



PRIMARY CARE  
DIABETES SOCIETY OF AUSTRALIA  
DIABETES CARE FOR ALL, BY ALL

# 2023 PRIMARY CARE DIABETES CONFERENCE SPONSORSHIP PROSPECTUS

# ABOUT THE PCDSA

## Primary Care Diabetes Society Australia

The Primary Care Diabetes Society of Australia (PCDSA) is a society of health practitioners with an interest in the primary care management of diabetes in Australia. The Society was established in 2015 and is a not-for-profit organisation.

*“The aim of the Society is to support primary care health professionals to deliver high quality clinically effective care, in order to improve the lives of people living with diabetes”*

The specific aims are to:

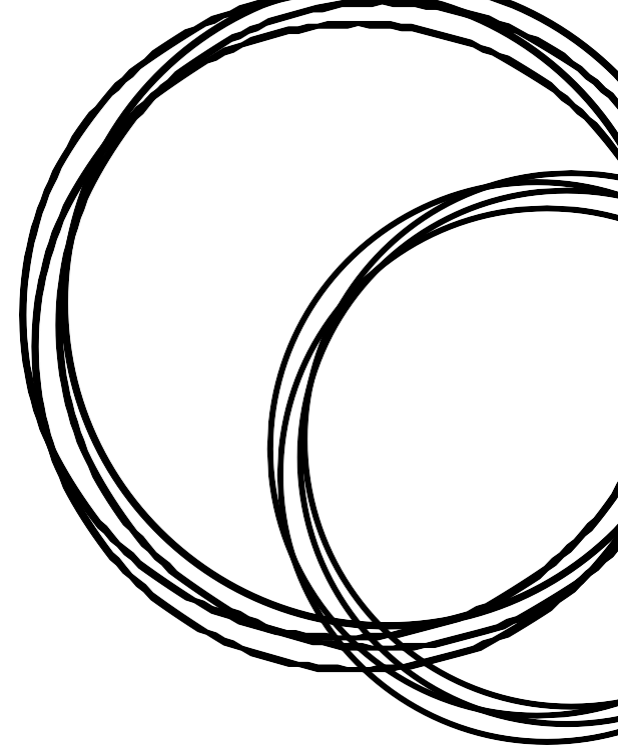
- Share best practice in delivering quality diabetes care;
- Provide high-quality education tailored to health professional needs;
- Be a voice for primary care professionals intent on improving standards of diabetes care;
- Collaborate with organisations and promote and participate in research involved in promoting high-quality diabetes care;
- Disseminate up-to-date, evidence-based information to health professionals; and
- Promote coordinated and timely interdisciplinary care.

## PCDSA membership consists of:

588 members from across Australia, from the disciplines of: General Practitioners, Diabetes Educators, Pharmacists, Dietitians, Podiatrists, Exercise Physiologists, Psychologists, Physiotherapists, Nurses/Practice Nurses.



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# 2023 PRIMARY CARE DIABETES CONFERENCE

Organised by the PCDSA, this one-day hybrid conference will combine cutting edge scientific content with practical clinical sessions basing the education on much more than just knowing 'the guidelines'. Primary care models of care, systems and strategies for diabetes practice management will also be explored and practically presented.

The Conference program has been specifically designed for all primary care clinicians working in diabetes care so to:

- Advance their education and learning in the field of diabetes health care
- Promote best practice standards and clinically effective care in the management of diabetes
- Facilitate the collaboration between health professionals to improve the quality of diabetes primary care across Australia
- Enhance their knowledge of adaptable models and systems of diabetes care

Previously the PCDSA has run a similar annual meeting, seeing over 150 healthcare professional working in primary care come together for a programme aimed at delivering education that ensures each individual comes away with enhanced knowledge and confidence in managing current clinical issues in diabetes. Given that this conference will be available online in real time, as well as recorded for access later, we anticipate that the reach of the content will be significantly higher.

The Primary Care Diabetes Society of Australia is leading the way in ensuring that the best possible diabetes care is provided to patients when being looked after within the primary care arena. Those attending will leave the Conference with a better understanding of treatment options and individualised care pathways, having been able to draw on the experience of the Key Opinion Leaders (KOL) presenting at the Conference. This then benefits patients directly as they in turn are seen by HCPs who are engaged in improving their knowledge of best practice in delivering diabetes care.

