

The banner features a large '7th' in a teal box on the left. The main title is in white serif font. The Australian Commission on Safety and Quality in Health Care logo is on the right. The background is a night photograph of the Sydney Harbour Bridge and city skyline.

7th

International Conference on Rapid Response Systems and Medical Emergency Teams

AUSTRALIAN COMMISSION
ON SAFETY AND QUALITY IN HEALTH CARE

recognising
+ responding
TO CLINICAL DETERIORATION

7-9 May 2012

Sydney Convention and Exhibition Centre
Darling Harbour, Sydney, Australia

Photo: Hamilton Lund, Tourism New South Wales

THE 7TH INTERNATIONAL CONFERENCE ON RAPID RESPONSE SYSTEMS 2012 PARTNERSHIP OPPORTUNITIES

Revolutionising Rapid Response Systems - Past, Present and Future

7-9 MAY 2012, Sydney Convention & Exhibition Centre, Darling Harbour, Sydney

WHO WE ARE

The 7th International Conference on Rapid Response Systems will be held in Sydney, Australia 7-9 May 2012. This is the first time the conference has been held in Australia and is an opportunity to return to the place where the MET concept started more than 20 years ago. The Australian Commission on Safety and Quality in Health Care ("the Commission") is hosting the conference.

An innovative program is being planned with a mix of activities including invited papers, parallel sessions, posters, debates and roundtable discussions. Themes for the conference will cover issues associated with recognising clinical deterioration, escalating care, clinical communication, responding to clinical deterioration, organisational systems and implementation of recognition and response systems.

There will also be opportunities to explore these issues in specialist areas such as paediatrics, obstetrics and mental health.

The conference will be useful for administrators, researchers and all health care team members involved with recognising and responding to clinical deterioration. This includes people working in areas such as:

- critical care, emergency and general wards
- rapid response, medical emergency, ICU liaison and critical care outreach
- risk, quality and patient safety
- resuscitation and clinical outcomes
- hospital management

All health care professionals involved or interested in rapid response systems will benefit from this conference.

With new and innovative options the 7th International Conference on Rapid Response Systems will continue its proud history of revolutionising and offering optimum solutions for greater patient safety.

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Photo: Hamilton Lund. Tourism New South Wales

WHY PARTNER?

This annual symposium is the largest conference in this field, and is attended by people or delegates from all over the world. The program consists of different activities such as plenary and panel discussions, keynote lectures, poster presentations and round table discussions.

The Commission is committed to our industry and rapid response systems. Our aims for the Industry include providing leadership for our profession, and fostering open communication with our colleagues, the public and government. We also create, support and sustain meaningful networks, partnerships and collaboration with key stakeholders.

The Conference is being run for the first time in Sydney with previous events held in Pittsburg, USA and Toronto, Canada, and Copenhagen. The events saw over 200 visitors at each, however this year we are expecting to attract over 400 delegates and interest well beyond the actual event.

This educational activity is intended for critical care physicians, emergency physicians, patient safety officers, hospitalists, hospital-based physicians, critical care and general ward nursing staff, hospital administrators, nursing directors, respiratory care directors, resuscitation and clinical outcomes researchers and other health care professionals involved or interested in rapid response systems and medical emergency teams.

The Conference will appeal to organisations that are well positioned to supply services, products, and tools to the participants of the event and to the community. Your organisation as a partner will receive prominent recognition for your support of the event. The participants of the Conference will remember this acknowledgement of your involvement long after the event is over.

As industry support has always been an integral part of this symposium your participation is invited.

