



CONFERENCE FOR

# General Practice 2023

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## Sponsorship & exhibition

AUCKLAND | 21-23 JULY 2023



[generalpractice.org.nz](http://generalpractice.org.nz)



The Royal New Zealand  
College of General Practitioners  
Te Whare Tohu Rata o Aotearoa





# Welcome

Haere mai, Kia ora, Talofa lava, Bula Vinaka, Mālō e lelei, Fakaalofa lahi atu, Ni hao, Namaste, Chao, Kia orana, As-salāmu 'alaykum, and greetings to you all.

Join us from Friday 21 to Sunday 23 July 2023 in Tāmaki Makaurau Auckland, the City of Sails for **GP23: the Conference for General Practice**. You'll find our full conference programme, and exhibition hall (over two levels), right in the heart of Auckland at the Aotea Centre off Queen Street.

We are thrilled to welcome international delegates back to Aotearoa New Zealand. We're keen to hear what's been happening in your profession over the past two years, to learn from you, and kōrero about shared and diverse experiences.

Our 2021 conference, which ran ahead of COVID-19 circulating in the community, attracted over 800 attendees to Te Whanganui-a-Tara Wellington. We ran GP22 in Ōtautahi Christchurch with COVID-19 circulating in the community and during one of the wildest weather weekends of the year; 600 delegates were on site for another lively event.

This is a significant time for general practice and rural hospital medicine in New Zealand. Burnout continues to be an issue, as does the number of doctors we can attract to train in the profession. GP23 will again pick up wellness activities alongside our robust clinical conference programme, and support medical students to come along and 'hear from the horse's mouth' about the everyday challenges and rewards of our profession and why this is a great and meaningful career pathway in medicine.

This is what people say about our conference:

- “The conference delivered great plenary sessions with good solid breaks to foster exactly what we needed: support, connection, and collegiality.”
- “It was invigorating to hear that we all were having the same issues but that there's a movement to do something about them.”
- “Excellent exhibition stands.”

The conference programme will be created with GPs' and rural hospital doctors' interests and scopes in mind and will appeal to the wider primary health care sector with informative plenary presentations, panel discussions, and practical sessions featuring sector experts. An important part of any large-scale conference is networking, and the programme will allow plenty of opportunity for you to engage with the delegates in the exhibition space and at the social events.

We will once again be offering a virtual registration option for those who are not able to attend the conference in person, and within this prospectus you will see options to sponsor either the virtual platform or the app, which delegates can use to submit their questions during any of the Q+A sessions.

While it will be important to look back on the year that was, we want the programme to be future and solution focused and create the space for delegates to bring their positive and innovative ideas and knowledge and look to how we can transform the health sector.

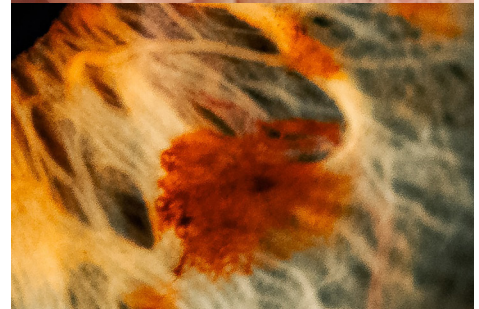
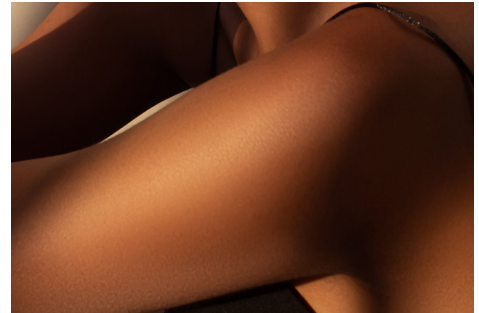
The following pages detail the wide range of opportunities for you to be a part of GP23 and have your organisation and brand on show amongst hundreds of health professionals, representatives, and potential customers.

We love innovation and flexibility and would love to hear from you about how we can work together.

We look forward to welcoming you to GP23 in the City of Sails.

