

 Rotorua GP CME 2014
General Practice Conference & Medical Exhibition



Sponsorship & Exhibition Prospectus
Energy Events Centre, Rotorua
12-15 June 2014



About GP CME

GP CME (General Practice Conference & Medical Exhibition) is run in conjunction with the New Zealand Medical Association. The meeting has a strong reputation for short, sharp and to the point clinical content relevant to daily practice. Each session has 2-3 key 'take-home' messages to change clinical behaviour immediately.

The meeting is endorsed for CME and MOPS purposes by the RNZCGP. Approximately 25% of New Zealand's GP's attend GP CME, from the following regions:

Region	2007	2008	2009	2010	2011	2012
AUCKLAND	125	140	203	263	333	339
BAY OF PLENTY	91	128	167	188	189	202
WAIKATO	53	64	89	101	142	146
SOUTH ISLAND	52	77	75	54*	56*	72*
NORTHLAND	24	42	50	47	59	57
WELLINGTON	34	42	48	55	65	74
EASTLAND/HAWKES BAY	19	38	37	57	93	90
MANAWATU/WAIRARAPA	29	22	34	42	79	56
CENTRAL	29	21	32	42	36	43
RIVER REGION	24	28	23	30	60	46
INTERNATIONAL		3	2	7	6	6
TOTAL¹	480	605	760	886	1,118	1,121

¹ Total includes GPs, RNs and participating speakers at GP CME's. * Inaugural South GPCME 2010 ran in 2010 with 330 delegates. South GPCME 2011 with 351 delegates.

GP CME 2014 anticipates 800-850 GPs, 200-250 RNs and 40-60 Practice Managers

All General Practitioners, Registrars, Registered Nurses and Practice Managers are invited to attend.

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Invitation

The Medical Exhibition is a major part of the conference, and gives delegates access to a wide General Practice product and service update in one location.

The meeting is known for its relaxed and collegial atmosphere amongst delegates and industry participants. This atmosphere is actively encouraged to maximize the benefits for both delegates and exhibitors.

If you are active in the General Practice market, GP CME provides access to a wide cross-section of practitioners, with clinically relevant content, over a compact time frame. Together with a collegial atmosphere, this meeting is not to be missed.

The following product/service categories have been represented at previous exhibitions:

- | | | | |
|-----------------------------|-------------------------------|-----------------------------------|--------------------------|
| • ADHD | • Educational Resources | • Inflammatory Bowel Disease | • Recruitment/Locum Work |
| • Advisory Services | • Elder Care | • Insomnia | • Representation |
| • Allergy | • Electromedical Equipment | • Insurance | • Resuscitation |
| • Anaemia | • Electronic Decision Support | • Kiwisaver | • Risk Prediction |
| • Appearance Medicine | • Erectile Dysfunction | • Medical Equipment | • Schizophrenia |
| • Arthritis | • Fertility | • Melanoma | • Sexual Wellbeing |
| • Asthma & COPD | • Financial Services | • Minor Surgical Procedures | • Skincare |
| • Bedwetting Alarms | • First Aid | • Movement Disorders (Parkinsons) | • Sleep Apnoea |
| • Blood Pressure | • Footcare | • Nasal Decongestant | • Smoking Cessation |
| • Books | • Furniture/Tables/Plinths | • Nurse Triage | • Social Services |
| • Books/Medical Information | • Gastroenterology | • Nutrition | • Software Vendor |
| • Cancer | • Generics | • Obesity | • Spirometry |
| • Cardiovascular | • Genetic Testing | • Oncology | • Supplements |
| • Cervical Screening | • Government | • Ophthalmology | • Surgical Instruments |
| • Cold & Flu | • Haematology | • Oral Hygiene | • Sutures |
| • Compression Bandages | • Hand Hygiene | • Osteoporosis | • Thyroid Disorders |
| • Compression Hosiery | • Hepatitis | • Pain Management | • Travel |
| • Constipation | • HIV/Aids | • Political Advocacy | • Ultrasound Handheld |
| • Depression | • Hypertension | • Practice Management Software | • Urology |
| • Dermatology | • Immunisations/Vaccines | • Premature Ejaculation | • Women's Health |
| • Diabetes | • Incontinence | • Professional Health Association | • Wound Care |
| • Diagnostics | • Infant Nutrition | • Prostate Cancer | |
| • ECG Vital Signs Monitor | • Infant Sleep | • Psoriasis | |
| • Education | • Infection Control | • Pulse Oximetry | |



PAST SPONSORS

3M New Zealand
Abbott Laboratories
ACC Healthwise
Access
AFT Pharmaceuticals
Air Flow Products
Alcon
Allied Medical Group
American Express
Amtech
ANZ Healthcare
AON Insurance
ArjoHuntleigh
Army Recruitment National Office
Arrow Pharmaceuticals
Ashburn Clinic
Aspen Pharmacare
AstraZeneca
Atlantis Healthcare
Auckland Eye
Auckland Gynaecology Group
Auckland Heart Group
Auckland Recording Service
AUSSTAT/Kiwi STAT
Australasian College of Skin
Cancer Medicine
Australian General Practice
Recruitment
Balance! Healthcare
Baxter Healthcare
Bayer Healthcare
BD Diagnostics
BDM Grange
Best Practice Advocacy Centre
Biocel Health
BioTrace
Blackmores
BNZ
Boehringer Ingelheim
Bristol-Myers Squibb
Bupa
Canberra Health Cooperative
Australia

Canterbury Health Laboratories
Capes Medical
Care Medical
Care Pharmaceuticals
Carefirst
CBG - HealthStat Primary Health
Care Intelligence
Coeliac New Zealand
Comprehensive Health Services
Comvita
Cornucopia
Critical Assist
CSL Biotherapies
Cxladder
Designs for Vision
Douglas Pharmaceuticals
Dr Reddys NZ
DrInfo
EBOS
Edensleep New Zealand
Eli Lilly
Elsevier Australia
Emcare
Esteem Healthcare
Ferring Pharmaceuticals
Fertility Associates
Foot Mechanics Podiatry
FxMed
Galderma
GE Healthcare
Gilead
Glaucoma New Zealand
GlaxoSmithKline
Go Healthy
GPPHCNT
Health Quality and Safety
Commission
Health Workforce Queensland
Healthline
Healthlink
Healthpoint
HealthStat Primary Health Care
Intelligence

Heinz Nurture
HINZ and NZIHM
HML
Hologic
Home Instead
Homecare Medical
Hospira
House of Travel
Houston Medical
Howard Wright
IMAC
INSIGHT
InterMed
International Medical Recruitment
Intrahealth
IPNET
J. A. Davey
Janssen-Cilag
Johnson & Johnson
Konnect Net Limited
Last Minute Locums
Leukaemia and Blood Foundation
Lion Global Ltd, NZ Agent for
Celox
Locumotion
McGraw-Hill
McLaren Medical
Medacs
Medchek Australia
Med-Chem Surgical
Medica Pacifica
MAS
Medical House
MedicAlert Foundation Inc NZ
Medicus
Medrecruit
MedRecruit
Medsafe
Medshop New Zealand
Medtech
Medtel
Medtronic Australasia
MedXus

