



RACMA09  **HIGH PERFORMANCE LEADERSHIP**

21 – 23 September 2009
Citigate Central Sydney

RACMA09

Royal Australasian College of Medical Administrators
Annual Scientific Meeting 2009

SPONSORSHIP & EXHIBITION PROSPECTUS

Citigate Central • Sydney

Hosted by:



RACMA

The Royal Australasian College
of Medical Administrators

RACMA09 ASM

T: +61 2 9213 4055

F: +61 2 9213 4099

W: www.racma.edu.au

E: racma09@eventplanners.com.au

Invitation to sponsor

On behalf of the organising committee, it is my pleasure to invite you to participate in **RACMA09**, the 2009 Annual Scientific Meeting of the Royal Australasian College of Medical Administrators, being held from 21 – 23 September in Sydney, New South Wales.

RACMA09 offers sponsors and exhibitors great value for money and the opportunity to promote products and services to delegates in both a professional and social context. Sponsors and exhibitors have the opportunity to network with attendees, allowing delegates to update their knowledge of important organisations and services in an environment where they are open to listening and learning.

RACMA09 is the pinnacle event for both medical managers and full time medical administrators in Australasia. RACMA Fellows are extensively involved in clinical governance and health service redesign and reform throughout Australia and New Zealand. RACMA Fellows are opinion leaders and decision makers in a large number of change projects in Australian hospitals and health services. If you only attend one event this year, this is the one to attend.

RACMA09 will focus on high performance leadership and management giving attendees the opportunity to learn from their peers and industry experts through a series of interactive workshops, forums and plenary sessions.

Topics to be covered will include:

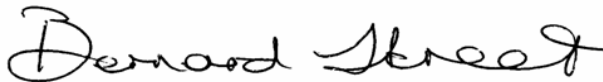
- ✓ High performance leadership
- ✓ Disaster management
- ✓ Clinical governance
- ✓ E-health
- ✓ Management challenges
- ✓ And much much more

The lessons learnt over an action packed three days will be drawn together in a show stopping finale illustrating how high performance leadership and management is applied to a range of hypothetical situations.

This meeting is proudly hosted by the Royal Australasian College of Medical Administrators (RACMA) which promotes the study of health services management by medical practitioners.

We look forward to your support and welcoming you on board to **RACMA09**.

Yours sincerely



Dr Bernard Street
RACMA National Program Committee Chair

Why become involved?

- **Raise your profile** by showing your support for this vibrant industry
- **Reinforce your credentials** as a key player
- **Publicise your activities** and promote your company or brand
- **Launch a new product** or service and generate media interest
- **Meet the movers and shakers** in the medical management arena and interact with them both in sessions and at social events
- **Reinforce relationships** with existing clients and develop new contacts
- **Discover the current trends and challenges** for medical managers and how your organisation can assist them
- **Receive a quality database** for future marketing
- **Align your company** with the management of health services industry
- **Launch a new product or service** and generate interest
- Discover the current trends and challenges for medical administration arena and how your organisation can assist them

National scientific program committee

- Dr Bernard Street
- Dr Roger Boyd
- Dr Richard Ashby
- Prof Gavin Frost
- Dr Andre Nel
- Dr Sally Tideman
- Dr Erwin Loh

RACMA09 fast facts

- 21 – 23 September 2009
- Citigate Central Sydney
- Over 100 senior medical manager within Australasia
- Leadership, governance and technology focus
- W: www.racma.edu.au
- E: racma09@eventplanners.com.au
- T: +61 2 9213 4055
- F: +61 2 9213 4099



About the Royal Australasian College of Medical Administrators

www.racma.edu.au

The Royal Australasian College of Medical Administrators (RACMA) is a specialist medical college accredited by the Australian Medical Council (AMC) that is dedicated to the education, training and professional development of medical practitioners in senior leadership, management and administrative roles, in clinical and non-clinical settings, throughout the world.

In meeting its objectives the College works closely with universities, specialist medical colleges, health services, government departments, statutory authorities and international organisations such as the Hong Kong College of Community Medicine, the British Association of Medical Managers and the American College of Physician Executives to name just a few.

