About us

Since its formation in 1978, the Gastroenterological Nurses College of Australia – GENCA – has been the national voice for gastroenterology and endoscopy nursing practice. As the only national organisation dedicated to this work, it has continued to strive to collectively meet the needs of this nursing speciality.

GENCA is dedicated to the safe and effective practice of gastroenterology and endoscopy nursing through its mission: to promote excellence in gastroenterology nursing practice. It is actively involved through:

- The development of national standards and guidelines
- Providing educational courses and supporting the COGEN credentialing program
- Providing representation at state, national and international forums.

GENCA supports the professional development of its members in an atmosphere of mutual support and respect, as well as actively encouraging them to share their knowledge and expertise with their colleagues.

Our Vision Statement

GENCA is the peak performance professional body that sets the gold standard for gastroenterological nursing.

Our Mission Statement

The mission of GENCA is to develop and promote excellence in gastroenterology nursing practice.

Our Members

GENCA has around 1550 members across Australia and New Zealand. Our membership is comprised predominantly of gastroenterological nurses as well as cleaning technicians, researchers and educators. Our members are employed in both the private and public health sectors.

Industry Partners

GENCA gratefully acknowledges the support of our partner organisations.

In 2019 GENCA is aiming to build on existing relationships with industry and forge new partnerships with organisations which support gastroenterology nursing. By aligning with industry partners through both its traditional pathways as well as identifying new opportunities, GENCA is striving to provide a range of educational opportunities for members of the gastroenterological nursing field, thus supporting our mission of “Promoting Excellence in Gastroenterology in Nursing Practice”. GENCA will continue to provide education at the regional committee level, with opportunities for trade exhibition at these meetings to continue as previous, by registering via the GENCA website for individual meetings.
Our Partnership Packages

Our packages have been designed to deliver excellent return for investment, whilst delivering your brand and message to our members throughout Australia.

There are three levels of partnership available for commencement in 2019 – they will be sold on a first in basis:

<table>
<thead>
<tr>
<th>Item</th>
<th>Emerald partner</th>
<th>Ruby partner</th>
<th>Sapphire partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost (ex GST)</td>
<td>$9,900</td>
<td>$5,500</td>
<td>$3,300</td>
</tr>
<tr>
<td>Name listed as a GENCA partner in all GENCA publications</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Name listed as a GENCA partner on the GENCA website, with link to your company website</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Receive complimentary copies of the GENCA journal – J.GENCA (4 editions per year)</td>
<td>6 copies</td>
<td>4 copies</td>
<td>2 copies</td>
</tr>
<tr>
<td>Full colour advertisement in J.GENCA</td>
<td>4 x full page, inside position</td>
<td>2 x full page, 2 x half page, inside position</td>
<td>2 x half page, inside position</td>
</tr>
<tr>
<td>Notification of all GENCA education meetings, via email</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>10% discount on any further advertising in J.GENCA</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Recognition as sponsor on all GENCA promotional material</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Opportunity to co-brand GENCA webinars (at additional cost)</td>
<td>●</td>
<td>●</td>
<td>●</td>
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</tbody>
</table>

Special Projects Partnership Options

GENCA invites you to partnership with us in special projects throughout the year. Investments start from $1,500 and include, but are not limited to:

- DVD – updates or new products
- E-Learning modules
- Webinars
- Marketing products

If there is an opportunity that you would like to discuss that does not appear above, we can tailor a package to suit your needs.

Partnership enquiries and requests may be directed to GENCA Secretariat Melinda Caspersz on 1300 788 155 or by email: admin@genca.org.

Additional Sponsorship Opportunity

2019 AGW International Keynote Speaker Sponsor – one available ($10,000 + GST)

This unique opportunity will offer the following entitlements:

- Recognition as the 2019 AGW International Keynote Speaker Sponsor
- The opportunity to introduce the International Keynote Speaker and address the audience
- Display of company banner during keynote speaker presentation/s
- Company logo on screen during keynote speaker introduction
2019 GENCA National conference

GENCA is pleased to announce that our 2019 National Conference will be held at the Pullman Melbourne Albert Park, from Friday 31 May to Sunday 2 June 2019. The conference theme for this year’s conference will be ENGAGE, EXPLORE, EMPOWER with the organising committee securing renowned national and international speakers who will be speaking on relevant and interesting topics and the latest research in Infection Control, as well as a full day on Professional Development.