MIMS New Zealand
Ministry of Health
Ministry of Social Development
MoleMap
Moosebaby
MSD
Mundipharma
My Practice
Mylan New Zealand
NeilMed
Nestle Nutrition
New Zealand Diagnostic Group
New Zealand Drug Detection
Agency
New Zealand Formulary
New Zealand Guidelines Group
New Zealand Gynaecological
Cancer Foundation
New Zealand Heart Foundation
New Zealand Medical and
Scientific
Nexus Data Security
Norgine
Novartis Consumer Health
Novartis Pharmaceuticals
Nutricia
NZ Doctor/MIMS
NZ Hand Therapy Association
NZ Locums
NZ Medics
NZBCF
NZMA
OBEX
Ochre Recruitment
Ormiston Hospital
Oxford Clinic
Parent 2 Parent
Pfizer
PHARMAC
Pharmaco (NZ) Ltd
PHL Medical
Primary Health Care
Pulse Staffing

QE Health
Quitline
Reckitt Benckiser
Regional Health
Repromed
RGPIN
RNZCGP
Roche Diagnostics NZ Ltd
Roche Products
Roche Products (New Zealand)
Rural Doctors Workforce Agency
Rural Health West
Sanofi-Aventis
Schering Plough
Siemens
Skin & Vein Clinic
Sleep Well Clinic
Smith & Nephew
Sonosite
Southern Cross Healthcare
SPARC
Spinal Publications
SSL New Zealand
St John
Stiefel (a GSK company)
Techbooks
The Ashburn Clinic
Total Library Solutions
TRG Group
Triage Locums
Tytex
Ultrascope
University of Otago
USL Medical
Vensa Health
Voice Perfect
W M Bamford & Co
Westpac
Wyeth Consumer Healthcare
Wyeth Nutrition
Zone Medical



2013's PROGRAMME

Optional Pre-conference Workshops

Thurs 20 th June		WORKSHOPS Preliminary Day					
	WS 1	WS 2	WS 3	WS 4	WS 5	WS 6	WS 7
	Basic Surgical Skills (Part 1)	All About Strokes <i>Overview of stroke services Chairs: Chris Ellis, Gordon Royce, Adam Balalotzki Secretary: Ayesha Kaur, Ayesha Kaur</i>	Neurological Programming	Musculoskeletal WS Introduction (Part 1) <i>Cervical and Thoracic</i>	How to Start Insulin in Primary Care (Part 1)	Sports Medicine 1 "Exercise is Medicine"	
0830-1030	 Zachary Moaveni Adam Balalotzki	 Nigel Thompson Bruce Arnall	 Rick Bernau, Ian Wallbridge, Charlie Ng, Gajendra Singh, Helen Wallbridge	 Rob Burton Marsh Khanolkar	 John Mayhew Tony Scott Matt Wood	ALS Course Level 7 (8 hours)	
1030-1100 MORNING TEA - Please note: Workshop content is repeated, not part 1 and 2 unless stated otherwise.							
	WS 8	WS 9	WS 10	WS 11	WS 12	WS 13	
	Advanced Surgical Skills (Repeated)	All About Strokes <i>Chairs: John Fek, Chris Ellis, Gordon Royce, Alan Barber, Peter Wright, Ayesha Kaur</i>	Positive Psychology Innovative Rx for Depression and Gout	Musculoskeletal WS Introduction (Part 2) <i>Upper Limb</i>	How to Start Insulin in Primary Care (Part 2)	Sports Medicine 1 "Exercise is Medicine" (Repeated)	ALS Course Level 7 (8 hours)
1100-1300	 Zachary Moaveni Adam Balalotzki	 Nigel Thompson Bruce Arnall	 Ian Wallbridge, Rick Bernau, Charlie Ng, Gajendra Singh	 Rob Burton Marsh Khanolkar	 John Mayhew Tony Scott Matt Wood	Continued	
1300-1400 LUNCH - Please note: Workshop content is repeated, not part 1 and 2 unless stated otherwise.							
	WS 14	WS 15	WS 16	WS 17	WS 18	WS 19	
	Basic Surgical Skills (Repeated)	What is Multidisciplinary Rehabilitation? <i>Chairs: John Fek, Aaron Rance, Wayne Hewitt, Francis Sargant, Sue Whitty</i>	Democracy	Musculoskeletal WS Introduction (Part 3) <i>Lumbar and Sacral</i>	Everything You Wanted to Know About Fertility But Were Too Afraid To Ask	Orthopaedic <i>Chairs: Janus Schumaker, Holly Parmenter</i>	ALS Course Level 7 (8 hours)
1400-1600	 Zachary Moaveni Adam Balalotzki	 Peter Sayer	 Charles Ng, Rick Bernau, Ian Wallbridge	 Richard Fisher	 John Mayhew Tony Scott Matt Wood	Continued	
1600-1630 AFTERNOON TEA - Please note: Workshop content is repeated, not part 1 and 2 unless stated otherwise.							
	WS 20	WS 21	WS 22	WS 23	WS 24	WS 25	
	Advanced Surgical Skills (Repeated)	What is Multidisciplinary Rehabilitation? <i>Chairs: John Fek, Aaron Rance, Wayne Hewitt</i>	Democracy (Repeated)	Musculoskeletal WS Introduction (Part 4) <i>Lower Limb</i>	Gynaecology - Wombs to Bloom <i>Women's Health through World Life Surgery</i>	Orthopaedic (Repeated)	ALS Course Level 7 (8 hours)
1630-1830	 Zachary Moaveni Adam Balalotzki	 Peter Sayer	 Charles Ng, Rick Bernau, Ian Wallbridge	 Richard Fisher	 John Mayhew Tony Scott Matt Wood	Continued	

Practice Nurses Programme

Saturday 22 nd June		Practice Nurses Programme			
NURSES SESSION Session Chair: Karen Smith					
0830-0930	Update of Paediatric Vaccinations				Emma Best
0930-1030	Overview on Vaccinations Workshop				Nikki Turner
1030-1100 MORNING TEA & EXHIBITION					
1100-1130	Holding Your Pelvic Floor Tight				Eva Fong
1130-1200	The Case for Universal AEDs				Harvey White
1200-1230	Managing Diabetes and CVD Risk Better				Karen Evison
1230-1300	Discussion				
1300-1400 LUNCH & EXHIBITION					
1400-1430	Cervical Screening Update				Hazel Lewis
1430-1500	Partnering with Parents - a parenting initiative				Laree Taula
1500-1530	Fertility Myths				Mary Birrell
1530-1600	Discussion				
1600-1630 AFTERNOON TEA AND EXHIBITION					
1630-1700	Drowning				Jonathon Webber
1700-1730	Resus Update				Billy Doyle
1730-1800	Regenerative Cell Therapy – A New Wound Care Option				Margi Honeyfield
1800-1815	Questions and Discussion				
1800-2330 MEDTECH CONFERENCE DINNER – DINE DANCE AND ENTERTAINMENT – ROTORUA CONVENTION CENTRE					