RACMA is also a member of the Committee of Presidents of Medical Colleges (CPMC) who are the unifying organisation of and support structure for the 12 specialist Medical Colleges within Australia. The CPMC seeks to ensure that individual medical specialties have a broad base of intercollegiate knowledge so as to enable them to provide for the Australian community the highest quality of medical care delivered in accordance with accepted clinical principles and to improve, protect and promote the health of the Australian public.

The CPMC is also involved in policy development and, as the peak specialist medical body in Australia, provides objective advice on health issues to Government and the wider community.

Fellows of the College are key decision makers in health sector organisations, their responsibilities include: health services leadership, clinical services management, clinical and corporate governance, policy formulation and translation, service planning, assessment of e-health solutions and new technologies, health workforce recruitment and retention, research program oversight and much, much more.

In meeting their responsibilities medical administrators are required to keep abreast of a wide range of health industry developments including: advances in medicine, diagnostic and therapeutic technologies, health workforce innovation, health service re-design, e-health solutions and the challenges posed by an ageing population, increasing patient expectations, changes in the patterns of disease, the impact of climate change on population health and last but not least a shrinking economy.

Annual scientific meeting history

The College's annual national scientific meeting gives College members, non-members, national and international guests, sponsors and exhibitors the opportunity to come together, share their knowledge and expertise and identify new opportunities for pursuit of mutual interests. Each year over 120 delegates converge at various locations throughout the Asia Pacific region for this purpose. Past themes have included:

1996 – Health evolution and the way forward, Sydney
1997 – Medical executives influencing health care delivery, Melbourne
1998 – The renaissance of private health care, Canberra
1999 – Communication technology, Sydney
2000 – New millennium new reality, Brisbane
2001 – Towards 3000: A vision for the future, Melbourne
2002 – Linking health innovations and management, Perth
2003 – Updates for medical managers, Sydney
2004 – Showcasing New Zealand – innovations from isolation, New Zealand
2005 – Re-imagine medical administration, Melbourne
2006 – Health innovations: Reforms or raffles, Hobart
2007 – Health care technology: The future, Brisbane
2008 – Safety and quality is everyone's business, Adelaide

RACMA09 program

RACMA09 will place strong emphasis on the theme, 'High Performance Leadership'. The meeting will provide great impetus and stimulus for medical administrators to reach new heights as leaders and managers of one of the most rapidly evolving industry sectors in the world.

Topics will include:

- ✓ E-health
- ✓ Clinical governance
- ✓ Disaster planning and management
- ✓ Services planning and policy design
- ✓ Managing quality patient outcomes
- ✓ Data rich decision making
- ✓ Facilities procurement
- ✓ Disease prevention and health promotion
- ✓ Consultation and taking action
- ✓ Credentialing
- ✓ Capital planning and environmental design
- ✓ Developments in clinical ICT
- ✓ Ethics of governance

RACMA09 overview*

Monday 21 September 2009

1500	Registration opens
1700 – 1800	RACMA Annual General Meeting
1800 – 1930	Welcome drinks

Tuesday 22 September 2009

0730	Registration opens
0830 – 1000	Official opening
1000 – 1030	Morning tea
1100 – 1230	Plenary session
1230 – 1330	Lunch
1330 – 1500	Workshop sessions x 4
1500 – 1530	Afternoon tea
1530 – 1700	Workshop sessions x 4
1700	End of sessions
1800 – 1900	College Ceremony & Langford Oration
1930 – 2330	Meeting gala dinner

Wednesday 23 September 2009

0800	Registration opens
0900 – 1030	Plenary session
1030 – 1100	Morning tea
1100 – 1230	Workshop sessions x 4
1230 – 1330	Lunch: trade exhibition
1330 – 1500	Workshop sessions x 4
1500 – 1530	Afternoon tea
1530 – 1630	Closing plenary session
1630	RACMA09 concludes

* Program subject to change

RACMA member profile

What are medical administrators?

