

**29TH & 30TH AUGUST 2024**

**National First Aid  
Trainers Conference**

**CAIRNS**

**Pullman Cairns International,  
Cairns,  
Queensland**

**SPONSORSHIP  
PROSPECTUS**



2024

## National First Aid Trainers Conference

Specifically targeted towards first aid trainers, The National First Aid Trainers Conference is the largest first aid professional development event in Australia, attracting delegates from across the country for a packed two days of presentations and workshops.

Hosted by the National Institute of First Aid Trainers, this conference is designed to inform, educate and excite all who work within the first aid training industry.

Formed in 2014, the National Institute of First Aid Trainers has established itself as a leader in the professional development of first aid trainers and a source of truth for those seeking information on the delivery of first aid and CPR training.

Our last event in 2022 was the biggest and best, with almost 200 trainers and training providers in attendance. We hope to match this in 2024 when we head to Cairns.

On the next page you can view just some of the fantastic feedback from our previous delegates.





## 2022 Attendee Feedback

Well done... Loved it!  
Can't wait for the next one.

I really appreciated  
all the different  
sponsor stands  
outside. They had so  
much valuable extra  
information to share.

This was the best  
conference I have ever  
attended.

I was very  
impressed and am  
looking forward  
to the next  
conference.

It was fun and a great  
way to meet people from  
other Organisations and  
States, it was very well  
organised



## Why Sponsor?

- This is our 5th conference, and each year it's getting bigger and better
- It is a dedicated national conference aimed at the first aid training industry
- An excellent opportunity for sponsors to showcase a wide variety of products and services to a national audience
- NIFAT has over 400 members, 1200 followers on social media and 2300 subscribers on our email list
- 2022 conference had almost 200 attendees and we are hoping to match or exceed this at the 2024 conference.

## Expected attendees

- RTO Owners & Principals
- First Aid Trainers & Assessors



## Networking Opportunities






















































- Promote and increase brand awareness
- Generate fantastic leads
- Launch new products and services to existing and potential clients
- Keep up to date with industry trends



## Location

Pullman Cairns International  
17 Abbott Street, Cairns QLD 4870  
The perfect combination of comfort and convenience located in the heart of the city.

# Sponsorship Inclusion Summary

Event Sponsor Inclusions	Platinum \$15,000	Gold \$10,000	Silver \$4,000	Bronze \$1,500 <small>(Trade stand only)</small>
Exclusivity (Number of Packages Available)				
<b>Pre Event</b>				
Organisational profile on NIFAT website with a do-follow link in chosen anchor text				
Article in NIFAT email newsletter announcing sponsorship level including url				
Video announcement of sponsorship on Facebook including profile				
Logo on NIFAT website, Facebook and email footer conference banner				
Profile on the conference app available to delegates pre event including virtual booth				
Use of NIFAT sponsorship logo				
<b>During Event</b>				
Exhibition table (including skirted 6-foot trestle table, chairs and power)				
Full registration to the conference and evening function for representatives	4	3	2	2
Acknowledgement at the conference as a sponsor by NIFAT host				
Keynote speaking spot during conference welcome day 1	10 Min			
Keynote speaking spot during conference welcome day 2		5 Min		
Keynote speaking spot during evening function welcome			5 Min	
Organisation logo printed on delegate lanyards *				
Organisation logo included on delegate notepads *				

Continued on next page

# Sponsorship Inclusion Summary

During Event continued	Platinum	Gold	Silver	Bronze
Organisation logo on delegate pens *	SOLD ✕	SOLD ✕	SOLD ✓	SOLD ✕
Organisation logo on 'hold' slide between presentations	✓	✕	✕	✕
Free standing banner in the conference room next to the stage (max 2)	✓	✓	✕	✕
Free standing banner at the registration desk (max 1)	✓	✕	✕	✕
Free standing banner next to/behind the trade table	✓	✓	✓	✓
Free standing banner at evening function (max 2)	✕	✕	✓	✕
Organisational profile on the conference app including virtual booth	✓	✓	✓	✓
<b>Post Event</b>				
Contact details of delegates in csv format. Includes name, organisation and email only	✓	✓	✓	✓
Organisation logo on delegate Statement of Attendance	✓	✕	✕	✕
Photos of organisation at the event	✓	✓	✓	✓
Sponsorship certificate	✓	✓	✓	✕
Article in post-event email newsletter thanking sponsors	✓	✓	✓	✕

\* Application & artwork must be submitted before 30th June 2024 to allow for printing time

Sponsorship applications close 30th June 2024 or until sold out. Please complete and submit the Sponsor Application form on the next page

Can't make it in person to the conference? Why not purchase a Virtual booth {in the conference app only}. This includes company name, profile, logo & links to your contact details.



