



Australian College of Nursing

# NURSING & HEALTH

**VIRTUAL** EXPO

## SPONSORSHIP AND EXHIBITION PROSPECTUS

**SATURDAY 2 APRIL 2022  
8:30AM – 2:30PM AEST**

**CONTACT**  
[acn@aceo.net.au](mailto:acn@aceo.net.au)

# THE ANNUAL NURSING & HEALTH EXPO

The annual Nursing & Health Virtual Expo showcases the nursing and health professions to individuals considering a career in nursing and health as well as provides a platform for current health professionals to find out about career opportunities and further education.

## EXHIBITORS INCLUDE:

**EDUCATIONAL INSTITUTIONS**

**HOSPITALS AND HEALTH SERVICES**

**NURSING AND HEALTH SPECIALTY GROUPS**

**RECRUITMENT AGENCIES**

**HEALTHCARE PRODUCT AND SERVICE PROVIDERS**

**EMPLOYERS**

**INDUSTRY BODIES**

**GOVERNMENT DEPARTMENTS**

**DEFENCE AND EMERGENCY SERVICES**

**TRAINING AND DEVELOPMENT COMPANIES**



OVER 3,500 ATTENDEES IN 2021

BOOK NOW



# WHY EXHIBIT?

**\$1,500** Inc GST PER BOOTH

## EXHIBITION PACKAGE



Opportunity to create a fully branded virtual exhibition booth that will be displayed on the virtual platform for the duration of the Expo including two complimentary exhibitor passes



Opportunity to present on the main program. Multiple 15 minute concurrent sessions will be made available to all exhibitors, providing an targeted marketing opportunity.



Opportunity to upload videos to the virtual exhibit or display information and graphics



Opportunity to display contact details, website details with link and social media links on your virtual exhibit



Company logo displayed on the platform for the duration of the Expo



Social media posts on the ACN Facebook page

Opportunity to chat with visitors of the virtual Expo and collect contact details of those visiting your virtual exhibition booth.

## ADDITIONAL REGISTRATIONS

If you require more than two Expo registrations additional passes can be purchased through the booking portal for an additional fee of \$50.

The ACN Nursing & Health Virtual Expo is the perfect place to discover and progress your career in the nursing and health professions.

Virtual exhibitions are much easier for exhibitors to arrange than a physical booth and offer various promotional options; the virtual booth will ensure your company's presence at the Expo and get your profile front and centre with delegates. Virtual booths with your branding and messaging will be displayed on the platform for the full duration of the Expo, giving you extended visibility and a prolonged opportunity to interact with visitors compared to a traditional Expo.

- engage and network directly with your target audience
- showcase your products and services
- be an advocate and support the health professions
- promote education and employment opportunities
- raise the profile of your brand and enhance your image.

OVER 3,500 ATTENDEES IN 2021

# WHY ADVERTISE?



[BOOK NOW](#)

[2021 eGUIDE](#)

ACN distributes the Nursing & Health Expo eGuide to promote the Expo and provide information to visitors. The eGuide will provide the perfect platform to:

- increase your exposure through promotion in the lead-up to the event
- promote your exhibition presence and booth location
- promote your organisation to those unable to attend the Expo
- let visitors know what to expect at your booth

## eGUIDE ADVERTISING

**\$925** FULL PAGE AD

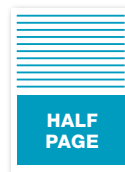


FULL PAGE

### FULL PAGE ADVERTISEMENT

210mm wide x 297mm high  
(plus 5mm bleed)  
CMYK, 300dpi,  
print quality PDF

**\$650** HALF PAGE AD



HALF PAGE

### HALF PAGE ADVERTISEMENT

185mm wide x 128mm high  
(no bleed)  
CMYK, 300dpi,  
print quality PDF

**\$2100** FULL PAGE  
INSIDE FRONT COVER AD

## ADVERTORIAL

Interested in turning your advertisement into an advertorial? Rather than providing artwork, simply send through a maximum of 300 words for a half page advertorial and 700 words for a full page advertorial.

**\$1600**  
FULL PAGE AD +  
FULL PAGE ADVERTORIAL  
(600-700 WORDS)

**\$1100**  
HALF PAGE AD +  
HALF PAGE ADVERTORIAL  
(250-300 WORDS)

## ARTWORK SUBMISSION DEADLINE

ACN will continue to accept advertisements up until Friday 11 March 2022 as the eGuide is hosted online and will be updated continuously.

**OVER 5,000  
VIEWS**

**AVERAGE  
4 MINUTES  
READING TIME**

**OVER 148,000  
IMPRESSIONS**

OVER 3,500 ATTENDEES IN 2021

BOOK NOW



MAJOR SPONSOR

\$20,250 Inc GST

One organisation is offered the exclusive opportunity to align with the Expo as the event's Major Sponsor. The sponsoring organisation will receive extensive promotion in the lead-up to the Expo as well as the invaluable opportunity to reach over 3,500 visitors, comprised primarily of undergraduate nursing students, onsite at the event.