General Practice Programme - Friday

Friday 21 st June		General Practice Programme									
0730-0800		Registration									
0730-0800	ACC Breakfast Session - Making Decisive Decisions	Margaret Mady, ACC's Clinical Director - Chair: Peter Chapman-Smith					Chair: Peter Chapman-Smith				
0800-0830	Welcome Address - Chairman NZMA GP Council	Chair: Peter Chapman-Smith									
0830-0835	"In Retrospect: From Walaita to Vietnam and Back" Peter Foley Memorial Oration	Michael Shepherd									
0835-0900	Primary care, the keystones to heart health improvement	Norman Sharpe									
0900-0930	Recent Advances in the Treatment of Stroke	Alan Barber									
0930-0950	Health Report: Identifying Dangerous Ophthalmological Conditions	St Martin Jajale									
0950-1015	Identifying Dangerous Ophthalmological Conditions	Helen Daines-Mayer									
1015-1030	Questions and Discussion	Chair: Peter Chapman-Smith									
1030-1100	MORNING TEA & EXHIBITION										
MEDICOPOLIS SESSION		or Concurrent Sessions									
		(55mins, 11:00am-12:00pm repeated at 12:00pm)									
1100-1130	Opening Remarks Mark Peterson	WS 26 Gonorrhea and Borelia	WS 27 Integrative Approaches to the Management of Depression	WS 28 Urologic Approach to Case Studies	WS 29 Antenatal Discomfort Smoking	WS 30 How to Tackle Unfulfilled Expectations With Your Patients	WS 31 How to Tackle Nutritional Malnutrition Today for Tomorrow	WS 32 Tips for Superior Skin Surgery	WS 33 Making Chronic Disease Management Easier		
1100-1130	Address from the Minister of Health Hon Tony Rynard										
1130-1145	Clinical ownership: are its days numbered? Vicki Kap										
1140-1200	Brooding Space for GPs Richard Mahaffey										
1200-1220	Likely Impact on Health as Control of the Sector Moves from Doctors to Corporates Donna Matheson	WS 34 Gonorrhea and Borelia	WS 35 Integrative Approaches to the Management of Depression	WS 36 Urologic Approach to Case Studies	WS 37 Antenatal Discomfort Smoking	WS 38 How to Tackle Unfulfilled Expectations With Your Patients	WS 39 How to Tackle Nutritional Malnutrition Today for Tomorrow	WS 40 Tips for Superior Skin Surgery	WS 41 Making Chronic Disease Management Easier		
1220-1240	PHICS: Do we have a working model? Khalid Hinkat, Andie George										
1240-1300	LUNCH & EXHIBITION										
1300-1400		or Concurrent Sessions									
		(55mins, 2:00pm-2:50pm repeated at 3:00pm)									
1400-1425	What's New in Melanoma Peter Sory	WS 42 Hot Topics in Mental Health	WS 43 Sleep Disorders	WS 44 Applied Statistics for the Health Professions	WS 45 Frisling Policy for the Health Professions	WS 46 TMD: Refined Training private practice Session	WS 47 TMD: Refined Training private practice Session	WS 48 Plastic Surgery	WS 49 Managing Blasting Points on Vocular Practice	WS 50 Managing COPD Case Studies	WS 51 Managing COPD Case Studies
1400-1425	Laparoscopy A to Z John Zang										
1425-1515	Managing UTIs Incontinentia of the Urinary Tract Eva Fong										
1515-1540	Addiction - Shifts Happens Graham Galbraith	WS 52 Topics in Mental Health	WS 53 Sleep Disorders	WS 54 Applied Statistics for the Health Professions	WS 55 Frisling Policy for the Health Professions	WS 56 TMD: Refined Training private practice Session	WS 57 TMD: Refined Training private practice Session	WS 58 Plastic Surgery	WS 59 Managing Blasting Points on Vocular Practice	WS 60 Managing COPD Case Studies	WS 61 Managing COPD Case Studies
1540-1600	Discussion										
1600-1630		or Concurrent Sessions									
		(60mins, 4:30pm-5:30pm repeated at 5:30pm)									
1630-1650	Stem Cells: Now and in the Future Chair: Peter Chapman-Smith	WS 62 Insulin Resistance	WS 63 Insulin Resistance	WS 64 Insulin Resistance	WS 65 Insulin Resistance	WS 66 Insulin Resistance	WS 67 Insulin Resistance	WS 68 Insulin Resistance	WS 69 Insulin Resistance	WS 70 Insulin Resistance	WS 71 Insulin Resistance
1650-1710	Stem Cells: Now and in the Future Chair: Peter Chapman-Smith										
1710-1730	Stem Cells and the Heart Helen Daines-Mayer										
1730-1750	Stem Cells and the Lung Richard Shepherd										
1750-1810	Stem Cells - The Future is Now Martin Perra										
1810-1830	Discussion										
1830-1900	MS: Women's Control Position - Kathleen										
1900-1930	MS SYMPOSIUM - Epilepsy Research Review										
1930-2000	Buffer Session										
2000-2010	Welcome and Intro										
2010-2040	Welcoming Inhibitors for Asthma - Jilly Evans and Stephen Child										

Sponsorship

Platinum Sponsorship (limited to two companies) \$17,500 +GST

Includes:

- triple stand space (9m x 2.4m),
- 6 complimentary exhibitor registrations
- 6 complimentary tickets to the conference dinner
- 2 page (or DPS) colour ads in the conference proceedings (with placement preference),
- CD/DVD content
- Satchel insert
- Full page advert in registration brochure x 2 (February & April Issues)
- Prize giving slot on Sun 15 June if awarding a conference prize
- Acknowledgement as the principal sponsor(s) for the meeting on:
 - website
 - delegate newsletters
 - conference registration brochure
 - onsite conference signage

Gold Sponsorship \$10,500 +GST

Includes:

- triple stand space (9m x 2.4m),
- 4 complimentary company representative registrations,
- 1 page colour ad in Conference Proceedings,
- Satchel insert

Silver Sponsorship \$ 6,750 +GST

Includes:

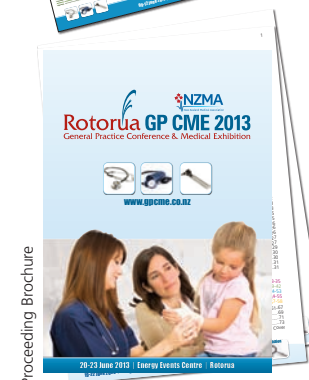
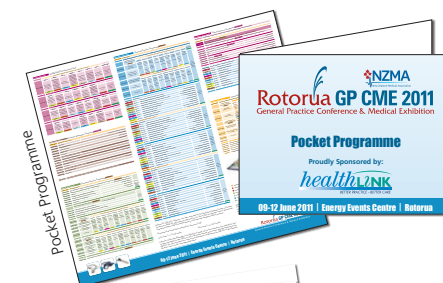
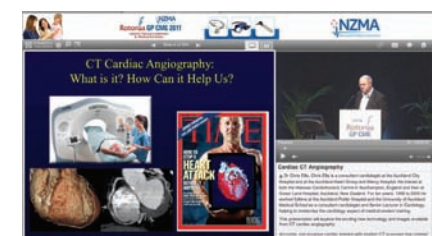
- double stand space (6m x 2.4m)
- 2 complimentary company representative registrations
- 1/2 page ad in Conference Proceedings

Mobile App Sponsorship

App Sponsorship \$ 6,000 +GST

Banner Ad \$ 1,500 +GST

Text Alert \$ 350 +GST



Exhibition Space only (Please note: See page 12 for contact details of exhibition supplier)

Single Stand Space \$ 3,500 +GST

Includes: single stand space (3m x 2.4m), 1 complimentary company representative registration and colour 1/4 page ad in Conference Proceedings.

