



# ACROSS THE DIVIDE

Medicines Management 2009 | The 35th SHPA National Conference

## Sponsorship opportunities

5-8 November 2009 | Perth Convention Exhibition Centre

[www.shpamm2009.com](http://www.shpamm2009.com)



## ACROSSTHE DIVIDE

Medicines Management 2009 | The 35th SHPA National Conference

The Society of Hospital Pharmacists of Australia invite you 'Across the divide' to participate in Medicines Management 2009, the 35th SHPA National Conference, 5-8 November 2009, in Perth.

The industry exhibition is always an exciting and informative component of SHPA conferences.

The 2008 National Conference in Adelaide was a great success with over 800 delegates from all states and territories and overseas and this year promises to be as popular. Delegates always look forward to meeting with industry for up to date information on products and services.

The attached sponsorship opportunities offer a variety of options and are designed to provide numerous opportunities for participating company's brand exposure before and during the conference.

There is a wide selection of opportunities in addition to the packages which can be purchased in conjunction with your chosen package or separately. I would also welcome the chance to discuss developing a sponsorship package individually tailored to meet your company requirements.

The Welcome Reception, tea breaks and lunches will be held in the exhibition area and the poster boards will be distributed throughout the exhibition hall to ensure a maximum number of opportunities for sponsors to have contact with delegates.

We are continuing our commitment to having 'green conferences' and as a result there will be very little printed collateral. All information will be available on the conference website [www.shpamm2009.com](http://www.shpamm2009.com).

Last year some companies took specific steps to support our efforts and they were acknowledged in the list of green initiatives in the conference handbook. We are offering this acknowledgement again this year and a list of suggestions for how you can help make this a green event can be found on our website.

To confirm your participation return the sponsorship booking form as soon as possible. Please note booth position will be allocated in order of receipt of booking confirmation.

To our long term sponsors whose ongoing support we greatly appreciate and to new sponsors we look forward to your participation in Medicines Management 2009.



**SALLY RIDGERS**  
INDUSTRY AND CONFERENCE LIAISON



**ADJ ASSOCIATE PROFESSOR**  
**DR STEPHEN LIM**  
CONFERENCE COMMITTEE CHAIR



## ACROSS THE DIVIDE

# THEMES

### What we know and what we can learn



Put yourself in someone else's shoes...  
Ever wondered what it's like to be both a health care provider and a patient?  
Take a step back...  
How valuable is the training and education you provide?