Nāku noa, nā

Organising Committee  
**2023 Conference for General Practice**







# Sponsorship opportunities

	Sponsorship value NZ\$ excl. GST	Page
Principal	\$15,000	5
Panel discussion (three opportunities)	\$10,000	6
Keynote speaker	Price on application	7
Satchel	\$10,000	8
Wellness	\$10,000	9
Hydration	\$10,000	10
Notepad and pen	\$10,000	11
Welcome function	\$8,000	12
Friday or Saturday lunchtime (two opportunities)	\$8,000	13
Fellowship celebration	\$8,000	14
Barista coffee (two opportunities)	\$8,000	15
The golden ticket	\$8,000	16
OnAIR virtual platform	\$6,000	17
Lanyard and name badge	\$5,000	18
App	\$5,000	19
Student	Prices vary	20
Exhibition stand: Single	\$4,450	21
Double	\$8,000	



## Principal

Investment NZ\$15,000 +GST

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### BENEFITS TO SPONSOR

#### Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

#### Exhibition

- two (2) exhibition stands (3m x 3m) in a prominent location.

#### Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

#### Exposure

- recognition as the 'principal sponsor' for the conference
- organisation logo on the opening multimedia presentation
- opportunity for an organisation representative to make a short speech at the conference opening (no more than two minutes)
- organisation logo and acknowledgement in all printed material as the principal sponsor
- organisation logo on the conference website as the principal sponsor, linking to your organisation website
- organisation logo and listing as the principal sponsor on the conference app, including company details and a link to your website.



## Panel discussion

Investment NZ\$**10,000** +GST

3 OPPORTUNITIES

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### BENEFITS TO SPONSOR

#### Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

#### Exhibition

- one (1) exhibition stand (3m x 3m) in a prominent location.

#### Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

#### Exposure

- recognition as a 'panel discussion sponsor' for the conference
- organisation logo on the opening multimedia presentation
- organisation acknowledged as a panel discussion sponsor by the conference MC
- organisation logo and acknowledgement in all printed material as a panel discussion sponsor
- organisation logo on the conference website as a panel discussion sponsor, linking to your organisation website
- organisation logo and listing as a panel discussion sponsor on the conference app, including company details and a link to your website.



## Keynote speaker

Price on application

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### BENEFITS TO SPONSOR

#### Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

#### Exhibition

- one (1) exhibition stand (3m x 3m) in a prominent location.

#### Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

#### Exposure

- recognition as a 'keynote speaker sponsor' for the conference
- organisation logo on the opening multimedia presentation
- organisation logo on the sponsored keynote speaker session
- introduction slide
- organisation acknowledged as a keynote speaker sponsor by the conference MC
- organisation logo and acknowledgement in all printed material as a keynote speaker sponsor
- organisation logo on the conference website as a keynote speaker sponsor, linking to your organisation website
- organisation logo and listing as a keynote speaker sponsor on the conference app, including company details and a link to your website.





## Satchel

Investment NZ\$10,000 +GST

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### BENEFITS TO SPONSOR

#### Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

#### Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

#### Exposure

- recognition as the 'satchel sponsor' for the conference
- organisation logo featured on the satchels alongside the conference logo (if sponsorship is agreed in time before branding of satchel)
- organisation logo displayed in opening multimedia presentation
- organisation acknowledged by the conference MC
- organisation logo and acknowledgement in all printed material as the satchel sponsor
- organisation logo on the conference website as the satchel sponsor, linking to your organisation website
- organisation logo and listing as the satchel sponsor on the conference app, including company details and a link to your website.





## Wellness

(in conjunction with The Royal New Zealand College of General Practitioners)

Investment NZ\$**10,000** +GST

Wellness is a core kaupapa of our conference. As specialist GPs and rural hospital doctors our delegates spend their lives caring for their communities. Taking caring of their own health and hauora is vital to being able to do that well, which is why our conference includes space to chill out, reset, and take time for reflection.

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### BENEFITS TO SPONSOR

#### Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

#### Venue

- one (1) large, open wellness space that will be themed into a reset space. We will work with you to ensure our vision for wellness matches yours
- consultation – with our conference manager – about the placement and branding of our massage stations, offering delegates short, complimentary massages throughout the day.

#### Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

#### Exposure

- recognition as our ‘wellness sponsor’ for the conference
- organisation logo on the opening multimedia presentation
- organisation logo or other branding in the dedicated wellness space
- organisation acknowledged as the wellness sponsor by the conference MC
- organisation logo and acknowledgement in all printed material as wellness sponsor
- organisation logo on the conference website as wellness sponsor, linking to your organisation website
- organisation logo and listing as wellness sponsor on the conference app, including company details and a link to your website.



## Hydration

(sponsor the reusable water bottles and water refill station)

Investment NZ\$10,000 +GST

With today's environmental concerns, reducing waste is a priority. In order to minimise its environmental impact, we are including a number of waste minimisation and recycling strategies at the conference. One of these strategies is a reusable water bottle and water fill stations. Every full conference delegate will receive a reusable water bottle when they arrive at the conference.