Table Space \$ 2,000 +GST

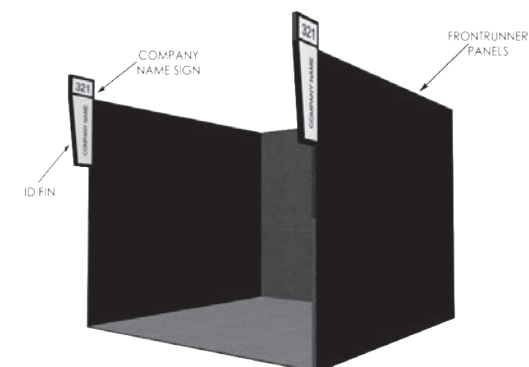
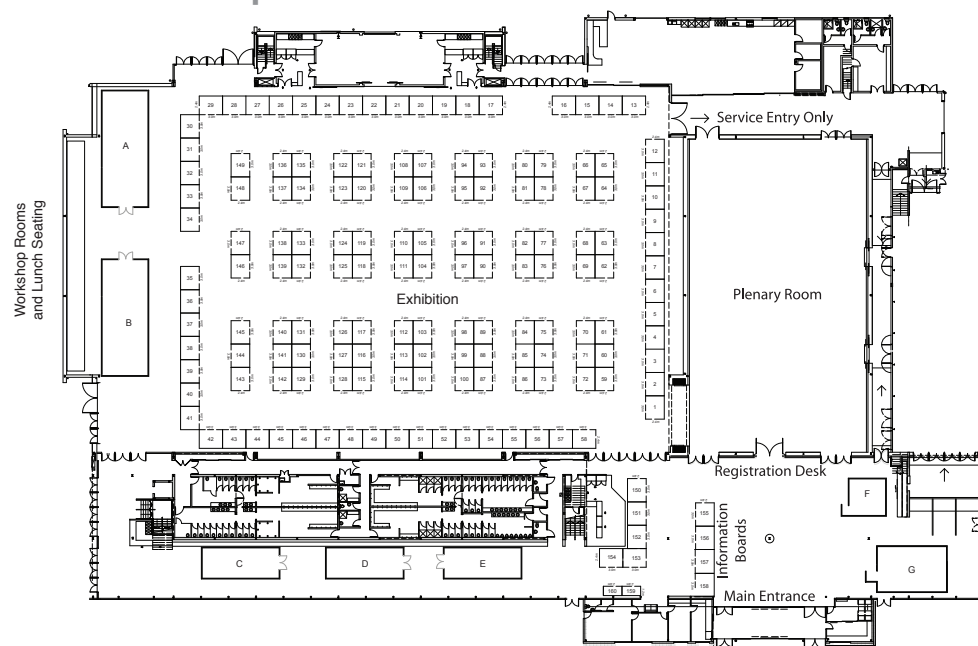
Includes: single table space (2m x 1.2m), 1 complimentary company representative registration and colour 1/4 page ad in Conference Proceedings.

Notes and participation inclusions:

- All stand spaces are 3m x 2.4m.
- Trestle table (2m x 1.2m) and chairs can be arranged for space on request.
- Includes a list of the conference participants, with contact details of those who have given permission for name publication
- Acknowledgement on registration, website and proceedings of company participation



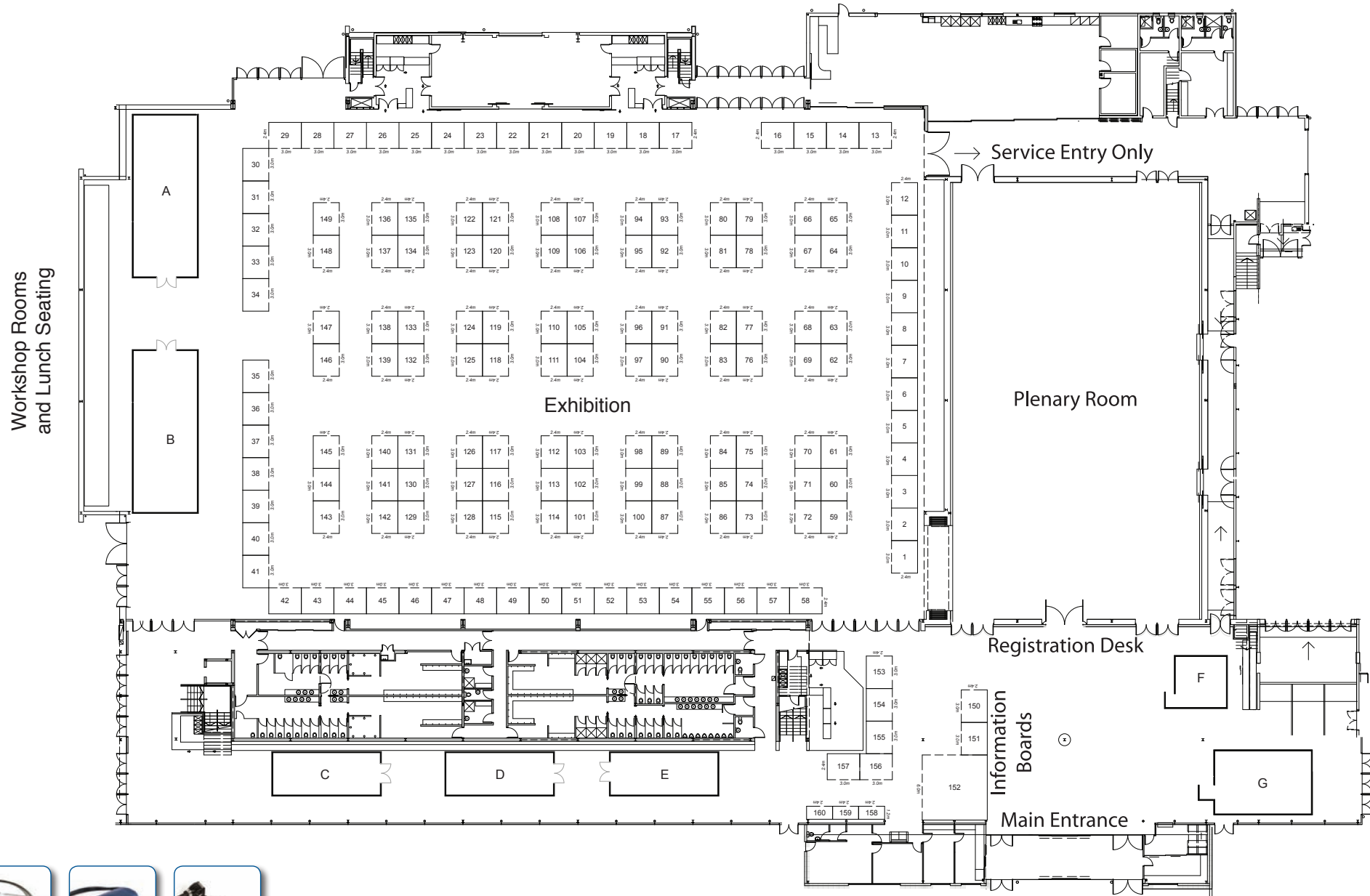
Exhibition Map



Size: 3.0 metre back wall, 2.4 metre side walls and 2.3 metre height
Colour: Grey or black (depending upon availability at time of confirmation)
Power: 1 x 10amp with 4 pin multi box
Lighting: 2 x 150w spotlights
Signage: ID Fins Exhib company name and stand number



Exhibition Map



Product Listing/Category

We will produce a product/service category listing to help delegates find products/health conditions and services. This will be cross-referenced with the exhibition stands. If you attended last year's meeting you will be automatically listed under the same categories (see the Sponsorship/Exhibition Form on page 17) for the category options.