### Between mental and physical health

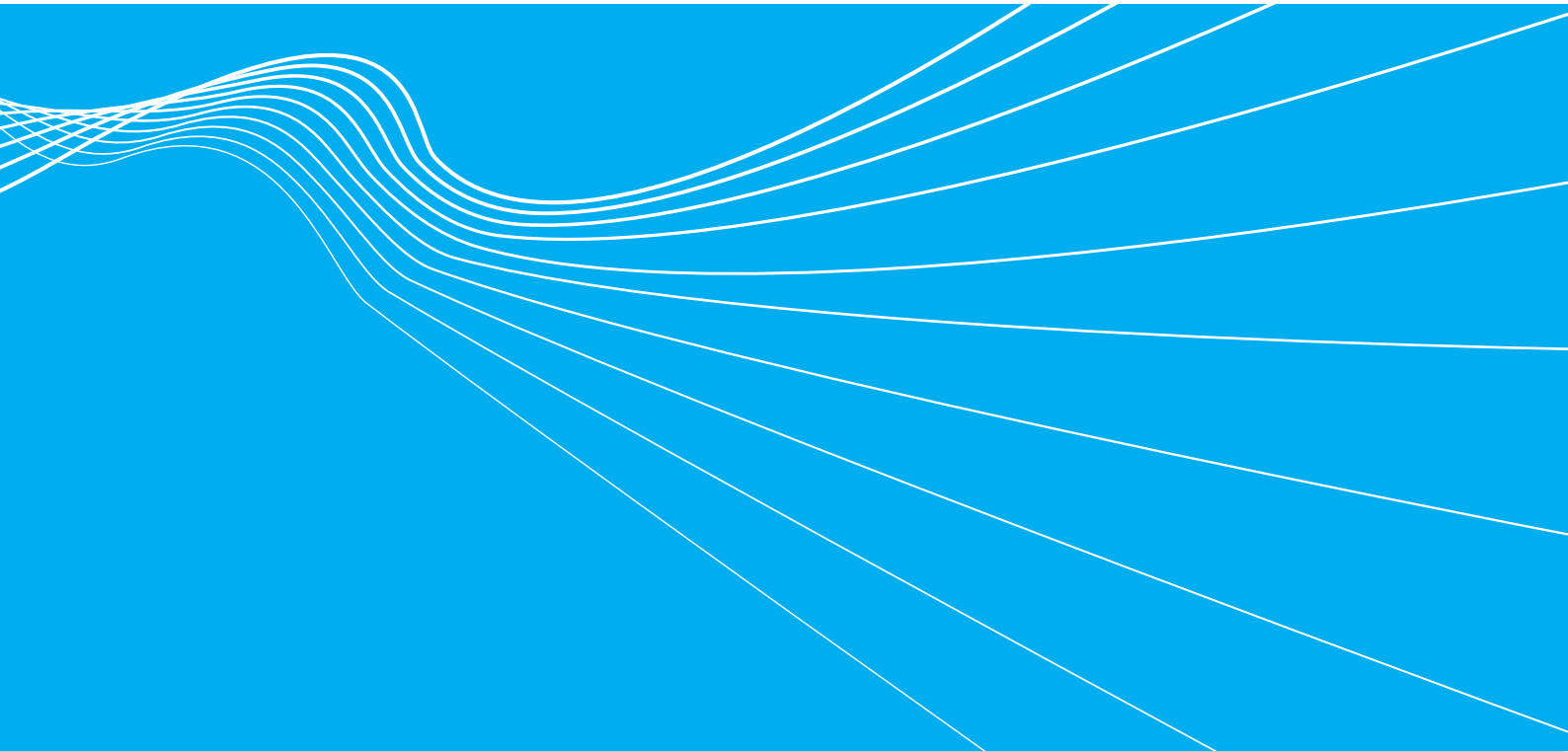


Are drugs driving you crazy?  
Ever wondered about medical consequences of psychiatric medicines, or psychological consequences of medical treatment?  
How and where should patients with concurrent physical and mental illness be managed?

### Beyond our backyard



How are medicines managed in Aboriginal communities?  
What about third world countries and beyond?  
Ever wondered what happens to the medicines that are donated to far-away lands?



## From one system to another



Medicines Management on the Inside –  
from electronic prescribing to illicit drug use:

What is the pharmacist's role within the prison system?

We all have to grow up sometime –  
but what happens to paediatric/adolescent patients  
with chronic disease when they turn 18?

## Illness or wellness



To take or not to take, that is the question:

Walking the fine line between drugs for illness, wellness,  
fitness and athletic performance enhancement...

## Taking blood, sweat and tears out of the equation



How do we utilise the scarce resources we have,  
such as blood products, or pharmacy technicians?

Can medicines or machines help?

# SPONSORSHIP OPPORTUNITIES

## MAJOR SPONSORSHIP

**\$20,000** [including GST]

Eight opportunities available

### EXHIBITION SPACE

Large 5m x 3m space.  
Booth provided if required including:

- > Matt finished anodized aluminium frame with white laminate infill
- > Corporate signage on fascia
- > Back and side walls to the height of 2.4m
- > 2 x 150 watt spotlights on light track inside fascia
- > 1 x 4 amp general purpose outlet per booth

### REGISTRATIONS

4 full registrations including Thursday Registration Drinks, Welcome Reception, Saturday Breakfast and Conference Gala Dinner

### SHPA BREAKFAST

3 invitations to shpa invitation only breakfast with Directors of Pharmacy, Federal Councilors and other key decision makers.  
Saturday 7 November 7.30am – 8.45am

### ADVERTISING / LOGO PLACEMENT

Company logo and acknowledgement of Major Sponsorship

- > on conference website, **www.shpamm2009.com** and link to your homepage
- > on conference signage
- > in the online registration brochure

Quarter page full colour advertisement in the conference handbook (artwork to be supplied by sponsor)

100 word company listing in the conference handbook

### DELEGATE INFORMATION

Copy of delegate list (name, organisation, state only)

## STANDARD SPONSORSHIP/EXHIBITORS

**\$5500** [including GST]

### EXHIBITION SPACE

3m x 3m space.

