

# GPCE

GENERAL PRACTICE CONFERENCE & EXHIBITION

Clinical education for  
a world in constant change

## Exhibitor Prospectus 2024

**Sydney**  
ICC Sydney  
24-26 May

Anticipated attendance: 1,200

**Perth**  
Perth Convention  
& Exhibition Centre  
20-21 July

Anticipated attendance: 350

**Brisbane**  
Brisbane Convention  
& Exhibition Centre  
7-8 September

Anticipated attendance: 450

**Melbourne**  
Melbourne Convention  
& Exhibition Centre  
15-17 November

Anticipated attendance: 1,000

Interested in exhibiting?

[Click here](#)

All prices excluding GST.

# Who we are

The GPCE attracts the largest concentration of Australian GPs annually. The conference series is fully accredited by RACGP and ACRRM and is a one-stop-shop for delegates to learn, earn CPD hours, discover the latest medical innovations and interact with peers and industry leaders – all across one weekend.



## GPCE at a glance\*

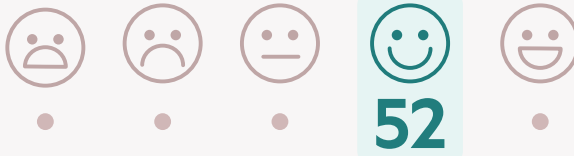
### GP Attendance

92%

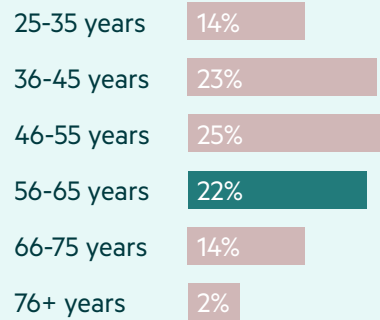
### Customer Satisfaction

86%

### NPS



### Age



### 72% of GPs

permit 1 or zero visits per week, preferring face-to-face engagement at GPCE

### 86% of GPs say

they're likely to make changes in the management of patients in their practice after attending GPCE

**“GPCE is a very convenient way to obtain CPD hours. I appreciate the ability to meet exhibitors and get extra information from them on their products and the industry.”**

- GPCE Sydney 2023 delegate

\*GPCE Sydney 2023, post show survey

# Why exhibit?

GPs continue to be time poor with “fewer than half reporting having a good work– life balance”.\* Despite this challenge, GPs are still required to achieve 50 CPD hours per year. That is why the GPCE program has been carefully designed to give GPs access to as many hours as possible across a single weekend.

Only 10% of GPs allow more than 3 rep visits per week with the majority lasting less than 5 - 10 minutes\*\*. GPCE is your opportunity to engage nearly 3,000 primary healthcare professionals who are invested in their professional development and want to stay current within the industry.

In addition to GP reach, the GPCE series provides indirect access to over 10 million patient visits annually, making your presence at GPCE not only necessary but extremely valuable for your brand.

\* RACGP 'Health of the Nation' report, 2022

\*\* GPCE Sydney 2023 post-show survey



Develop personal and direct relationships with new and existing customers



Promote your products and services



Add value and substance to your brand



Build a quality database



Raise your profile and presence in the primary healthcare sector



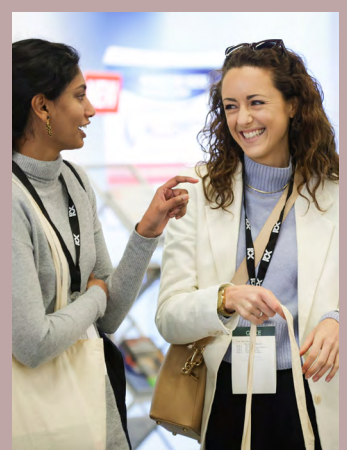
Ability to respond to the emerging market



Communicate your commitment and support to the delivery of quality healthcare



Access hundreds of HCPs under one roof over 2 - 3 days across the GPCE network



# Sponsorship

Sydney, Melbourne, Perth and Brisbane

Trade Display	4m <sup>2</sup>	9m <sup>2</sup>		18m <sup>2</sup>		27m <sup>2</sup>		36m <sup>2</sup>
	Standard location package	Standard location package	Premium location package	Standard location package	Premium location package	Standard location package	Premium location package	Premium location package
<b>Sydney/Melbourne</b>	\$5,315	\$10,400	\$11,314	\$ 19,553	\$20,854	\$28,706	\$30,394	\$39,934
	1.8m Table-top display							
<b>Perth/Brisbane</b>	\$10,349							

