

PHIIA19

Private Health Insurance Annual Conference

13 February 2019 | The Events Centre, Melbourne

**SPONSORSHIP
PROSPECTUS**



**TRUST AND THE
FUTURE OF PRIVATE
HEALTH INSURANCE**



Private Health Insurance Intermediaries Association Inc

phiia.com.au

WELCOME

On behalf of the Private Health Insurance Intermediaries Association we'd like to invite you to join us in making PHIA 2019 a significant landmark in a year of great change for the sector.

A raft of key reforms aimed at arresting flagging participation and boosting competition arrive in April and with the pending federal election health insurance policy will be a hard-fought battleground.

Our conference kicks off the year with challenging, informative and engaging speakers and decision-makers focused on forging the future for private health insurance.

Topics will include:

- Building consumer trust
- The role of data & liberation of all policy information
- How the reform agenda will be implemented
- Consumer sovereignty and engaging the public
- The big ideas to ensure the future for the sector
- The value of service quality information
- How wearable technologies are changing health
- Energising the official government comparison site

We anticipate 120-150 influential delegates drawn from the funds, comparators, regulators, government, consumer groups for the one-day event in Melbourne's CBD.

We hope you can join us on board and forge the relationships you need in this complex market as it reaches a crossroads.

Troy Sheahan
Chair PHIA

Christopher Zinn
CEO PHIA



SPONSORSHIP OPPORTUNITIES

ALL PRICES ARE IN AUSTRALIAN DOLLARS AND INCLUSIVE OF GST

GOLD SPONSOR (2 available)
\$9,500

SILVER SPONSOR (2 available)
\$8,000

BRONZE SPONSOR (Unlimited)
\$7,000

SUPPORTER (Unlimited)
\$3,500

Once you have chosen your sponsorship package and qualified for one of the major sponsorship types listed above you are instantly entitled to the following:

- **Complimentary full registration** to all conference sessions including refreshments and access to social functions (accommodation not included) – 4 registrations for Gold Sponsors, 2 registrations for Silver Sponsors, 1 registration for Bronze Sponsors
- **1x Satchel Insert** to be included in delegate satchel (sponsor to supply)
- **Organisation listing** (+ hyperlink) on PHIA website
- **Sponsor listing and profile** in the final program book
- **Delegate list** (subject to delegate opt out option)
- **Company logo and acknowledgement** as major sponsors on all printed material, the conference webpage and on the sponsor holding screen during sessions

You will also get any additional entitlements listed in your selected items.

Should you not fall into the sponsorship categories listed above you will be classified as a PHIA 2019 Supporter.

Supporters are entitled to:

- **Supporter listing and profile** in the final program book
- **Company logo and acknowledgement** as a supporter on all printed material, the conference webpage and the on sponsor holding screen during sessions

You will also get any additional entitlements listed in your selected items.

SPONSORSHIP OPPORTUNITIES

ALL PRICES ARE IN AUSTRALIAN DOLLARS AND INCLUSIVE OF GST

Welcome Reception Sponsor

(exclusive to gold sponsors)

- Speaking opportunity of 5 minutes after the opening of the Welcome Reception
- Possibility to display banner/s at venue discretion
- 4 x Full registration passes (includes all conference sessions including refreshments and access to social functions (accommodation not included))
- 1 x Half page advertisement in the final program book

Professional Headshot Photo Booth Sponsor

(exclusive to gold sponsors)

- A photobooth onsite for delegates to have professional photos taken
- Sponsor to supply the photo booth
- 2 x Sponsor registration pass (includes access to sessions, day catering and welcome reception)
- Possibility to display banner/s next to the photo booth at venue discretion

Delegate Satchel Sponsor

(exclusive to silver sponsor)

- Company logo printed on the front of the delegate satchel
- Sponsor to supply the satchel bags
- 1x Sponsor registration pass (includes access to sessions, day catering and welcome reception)
- 1x Insert in the delegate satchel (no larger than A4)

Name Badge Lanyard Sponsor

(exclusive to silver sponsor)

- Company branded name badge lanyards – sponsor to supply lanyards
- 1x Sponsor registration pass (includes access to sessions, day catering and welcome reception)

Barista Sponsor \$2,500

- Barista station in a high traffic area – sponsor to cover barista and coffee costs
- 1x Sponsor registration pass (includes access to sessions, day catering and welcome reception)
- 1x Insert in the delegate satchel (no larger than A4)

Portable Chargers Sponsor \$2,500

- Company banded portable chargers– sponsor to cover the cost of the chargers
- 1x Sponsor registration pass (includes access to sessions, day catering and welcome reception)
- 1x Insert in the delegate satchel (no larger than A4)

