

# ANNUAL RESEARCH CONFERENCE

15 & 16  
AUGUST  
2024



# AAAPC 2024

Australasian  
Association  
for Academic  
Primary Care

*Striving for health equity through  
research and education*



SPONSORSHIP  
PROSPECTUS

# SPONSORSHIP OPPORTUNITY

The Australasian Association for Academic Primary Care (AAAPC) will hold its 2024 Annual Research Conference at Western Sydney University (Parramatta City Campus) from the 15th to 16th August 2024.

There is a selection of tiered sponsorship packages that give organisations the opportunity to support the 2024 conference at a variety of financial levels. This is an ideal opportunity for your organisation to increase recognition and visibility in the primary care research and education community and the wider primary care context in Australasia.

**#OURPRIMARYCARE**  
**#AAAPC23**

The 2024 conference is expecting over 200 delegates to join in-person from across Australia and New Zealand and from overseas. Delegates will include academics, scientists, clinicians, trainees and higher degree research candidates, as well as policy advisers, people from primary care networks and other primary care stakeholders.



The Conference will be an important opportunity for:

- Showcasing Australasia's leading primary care research and education initiatives
- Nurturing excellence in primary care
- Promoting multidisciplinary collaboration
- Supporting the translation of evidence into policy and practice
- Strengthening the impact of primary care research

# SPONSORSHIP PACKAGES

## DISTINGUISHED KEYNOTE SPEAKER

Fee: \$2,500 per speaker

(two opportunities)

This will support two distinguished keynote speakers (as selected by the Conference Committee) who will present during plenary sessions.

### Benefits:

- Sponsor logo and link shared on AAAPC website before and after the event
- Sponsor logo prominently displayed in all Conference materials (e.g., app, program)
- Sponsor logo displayed on the PowerPoint at the presentation, prior to the keynote speaker slides
- Opportunity to introduce the keynote speaker
- Acknowledgement of the sponsorship during the plenary session
- Complimentary conference promotional space



## Our focus in 2024:

Striving for  
Health equity  
through research  
and education

## OUTSTANDING PAPER OR PRESENTATION AWARDS

**Fee: \$2,200 per award  
(three opportunities)**

This sponsorship opportunity allows your organisation to be recognised as supporting excellence in primary care research and education. At the 2024 Conference, the following awards will be available for sponsorship

Best Oral Paper Award

Early Career Researchers Best Paper Award

Best First-Time Presenter Award

The Conference Committee would welcome the opportunity to work with your organisation to develop an award that meets your organisational aims.

### Benefits:

- Naming rights of the Award
- Input into the conditions and judging for the Award (note: Approval will be needed from the Conference Committee to endorse the award)
- Sponsor logo and like shared on AAAPC website before and after the event
- Sponsor logo prominently displayed in all Conference materials (e.g., app, program)
- Acknowledgement of the sponsorship and opportunity to present the award during the prizegiving ceremony
- Sponsor logo displayed on the PowerPoint during the award presentation
- Complimentary conference promotional space



*"Our conference gives us the opportunity to come together, celebrate primary care and make our voices heard"*

**Dr. Phyllis Lau**

AAAPC 2024 Conference Chair

## PROMOTIONAL SPACES

\$1,500 per space  
(multiple opportunities)

This sponsorship opportunity allows your organisation to share information, promotional materials, resources, links and connections with our multidisciplinary network across Australia, New Zealand, and overseas.

### Benefits:

- Sponsor logo and link shared on AAAPC website before and after the event
- Sponsor logo prominently displayed in all conference materials (e.g., app, program)
- Allocated physical exhibition space during the event
- Ability to network with Conference delegates
- One complimentary registration to the event
- Discounted rate for additional registrations (if required)



**REACH** more than  
**200 LEADERS** in  
**ACADEMIC PRIMARY  
CARE**

## INDIVIDUAL SESSION SPONSOR

**Fee: \$1,000**  
**(multiple opportunities)**

This sponsorship opportunity allows your organisation to connect with a more targeted audience during the concurrent conference sessions.

### Benefits:

- Sponsor logo and link shared on the AAAPC website before and after the event
- Sponsor logo prominently displayed in all Conference materials (e.g., app, program)
- Branding that reaches a target audience
- Option of a promotional space at the event for an addition \$200.



We are a proudly  
**multidisciplinary**  
**Trans-Tasman**  
organisation.

Our members share a  
**passion for primary**  
care.

## CONFERENCE DINNER SPONSOR

**Fee: \$3,500**  
**(one opportunity)**

This sponsorship opportunity supports the networking conference dinner social event which is the highlight of our conference. It provides the opportunity for our members to get to know your organisation better.

### Benefits:

- Sponsor logo and link shared on AAAPC website before and after the event
- Sponsor logo prominently displayed in all Conference materials (e.g., app, program)
- Opportunity to deliver a brief presentation (10 minutes) during the Dinner
- Share links to your social media or website during the event
- Complimentary conference promotional space



**Connect** with leading  
**primary care**  
**researchers and**  
**educators across**  
**Australasia**

## SPONSORED EMAIL

**Fee: \$500**  
**(two opportunities)**

This sponsorship opportunity allows you to work with our team to directly engage with and share tailored content with Conference delegates.

### Benefits:

- Sponsor logo and link shared on AAAPC website before and after the event
- Sponsor logo prominently displayed in all Conference materials (e.g., app, program)
- Branding that reaches all Conference delegates
- Share specific resources, opportunities and events with delegates
- Opportunity to guide delegates to your social media platforms or webpage



**RESEARCH  
EDUCATION  
POLICY &  
PRACTICE**



## CONFERENCE SUPPORTER

### Fee: dependant on registration numbers

This opportunity provides recognition to organisations that pay for their staff and students to register for the AAAPC annual research conference. The organisation will be acknowledged as a 'supporter' of the AAAPC annual research conference.

#### Benefits:

- Logo shared on AAAPC website as a 'supporter' of the AAAPC annual research conference.
- Logo shared on the conference app as a 'supporter' of the AAAPC annual research conference.



AAAPC values  
**collaboration.**

Collaboration leads  
to **innovation,**  
**success** and improved  
**efficiency.**

## CONTACT DETAILS

**Thank you** for taking the time to consider our sponsorship package. We would be delighted to explore with you the different sponsorship options. AAAPC is committed to working with all sponsors to ensure an optimal outcome for all parties. We would also welcome a discussion about alternative sponsorship options that would better align with your organisation's needs.

Please contact us if you want to know how you and your organisation can become involved with the Australasian Association for Academic Primary Care 2024 Annual Research Conference.

**Dr Phyllis Lau**  
**Conference Committee Chair**  
Please email:  
[secretariat@aaapc.org.au](mailto:secretariat@aaapc.org.au)

All offers of sponsorship will be reviewed and endorsed by the AAAPC Executive Committee. The Executive's decision on whether to accept a sponsorship offer is final. We will not consider sponsorship offers from pharmaceutical or industry representatives.



**WE LOOK  
FORWARD TO  
WORKING WITH  
YOU.**