

GPCE

GENERAL PRACTICE CONFERENCE & EXHIBITION

Exhibitor Prospectus 2027



2027 event dates

Sydney

21st – 23rd
May 2027

ICC Sydney

Melbourne

23rd – 25th
July 2027

Melbourne Convention
& Exhibition Centre

Perth

28th – 29th
August 2027

Perth Convention
& Exhibition Centre

Brisbane

11th – 12th
September 2027

Brisbane
Showgrounds

Organised by:



Accredited by:



RACGP CPD Major
Provider

Media partner:

AusDoc.

gpce.com.au

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Welcome to GPCE

The General Practice Conference & Exhibition (GPCE) attracts the largest concentration of Australian General Practitioners annually. Fully accredited by RACGP and ACRRM, GPCE provides healthcare professionals with a comprehensive platform to gain CPD hours, discover the latest medical innovations, and connect with industry leaders - all in one highly productive weekend.



About RX Australia

RX Australia is in the business of building businesses so everyone can thrive whoever and wherever you are. We run events across a wide range of industries, including energy, waste, retail, medical and gaming. Across the globe, RX produces over 400 events in 42 sectors in 22 countries, in-person and virtual. We help both our exhibitors and our visitors flourish in their respective communities, opening new doors for their business in local and international markets. Together with our global partners, our goal is to expand our role, building on our flagship events and leveraging our capabilities in data and technology to create all year-round communities that support business, and help our customers to continually grow.

**Australia's leading GP conference
for primary healthcare professionals**

Why exhibit

At RX, we believe in the power of face-to-face connections to drive business growth. Our events bring together thousands of industry professionals who are ready to discover new products, build relationships, and make purchasing decisions.

Exhibiting with RX gives your business more than a stand on the show floor – it's a platform to:

- Engage directly with qualified buyers and decision-makers in your sector
- Launch new products and innovations to a highly targeted audience
- Strengthen your brand presence in front of the right people, at the right time
- Build a sales pipeline with measurable return on investment

With decades of experience delivering Australia's leading B2B trade events, RX provides the tools, insights, and year-round marketing support you need to maximise your participation. From pre-show promotion through to onsite networking and post-event lead generation, our focus is helping you achieve real results for your business.

Who should exhibit

- Pharmaceutical companies
- Medical device and equipment suppliers
- Diagnostic and pathology providers
- Healthcare technology providers
- Practice management solutions
- Medical education and training organisations
- Allied health service providers
- Recruitment pathway providers
- Not for profit organisations
- Health related Government programs

3,500+

healthcare professionals

200+

education sessions

300+

exhibitors

4

cities

“Customer service was fantastic, great turnout and good engagement. Good to have time to talk to customers.”

GPCE Sydney exhibitor, 2026

Step 1

All published rates are exclusive of GST

Choose the size & layout if exhibiting at GPCE Sydney or Melbourne

Build a presence across multiple GPCE events and benefit from preferential exhibition rates when you commit upfront. Multi-event packages are available when booking two, three or four GPCE events. Choose the events and stand sizes that best suit your objectives. Multi-event rates apply to exhibition space only and are available when all participating events are booked together as part of the same commitment. The more events you commit to, the greater the benefit.

Sydney & Melbourne		Single event rate	Two event rate	Three or more event rate
Standard booth	4sqm (2mx2m)	\$6,219	\$5,991	\$5,755
	9sqm (3mx3m)	\$11,999	\$11,486	\$10,955
	18sqm (6mx3m)	\$22,403	\$21,377	\$20,315
Premium booth	4sqm (2mx2m)	\$6,914	\$6,674	\$6,430
	9sqm (3mx3m)	\$12,944	\$12,404	\$11,855
	18sqm (6mx3m)	\$23,798	\$22,718	\$21,620
	27sqm (9mx3m)	\$34,856	\$33,236	\$31,589
	36sqm (6mx6m)	\$45,710	\$43,550	\$41,354

* All rates are ex GST. Bookings must take place at the same time to benefit from multi-event rates.

Inclusions in your package...

