



8th - 10th August 2003 , Darling Harbour , Sydney. Australia

SPONSORSHIP OPPORTUNITIES ANNOUNCEMENT

SPONSORSHIP WILL PROVIDE THE OPPORTUNITY
FOR YOUR ORGANISATION TO DEMONSTRATE ITS
PROMINENT SUPPORT AND COMMITMENT TO HEALTH
RECORDS MANAGEMENT IN AUSTRALIA

- **A cost-effective way to reach a niche market**
- **Offers national exposure to Health Records sector**
- **Enhances your organizations image**
- **Launch new products and services**
- **Open doors to business network**
- **A unique opportunity to focus marketing to a receptive, relevant and influential market.**

CONTACT: CONFERENCE SECRETARIAT

Health Information Management
Association of Australia Ltd.

**OPPORTUNITIES TO SUIT
YOUR BUDGET AND NEEDS**

SPECIAL SPONSORSHIP PROFILE OPPORTUNITIES INTEGRATED INTO CONFERENCE ACTIVITIES.

- Cocktails Hosting
- Conference Dinner
- Innovations Awards
- Conference Satchels
- Key Note Speakers
- Proceedings- CD Rom
- Showcasing at Breaks

SPONSOR ACKNOWLEDGEMENTS PACKAGE

- **At the conference**
 - **In the satchels**
 - **On the conference program**
 - **On the conference web site**
 - **Mix and mingle with delegates**
 - **HIMAA million hits a year web site**
 - **In the HIMAA e-Newsletter**
 - **Special sponsors e-announcement**
-



Locked Bag 2045
North Ryde NSW 1670
Phone: (02) 9887 5001
Fax: (02) 9887 5895
Email: conference@himaa.org.au
Internet: www.himaa.org.au



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DELEGATES INFLUENCE BUYING DECISIONS

Our delegates are the people directly involved in product evaluations and the recommendations for purchase - build your brand with them.

They manage multi-million dollar systems that are at the centre of health information management.

OUR DELEGATES EXPERTS IN

- Electronic Health Records,
- Clinical Coding,
- Health Records,
- Archives & Records Management,
- Health Informatics,
- Privacy & Medico-Legal,
- Casemix,
- Practice Management,
- Internet in Health,
- Health Insurance,
- Telehealth,
- Health Planning & Research, Clinical Trials,
- Health Personnel & Recruitment,
- Clinical Decision Support,
- Technology & Communications in Health and
- Health Administration.

MORE THAN AUSTRALIA WIDE

The delegates will come from all the Australian states and territories, both city and rural communities as well as some Asia-Pacific region members.

MEET THE HEALTH INFORMATION MANAGEMENT DECISION MAKERS

The HIMAA 24th Annual Conference will provide your company with an opportunity to meet the key people in the Health Information Management sector and profile your products and organisations services.

CONFERENCE DELEGATES

The conference delegates will be represented across the following diverse sectors:-

- Public & Private Hospitals,
- Federal Health,
- State & Territories Health Departments,
- Area Health Services,
- Community Health,
- Aged Care and Mental Health,
- Specialist Health Services,
- Group General Practice,
- Universities & Education,
- Policy, Standards & Research,
- Health Insurance,
- Health Administration,
- Commercial Sector,
- Consulting.

WIDE HEALTH SECTOR EXPOSURE

HIMAA has a wider community of exposure in the health industry, both public and private, and this will be represented in our conference delegates.



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CONSULTING WITH GOVERNMENT

In its role as the national professional body, HIMAA is represented on national and state government advisory bodies and consultations, and with Standards Australia in developing and revising national standards. The Association has developed expertise in this area of health information management standards.

HIMAA has had liaison and consultation with other relevant organisations and with the higher education and vocational education sectors.

NATIONAL EDUCATION PROVIDER

The principal national provider of distance education for Clinical Coder training, and trains students for all Australian state health departments, area health services, private and public hospitals and day surgeries. We also have students from group medical practices, specialist health services, and the health insurance sector. We consistently support international students from regions such as the Middle East, Asia, Pacific, Canada and New Zealand. We also provide part of the education of staff of Singapore hospitals in a Graduate Certificate in Casemix program offered by the Queensland University of Technology.

QUALITY IMPROVEMENT IN HEALTH

The Association promotes quality improvement in health information management and its members play an important role in the achievement and maintenance of their organisations' accreditation with the Australian Council on Healthcare Standards.

PROGRESSIVE ORGANISATION

HIMAA regularly provides advice to other organisations on innovation in organisation communications strategies.

