APIC2
SPONSORSHIP OPPORTUNITES

INFLUENCE REACH CREDIBILITY

CONTACT
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About the Foundation’s International Conferences

The International Foundation for Integrated Care has been organising a European based International conference since 2000. The 19th International Conference took place in San Sebastian, the Basque Region, Spain in April 2019 and attracted more than 1400 delegates. The next International Conference will take place in Sibenik, Croatia in April 2020. Since 2013 the Foundation has also organised a World Congress taking place in countries around the World outside of Europe including to date cities like Singapore, Sydney, Brisbane, Mexico and Wellington. Our World Congresses attract in the region of 600 delegates.

This conference taking place in Melbourne from 11-13 November 2019 represents our second conference in the Asia Pacific Region. It is organised in cooperation with IFIC Australia and will support the continued development of Integrated Care as a discipline for improving population health and improved health outcomes for the region. It is expected that up to 600 delegates will attend from Australia, New Zealand, Singapore, China, Japan and beyond.
ABOUT APIC2

The 2nd Asia Pacific Conference on Integrated Care will take place in Melbourne, Australia, from 11-13 November 2019. With the overarching theme ‘Achieving better value for people and populations’ the conference is organised by IFIC Australia and is a partnership of The University of Newcastle, Centre for Rural & Remote Mental Health, the Department of Health and Human Services Victoria (DHHS), Children's Health Queensland, Central Coast Local Health District, The Australian Healthcare and Hospitals Association (AHHA) and Health Justice Australia. The conference will bring together researchers, clinicians and managers from around the world who are engaged in the design and delivery of integrated health and social care.

The aim of the conference is to exchange knowledge, experience and new ideas in the design and delivery of integrated health and social care set against the following themes:

► Achieving Value for People and Populations
► Implementing Integrated Care
► Empowering and Engaging People and Communities
► Integrated Care Innovations, Models and Systems
► Evaluation, Monitoring and Quality Improvement
► Improving People’s Health and Wellbeing through Integrated Care

With internationally renowned keynote speakers and plenary panels, invited speakers, oral abstracts and poster presentations from across the many disciplines that contribute to the growth and development of integrated care, 2nd Asia Pacific Conference on Integrated Care should be an exciting and educational event for any practitioner, policy-maker, researcher or learner in this emerging field.

The conference and drinks reception will take place at Melbourne Convention and Exhibition Centre, and the Gala dinner at Bangpop, 35 South Wharf Promenade South Wharf VIC 3006.

For more information about the conference sessions keynote speakers, themes, venue and parallel:
www.integratedcarefoundation.org/apic2
Participation and partnering can occur in several ways. The 2nd Asia Pacific Conference on Integrated Care (APIC2) provides partners with many opportunities to connect with policymakers, practitioners and researchers working towards integrated care. Up to 600 global health invested practitioners, academic, researchers and students from around the world are expected to participate in the Conference in Melbourne, 2019.

In addition to connecting participants with the valuable resources your organisation provides, your support enables community based leaders and students to attend by offsetting travel and registration expenses.

Support from establishments such as yours is critical to the success of the conference. All profit from the Conference will go to The International Foundation for Integrated Care (IFIC), a not-for-profit network that crosses organisational and professional boundaries to bring people together to advance the science, knowledge and application of integrated care policy and practice. IFIC is the main supporter of the International Journal of Integrated Care (IJIC).
Conference Partner

Our main partnering package (Principal Partner - $50,000+GST) includes the opportunity to have a senior person representing your organization in the Organising Committee of the Conference.

As principal partner of 2st Asia Pacific Conference on Integrated Care (APIC2), your company will enjoy the highest level of exposure offered. The package includes extensive benefits and branding opportunities for widespread visibility at the Conference. The Principal Partner will have the premier exhibition stand and ‘headline’ status on the Conference website, marketing outlets and Conference literature.

Principal Conference Partner benefits include:

► Logo on main conference slide noting Principal Conference Partner status (with equal prominence to conference hosts)
► Inclusion of one person representing the supporter in the organising committee of the Conference and/or Scientific Committee
► Your company may nominate a spokesperson to make a presentation to the full Conference as part of the main agenda. This will be agreed with the programme designer in advance so that your presentation is appropriately placed within the programme and compliments other presentations in that session
► Private pre-conference meeting organized in partnership with IFIC. IFIC to advise on agenda and invitations. IFIC to manage subscriptions
► Lunchtime or Breakfast workshop. Personalised invitation will be sent to all delegates and signups taken in advance. Contacts of attendees to be provided to the sponsor
► Four complimentary invitations to the Conference
► Four complimentary invitations to the conference dinner
► Exhibition stand (3x3 metres) including 2 exhibition only passes for stand staff
► Name, logo and profile included in the delegate guide app (approx. 100 words)
► Profile on the Conference delegate app
► Opportunity to distribute corporate material e.g. a report, brochure or branded materials
We have a wide range of supporting packages ranging from $7,500 - $15,000 (+GST) which offer you the chance to make direct contact with delegates.