If you did not attend last year (or did not list your preference), please indicate which categories you would like to be listed under on the exhibition form.

Prizes

We will list any prizes/competitions/giveaways you are offering from your stand. We include these details in the conference proceedings and on the main information board to give delegates a heads up on what is happening around the exhibition area. This will also help as a conversation starter and may reduce the need for repetition re introducing the prize/competition when delegates arrive at your stand.

We can notify winners of your competition onsite, prior to the final catering session on Sun 15 June, and encourage them to visit your stand to collect their prize prior to leaving the conference. We can only do this for exhibitors who advise us what competition they are running.

You will need to advise the winner of your competition to us at the conference registration desk by 5pm on Sat 14 June.

Deadline for receiving your prize/competition details is **Fri 9 May 2014**.

Delegate Flow Conference Competition

To encourage delegate flow in all areas we are running a famous lodge competition.

Each exhibitor will be issued with a piece of the puzzle. Delegates will need to obtain a piece from all exhibitors to enter the draw for:

- A weekend for two at a Luxury New Zealand Lodge

The entry form will be a page in the conference proceedings book.



Other Sponsorship options

Conference Proceedings Ads **Included with exhibition space**

As an exhibitor/sponsor you are entitled to an ad insert in the Conference Proceedings as per the following:

Ad sizes: Single Space (Stand/Table) - 1/4 Page: (Width) 85mm x 128.5mm (Height)
Silver Sponsor/Double Space - 1/2 Page: (Width) 180mm x 128.5mm (Height)
Gold Sponsor/Triple Space - 1 x Full Page: (Width) 180mm x 267mm (Height)
Platinum Sponsor/Triple Space - 2 x Full Page: (Width) 180mm x 267mm (Height)

Satchel Insert **\$500+GST**

- A4 or smaller insert into conference satchel
- List of delegates attending with contact details from those who have given permission

Satchel Sponsor **\$7,500+GST**

- Logo acknowledgement on conference satchels
- Acknowledgement on registration brochure, website and proceedings as Satchel Sponsor
- Content on CD/DVD.
- List of delegates attending with contact details from those who have given permission
- Full page ad in conference proceedings if not already an exhibitor

Name Tag Sponsor **\$2,500+GST**

Plus cost of production

- Logo acknowledgement on name labels (must be worn by all attendees)
- NZMA logo will be on the name labels lanyard (necklace)

Room Drop **\$1,000+GST**

Fri and Sat nights only

- Personalised gift/message left in each delegates' room at conference hotels
- List of delegates attending with contact details from those who have given permission



We are pleased to announce the interactive smartphone application, EventLink, for this year's Rotorua GP CME 2014 meeting.

The app will be available for iPhone, Android, BlackBerry, and any smartphone that has web-enabled browser capability, and offers many useful year-round features.

App will be able to:

- Review sessions and add them to their calendar
- Stay in-the-know with show alerts
- Participate in live audience polls conducted during presentations
- Download exhibitor brochures
- Link with friends and share event photos

The Rotorua GP CME 2014 Mobile App will provide sponsors with the opportunity for mobile sponsorships and promotion through banner ad and multimedia advertising.

This gives exhibitors a far-reaching, cost-effective way of advertising in this brand new medium. It's a handy tool for the trade show, but it also lives on throughout the year, providing users with an industry reference tool with company, product and contact information, plus exhibitor advertising all year long.

Since exhibitor content appearing on the app is managed by the exhibitors, it's a place to point new business prospects whenever new information is available, on a device they use daily right in the palm of their hands.

Green Package (Included at No Cost to Exhibitors)

Upload your company's logo to appear on your company's exhibitor listing page. Also include as many downloadable .pdf product and company brochures as you'd like. Manage that content throughout the year using your provided exhibitor web portal.

Gold Overall App Sponsorship (NZD\$6,000) – Limited to 1 sponsorship

- Logo on opening splash page or secondary opening splash page
- Specially colored booth on map
- Included video package
- Weighted banner ad
- Schedule Page logo watermark
- Included banner ad & landing page
- Highlighted row on exhibitor list



Banner Ad with Full-Screen Landing Page Package (NZD\$1,500) – Limited to 8 sponsorships

Package includes a rotating banner ad appearing on the app Dashboard that clicks to a full-screen landing page of your design, then to exhibitor listing page.

Text Message Alerts (NZD\$350) – Limited to 2 sponsorships per day

Drive traffic to your booth by sending a mobile alert to all attendees who have downloaded the app. This option is available for conference days only and is limited to a max of 5 alerts per day.

Green Package

Enhance your Exhibitor Listing by uploading your company logo and as many downloadable .pdf documents as you wish onto the mobile app. Specs: Logo is .jpg or .png formats only. Downloadable documents: only .pdf formatted documents accepted.

From this.....

...TO THIS!



Banner Ad with Full-Screen Landing Page Package

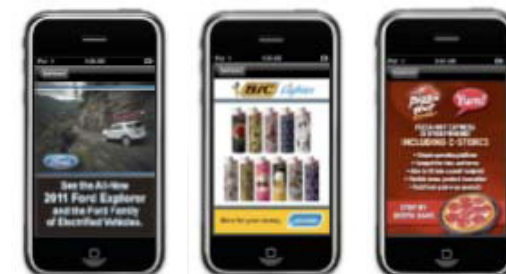
Banner Ads rotate at the top of the dashboard page every 20-30 seconds. When tapped, they take the user to a full-screen Landing Page.

Tap the Landing Page to be taken to the Exhibitor Info Page. Promote a product, a booth event, a show discount or a special guest. Drive traffic to your booth

From this.....



...TO THIS!



Other Sponsorship options

Welcome Cocktail Function\$4,000+GST

- Naming rights to the Welcome Function
- Acknowledgement and introduction at the Welcome Function
- Opportunity to address the participants at the function
- List of attendees at Cocktail Function, and addresses from those with permission
- 1/2 page ad in conference proceedings if not an exhibitor

Conference Dinner Function\$5,000+GST

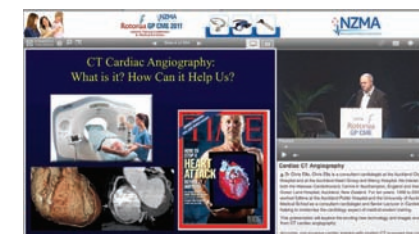
- Naming rights to the Conference Dinner Function
- Acknowledgement and introduction at the function
- Opportunity to address the participants at the function
- List of attendees at Conference Dinner, and addresses from those with permission
- Full page ad in conference proceedings if not an exhibitor

CDROM/DVD Sponsorship.....\$1,000+GST

- Logo placement on Conference CDROMs/DVDs acknowledging support
- List of attendees and addresses from those with permission

Registration Brochure \$1,500+GST for a full page ad

- Full Page ad in Registration Brochure distributed within NZ Doctor in Feb and April Editions (if not confirmed by Platinum Sponsor).



