

Sponsor Partnership Marketing for the 10th Annual Australian Healthcare Week 2021

Our aim is to maximise the return on your investment and ensure you will enjoy as much brand exposure as possible by offering you the below options as part of your sponsorship package for the 10th Annual Australian Healthcare Week (AHW) 2021.

Below is the list of additional free marketing opportunities available as part of your platinum sponsorship package:

- **Email, Web and Social Banners:** Promote to your networks that you will be involved in AHW 2021 by sharing customised banners provided by our team – *These banners will be sent across to all sponsors the first week of February 2021.*
- **Customised HTML email** – highlight your presence at the Expo by sending your customers/database a customised email. We can create the email template (including logos, branding and copy) and send it to you in HTML format to make the process as simple as possible.
- **Upload content to the AHW Blog** - Position your organisation as a thought leader in the healthcare sector by uploading relevant content to our blog (please note content is subject to review by our editorial team).
- **Submit content to be featured in the AHW weekly newsletter** – Planning on giving away a prize at AHW 2021? We want to hear all about it! Let us know what competitions or prizes you plan to run at your stand so we can promote it in our weekly visitor newsletter as well as via our social channels. **This newsletter is sent to pre-registered attendees weekly starting from 5 weeks out from the show.**
- **Submit content to be featured in our monthly newsletter:** each month we send out a newsletter to **5,000+ subscribers** who have opted in to specifically hear about Healthcare Week updates. If you have an exciting content piece to share please forward to us for sharing. (Please note: content is subject to review by our editorial team).
- **Follow and interact with AHW social channels to maximise exposure** – Get involved in the discussion online! Be sure to use the official event hashtag **#AHW** when tweeting or posting via your own social channels. Also be sure to tag us so we can re-post and re-tweet to our own networks:

March 17 – 18, 2021 ▶ International Convention Centre, Sydney

- **LinkedIn Showcase Page:** @Australian Healthcare Week
<https://www.linkedin.com/showcase/australian-healthcare-week/>
- **Facebook:** @Australian Healthcare Week <https://www.facebook.com/Aushealthweek/>
- **Twitter:** @austhealthweek www.twitter.com/austhealthweek
- **LinkedIn Group:** <https://www.linkedin.com/groups/3477651/>
- **Instagram:** <https://www.instagram.com/australianhealthcareweek/>

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