



CONFERENCE FOR

General Practice 2024

Sponsorship & exhibition

WELLINGTON | 25–28 JULY 2024



The Royal New Zealand
College of General Practitioners
Te Whare Tohu Rata o Aotearoa

50
years

generalpractice.org.nz



Welcome

Haere mai, Kia ora, Talofa lava, Bula Vinaka, Mālō e lelei, Fakaalofa lahi atu, Ni hao, Namaste, Chao, Kia orana, As-salāmu 'alaykum, and greetings to you all.

Kia whakatōmuri te haere whakamua

Walk backwards into the future with eyes fixed on the past

Join us from Thursday 25 to Sunday 28 July 2024 in Te Whanganui-a-Tara Wellington for **GP24: the Conference for General Practice**. You'll find our full conference programme and exhibition hall right in the heart of Wellington at the Tākina Wellington Convention and Exhibition Centre.

In this 50th year of the College and Conference, we are thrilled to be celebrating this significant anniversary collectively with our members and community as part of GP24: the Conference for General Practice. As a College, the knowledge and experiences of the past 50 years will help shape the next 50 years and beyond.

This is a significant time for general practice and rural hospital medicine in New Zealand. Burnout continues to be an issue, as does the number of doctors we can attract to train in the profession. GP24 will continue with wellness activities alongside our robust clinical conference programme and support medical students to come along and hear about the everyday challenges and rewards of our profession and why this is a great and meaningful career pathway in medicine.

This is what people have said about previous conferences:

- “The conference delivered great plenary sessions with good solid breaks to foster exactly what we needed: support, connection and collegiality.”
- “It was invigorating to hear that we all were having the same issues but that there’s a movement to do something about them.”
- “Excellent exhibition stands.”

The conference programme will be created with GPs’ and rural hospital doctors’ interests and scopes in mind and will appeal to the wider primary health care sector with informative plenary presentations, panel discussions and practical sessions featuring sector experts. An important part of any large-scale conference

is networking. The programme will allow plenty of opportunity for you to engage with the delegates in the exhibition space and at the social events.

We will once again be offering a virtual registration option for those who are not able to attend the conference in person. Within this prospectus you will see options to sponsor either the virtual platform or the app, which delegates can use to submit their questions during any of the Q+A sessions.

While it will be important to acknowledge our past in celebration of our anniversary, we want the programme to be future and solution focused and create the space for delegates to bring their positive and innovative ideas and knowledge and look to how we can transform the health sector.

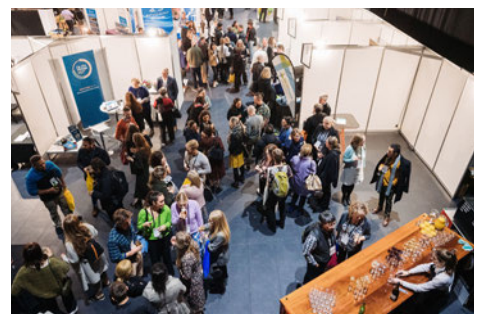
The following pages detail the wide range of opportunities for you to be a part of GP24 and have your organisation and brand on show amongst hundreds of health professionals, representatives and potential customers.

We welcome innovation and flexibility and would love to hear from you about how we can work together.

We look forward to welcoming you to GP24 in Te Whanganui-a-Tara Wellington.

Nāku noa, nā

Organising Committee
2024 Conference for General Practice





Sponsorship opportunities

	Sponsorship value NZ\$ excl. GST	Page
Principal	\$15,000	4
Panel discussion (three opportunities)	\$10,000	5
Keynote speaker	Price on application	6
Satchel	SOLD	7
Wellness	\$10,000	8
Hydration	\$10,000	9
Notepad and pen	SOLD	10
Welcome function	\$8,000	11
Friday or Saturday lunchtime (two opportunities)	\$8,000	12
Fellowship celebration	\$8,000	13
Barista coffee (two opportunities)	\$8,000	14
The golden ticket	SOLD	15
Lanyard and name badge	\$8,000	16
OnAIR virtual platform	\$6,000	17
App	\$5,000	18
Student	Prices vary	19
Exhibition stand: Single	\$4,450	20
Double	\$8,000	



Principal

Investment NZ\$15,000 +GST

BENEFITS TO SPONSOR

Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

Exhibition

- two (2) exhibition stands (3m x 3m) in a prominent location.

Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

Exposure

- recognition as the 'principal sponsor' for the conference
- organisation logo on the opening multimedia presentation
- opportunity for an organisation representative to make a short speech at the conference opening (no more than two minutes)
- organisation logo and acknowledgement in both printed and digital event collateral (where possible) as the principal sponsor
- organisation logo on the conference website as the principal sponsor, linking to your website
- organisation logo and listing as the principal sponsor on the conference app, including company details and a link to your website.



Panel discussion

Investment NZ\$10,000 +GST

3 OPPORTUNITIES

BENEFITS TO SPONSOR

Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

Exhibition

- one (1) exhibition stand (3m x 3m) in a prominent location.

Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

Exposure

- recognition as a 'panel discussion sponsor' for the conference
- organisation logo on the opening multimedia presentation
- organisation acknowledged as a panel discussion sponsor by the conference MC
- organisation logo and acknowledgement in both printed and digital event collateral (where possible) as a panel discussion sponsor
- organisation logo on the conference website as a panel discussion sponsor, linking to your website
- organisation logo and listing as a panel discussion sponsor on the conference app, including company details and a link to your website.



Keynote speaker

Price on application

BENEFITS TO SPONSOR

Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

Exhibition

- one (1) exhibition stand (3m x 3m) in a prominent location.

Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

Exposure

- recognition as the 'keynote speaker sponsor' for the conference
- organisation logo on the opening multimedia presentation
- organisation logo on the sponsored keynote speaker session introduction slide
- organisation acknowledged as the keynote speaker sponsor by the conference MC
- organisation logo and acknowledgement in both printed and digital event collateral (where possible) as the keynote speaker sponsor
- organisation logo on the conference website as the keynote speaker sponsor, linking to your website
- organisation logo and listing as the keynote speaker sponsor on the conference app, including company details and a link to your website.



Satchel

SOLD

BENEFITS TO SPONSOR

Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

Exposure

- recognition as the 'satchel sponsor' for the conference
- organisation logo featured on the satchels alongside the conference logo (if sponsorship is agreed in time before branding of satchel)
- organisation logo displayed in opening multimedia presentation
- organisation acknowledged by the conference MC
- organisation logo and acknowledgement in both printed and digital event collateral (where possible) as the satchel sponsor
- organisation logo on the conference website as the satchel sponsor, linking to your website
- organisation logo and listing as the satchel sponsor on the conference app, including company details and a link to your website.



Wellness

(in conjunction with The Royal New Zealand College of General Practitioners)

Investment NZ\$10,000 +GST

Wellness is a core kaupapa of our conference. As specialist GPs and rural hospital doctors our delegates spend their lives caring for their communities. Taking care of their own health and hauora is vital to being able to do that well, which is why our conference includes space to chill out, reset and take time for reflection.

BENEFITS TO SPONSOR

Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

Venue

- one (1) large, open wellness space that will be themed into a reset space. We will work with you to ensure our vision for wellness matches yours.
- consultation – with our conference manager – about the placement and branding of our massage stations, offering delegates short, complimentary massages throughout the day.

Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

Exposure

- recognition as our 'wellness sponsor' for the conference
- organisation logo on the opening multimedia presentation
- organisation logo or other branding in the dedicated wellness space
- organisation acknowledged as the wellness sponsor by the conference MC
- organisation logo and acknowledgement in both printed and digital event collateral (where possible) as wellness sponsor
- organisation logo on the conference website as wellness sponsor, linking to your website
- organisation logo and listing as wellness sponsor on the conference app, including company details and a link to your website.



Hydration

(sponsor the reusable water bottles and water refill station)

Investment NZ\$10,000 +GST

In order to minimise our environmental impact, we are including a number of waste minimisation and recycling strategies at the conference. One of these strategies is a reusable water bottle and water refill stations. Every full conference delegate will receive a reusable water bottle when they arrive at the conference.

BENEFITS TO SPONSOR

Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks before the conference.

Exposure

- recognition as the 'hydration sponsor' for the conference
- organisation logo (in one colour) printed on the reusable water bottles
- naming rights and organisation logo above or next to each water refill station throughout the conference
- opportunity to order (at own cost) additional branded water bottles for giveaways to guests or other customers
- organisation logo displayed in opening multimedia presentation
- acknowledgement by the conference MC
- organisation logo and acknowledgement in both printed and digital event collateral (where possible) as the reusable water bottles and water refill station sponsor
- organisation logo on the conference website as the reusable water bottles and water refill station sponsor, linking to your website
- organisation logo and listing as the reusable water bottle and water refill station sponsor on the conference app, including company details and a link to your website.