Booth provided if required including:

- > Matt finished anodized aluminium frame with white laminate infill
- > Corporate signage on fascia
- > Back and side walls to the height of 2.4m
- > 2 x 150 watt spotlights on light track inside fascia
- > 1 x 4 amp general purpose outlet per booth

### REGISTRATIONS

1 exhibitor/sponsor registration, includes Thursday Registration Drinks and Welcome Reception. (Saturday Breakfast and Conference Gala Dinner NOT included)

### ADVERTISING

80 word company listing in the conference handbook

### DELEGATE INFORMATION

Copy of delegate list (name, organisation, state only)

the industry exhibition is  
exciting and informative



# SPONSORSHIP OPPORTUNITIES

## NOT INCLUDING EXHIBITION SPACE

### INDUSTRY SPONSORED SATURDAY MORNING BREAKFAST

**\$8800** [including GST]

#### Two opportunities available

There are 2 opportunities to host a breakfast session on Saturday 7 November. Breakfast sessions will be promoted as part of the conference program in the on line registration brochure and delegates will be able to book at time of registering. This is a great opportunity to give your whole team time to network with conference delegates and to reinforce your brand.

The room, standard AV and breakfast catering will be provided.

Speaker costs, additional AV and additional catering costs will be the responsibility of the sponsor.

Content of breakfast session will be subject to approval by the Scientific Committee.

#### ENTITLEMENTS INCLUDE

Acknowledgement with company logo

- > in the online registration brochure
- > in the conference handbook
- > on screen in the session

Provision for the sponsor to provide freestanding banners and other collateral for display in the room during the session

Copy of delegate list  
(name, organisation, state only)

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### CONCURRENT SESSIONS

**\$4400** [including GST]

There will be a number of concurrent sessions on Friday 6 and Saturday 7 November. Further details will be available on the website. The program is regularly updated.

#### ENTITLEMENTS INCLUDE

Acknowledgement with company logo

- > in the online registration brochure
- > in the conference handbook
- > on screen in the session

> Provision for the sponsor to provide two freestanding banners for display in the room during the session

Copy of delegate list  
(name, organisation, state only)

## PRE CONFERENCE SESSIONS THURSDAY 5 NOVEMBER

**\$4400** [including GST]

The Committees of Specialty Practice listed will be holding pre conference workshops. Workshop details can be found on the conference website [www.shpamm2009.com](http://www.shpamm2009.com) and will be updated as more information is available.

- > Cancer Services
- > Emergency Medicine
- > Infectious Diseases
- > Paediatric

### ENTITLEMENTS INCLUDE

Acknowledgement with company logo

- > in the online registration brochure
- > in the conference handbook
- > on screen in the session

Provision for the sponsor to provide two freestanding banners for display in the room during the session

Copy of delegate list  
(name, organisation, state only)

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## COFFEE CART SPONSORSHIP

**\$3300** [including GST]

**Two opportunities available**

Coffee carts will be placed in prominent positions in the exhibition hall and are very popular with Delegates

### ENTITLEMENTS INCLUDE

Acknowledgement with company logo and signage on one (1) coffee cart

80 word company listing in the conference handbook

Copy of delegate list  
(name, organisation, state only)

# ADVERTISING OPPORTUNITIES

## ADVERTISING IN THE HANDBOOK

<b>Full page</b>	<b>\$4400</b> [including GST]
<b>Half page</b>	<b>\$2500</b> [including GST]
<b>Quarter page</b>	<b>\$1750</b> [including GST]

Sponsor to supply print ready digital artwork

### ENTITLEMENTS INCLUDE

Full colour advertisement in the conference handbook (handbook dimensions to be confirmed)

Copy of delegate list (name, organisation, state only)

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## DISCOUNTED ADVERTISING RATES

### JOURNAL OF PHARMACY PRACTICE AND RESEARCH

The Journal of Pharmacy Practice and Research, the premier peer-reviewed pharmacy publication in Australia has been the official journal of the Society of Hospital Pharmacists of Australia since 1966. The Journal aims to assist in the development of innovative pharmacy practice and research and to provide a forum for the exchange of knowledge and ideas for pharmacists and technicians from all practice settings. The current circulation is approximately 2000.

