



**Perth Convention Exhibition Centre  
3 – 6 November 2005**

**Trade Exhibition  
Opportunities**



## Introducing Perth 2005

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### Invitation

It is with great pleasure that I invite you to be part of the 7<sup>th</sup> annual National Divisions of General Practice Network Forum being conducted by ADGP in Perth in November 2005.

The Forum will be held at the Perth Convention Exhibition Centre (PCEC) from 3 – 6 November 2005. We are expecting over 900 delegates to attend the forum, including General Practitioners, allied health providers, Divisions of General Practice staff, Government officials and other health care organisations. Participation in the trade exhibition has grown by over 10% each year, as more organisations realise the benefits of being associated with the Divisions of General Practice Network.

The program will focus on how Divisions are moving primary health care forward by supporting general practice, building primary health care teams and developing stronger partnerships between GPs, other health professionals, consumers and State health systems.

This is an exciting and important event in the primary health care conference calendar and by participating you will gain significant exposure to leading GPs, policy developers and decision-makers.

I look forward to welcoming you to Perth in November.

Dr Rob Walters  
Chair  
Australian Divisions of General Practice Ltd

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### The Forum

The Divisions of General Practice Network Forum is in its seventh year and is continually increasing in size. The four-day Forum is aimed at people with an interest in the delivery of primary health care.

The 2004 Forum attracted approximately 940 registrations. Delegates represented approximately 200 organisations, demonstrating the increasing reach and influence of the Divisions Network throughout Australia.

The 2004 Exhibition included a broad range of exhibitors participating from pharmacy, nursing, IT, university centres, rural organisations, insurance and practice management fields. In 2005 we are opening the trade display to new entrants to widen the appeal of the exhibition to delegates. We have secured significant floor space at PCEC in anticipation of high delegate interest in the Forum program and the attractions of the beautiful city of Perth and surrounding regions.

Further information about the Forum, including program updates, will be available through the ADGP website at [www.adgp.com.au](http://www.adgp.com.au)

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### Host City

Situated beside the Swan River, cosmopolitan Perth is renowned for its fresh, clean and unpolluted environment, its relaxed outdoor lifestyle and Mediterranean climate. Perth is a city rich in culture, arts and famous for its fresh and inspired cuisine. Beyond Perth, immaculate white beaches stretch north and south for more than 50 kilometres and picturesque wine growing regions add to the many sights. From the Swan Valley to Margaret River, from Rottnest to Broome, the diversity will amaze you.

### Venue

The Perth Convention Exhibition Centre is in the heart of Perth's CBD, nestled between the Swan River and the city. The Centre includes a public café and access to local transport.



## Exhibition Opportunities

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### Overview

A range of opportunities are available to your organisation, providing you with maximum exposure to at least 900 delegates from general practice, key health organisations, government, and other national stakeholders.

Participation in the National Divisions of General Practice Network Forum exhibition will provide you with the following advantages:

- ✓ exposure to, and association with, Divisions of General Practice and other general practice groups at a national level;
- ✓ association with an event that has a reputation for addressing cutting edge issues in health care;
- ✓ access to the decision-makers within general practice, key health organisations, government and other national stakeholders; and
- ✓ promotion of your organisation as a major player committed to quality general practice and primary health care.

The organisers will work with you to ensure that you receive maximum benefit from your exhibition stand.

The ADGP invites you to contact the Forum Secretariat to discuss the exhibition opportunities available. To book a stand, please complete the attached application form indicating your three choices of stands in order of preference. Forward your application form and full payment to the Secretariat as soon as possible.

*Full payment must be received within 30 days of application. Due to high demand, booths not paid for within this period will be made available for re-sale. If you have any questions about the exhibition, please call Conference Solutions on 02 6285 3000.*

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### Special Offer

APPLICABLE TO  
30 JUNE 2005

- Book and pay before 30 June and receive a 10% discount off full booth price (Gold \$350 / Silver \$320)
  - If you exhibited at the 2004 Forum, and book and pay before 30 June, you will receive a further 5% discount off full booth price (Gold \$175 / Silver \$160)
  - Book multiple stands and your 2<sup>nd</sup> and subsequent booths will be discounted by 5% off full booth price (Gold \$175 / Silver \$160)
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### Product Demos

Organisations interested in staging a product demonstration or providing a brief presentation on their products and services should contact Conference Solutions to receive the 'Product Demonstration Application and Guidelines'.

A dedicated room for sponsors and exhibitors has been reserved and product demonstrations and presentations will be considered, and if approved, allocated a specific time at the discretion of the Forum Organising Committee.