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Photo: Hamilton Lund. Tourism New South Wales

CONFERENCE PARTNERSHIP OPPORTUNITIES

PLATINUM PARTNERSHIP – SOLD

Clinical Excellence Commission & NSW Ministry of Health



CLINICAL
EXCELLENCE
COMMISSION



Health

Pre-conference

- Company logo (in prime position) on all conference marketing collateral leading up to the conference including:
 - ✓ E-newsletters – November (Save The Date) 2011; January/February 2012; March 2012; April 2012; May 2012; June (Post Event Wrap Up) 2012
 - ✓ Prominent position on conference website – both Home Page and Partner/Sponsor Page
 - ✓ Printed DM Campaigns – January/February 2012; April 2012;
 - ✓ Media Release sent to Industry Publications, Professional Journals and Government Publications welcoming Platinum Partner – February 2012
- Web-link from the conference website to your website
- Company logo on front page of conference program
- List of Conference Delegates (with relevant permission) provided one week prior to Conference for the purpose of marketing – one campaign with organiser's approval

Conference

- Company overview – 300 words, contact details in conference program
- Partner Brochure or Gift on each seat on first day of conference (approved by the Commission)
- 5 minute Welcome Speech by Partner at Opening Reception endorsing Conference
- Logo included in PowerPoint slide featuring all Partners at the start of each conference day
- Acknowledgement of Platinum Partner status by MC in opening remarks
- Full page advertisement in prominent section of the conference program – organisers to supply specifications and partner to supply artwork
- Company signage in the main plenary room – partner to supply two pull up banners (size to be agreed and approved by the Commission)
- Four complimentary full delegate conference registrations including Welcome Reception and Dinner
- Acknowledgement of Platinum Partner status by MC in opening remarks at both events
- Promotional insert in delegates' satchels – not to exceed maximum size of 8 x A4 pages
- 3 x 2 metre professionally built exhibition stand with lighting, power and signage including:
 - ✓ Shell scheme, Velcro compatible
 - ✓ 2.4 metre high covered front runner walls
 - ✓ Fascia –300mm deep
 - ✓ 1 x Corflute sign 1,500mm long x 200mm high with computer cut vinyl lettering (max. 26 characters)
 - ✓ 2 x 120 watt spotlights mounted on light track inside fascia
 - ✓ 1 x 240 volts /1,000 watt / 4amp general purpose outlet per booth
 - ✓ 1 x lockable cabinet
 - ✓ 1 x table
 - ✓ 2 x chairs
 - ✓ 42" Plasma Screen on Stand
 - ✓ Internet Access

Post Conference

- Full list of conference delegates to use in one follow up email or mail-out
- One press release sent to relevant industry, government and relevant media publications
- Mention in E-newsletter post conference

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Photo: Hamilton Lund, Tourism New South Wales

GOLD PARTNERSHIP - \$25,000 + GST (1 available)

Pre-conference

- Company logo (in prime position) on all conference marketing collateral leading up to the conference including:
 - ✓ E-newsletters – November (Save The Date) 2011; January/February 2012; March 2012; April 2012; May 2012; June (Post Event Wrap Up) 2012
 - ✓ Prominent position on conference website – both Home Page and Partner/Sponsor Page under Platinum Sponsor
 - ✓ Printed DM Campaigns – January/February 2012; April 2012;
 - ✓ Media Release sent to Industry Publications and Government Publications welcoming Gold Partner – February 2012
- Web-link from the conference website to your website
- Company logo on front page of conference program under Platinum Sponsor
- List of Conference Delegates (with relevant permission) provided one week prior to Conference for the purpose of marketing – one campaign with organiser's approval

Conference

- Company overview – 150 words, contact details in conference program
- Logo included in PowerPoint slide featuring all Partners at the start of each conference day
- Acknowledgement of Gold Partner status by MC in opening remarks
- Half page advertisement in prominent section of the conference program – organisers to supply specifications and partner to supply artwork
- Company signage in the main plenary room – partner to supply two pull up banners (size to be agreed and approved by the Commission)
- Three complimentary full delegate conference registrations including Welcome Reception and Dinner
- Acknowledgement of Gold Partner status by MC in opening remarks at both events
- Promotional insert in delegates' satchels – maximum size 4 x A4 pages
- 3 x 2 metre professionally built exhibition stand with lighting, power and signage including:
 - ✓ Shell scheme, Velcro compatible
 - ✓ 2.4 metre high covered front runner walls
 - ✓ Fascia –300mm deep
 - ✓ 1 x Corflute sign 1,500mm long x 200mm high with computer cut vinyl lettering (max. 26 characters)
 - ✓ 2 x 120 watt spotlights mounted on light track inside fascia
 - ✓ 1 x 240 volts /1,000 watt / 4amp general purpose outlet per booth
 - ✓ 1 x lockable cabinet
 - ✓ 1 x table
 - ✓ 2 x chairs
 - ✓ 42" Plasma Screen on Stand
 - ✓ Internet Access

