASMANIA
AND ONLINE

THE ROYAL AUSTRALASIAN COLLEGE OF MEDICAL ADMINISTRATORS CONFERENCE

www.racmaconference.com.au

Invitation to Partner with RACMA in 2022

The Royal Australasian College of Medical Administrators (RACMA) welcomes you to join us at our Annual Conference to be held at the Hotel Grand Chancellor, Hobart, Tasmania and Online from 28 to 30 September 2022.

Our theme this year is ***Equity and Access – Healthcare for All.***

As our flagship event, the RACMA Annual Conference attracts world-renowned speakers who present latest developments in medical leadership across the globe. Our subthemes in 2022 are:

- **Healthcare for Diverse Populations**
- **Socially Conscious Medical Leadership**
- **The Evolving Role of the Medical Leader**

We invite you to participate in our event as a sponsor or exhibitor. This partnership with RACMA will provide the opportunity to showcase your products and services to key healthcare decision makers. Our supporting partners have the opportunity to network with attendees, allowing delegates to update their knowledge of important organisations and services in both a social and professional environment. This event will expose your company to doctors and executives that lead a range of healthcare facilities.

We look forward to partnering with you.

Dr Helen Parsons CSC
President RACMA



About RACMA

The Royal Australasian College of Medical Administrators (RACMA) is a specialist medical college that provides education, training, knowledge and advice in medical management. Recognised by the Australian and New Zealand Medical Councils, it delivers programs to medical managers and other medical practitioners who are training for or occupying Specialist Leadership or Administration positions. It is the only recognised way you can become a Fellow in the Speciality of Medical Administration.

A not for profit organisation, RACMA is committed to achieving excellence in the Speciality of Medical Administration in Australia, New Zealand and the Asia Pacific Region, in order to enhance and maintain high standards of health care across the region.

The RACMA Fellow Provides a well-rounded, holistic approach to the health care system, from transplanting the policies and planning in the board room to understanding the practical, day-to-day workings of medicine at the coalface.



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Making a difference for Medical Leaders

Unique in the world as the only medical college training medical specialists in medical administration and recognised by the Australian and New Zealand Medical Councils. RACMA provides education, training, knowledge, and advice in medical management. RACMA delivers education programs and networking opportunities to medical leaders and other medical practitioners who are training for or occupying specialist medical leadership positions.

A not-for-profit organisation, RACMA is committed to achieving excellence in the speciality of medical administration in Australia, New Zealand, and the Asia Pacific Region, in order to enhance and maintain high standards of healthcare across the region.

What sets RACMA apart from the many management qualifications offered by higher education bodies, is that RACMA offers Medical Leadership Education by Doctors for Doctors who want to influence the health outcomes of many through systems leadership and change.

Overview of Sponsorship Packages

In 2022, our valued Industry partners have the opportunity to become a Platinum, Gold or Silver partner with different benefits according to the tier of partnership selected.

Through partnering with RACMA, you gain brand exposure, opportunities to directly engage with key healthcare decision makers on matters relating to medical administration, clinical practice and research.

A variety of sponsorship packages are being offered. We also invite any new proposals you may wish to put forward; RACMA is happy to negotiate a package that will be of maximum benefit to your organisation and the conference.

Please contact **Leesa McDermott** at **Conference Design** to discuss your support of RACMA 2022

leesa@conferencedesign.com.au

+61 3 6231 2999

All costs are in AUD and include GST. Please note that sponsorship bookings are subject to approval by RACMA.

Package Overview	
Platinum Partner (one available)	\$20,000
Gold Partner (two available)	\$12,500
Silver Partner (multiple available)	\$8000
Dinner Sponsor	\$6000
Coffee Cart Sponsor	\$6000
Keynote Speaker Sponsor	\$4000
Welcome Reception Sponsor	\$4000
Exhibition	\$3750

PARTNER PACKAGES



PLATINUM PARTNER \$20,000 inc. GST

One available

As our highest tiered partner, you will gain additional benefits. The Platinum Partner will secure a premium presence at the RACMA Conference and opportunities to directly communicate their initiatives to our members. This package is designed to facilitate an ongoing partnership for the calendar year of the Conference.

Overall Benefits

- Key logo placement and acknowledgement as the Platinum Partner on the conference website homepage with hyperlink to your website
- 300-word company profile on the conference website
- Premium position acknowledgement throughout preparation and conduct of the conference as the Platinum Partner
- Acknowledgement by chairperson as the Platinum Partner in the opening and closing of the conference with logo on slides
- An included reserved double space (6 x 2m) in the exhibition area. The most prominent site is set aside for the Platinum Partner although any site on the floor plan is available
- Three (3) complimentary staff registrations
- Invitations to the Welcome Reception (3) and Conference Dinner (3)
- One (1) free standing pull up banner in the plenary hall
- One (1) free standing pull up banner in the catering area
- Logo & 300-word profile in the conference program book or conference app
- Logo displayed on a sponsor slide in the plenary hall
- An opt-in delegate list (name, organisation, state/country) provided prior to the conference