A distinguished panel of speakers will share their specialised experience in an environment conducive to optimal learning. Ample time for questions and the opportunity for audience participation and networking will be available.



The Conference is a multi-sponsored activity, with sponsorship used for the running of the events incorporating full staging of the activity (venue costs, delegate refreshments and audio-visual costs) along with the development of an educational, highly valued programme of content. Sponsors also have the opportunity to contribute to the Conference programme, providing an avenue for knowledge sharing and promotion.

It is anticipated that Conference delegates will comprise of General Practitioners, Diabetes Educators, Primary Care Nurses, Pharmacists and other allied health professionals who are involved in diabetes care in primary practice. Further, by expanding the Conference to enable realtime virtual access, as well as recording the presentations and making them available to registrants after the event, we anticipate increasing access to those who would normally have difficulty attending in person eg. rural and regional practitioners.

## **PRIMARY CARE DIABETES CONFERENCE**

### **DATE**

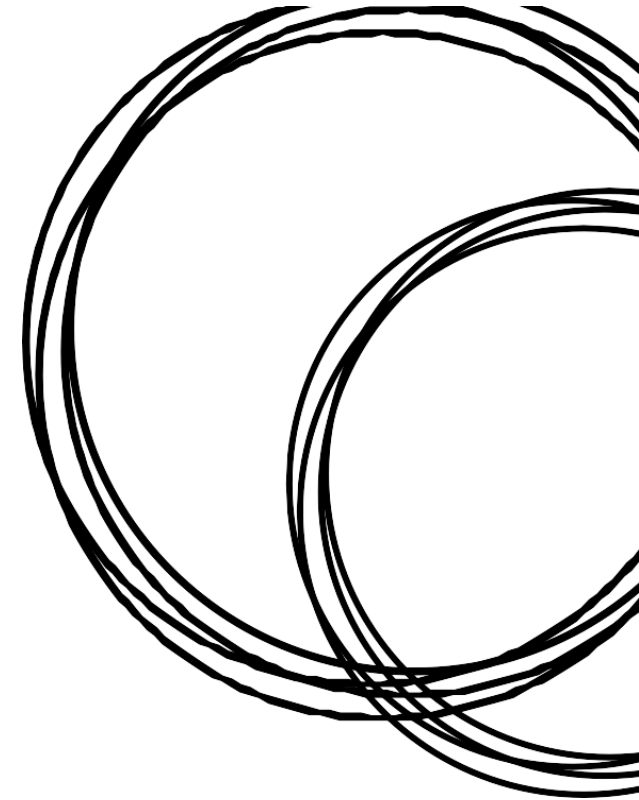
**Thursday 16th November**

### **VENUE**

**Melbourne Convention and Exhibition Centre  
Melbourne, Victoria**

### **VIRTUAL ACCESS**

**Realtime virtual access  
Recordings to be available after the event for registrants**



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# SPONSORSHIP OPPORTUNITIES

## PLATINUM PARTNER

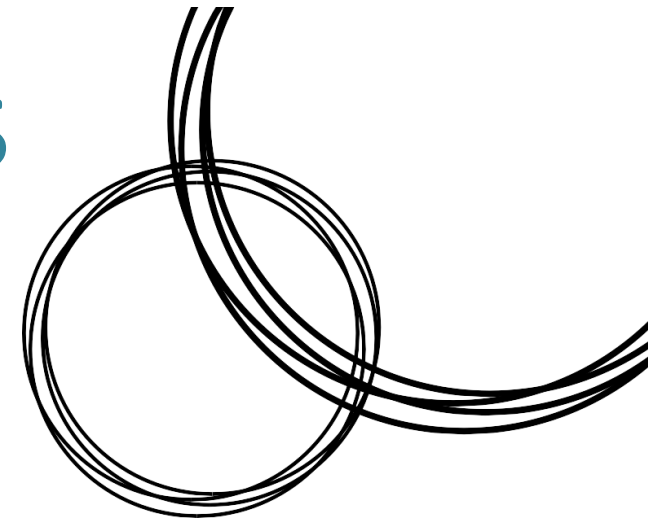
ONLY 1 AVAILABLE

\$35,000 (excl GST)

As a Platinum Partner of the 2023 Primary Care Diabetes Conference, your organisation will be receiving the highest level of exposure and recognition during the Conference. We will work alongside you to provide the greatest opportunities at the Conference and tailor a package that suits your needs.

