



ACP-i 2025

INTERNATIONAL CONFERENCE AUSTRALIA

Yugambeh Country/Gold Coast | Queensland
24-26 September | acp-i2025.org

Sponsorship and Trade Prospectus

acp-i2025.org

Hosted by

**Advance Care
Planning Australia**

BE OPEN | BE READY | BE HEARD



INVITATION TO SPONSOR

A unique opportunity

ACP-i is the only international advance care planning conference in the world. It represents a unique opportunity to directly reach an international audience representing this rapidly growing sector.

Over 400 delegates, including health and aged care industry leaders, academics, policy makers, peak bodies, consumer groups, and professionals from around the world will connect at the 9th Advance Care Planning International Conference (ACP-i) on Yugambeh Country on the Gold Coast, Australia, from 24-26 September 2025.

Advance care planning involves planning for future health care and contributes to more respectful, effective and compassionate care, benefiting both individuals and communities.

As a partner at ACP-i 2025, you will have the opportunity to:

- be front and centre in important advance care planning conversations and connect with the sector
- build awareness of your brand as a leader within the industry
- network with delegates from right across the sector, including industry leaders, decision makers and influencers
- connect with First Nations and diverse communities
- engaging at a grass roots level and drawing on illuminating stories from the coalface of person-centred care
- showcase your latest products and services, giving delegates first-hand experience and making personal connections.

We look forward to partnering with you for ACP-i 2025 – you may select any of the opportunities in this prospectus or please contact us to discuss any alternative engagement suggestions you may have.

Contact

Website: www.acp-i2025.org

Or contact the Conference Secretariat, Carillon Conference Management, to discuss your engagement with the event:

Email: sponsor@ccm.com.au

Phone: +61 7 3368 2644

We look forward to welcoming you to ACP-i 2025!

Partner, Supporter and Exhibitor opportunities

Item	Number Available	Cost ex GST
PARTNERSHIPS		
Premium partner	2	\$35,000
Classic partner	Multiple	\$25,000
Conference dinner	1	\$15,000
SUPPORTER PACKAGES		
Keynote speaker	Multiple	\$5,500
Plenary sessions	Multiple	\$5,500
Concurrent session	Multiple	\$2,500
Conference app	1	\$6,500
Conference lanyard	1	\$5,500
Wellbeing and healing spaces	Multiple	\$2,500
Digital banners	Multiple	\$2,500
EXHIBITION		
Exhibition booth	Multiple (cost per booth)	\$2,750