Other Sponsorship options

Internet Station\$2,250+GST

- 4 Computers linked to an internet hub,
- Internet connection and Cabling,
- Black & White laser Printer
- Includes Signage (with your approval), screen saver with Company details and home page set with Company details



Pocket Programme.....\$2,250+GST

- This information will include conference programme, map of Rotorua, opening times for displays and exhibits, hotel check-in and check-out times, details of local restaurants and useful contact phone numbers

Coffee Cart Sponsorship.....\$2,250+GST per coffee cart (2 available)

- Company Signage on Coffee Cart
- Acknowledged as Coffee Cart sponsor on Floor Plan
- Acknowledgement on conference communication to delegates to 'Get your daily dose from the Company Coffee Cart'
- List of attendees and addresses from those with permission



Exhibition/Sponsorship Application

Applications for exhibition/sponsorship participation can be made on the enclosed form. Upon receipt a GST invoice/receipt will be forwarded confirming your participation. All space is allocated on a first-in first-served basis with preference to Platinum, Gold and Silver participants.

The organisers reserve the right to change the floor plan to ensure exhibitors receive the best exposure possible with delegates, and to ensure catering stations encourage foot traffic in all areas.



Exhibitors and Sponsoring companies are asked to adhere to the guidelines of the Medicines New Zealand Code of Practice 15th Edition.





Cancellation

Cancellations received in writing prior to 31 March 2014 will be refunded all monies paid less an administration fee of \$50. After this date no refunds will be made. The organisers reserve the right to cancel the exhibition due to events or circumstances beyond their control. All monies received will be refunded in full in this situation.

Catering

All catering and functions (except the Conference Dinner) will be held amongst the trade/exhibition display areas. The organisers will work with the catering company to ensure all positions receive the best possible exposure with delegates. All exhibitors will be catered for 30min prior to the scheduled catering breaks.

Internet Access

Internet connections (dialup and broadband) are available to your stand space at the Rotorua Energy Events Centre. Cost is payable (\$200+GST) prior to the meeting. See order form enclosed. WiFi connection also available. Cost TBC.

Insurance

It is the responsibility of each sponsor to ensure that their stand and goods on display are adequately insured for theft and damage.

Security

General site and access security will be provided by the Rotorua Energy Events Centre staff. Security of your exhibition site during the day is individual responsibility.

Conference Proceedings Ads

As an exhibitor/sponsor you are entitled to an ad insert in the Conference Proceedings as per the following:

Ad sizes: Single Space (Stand/Table) - 1/4 Page: (Width) 85mm x 128.5mm (Height)
Silver Sponsor/Double Space - 1/2 Page: (Width) 180mm x 128.5mm (Height)
Gold Sponsor/Triple Space - 1 x Full Page: (Width) 180mm x 267mm (Height)
Platinum Sponsor/Triple Space - 2 x Full Page: (Width) 180mm x 267mm (Height)

Colour: Full Colour

Format Artwork: High resolution PDF preferred. Artwork created by any of the following applications are accepted as well as any other program that produces the same type file formats:

Adobe InDesign, Adobe Illustrator, Adobe Photoshop.

Material Deadline: 5pm Friday 9 May 2014

Deliver to: leon@conferencematters.co.nz

CD/DVD Content

Principal Sponsors, Satchel and Conference Dinner sponsors are able to provide content to include on the delegates' CD/DVD. This content can be a PDF of a print ad, digital video of a TVC (mpg or avi format) or other text and images.

Material Deadline: 5pm Friday 9 May 2014

Deliver to: leon@conferencematters.co.nz

or Physical address: 3 Haronui Street, Whangarei 0112

Registration and Accommodation

All attending company representatives must be registered for the meeting, including complimentary registrations. Each exhibitor will receive one free exhibition registration per trade stand purchased.

This includes:

- Name Badge
- List of participants
- Conference Programme
- Morning and Afternoon Teas
- Lunches

All other booth personnel must register at a fee of \$345 per person.

Tickets to social functions can also be purchased by exhibitors on the conference registration form. Group discounted rates have been negotiated with Millennium Hotel, Sudima Hotel and the Novotel Hotel. You must book your accommodation through Conference Matters on the registration form to receive the discounted rate.

Millennium Hotel Rotorua (5 mins walk)

Standard Room (twin beds)	\$135	Per Room
Premium Room	\$165	Per Room
Premium Lake View Room	\$185	Per Room
Deluxe Club Room - 5th Floor	\$215	Per Room

Sudima Hotel Rotorua (5 mins walk)

Standard Room (1-2 people)	\$135	Per Room
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Novotel Hotel Rotorua (15 mins walk)

Superior Room (1-2 people)	\$145	Per Room
Lake View Room (1-2 people)	\$175	Per Room

Stand Equipment

If you require any stand equipment, including power, panels, lighting etc, please contact:

Paul Kay
Alpha Displays
Mob: 0274 951 053

Fax 07 345 4341
Email: info@alphadisplays.co.nz
Web: www.alphadisplays.co.nz



12-15 June 2014

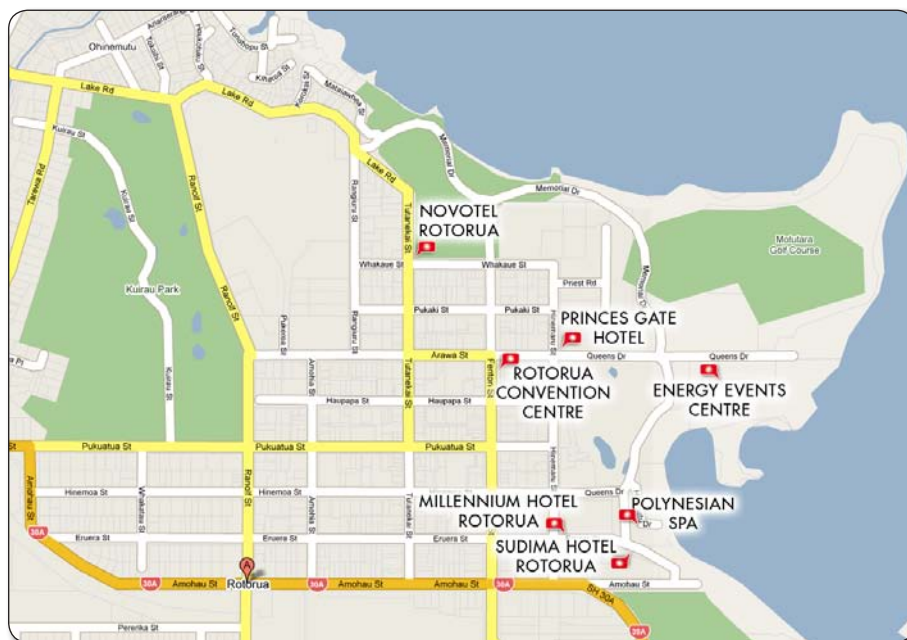
Rotorua Energy Events Centre

Delivery & Storage Details

You can send equipment/brochures to the Events Centre to arrive no earlier than Mon 09 June 2014 as follows:

To: GP CME 2014
Company Name, Stand Position
Box 1 of X
Rotorua Energy Events Centre
Queens Drive, Government Gardens
Rotorua
Ph 07 349 5141

All equipment brochures must be picked up by 5pm Monday 16 June 2014. Any material still uncollected by this date will be deemed unwanted and disposed of appropriately.