### EXCLUSIVE EXPOSURE



Opportunity to provide a Welcome Message to participants upon registration



Logo displayed on participants registration confirmation

### VIRTUAL EXPOSURE



4 x staff Virtual Expo registrations allowing full access to Seminar sessions and exhibition



Present a 10-minute seminar



Logo displayed on seminar PowerPoint holding slides



Company logo displayed on the platform for the full week of the Virtual Expo. Opportunity to create a company profile displayed on platform acknowledging sponsorship

### ONLINE EXPOSURE



Logo displayed on all digital marketing materials



Logo displayed on Nursing & Health Expo webpage



Dedicated social media posts on the ACN Facebook page



Full page advertisement within the Expo eGuide



Logo acknowledgement in ACN eNewsletter

OVER 3,500 ATTENDEES IN 2021

BOOK NOW



# OTHER SPONSORSHIP OPPORTUNITIES

Bring your brand exposure up a notch by promoting your organisation through one of these sponsorship opportunities. Only one exclusive opportunity available for each sponsorship.

## SEMINAR SPONSOR \$7,250 (INCL. GST)



Logo displayed on the virtual stage



Verbal recognition on each seminar and an opportunity to MC the sessions



Half page advertisement within the Expo eGuide



Dedicated social media posts on the ACN Facebook Page



Logo displayed on Nursing & Health Expo webpage

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## VISITOR SURVEY PRIZE SPONSOR \$5,250 (INCL. GST)



An opportunity to donate the prize to the winner of the visitor survey



Virtual floor plan acknowledgment with details regarding the survey to be completed



Logo displayed on the virtual stage announcing the winner



Dedicated social media posts on the ACN Facebook Page



Logo displayed on Nursing & Health Expo webpage

# PROMOTE YOUR ATTENDANCE



## EXHIBITOR REWARD

To recognise and reward our fantastic exhibitors we will again offer a 'Best Booth Prize'.

Exhibitors will be judged on the following criteria:

- level of interactive elements
- exhibitors' engagement with visitors.

Winners will receive a **50% discount** on their exhibition booth the following year!

In 2021, 88% of Expo visitors were aged between 18 and 25. This age group is incredibly tech savvy and highly connected on social media, with a staggering 93% accessing social media every day.

Take advantage of the power of social media by promoting your presence at the ACN Nursing & Health Virtual Expo in the lead up to the event, allowing you to generate maximum traffic to your booth onsite.

By promoting your presence at the Expo, you will go in the draw for a chance to win a **\$1,000 ACN advertising package**, allowing you to engage with ACN's member base of approximately 11,000 nurses.

Remember to use the hashtag #ACNExpo to qualify!

## Potential examples:

- Visit our virtual booth at this year's ACN Nursing & Health Virtual Expo #ACNExpo
- We are excited to exhibit at the 2022 ACN Nursing & Health Virtual Expo #ACNExpo



# TERMS AND CONDITIONS



Exhibitors participating in ACN's Nursing & Health Expos are required to adhere to the terms and conditions and the exhibitor code of conduct as set by ACN.

ACN's acceptance of the exhibitor's booking constitutes an agreement of the parties to abide by the terms and conditions contained herein.

## General Principles

The principles which must apply in all instances are:

- a) conformity with ACN's shared vision, core values and strategic directions
- b) professionalism and ethics, as outlined in the Code of Conduct for Nurses in Australia (2008), the Medicines Australia Code of Conduct (V17) and the Medical Technology Association Code of Practice
- c) independence, where the activity or relationship should not undermine ACN's independence
- d) consistency with ACN policy and practice
- e) transparency of process, except for commercial in confidence activities
- f) compliance and accountability

## Eligibility

Organisations are only eligible to exhibit at the ACN Nursing & Health Expos if the product or service offered is directly associated with and/or benefits the profession of nursing. ACN reserves the right to request evidence of eligibility and to deny access to organisations if the product or service offered does not align with the purpose of the ACN Nursing & Health Expos.

## Payment

- a) Reservation of a booth will only be confirmed upon receipt of full payment.
- b) The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by ACN and all prices in this document are inclusive of the GST.
- c) Payment is required within 30 days of booking.
- d) Should a booth booking be made within 30 days of the Expo date, full payment via credit card, or proof of payment via bank transfer is required.

## Cancellation

Notification of cancellation of participation must be received in writing no later than four weeks prior to the Expo.

- a) Cancellations made more than 8 weeks from commencement of the Expo will receive a full refund less an administrative fee of \$500.
- b) Cancellations received between 8 and 6 weeks from the commencement of the Expo will incur a fee of 50% of the total booking made.
- c) Cancellations received between 6 and 4 weeks from the commencement of the Expo will incur a fee of 75% of the total booking made.
- d) No refund will apply to cancellations received less than four weeks prior to the Expo.



## TERMS AND CONDITIONS CONTINUED...

### Exhibiting

- a) No exhibitor shall assign, sublet or apportion the whole or any part of their booked space, including promotional items, except upon prior written consent of ACN.
- b) Exhibitors must be available to service visitors for the duration of the Expo (8:30am – 2:30pm).
- c) Exhibitors must only conduct competitions or offer prizes with the permission of ACN and you must adhere to all state laws and regulations.

### Liability

- a) ACN will not discount or refund for any facilities not used or required.
- b) ACN reserves the right to change the duration if circumstances demand at their discretion. Exhibitors will indemnify ACN in respect of any claims and demands in respect thereof. The exhibitor must take out adequate insurance in respect of all claims.

### Insurance

- a) If the holding of the exhibition is prevented or abandoned by reason of fire, storm, lightning, national emergency, labour dispute, strike, lockout, civil disturbance, explosion, inevitable accident, or any other reason not within the control of the organisers whether of the same sort or not, the organisers may, at their discretion, return a part of the costs of space paid by the exhibitor. In any such case, the organisers shall not be liable in any way whatsoever for any expenditure or liability or loss including consequential loss incurred by the exhibitor.