MEET YOUR HEALTH INFORMATION MANAGEMENT CONFERENCE HOSTS

The HIMAA 24th Annual Conference is being hosted by the Health Information Management Association of Australia Ltd. (HIMAA)

The national Australian professional association for health information management.

**The largest and longest standing organisation in this field in Australia and the Asia-Pacific Region.
We have been in business since 1955.**

INTERNATIONAL RECOGNITION

HIMAA Consulting Services won a major international tender with the Bulgarian government to develop their national Health Information Management Standards. We provide Clinical Coder Education for the Republic of Singapore. HIMAA Members are very active in the area of international citizenship. Member of International Body.

IMPORTANT NATIONAL PUBLISHER

HIMAA publishes the leading Australian peer review professional journal in the field, the **Health Information Management Journal**, as well as publishes the popular **HIMAA e-Newsletter** broadcast nationally, as well as national Bulletins, State Branch Newsletters, State e-Alerts and key reference texts.

SUCCESSFUL INTERNET STRATEGY

Our web site has proved to be popular with **over 1 million hits a year**, and in **top 10% of Australian web sites**. The web site is accessed predominantly by Australians, although we have had a steady increase in visits from the Asia-Pacific regions, as well as the site being accessed from Europe, the Middle East, and North America.



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NATIONAL CONFERENCE COMMITTEE

Chairperson—Anne Marie Hadley (NSW)

Karen Peasley (Vic)
Joy Smith (Qld)
Jennine Freshwater (NSW)
Angela Randall (Vic)
Fiona Carine (SA)
Michelle Bramley (NSW)
Robina McCarthy (Vic)
Ross Fear (NSW)
Mal Thiele (SA)
Andrew Klisanin (ACT)
John Hallett (NSW)
Elizabeth Moss (ACT)
Sophie Cassimatis (NSW)
Elva Redenbach (Vic)
Marisa Duffield (WA)
Kerry Goodrick (NSW)

PROGRAM COMMITTEE

Karen Peasley (Vic) - Convenor
Joy Smith (Qld)
Anne Marie Hadley (NSW)
Fiona Carine (SA)
Michelle Bramley (NSW)

SOCIAL COMMITTEE

Sophie Cassimatis (NSW)
John Hallett (NSW)
Kerry Goodrick (NSW)
Rachel Plumbe (NSW)

MEET YOUR HEALTH INFORMATION MANAGEMENT CONFERENCE ORGANISERS

CHAIRPERSON & CONVENORS

Conference Chairperson
Anne Marie Hadley — NSW

Program Committee Convenor
Karen Peasley—Vic

Sponsorship Committee Convenor
Angela Randall—Vic

Finance Committee Convenor
Jennine Freshwater—NSW

Social Program Committee Convenor
to be decided

HIMAA National President
Robina McCarthy—Vic

SPONSORSHIP COMMITTEE

Angela Randall (Vic) - Convenor
Robina McCarthy (Vic)
— Vendor Representative
Anne Marie Hadley (NSW)
Venuga Balendra (NSW)
Ross Fear (NSW)

FINANCE COMMITTEE

Jennine Freshwater (NSW) - Convenor
Philida Chew CPA (NSW)
Anne Marie Hadley (NSW)



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POPULAR HIMAA E-NEWSLETTER

Broadcast nationally to members.
Sponsors will receive a text banner
ad and acknowledgement in an
edition of this popular e-Newsletter

HIMAA E-BULLETINS

Special Alert Bulletins broadcast nationally.
Sponsors will be acknowledged with
appreciation in a special edition of the
HIMAA e-Bulletin.

A YEARS NATIONAL BRAND BUILDING EXPOSURE WITH ONE CONFERENCE SPONSORSHIP

**SPONSORSHIP SHOWS
YOUR SUPPORT FOR
THE HEALTH SECTOR**

TRUE VALUE FOR MONEY

A YEARS EXPOSURE IN ONE PACKAGE BRAND BUILDING IN HIMAA MEDIA AND CONFERENCE

A wider exposure for brand
building is offered to all
conference sponsors.

Exposure at the conference
event will have a significant
impact.

We also offer you wider
exposure before and after the
event on the successful
HIMAA media.

SUCCESSFUL HIMAA WEB SITE

1,201,454 hits in 2001-2002

Sponsors will receive banner advertising with links
to your own site on the successful
www.HIMAA.org.au web site.