Online Benefits

Your organisation will also receive the following additional online benefits:

- Prominent branding and acknowledgement as the Platinum Partner on the online portal homepage throughout the conference
- Full banner advertisement on rotation at the top of the online portal for the duration of the conference (sponsor to provide artwork)
- Logo displayed on the Sponsor banner on rotation at the top of the online portal for the duration of the conference
- Unlimited content pieces (PDF brochure or flyer, Hyperlink) available for download from the online portal
- Unlimited promotional videos included in the online portal

- Logo, 300-word company profile and hyperlink included in the online portal

12 Month RACMA Benefits

- Logo and hyperlink to Partner website included on the RACMA website for 12 months
- One (1) advertorial/article in The Quarterly Journal, RACMA's official online member journal*

*An advertorial in the Quarterly does not presume exclusivity for brand promotion.



GOLD PARTNER \$12,500 inc. GST

Two available

Gold Partner is a prime avenue to deliver your organisation with high visibility and exposure in the lead-up to, and throughout, the conference. You will be provided with comprehensive opportunities to interact directly with a targeted audience whilst aligning your brand with RACMA and its members.

Overall Benefits

- Special placement and acknowledgement as Gold Partner on the conference website homepage with hyperlink to your website
- 200-word company profile on the conference website
- Premium position acknowledgement throughout preparation and conduct of the conference as a Gold Partner
- Acknowledgement by chairperson as a Gold Partner in the opening and closing of the conference with logo on slides
- An included reserved 3 x 2m space in the exhibition area. The most prominent sites are set aside for the Gold Partners although any site on the floor plan is available
- Two (2) complimentary staff registrations
- Invitations to the Welcome Reception (2) and Conference Dinner (2)
- One (1) free standing pull up banner in the catering area
- Logo & 200-word profile in the conference program book or conference app
- Logo displayed on a sponsor slide in the plenary hall
- An opt-in delegate list (name, organisation, state/country) provided after the conference

Online Benefits

Your organisation will also receive the following additional online benefits:

- Logo displayed on a Gold Partner banner on rotation at the top of the online portal for the duration of the conference
- Four (4) content pieces (PDF brochure or flyer, Hyperlink) available for download from the online portal
- Two (2) promotional videos included in the online portal
- Logo, 200-word company profile and hyperlink included in the online portal

SILVER PARTNER \$8000 inc. GST

Multiple available

Silver Partnership enables your organisation to show its support of RACMA and its members and receive industry recognition.

Overall Benefits

- Prominent placement and acknowledgement as Silver Partner on the conference website homepage with hyperlink to your website
- 100-word company profile on the conference website
- Premium position acknowledgement throughout preparation and conduct of the conference as a Silver Partner
- Acknowledgement by chairperson as Silver Partner in the opening and closing of the conference
- An included reserved 3 x 2m space in the exhibition area. Prominent sites are set aside for Silver Partners although any site on the floor plan is available
- One (1) complimentary staff registration
- Invitations to the Welcome Reception (1) and Conference Dinner (1)
- Logo & 100-word profile in the conference program book or conference app
- Logo displayed on a sponsor slide in the plenary hall
- An opt-in delegate list (name, organisation, state/country) provided after the conference

Online Benefits

Your organisation will also receive the following additional online benefits:

- Logo displayed on a Silver Partner banner on rotation at the top of the online portal for the duration of the conference
- Two (2) content pieces (PDF brochure or flyer, Hyperlink) available for download from the online portal
- One (1) promotional video included in the online portal
- Logo, 100-word company profile and hyperlink included in the online portal

SPONSORSHIP & EXHIBITION PACKAGES

GALA DINNER SPONSOR \$6,000 inc. GST

One Available

The Gala Dinner is always the highlight of the conference. Sponsoring the dinner is a fantastic opportunity to promote your organisation in a fun and relaxed environment. The dinner sponsorship also includes a chance to address delegates.

Overall Benefits

- Logo and acknowledgement as Dinner Sponsor on the conference website homepage with hyperlink to your website
- 100-word company profile on the conference website
- Acknowledgement throughout preparation and conduct of the conference as the Dinner Sponsor
- Logo & 100-word profile in the conference program book or conference app
- Verbal acknowledgement as Dinner Sponsor during the Dinner
- Opportunity to address delegates during the dinner (5 minutes)
- Two (2) pull-up banners displayed in prominent locations during the Dinner
- Logo displayed on an individual sponsor's slide during the Dinner
- One (1) registration
- One (1) additional complimentary ticket to the Dinner