As a supporter of the 2nd Asia Pacific Conference on Integrated Care your company will enjoy extensive benefits and branding opportunities for widespread visibility at the conference.

**WORKSHOP SPONSOR $15,000 (+GST)**

As a Workshop Sponsor you will have the opportunity to host your own breakfast or lunch workshop, providing you with direct access to the delegates. Workshops may be invitation only when you choose which delegates you would like to attend or be open to all delegates.

The package includes the following benefits:

- A branded email invitation inviting delegates to your session
- Access to contact details of delegates who attend your session
- Opportunity to write a post-conference blog summarizing your session
- Logo on main conference slide noting supporter status
- Four complimentary invitations to the conference
- Exhibition stand (3x3 meters) including 2 exhibitors only passes for the stand staff
- Logo, company profile and hyperlink on the homepage of the conference website
- Name, logo and profile included in the delegate guide app (approx. 100 words)
- Opportunity to distribute corporate material e.g report, brochure or branding materials
- Two complimentary invitations to the conference dinner
CONFERENCE DINNER $12,000 (+GST)

We will be hosting a dinner at Bangpop, South Wharf on Tuesday, 12 November. The supporter can enjoy exclusive branding throughout the evening. The package includes the following benefits:

► Supporter logo on external communications relating to the dinner
► Name, logo and profile included in the conference delegate guide app (approx. 100 words)
► Exhibition stand (3x3 metres) including 2 exhibition only passes for stand staff
► Opportunity to brand dinner hall as agreed with the conference organisers (materials supplied by supporter)
► Logo on dinner table menus
► Acknowledgement as supporter during the dinner by IFIC Chair
► Your company may nominate a spokesperson to make a short dynamic presentation. This will inform the delegates of your company's services and competitive advantages, as well as position your company as an industry leader
► Four complimentary invitations to the conference, drinks reception and conference dinner - including a private table at the dinner to which you can invite particular delegates to join you
► Opportunity to offer corporate gifts (goody bags) at each place setting for dinner

CONFERENCE BUFFET $5,000 (+GST)

The Conference lunch acts as the main opportunity for networking and is an ideal opportunity to raise awareness of your brand to the full Conference delegation. The package includes the following benefits:

► Supporter logo on external communications relating to the Conference lunch
► Exhibition space (3x3 meters) including 2 exhibitor only passes for stand staff
► Name, logo and profile included in the delegate guide app (approx 100 words)
► Logo displayed on poser tables during lunch
► Your company may nominate a spokesperson to make a short dynamic presentation. This will inform the delegates of your company's services and competitive advantages, as well as position your company as an industry leader
The Welcome Drinks Reception

The drink reception acts as an excellent opportunity for networking.

**DRINKS RECEPTION SPONSOR**

$7,500 (+GST)

A welcome drinks reception will take place on Monday, 11 November at the conference venue. The package will include the following benefits:

- Supporter logo on external communications relating to the drinks reception
- Prominent promotion as a supporter of the drinks reception
- Name, logo and profile included in the delegate guide app (approx. 100 words)
- Your company may nominate a spokesperson to make a short dynamic presentation. This will inform the delegates of your company's services and competitive advantages, as well as position your company as an industry leader
- Two complimentary delegate places and two complementary dinner tickets

**DELEGATE APP SPONSOR**

$7,500 (+GST)

Delegates will download the conference delegate guide in advance of the conference to access the programme, speaker biographies and abstracts. This will also act as the conference delegate app on the day providing delegates will all the information they require to navigate the event. It will also provide delegates with opportunities to make connections with other delegates and to rate sessions. The delegate app sponsor will have the following benefits:

- Prominent branding on the delegate app and recognition as app sponsor
- Supporter logo on external communications relating to the delegate app
- Two complimentary delegate places and two complementary dinner tickets
Promotional Opportunities

The Conference includes many ways for companies to position their brand and to inform the delegates of your company’s services and competitive advantages, as well as position your company as an industry leader.

**ALL PACKAGES INCLUDE:**
- Logo and hyperlink on appropriate pages of the Conference website
- Logo on appropriate pages of the Conference delegate app

**THE CONTRIBUTION IS AS FOLLOWS:**
- Exhibition Stand range from $1,850 - $4,000 (+GST)
- Poster Board Sponsor - $5,000 (+GST)
- Delegate Conference Lanyards $5,000 (+GST) (available as add on to main sponsors only)
- Advertising $1,000 (+GST)

**EXHIBITION STAND**
$1,850 - $4,000 (+GST)

The Conference exhibition allows extended exposure and networking opportunities during the entire Conference. Connect with professionals in the field of integrated care and showcase your products and services over 3 days. The exhibition is connected to the refreshment areas to allow delegates to learn first-hand about suppliers in a relaxed environment. Limited availability.