Medical administrators are medically qualified health service executives who use their medical expertise and knowledge of business systems and processes to run:

- Hospitals in the public and private sectors
- Specialist units/departments in (ie surgery, oncology/cancer etc)
- Government departments and health authorities
- Consultancies and projects
- Research education and training programs
- Area/district health services
- Medical regulatory agencies
- Pharmaceutical companies
- And much more

Medical administrator responsibilities include:

- Corporate and clinical governance
- Planning and purchasing of health services and technologies
- Resource allocation
- Workforce recruitment and retention
- Credentialing and defining medical practitioners scope of practice and reviewing their performance
- Decision support systems
- Maintaining quality and standards
- Risk management
- And much, much more

Medical administrators can hold the following positions:

- Hospital/health service CEOs
- Chief medical officers
- Directors of medical services
- Heads of clinical units - range of medical specialties
- Government advisors
- Medical and/or management consultants (freelance)
- Academics (research & teaching)

And are employed in:

- Government departments
- Hospitals (public and private)
- Consulting firms
- Primary care services
- Universities

They work in both the public and private sectors and in metropolitan and rural areas.

Dual fellowship:

At least 50% of RACMA members also have qualifications from the following medical specialist colleges:

- Royal Australasian College of Physicians (RACP)
- Royal Australasian and New Zealand College of Psychiatrists (RANZCP)
- Royal Australasian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG)
- Royal College of Pathologists of Australia (RCPA)
- Royal Australasian College of Surgeons (RACS)
- Royal Australasian College of General Practitioners (RACGP)
- Australasian College of Emergency Medicine (ACEM)
- Australasian and New Zealand College of Anaesthetists (ANZCA)
- Royal Australasian and New Zealand College of Radiologists (RANZCR)

RACMA09 will be attended by over 100 of the leading senior medical managers and medical chief executive officers in Australasia.

Confirm sponsorship early: maximise your exposure

Early confirmation of your participation will ensure a higher level of exposure. An extensive promotional campaign including direct mail campaigns, email broadcasts and web presence will be implemented in the lead up to RACMA09.

Tax deductibility

Sponsorship is not used to provide food and beverage, making it a legitimate tax deductible expense. All prices include the Australian Goods and Services Tax (GST of 10%) which may be claimed back as an input tax credit by organisations registered to conduct business in Australia.



RACMA09 sponsorship opportunities and inclusions

Following are a list of available sponsorship opportunities at **RACMA09**. Sponsors are free to pick and choose which areas they'd like to sponsor and build their own package of entitlements.

In addition to the entitlements listed below, sponsors will also receive:

- Acknowledgment of sponsorship in meeting literature:
 - Logo acknowledgment in meeting registration brochure
 - Logo acknowledgment in the meeting handbook
 - Logo acknowledgment on the RACMA website
 - Opportunity to provide an 80 word promotional paragraph for inclusion in the meeting handbook (session sponsor, meeting satchel sponsor and gala dinner sponsor only)
- 1 x complimentary satchel insert
- Delegate list (subject to privacy legislation): hard copy provided on-site and electronic copy provided 2 weeks after the meeting

If an organisation commits more than \$A8,000 in sponsorship, they will receive a complimentary table top display.

Flexibility is the key and we are happy to discuss with you how best we can tailor a package of benefits to complement your overall marketing objectives and budget. Just call or email us to discuss your requirements.

T: 02 9213 4055 or E: racma09@eventplanners.com.au

RACMA09 thanks all supporters in advance for their participation and contribution towards the success of the meeting.

SCIENTIFIC PROGRAM OPPORTUNITIES

Plenary session sponsor: \$A5,500 (3 opportunities available)

This is a rare opportunity for your organisation to enhance your profile by sponsoring one of the meeting's plenary sessions that may be of particular relevance to your area of interest.

Exposure to the main meeting body is guaranteed, as no concurrent sessions would run during this time. As the number of plenary sessions will be limited, this opportunity will be subject to availability.

Benefits include:

- Verbal acknowledgment at the beginning and end of the session
- Sponsor logo screened on a PowerPoint slide prior to the session
- Opportunity to display 1 (1m x 2m) free standing retractable banner during the session (banner to be supplied by sponsor)
- 1 x complimentary delegate registration

Workshop sponsor: \$A3,500 (13 opportunities available)

RACMA09 will feature a number of interactive workshop sessions designed to provide an open platform for discussion and debate, providing a great opportunity to align your brand with a select and influential target group.