### BENEFITS

- o Largest exhibition space (6x3m) at the Primary Care Diabetes Conference with primary branding on all associated promotional and onsite collateral
- o Priority selection of exhibition space
- o 10-minute presentation within program
- o myINTERACT awareness campaign, including:
  - 1 x discoverable advertising banner on the home page
  - 2 x push notification/daily message to the diabetes community and event delegates
  - 1 x sponsor channel in myINTERACT to house links or content of the sponsor (limit to 6 assets for 2 months)
- o Dedicated email blast to all registrants prior to the Conference
- o Acknowledgement as platinum sponsor on Conference app
- o Naming rights for one session at the Conference within the main programme
- o Four complimentary Conference and exhibitor registrations
- o Verbally acknowledged at opening and closing address, with logo and sponsorship category on the main screen
- o Opportunity to purchase registrations at discounted rate
- o Formal acknowledgement of sponsorship in post Conference thank you email sent to all delegates
- o Electronic mail list of Conference registrants contact details



# SPONSORSHIP PACKAGES

## GOLD PARTNER

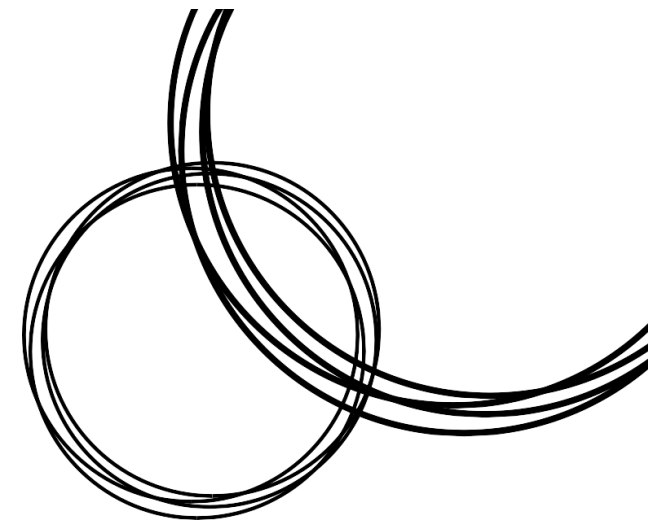
ONLY 3 AVAILABLE

\$20,000 (excl GST)

As a Gold Partner of the Primary Care Diabetes Conference, your organisation will receive a high level of exposure and recognition during the Conference.

### BENEFITS

- o Second largest exhibition space (3x3m) at the Primary Care Diabetes Conference with secondary branding on all associated promotional and onsite collateral
- o Priority selection of exhibition space after Platinum sponsor
- o 5-minute presentation within the program
- o myINTERACT awareness campaign, including:
  - 1 x discoverable advertising banner on the home page
  - 2 x push notification/daily message to the diabetes community and event delegates
  - 1 x sponsor channel in myINTERACT to house links or content of the sponsor (limit to 6 assets for 2 months)
- o Dedicated email blast to all registrants prior to the Conference
- o Three complimentary Conference and exhibitor registrations
- o Verbally acknowledged at closing address, with logo and sponsorship category on the main screen
- o Opportunity to purchase registrations at discounted rate
- o Formal acknowledgement of sponsorship in post Conference thank you email sent to all delegates



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# SPONSORSHIP PACKAGES

## SILVER PARTNER

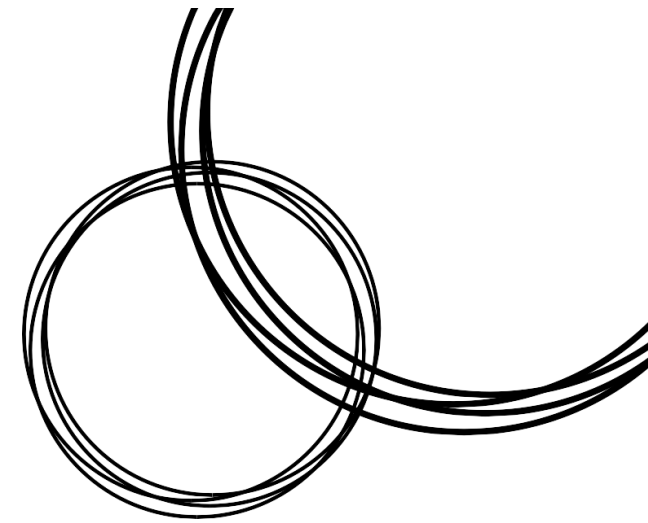
SEVERAL AVAILABLE

**\$16,000 (excl GST)**

As a Silver Partner of the Primary Care Diabetes Conference, your organisation will receive strong brand exposure and recognition during the Conference.