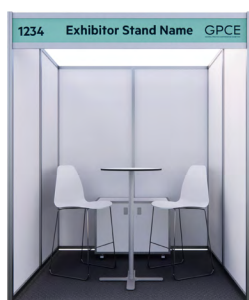
	Sydney/Melbourne	Perth	Brisbane
<b>Education</b>			
<b>Plenary</b> – Key topic presentation will be allocated 1 hour with question time. Only 2 Key topic addresses per conference	\$25,215	\$24,198	\$24,444
<b>Advanced Course</b> – In-depth clinical education over multiple days of the conference. These courses provide 5+ CPD hours and are held as concurrent sessions.	\$23,113	\$22,572	\$22,705
<b>Education Session</b> – An hour presentation held in the main auditorium.	\$14,708	\$5,610	\$7,816
<b>Networking</b>			
<b>Welcome Drinks</b> – An exclusive opportunity to address all delegates at the commencement of the drink reception. A prestigious opportunity for your brand to be promoted through digital and print communications in the build up to the event and on site.	\$10,693	\$9,676	\$ 9,922
<b>Refreshment Stations</b> – Your brand will be featured prominently at our refreshment station during morning and afternoon tea on a day of your choice. Your brand will also be promoted in a variety of our marketing communications in the build up to the event.	\$3,152	\$2,815	\$2,897
<b>Conference Lunch</b> – Your branded collateral will be placed strategically throughout the central catering hub on a day of your choice to build brand awareness across multiple touchpoints prior to and during lunch.	\$5,252	\$4,711	\$4,844

	Sydney/Melbourne	Perth	Brisbane
<b>On Site Activation</b>			
<b>Eco Tote Bag</b> – Company logo printed on the bags alongside GPCE logo. Exclusive sponsorship.	\$12,797	\$4,351	\$6,399
<b>Lanyard</b> – Company logo printed on lanyards alongside GPCE logo. Exclusive sponsorship.	\$6,041	\$2,054	\$3,021
<b>Name Badge</b> – Company logo printed on badge alongside GPCE logo. Exclusive sponsorship	\$4,394	\$1,494	\$2,197
<b>Eco Tote Bag insert</b> – Inclusion of 1 item in the bag – size up to A5 & 256gsm in weight.	\$4,612	\$1,569	\$2,307
<b>Digital Showbag &amp; Passport Competition</b> – Delegates will be driven to your stand via the Digital Showbag incentive prior to the event & involvement in the Passport Competition game card during the event.	\$2,575	NA	NA
<b>Product Showcase</b> – Showcase your products and services in physical form on the show floor, increasing visibility of your brand to delegates throughout the weekend.	\$2,500	NA	NA

<b>Advertising &amp; Add Ons</b>			
<b>GPCE.com.au Leaderboard</b> – 31,654 monthly pageviews.	\$1,866 6 weeks tenancy	\$1,866 6 weeks tenancy	\$1,866 6 weeks tenancy
<b>Registration &amp; conversion campaign</b> – 31,000 HCP's database. 24% unique open rate.	\$2,164 1x per event	\$2,164 1x per event	\$2,164 1x per event
<b>Social Media Post</b> – Facebook, Twitter & LinkedIn.	\$442 1x per post	\$442 1x per post	\$442 1x per post

<b>Digital Event Guide</b>			
Emailed to all attendees prior to event. Made 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.			
<b>Full Page</b>	\$1,814	\$617	\$907
<b>Half Page</b>	\$965	\$328	\$485
<b>Quarter Page</b>	\$605	\$205	\$302

<b>Furniture Packages</b>			
<b>Walk-on Package A</b>	\$586	<b>Furniture Included</b>	
<b>Walk-on Package B</b>	\$799		
<b>Walk-on Package C</b>	\$1,012		



**Walk-on Package A**



**Walk-on Package B**



**Walk-on Package C**

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[gpce.com.au](http://gpce.com.au)

## Contact us



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