



CONFERENCE FOR
General Practice
2026

Sponsorship & Exhibition

TĀMAKI MAKURAU AUCKLAND

30 July – 1 August 2026



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

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.

E tū Matariki ki te tahatū o te rangi, ka mua, ka muri

Matariki stands on the horizon, a symbol of the past and the future

Join us from Thursday 30 July to Saturday 1 August at Tāmaki Makaurau’s New Zealand International Convention Centre for GP26: Conference for General Practice.

General practice is moving into a new era, shaped by technology, interdisciplinary connectedness, mātauranga Māori, and collective purpose.

GP26 will jointly acknowledge our whakapapa; where we have come from and how we have been guided by those who have come before us, whilst also looking to what lies ahead and the future we are contributing to. As we move towards the horizon, our collective aspirations ground us, serving our whānau and communities in order to support the attainment of Pae Ora (healthy futures) for all in Aotearoa New Zealand.

Topics that will be highlighted at GP26 include advances in artificial intelligence, digital tools, new models of multidisciplinary care, and the interface between indigenous knowledge and primary care. All of which can be drawn on to support relationships between GPs and their patients and communities, which sit at the heart of general practice. We’ll examine how future-focused care can be equitable, sustainable, and grounded in kaupapa that reflects our community aspirations.

Like Matariki rising on the horizon, GP26 invites us to reflect, renew and reinvigorate – grounded in the wisdom of our tūpuna (ancestors) and inspired by the future we are shaping for our mokopuna (future generations).

Join your colleagues, health stakeholders, and leaders to reimagine general practice for the next generation – embracing change with wisdom, technology with empathy, and the future with kōtahitanga (unity).

We look forward to welcoming you to GP26 in Tāmaki Makaurau Auckland.

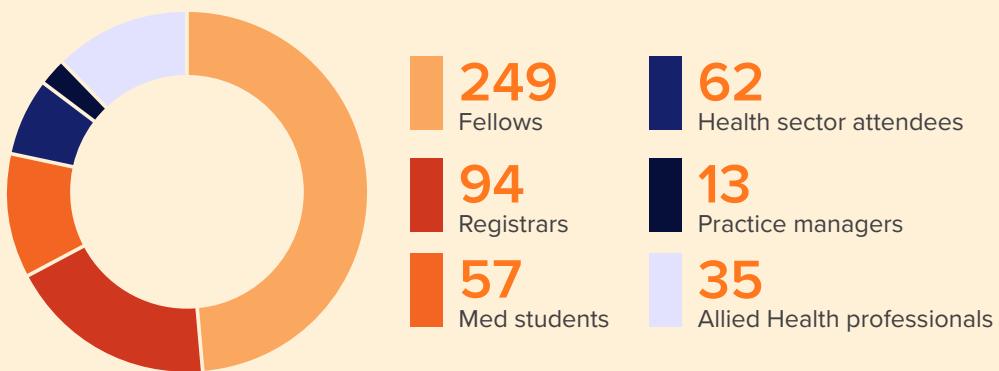
Ngā mihi nui

The Organising Committee

GP26: Conference for General Practice



At GP25 there were 518 attendees which were made up of:



Sponsorship opportunities

Sponsorship package	Sponsorship value NZ\$ excl. GST	Page
Platinum Sponsor	\$20,000	4
Gold Sponsor	\$15,000	5
Silver Sponsor	\$10,000	6
Bronze Sponsor	\$6,000	7
Espresso & Networking Lounge Sponsor	\$16,000	8
Breakfast Briefing Sponsor	\$10,000	9
Pen Sponsor Sponsor	\$4,500	10
Device Charging Stations Sponsor	\$4,500	11
Student/Rural/Registrar Sponsor	\$2,500	12
Conference Prizes or Giveaways Sponsor	\$1,500	13
Exhibition stand:		
Single	\$4,450	14
Double	\$8,000	



The fact that the College had all these sessions running in the same day was so impressive and very well thought out.

Delegate comment about the GP25 CME Workshop Day

This was an excellent conference. Fantastic engagement, wonderful catering, great speakers. Well done and thank you!

Sponsor comment from GP25

Very good conference and enjoyed it. Left feeling positive about being a GP.

Delegate comment from GP25

Overall, it was great to connect with the industry and we felt there was a range of exhibitors a bit different to each other which made it more interesting.

Sponsor comment from GP25





Platinum Sponsor

NZ\$20,000 +GST

1 OPPORTUNITY

BENEFITS TO SPONSOR

Registration and social functions

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

Exhibition

- A double exhibition stand (6m x 6m) 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.

Brand exposure

As a platinum sponsor you can also increase your brand exposure by choosing one of the following to add to your package at no additional cost.

- **Keynote speaker sponsorship**

Choose one of our keynote speakers to sponsor and have your organisation branding as part of their session

- **Welcome function sponsorship**

Have naming rights of our welcome function and have your organisation branding as part of the function

- **Bespoke sponsorship**

We would work with you on how we can give your brand profile before, during and after the conference.