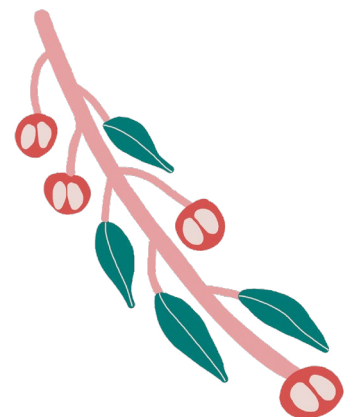
CONFERENCE OVERVIEW

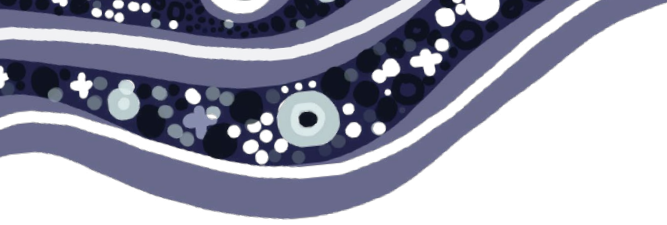
Conference overview

- Advance Care Planning Australia (ACPA) will be hosting the 9th Advance Care Planning International (ACP-i) Conference, from 24-26 September 2025.
- ACPA is the national authority on advance care planning. ACPA supports individuals, health and aged care professionals and systems to ensure peoples' preferences and wishes for future health care are known and respected.
- The ACP-i Conference is held once every two years and ACPA warmly invites all members of the international advance care planning community which will bring together over 400 delegates comprising healthcare and social service administrators, clinical practitioners, researchers, academics and policymakers.
- Advance care planning is a crucial starting point in the journey towards person and family-centred care. The conference theme 'Are we there yet?' aims to embrace these journeys by interweaving advance care planning best practices and research through cultural, personal, organisational, system, and societal lenses.
- It promises to stimulate insightful discussion and healthy debate, providing grassroots perspectives from consumers and health professionals.
- The conference's call to action is to inspire new ways of thinking, and approach advance care planning in a way that positively shapes the outcomes that matter most to individuals, families and communities.
- The conference program is carefully curated to elicit fresh views and critique from international thought leaders and practitioners. This conference also creates a platform for leaders and practitioners to network with potential partners.

Conference objectives

- Showcasing developments in policy, health systems organisation and technology that advance the practice of advance care planning.
- Informing on emerging trends, opportunities and challenges that impact the practice of advance care planning and generate discussion on how our systems and practitioners can respond.
- Sharing stories and diverse lived experiences, exploring approaches to advance care planning in a culturally safe and inclusive environment, with attention to Aboriginal, Torres Strait Islander and First Nations communities.
- Enabling productive engagements and the sharing of best practices and ideas across countries, sectors, and roles.

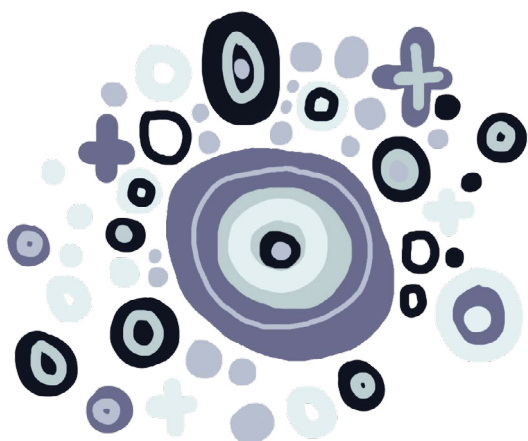




Program outline

Wednesday 24 September	Thursday 25 September	Friday 26 September
MORNING		
<ul style="list-style-type: none">• Welcome to Country and keynote• Inclusion and diversity• Interactive session	<ul style="list-style-type: none">• Keynote – the art and science of communication• Community engagement and community engaged practice• Technology and innovation• How we make conversations count• Interactive session	<ul style="list-style-type: none">• Keynote – systems thinking• Challenges and enablers• Measuring what matters• The impact of ACP• Interactive session• BBQ lunch
AFTERNOON		
<ul style="list-style-type: none">• Plenary – reframing advance care planning• The journey of implementation – contemporary ethics, law and human rights issues	<ul style="list-style-type: none">• Plenary – embracing the journey• Cultural responsiveness and safety• Enabling workforce capability• Interactive session	<ul style="list-style-type: none">• ACP-i – Society President’s address and awards• Closing
EVENING		
Networking dinner	First Nations immersion story telling and star gazing	

More details: www.acp-i2025.org



PARTNERSHIP PACKAGE

Premium Partner

\$35,000 + GST | Limited to two Partners

This is the premier opportunity to showcase your brand and demonstrate your support for advance care planning on an international stage.

As the Premium Partner, you are guaranteed high levels of visibility and impact, particularly if you engage early. Your contribution as a Premium Partner will enhance your reputation as a committed support of the sector.