Post Conference

- Full list of conference delegates to use in one follow up email or mail-out
- One press release sent to relevant industry, government and relevant media publications
- Mention in E-newsletter post conference

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SILVER PARTNERSHIP - \$15,000 + GST (1 sold, 1 of 2 available)

Phillips Healthcare

PHILIPS

Pre-conference

- Company logo (in prime position) on all conference marketing collateral leading up to the conference including:
 - ✓ E-newsletters – November (Save The Date) 2011; January/February 2012; March 2012; April 2012; May 2012; June (Post Event Wrap Up) 2012
 - ✓ Prominent position on conference website – both Home Page and Partner/Sponsor Page under Gold Partner
 - ✓ Printed DM Campaigns – January/February 2012; April 2012;
- Media Release sent to Industry Publications and Government Publications welcoming Silver Partner – February 2012
- Web-link from the conference website to your website
- Company logo on front page of conference program under Gold Sponsor

Conference

- Company overview – 100 words, contact details in conference program
- Acknowledgement of Silver Partner status by MC in opening remarks
- Logo included in PowerPoint slide featuring all Partners at the start of each conference day
- Third page advertisement in prominent section of the conference program – organisers to supply specifications and partner to supply artwork
- Company signage in the main plenary room – partner to supply one pull up banner (size to be agreed and approved by the Commission)
- Two complimentary full delegate conference registrations including Welcome Reception and Dinner
- Acknowledgement of Silver Partner status by MC in opening remarks at both events
- Promotional insert in delegates' satchels – maximum size 4 x A4 pages
- 3 x 2 metre professionally built exhibition stand with lighting, power and signage including:
 - ✓ Shell scheme, Velcro compatible
 - ✓ 2.4 metre high covered front runner walls
 - ✓ Fascia –300mm deep
 - ✓ 1 x Corflute sign 1,500mm long x 200mm high with computer cut vinyl lettering (max. 26 characters)
 - ✓ 2 x 120 watt spotlights mounted on light track inside fascia
 - ✓ 1 x 240 volts /1,000 watt / 4amp general purpose outlet per booth
 - ✓ 1 x lockable cabinet
 - ✓ 1 x table
 - ✓ 2 x chairs
 - ✓ 42" Plasma Screen on Stand
 - ✓ Internet Access

Post Conference

- Full list of conference delegates to use in one follow up email or mail-out
- Mention in E-newsletter post conference

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BRONZE PARTNERSHIP - \$10,000 + GST (2 sold, 2 of 4 available)

Sotera Wireless / Cerner



Covidien



Pre-conference

- Company logo (in prime position) on all conference marketing collateral leading up to the conference including:
 - ✓ E-newsletters – November (Save The Date) 2011; January/February 2012; March 2012; April 2012; May 2012; June (Post Event Wrap Up) 2012
 - ✓ Prominent position on conference website – both Home Page and Partner/Sponsor Page under Silver Partners
 - ✓ Printed DM Campaigns – January/February 2012; April 2012;
 - ✓ Media Release sent to Industry Publications and Government Publications welcoming Bronze Partner – February 2012
- Web-link from the conference website to your website
- Company logo on front page of conference program under Silver Sponsors