Notepad and pen SOLD

BENEFITS TO SPONSOR

Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

Exposure

- recognition as the 'notepad and pen sponsor' for the conference
- organisation logo featured on the notepad and pen alongside the conference logo
- organisation logo displayed in opening multimedia presentation
- organisation acknowledged by the conference MC
- organisation logo and acknowledgement in both printed and digital event collateral (where possible) as the notepad and pen sponsor
- organisation logo on the conference website as the notepad and pen sponsor, linking to your website
- organisation logo and listing as the notepad and pen sponsor on the conference app, including company details and a link to your website.



Welcome function

Investment NZ\$8,000 +GST

Our Thursday night welcome function is a good time; a chance for our delegates to reconnect, share stories, and enjoy drinks and nibbles in the exhibition space. Manage the vibe of how we welcome people by sponsoring the welcome function.

BENEFITS TO SPONSOR

Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

Exposure

- naming rights to the welcome function
- development – in conjunction with the conference team and caterer – of one special mocktail OR food item (we will be serving alcohol at the event, but the focus is on connection, not drinking)
- napkins in your brand colours (supplied)
- organisation logo and acknowledgement in both printed and digital event collateral (where possible) as the welcome function sponsor
- organisation logo on the conference website as the welcome function sponsor, linking to your website
- organisation logo and listing as the welcome function sponsor on the conference app, including company details and a link to your website.



Friday or Saturday lunchtime

Investment NZ**\$8,000** +GST

2 OPPORTUNITIES

Catering for delegates will be served in the conference exhibition area. Menus will focus on healthy, fresh, local produce. This sponsorship gives you rights to either the Friday lunchtime meal or Saturday lunchtime meal.

BENEFITS TO SPONSOR

Registration and social functions

- one (1) complimentary conference registrations, including welcome reception.

Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

Exposure

- naming rights to either Friday or Saturday lunch and recognition of your sponsorship by the MC ahead of your sponsored lunch
- development – in conjunction with the conference team and caterer – of one special lunchtime item, e.g. your sandwich concept, branded cookies
- tablecloths or napkins in your brand colours (supplied)
- organisation logo and acknowledgement in both printed and digital event collateral (where possible) as the Friday or Saturday lunch sponsor
- organisation logo on the conference website as the Friday or Saturday lunch sponsor, linking to your website
- organisation logo and listing as the Friday or Saturday lunch sponsor on the conference app, including company details and a link to your website.



Fellowship celebration function

Investment NZ\$8,000 +GST

Graduating as a specialist general practitioner or rural hospital doctor at the conference's Fellowship Ceremony is often the culmination of more than 11 years of medical study. What a fabulous achievement and a time to celebrate with family and friends. Sponsor this whānau-friendly event and help celebrate our newest Fellows of the College and the Division in style.

BENEFITS TO SPONSOR

Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

Exposure

- recognition of your sponsorship by the MC at the Fellowship and Awards Ceremony
- opportunity to give a quality, branded product to new Fellows when they collect their gown
- development – in conjunction with the conference team and caterer – of one special mocktail OR food item (we will be serving alcohol at the event, but the focus is on whānau, not drinking)
- napkins in your brand colours (supplied)
- organisation logo and acknowledgement in both printed and digital event collateral (where possible) as the celebration function sponsor
- organisation logo on the conference website as the celebration function sponsor, linking to your website
- organisation logo and listing as the celebration function sponsor on the conference app, including company details and a link to your website.



Barista

Investment NZ\$8,000 +GST

2 OPPORTUNITIES

Barista coffee will be available for conference delegates on a complimentary basis included as part of their registration. The barista cart is about the size of an exhibition site. Barista sponsors confirmed before 1 May 2024 have the option to incorporate their cart into their exhibition build or have it located immediately adjacent; after this time this option may not be available, depending on the exhibition floor plan.

BENEFITS TO SPONSOR

Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

Exhibition

- one (1) exhibition stand (3m x 3m) in a prominent location.

Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

Exposure

- recognition as a 'barista coffee sponsor' for the conference
- naming rights to the barista cart
- signage with organisation logo on the front of the barista cart
- opportunity for barista staff to wear company-branded t-shirts, caps, aprons (provided by the sponsor)
- opportunity for hot drinks to be served in branded 'keep cups' (supplied by sponsor, or to be arranged with the event team at an additional cost)
- organisation logo displayed in opening multimedia presentation
- organisation acknowledged by the conference MC
- organisation logo and acknowledgement in both printed and digital event collateral (where possible) as a barista coffee sponsor
- organisation logo on the conference website as a barista coffee sponsor, linking to your website
- organisation logo and listing as a barista coffee sponsor on the conference app, including company details and a link to your website.



The 'golden ticket'

SOLD

The 'golden ticket' backs the name-badge lanyard and offers delegates a suite of free wellbeing 'extras' in the area around the conference venue when they show their golden ticket. In Auckland we had the tepid baths, a ferry ride to Devonport, and a trip up the Sky Tower. What will Wellington deliver?

BENEFITS TO SPONSOR

Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

Exhibition

- one (1) exhibition stand (3m x 3m) in a prominent location.

Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks before the conference.

Exposure

- recognition as the 'golden ticket sponsor' for the conference
- organisation logo (in one colour) printed on the golden ticket (located on the reverse of the name badge)
- organisation logo displayed in opening multimedia presentation
- acknowledgement by the conference MC
- organisation logo and acknowledgement in both printed and digital event collateral (where possible) as the golden ticket sponsor
- organisation logo on the conference website as the golden ticket sponsor, linking to your website
- organisation logo and listing as the golden ticket sponsor on the conference app, including company details and a link to your website.



Lanyard and name badge

Investment NZ\$8,000 +GST

Worn by the delegates throughout the three-day conference, the lanyards and name badges are a visible way to get your logo front of mind for all conference attendees.

BENEFITS TO SPONSOR

Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

Exhibition

- one (1) exhibition stand (3m x 3m) in a prominent location.

Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

Exposure

- recognition as the lanyard and name badge sponsor for the conference
- organisation logo on all conference name badges and lanyards, which must be worn by delegates at all times (if sponsorship is agreed in time before branding of lanyard and name badge)
- organisation logo and acknowledgement in both printed and digital event collateral (where possible) as the lanyard and name badge sponsor
- organisation logo on the conference website as the lanyard and name badge sponsor, linking to your website
- organisation logo and listing as the lanyard and name badge sponsor on the conference app, including company details and a link to your website.



OnAIR virtual platform

Investment NZ\$6,000 +GST

The conference will be offering the opportunity for delegates to register and virtually attend a selection of sessions. Not available to RNZCGP Faculties.

BENEFITS TO SPONSOR

Registration and social functions

- ten (10) complimentary virtual registrations
- two (2) complimentary conference registrations, including welcome reception.

Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

Exposure

- recognition as the 'virtual platform sponsor' for the conference
- organisation logo displayed in opening multimedia presentation seen by 'in-person' delegates
- organisation logo included on the virtual platform landing page in the sponsorship banner for the entirety of all virtual sessions
- organisation logo on the presentation screen for five minutes prior to each virtual keynote (noting that some keynotes will have session sponsors who will also be acknowledged)
- organisation promotional video (supplied) to play just prior to the start of each virtual keynote (video to be no longer than 30 seconds)
- complimentary virtual exhibition site with the ability for virtual attendees to meet with your team members and download organisation brochures and other material
- organisation logo on the conference website as the virtual platform sponsor and a link to your website.



App

Investment NZ\$5,000 +GST

Used by the delegates throughout the conference, the event app can get your logo front of mind for all conference attendees.

BENEFITS TO SPONSOR

Registration and social functions

- one (1) complimentary conference registration, including welcome reception.

Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

Exposure

- recognition as the 'app sponsor' for the conference
- organisation logo on the app accessed by delegates at all times; this will include your company details and a link to your website
- two push notifications to delegates each day of the conference (maximum 140 characters each)
- organisation logo and acknowledgement in both printed and digital event collateral (where possible) as the app sponsor
- organisation logo on the conference website as the app sponsor, linking to your website.



Student sponsorship

Prices vary

Support the future of general practice and rural hospital medicine by supporting medical students and resident medical officers (RMOs) to attend GP24: the Conference for General Practice.