Additional exposure

- Recognition as a 'platinum sponsor' for the conference
- 3x College newsletter premium or banner ads in the lead up to conference
- 2x social media posts about your organisation as platinum sponsor
- 1x College member magazine – two page feature profile about your organisation as platinum sponsor
- Organisation logo on the opening multimedia presentation
- Opportunity for an organisation representative to make a short speech at the conference opening (no more than five minutes)
- Organisation logo and acknowledgement in both printed and digital event collateral (where possible) as the platinum sponsor
- Organisation logo on the conference website as the platinum sponsor, linking to your website
- Organisation logo included in College communication channels when referring to the Conference (where possible)
- Organisation logo and listing as the platinum sponsor on the conference app, including organisation details and a link to your website
- Provide a post conference exposure report on media and promotional coverage for your brand.



Gold Sponsor

NZ\$15,000 +GST

3 OPPORTUNITIES AVAILABLE

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.

Brand exposure

As a gold sponsor you can also increase your brand exposure by choosing one of the following to add to your package at no additional cost.

• **Welcome function sponsorship**

Have naming rights of our welcome function and have your organisation branding as part of the function

• **Conference hydration/drink bottle sponsorship**

Have your logo on the reusable water bottle and water refill stations. Every full conference delegate will receive a reusable water bottle when they arrive at the conference.

• **Conference delegate satchel sponsorship**

Have your organisation's logo along with the conference logo on the delegate satchel. Every full conference delegate will receive a conference satchel when they arrive at the conference.

• **Conference sustainability partner**

Work with us as the conference sustainability partner to create a bespoke sponsorship that suits your organisation's values focused on either environmental or social impact.

Additional exposure

- Recognition as a 'gold sponsor' for the conference
- 2x College newsletter premium or banner ads in the lead up to conference
- 1x social media posts about your organisation as gold sponsor
- 1x College member magazine – one page feature profile about your organisation as gold sponsor
- Organisation logo on the opening multimedia presentation
- Organisation acknowledged as the gold sponsor by the conference MC
- Organisation logo and acknowledgement in both printed and digital event collateral (where possible) as a gold sponsor
- Organisation logo on the conference website as a gold sponsor, linking to your website
- Organisation logo and listing as a gold sponsor on the conference app, including organisation details and a link to your website.



Silver Sponsor

NZ\$10,000 +GST

4 OPPORTUNITIES AVAILABLE

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.

Brand exposure

As a silver sponsor you can also increase your brand exposure by choosing one of the following to add to your package at no additional cost.

• Conference lanyard sponsorship

Have your organisation's logo alongside the conference logo on the delegate lanyards which they wear throughout the three-day conference.

• Barista cart sponsorship

Complimentary barista coffee is available to delegates throughout the conference. Have your organisation's branding on one of these carts in the exhibition space.

• Conference notebook sponsorship

Have your organisation's logo alongside the conference logo on the notebooks that full conference delegates receive.

• Wellness sponsorship

Work with us as the conference wellness sponsor to create a bespoke sponsorship that suits your organisation's values focused on wellness for our GP community.

Additional exposure

- Recognition as a 'silver sponsor' for the conference
- 1x College newsletter premium or banner ad in the lead up to conference
- 1x social media post about your organisation as silver sponsor
- Organisation logo on the opening multimedia presentation
- Organisation acknowledged as a silver sponsor by the conference MC
- Organisation logo and acknowledgement in both printed and digital event collateral (where possible) as a silver sponsor
- Organisation logo on the conference website as a silver sponsor, linking to your website
- Organisation logo and listing as a silver sponsor on the conference app, including organisation details and a link to your website.



Bronze Sponsor

NZ\$6,000 +GST

4 OPPORTUNITIES AVAILABLE

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.

Brand exposure

As a bronze sponsor you can also increase your brand exposure by choosing one of the following to add on to your package at no additional cost.

- **App sponsorship**

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

- **Virtual platform sponsorship**

Have your organisation branding on the conference's virtual platform for delegates who attend a selection of sessions virtually.

- **Student or registrar attendance sponsorship**

Support the future of general practice and rural hospital medicine by supporting medical students and resident medical officers (RMOs) to attend the conference.

Additional exposure

- Recognition as a 'bronze sponsor' for the conference
- 1x College newsletter banner ad in the lead up to conference
- 1x social media post inclusion (along with the other bronze sponsors) about your organisation as bronze sponsor
- Organisation logo on the opening multimedia presentation
- Organisation acknowledged as a bronze sponsor by the conference MC
- Organisation logo and acknowledgement in both printed and digital event collateral (where possible) as a bronze sponsor
- Organisation logo on the conference website as a bronze sponsor, linking to your website
- Organisation logo and listing as a bronze sponsor on the conference app, including organisation details and a link to your website.



Espresso and Networking Lounge Sponsor

NZ\$16,000 +GST

1 OPPORTUNITY AVAILABLE

BENEFITS TO SPONSOR

Registration and social functions

- Two (2) complimentary conference registrations, including welcome reception.
- 1 exhibition space near the coffee cart which can be branded and is set up as a networking lounge space – Furniture for the lounge will be included in this cost.