Conference

- Company overview – 75 words, contact details in conference program
- Quarter page advertisement in prominent section of the conference program – organisers to supply specifications and partner to supply artwork
- Logo included in PowerPoint slide featuring all Partners at the start of each conference day.
- Two complimentary full delegate conference registrations including Welcome Reception and Dinner
- Promotional insert in delegates' satchels – maximum size 2 x A4 pages
- 3 x 2 metre professionally built exhibition stand with lighting, power and signage including:
 - ✓ Shell scheme, Velcro compatible
 - ✓ 2.4 metre high covered front runner walls
 - ✓ Fascia –300mm deep
 - ✓ 1 x Corflute sign 1,500mm long x 200mm high with computer cut vinyl lettering (max. 26 characters)
 - ✓ 2 x 120 watt spotlights mounted on light track inside fascia
 - ✓ 1 x 240 volts /1,000 watt / 4amp general purpose outlet per booth
 - ✓ 1 x lockable cabinet
 - ✓ 1 x table
 - ✓ 2 x chairs
 - ✓ 42" Plasma Screen on Stand
 - ✓ Internet Access

Post Conference

- Full list of conference delegates to use in one follow up email or mail-out
- Mention in E-newsletter post conference

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ADDITIONAL PARTNERSHIP OPPORTUNITIES

DINNER PARTNER – TUESDAY 8 MAY 2012 - \$15,000 + GST

VENUE – Waterfront Restaurant, 27 Circular Quay West, The Rocks, Sydney

- Acknowledgement in all marketing materials both print and online leading up to and during the conference and dinner
- Welcome PowerPoint slide acknowledging dinner partner at close of conference on the afternoon of Tuesday, 8 May 2012
- Two complimentary full delegate conference registrations including Welcome Reception and Dinner
- Two banners supplied by partner at dinner venue during pre-dinner drinks and for the duration of the dinner (size to be agreed and approved by the Commission)
- Acknowledgement by MC at welcome address at the event
- Conference venue signage acknowledging partner on the afternoon and evening of event
- Marketing material in delegates' satchels not to exceed 2 pages x A4 publication
- Logo on conference program
- Logo on dinner menu

EMAIL (PC, ANDROID OR IPAD) CAFÉ PARTNER - \$12,000 + GST

- Acknowledgement in all marketing materials both print and online leading up to and during the conference
- Two complimentary full delegate conference registrations including Welcome Reception and Dinner
- Maxima System (open booth) including 2 x 1914 x 834 double sided digital print signs
- 5 x laptops, iPads or Androids supplied by Partner
- 5 x gap stools
- Acknowledgement by MC during conference
- Logo in conference program
- 1 x quarter page advertisement in conference program
- Marketing Material in delegates' satchel not to exceed 1 page x A4 insert

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DELEGATES' SACHEL PARTNER - \$10,000 + GST

- Acknowledgement in all marketing materials both print and online leading up to and during the conference
- Two complimentary full delegate conference registrations including Welcome Reception and Dinner
- One banner positioned near registration desk supplied by partner and subject to organisers' approval (size to be agreed and approved by the Commission)
- One banner positioned in main plenary area supplied by partner and subject to organisers' approval (size to be agreed and approved by the Commission)
- Co-branding with hosts logo on satchel
- Logo in conference program

DAY CATERING PARTNERS - \$8,000 + GST (3 in total – 1 for each day)

- Acknowledgement in all marketing materials both print and online leading up to and during the conference
- One complimentary full delegate conference registration including Welcome Reception and Dinner
- PowerPoint slide acknowledging catering sponsor
- One banner positioned within exhibition area – banner supplied by partner subject to organisers' approval
- Signage on catering stations on the day of sponsorship for morning tea, lunch and afternoon tea

LANYARD PARTNER – SOLD

Ultra Feedback



- Acknowledgment in all marketing materials both print and online leading up to and during the conference
- Partner logo on lanyard - one colour two sides
- One complimentary full delegate conference registrations including Welcome Reception and Dinner
- Inclusion in PowerPoint Slide acknowledging lanyard sponsor
- One pull up banner supplied by partner within exhibition area (size to be agreed and approved by the Commission)
- Logo in conference program

For further information and to register your interest for Partnership opportunities, please contact:

Daphne Kavassilas
The Direct Edge
E: daphnek@thedirectedge.com.au
M: +61 411 789 108