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### BENEFITS TO SPONSOR

#### Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

#### Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks before the conference.

#### Exposure

- recognition as the 'hydration sponsor' for the conference
- organisation logo (in one colour) printed on the reusable water bottles
- naming rights and organisation logo above or next to each water refill station throughout the conference
- opportunity to order (at own cost) additional branded water bottles for giveaways to guests or other customers
- organisation logo displayed in opening multimedia presentation
- acknowledgement by the conference MC
- organisation logo and acknowledgement in all printed material as the reusable water bottles and water refill station sponsor
- organisation logo on the conference website as the reusable water bottles and water refill station sponsor, linking to your organisation website
- organisation logo and listing as the reusable water bottles and water refill station sponsor on the conference app, including company details and a link to your website.



## Notepad and pen

Investment NZ\$10,000 +GST

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### BENEFITS TO SPONSOR

#### Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

#### Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

#### Exposure

- recognition as the 'notepad and pen sponsor' for the conference
- organisation logo featured on the notepad and pen alongside the conference logo
- organisation logo displayed in opening multimedia presentation
- organisation acknowledged by the conference MC
- organisation logo and acknowledgement in all printed material as the notepad and pen sponsor
- organisation logo on the conference website as the notepad and pen sponsor, linking to your organisation website
- organisation logo and listing as the notepad and pen sponsor on the conference app, including company details and a link to your website.





## Welcome function

Investment NZ\$8,000 +GST

Our Friday night welcome function is a good time; a chance for our delegates to reconnect, share war stories, and enjoy drinks and nibbles in the exhibition space. Manage the vibe of how we welcome people by sponsoring the welcome function.

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### BENEFITS TO SPONSOR

#### Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

#### Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

#### Exposure

- naming rights to the welcome function and recognition of your sponsorship by the MC ahead of your sponsored lunch
- development – in conjunction with the conference team and caterer – of one special mocktail OR food item (we will be serving alcohol at the event but the focus is on connection, not drinking)
- napkins in your brand colours (supplied)
- organisation logo and acknowledgement in all printed material as the welcome function sponsor
- organisation logo on the conference website as the welcome function sponsor, linking to your organisation website
- organisation logo and listing as the welcome function sponsor on the conference app, including company details and a link to your website.



## Friday or Saturday lunchtime

Investment NZ\$8,000 +GST

2 OPPORTUNITIES

Catering for delegates will be served in the conference exhibition area. Menus will focus on healthy, fresh, local produce. This sponsorship gives you rights to either the Friday lunchtime meal or Saturday lunchtime meal.

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### BENEFITS TO SPONSOR

#### Registration and social functions

- one (1) complimentary conference registrations, including welcome reception.

#### Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

#### Exposure

- naming rights to either Friday or Saturday lunch and recognition of your sponsorship by the MC ahead of your sponsored lunch
- development – in conjunction with the conference team and caterer of one special lunchtime item e.g. your sandwich concept, branded cookies
- tablecloths or napkins in your brand colours (supplied)
- organisation logo and acknowledgement in all printed material as the Friday or Saturday lunch sponsor
- organisation logo on the conference website as the Friday or Saturday lunch sponsor, linking to your organisation website
- organisation logo and listing as the Friday or Saturday lunch sponsor on the conference app,
- including company details and a link to your website.



## Fellowship celebration function

Investment NZ\$8,000 +GST

Graduating as a specialist general practitioner or rural hospital doctor at the conference's Fellowship Ceremony is often the culmination of more than 11 years of medical study. What a fabulous achievement and a time to celebrate with family and friends. Sponsor this whānau-friendly event and help celebrate our newest Fellows of the College and the Division in style.

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### BENEFITS TO SPONSOR

#### Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

#### Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

#### Exposure

- recognition of your sponsorship by the MC at the Fellowship and Awards Ceremony
- opportunity to give a quality, branded product (not paper) to new Fellows when they collect their gown
- development – in conjunction with the conference team and caterer – of one special mocktail OR food item (we will be serving alcohol at the event, but the focus is on whānau, not drinking)
- napkins in your brand colours (supplied)
- organisation logo and acknowledgement in all printed material as the celebration function sponsor
- organisation logo on the conference website as the celebration function sponsor, linking to your organisation website
- organisation logo and listing as the celebration function sponsor on the conference app, including company details and a link to your website.





## Barista

Investment NZ\$8,000 +GST

2 OPPORTUNITIES

Barista coffee will be available for conference delegates on a complimentary basis included as part of their registration. The barista cart is about the size of an exhibition site. Barista sponsors confirmed before 1 May have the option to incorporate their cart into their exhibition build or have it located immediately adjacent; after this time this option may not be available, depending on the exhibition floor plan.