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 'espresso lounge sponsor' for the conference
- 2x College newsletter premium or banner ads in the lead up to conference
- 1x social media post about your organisation
- Organisation logo on the opening multimedia presentation
- Organisation acknowledged as the espresso lounge sponsor by the conference MC
- Organisation logo and acknowledgement in both printed and digital event collateral (where possible) as the espresso lounge sponsor
- Organisation logo on the conference website as the espresso lounge sponsor, linking to your website
- Organisation logo and listing as the espresso lounge sponsor on the conference app, including organisation details and a link to your website.



Breakfast Briefing Sponsor

NZ\$10,000 +GST

1 OPPORTUNITY AVAILABLE

BENEFITS TO SPONSOR

Registration and social functions

- Two (2) complimentary conference registrations, including welcome reception.
- Opportunity to host a panel of experts' breakfast talk about a key clinical topic for GPs.

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 'breakfast sponsor' for the conference
- 2x College newsletter premium or banner ads in the lead up to conference
- 1x social media post about your organisation
- Organisation logo on the opening multimedia presentation
- Organisation logo on the sponsored breakfast session introduction slide
- Organisation acknowledged as the breakfast sponsor by the conference MC
- Branding at the breakfast e.g. flags or pull-up banners
- Organisation logo and acknowledgement in both printed and digital event collateral (where possible) as the breakfast sponsor
- Organisation logo on the conference website as the breakfast sponsor, linking to your website
- Organisation logo and listing as the breakfast sponsor on the conference app, including organisation details and a link to your website.



Pen Sponsor

NZ\$4,500 +GST

1 OPPORTUNITY AVAILABLE

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 before the conference.

Exposure

- Recognition as the 'pen sponsor' for the conference
- Organisation logo featured on the pen alongside the conference logo
- Either 1x College newsletter banner ad or social media post in the lead up to conference
- 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 pen sponsor
- Organisation logo on the conference website as the pen sponsor linking to your website
- Organisation logo and listing as the pen sponsor on the conference app, including organisation details and a link to your website.



Device Charging Stations Sponsor

NZ\$4,500 +GST

1 OPPORTUNITY AVAILABLE

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 before the conference.

Exposure

- Recognition as a charging sponsor for the conference
- Your branding around the base of the charging station – this will visually stand out in the venue
- Either 1x College newsletter banner ad or social media post in the lead up to conference
- Organisation logo displayed in opening multimedia presentation
- Organisation acknowledged by the conference MC as a charging sponsor
- Organisation logo and acknowledgement in both printed and digital event collateral (where possible) as a charging sponsor
- Organisation logo on the conference website as a charging sponsor, linking to your website
- Organisation logo and listing as a charging sponsor on the conference app, including organisation details and a link to your website.



Student/Rural/Registrar Travel Bursary Sponsor

NZ\$2,500 +GST

Support the future of general practice and rural hospital medicine by supporting medical students and resident medical officers (RMOs) to attend GP26: 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.

BENEFITS TO SPONSOR

- Opportunity to add products to the student care package that each student will receive
- Recognition as a 'student or registrar scholarship sponsor' for the conference
- 1x College newsletter banner ad in the lead up to 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 organisation details and a link to your website.



Conference Prizes or Giveaways Sponsor

NZ\$1,500 +GST

BENEFITS TO SPONSOR

Registration and social functions

- One complimentary ticket to the welcome reception.

Exposure

- Recognition as a sponsor for the conference
- Your branding on the giveaway tags
- Either 1x College newsletter banner ad or social media post in the lead up to conference
- 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 sponsor
- Organisation logo on the conference website as a sponsor, linking to your website
- Organisation logo and listing as a sponsor on the conference app, including organisation details and a link to your website.



Exhibition Stand

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 in Exhibition Hall 3 of the New Zealand International Convention Centre (NZICC). 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.

The welcome function, 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) or (6m 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 \$400.00)
- 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 organisation 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
- Bespoke furniture packages will be available to help you with designing your stand
- We offer not for profit rates on request only.



Sponsorship application form

SECTION A: Organisation information

Organisation:

Contact person:

Position:

Address:

Postcode:

Phone (work):

Mobile:

Email:

Website:

Organisation name to be promoted at the conference:

SECTION B: Sponsorship opportunities

Package: (please tick one)

Platinum Sponsor	\$20,000	Pen Sponsor	\$4,500
Gold Sponsor	\$15,000	Device Charging Stations Sponsor	\$4,500
Silver Sponsor	\$10,000	Student/Rural/Registrar Sponsor	\$2,500
Bronze Sponsor	\$6,000	Conference and Giveaways Sponsor	\$1,500
Espresso & Networking Lounge Sponsor	\$16,000	Exhibition stand: Single	\$4,450
Breakfast Briefing Sponsor	\$10,000	Double	\$8,000

SECTION C: Payment

Direct credit (upon receipt of invoice)

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:

I acknowledge on behalf of the sponsor that I have read the College Sponsorship and Exhibition Policy.

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:



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