Benefits include:

- Verbal acknowledgment at the beginning and end of the workshop
- Sponsor logo screened on a PowerPoint slide prior to the workshop
- Opportunity to display one (1m x 2m) free standing retractable banner during the workshop (banner to be supplied by sponsor)

PRINT AND MERCHANDISE OPPORTUNITIES

Satchel sponsor: \$A5,500 (1 opportunity available)

Satchels contain important meeting literature and are distributed to every delegate upon registration. Satchels are used extensively during the workshop and often for many years afterwards.

Benefits include:

- Logo featured on the satchel, alongside the RACMA logo
- 1 x complimentary delegate registration

Meeting handbook sponsor: \$A3,500 (1 opportunity available)

The handbook is an important reference book. It outlines the final scientific program, details on social activities, speakers and the industry display. All delegates receive a copy of the handbook at registration.

Benefits include:

- Logo printed on the front cover of the handbook
- Opportunity to provide a 200 word foreword for publication inside the document
- 1 x A4 full colour advertisement in handbook (sponsor to supply finished artwork)

NETWORKING FUNCTIONS

Gala dinner sponsor: \$A5,500 (1 opportunity available)

The **RACMA09** gala dinner is the pinnacle social event for the meeting, and is a great opportunity to reinforce your brand and network informally with guests.

Benefits include:

- 2 x complimentary tickets for the function
- Opportunity to brand the venue with your organisation's logo and colours
- Verbal recognition at the function, with an opportunity to provide a brief response
- Opportunity to provide clothing apparel for catering staff to wear during the function (eg caps, shirts) (at sponsors own expense)
- Opportunity to value add to the function by providing entertainment, upgrade beverages etc (at sponsors own expense)

Welcome drinks sponsor: \$A3,500 (1 opportunity available)

The **RACMA09** welcome drinks provides the perfect opportunity for delegates to renew old acquaintances for informal drinks and canapés, offering an excellent opportunity for branding and networking.

Benefits include:

- 2 x complimentary tickets for the function
- Opportunity to brand the venue with your organisation's logo and colours
- Verbal recognition at the function, with an opportunity to provide a brief response
- Opportunity to provide clothing apparel for catering staff to wear during the function (eg caps, shirts) (at sponsors own expense)
- Opportunity to value add to the function by providing entertainment, upgrade beverages etc (at sponsors own expense)

Lunch sponsor: \$A2,200 (2 opportunities available)

As part of naming rights to a meeting lunch, your organisation will be entitled to:

- Verbal acknowledgment in the session prior to the break
- Opportunity to provide banners, table napkins, other merchandising or promotional material featuring your corporate colours and logo, in the function venue
- Opportunity to value add to the function by providing entertainment, upgrade beverages and so forth (at sponsors own expense)

Refreshment break sponsor: \$A1,500 (4 opportunities available)

Your organisation will be entitled to:

- Verbal acknowledgment in the session prior to the break
- Opportunity to provide banners, table napkins, other merchandising or promotional material featuring your corporate colours and logo, in the function venue
- Opportunity to value add to the function by providing entertainment, upgrade beverages and so forth (at sponsors own expense)

ADDITIONAL PROMOTIONAL OPPORTUNITIES

Advertising in the conference handbook

Full page colour (A4 portrait)	\$A1200
Full page mono (A4 portrait)	\$A800
Half page mono (A5 landscape)	\$A500

Satchel insert: \$A850

All delegates will receive a satchel at conference registration. Your organisation has the opportunity to insert promotional literature into these bags. All inserts must be A4 sized or smaller (inserts are to be provided at the company's own expense).

In-kind support

Interested in supporting **RACMA09** but don't have the financial resources to commit? You can still support the meeting in a number of ways via in-kind sponsorship. Following are some options, however please feel free to express your own ideas:

- Providing computers and audiovisual equipment
- Providing conference satchels
- Providing audience responder systems
- Providing USBs for delegates

RACMA09 industry display opportunities

The industry display will be the hub of the event, hosting all refreshment breaks, providing a prime networking arena for both delegates and exhibitors. **Book your display before 17 July 2009 to reap the savings!**

Table top display booking rates

Earlybird rate (bookings received before 17 July 2009): \$A1,500 per display
Standard rate (bookings received on or after 18 July 2009): \$A1,850 per display

