



Private Healthcare Australia
Better Cover. Better Access. Better Care.

SPONSORSHIP PROSPECTUS

PRIVATE HEALTHCARE AUSTRALIA 2023 CONFERENCE

NEXT-GENERATION PRIVATE HEALTH:

*Emerging Demographics, Technology
and Modernising Healthcare*



26-27 SEPTEMBER 2023
THE LANGHAM HOTEL, MELBOURNE

Private Healthcare Australia

Private Healthcare Australia (PHA) is the peak body for private health insurers in Australia.

Founded in 1971 PHA, headquartered in Sydney, is an influential and effective advocate in the healthcare sector, playing a key role in shaping the overall regulatory environment for its member health funds and the public's perception of the industry.

PHA's members represent 98% of the private health insurance market in Australia.

PHA's 2023 Conference - Next-Generation Private Health - brings together leading experts to discuss how Australia's shifting demographics are changing healthcare needs, and how consumers seek out, evaluate and receive healthcare.

The conference will examine how Australia's diverse, dispersed and aging population is shaping private healthcare, including the increasing demand for virtual care and personalised treatment, and shifting cultural expectations.



Who Attends?

Each year, the Private Healthcare Australia conference brings together a highly sought after audience of approximately 120 delegates. Consisting of senior level management, industry stakeholders including CEOs and Directors from all of the major private health insurers in Australia, this is the one event to unite them all in one place at one time.

- Private Health Organisations
- Private Hospital Operators

- Financial Institutions and Consultants
- Health and Medical Associations

For our sponsors, partners and supporters, the 2023 PHA Conference represents a rare opportunity to position your brand at a professional gathering of industry stakeholders from throughout the private healthcare industry.



Why Sponsor?

- Exposure to a large local and national audience of industry decision-makers.
- Recognition of your organisation's support of the private healthcare industry.
- Opportunity to showcase your products and services to an audience made up of current and potential clients.



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PHA Conference 2023 Sponsorship Packages

This year we have three sponsorship packages available, along with bespoke options to sponsor lunch or participant gifts.

 **Bronze Sponsor**
(4 available)
\$6,000

 **Silver Sponsor**
(4 available)
\$10,000

 **Gold Sponsor**
(2 available)
\$20,000

Item	Bronze \$6,000 (4 Available)	Silver \$10,000 (4 Available)	Gold \$20,000 (2 Available)
Opening credit acknowledgement by MC/PHA CEO	✓	✓	✓
Closing credit acknowledgement by MC/PHA CEO	✓	✓	✓
Logo displayed on event webpage with link to sponsor website	✓	✓	✓
Logo displayed on event app	✓	✓	✓
Logo displayed on event signage	✓	✓	✓
Copy of delegate list	✓	✓	✓
Complimentary registration	1	2	4
LinkedIn and Twitter posts by PHA	-	1 on each platform	2 on each platform
1 x 15-30 second video ad to be played in between sessions (content to be provided by sponsor)	-	✓	✓
Official sponsor to a session (not keynote)	-	-	✓
Mention in PHA CEO newsletter	-	1 mention in 1 newsletter	1 mention in 1 newsletter
Opportunity to join or facilitate panel session, if appropriate	-	-	✓
Additional Options Pricing TBD			
Delegate gift/ gift bag (150 max)	n/a	n/a	n/a
Dinner/ Keynote	n/a	n/a	n/a

Please note all prices in this document exclude GST.

Sponsorship Application Form

All prices are in Australian dollars and exclusive of GST

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Sponsorship Opportunities

(please tick your preference)

	Gold Sponsor	\$20,000
	Silver Sponsor	\$10,000
	Bronze Sponsor	\$6,000
	Speaker Gift Sponsor	TBD
	Participant Gift Sponsor	TBD
	Lunch Sponsor	TBD



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Please email completed form to conference@pha.org.au