

2012 SPONSOR'SHIP OPPORTUNITIES



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targeted marketing*

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2012 Calendar of Events

Perth Convention & Exhibition Centre

17 - 18 March

Sydney Convention & Exhibition Centre

20 - 21 July

Melbourne Convention Exhibition Centre

5 - 6 October

SPONSORSHIP OPPORTUNITIES

Only one Platinum Sponsor Package is offered per event and they will receive the following comprehensive package benefits at each event sponsored.

PLATINUM SPONSOR **SOLD**

1. Exclusive rights to theme and brand the **Main Stage** on the expo floor (minimum 200 seats – refer to Floor Plans for locations). Whenever the stage is mentioned in marketing communications it will be referred to as the **Main Stage sponsored by <sponsor's company name>**.

We will cover the costs to produce and hang a banner that will be located above the screen facing all attendees within the stage area and the sponsor's logo will be featured on this banner. The sponsor may also hang additional overhead or freestanding banners if required at its own cost.

The Main Stage will present free seminars for all visitors and the program will be actively promoted throughout the marketing campaign including the website, large format newspaper and magazine advertisements, on printed material, in selected radio advertisements and via promotional email campaigns.

The sponsor will have the rights to distribute promotional material before or after each session on the seats or at the entry points. As the Main Stage is on the expo floor it will receive extensive exposure to all visitors throughout each day of the event and will continue to be one of the events key attractions in 2012.

The sponsor must provide an MC for the Main Stage that would introduce each speaker and run question time.

All production, rigging, seating, walls, signage and audio-visual costs will be covered by the Organiser including the sourcing of all speakers. Please note: the organiser reserves the right to allow any speaker onto the Main Stage regardless of the company they represent or any conflict with the event sponsors. **Value \$7,500 (Perth Show) and \$10,000 (Sydney & Melbourne Shows)**

2. One speaker spot per day will be provided on the Main Stage but this is subject to the sponsor providing a comprehensive description of the topic and content 8 weeks prior to the event and a guarantee that the entire seminar is 100% impartial, educational and relevant to the visitor. **Value \$3,000 (Perth Show) and \$5,000 (Sydney & Melbourne Shows)**

3. The sponsor's logo will be included across the following elements of the advertising campaign – large format press and magazine advertisements, on the event website, on the direct mail flyer, in the show guide and lift-out features in the major daily newspapers and all email based promotions to the database including all previous visitors. **Value \$5,000 (Perth Show) and \$7,500 (Sydney & Melbourne Shows)**

4. The sponsor's logo will be included on all appropriate large format event signage, including the seminar timetables and entrance signage. **Value \$500 (Perth, Sydney, Melbourne Shows)**

5. 100 complimentary passes (printed) will be provided to the sponsor to use for promotional purposes in the lead up to each event. A special ticket offer will also be provided to promote to the sponsor's clients and prospects – details to be discussed. **Value \$1,500 (Perth Show) and \$1,800 (Sydney & Melbourne Shows) plus the value of the special ticket offer** (\$15 per ticket in Perth and \$18 per ticket in Sydney & Melbourne – single entry)

6. One full page advert will be provided in the official event (lift-out) feature appearing in the Investor section of The Sunday Age (Melbourne Show), The Sun Herald (Sydney Show) and in The West Australian (Perth Show). The lift-outs will be also distributed to all visitors upon entry as the official Show Guide.

➤ **Value Perth: \$15,873**

➤ **Value Sydney: Approx. \$48,122**
➤ **Value Melbourne: Approx \$25,738**

7. The sponsor's logo will appear on both sides of the official show bag distributed to all visitors upon entry and the sponsor will also be able to place a single insert (up to A4) into the show bag. **Value \$5,000 (Perth Show) and \$6,500 (Sydney & Melbourne Shows)**

8. The sponsor's logo will be added next to your complimentary listing in the Show Guide of all three events plus in the lift-out features and on the website including a link to your website. **Value \$500 (Perth, Sydney, Melbourne)**

9. We will provide the sponsor with the opportunity to provide a pre and post-show special in the email to all visitors directly before and after the event. **Value \$5,000 (Perth, Sydney, Melbourne Shows)**

Please note: **A minimum of 36 square metres of exhibition space must be booked at the official 2012 card rates to be eligible and companies requesting the Platinum Sponsorship in Perth, Sydney and Melbourne will be given the first choice of available stands. Prices include a 36m2 stand, however the sponsor may opt for a larger space.**

The Organiser reserves the right to accept a competitive sponsor for a different sponsorship category.