The Premier Partner benefits include:

- Acknowledgement of your partnership using your logo:
 - On the ACPi2025 website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - On a partnerships PowerPoint slide displayed throughout the conference
 - Announcement of partnership through ACPi2025 and Advance Care Planning Australia social media channels including a dedicated social media post – Facebook and LinkedIn
 - Acknowledgement during the conference opening and closing as a Premium Partner
- Introduction of one keynote session
 - Your banner (supplied by you) in the room for the duration of the plenary session
 - The opportunity to introduce and provide an overview of your organisation at the start of the keynote session
 - Your organisation listed in the conference program as host of the keynote session

- Invitation to provide a sixty second promotional video to be played at the commencement of the opening session
- Four full conference registrations, each includes 1 (one) ticket to social events
- Opportunity to supply two pull up banners for display in the relevant keynote room
- Opportunity to supply a sixty second promotional video to be played at a social function – opening networking dinner or closing BBQ lunch
- Opportunity to provide satchel insert
- A copy of the delegate list (in compliance with Australian Privacy regulations)

You will also receive these Premium Partner exclusive benefits:

- 25% discount on exhibition space (up to 4 spaces)
- 25% discount on additional registrations



PARTNERSHIP PACKAGE

Classic Partner

\$25,000 + GST | Multiple

As a Classic Partner, your organisation will receive high visibility with excellent exposure throughout the sector and be recognised for your support of the ACPi2025.

Classic Partner benefits include:

- Acknowledgement of your partnership using your logo:
 - On the ACPi2025 website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - On a partnerships PowerPoint slide displayed throughout the conference
 - Announcement of partnership through ACPi2025 and Advance Care Planning Australia social media channels including a dedicated social media post – Facebook and LinkedIn
- Two full conference registrations including all social functions for both registrations
- Opportunity to supply two pull up banners for display in the plenary room
- Opportunity to introduce a plenary session and provide a five minute overview of your organisation or supply a sixty second promotional video to be played at the commencement of a plenary session
- Opportunity to provide satchel insert
- A copy of the delegate list (in compliance with Australian Privacy regulations).

You will also receive these Premium Partner exclusive benefits:

- 25% discount on exhibition space (up to 4 spaces)
- 25% discount on additional registrations

PARTNERSHIP PACKAGE

Conference Dinner

\$15,000 + GST | One

The Conference Dinner Partner ensures your organisation is front and centre at the first official networking event of the ACPi2025. This dinner is the perfect chance for delegates and colleagues to unwind after the first day of sessions and network face-to-face for the first time in years.

The Conference Dinner partner benefits include:

- Naming rights for the Conference Dinner (for example, the “Brand X ACPi2025 Conference Dinner”, or “ACPi2025 Conference Dinner, presented by Brand X)
- Acknowledgement of your partnership using your logo:
 - On the ACPi2025 website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - On a partnerships PowerPoint slide displayed throughout the conference
 - Announcement of partnership through ACPi2025 and Advance Care Planning Australia social media channels
 - Acknowledgment during the conference as the Conference Dinner Partner
- Two full conference registrations including all social functions, each including one ticket to the Conference Dinner
- Four additional Conference Dinner tickets
- A brief three minute address at the Conference Dinner OR an invitation to supply a 60 second promotional video which will be played at the start of the Conference Dinner
- Opportunity to supply two pull-up banners for display at the Conference Dinner
- A copy of the delegate list (in compliance with Australian Privacy regulations).





SUPPORTER PACKAGE

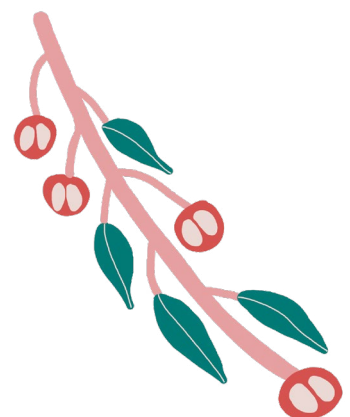
Keynote Speaker

\$5,500 + GST | Multiple

The Keynote speaker package enables you to align your organisation with some of the most recognised names in advance care planning.

Keynote speaker supporter benefits include:

- Acknowledgement of your support using your logo:
 - On the ACPi2025 website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - On a partnerships PowerPoint slide displayed throughout the conference
 - Announcement of partnership through ACPi2025 and Advance Care Planning Australia social media channels
 - Acknowledgment during the conference as Keynote Speaker Partner
- An opportunity to introduce the keynote speaker and provide a five-minute overview of your organisation
- One full conference registration, including 1 (one) ticket to each social event
- A photo opportunity with your hosted keynote speaker
- Opportunity to supply two pull-up banners for display at the keynote session
- A copy of the delegate list (in compliance with Australian Privacy regulations).