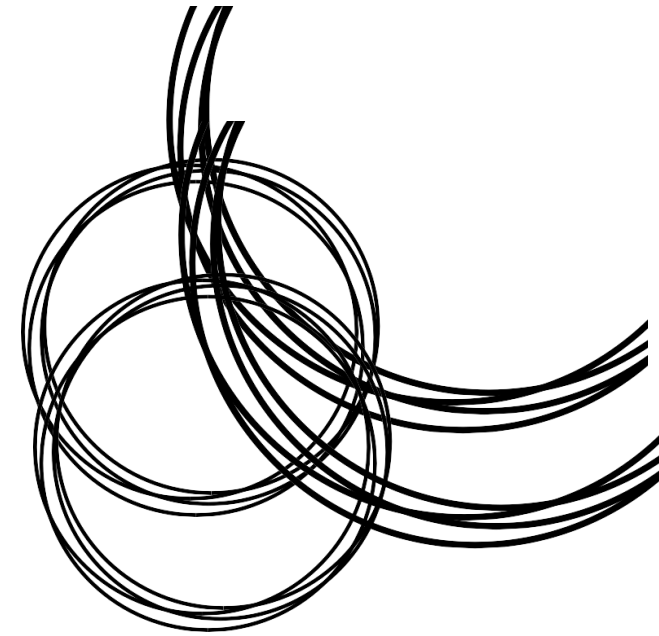
### BENEFITS

- o 3x2m exhibition space at the Primary Care Diabetes Conference with logo and support included on all associated promotion and onsite collateral
- o myINTERACT awareness campaign, including:
  - 1 x discoverable advertising banner on the home page
  - 2 x push notification/daily message to the diabetes community and event delegates
  - 1 x sponsor channel in myINTERACT to house links or content of the sponsor (limit to 6 assets for 2 months)
- o Two complimentary Conference and exhibitor registrations
- o Verbally acknowledged at closing address, with logo and sponsorship category on the main screen
- o Opportunity to purchase registrations at discounted rate
- o Formal acknowledgement of sponsorship in post Conference thank you email sent to all delegates



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# ADDITIONAL SPONSORSHIP OPPORTUNITIES



## Primary Care Diabetes Conference

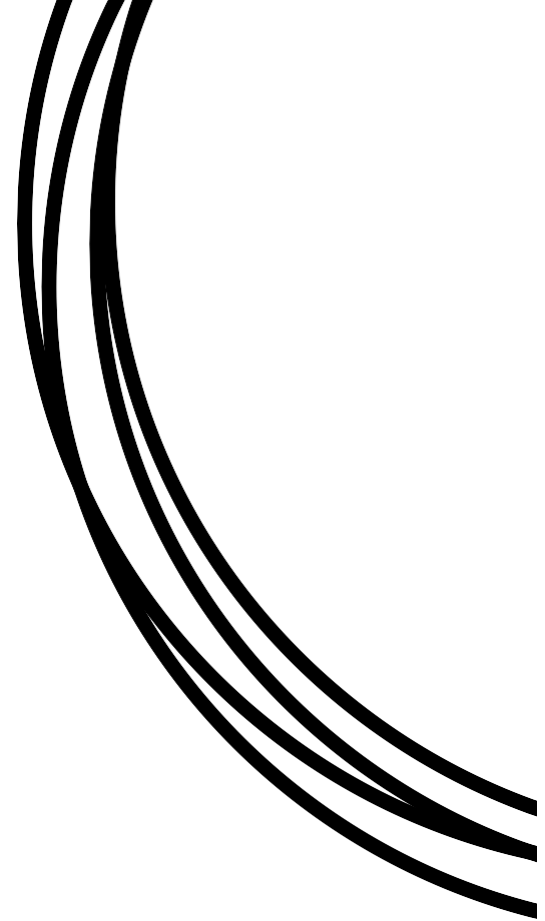
- Conference app sponsorship (POA)
- Trade display sponsorship: \$5,000 (excl GST) for a 3x2m booth (no branding on promotional materials)
- Coffee cart (POA)
- Lanyard sponsor (POA)
- Branded pens (POA)
- Speaker Sponsorship (POA)
- Branded water bottles (POA)
- Branded juice bar (POA)