- Shell scheme build (walls, carpet, company name sign, spotlights & power point)
- Exhibitor Directory listing (logo, company name, categories, stand number, company description)
- Exhibitor Dashboard
- Lead Manager App access
- Public liability insurance
- Digital Event Guide listing (overview, stand location and logo)
- Exhibitor staff passes (varies by stand size)
- Delegate Clinical Session Passes (x10)

Premium packages include:

- Priority Exhibitor Directory
- Higher traffic stand location



Step 1

All published rates are exclusive of GST

Choose the size & layout if exhibiting at GPCE Perth or Brisbane

Perth & Brisbane	Single event rate	Two event rate	Three or more event rate
Table-top display	\$11,934	\$11,590	\$11,250

* All rates are ex GST. Bookings must take place at the same time to benefit from multi-event rates.

Inclusions in your package...

- Trestle table, 2x Chairs & power point
- Public liability insurance
- Exhibitor Directory listing (logo, company name, categories, stand number, company description)
- Exhibitor Dashboard
- Exhibitor staff passes (x2 per day)
- Delegate Clinical Session Passes (x10)
- Lead Manager App access
- Digital Event Guide listing (overview, stand location and logo)



Coffee Cart Sponsorship **\$12,400**

- 1mx1m table, 2x chairs & power point
- Barista coffee service – continuous from open until end of lunch period
- Branded coffee cart signage
- Public liability insurance
- Exhibitor Directory listing (logo, company name, categories, stand number, company description)
- Digital Event Guide listing (overview, stand location and logo)
- Exhibitor Dashboard
- Lead Manager App access
- Exhibitor staff passes (x2 per day)
- Delegate Clinical Session Passes (x10)



Step 2

All published rates are exclusive of GST

Furniture packages

Enjoy the simplicity of having your furniture waiting upon your arrival.

Fee includes delivery, installation and collection of rented items.

** Sydney & Melbourne events only*

Package A

- 1x bar table
- 2x bar stools
- 1x small cupboard

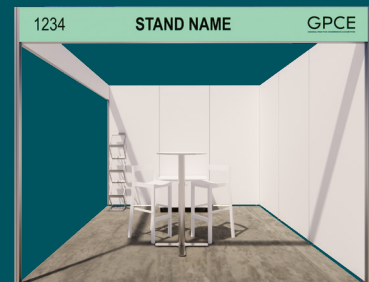
\$667



Package B

- 1x bar table
- 2x bar stools
- 1x small cupboard
- 1x magazine rack

\$908



Package C

- 1x café table
- 4x chairs
- 1x large cupboard
- 1x magazine rack

\$1,151



Step 3

All published rates are exclusive of GST

Choose advertising and add ons

Registration & conversion campaign

This package places your brand at the most critical touchpoints of the attendee journey, when delegates are actively registering, planning, and preparing to attend. You gain consistent, high-visibility exposure in trusted, high-engagement emails that every registered attendee receives.

16,000+ medical professional database
28% unique open rate

- **Stay front-of-mind** throughout the entire pre-event journey
- **Drive qualified traffic** and conversions by reaching an audience already committed to attending
- **Align your brand** with essential event information, increasing credibility and recall
- **Maximise frequency** and reach without competing in crowded marketing channels



\$2,460

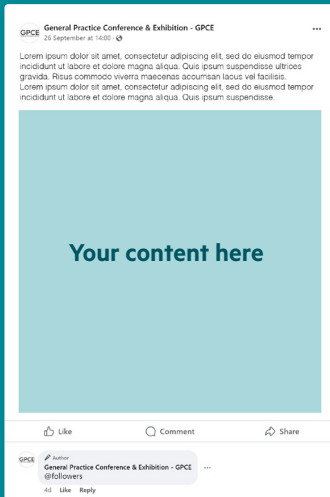
1 x per event

**2026 data as of Aug 2026*

Social media post

Extend your brand's reach beyond the show floor by tapping into GPCE's engaged and growing social media audience, across Facebook, X & LinkedIn.