JPPR continues its high standards as a peer-reviewed journal reaching members of SHPA, Australian pharmacy schools, kindred pharmacy organisations in Australia and overseas and a number of institutional and individual subscribers.

In 2009 the Journal will be published in March, June, September and December. In recognition of the support we receive from our conference sponsors. All sponsors of Medicines Management 2009, are offered a 10% discount on all 2009 advertising rates.

Advertising rates are available at [www.shpa.org.au](http://www.shpa.org.au) or contact Sally Ridgers at [sridgers@shpa.org.au](mailto:sridgers@shpa.org.au)

## FURTHER INFORMATION

Sally Ridgers  
Industry and Conference Liaison  
The Society of Hospital Pharmacists  
of Australia

PO Box 1774  
Collingwood VIC 3066  
P 03 9486 0177  
F 03 9486 0311  
E [sridgers@shpa.org.au](mailto:sridgers@shpa.org.au)

## EXHIBITION SCHEDULE

<b>Thursday 5 November</b>	Bump in
<b>Friday 6 and Saturday 7 November</b>	Exhibition
<b>Saturday 7 November 4.00pm (approx)</b>	Exhibition closes

## TERMS AND CONDITIONS

The Society of Hospital Pharmacists of Australia will here after be referred to as 'the Organisers'

Sponsorship packages will be allocated in order of receipt of booking forms.

The Organisers accept no liability for damage to exhibits by loss, damage, theft, fire, water, storms, strikes riots or any cause whatsoever. Sponsors are advised to insure against such liability.

The Organisers reserve the right to change the venue and duration if circumstances demand at their discretion. The sponsor will indemnify the Organisers in respect of any claims and demands in respect thereof. The sponsor must take out adequate insurance in respect of all claims.

The Organisers (SHPA) reserve the right to alter the Exhibition floorplan.

Exhibits must not be removed and displays must not be dismantled either partly or in total before CLOSING TIME on the last day of the exhibition. All exhibits and display material must be removed by the time indicated in the sponsors manual

Sponsors may only conduct competitions or offer prizes with the permission of the organisers.

The Sponsor undertakes that they will not hold any events, educationals or social functions at the same time as official Conference Program sessions or social functions.

Sponsorship deposits are non refundable. For cancellation of sponsorship at least 2 months prior to the commencement of the exhibition full payments will be refundable if the Organisers are able to re sell the package.

For cancellations less than 2 months prior to the commencement of the exhibition all payments are non refundable.



# ACROSSTHE DIVIDE

Medicines Management 2009 | The 35th SHPA National Conference

Please complete form and return to Sally Ridgers, SHPA Industry and Conference Liaison  
F 03 9486 0311 | E sridgers@shpa.org.au

## SPONSORSHIP BOOKING FORM

Contact name

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Position

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Organisation

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Postal address

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State

---

Postcode

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Fax

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Phone

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Mobile

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Email

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### SPONSORSHIP PACKAGE PREFERENCES

I/we would like to take up the following sponsorship package(s):

\_\_\_\_\_ COST \$

\_\_\_\_\_ COST \$

\_\_\_\_\_ COST \$

\_\_\_\_\_ TOTAL \$

### EXHIBITION BOOTH PREFERENCES

1st

2nd

3rd

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### CONDITIONS

I/we accept the terms and conditions of undertaking a Sponsorship package for Medicines Management 2009, The 35th SHPA National Conference.

### PAYMENT DETAILS

An invoice will be sent on receipt of the booking confirmation form.

If payment is not received within 30 days of receipt of the invoice your booking will be cancelled.