We'll run a student application process, with funds reimbursed on delivery of a short report from each student following the conference.

Sponsor as many students as you like.

- **Students within the Wellington Region** will be able to claim \$100 reimbursement for conference registration and travel expenses.
- **Students outside the Wellington Region** will be able to claim \$630 reimbursement for conference registration, travel and accommodation.

BENEFITS TO SPONSOR

- opportunity to add product to the student care package that each student will receive
- recognition as a 'student scholarship sponsor' for the conference
- organisation logo on the opening multimedia presentation
- organisation logo and acknowledgement in both printed and digital event collateral (where possible) as a student scholarship sponsor
- organisation logo on the conference website as a student scholarship sponsor, linking to your website
- organisation logo and listing as a student scholarship sponsor on the conference app, including company details and a link to your website.



Exhibition

Single stand (3m x 3m) NZ\$4,450 +GST

Double stand (6m x 3m) NZ\$8,000 +GST

The exhibition is an integral part of conference activities located on the second floor of Tākina Wellington Convention and Exhibition Centre. It provides an excellent opportunity for organisations to come face-to-face with the general practice community, increasing your organisation's visibility and allowing you to display and demonstrate your products and services.

Meal breaks and electronic posters will be hosted in the exhibition area, ensuring good exposure to delegates.

Exhibition stand package includes:

- partitioned stand (3m x 3m)
- **single stand:** conference registration for one (1) company representative including welcome reception; **double stand:** conference registration for two (2) company representatives including welcome reception (additional registrations can be purchased for \$380.00)
- fin including company name on a single-colour background and in single-colour lettering (company logos are an additional cost)
- 2 x 150 watt spotlights
- 1 x 4 pin multibox
- organisation logo on the conference website, linking to your website
- organisation logo and listing on the conference app, including company details and a link to your website
- you will receive the conference attendee list, including names and contact details of those who have given permission.



CONFERENCE FOR

General Practice 2024

WELLINGTON | 25–28 JULY 2024

generalpractice.org.nz

Sponsorship application form

SECTION A: Organisation information

Organisation:			
Contact person:		Position:	
Address:			
		Postcode:	
Phone (work):		Mobile:	
Email:		Company website:	
Organisation name to be promoted at the conference:			

SECTION B: Sponsorship opportunities

Package: (please tick one)

<input type="checkbox"/> Principal \$15,000 + GST	<input type="checkbox"/> Friday or Saturday lunchtime \$8,000 + GST
<input type="checkbox"/> Panel discussion \$10,000 + GST	<input type="checkbox"/> Fellowship celebration \$8,000 + GST
<input type="checkbox"/> Keynote speaker Price on application	<input type="checkbox"/> Barista coffee \$8,000 + GST
<input type="checkbox"/> Satchel SOLD	<input type="checkbox"/> The golden ticket SOLD
<input type="checkbox"/> Wellness \$10,000 + GST	<input type="checkbox"/> Lanyard and name badge \$8,000 + GST
<input type="checkbox"/> Hydration \$10,000 + GST	<input type="checkbox"/> OnAIR virtual platform \$6,000 + GST
<input type="checkbox"/> Notepad and pen SOLD	<input type="checkbox"/> App \$5,000 + GST
<input type="checkbox"/> Welcome function \$8,000 + GST	<input type="checkbox"/> Student Prices vary

SECTION C: Payment

<input type="checkbox"/> Direct credit (upon receipt of invoice)
<input type="checkbox"/> Credit card (upon receipt of online payment portal details)

SECTION D: Payment terms

Full payment is due on the 20th of the month following the date of the invoice. All payments must be received prior to the conference. **PLEASE NOTE:** All prices quoted are in New Zealand dollars excluding GST.

By submitting this application:

<input type="checkbox"/> I acknowledge on behalf of the sponsor that I have read the College Sponsorship and Exhibition Policy.
<input type="checkbox"/> The named sponsor agrees to the College's Sponsorship/Exhibition Terms and Conditions and confirms that any activity that it undertakes in respect of the sponsorship/exhibition agreement will comply with the College's Sponsorship and Exhibition Policy.

Please return your completed application form to Rachel Cook: rachel@conference.nz

Signature:	
Date:	



The Royal New Zealand
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Te Whare Tohu Rata o Aotearoa