Timetable

DATE	DETAILS	TIME
Mon 03 Feb	Registration Opens	
Tues 01 Apr	Early Bird Discount ends (delegates only)	
Fri 09 May	CD/DVD Material Deadline	
Fri 09 May	Conference Proceedings Ad Deadline Prizes and Product Category listing deadline	
Fri 30 May	Late Registration Fee applies (delegates only)	
Thu 12 June	Optional Workshops (delegates only)	8:30am - 6:00pm
	Exhibitor Setup	12:00pm - 9:00pm
Fri 13 June	Registration	7:30am
	Conference	8:30am - 5:30pm
	Practice Managers Programme	8:30am - 5:30pm
	Cocktail Function	6:00pm - 7:00pm
Sat 14 June	Plenary Breakfast	7:00am - 8:15am
	Conference Prize Winner notification (Registration Desk)	8:30am - 5:30pm 5:00pm
	Practice Nurses Programme	8:30am - 5:30pm
	Conference Dinner	7:00pm - 12:00am
Sun 15 June	Plenary Breakfast	7:00am - 8:15am
	Conference*	8:30am - 1:00pm
	*Industry can packout after final catering session at 11am.	
Mon 16 June	Courier pickups+	5:00pm
	+All equipment/brochures must be picked up by 5pm Monday 16 June 2014. Any material still uncollected by this date will be deemed wanted and disposed of appropriately.	



Advert Specifications

Single Stand Space: 1 x Quarter Page

1/4 Page: (W) 85mm x 128.5mm (H) - Portrait

Silver Sponsor/Double Space: 1 x Half Page

1/2 Page: (W) 180mm x 128.5mm (H) - Landscape

Gold Sponsor/Triple Space: 1 x Full Page

(W) 180mm x 267mm (H) - Portrait

Platinum Sponsor/Triple Space: 2 x Full Page

(W) 180mm x 267mm (H) - Portrait

Colour: Full Colour

(Spot colours will vary during process conversion)

Format Artwork: High resolution PDF preferred.

If you are doing a full page A4 advert with bleed.

Then the trim size is 210 x 297mm plus 2.5mm bleed.

Type area 190 x 277mm (10mm margins).

Or with no bleed (White page borders)

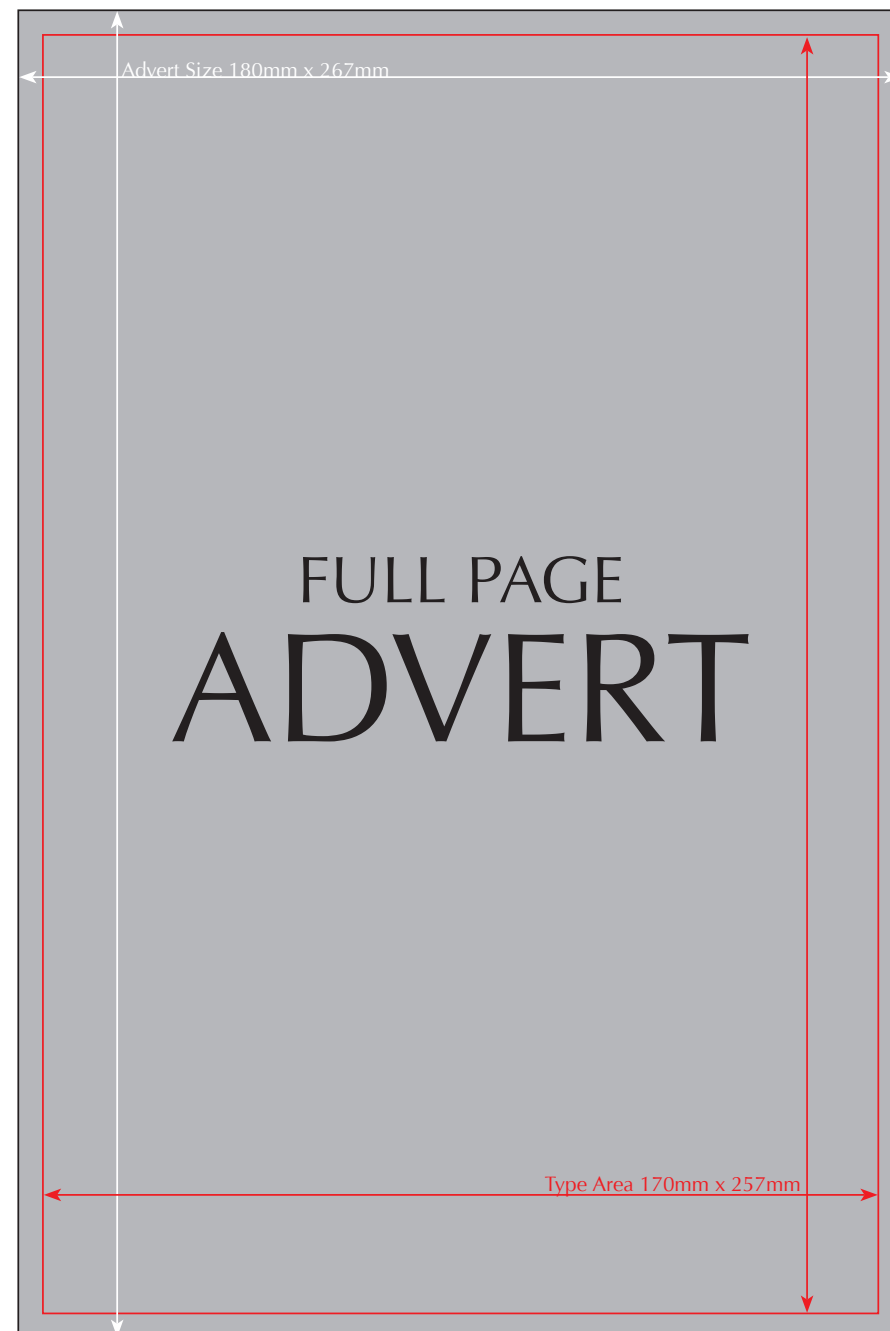
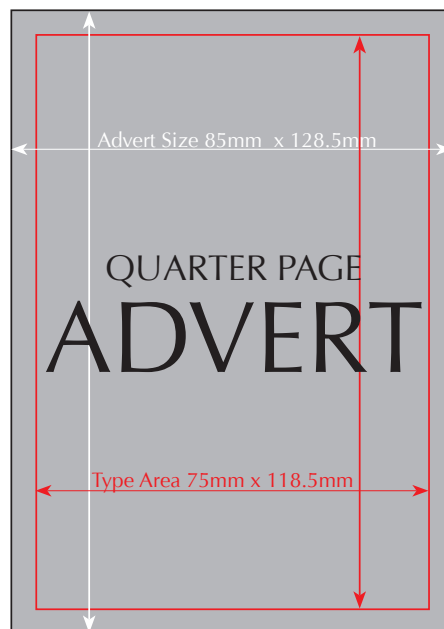
Then the advert size is 180 x 267mm