Table top display inclusions

- 1 x clothed and skirted trestle table and 2 x chairs
- 1 x 2.4m x 1.2m (horizontal) panel covered in Velcro compatible fabric
- 1 x fascia sign featuring company name
- 1 x 4amp power point
- 1 x catering pack covering morning tea, lunch and afternoon tea for one staff representative on each day of the conference, plus 1 ticket to the welcome drinks
- Listing in meeting handbook: exhibitor name, 80 word promotional paragraph and full contact details
- Delegate list (subject to privacy legislation): hard copy provided on-site and electronic copy provided 2 weeks after the meeting
- Additional equipment is available for hire from the exhibition supplier at the exhibitor's own expense
- Additional staff catering can be purchased as required

Proposed exhibition timetable

Set up times are subject to change and will be reconfirmed with all exhibitors in the exhibitor manual.

Date	Start	Finish	Description
21/09/09	15:00	17:00	Exhibitor set up
22/09/09	08:15	17:00	Exhibition open
23/09/09	08:30	15:30	Exhibition open
23/09	15:30	17:30	Exhibition dismantle



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General terms and conditions for event sponsorship and exhibition

Things you need to know

The following terms and conditions apply to your application to sponsor and/or exhibit.

- **You** (sponsoring /exhibiting organisation) by returning a completed, signed and dated form accepts these terms and conditions.
- **We/Us** (Event Planners Australia ABN 76 108 781 988) representing the local organising committee and the host body do not accept responsibility for any errors, omissions or changes.
- Details may change without notice. Please refer to the event website for the latest information.

Financial facts

- Phone or unpaid bookings will not be accepted.
- We will issue a tax invoice which is payable within 14 days. If you miss the payment date, any time dependent discounts will be forfeited i.e. you will be billed at the next highest level (early rate to standard, etc).
- You will not receive any sponsorship or exhibition entitlements, including allocation of booth location (allocated to sponsors first and then to exhibitors), until all monies have been paid.
- All prices are quoted in Australian dollars and include GST.
- If you pay by electronic funds transfer or an international cheque you agree to pay any bank charges and must include these in the amount you transfer.
- If you pay via credit card, a merchant fee may be charged if detailed on the application form. Debits to your credit card, except for accommodation, will appear as Event Planners Australia on your statement.

If you need to cancel

- You must notify us in writing if you need to cancel.
- Cancellations made **before the early bird cut off date** will be refunded less 50% of the total purchase price.
- Cancellations made **after this date** will not be refunded.
- Your non payment does not cancel your contractual obligations to us.

In the unlikely case that the event cancels

- The extent of refunds will be a matter for the host organisation (the underwriter) to decide. We have no responsibility for making refunds and attempts to cancel cheques or credit card payments will be rejected by our bank.

You and your staff – onsite

- Your application to sponsor or exhibit does not constitute an attendee registration. You will need to do that separately on the relevant form.
- All exhibition staff must be registered using the relevant form i.e. complimentary exhibitor registration, or by purchasing additional exhibitor staff registrations.

Print entitlements

- Logos and/or company names will be reproduced in the event colour/s, full colour, or mono, at our discretion. All logos must be at least 300 DPI at 100% in EPS (preferred for print) and JPEG (preferred for website) format.
- No print or web recognition will be given unless payment terms have been met.

Sponsor notes

- If you are entitled to host an endorsed private function, you do so at your own expense and at a time/date we approve.
- Sponsorship of speakers and sessions are subject to separate terms and conditions.

Exhibitor notes

- You may not assign, share, sub-let, or grant licences for the whole or part of the booth without our prior approval.
- We reserve the right to ask you to remove any display items we deem as unacceptable.
- You must conduct business only from within the confines of your booth. You may not tout, or place any material, outside your booth/space causing obstruction of the aisles.
- You will be responsible for any reasonable costs of repairing the booth or premises should you paint, mark or damage any fixtures or fabric.
- Food, beverage or prohibited items are not permitted at the event unless prior arrangements are made with us.
- Any supplier you use on site must conform to the venue's OH&S, insurance and other regulations.
- You are solely responsible for any physical loss or damage to your own property.
- You must hold a current broadform liability insurance policy for a minimum of AUD10,000,000. Please forward the name of your insurer, your policy number and its renewal date to us at least four weeks prior. Entry to the venue will be denied if you have not provided this information.