Why exhibit or partner with us at the GENCA National Conference?

• Brand exposure: Expose your company’s brand and messages to a targeted audience from across Australia, New Zealand and around the world.
• Business Development: Research customer attitudes and find new business opportunities.
• Networking: Opportunities to connect with key people in the gastroenterological nursing field.

Key conference dates:

Sponsorship & Exhibition Prospectus released
Tuesday 20 November 2018

Registration Opens
Thursday 29 November 2018

Program Launch
Tuesday 22 January 2019

Early Bird Closes
Tuesday 30 April 2019

GENCA 2019 Conference
Friday 31 May 2019 – Sunday 2 June 2019

Trade exhibition

Located adjacent to the plenary room, the exhibition will be situated in the section of the ballroom and foyer area, with catering being served throughout the exhibition space. Booths are 3 x 2 m for Platinum and Gold sponsors and 3 x 1 m for Silver sponsors, and include 1 x trestle with black cloth and two chairs (upon request), 1 x 4-amp power point, 2 x 23-watt spotlights on a track and matt anodised aluminium frame with white laminated infill, digitally printed board containing exhibitor’s name, number and generic event logo.

3 x 2 m booth

3 x 1 m booth
Conference packages

Standard conference partnership package entitlements

All conference partners will receive the following benefits in addition to those outlined in individual packages:

- Acknowledgement as a sponsor on the official Entrance Feature situated onsite at the conference.
- Acknowledgement at the opening and closing sessions of the conference.
- Sponsor logo on the GENCA National Conference website with hyperlink to the partner’s website.
- Recognition as a conference sponsor in the conference abstract book which will be in digital format only.
- Recognition as a conference sponsor on the Conference holding slides.
- Recognition as a sponsor on the Conference app.

Please note that the inclusion in any printed material or the conference app requires confirmation of sponsorship prior to the applicable print deadlines. To maximise your exposure, we recommend that you confirm your booking by the earliest date possible.

The following benefits are included when you purchase a sponsorship package:

<table>
<thead>
<tr>
<th>GENCA National Conference</th>
<th>Platinum Sponsor (Exhibitor) $8,500</th>
<th>Gold sponsor (Exhibitor) $6,250</th>
<th>Silver sponsor (Exhibitor) $2,900</th>
<th>Welcome Reception $2,500</th>
<th>Cocktail Function Sponsor $4,500</th>
<th>Lanyard Sponsor $1,500</th>
<th>Coffee Cart Sponsor $4,000</th>
<th>Notebook Sponsor $1,500</th>
<th>Conference App Sponsor $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number Available</td>
<td>4</td>
<td>18</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>3 x 2 m booth</td>
<td>1 (can select position)</td>
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<tr>
<td>3 x 2 m booth</td>
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<tr>
<td>3 x 1 m booth</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Conference delegate registrations inclusive of the Welcome Reception and Cocktail function</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Delegate list 1 week prior to the Annual Conference (subject to delegate consent as per privacy act)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo on the conference satchel</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<td></td>
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</tr>
<tr>
<td>Promotional item or brochure in the satchel (sponsor to supply material, maximum 2 double-sided A4 pages)</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
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</tr>
</tbody>
</table>
New Sponsorship Opportunities in 2019

We are introducing three new Sponsorship opportunities in 2019. Keep delegates ENGAGED and EMPOWERED by taking advantage of one of these unique opportunities.