SUPPORTER PACKAGE

Panel Session: Plenary

\$5,500 + GST | Multiple

Panel sessions are very popular sessions at the ACPi Conferences. The debate is robust and the topics are challenging.

Supporter benefits include:

- Acknowledgement of your support using your logo:
 - On the ACPi2025 website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - On a partnerships PowerPoint slide displayed throughout the conference
 - Announcement of partnership through ACPi2025 and Advance Care Planning Australia social media channels
 - Acknowledgment during the conference as Panel Session Partner
- One full conference registration, including one ticket to all social events
- Opportunity to introduce a plenary panel session and provide a five-minute overview of your organisation
- A photo opportunity with your hosted panel speakers
- Opportunity to provide a pull-up banner for display at the Panel Session
- A copy of the delegate list (in compliance with Australian Privacy regulations)



SUPPORTER PACKAGE

Concurrent Sessions

\$2,500 + GST | Multiple

Select a concurrent session for your organisation to support from the ACPi program.

Benefits include:

- Acknowledgement of your support using your logo:
 - On the ACPi2025 website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - On a PowerPoint slide displayed intermittently throughout the conference
 - Announcement of your support through ACPi2025 and Advance Care Planning Australia social media channels
 - Acknowledgment on the conference program as Concurrent Session Partner
- One full conference registration
- The opportunity to introduce the concurrent session
- Your organisation listed in the conference program as supporter of the concurrent session
- Opportunity to supply one pull up banner for display at the concurrent session
- A copy of the delegate list (in compliance with Australian Privacy regulations).

SUPPORTER PACKAGE

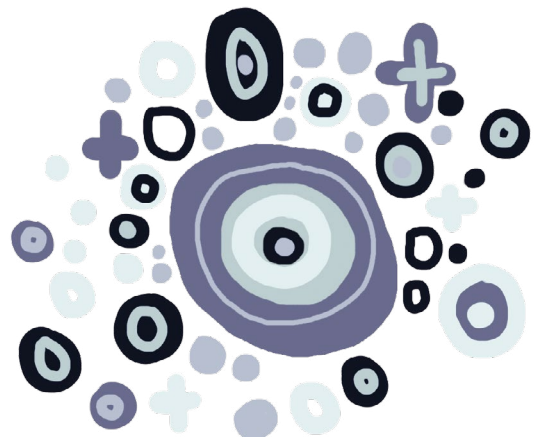
Conference App

\$6,500 + GST | Exclusive Opportunity

The Conference App sponsor will receive exceptional visibility with excellent exposure. The App will be the delegate's primary information source for the conference and will be constantly referenced by all attendees.

Sponsorship benefits include:

- Acknowledgement of your partnership using your logo:
 - On the ACPi2025 app
 - On the ACPi2025 website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - On a partnerships PowerPoint slide displayed throughout the conference
 - Announcement of partnership through ACPi2025 and Advance Care Planning Australia social media channels
- One full conference registration
- Your organisation listed in the conference program as exclusive sponsor of the Conference App
- A copy of the delegate list (in compliance with Australian Privacy regulations)





SUPPORTER PACKAGE

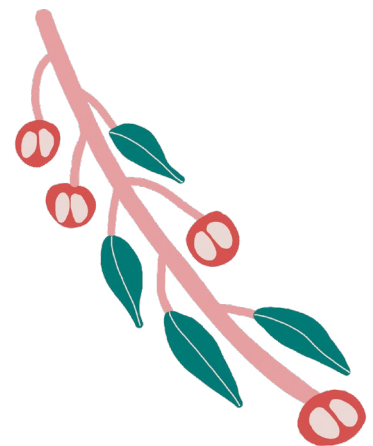
Lanyard

\$5,500 + GST | Exclusive Opportunity

All delegates will see your organisation's commitment to ACPi as they will be wearing the lanyard, including your logo, every day of the event! As the Conference Lanyard sponsor, your organisation will receive high national and international visibility with excellent exposure and be recognised for your support of ACPi2025