Yes it had over 1 million hits last financial year.
Rated in the top 10% of Australian web sites.
Over 96% hits come direct to site.
Strong health professional audience.
Australian & International exposure.

**Does your web site have this level of
exposure? - why not have a presence on ours.**

HEALTH INFORMATION MANAGEMENT JOURNAL ONLINE

**The leading professional journal in
health information management.**

Sponsors will receive a banner ad in one
of the editions of journal.



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HIMAA ANNUAL AWARDS

Sponsor the awards and presentation.

A prestige aspect of the program indicating your support for excellence.

Co-brand the awards of first & second place with your company name with HIMAA. Exposure on all material concerned with the awards. Package includes one delegate place, acknowledgment on conference material, satchel insert as well as year long recognition through the award, a banner advertisement on the HIMAA web site, ad in the HIMAA e-Newsletter and new HIMAA e-Highlights.

HIMAA ANNUAL AWARD FOR INNOVATION

Opening for one only sponsor at \$5,000.

HIMAA ANNUAL AWARD FOR BEST PRACTICE

Opening for one only sponsor at \$5,000.

These will be annual HIMAA Awards and preference will be given to sponsors interested in an annual commitment. Proposals for either or both awards sponsorship will be considered.

MORE UNIQUE OPTIONS AVAILABLE

MAJOR SPONSORSHIP OPTIONS

Opportunities to suit your budget and promotional needs

CONFERENCE DINNER

Special recognition for a special evening, sponsor the dinner, the entertainment, the venue, the drinks. This is truly an annual highlight event. Special public recognition at the dinner. Package includes two delegate places, four dinner places, acknowledgment on conference material, satchel insert as well as a years long recognition with a banner advertisement on HIMAA web site, ad in the HIMAA e-Newsletter and new HIMAA e-Highlights. Opening for two sponsors at \$10,000 each.

COCKTAILS HOSTING

Host a special reception for conference delegates - prime exposure and special introduction and public appreciation. Package includes two delegate places, acknowledgment on conference material, satchel insert as well as year long recognition with a banner advertisement on HIMAA web site, ad in the HIMAA e-Newsletter and new HIMAA e-Highlights. Opening for two sponsors at \$7,000 each.

CONFERENCE AUDIO-VISUAL SERVICE

Sponsor the important conference audio-visual service and have your appreciation displayed prominently for all sessions. Package includes two delegate places, four dinner places, acknowledgment on conference material, satchel insert as well as a years long recognition with a banner advertisement on HIMAA web site, ad in the HIMAA e-Newsletter and new HIMAA e-Highlights. Opening for two sponsors at \$10,000 each.



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NETWORKING MORNING OR AFTERNOON BREAK SHOWCASE SPONSORS

Sponsor a morning or afternoon break catering and receive a special opportunity to show case your company. Display and branding opportunities. Special public introduction and recognition at the break. Network with delegates. Package includes one delegate place, acknowledgment on conference material, satchel insert as well as a years long recognition with a banner advertisement on HIMAA web site, ad in the HIMAA e-Newsletter and new HIMAA e-Highlights. Opening for four sponsors at \$3,000 each.

KEYNOTE SPEAKERS & PRESENTERS

Sponsor the availability of some keynote speakers, be associated with their presence and the attention that will be drawn from the delegates, or proudly sponsor costs associated with all other special speakers (parking, gifts, etc.) Package includes one delegate place, acknowledgment on conference material, satchel insert as well as a years long recognition with a banner advertisement on HIMAA web site, ad in the HIMAA e-Newsletter and new HIMAA e-Highlights. Approximate cost of \$3,500 to \$4,500 each to cover airfares, incidentals and accommodation.

BE RECOGNISED

SPECIAL SPONSORSHIP OPTIONS

BECOME AN INTEGRAL PART OF THIS MAJOR EVENT

NETWORKING LUNCHEON SHOWCASE SPONSORS

Sponsor a luncheon catering and receive a special opportunity to show case your company and network with delegates. Be publicly introduced and thanked for your sponsorship. Display and branding opportunities. Special public recognition at the luncheon. Package includes one delegate place, acknowledgment on conference material, satchel insert as well as a years long recognition with a banner advertisement on HIMAA web site, ad in the HIMAA e-Newsletter and new HIMAA e-Highlights. Opening for two only sponsors at \$5,000 each.