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PARTNERSHIP OPPORTUNITIES AT A GLANCE - Features and Benefits

Pre-Conference	Platinum	Gold	Silver	Bronze	Dinner	Email Café	Satchel	Day Catering	Lanyard
Company logo on all conference marketing collateral leading up to the conference	✓	✓	✓	✓	✓	✓	✓	✓	✓
E-newsletters – November (Save The Date) 2011; January/February 2012; March 2012; April 2012; May 2012; June (Post Event Wrap Up) 2012	✓	✓	✓	✓					
Prominent position on conference website-Home Page	✓	✓	✓	✓					
Company logo on conference website-Partner/Sponsor Page	✓	✓	✓	✓					
Printed DM Campaigns – January/February 2012; April 2012; June (Post Event Wrap Up) 2012	✓	✓	✓	✓					
Media Release sent to Industry Publications and Government Publications welcoming Platinum Partner – February 2012	✓	✓	✓	✓					
Web-link from the conference website to your website	✓	✓	✓	✓					
List of Conference Delegates (with permission) provided one week prior to Conference for the purpose of marketing	✓	✓	✓	✓					
Company overview – 300 words, contact details in conference program	✓								
Company overview – 150 words, contact details in conference program		✓							

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PARTNERSHIP OPPORTUNITIES AT A GLANCE - Features and Benefits (cont'd)

Conference	Platinum	Gold	Silver	Bronze	Dinner	Email Booth	Satchel	Day Catering	Lanyard
Company overview – 100 words, contact details in conference program			✓						
Company overview – 75 words, contact details in conference program				✓					
5 minute Welcome Speech at Reception	✓								
Logo included in PowerPoint slide featuring all Partners at the start of each conference day	✓	✓	✓	✓	✓	✓	✓	✓	✓
Acknowledgement of Partner status by MC in opening remarks	✓	✓	✓	✓					
Full page advertisement in conference program	✓								
Half page advertisement in conference program		✓							
Third page advertisement in conference program			✓						
Quarter page advertisement in conference program				✓					
Company signage in the main plenary room – two pull up banners	✓	✓							
Company signage at the dinner venue – two banners		✓			✓				
Company signage in the plenary room – one banner		✓	✓		✓				
Company signage near registration area							✓		
Company signage in exhibition area								✓	
Company name on catering stations								✓	
Logo on conference lanyards									✓
Logo on dinner menus					✓				