- **Boost brand awareness** among a targeted audience of healthcare professionals
- **Promote key messages**, launches, or offers in a dynamic, shareable format
- **Drive traffic** to your website, landing page, or onsite presence
- **Leverage GPCE's established audience** and credibility to enhance trust and engagement



7,500+
social media followers

\$503

1 x per post

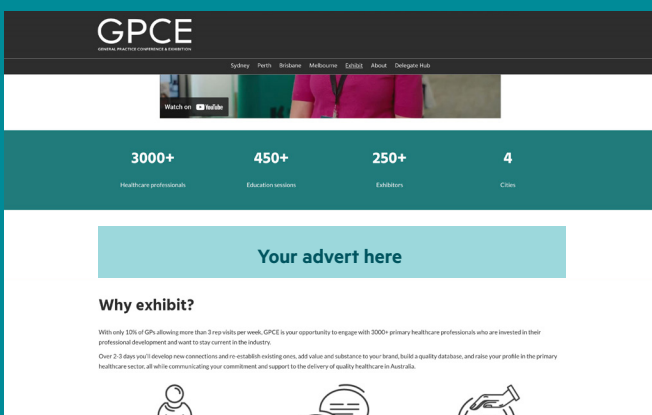


GPCE city specific website leaderboard

Secure premium visibility on the official GPCE website with a leaderboard placement that positions your brand front and centre as attendees actively plan their visit.

Average 3,700+ per city specific sessions per month

- **Capture attention** at the planning stage, when attendees are actively seeking information
- **Drive high-quality traffic** to your website, product pages, or show presence
- **Maximise brand exposure** through prominent, above-the-fold placement
- Maintain **continuous visibility** throughout the campaign period



\$1,625

6 weeks tenancy

**2026 data as of Aug 2026*

Step 4

All published rates are exclusive of GST

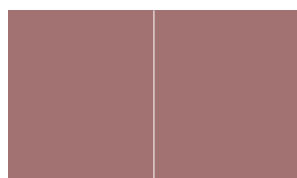


Digital Event Guide advertising

Emailed to all attendees prior to event and available via QR scanning on site. The most frequently used tool by delegates, in the lead up to and throughout the event. Containing essential information including program details, a full exhibitor directory and the floor plan.

	Sydney	Melbourne	Perth	Brisbane
Full Page	\$2,062	\$2,062	\$701	\$1,031
Half Page	\$1,098	\$1,098	\$373	\$551
Quarter Page	\$686	\$686	\$234	\$344

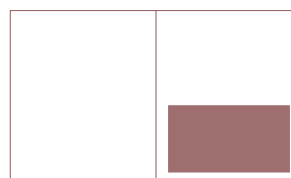
Artwork specifications



Double page spread
420 mm x 250 mm



Full page
210 mm x 250 mm



Half page
185 mm x 110 mm



Quarter page
90 mm x 110 mm

Format: PDF (preferred) or JPG **Resolution:** 300 ppi **Colour:** RGB

Broaden your exposure

Promote

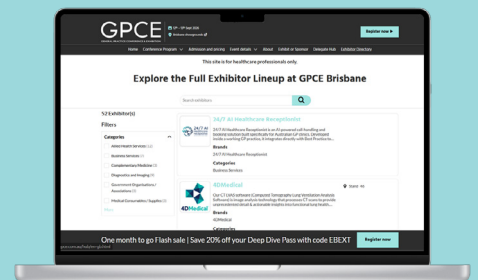
Exhibitor Profiles

Help the right buyers find you.

Be seen at the show with Exhibitor Profile

Maximise your visibility and attract high-quality connections at GPCE with an Exhibitor Profile, which helps attendees find your products and contact details online while planning their visit. Complete your profile with relevant keywords to enhance searchability and ensure more business opportunities.

**Included with all standard stands.*



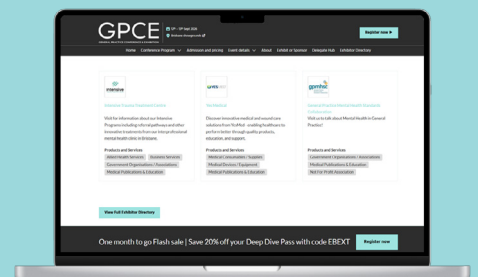
Priority Profiles

Get seen the first time every time with Priority Profiles.