- Company profile in the delegate guide app (approx. 100 words)
- 1 complimentary exhibition only pass (no access to main sessions)

Exhibition price includes, space, table and power point, morning and afternoon tea or coffee and lunch.

- SMEs/NGOs/Not for profit - $1,850 +GST (includes one pass)
- NHS/Public Sector/Academic Institutions - $3,000 +GST (includes two passes)
- Commercial Organisations - $4,000 +GST (includes two passes)

**POSTER BOARD SPONSOR**
$5,000 (+GST)

Posters are on display in the exhibition area throughout the conference and there are several oral poster sessions on the programme. By becoming the Poster Board Sponsor your organisation can exclusively brand poster boards, place company cards on tables within the poster display area and be recognised on main slides on display during the oral poster sessions.

- Logo on poster boards
- Logo on holding slide of oral poster session
- Company profile in delegate guide app
- 1 complimentary delegate place to the conference
Promotional Opportunities

CONFERENCE LANYARDS $5,000 (+GST) (AVAILABLE AS ADD ON TO MAIN SPONSORS ONLY)

This is an opportunity for your organisation to receive maximum exposure at the conference across all 3 days.

► Available as an add on to main sponsors only
► Logo on delegate lanyards
► Company profile in the delegate guide app
► 1 complementary delegate place to the conference

ADVERTISING $1,000 (+GST)

Advertising space in the form of a flier or other material to be agreed, to connect participants with your valuable resources for improving health. Content to be approved and placement to be determined by conference organisers. Artwork to be supplied by the supporter.
### SUMMARY

<table>
<thead>
<tr>
<th>Headline packages include</th>
<th>Principal Partner $50,000</th>
<th>Workshop Sponsor $15,000</th>
<th>Gala Dinner Sponsor $12,000</th>
<th>Lunch Sponsor $5,000</th>
<th>Drinks Sponsor $7,500</th>
<th>Delegate App Sponsor $7,500</th>
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<tbody>
<tr>
<td>Logo on main conference stage</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Inclusion of one person on organising committee</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
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<td>Plenary speaking opportunity</td>
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<td>Private pre-conference meeting with IFIC</td>
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<td>Conference workshop as part of programme (inc email to delegates)</td>
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<td>Yes</td>
<td>No</td>
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<td>Acknowledgement as sponsor in opening speeches</td>
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<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td>Opportunity to make short presentation</td>
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<td>No</td>
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<td>Yes</td>
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<tr>
<td>Exhibition space 3x3 Metre</td>
<td>Yes (most prominent position)</td>
<td>Yes</td>
<td>Yes</td>
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<td>Profile in delegate app</td>
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<tr>
<td>Opportunity to distribute flier as seat drop</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
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<td>Company logo on conference website</td>
<td>Yes</td>
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<td>Complimentary registrations to the conference</td>
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<td>Complimentary tickets to the welcome reception</td>
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<td>Complimentary tickets to the Gala Dinner</td>
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<td>Discounted registration for additional delegates</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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</tbody>
</table>
SUMMARY

EXHIBITION SPACE

Exhibition space is assigned by the conference organizers with priority given to headline sponsors. Remaining space is assigned on a first come basis. Organisations are free to choose their space once their sponsorship monies are paid in full. Full details of exhibitor set up, delivery and locations of stands will be distributed prior to the conference.

PAYMENT AND CANCELLATION

After the signed contract has been received by the conference organisers an invoice will be issued for a non-refundable payment of 25% of the total amount. The balance of the full payment is payable by 1st October 2019. All cancellation requests must be submitted in writing. Cancellations received before 1st October 2019 will be required to pay 25% of full payment due. After 1st October 2019, no refunds will be made. IFIC reserves the right to cancel the exhibition or terminate the contract for any reason at any time upon written notice to the exhibitor. In this event a refund will be made for any rental fees paid by the exhibitor under the contract.

LIABILITY

The organisers accept no responsibility should the conference be cancelled due to force majeure cases. Materials and equipment belonging to exhibitors are their responsibility. The exhibitor is responsible for the safety of all their property onsite at the conference venue. It is advised that the exhibitors carry their own insurance against any risk of loss due to theft/negligence, damage, injury or liability.

Should you have other ideas for sponsoring APIC2 that are in line with your own organisational strategy we would be more than happy to discuss a bespoke package!
ABOUT THE FOUNDATION
The International Foundation for Integrated Care (IFIC) is a not-for-profit educational network that crosses organisational and professional boundaries to bring people together to advance the science, knowledge and adoption of integrated care policy and practice.

The Foundation seeks to achieve this through the development and exchange of ideas among academics, researchers, managers, clinicians, policy makers and users and carers of services throughout the World.

The Foundation's goal is to provide a unique forum to bring these various perspectives together with the ultimately aim of improving the experience of care for patients, their families and communities, while improving the overall effectiveness of health and care systems.