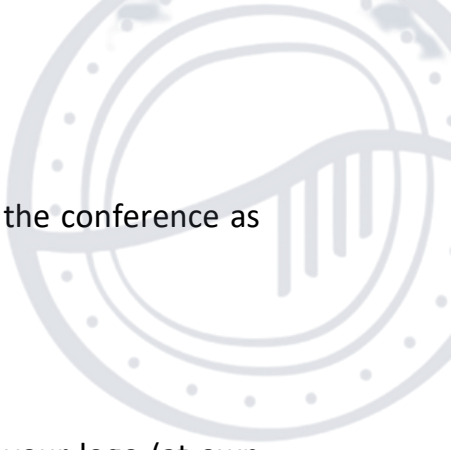
COFFEE CART SPONSOR \$6,000 inc. GST

Multiple Available

This opportunity allows you to position your brand front and centre. The coffee cart will serve barista coffees to delegates for the duration of the conference. The package includes a General Display area adjoining the coffee cart where you can display collateral and network with delegates as they wait for their order. The coffee cart will have a barista serving coffee, at morning tea, lunch and afternoon tea each day of the conference.

Overall Benefits

- Logo and acknowledgement as Coffee Cart sponsor on the conference website homepage with hyperlink to your website
- 50-word company profile on the conference website

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- Acknowledgement throughout preparation and conduct of the conference as the Coffee Cart Sponsor
 - Logo in the conference program book or conference app
 - Two (2) registrations
 - One (1) 2m x 2m space in the exhibition area
 - Opportunity to brand the coffee cart, take-away cups with your logo (at own cost)

KEYNOTE SPEAKER SPONSOR \$4,000 inc. GST

This opportunity is subject to approval by the speaker and the committee. You can add an Exhibition package for the discounted price of \$2500.00

As a Keynote Speaker Sponsor your organisation will be exposed to a large captive audience who will associate your organisation with an industry leader.

Overall Benefits

- Logo and acknowledgement as Speaker Sponsor on the conference website homepage with hyperlink to your website
- 50-word company profile on the conference website
- Acknowledgement throughout preparation and conduct of the conference as a Speaker Sponsor
- Logo next to the speaker in the online conference program
- Logo & 50-word profile in the conference program book or conference app
- Verbal acknowledgement as Speaker Sponsor at the commencement of their presentation
- Logo displayed on a slide before the speakers' presentation
- One (1) registration

WELCOME RECEPTION SPONSOR \$4,000 inc. GST

One Available

The welcome reception is the first social opportunity for delegates to come together. The welcome reception sponsorship also includes a chance to address delegates.

Overall Benefits

- Logo and acknowledgement as Welcome Reception Sponsor on the conference website homepage with hyperlink to your website
- 50-word company profile on the conference website
- Acknowledgement throughout preparation and conduct of the conference as the Welcome Reception Sponsor
- Logo & 50-word profile in the conference program book or conference app
- Verbal acknowledgement as Welcome Reception Sponsor during the Dinner
- Opportunity to address delegates during the reception (3 minutes)
- Two (2) pull-up banners displayed in prominent locations during the Welcome Reception
- Two (2) registrations



EXHIBITION \$3,750 inc. GST

Multiple opportunities

Overall Benefits

- Logo on the conference website homepage
- Logo in the conference program book or conference app
- An included reserved 3 x 2m space in the exhibition area
- One (1) complimentary staff registration
- Invitations to the Welcome Reception (1). Tickets to the Conference Dinner can be purchased separately (\$175)

Online Benefits

If the conference supports online participation, your organisation will also receive the following additional online benefits:

- One (1) content piece (PDF brochure or flyer, Hyperlink) available for download from the online portal
- Logo and hyperlink included in the online portal

Upgrade to Conference Supporter (total cost \$5000) to receive the following additional benefits:

- Acknowledgement as Conference Supporter on the conference website homepage with hyperlink to your website
- 50-word company profile on the conference website
- Acknowledgement throughout preparation and conduct of the conference as a Conference Supporter
- Acknowledgement by chairperson as a Conference Supporter in the opening and closing of the conference
- 50-word profile in the conference program book or conference app





Application Detail

Applicant Details:

Company:

Billing Address:

Contact Person:

Telephone:

Email:

Package Details:

Platinum Partner \$20,000

Gold Partner \$12,500

Silver Partner \$8000

Dinner Sponsor \$6000

Coffee Cart Sponsor \$6000

Keynote Speaker Sponsor \$4000

Welcome Reception Sponsor \$4000

Exhibition \$3750

Conference Supporter \$5000

TOTAL AMOUNT: \$.....

Signed:

Name:

Position:

Date:

FOR FULL SPONSORSHIP TERMS AND CONDITIONS PLEASE VISIT:

<https://www.racmaconference.com.au/terms-conditions-sponsors-exhibitors/>

*To apply for a sponsorship or exhibitor opportunity please either:
email the completed form to Tara Johnson at tara@conferencedesign.com.au OR
[click this link to apply through the on-line sponsorship portal.](#)*

*For any queries please contact Conference Design by email at mail@conferencedesign.com.au or by
Phone: +61 (03) 6231 2999*