Boost your visibility and attract more attention with Priority Profiles, which double your listing height for 5x more clicks and showcase why your stand is a must-see. For ultimate exposure, Priority Plus Profiles guarantee top placement in your category and feature your products on the event homepage, driving 10x more clicks.

**Included with all premium stands.*

Upgrade from a standard to priority profile for \$908.



Connect

Lead Manager App

Connect and qualify on the go.

Efficiently capture and qualify leads with the Lead Manager App, which allows you to scan visitor badges, share brochures digitally, and gather richer data than a business card for smarter follow-ups. This mobile app consolidates leads from all stand staff, supports both Android and Apple devices, and provides real-time access to manage and rate leads, ensuring you never miss an opportunity.

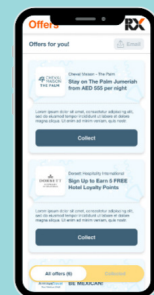
**Included with all standard stands.*



Lead Booster Offers[#]

Attract even more of the right leads.

Boost your lead generation with Lead Booster Offers, attracting the right visitors through tailored email promotions and exclusive offers. Gain qualified leads before the show, drive traffic to your stand, and ensure effective follow-ups with contact details of interested attendees.



\$1,375



#Sydney & Melbourne events only.

Exhibitor Dashboard

Maximise your ROI one insight at a time.

Maximise your ROI with the Exhibitor Dashboard, providing real-time insights, intelligent data, and recommended actions to enhance your performance at GPCE. Track company profile views, leads, and visitor engagement, and receive matchmaking recommendations to ensure you achieve your goals.

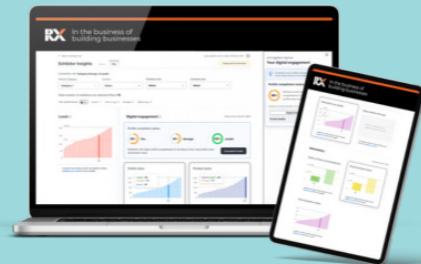


Now including

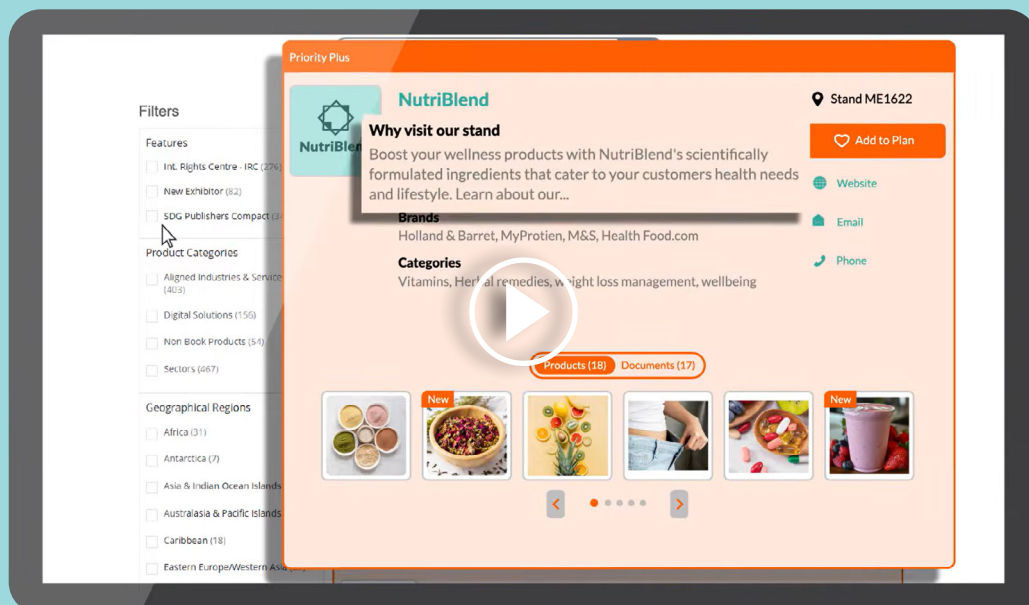
Benchmark analytics as a feature

Analyse and maximise your event results with a performance dashboard.