CONFERENCE SACHEL, BADGE & LANYARD SPONSOR

Sponsor the delegates satchels and have your company in every ones hands for the conference. **Your branding on satchel name tags and your lanyards around everyones neck.** Package includes one delegate place, acknowledgment on conference material, satchel insert as well as a years long recognition with a banner advertisement on HIMAA web site, ad in the HIMAA e-Newsletter and new HIMAA e-Highlights. Opening for one only sponsor at \$5,000.

BE APPRECIATED



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OTHER UNIQUE SPONSORSHIP OPPORTUNITIES

Conference Printing

Conference Photocopier & Fax Service

Conference Computer Registration System

Conference Satchel Inserts—\$500

- Promotional Products
- Promotional Literature

UNIQUE TEAM BUILDING (NETWORKING) EVENTS

- Bridge Climb Team Building
 - Jet Boat Team Building
- (Your branding on the event -

have your people there to network with the group)

SOCIAL & SUPPORTER PROGRAM EVENTS (NETWORKING OPPORTUNITY)

- Tall Ships Group Cruise
- Aquarium Group Passes
- Duck Tour of City & Harbour
- Maritime Museum Russian Submarine Group Passes
- Taronga Zoo Group Passes
- Imax Group Passes
- Japanese Gardens Group Passes
- Monorail Group Passes

UNIQUE SPONSORSHIP OPTIONS

CONFERENCE PROCEEDINGS CD ROM SPONSOR

Sponsor the proceedings that are given to all delegates and available later to others in the profession. Branding in every ones hands and repeated exposure after the event. Package includes one delegate place, acknowledgment on conference material, satchel insert as well as a years long recognition with a banner advertisement on HIMAA web site, ad in the HIMAA e-Newsletter and new HIMAA e-Highlights. Opening for one sponsor at \$2,500.

CONFERENCE INTERNET CAFÉ VOUCHER SPONSOR

Sponsor the Internet Cafe- have attached to your company material in every satchel a credit voucher for the internet café. Package includes one delegate place, acknowledgment on conference material, satchel insert as well as a years long recognition with a banner advertisement on HIMAA web site, ad in the HIMAA e-Newsletter and new HIMAA e-Highlights. Approximate cost of \$1,500

POSTER DISPLAY SPONSOR

Sponsor the poster display, have delegate exposed to your branding while they view the poster presentations, and sponsor and present the prize for the best posters. Package includes one delegate place, acknowledgment on conference material, satchel insert as well as a years long recognition with a banner advertisement on HIMAA web site, ad in the HIMAA e-Newsletter and new HIMAA e-Highlights. Approximate cost of \$1,500



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ACCEPTANCE OF SPONSORSHIP PROPOSAL

We confirm sponsorship involvement in the HIMAA 2003 Conference for the following options:

Sign up for:	Per Unit	Cost
<input type="checkbox"/> Conference Printing	\$16,000	
<input type="checkbox"/> Conference Dinner	\$10,000	
<input type="checkbox"/> Conference Audio-Visual Service	\$10,000	
<input type="checkbox"/> Cocktails Hosting	\$7,000	
<input type="checkbox"/> HIMAA Annual Awards—specify which award	\$5,000	
<input type="checkbox"/> Networking Luncheon Showcase	\$5,000	
<input type="checkbox"/> Conference Satchel, Badge & Lanyard	\$5,000	
<input type="checkbox"/> Key Note Speakers & Presenters Sponsorship	\$3,500—\$4,500	
<input type="checkbox"/> Networking Morning or Afternoon Break	\$3,000	
<input type="checkbox"/> Conference Proceedings—CD ROM	\$2,500	
<input type="checkbox"/> Internet Café Vouchers	\$1,500	
<input type="checkbox"/> Poster Display	\$1,500	
<input type="checkbox"/> Conference Computer Registration System	\$1,500	
<input type="checkbox"/> Conference Photocopier & Fax Service	At cost	
<input type="checkbox"/> Conference Satchel Inserts	\$500	
<input type="checkbox"/> Unique Team Building Events—please specify	At cost	
<input type="checkbox"/> Social Program Events—please specify	At cost	
<input type="checkbox"/> Other—Please Specify		
		Subtotal: _____
		Tax: _____
		Total: _____

Company Name

Signature's Name, Position Title

Address

Phone

Fax

Email

Signature

Please return to: HIMAA 2003 Conference Secretariat, Locked Bag 2045, North Ryde, NSW 1670 Australia
Ph: +61 2 9887 5903 Fax: +61 2 9887 5895 E-mail: Conference@himaa.org.au
Please provide an electronic colour and black & white version of your logo for printing purposes (in jpg or gif)