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### BENEFITS TO SPONSOR

#### Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

#### Exhibition

- one (1) exhibition stand (3m x 3m) in a prominent location.

#### Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

#### Exposure

- recognition as a 'barista coffee sponsor' for the conference
- naming rights to the barista cart
- signage with organisation logo on the front of the barista cart
- opportunity for barista staff to wear company-branded t-shirts, caps, aprons (provided by the sponsor)
- opportunity for hot drinks to be served in branded 'keep cups' (supplied by partner)
- organisation logo displayed in opening multimedia presentation
- organisation acknowledged by the conference MC
- organisation logo and acknowledgement in all printed material as a barista coffee sponsor
- organisation logo on the conference website as a barista coffee sponsor, linking to your organisation website
- organisation logo and listing as a barista coffee sponsor on the conference app, including company details and a link to your website.



## The 'golden ticket'

Investment NZ\$8,000 +GST

The 'golden ticket' (introduced in 2020) backs the name-badge lanyard and offers delegates a suite of free wellbeing 'extras' in the area around the conference venue when they show their golden ticket. In Christchurch we had bike rides, punting on the Avon, and morning yoga. What will Auckland deliver?

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### BENEFITS TO SPONSOR

#### Registration and social functions

- two (2) complimentary conference registrations, including welcome reception.

#### Exhibition

- one (1) exhibition stand (3m x 3m) in a prominent location.

#### Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks before the conference.

#### Exposure

- recognition as the 'golden ticket sponsor' for the conference
- organisation logo (in one colour) printed on the golden ticket (located on the reverse of the name badge)
- organisation logo displayed in opening multimedia presentation
- acknowledgement by the conference MC
- organisation logo and acknowledgement in all printed material as the golden ticket sponsor
- organisation logo and listing as the golden ticket sponsor on the conference app, including company details and a link to your website.



## OnAIR virtual platform

Investment NZ\$6,000 +GST

The Conference will be offering the opportunity to register and virtually attend a selection of sessions. Not available to RNZCGP Faculties.

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### BENEFITS TO SPONSOR

#### Registration and social functions

- ten (10) complimentary virtual registrations
- two (2) complimentary conference registrations, including welcome reception.

#### Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

#### Exposure

- recognition as the 'virtual platform sponsor' for the conference
- organisation logo displayed in opening multimedia presentation seen by 'in-person' delegates
- organisation logo included on the virtual platform landing page in the sponsorship banner for the entirety of all virtual sessions
- organisation logo on the presentation screen for five minutes prior to each virtual keynote (noting that some keynotes will have session sponsors who will also be acknowledged)
- organisation promotional video (supplied) to play just prior to the start of each virtual keynote (video to be no longer than 30 seconds)
- complimentary virtual exhibition site with the ability for virtual attendees to meet with your team members and download organisation brochures and other material
- organisation logo on the conference website as the virtual platform sponsor and a link to your organisation website.





## Lanyard and name badge

Investment NZ\$5,000 +GST

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### BENEFITS TO SPONSOR

#### Registration and social functions

- one (1) complimentary conference registration, including welcome reception.

#### Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

#### Exposure

- recognition as the lanyard and name badge sponsor for the conference
- organisation logo on all conference name badges and lanyards (supplied by sponsor), which must be worn by delegates at all times (if sponsorship is agreed in time before branding of lanyard and name badge)
- organisation logo and acknowledgement in all printed material as the lanyard and name badge sponsor
- organisation logo on the conference website as the lanyard and name badge sponsor, linking to your organisation website
- organisation logo and listing as the lanyard and name badge sponsor on the conference app, including company details and a link to your website.



## App

Investment NZ\$5,000 +GST

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### BENEFITS TO SPONSOR

#### Registration and social functions

- one (1) complimentary conference registration, including welcome reception.

#### Delegate information

- a list of conference delegates who have agreed to name disclosure in relation to the conference sent two (2) weeks prior to the conference.

#### Exposure

- recognition as the 'app sponsor' for the conference
- organisation logo on app (supplied by sponsor) accessed by delegates at all times; this will include your company details and a link to your website
- two push notifications to delegates each day of the conference (maximum 140 characters each)
- organisation logo and acknowledgement in all printed material as the app sponsor
- organisation logo on the conference website as the app sponsor, linking to your organisation website.



## Student sponsorship

Prices vary

Support the future of general practice and rural hospital medicine by supporting medical students and resident medical officers (RMOs) to attend GP23: the Conference for General Practice.