Maximise your event results with Benchmark analytics, a performance dashboard that tracks multiple market signals to provide a data-driven assessment of your performance against competitors. Gain insights into visitor behaviour, uncover engagement patterns, and identify opportunities for improvement across product categories, regions, and more.



**Included with all stands.*



All published rates are exclusive of GST

Welcome Drinks

Sydney and Melbourne events only

Inclusions:

- Welcome drinks recognition in all event materials
- Logo recognition onsite and in Digital Event Guide
- Digital Event Guide full page advert
- GPCE homepage leaderboard advert (six week run)
- Leaderboard advert in conversion email
- Social media post across GPCE channels
- Opportunity to place pop-up banners/branding around sponsored area

Sydney or Melbourne

\$12,152 per event

Only 1 available per event



Conference Lunch

Inclusions:

- Lunch stations sponsorship for 1 break period
- Logo recognition onsite and in Digital Event Guide
- Digital Event Guide half page advert
- Leaderboard advert in conversion email
- Social media post across GPCE channels
- Opportunity to place pop-up banners/branding around sponsored area

3 available per event



Sydney	Melbourne	Perth	Brisbane
\$5,969	\$5,969	\$5,354	\$5,505

Refreshment Station

Inclusions:

- Refreshment stations sponsorship for 1 break period
- Logo recognition onsite and in Digital Event Guide
- Digital Event Guide quarter page advert
- Opportunity to place pop-up banners/branding around sponsored area

6 available per event



Sydney	Melbourne	Perth	Brisbane
\$3,583	\$3,583	\$3,199	\$3,292

Reach a new audience at GPCE Sydney & Melbourne



Sydney and Melbourne events only

The team at GPCE are excited to introduce a new offer in 2026. DiscoverGP aims to shine light on the various pathways to a career in General Practice for medical students, and provide them with insight to optimise their career trajectories. DiscoverGP also puts students directly in front of recruitment services, experienced mentors and potential employers, so they can make crucial connections early in their careers

DiscoverGP Package

\$5,755

- Stand in dedicated DiscoverGP area
- Insert into DiscoverGP Showbag
- Lead Manager App access
- Inclusion in Roadmap to the Industry - DiscoverGP focused passport competition

Roadmap to the Industry

\$1,000

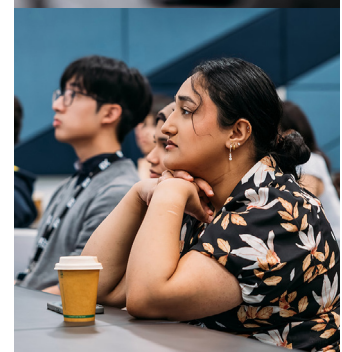
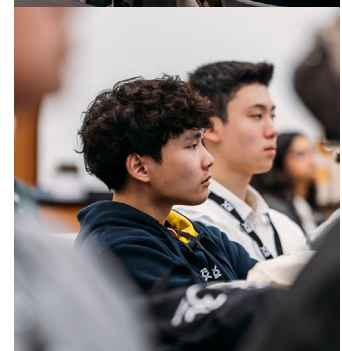
Involvement in this student-specific Passport Competition will provide an onsite activation that encourages visitors to your stand. The Roadmap to the Industry gives future GPs the chance to win a book pack by visiting all participating stands, creating valuable opportunities for exhibitors to engage directly with attendees at their booth.

Limited to 8 participating exhibitors.

Showbag insert

\$520

Provided to all medical students attending on a DiscoverGP Pass, this is an effective way to place a flyer, brochure, or product sample directly in front of the next generation of GPs.



Onsite opportunities & marketing

All published rates are exclusive of GST

Lanyard

National only

Your company logo hanging around the neck of every attendee.
The lanyard holds their name badge which is essential to entry and participation in the event.

Name badge

National only

Your company logo sitting alongside the GPCE logo on every attendee's name badge.
Provides exposure of your brand to all attendees.

Showbag

National only

Your company logo sitting alongside the GPCE logo on every attendee's bag.
These reusable bags provide exposure of your brand to all attendees.
Includes 1 insert in bag across all events.

Showbag insert

Provided to approximately 3,000 healthcare professionals over four shows, this activation is a great way to get a flyer or sample in front of the right audience.

