

2020 PARTNERSHIP PROSPECTUS

Saving lives and improving
patient outcomes through
accredited primary
care education



Over 10,000 GPs from 32
countries have
completed our programs

www.healthcert.com





13+ years
of operation



Over 10,000
Alumni



Train over 3,000
GP's every year



All courses are
accredited by RACGP
and/or ACRRM



University assured
by Bond



Articulation into
Masters



30+ courses on
offer across 7
pathways



Unique diploma
level offering



Pathways for sub-
specialisation &
Clinical
Management



Average score 80%
NPS for Education
Events



Engaged database
of 20,000+



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improving patient
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"We have been partnering with HealthCert for a number of years now and we find their events extremely well organised. It provides us with valuable opportunities to showcase our products and engage in meaningful discussions with a range of GPs."

– **Matthew Smith,**
Managing Director, DocStock



Why partner with HealthCert?

In 2020, HealthCert will run four mega events in Australia, each of which will host a trade exhibition area.

These events will cover all HealthCert education pathways, Skin Cancer, Aesthetic Medicine and Clinical Procedures. Delegate numbers will be reflective of the events and location.



400+
delegates
per event

Partnership with HealthCert stands out in the industry

- Access to an engaged, motivate and self-funded audience
- Course content is directly aligned teaching our doctors how to use the trades products or services = instant sell through & ROI for partners
- Direct access to GP's with limited competition from cluttered trade area
- Selected and limited numbers of trade partnerships on offer
- Staggered break times to ensure a consistent and engaged flow of traffic
- Delegate opt in lists (email addresses) for post event follow up
- Trade flyer and passport inclusions
- Passport competition ensures all delegates visit each partner throughout the event
- Ongoing access and promotional opportunities to our database of over 20,000

What's new in 2020?

- For the first time in 2020, HealthCert are combining our events offering to include both our Skin Cancer and Aesthetics/Primary Care Courses into a Mega Event offering
- Four East Coast events will boast six to eight training rooms running side by side covering all of HealthCert's Education offering at once
- Packages aligned to business objectives – Platinum, Gold, Silver and Bronze packages on offer to partners
- Additional demonstration and activation opportunities
- Exciting new assets on offer
- Professional exhibition build out expanding the level of professionalism and engagement
- Maximum of 25-28 partners per event

Location	Dates	Venue	Expected Delegates
Melbourne	22-23 February	Melbourne Convention Centre	400+
Gold Coast	27-28 June	Gold Coast Convention Centre	Cancelled due to COVID-19
Sydney	19-20 September	Sydney International Convention Centre	420+
Brisbane	21-22 November	Brisbane Convention and Exhibition Centre	400+

Benefits for partners in 2020

- Exposure to a greater number of doctors in fewer events
- Reduce the number of weekends you or your team are away
- Reduced travel costs due to going from nine events to four
- Reduced travel time and costs due to the events being on the east coast
- Additional contact time with the doctors as we stagger the break times across six - eight rooms vs the current four rooms
- Packages assets to allow further activation and demonstration opportunities
- Enhanced branding opportunities
- Further innovating the delivery of the courses, introducing an app and alumni community website
- QR code for lead capture at events (from mid 2020)
- Continued exceptional customer service to you



PARTNERSHIP PACKAGES

PLATINUM PACKAGE

Event Inclusions

- Platinum partner status at all four events in 2020
- Large/double size stand – i.e. 6x3m (standard size 3x2m)
- Premium and prominent stand positioning
- 1 x exclusive, ticketed event demo opportunity per event (breakfast* - 45-60 mins), including presentation by a doctor/facilitator of your choice
- Catering for up to 6 representatives (morning/afternoon tea and lunch)
- Insertion of marketing materials and company profile into all delegate bags and opportunity for sample inclusion
- Event trade passport competition inclusion

\$45,000 + GST

Additional marketing inclusions

- Webinar with integrated marketing campaign whole of HealthCert database
- Premium positioning and inclusion in HealthCert EOFY digital campaign
- 1 x feature article inclusion into the HealthCert Monthly Newsletter during 2020 sent to a database of over 20,000 (note: must be educational, relevant content)

**2
available
ONLY**

*Additional hard costs of catering and AV to be paid by the partner upon quote from HealthCert

PARTNERSHIP PACKAGES

GOLD PACKAGE

Event Inclusions

- Gold partner status at all four events in 2020
- Large/double size stand – i.e. 6x3m (standard size 3x2m)
- Premium and prominent stand positioning
- Activation opportunity at each event in the dedicated 'demonstration corner'
- Catering for up to 4 representatives (morning/afternoon tea and lunch)
- Insertion of marketing materials and company profile into all delegate bags and opportunity for sample inclusion
- Event trade passport competition inclusion

\$30,000 + GST

Additional marketing inclusions

- Premium positioning and inclusion in HealthCert EOFY digital campaign

**4
available
ONLY**



PARTNERSHIP PACKAGES

SILVER PACKAGE

Event Inclusions

- Silver partner status at all four events in 2020
- Premium and prominent stand positioning (stand size 3x2m)
- Catering for 2 representatives (morning/afternoon tea and lunch)
- Insertion of marketing materials and company profile into all delegate bags and opportunity for sample inclusion
- Event trade passport competition inclusion

Additional marketing inclusions

- Inclusion in HealthCert EOFY digital campaign

\$24,000 + GST

**6
available
ONLY
2 remaining**

BRONZE PACKAGE

Event Inclusions

- Partner status at all four events in 2020
- Standard size trade booth (3x2m)
- Catering for 2 representatives (morning/afternoon tea and lunch)
- Insertion of marketing materials and company profile into all delegate bags and opportunity for sample inclusion
- Event trade passport competition inclusion

\$21,000 + GST

**12
available
1 remaining**

PARTNERSHIP PACKAGES

Additional partnership opportunities

A key focus for HealthCert in 2020 will be understanding partners objectives and creatively addressing these objectives utilising a combination of HealthCert's resources, assets and strong database to meet and exceed expectations.

To provide further engagement opportunities that will meet these objectives, a number of new assets have been developed in 2020.

- Webinar, including content creation and integrated marketing campaign (whole of database invitation to webinar and post webinar content) – from \$8,500
- Delegate dinner partner – opportunities from \$4,500*
- Bespoke Breakfast demonstration/presentation - \$4,500*
- Sponsored café area – Opportunities available from \$3,500*
- Friday night facility tour – from \$3,500*
- Technology partner – Opportunities available from \$2,500
- Demo corner demonstration – opportunities available from \$2,000
- Digital content opportunities – from \$2,000
- Speed networking event (wine tasting style event, each partner station features a different wine) – from \$1,500
- EOFY digital campaign – from \$1,000

*Additional hard costs of catering/AV/transport to be paid by the partner upon quote from HealthCert

We welcome your consideration
and look forward to creating a rewarding partnership
which will exceed your objectives and create
powerful opportunities for your business.



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