



CANBERRA HEALTH  
Annual Research Meeting

# Sponsorship Opportunities

*Celebrating Health Research in the Canberra Region*





Dear Sponsor,

In a time of population growth and increasing disease burden, the goal of a sustainable healthcare system is a key objective for research, education and clinical practice. Essential to successful research translation is the participation of industry partners. CHARM is a three and a half day meeting which includes international and national expert presentations, oral abstract presentations from local clinicians and scientists, panel discussions and workshops. The meeting seeks to explore how interdisciplinary research can contribute to a sustainable health system through discovery and collaboration.

The Canberra Health Annual Research Meeting (CHARM) was first instigated in 1995. It is still held today in collaboration with ACT Health, University of Canberra, University of New South Wales Canberra, and the Australian Catholic University, the Australian Institute of Sport and The Australian National University.

For 25 years, CHARM has facilitated collaboration between health researchers, students, policy makers, carers, consumers industry and clinicians from a diverse range of health disciplines. CHARM attracts over 500 registrants and over 200 abstract submissions. It provides a forum for exciting and innovative research and debate and because it is livestreamed and available on YouTube and the ACT Health Facebook page, CHARM reaches local, national and international audiences.

Principle themes of the meeting include Population Health, Clinical and Surgical Research, Laboratory Science, Nursing and Allied Health Research.

Each year, the program includes high profile keynote presentations on cutting edge topics in medical and health research. Past national and international keynote speakers have included Professor Sir Harry Burns, Dr Charles Teo, Professor Fiona Wood, and Professor Patrick McGorry. In addition to keynote presentations, the program is themed to provide opportunity for researchers to showcase the wide variety of research conducted in the ACT. A one day national program on End of Life Care is included in this year's program.

A 3 Minute Thesis competition, poster viewing event and awards dinner complete the event schedule.

The CHARM organising committee invites you to partner with us as a sponsor. Your organisation has a unique opportunity to showcase its brand to more than 500 (including online viewers) attendees leading the charge to transform health care in a rapidly changing landscape.

CHARM sponsorship benefits ensure that your organisation is recognised before, during, and after the conference. Standard benefits packages are available, but we are happy work with you to create a sponsorship package that meets your marketing needs

For more information about CHARM and sponsorship opportunities, please contact the ACT Health Office of Research on 5124 5257 or email [preclinical.research.office@act.gov.au](mailto:preclinical.research.office@act.gov.au)

Regards,

**Dr Hannah Clarke**  
Chair, Canberra Health Annual Research Meeting Committee

# CHARM Details

## Meeting Venue

Canberra Hospital Auditorium  
Canberra Hospital  
Yamba Drive  
Garran ACT

## Conference Program

The 3-day program includes:

- Keynote speaker sessions – high profile national and international speakers
- Enabling research in healthcare
- Presentations, including:
  - End of life care
  - Cardiovascular health
  - Translational
  - Cancer
  - Nutrition and diabetes
  - Allied Health
  - Nursing
  - Paediatrics and NICU
  - Immunology
  - Indigenous health
  - Surgical
- 3 Minute Thesis competition
- Poster viewing and cocktail event
- Networking lunch
- Awards dinner.





## Promotion of CHARM

Promotion will commence in April and includes:

- ACT Health Research website – sponsors' logos will feature with links to company websites
- Promotional spaces within ACT Health and Canberra Health Services, and through their networks
- Links from National Science Week materials
- Media alerts prior to and during the meeting
- Promotion through university and health service provider networks.

## CHARM Delegates

The audience comprises delegates from each of the partner institutions, with the majority being clinicians, medical students, medical research staff and students, nursing and allied health practitioners, and consumers and other stakeholders.

Over 500 delegates participate in CHARM each year.



## Benefits of sponsoring CHARM

- Raise your profile in the industry and add value to your brand
- Engage and collaborate with health and educational institutions in the Canberra region
- Develop a personal and direct relationship with your clients
- Meet new clients and develop a quality database
- Display your products and services to key decision makers
- Get immediate feedback on your product.

# Sponsorship opportunities at a glance

Sponsorship opportunity	Price AUD (Inclusive of GST)
Platinum Package	\$11,000
Gold Package	\$5,500
Silver Package	\$3,300
Bronze Package	\$1,650
Keynote Speaker Package	\$2,200
Dinner Package	Cost of Dinner (excl. alcohol)
Award Sponsor Package	\$550 to \$1,100
Networking Lunch Sponsor Package	\$1,100
Digital Package	Starting at \$3,300



## Platinum Package – \$11,000

### Major Sponsor of the Meeting

#### Recognition

Acknowledgement at opening and closing of the meeting

Acknowledgement and logo on ACT Health website with links to company website

Company logo on screen before presentations in auditorium

Company pull up banner displayed on stage at meeting venue and at awards dinner

Company profile featured in the program and on the event app (content provided by sponsor)

#### Trade display

Trade display at poster viewing event

#### Promotion

90 second promotional video (supplied by sponsor) to be played in auditorium during event

Opportunity to engage with delegates through digital event app

Opportunity to provide promotional materials/pamphlets for delegates at registration desk

Full page advertisement in program (content supplied by sponsor)