Coffee Cart Sponsorship – The coffee cart can be located near your stand to create increased traffic flow around your booth. Other branding opportunities include:

• Pull up banner near the coffee cart
• Logo on the Entrance Feature
• Logo on the Conference App
• Company logo stickers on coffee cups (stickers supplied by sponsor)
• Marketing material on coffee stand

Conference App Sponsorship – below are some of the benefits of sponsoring the 2019 GENCA Conference app:

• Logo on the Entrance Feature
• Sponsor branding/banner on each page
• The Conference App will provide delegates with:
  - Details of event with map/logistics
  - Interactive program with explanation on how app works
  - Links to speaker abstracts, bios and photos
  - Live photo gallery
  - Scrolling title for sponsor logo with link to company bio
  - Push notifications
  - Audience polling
  - Sponsor/Exhibitor list with booth and map of floor plan

Welcome Reception Sponsorship

Meet and greet trade and delegates on the Friday evening before the commencement of the conference. Drinks and canapes will be served during the reception. In addition to opportunities on page 6, you will be entitled to:

• Logo on the Entrance Feature
• Pull up banner and collateral in Welcome Reception area
• Should you wish to display any branded products or equipment during the Welcome Reception, prior approval must be obtained from the Conference Manager
• Opportunity to welcome and address the delegates
• Logo on the Conference App
Exhibition Area Floorplan –
Grand Ballroom 7

Booths 1–22: \(3 \times 2\) m
Booths 23–28: \(3 \times 1\) m
Partnership Booking Terms and conditions

GENCA will take all diligent care to fulfil the abovementioned partnership packages.

All monetary amounts are in Australian dollars and are exclusive of the Goods and Services Tax (GST).

Partnerships will be allocated only on receipt of a signed booking form (available via the GENCA website). A letter of confirmation will be emailed to confirm the booking, together with a tax invoice for the required amount and is payable 30 days from the date of the tax invoice. Full payment of National Conference sponsorship must be received prior to the conference.

GENCA agrees to use all of the funds provided to support the organisation in its mission to promote excellence in gastroenterology nursing practice. Partnership funds will not be expended on any entertainment that is incidental to the activities of GENCA.

GENCA agrees to take all appropriate measures to ensure that all activity complies with all applicable laws, regulations and policies. GENCA agrees not to knowingly make any arrangements associated with educational activities that may place a partner in breach of Medicines Australia Code of Conduct Edition 18.

GENCA will not supply member email, telephone or postal details to partners. All mail outs and broadcast emails will be managed by the GENCA Office to preserve the privacy of member details.

Cancellation policy: By signing the booking form, the partner agrees that GENCA will retain 10% of the contract price in the case of cancellation.

No partner may assign, sublet or apportion whole or any part of their partnership package. Packages are offered to sole entities, and cross promotion is not permitted. Partnership entitlements will be delivered only after the receipt of the signed booking form with required deposit, progress payment or full payment.
Organisation Name: ____________________________
Address: ______________________________________
State: __________________________ Post Code: ____________ Country: ________________________
Contact Person for Liaison: ________________________
Phone: ________________________ Email: ________________________
Contact Person for accounts: ________________________
Phone: ________________________ Email: ________________________
Purchase order # (if required): ________________________

2019 GENCA Partners – Please select level of partnership:
☐ Emerald Partner $9,900  ☐ Ruby Partner $5,500  ☐ Sapphire Partner $3,300

2019 National Conference Sponsorship – Please select level of sponsorship:
Exhibition:
☐ Platinum Sponsor $8,500  ☐ Gold Sponsor $6,250  ☐ Silver Sponsor $3,000

Preference of booth (subject to availability) ________________________

Networking:
☐ Welcome Reception Sponsor $2,500  ☐ Cocktail Function Sponsor $4,500

Essentials:
☐ Lanyard Sponsor $1,500  ☐ Notebook Sponsor $1,500

Extras:
☐ Coffee Cart Sponsor $4,000  ☐ Conference App Sponsor $5,000

Total $ __________________________ + gst __________________________ = $ __________________________

PARTNERS: Full payment due by 28 February 2019
CONFERENCE: Bookings are not confirmed and booths not allocated until 50% payment has been received. 50% due to confirm booking, 50% due by 28 February 2019.

I have read and agree to the terms and conditions on page 9 of the 2019 GENCA Industry Partnership Prospectus.

Name: ____________________________________________
Date: __________________________ Signature: __________________________

Please forward your booking form to conference@genca.org.au, or mail to PO Box 7345, Beaumaris, 3193, VIC