Passport Competition

Sydney and Melbourne events only

Involvement in the Passport Competition will provide you with an onsite activation enticing visitors to your stand. The Passport Competition gives attendees onsite the chance to win \$5,000 by visiting all participants stands, giving you the chance to engage them at your stand onsite. This is limited to 15 participating exhibitors.

Lead Booster Offer in this package



	Sydney	Melbourne	Perth	Brisbane
Lanyard	\$19,489 (National only)			
Name badge	\$14,174 (National only)			
Showbag	\$41,288 (National only)			
Showbag insert	\$5,239	\$5,239	\$1,783	\$2,620
Passport Competition	\$2,929	\$2,929	N/A	N/A

Are you planning an onsite activation, unveiling a ground-breaking product, or orchestrating something truly extraordinary at GPCE?
Don't keep it a secret—let our dedicated marketing team know in advance!

John Curran
Marketing Manager
john.curran@rxglobal.com
02 9422 2596

Education opportunities

All published rates are exclusive of GST

Advanced Course

6-hour courses that aim to give attendees in-depth knowledge on clinical and patient care.

Blended learning activity with 2 hours face-to-face and 2 hours of online learning post-event

Inclusions:

- Lead Manager App access
- Digital Event Guide half page advert
- Logo recognition onsite and in Digital Event Guide
- Content accreditation (RACGP and ACRRM)
- Opportunity to place pop-up banners/branding outside of education room

Education Session

This 1-hour session aims to give attendees quick insights into topical therapeutic areas; providing them with 1 accredited CPD hour with RACGP and ACRRM. These sessions put your topic in front of each state's largest GP gathering.

Inclusions:

- Lead Manager App access
- Digital Event Guide quarter page advert
- Logo recognition onsite and in Digital Event Guide
- Content accreditation (RACGP and ACRRM)
- Opportunity to place pop-up banners/branding outside of education room

520+
hours of learning



140+

expert speakers



Keynote

This 1-hour session delivered by expert speaker/s, kick-starts each day of the GPCE Conference and is the only education on at that time. It counts for 2 accredited CPD hours with RACGP and ACRRM. This opportunity is by invitation only as an upgrade from an Education Session.

Inclusions:

- Lead Manager App access
- Leaderboard advert in pre-event email
- Social media post
- GPCE homepage leaderboard advert
- Digital Event Guide full page advert
- Logo recognition onsite and in Digital Event Guide
- Content accreditation (RACGP and ACRRM)
- Opportunity to place pop-up banners/branding outside of education room

Not included in any education packages:

- Content creation or content edits (post review) fees
- Speaker honoraria, accommodation and travel

MEDTalks

A one-hour session (worth 2 accredited CPD hours) with a short, sharp and high-impact format; not dissimilar to TEDTalks. Delivered by expert speaker/s, this session is typically held on day two of the Conference in the evening, accompanied by refreshments. It is recorded on-site and hosted on ThinkGP for a 12-month period.

Inclusions:

- Lead Manager App access
- Leaderboard advert in pre-event email
- Social media post
- GPCE homepage leaderboard advert
- Digital Event Guide full page advert
- Logo recognition onsite and in Digital Event Guide
- Content accreditation (RACGP and ACRRM)
- Opportunity to place pop-up banners/branding outside of education room

	Sydney	Melbourne	Perth	Brisbane
Keynote	\$28,740	\$28,740	\$27,584	\$27,863
Advanced Course	\$26,348	\$26,348	\$25,733	\$25,884
Education Session	\$16,804	\$16,804	\$7,743	\$10,156
MEDTalks	POA	POA	N/A	N/A

All published rates are exclusive of GST

Contact us



Nick Wolf

Account Manager

nick.wolf@rxglobal.com

02 8329 0871



Warren Clariza

Account Manager

warrenjoseph.clariza@rxglobal.com

02 9170 7685



Barney Sultan

Account Manager

barney.sultan@rxglobal.com

02 8329 0858



Hyunsu Chung

Account Manager

hyunsu.chung@rxglobal.com

02 8329 0859



Stephen Cuff

Group Sales Manager

stephen.cuff@rxglobal.com

02 8329 0853