Option for 200 word promotional paragraph in program

#### Additional

Two tickets to the awards dinner

Invitation to poster viewing event



## Gold Package – \$5,500

### Recognition

Acknowledgement and logo on ACT Health website with links to company website

Company logo on screen before presentations in auditorium

Company pull up banner displayed on stage at meeting venue

### Trade display

Trade display at poster viewing event

### Promotion

90 second promotional video (supplied by sponsor) to be played in auditorium during event

Opportunity to engage with delegates through digital event app

Opportunity to provide promotional materials/pamphlets for delegates at registration desk

Half page advertisement in program (content supplied by sponsor)

Half page for 200 word promotional paragraph in program



## Silver Package – \$3,300

### Recognition

Acknowledgement and logo on ACT Health website with links to company website

Company logo on screen before presentations in auditorium

### Trade display

Trade display at poster viewing event

### Promotion

Opportunity to engage with delegates through digital event app

Opportunity to provide promotional materials/pamphlets for delegates at registration desk

Half page advertisement in program (content supplied by sponsor)





## Bronze Package – \$1,650

### Recognition

Acknowledgement and logo on ACT Health website with links to company website

Logo on screen before presentations in auditorium

### Trade display

Trade display at poster viewing event

### Promotion

Opportunity to engage with delegates through digital event app

Logo printed in program



## Keynote Speaker Package – \$2,200

### Recognition

Acknowledgement and logo on ACT Health website with links to company website

Logo on screen before presentations in auditorium

Naming right of the keynote session (for example, XYZ Keynote Speaker Session)

Company banner on stage during keynote presentation

Promotion on the starter and final slides of the Keynote Speaker Livestream

### Trade display

Trade display at poster viewing event

### Promotion

Opportunity to engage with delegates through digital event app

Logo printed in program

# Dinner Package (cost of dinner excluding alcohol) Exclusive



## Sponsor of the awards dinner

### Recognition

Acknowledgement at opening and closing of the meeting

Acknowledgement and logo on ACT Health website with links to company website

Company logo on screen before presentations in auditorium

Company pull up banner displayed at dinner venue

### Trade display

Trade display at poster viewing event

### Promotion

90 second promotional video (supplied by sponsor) to be played in auditorium during event

5 minute speaking opportunity at awards dinner

Opportunity to engage with delegates through digital event app

Half page advertisement in program (content supplied by sponsor)

Option for 200 word promotional paragraph in program

Opportunity to provide publicity materials to dinner guests (supplied by sponsor)

### Additional

Two tickets to the awards dinner

Invitation to poster viewing event



## Digital Package – Starting at \$3,300

### Recognition

Acknowledgement and logo on ACT Health website with links to company website

Company logo on screen before presentations in auditorium

### Trade display

Trade display at poster viewing event

### Promotion

Opportunity to engage with delegates through digital event app

Opportunity to provide promotional materials/pamphlets for delegates at registration desk

Half page advertisement in program (content supplied by sponsor)

*Additional benefits available depending on financial investment. Please contact ACT Health Office of Research on 5124 5257 to discuss options.*



## Award Sponsor Package – \$550 to \$1,100

Companies are invited to sponsor the awards that are presented at the conclusion of the meeting.

Benefits of the Award Sponsor Package are:

- Naming right of the award (for example, ACT Health Office of Research Award for the Best Student Research Poster)
- Company name featured:
  - on the sponsored award and certificate
  - on the ACT Health Research website
  - in the CHARM program
  - on the event app
- Acknowledgement and logo on ACT Health website with links to company website



## Lunch Sponsor Package – \$1,100

### Recognition

Acknowledgement and logo on ACT Health website with links to company website

### Promotion

Opportunity to engage with delegates through digital event app

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Logo printed in program

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# Additional information for sponsors

- General information
  - High resolution versions of company logos are required for inclusion in the CHARM program and other materials, as outlined in sponsorship packages. An EPS logo must be forwarded at the time of application for sponsorship.
  - Sponsors must ensure that all accounts are finalised and paid prior to the event.
  - Requests for delegate details prior to the event will not be allowed. Sponsors will be provided access to the event app once it is launched and will be able to view attendee lists via the app.
- Trade displays
  - All exhibitors must have current public liability insurance cover for their trade display. Exhibitors are required to submit their public liability insurance certificate along with their application form. The insurer providing the cover must be approved by the Australian Prudential Regulation Authority and must have a minimum financial strength rating of A- or above. The insurance certificate must provide coverage of AUD\$20 million for each and every occurrence and AUD\$20 million in the annual aggregate.
  - Exhibitors are responsible for all items within their allocated exhibition space. The CHARM Committee and the venue cannot accept any liability for any loss or damage to property sustained or occasioned from any cause whatsoever.
  - Trade display spaces will be allocated in order of receipt of applications and monies received.
  - Trade displays will comprise one 1800mm table. Please notify the Office of Research if you do not require a table.
  - Exhibitors must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition,
  - Exhibitors must comply with all directions/requests provided to them.
- The CHARM Committee will specify conditions relating to the movement of goods and displays, prior, during and after the event.
- Unless otherwise communicated, storage will not be provided onsite. Under no circumstances are goods permitted to be stored in public access areas.
- The CHARM Committee makes no guarantee of the number of visitors to the individual displays.



## Accessibility

If you have difficulty reading a standard printed document and would like an alternative format, please phone 13 22 81.



If English is not your first language and you need the Translating and Interpreting Service (TIS), please call 13 14 50.

For further accessibility information, visit: [www.health.act.gov.au/accessibility](http://www.health.act.gov.au/accessibility)

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