Privacy statement

- Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking, and administration of this, and future events of this type. If you do not consent, please advise us.
- In addition, your name, organisation and country/state of origin may be published on the delegate list which is provided to delegates, exhibitors and sponsors at the event. If you do not wish your details to be included in this list, please contact us.

RACMA09 application to sponsor

To apply, complete this form and send to:

Postal: 547 Harris Street, NSW 2007

F: +61 2 9213 4099

E: racma09@eventplanners.com.au



IMPORTANT: Your organisation's inclusions will be confirmed in writing and will become effective once agreed payment has been received.

Sponsor details		
On-site contact person		On-site mobile number
Mr / Mrs / Ms / Miss / Dr / Prof	Given name	Family name
Organisation name (for invoicing purposes)		
Organisation name (for marketing purposes)		
Position		Industry sector
Address		
State	Country	Postcode
Email		Telephone ()
Fax ()		Website

Sponsorship types (please tick)	
<input type="checkbox"/> Plenary session: \$A5,500 <input type="checkbox"/> Workshop session: \$A3,500 <input type="checkbox"/> Satchels: \$A5,500 <input type="checkbox"/> Meeting handbook: \$A3,500 <input type="checkbox"/> Gala dinner: \$A5,500 <input type="checkbox"/> Welcome drinks: \$A3,500	<input type="checkbox"/> Lunch: \$A2,200 <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Refreshment break: \$A1,500 <input type="checkbox"/> Tuesday AM <input type="checkbox"/> Wednesday AM <input type="checkbox"/> Tuesday PM <input type="checkbox"/> Wednesday PM

Other promotional (please tick)
<input type="checkbox"/> Handbook advertising <input type="checkbox"/> Full page colour (A4 portrait) \$A1200 <input type="checkbox"/> Full page mono (A4 portrait) \$A800 <input type="checkbox"/> Half page mono (A5 landscape) \$A500 <input type="checkbox"/> Satchel insert: \$A850 <input type="checkbox"/> In-kind support: <i>please contact us</i>

Payment method details (Please tick your chosen method)	
<input type="checkbox"/> Australian cheque (payable to <i>Event Planners Australia</i>) International cheques will not be accepted	
<input type="checkbox"/> Electronic funds transfer (EFT) into the following bank account: Bank: National Australia Bank Account name: Event Planners Australia Pty Ltd BSB number: 084-255 Account number: 59 650 0566 Please ensure the amount transferred is equal to the total due INCLUDING any bank charges.	
To assist in the allocation of your EFT payment, please fax or email remittance advice (which must include your name and organisation) to +61 2 9213 4099 or racma09@eventplanners.com.au immediately after payment.	
<input type="checkbox"/> Credit card: charges as per this form are to be debited to:	
<input type="checkbox"/> MasterCard	<input type="checkbox"/> Visa
<input type="checkbox"/> American Express	<input type="checkbox"/> Diners Club
Card holder's name	
Expiry /	
Credit card number	Signature

 Please complete all pages of this form

Declaration

Please complete the following information regarding your broadform liability insurance policy

Name of insurer: _____ Policy number: _____

Date insurance falls due: ____ / ____ Insured amount: \$ _____

Please tick if you do NOT wish to receive RACMA09 updates via email

My signature below denotes that I accept the points listed in the declaration, agree to be invoiced for the total amount payable, and am authorised to make the commitment on behalf of my organisation. I have read the sponsorship and exhibition prospectus; I understand and accept the inclusions, and agree to abide by the terms and conditions of participating in this event

Name (please print clearly): _____

Signature: _____ Date ____ / ____

Insert TOTAL \$ amount payable

\$ _____

 Please complete all pages of this form

Declaration

Please complete the following information regarding your broadform liability insurance policy

Name of insurer: _____ Policy number: _____

Date insurance falls due: ____ / ____ Insured amount: \$ _____

Please tick if you do NOT wish to receive the RACMA09 updates via email

My signature below denotes that I accept the points listed in the declaration, agree to be invoiced for the total amount payable, and am authorised to make the commitment on behalf of my organisation. I have read the sponsorship and exhibition prospectus; I understand and accept the inclusions, and agree to abide by the terms and conditions of participating in this event

Name (please print clearly): _____

Signature: _____ Date ____ / ____

Insert TOTAL \$ amount payable

\$ _____

 Please complete all pages of this form