Notepad or Pens Sponsor \$1,100

- Branded notepads or pens for each delegate satchel and to be placed at the back of each room. Sponsor to supply notepads and pens
- 1x Sponsor registration pass (includes access to sessions, day catering and Welcome Reception)

Additional Marketing Opportunities

Satchel Insert \$800

- 1x Insert in the delegate satchel (no larger than A4)

Final Program Book Advertisement

Full Page (\$800) or Half Page (\$400)

- Sponsor to provide artwork to be printed in black and white

SPONSORSHIP APPLICATION FORM

ALL PRICES ARE IN AUSTRALIAN DOLLARS AND INCLUSIVE OF GST

CONTACT PERSON:

POSITION:

COMPANY:

ADDRESS:

SUBURB:

STATE:

POSTCODE:

TELEPHONE:

MOBILE:

EMAIL:

Sponsorship and Marketing Opportunities (please tick your preference)

- | | |
|---|---------|
| <input type="radio"/> Welcome Reception Sponsor | \$9,500 |
| <input type="radio"/> Professional Headshot Photo Booth Sponsor | \$9,500 |
| <input type="radio"/> Delegate Satchel Bag Sponsor | \$8,000 |
| <input type="radio"/> Name Badge Lanyard Sponsor | \$8,000 |
| <input type="radio"/> Barista Sponsor | \$7,000 |
| <input type="radio"/> Portable Charger Sponsor | \$7,000 |
| <input type="radio"/> Notepad or Pen Sponsor | \$1,100 |
| <input type="radio"/> Satchel Insert | \$950 |
| <input type="radio"/> Full Page Advertisement | \$800 |
| <input type="radio"/> Half Page Advertisement | \$400 |

TOTAL

TERMS & CONDITIONS



1. For the purpose of this contract, the term Management shall include Private Health Insurance Intermediaries Association Inc.
2. Management agrees to provide the Sponsor with the agreed inclusions as outlined in the original Sponsorship Prospectus. Any additional requirements will be at the Sponsor's expense.
3. The Sponsor agrees to abide by all rules and regulations adopted by the Management in the best interests of the Conference and agree that Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during or after the Conference.
4. The Sponsor agrees to abide by the payment schedule as outlined by Management.
5. The Sponsor will be liable for and will indemnify and hold Management harmless from any loss or damages whatsoever directly or indirectly occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, the Sponsor, other Sponsors and members of the public attending the Conference, either on the said space or elsewhere if said loss or damage arose from or was in any way directly or indirectly connected with the Exhibitor's occupancy of the said space.
6. Management reserves the right, at its sole discretion, to change the date or dates upon which the Conference is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, Management shall not be liable in damages or otherwise for failure to carry out the terms of the Agreement in whole or in any part where caused directly or indirectly by or in consequence of fire, flood, storm, war, rebellion, insurrection, riot, strike or any cause whatever beyond the control of Management whether similar or dissimilar from the causes enumerated herein. In the event that the space to be used by the Sponsor should be in any way rendered unusable, this contract shall not be binding.
7. The contract may be cancelled by either party provided written notice is received by Friday, 18 January 2019, a refund will be issued minus a 25% service fee. If the Sponsor cancels after this date, the Sponsor will be liable for 100% of the total contracted cost. Sponsors which have not fully paid for their sponsorship by Tuesday, 12 February 2019 will not be permitted to participate in the conference.
8. Management reserves the right to alter or remove exhibits or part thereof and to expel Sponsors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other Sponsor participants.
10. The Sponsor agrees to confine their presentation within the contracted space.
11. The Sponsor agrees that any contract with the Press on Conference premises shall be by arrangement with Management officials.
12. The Sponsor is responsible for the placement and cost of insurance related to his/her participation in the Conference.
13. The Sponsor agrees to observe all union contracts and labour relations in force, agreements between Management, official contractors serving companies and the building in which the Conference will take place and according to the labour laws of the jurisdiction in which the building is located.
14. The Sponsor agrees that no display may be dismantled or goods removed during the entire run of the Conference, but must remain intact until the closing hour of the last day of the Conference. The Sponsor also agrees to be entirely responsible for the moving-in, assembly, maintenance, disassembly and removal of the exhibit, equipment and belongings to and from the Conference building, or in the event of failure to do so, the Sponsor agrees to pay for such additional costs as may be incurred.
15. The Sponsor agrees not to cause any damage to the walls, floors and ceilings in connection with the erection of any exhibition stand or the utilisation of the exhibited products.
16. The Conference area will be secured during opening hours. Sponsors with special security needs should contact the Management. Every precaution will be made to prevent losses due to pilfering, but the Management will not accept liability for losses of any kind.
17. The Sponsor agrees to obtain any necessary permits or approvals required from any Federal, State or Local Government for the display of products.

I agree to abide by the said Contractual Obligations as written above.

COMPANY NAME

SIGNED BY

SIGNATURE

DATE