Type area of 170 x 257mm (10mm margins)

Material Deadline: 5pm Friday 9 May 2014

Deliver to: leon@conferencematters.co.nz

or Physical address: 3 Haronui Street, Whangarei 0112



General Practice Conference & Medical Exhibition | 12-15 June 2014

Company Profile for Proceedings booklet

Company Name: _____
 Address: _____
 Phone: _____
 Fax: _____
 Email: _____
 Web: _____

Please select categories you would like to be listed under in the product services listing

☐ ADHD	☐ Furniture/Tables/ Plinths	☐ Practice Management
☐ Advisory Services	☐ Gastroenterology	☐ Software
☐ Allergy	☐ Generics	☐ Premature Ejaculation
☐ Anaemia	☐ Genetic Testing	☐ Professional Health
☐ Appearance Medicine	☐ Government	☐ Association
☐ Arthritis	☐ Haematology	☐ Prostate Cancer
☐ Asthma & COPD	☐ Hand Hygiene	☐ Psoriasis
☐ Bedwetting Alarms	☐ Hepatitis	☐ Pulse Oximetry
☐ Blood Pressure	☐ HIV/Aids	☐ Recruitment/Locum
☐ Books	☐ Hypertension	☐ Work
☐ Books/Medical Information	☐ Immunisations/ Vaccines	☐ Representation
☐ Cancer	☐ Incontinence	☐ Resuscitation
☐ Cardiovascular	☐ Infant Nutrition	☐ Risk Prediction
☐ Cervical Screening	☐ Infant Sleep	☐ Schizophrenia
☐ Cold & Flu	☐ Infection Control	☐ Sexual Wellbeing
☐ Compression	☐ Inflammatory Bowel Disease	☐ Skincare
☐ Bandages	☐ Insomnia	☐ Sleep Apnoea
☐ Compression Hosiery	☐ Insurance	☐ Smoking Cessation
☐ Constipation	☐ Kidswaver	☐ Social Services
☐ Depression	☐ Medical Equipment	☐ Software Vendor
☐ Dermatology	☐ Melanoma	☐ Spirometry
☐ Diabetes	☐ Minor Surgical Procedures	☐ Supplements
☐ Diagnostics	☐ Movement Disorders (Parkinsons)	☐ Surgical Instruments
☐ ECG Vital Signs	☐ Nasal Decongesant	☐ Sutures
☐ Monitor	☐ Nurse Triage	☐ Thyroid Disorders
☐ Educational Resources	☐ Nutrition	☐ Travel
☐ Elder Care	☐ Obesity	☐ Ultrasound Handheld
☐ Electromedical	☐ Oncology	☐ Urology
☐ Equipment	☐ Ophthalmology	☐ Women's Health
☐ Electronic Decision Support	☐ Oral Hygiene	☐ Wound Care
☐ Erectile Dysfunction	☐ Osteoporosis	☐ Other:
☐ Fertility	☐ Pain Management	
☐ Financial Services	☐ Political Advocacy	
☐ First Aid		
☐ Footcare		

Our stand preference is: 1st _____, 2nd _____, 3rd _____

SPONSORSHIP PARTICIPATION		NZD
Satchel Insert.....	\$500 + GST	= \$
Satchel Sponsor	\$7,500 + GST	= \$
Name Tag Sponsor	\$2,000 + GST	= \$
Room Drop (per night:Fri/Sat).....	\$1,000 + GST	= \$
Welcome Cocktail Function.....	\$4,000 + GST	= \$
Conference Dinner Program	\$5,000 + GST	= \$
CDROM/DVD	\$1,000 + GST	= \$
Registration Brochure	\$1,500 + GST	= \$
Internet Station.....	\$2,250 + GST	= \$
Pocket Programme	\$2,250 + GST	= \$
Coffee Cart.....	\$2,250 + GST	= \$
App Sponsorship	\$6,000 + GST	= \$
Banner Ad	\$1,500 + GST	= \$
Text Alert	\$350 + GST	= \$
B - TOTAL \$		

B-TOTAL \$

ACCOMMODATION

[illegible]

Accommodation is available at the following hotels. Please indicate your preference and bookings will be confirmed subject to availability.

☐ Millennium Hotel (from \$135) ☐ Sudima Hotel (from \$130) ☐ Novotel Hotel (from \$145)

D - TOTAL \$

E - TOTAL \$

AND TOTAL \$

PAYMENT OPTIONS GST Tax Invoice Number 95-598-579

2. ☐ Cheque: \$ (NZD) payable to: Conference Matters.

3. ☐ Electronic Transfer:
Account Name: Conference Matters
Bank Name: ASB Bank
Bank City: Whangarei
Country: New Zealand
Swift Code: ASBB NZ 2A
Account Number: 12 3099 0826112 00
Bank Telephone: +64 9 430 4058
Particulars: Company Name
Payee Code: Your reference
Reference: GPCWE 2014

Signature _____

4. ☐ Please send me a GST invoice. PO No. ()

Return this form to Conference Matters, Fax +64 (0)9 437 4089 or post to PO Box 1661, Whangarei, New Zealand
All Enquiries to Leon +64 (0)21 164 3815 or leon@conferencematters.co.nz

EXHIBITOR GOODS DELIVERY LABEL

TO:

Rotorua Energy Events Centre
Queens Drive, Government Gardens
Rotorua 3010
New Zealand

Box Number _____ of _____

FROM: SENDER DETAILS

Company Name: _____

Address: _____

Contact Person: _____

Phone No: _____

Email: _____

Event Name: GP CME 2014

Venue: Unison Arena

All goods to be received from: Mon 9 June 2014

Exhibitor Name: _____ **Stand No:** _____

Contact Person on the day: _____ **Mobile No:** _____

Delivery & Storage: The Rotorua Energy Events Centre will not permit any goods to be delivered to the venue earlier than the date specified above. Deliveries prior to this date will be turned away.

All equipment/brochures must be picked up by 5pm Monday 16 June 2014. Any material still uncollected by this date will be deemed unwanted and disposed of appropriately.

Event Venues (Rotorua Energy Events Centre) Ph +64 (0)7 349 5141



COURIER PICK UP POST CONFERENCE FORM



COURIER PICK UP Post Conference

All Goods must be clearly marked with the following information and attached to the boxes:

Exhibition Booth Number:

TO- Name of Company:

Contact Name:

Physical Address:

Contact Phone Number:

Number of Boxes:

**Name & Phone number of Courier/Transport
Company that is collecting the boxes:**

Your Name & Contact Phone Number:

And ORDER number of this consignment:




CONFERENCE MATTERS

Postal: PO Box 1661
 Physical: 3 Haronui Street, Whangarei
 Phone: +64 (021) 164 3815
 Fax: +64 (09) 437 4089
 Email: leon@conferencematters.co.nz
 Web: www.gpcme.co.nz