Sponsorship benefits include:

- Acknowledgement of your partnership using your logo:
 - On the ACPi2025 lanyard
 - On the ACPi2025 website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - On a partnerships PowerPoint slide displayed throughout the conference
 - Announcement of partnership through ACPi2025 and Advance Care Planning Australia social media channels
- One full conference registration
- Your organisation listed in the conference program as sponsor of the Conference Lanyard
- A copy of the delegate list (in compliance with Australian Privacy regulations).





SUPPORTER PACKAGE

Wellbeing & Healing Spaces

\$2,500 + GST | Limited to Four Opportunities

ACPi aims to provide a Wellbeing and Healing space on-site at the conference venue. Your support will help make this possible and you will receive significant exposure at the conference by supporting First Nations and diverse communities.

Supporter benefits include:

- One full conference registration
- Opportunity to supply one pull up banner in the Wellbeing and Healing space
- Logo acknowledgment on the APCi2025 website
- Logo on conference marketing material

Special Partnership offer: you can become the exclusive Wellbeing and Healing spaces sponsor and receive upgraded Partner-level benefits by investing \$10,000 + GST.

Exhibition Spaces

\$2,750 + GST | Multiple

By creating a dynamic exhibition booth, your organisation will receive significant international exposure at the conference. You will receive valuable face to face time with delegates allowing you to showcase and demonstrate your products and services.

To ensure foot traffic, morning and afternoon teas will be served exclusively from service points located throughout the exhibition area.

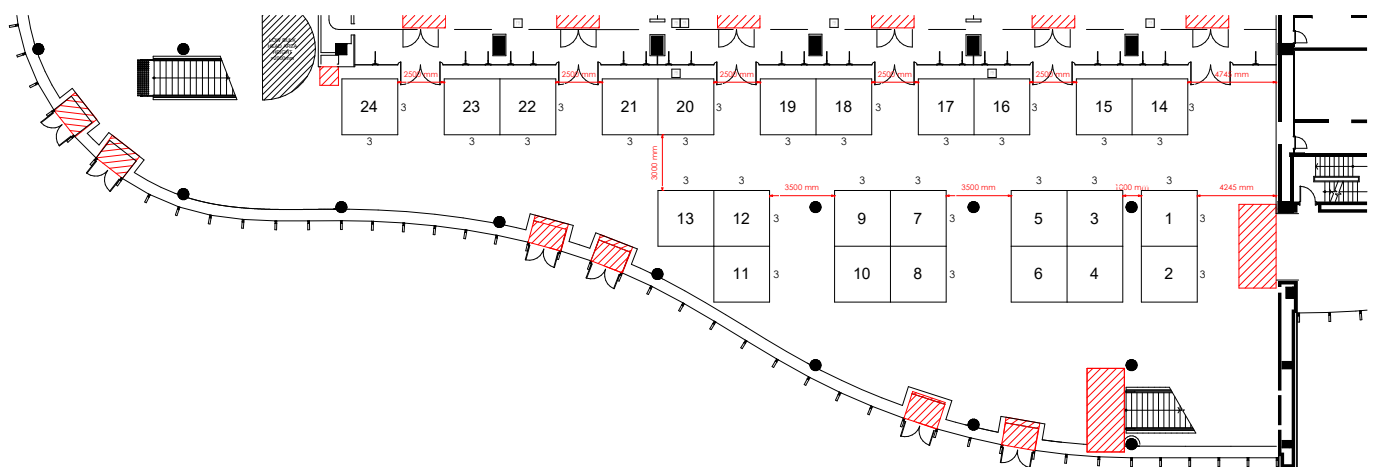
Exhibitor benefits include:

- One full conference registration
- Exhibition space 3m x 3m including fascia sign, 2 x spotlights and 1 x 240V power outlet
- Space partitioning to three sides, except for spaces on corners which will be partitioned to two sides
- Acknowledgment on the APCi2025 website.