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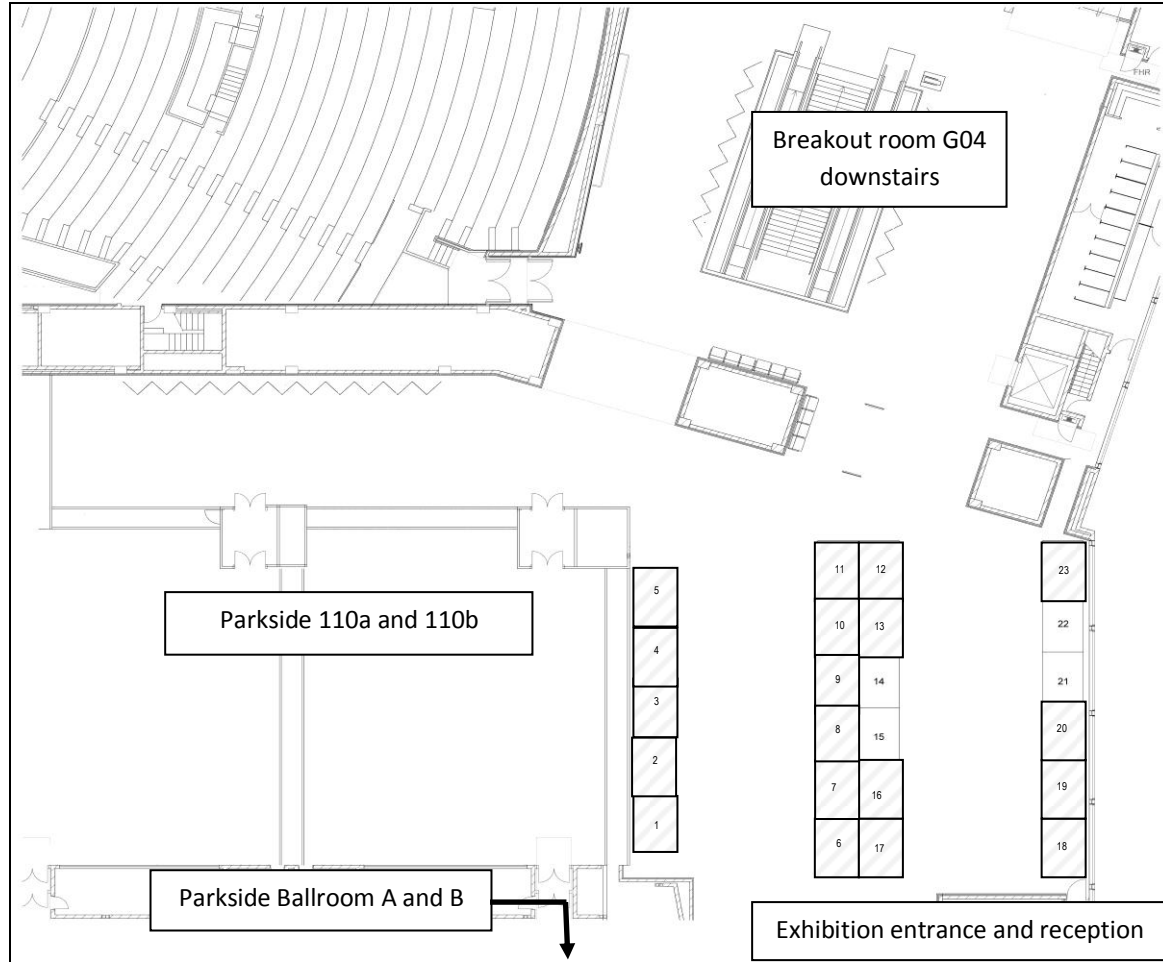
Photo: Hamilton Lund. Tourism New South Wales

PARTNERSHIP OPPORTUNITIES AT A GLANCE - Features and Benefits (cont'd)

Conference	Platinum	Gold	Silver	Bronze	Dinner	Email Booth	Satchel	Day Catering	Lanyard
Four complimentary full delegate conference registrations including Welcome Reception and Dinner	✓								
Three complimentary full delegate conference registrations including Welcome Reception and Dinner		✓							
Two complimentary full delegate conference registrations including Welcome Reception and Dinner			✓	✓	✓	✓	✓		
One complimentary full delegate conference registrations including Welcome Reception and Dinner								✓	✓
Promotional insert in delegates' satchels	✓	✓	✓	✓	✓	✓			
3 x 2 metre professionally built exhibition stand – all inclusive	✓	✓	✓	✓					
Email Booth with Signage and furniture						✓			
Signage on Catering Stations								✓	
Full list of conference delegates to use in one follow up email or mail-out	✓	✓	✓	✓					
Recognition of partnership In e-newsletter following the conference	✓	✓	✓	✓					
One press release sent to relevant industry, government and relevant media publications	✓	✓	✓	✓					



Exhibition Floor Plan



Booth allocation

1.	Masimo Australia
2.	Australasian Association
3.	Patientrack
4.	AUSSTAT / Kiwis STAT
5.	Verathon Medical Australia Pty Ltd.
6./17.	Australian Commission on Safety and Quality in Health Care
7.	MedTel
8/9.	Clinical Excellence Commission / NSW Ministry of Health
9.	
10.	Integrated Wirelsss
11.	ACT Government Health Directorate

12.	Sotera Wireless and Cerner
13.	Taleb Medical
14.	
15.	
16.	Covidien
17.	
18/19.	Philips Healthcare
19.	
20.	Laerdal Pty Ltd
21.	
22.	
23.	ZOLL Medical