We'll run a student application process, with funds reimbursed on delivery of a short report from each student following the conference.

Sponsor as many students as you like.

- **Students within the Auckland Region** will be able to claim \$100 reimbursement for conference registration and travel expenses.
- **Students outside the Auckland Region** will be able to claim \$630 reimbursement for conference registration, travel and accommodation.

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### BENEFITS TO SPONSOR

- opportunity to add product to the student care package that each student will receive
- recognition as a 'student scholarship sponsor' for the conference
- organisation logo on the opening multimedia presentation
- organisation logo and acknowledgement in all printed material as a student scholarship sponsor
- organisation logo on the conference website as a student scholarship sponsor, linking to your organisation website
- organisation logo and listing as a student scholarship sponsor on the conference app, including company details and a link to your website.





## Exhibition

Single stand (3m x 3m) NZ\$4,450 +GST

Double stand (6m x 3m) NZ\$8,000 +GST

The exhibition is an integral part of conference activities located across two levels at the Aotea Centre, Auckland. It provides an excellent opportunity for organisations to come face-to-face with the general practice community, increasing your organisation's visibility and allowing you to display and demonstrate your products and services.

Meal breaks and electronic posters will be hosted in the exhibition area, ensuring good exposure to delegates.

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### Exhibition stand package includes:

- partitioned stand (3m x 3m)
- **single stand:** conference registration for one (1) company representative including welcome reception; **double stand:** conference registration for two (2) company representatives including welcome reception (additional registrations can be purchased for \$380.00)
- fin including company name on a single-colour background and in single-colour lettering (company logos are an additional cost)
- 2 x 150 watt spotlights
- 1 x 4 pin multibox
- organisation logo on the conference website, linking to your organisation website
- organisation logo and listing on the conference app, including company details and a link to your website
- you will receive the conference attendee list, including names and contact details of those who have given permission.



CONFERENCE FOR

# General Practice 2023

AUCKLAND | 21-23 JULY 2023

generalpractice.org.nz

## Sponsorship application form

### SECTION A: Organisation information

Organisation:

Contact person (Dr, Mr, Mrs, Ms):  Position:

Address:

Postcode:

Phone (work):  Mobile:

Email:  Company website:

Organisation name to be promoted at the conference:

### SECTION B: Sponsorship opportunities

Package: (please tick one)

- |  |  |
|--|--|
| <input type="checkbox"/> <b>Principal</b> \$15,000 + GST             | <input type="checkbox"/> <b>Friday or Saturday lunchtime</b> \$8,000 + GST |
| <input type="checkbox"/> <b>Panel discussion</b> \$10,000 + GST      | <input type="checkbox"/> <b>Fellowship celebration</b> \$8,000 + GST       |
| <input type="checkbox"/> <b>Keynote speaker</b> Price on application | <input type="checkbox"/> <b>Barista coffee</b> \$8,000 + GST               |
| <input type="checkbox"/> <b>Satchel</b> \$10,000 + GST               | <input type="checkbox"/> <b>The golden ticket</b> \$8,000 + GST            |
| <input type="checkbox"/> <b>Wellness</b> \$10,000 + GST              | <input type="checkbox"/> <b>OnAIR virtual platform</b> \$6,000 + GST       |
| <input type="checkbox"/> <b>Hydration</b> \$10,000 + GST             | <input type="checkbox"/> <b>Lanyard and name badge</b> \$5,000 + GST       |
| <input type="checkbox"/> <b>Notepad and pen</b> \$10,000 + GST       | <input type="checkbox"/> <b>App</b> \$5,000 + GST                          |
| <input type="checkbox"/> <b>Welcome function</b> \$8,000 + GST       | <input type="checkbox"/> <b>Student</b> Prices vary                        |

### SECTION C: Payment

- Direct credit (upon receipt of invoice)
- Credit card (upon receipt of online payment portal details)

### SECTION D: Payment terms

Full payment is due on the 20th of the month following the date of the invoice. All payments must be received prior to the conference. **PLEASE NOTE:** All prices quoted are in New Zealand dollars excluding GST.

By submitting this application:

- I acknowledge on behalf of the sponsor that I have read the College Sponsorship and Exhibition Policy.
- The named sponsor agrees to the College's Sponsorship/Exhibition Terms and Conditions and confirms that any activity that it undertakes in respect of the sponsorship/exhibition agreement will comply with the College's Sponsorship and Exhibition Policy.

Please return your completed application form to Rachel Cook: [rachel@conference.nz](mailto:rachel@conference.nz)

Signature:

Date:



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