Floor plan and exhibition build details

Allocation of specific spaces cannot be guaranteed, and the organiser reserves the right to change the exhibition floor plan at any time.

To see the latest version of the floorplan, showing sold and remaining spaces, please visit www.acp-i2025.org





BOOKING PROCESS AND TERMS

- Partnership, supporter and exhibition participation will be confirmed after completion of online registration, acceptance of terms and payment of deposit.
- Visit www.acp-i2025.org for more information
- Participation in ACPi as a partner, supporter and/or exhibitor is subject to terms and these are detailed in the registration process and available at www.acp-i2025.org
- Contact the Conference Secretariat, Carillon Conference Management Pty Limited (CCM), to discuss your engagement with the event
Email: sponsor@ccm.com.au
Phone: +61 7 3368 2644



CONNECTED JOURNEYS – SKY, LAND, WATER

Artwork story

The artwork tells a story of culture and connection, representing sky, land, and water Country, which are essential to our existence and at the heart of Aboriginal and Torres Strait Islander cultures – we honour Country. These elements symbolise the interconnectedness of all life, echoing the mission of Advance Care Planning Australia to honour individual stories and wishes. In this artwork, there is Sky Country, with suns, moons, stars, and the Dreaming, and Country is centred in the centre circle, with a campfire, people sitting to yarn, kangaroo tracks, bushtucker, message sticks and boomerangs, and the Water Country, is at the bottom, where the motifs represent the water swirling around, as a lifeforce that sustains us.

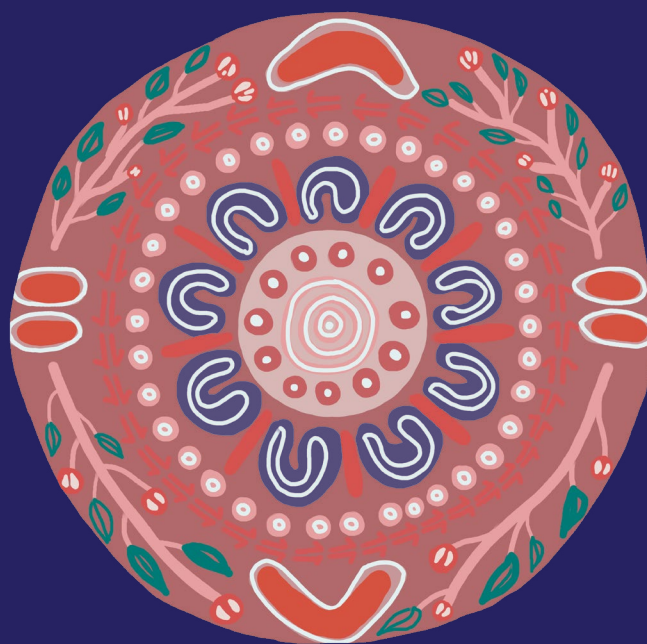
About the artist

I'm Lauren Rogers, a contemporary artist from Brisbane, Australia. My background is a mix of Ngarabul, Torres Strait Islander, and Celtic ancestry. I've dedicated myself to sharing my culture through various artistic mediums including visual art, digital art, public art, art licensing, and cultural creative workshops for people of all ages.

My heart lies in painting native botanical arts and traditional styles, and I've recently started to explore digital illustration. My artistic journey began at a young age, and over time, I've turned it into a profession to humbly share the richness of my culture with a wider audience. My hope is to spark imagination and curiosity, inviting viewers to connect with the stories and meanings embedded in my work.

Website: laurenrogersarts.com





All details correct at time of publication but subject to change.

Advance Care Planning Australia is funded by the Australian Government Department of Health and Aged Care and administered by Brisbane South Palliative Care Collaborative, Metro South Health.

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