# Application & Payment Form

To sponsor this event, please complete the form below and email to The National Institute of First Aid Trainers on info@nifat.com.au. Confirmation and notifications will be communicated via email. Please complete the form with your details as you would like them printed/displayed in promotional materials. NIFAT accepts no responsibility for misprinted details that have been provided incorrectly.

## Types of Sponsorship

Please tick appropriate box

<b>SOLD OUT</b>	Platinum	\$ 15,000
<b>SOLD OUT</b>	Gold	\$ 10,000
<b>SOLD OUT</b>	Silver	\$ 4,000
<b>SOLD OUT</b>	Bronze	\$ 1,500
	Virtual booth {conference app only}	\$ 250
<b>Total Price</b> (all prices are GST inclusive)		\$

Sponsorship applications close 30th June 2024 or until sold out.

Organisation: \_\_\_\_\_

Contact name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Yes, I have read and agree to the booking terms and conditions

Authorised by: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

### Payment details (please tick)

We wish to pay by EFT. Bank details will be provided by the conference team with your tax invoice.

\* Please note; Sponsorship is not confirmed until full payment is received & therefore is still available for purchase by other organisations until payment is received

We wish to pay via Credit Card

\*Surcharges apply; 1.5% Visa/MasterCard and 2% AMEX

Card Number: \_\_\_\_\_ Expiry: \_\_\_\_ / \_\_\_\_ CVV: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature of Card holder: \_\_\_\_\_

## Terms and Conditions of Contract

### Disclaimer

All information is correct at time of publication. The National Institute of First Aid Trainers (NIFAT) reserves the right to amend these packages subject to changes in the program format. Upon completion of the Sponsorship Application, sponsors are entering into a legal agreement. The National Institute of First Aid Trainers is a division of The First Aid Group Pty Ltd.

### The Contract

1. The term "Organiser" refers to The National Institute of First Aid Trainers (NIFAT)
2. The term "Exhibitor" includes any person, firm, company or corporation and its employees or representatives identified in the Application Form or other written request for exhibition space.
3. A "contract" is formed between the Organiser and Exhibitor when the Organiser accepts the signed Application Form. The Organiser will then issue a confirmation letter to the Exhibitor.
4. The Organiser may cancel the contract at their discretion if the agreed payment is not received within 14 days of lodging the Application Form. Additionally the Organiser reserves the right to cancel the contract by returning the payment within 14 days of receipt.

### The Application

5. An official Exhibition Application Form & payment must be received to reserve space.
6. The Organiser reserves the right to refuse application or prohibit any Exhibitor from participation without assigning a reason for such refusal or prohibition.

### Obligations and Rights of the Organiser

7. The decision of the Organiser is final and decisive on any question not covered in this contract.
8. The Organiser agrees to hold the exhibition however, reserves the right to postpone the exhibition from the set dates and to hold the exhibition on other dates as near to the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the Organiser.
9. The Organiser agrees to promote the exhibition to maximise participation.
10. Following Pre-release the Organiser agrees to allocate the Exhibitor an exhibition space, where the priority of booth positioning within the exhibition will be offered to premium package sponsors first and then prioritised by taking into account each organisation's level of sponsorship, the date of application receipt, preferences, proximity to competitors and other relevant matters.
11. The Organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand, or alter the size of the stand, and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organiser.
12. The Organiser reserves the right to change the exhibition floor layout if necessary.
13. The Organiser is responsible for the control of the exhibition area only.
14. The Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.
15. The Organiser may refuse without limitation to permit activity within the exhibition or may require cessation of particular activities at their discretion.
16. The Organiser reserves the right to specify heights of walls and coverings for display areas.
17. The Organiser reserves the right to disapprove the content and presentation of the Exhibitor catalogues, acknowledgements, handbills and printed matter with respect to the exhibition.
18. The Organiser may determine the hours during which the Exhibitor will have access to the exhibition venue for the purpose of setting up and dismantling.
19. The Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or representative's entry to the exhibition if they do not hold a purchased or complimentary entry card.
20. The Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
21. The Organiser will specify any regulations with regard to sound levels including microphones, sound amplification, machine demonstrations and videos. The exhibitor agrees to abide by these.
22. The Organiser will liaise with the venue regarding security onsite during the period of the exhibition but will accept no liability for loss or damage.
23. The Exhibitor must ensure that all accounts are finalised and paid prior to the allocated exhibition move-in period.
24. The Exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition.
25. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the exhibition.
26. The Exhibitor must comply with all directions/requests issued by the Organiser.
27. The Exhibitor must comply with all applicable laws, including laws in relation to occupational health & safety. The Exhibitor will therefore act with care to avoid damage to persons or property in the exhibition.
28. The Exhibitor must ensure the cleanliness and tidiness of their allocated space. Upon the conclusion of the exhibition the Exhibitor will promptly remove all exhibits, tools and other materials. If the Exhibitor fails or refuses to do so, the Organiser will make arrangements for this to be done by an external party at a cost to be paid by the Exhibitor.
29. The Exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes



blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.

30. The Exhibitor is responsible for all items within their allocated exhibition space.

31. The Exhibitor agrees to adhere to all fire regulations and will refrain from using flammable or dangerous materials within the exhibition. Written approval must be sought from the Organiser if flammable or dangerous materials are required for the success of the exhibit.

32. The Exhibitor will not use nails, screws or other fixtures on any part of the premises including walls and floor unless authorised by the Organiser. In any case all permanent damage will result in the Exhibitor being invoiced for all repairs.

33. The Exhibitor acknowledges that it is their responsibility to have their goods delivered to the venue. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified or on return.

34. The Exhibitor agrees to abide by requests made by the Organiser to stop any activity that may cause annoyance to others in the exhibition.

35. The Exhibitor agrees to conduct all business transactions within their allocated exhibition space unless otherwise approved by the Organiser.

36. Where the Exhibitor wishes to showcase two or more businesses that operate under the Exhibitor's organisational banner, the Exhibitor must purchase a booth for each of the businesses showcased.

### **Storage of goods**

37. Unless otherwise communicated storage will not be provided onsite at the exhibition. Under no circumstance are goods permitted to be stored in public access areas.

### **Insurance and Liability**

38. All Exhibitors must have Public Liability Insurance for the period of the exhibition and must be able to produce this documentation immediately at the request of the Organiser.

39. Exhibitors must insure, indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Organiser may become liable.

40. Whilst the Organiser will endeavour to protect exhibition property whilst on display at the exhibition, it must be clearly understood that the venue, the Organising Committee and the Organiser cannot accept liability for any loss or damage to property sustained or occasioned from any cause whatsoever.

41. The Organiser shall not be liable for any loss, which exhibitor may incur as a result of the intervention of any Authority, which prevents the use of the premises or any part thereof in any manner whatsoever.

42. The Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the Organiser will not be accountable for the level of commercial activity generated.

### **Payment & Cancellation**

43. Payment is due by the Sponsor on completion of Sponsorship application. Sponsorship will be available to purchase by other organisations until payment has been received.

44. In the event that the Exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the Organiser is authorised to occupy this space in any manner deemed to be in the best interest of the Exhibition. The Exhibitor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.

45. If the Exhibitor wishes to cancel their participation, a request must be submitted to the Organiser in writing. Exhibitor cancellations and refunds will be administered as follows:

a. If notice of cancellation is received more than 6 months before the first day of the exhibition, the Exhibitor will be entitled to a 75% refund on funds paid.

b. If notice of cancellation is received between 4 and 6 months before the first day of the exhibition, the Exhibitor will be entitled to a 50% refund on funds paid.

c. If notice of cancellation is received less than 4 months before the first day of the exhibition, the Exhibitor will not be entitled to a refund.

d. If notice of cancellation is received and full payment for funds owing has not been received, the Exhibitor may be invoiced for the difference to satisfy the above cancellation and refund policy.

46. Booth availability may be limited or restricted, and allocations and available quantities will be advised upon processing your application.

### **Circumstances Beyond the Control of the Event Organiser**

47. Should the event not be able to go ahead for any reason, exhibitors will be offered the following:

- In the first instance, we would seek to postpone the event to a later date and hold any monies paid by exhibitors for the future event date.

- Should postponement not be an option, a fee-free cancellation will be offered and all monies returned within 14 days of cancellation