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**Gold Package****(Two Representatives)****\$3,500 (GST incl)**

Gold Package benefits include:

- Exposure throughout the Forum to key industry decision-makers over three days.
  - 3 x 3m shell scheme display stand with 2.4m high dividing panels finished in velcro compatible fabric.
  - Company name on quality fascia sign on all open sides.
  - Two x 150w spotlights.
  - One x 4amp general purpose outlet (additional requirements may be ordered).
  - Catering throughout the day for two representatives on each exhibition day.
  - Attendance by two representatives at the Welcome Reception.
  - Opportunity for two representatives to attend Forum sessions.
  - Name badge, conference satchel and Forum materials for two representatives.
  - Listing in Forum program guide.
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**Silver Package****(One Representative)****\$3,200 (GST incl)**

Silver Package benefits include:

- Exposure throughout the Forum to key industry decision-makers over three days.
  - 3 x 3m shell scheme display stand with 2.4m high dividing panels finished in velcro compatible fabric.
  - Company name on quality fascia sign on all open sides.
  - Two x 150w spotlights.
  - One x 4amp general purpose outlet (additional requirements may be ordered).
  - Catering throughout the day for one representative on each exhibition day.
  - Attendance by one representative at the Welcome Reception.
  - Opportunity for one representative to attend Forum sessions.
  - Name badge, conference satchel and Forum materials for one representative.
  - Listing in Forum program guide.
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**Bronze Package****(Available to Divisions and SBOs only)****\$2,200 (GST incl)**

Please note: The Bronze Package fee of \$2,200 per booth is subject to receipt of full payment by 30 June 2005. After 30 June full payment of \$3,500 will apply. The special discount offers listed on page 3 do not apply to the Bronze Package.

Bronze Package benefits include:

- Exposure throughout the Forum to key industry decision-makers over three days.
  - 3 x 3m shell scheme display stand with 2.4m high dividing panels finished in velcro compatible fabric.
  - Company name on quality fascia sign on all open sides.
  - Two x 150w spotlights.
  - One x 4amp general purpose outlet (additional requirements may be ordered).
  - Catering throughout the day for two representatives on each exhibition day.
  - Attendance by two representatives at the Welcome Reception.
  - Opportunity for two representative to attend Forum sessions.
  - Name badge, conference satchel and Forum materials for two representatives.
  - Listing in Forum program guide.
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## **Additional Exhibition Passes**

All additional company representatives who wish to have entry to the exhibition hall must have an exhibition pass. Representatives will not be permitted entry to the exhibition hall without an exhibition pass. Booking forms for additional passes will be available in exhibition kits forwarded on receipt of application. There are two types of additional exhibition passes available:

### **Day Pass**

An additional day pass entitles you to exhibition entry and a name tag on the nominated day, and day catering - \$120 per person.

### **Casual Pass**

A casual pass entitles you to one exhibition entry only and a temporary name tag. No catering is included - \$20 per person.

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## **Furniture & Equipment**

Additional furniture and equipment can be hired from the exhibition contractor, Perth ExpoHire. Perth ExpoHire will contact each exhibitor directly to:

- Provide a furniture catalogue.
  - Request power loading and correct name to be displayed on fascia.
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## **Exhibition Kit**

A detailed exhibition kit including a contract, venue information, representative booking forms, and accommodation booking forms will be sent upon receipt of application form.

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## **Exhibition Schedule**

### **Thursday 3 November**

12.00pm – 4.00pm	Exhibitors move in
5.00 – 6.00pm	Exhibitors registration
6.00 – 8.30pm	Registration Desk Open
6.30 – 8.30pm	Exhibition Open
6.30 – 8.30pm	Welcome Reception

### **Friday 4 November**

8.00am – 5.00pm	Exhibition open
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All delegates' refreshment breaks will be taken amongst exhibition stands

### **Saturday 5 November**

8.00am – 5.00pm	Exhibition open
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All delegates' refreshment breaks will be taken amongst exhibition stands