TOTAL VALUE & INVESTMENT OF PLATINUM SPONSORSHIP PACKAGE

PERTH EXPO

Total value: \$59,353 +GST
Total Investment: \$30,480 +GST
(Total added value: \$28,873 +GST)

SYDNEY EXPO

Total value: \$103,642 +GST
Total Investment: \$53,720 +GST
(Total added value: \$49,922 +GST)

MELBOURNE EXPO

Total value: \$80,538 +GST
Total Investment: \$48,000 +GST
(Total added value: \$32,538 +GST)

TOTAL VALUE ACROSS 3 SHOWS

(PERTH, SYDNEY & MELBOURNE)

\$243,533 +GST

Your Investment in

\$1,122,000 +GST

(PERTH, SYDNEY & MELBOURNE)

TOTAL ADDED VALUE

(PERTH, SYDNEY & MELBOURNE)

\$111,333 +GST

SPONSORSHIP OPPORTUNITIES

One Gold Sponsor Package is offered at each event. Each Gold Sponsor will receive the following comprehensive package benefits for each event sponsored:



GOLD SPONSOR

1. Exclusive rights to theme and brand one of the ***Paid Seminar Theatres*** – refer to Floor Plans for locations. Whenever the Paid Seminar Room is mentioned in marketing communications it will be referred to as the **Paid Seminar Theatre sponsored by <sponsor's company name>**.

We will cover the costs to produce two freestanding signs containing the sponsor's logo – one sign will be located at the entry to the Theatre and one will sit alongside the screen facing all attendees within the Theatre. The sponsor may also hang additional overhead banners (subject to Theatre location) or freestanding banners if required at its own cost.

The Paid Seminar Theatres will seat around 100 visitors and the program will be actively promoted throughout the marketing campaign including on the website, large format newspaper and magazine advertisements, on printed material, in selected radio advertisements and via promotional email campaigns.

The sponsor will have the rights to brand the Theatre as well as being able to distribute promotional material before or after each session on the seats or at the entry.

The sponsor also has the rights to provide an MC for the Theatre that would introduce each speaker and run question time if required.

All seating, signage, room hire and audio-visual costs will be covered by the Organiser including the sourcing of all speakers.

Value \$5,000 (Perth Show) and \$8,000 (Sydney & Melbourne Shows)

2. The sponsor's logo will be included across the following elements of the advertising campaign – large format press and magazine advertisements, on the event website, on the direct mail flyer, in the show guide and lift-out features in the major daily newspapers and all email based promotions to the database including all previous visitors. **Value \$5,000 (Perth Show) and \$7,500 (Sydney & Melbourne Shows)**

3. 50 complimentary passes (printed) will be provided to the sponsor to use for promotional purposes in the lead up to each event. A special ticket offer will also be provided to promote to the sponsor's clients and prospects – details to be discussed. **Value \$750 (Perth Show) and \$900 (Sydney & Melbourne Shows) plus the value of the special ticket offer (\$15 per ticket in Perth and \$18 per ticket in Sydney & Melbourne – single entry)**

4. One half page advert will be provided in the official event (lift-out) feature appearing in the Investor section of The Sunday Age (Melbourne Show), The Sun Herald (Sydney Show) and in The West Australian (Perth Show). The lift-outs will be also distributed to all visitors upon entry as the official Show Guide.