# PARTICIPATION TERMS & CONDITIONS

1. **Sponsors** - invoices are payable on receipt of tax invoice to secure your requirements.
2. **Full Payment** of all invoices, must be received prior to **July 31st 2023, unless by prior approval has been granted.**
3. All prices quoted exclude GST.
4. The PCDSA Committee reserves the right to refuse an application.
5. The PCDSA will endeavour to meet all your participation requirements. If these requirement/s are not available the PCDSA will contact you as soon as possible to discuss alternatives.
6. Sponsors agree to abide by such conditions as laid down by the PCDSA Organising Committee and agree not to violate any of the conditions
7. If the Sponsor/Exhibitor fails to comply with any of the rules and regulations laid down, or any requirements stipulated, the Organiser has the right to enlist a replacement Sponsor/Exhibitor and the Sponsor/Exhibitor will forfeit all monies paid.
8. Acknowledgement of Sponsors is dependent upon the date of the Sponsor's funding, provision of the Sponsor's logo and publishing date of any resources
9. All signage, collateral, advertisements and any other artwork for any participant must be provided to the Organiser for approval. The Organiser reserves the right to reject anything that it considers inappropriate.
10. The Organiser reserves the right to redesign the floor plan as it sees fit.
11. All trade exhibitors should ensure their Public Liability Policy covers their activities during events held away from their principal workplace. The event organiser (PCDSA) and the venue shall not be responsible for any loss, damage and/or injury which may occur to the exhibitor's employees or property due to any cause whatsoever prior, during and subsequent to the event.
12. A Certificate of Currency is to be provided on request to the Organiser.
13. Exhibitors must not erect any sign, display or obstruction which intrudes into any adjoining Exhibitors' space or affects the safety of the venue.
14. Exhibitors must not damage in any way the walls, floors, ceilings or any other surface of the exhibition area or the Exhibitor will be liable for all associated charges due to the venue.
15. The Organiser accepts no responsibility whatsoever for any actions, suits, proceedings, claims, demands, costs and expenses, which may arise from the supply of samples or other material by participating Sponsors/Exhibitors to any person.
16. The Organiser will take all precautions it considers necessary for the protection and security of exhibited articles but will not be responsible for the safety, loss, damage or compensation of any exhibit or other property under any circumstances whatsoever.
17. Participants must not on-sell sponsorship opportunities, sub-let exhibition tables or display products or programs that have not been officially endorsed by their company without the prior approval of the Organiser.



# 2023 PRIMARY CARE DIABETES CONFERENCE SPONSORSHIP APPLICATION FORM

## Applicant Details

Company	ABN	
Contact Person		
Postal Address		
State	Postcode	
Position		
Telephone	Fax	Mobile
Email		

## Sponsorship

I wish to apply for the following opportunities:

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Platinum sponsor - \$35,000 | <input type="checkbox"/> Gold sponsor - \$20,000                        | <input type="checkbox"/> Silver sponsor - \$16,000 |
| <input type="checkbox"/> Trade Display - \$5,000     | <input type="checkbox"/> Other sponsorship (to be discussed with PCDSA) |  |

I/we understand that space will be allocated strictly in accordance with the date of receipt of application and payment



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**Payment Method**

Bank Transfer       Visa       Master Card    Please invoice me

**Cheque (Payable to Australian Diabetes Society)**

Card Number     

Cardholder Name .....      Expiry Date .....

Cardholder Signature .....      Total Amount \$ .....

I have read and agree to the terms and conditions

Signature .....      Date ..... / ..... / .....

Please email completed form to: Primary Care Diabetes Society of Australia  
[PCDAus@gmail.com](mailto:PCDAus@gmail.com)  
ABN: 85 608 584 381



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