### **Sunday 6 November**

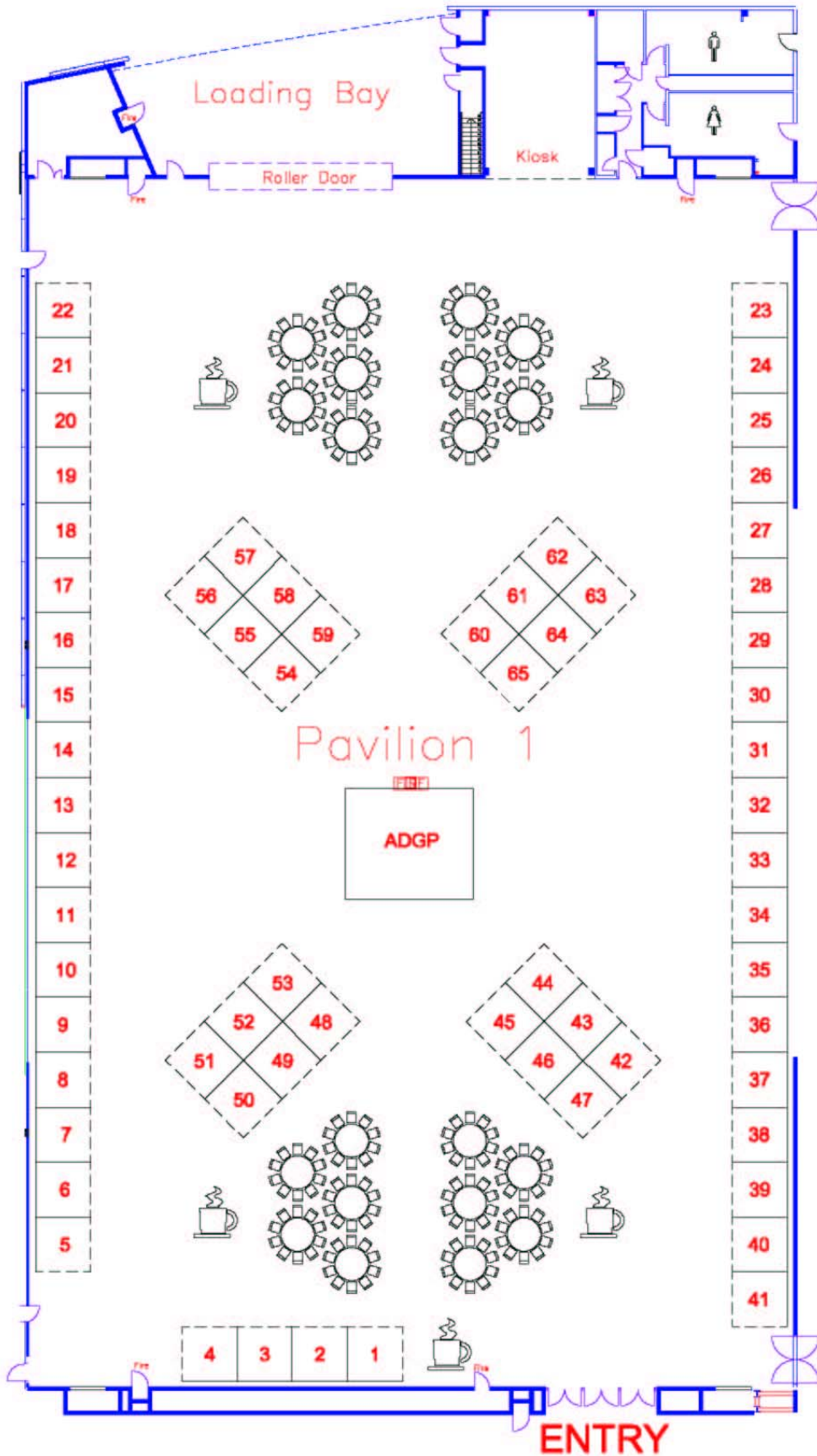
8.00am – 1.00pm	Exhibition open
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All delegates' refreshment breaks will be taken amongst exhibition stands

1.00pm – 2.00pm	Exhibitors pack down
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# Floorplan





**Application for Exhibition Space**  
3 – 6 November 2005, Perth Convention Exhibition Centre  
ABN: 95 082 812 146

**Preferred Stand**

1st choice: stand number/s \_\_\_\_\_  
2nd choice: stand number/s \_\_\_\_\_  
3rd choice: stand number/s \_\_\_\_\_

**Amount Required (includes GST)**

Gold Package \$3,500 \_\_\_\_\_  
Silver Package \$3,200 \_\_\_\_\_  
Bronze Package \$2,200 (*Available to Divisions and SBO's prior to 30 June 2005 only*) \_\_\_\_\_

**Less**

10% discount for bookings & payment received by 30 June 2005 (Gold \$350/Silver \$320) \_\_\_\_\_  
5% further discount for 2004 exhibitors who book and pay by 30 June 2005 (Gold \$175/Silver \$160) \_\_\_\_\_  
5% discount for 2<sup>nd</sup> and subsequent booths booked (Gold \$175/Silver \$160) \_\_\_\_\_  
Subtotal discount \_\_\_\_\_

**Total amount payable** \_\_\_\_\_

**Payment**

Please note a tax invoice will be issued upon receipt of application.

Our cheque (made payable to 'Conference Solutions – ADGP 2005') will be forwarded in the mail.  
OR

Please debit my credit card:  Mastercard  Visa  Bankcard

Credit Card No  \$ \_\_\_\_\_

Name on Card \_\_\_\_\_

Expiry Date \_\_\_\_\_ Signature \_\_\_\_\_  
*Please note that debits to your credit card will appear as 'Conference Solutions' on your statement.*

**Contact Details**

NAME OF COMPANY \_\_\_\_\_

POSTAL ADDRESS \_\_\_\_\_

CITY/STATE \_\_\_\_\_ POSTCODE \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ POSITION \_\_\_\_\_

TELEPHONE ( ) \_\_\_\_\_ FACSIMILE ( ) \_\_\_\_\_

EMAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

Please return the completed form to:

Forum Secretariat  
Conference Solutions  
PO Box 238, Deakin West ACT 2600  
Telephone: (02) 6285 3000, Facsimile: (02) 6285 3001  
Email: [adgp@con-sol.com](mailto:adgp@con-sol.com)

**Terms and Conditions of Application**

By signing this application form, we understand that space will be allocated strictly in accordance with date of receipt of application and payment, and that sponsors' booths will be allocated first. If a deposit is not received within 30 days of application, stands will be made available for re-sale. We understand that if full payment for exhibition booths is not received prior to 30 June 2005, discounts will not be available and the full booth price will apply. Conference Solutions will forward a contract to us to verify this application. The reservation is confirmed once the contract has been signed by both parties. A tax invoice will be issued on receipt of application.