- **Value Perth: \$7,838**
- **Value Sydney: Approx. \$24,061**
- **Value Melbourne: Approx. \$12,869**

5. The sponsor will be able to place a single insert (up to A4) into the show bag distributed to all visitors upon entry **Value \$1,200 (Perth Show) and \$1,500 (Sydney & Melbourne Shows)**

6. The sponsor's logo will be included on all appropriate event signage, including the paid seminar timetable and entrance signage. **Value \$500 (Perth, Sydney & Melbourne Shows)**

7. The sponsor's logo will be added next to your complimentary listing in the Show Guide of all three events plus in the Melbourne and Sydney lift-out features and on the website including a link to your website. **Value \$500 (Perth, Sydney & Melbourne Shows)**

Please note: ***A minimum of 18 square metres of exhibition space must be booked at the official 2012 card rates to be eligible and companies requesting the Gold Sponsorship in Perth, Sydney and Melbourne will be given the first choice of available stands. Prices include an 18m² stand, however the sponsor may opt for a larger space.***

The Organiser reserves the right to accept a competitive sponsor for a different sponsorship category.



TOTAL VALUE & INVESTMENT OF GOLD SPONSORSHIP PACKAGE

PERTH EXPO

Total value: \$28,528 +GST

Total Investment: \$17,740 +GST

(Total added value: \$10,788 +GST)

SYDNEY EXPO

Total value: \$52,321 +GST

Total Investment: \$29,360 +GST

(Total added value: \$22,961 +GST)

MELBOURNE EXPO

Total value: \$41,129 +GST

Total Investment: \$26,500 +GST

(Total added value: \$14,629 +GST)

TOTAL VALUE ACROSS 3 SHOWS

(PERTH, SYDNEY & MELBOURNE)

\$121,978 +GST

Your Investment only

\$73,600 +GST

(PERTH, SYDNEY & MELBOURNE)

TOTAL ADDED VALUE

(PERTH, SYDNEY & MELBOURNE)

\$48,378 +GST

SPONSORSHIP OPPORTUNITIES

Only one Café Sponsor Package is offered in Melbourne and the Sponsor will receive the following comprehensive package benefits at the Melbourne event:

CAFÉ SPONSOR (MELBOURNE ONLY)

1. Exclusive rights to theme and brand the only Café at the Melbourne event – refer Floor Plan for size and location. Whenever the Café is mentioned in marketing communications it will be referred to as the **Café sponsored by <sponsor's company name>**.

We will cover the costs to produce a single freestanding sign containing the Sponsors logo to be located within the Cafe. The sponsor may also provide additional free standing signs or hang an overhead banner if required at its own cost.

The Café will seat around 150 visitors and the sponsor will have the rights to brand the area and distribute promotional material.

Value: \$5,000.

2. One half page advert will be provided in the official event (lift-out) feature appearing in the Investor section of The Sunday Age and this lift-out will be also distributed to all visitors upon entry as the Show Guide. **Value: \$12,869**

3. The sponsor will be able to place a single insert (up to A4) into the show bag distributed to all visitors upon entry. **Value \$1,500**

4. 50 complimentary passes will be provided for the sponsor to distribute to clients and VIP's. **Value \$900** (\$18 per ticket).

5. The sponsor's logo will be included on all appropriate large format event signage, including at the entrance. **Value \$500**

6. The sponsor's logo will be added next to your complimentary listing in the Show Guide as well as in the lift-out feature in The Age including a link to your website. **Value \$500**

7. We will provide the sponsor with a dedicated 30 minute daily Exhibitor Seminar spot (subject to availability) at the Show. **Value \$2,000**

Please note: ***A minimum of 18 square metres of exhibition space must be booked at the official 2012 card rates to be eligible and companies requesting the Café Sponsorship in Melbourne will be given the first choice of available stands. Prices include an 18m2 stand, however the sponsor may opt for a larger space.***

The Organiser reserves the right to accept a competitive sponsor for a different sponsorship category.



**TOTAL VALUE &
INVESTMENT OF CAFÉ
SPONSORSHIP PACKAGE
(MELBOURNE)**

**TOTAL VALUE
\$32,629 +GST**

**Your Investment only
\$20,500 +GST**

**TOTAL ADDED VALUE
\$11,769 +GST**