

Sponsorship & Promotional Display Area Prospectus

www.aes2011.com.au



AUSTRALASIAN
EVALUATION
SOCIETY INC.



Australasian Evaluation Society 2011 International Conference

Hilton Sydney, Australia, 29 August – 2 September 2011

Evaluation and Influence

Invitation from Conference Chair

Dear Valued Sponsor,

We are delighted to invite your organisation to participate at the 2011 Australasian Evaluation Society Conference as one of our valued sponsors.

The Conference will be held from the 29th August until the 2nd September at the Hilton Hotel, Sydney.

Starting with workshops on 29 - 30 August, the Conference will be held 31 August - 2 September 2011. Delegates can expect an inspiring learning experience from a program of the best national and international speakers as well as opportunities for networking and fun.

The cutting edge program will encompass the theme, Evaluation and Influence, presenting unsurpassed marketing opportunities to a diverse target market that will only be reachable at AES 2011.

To discuss how we can best meet your objectives I urge you to contact the Conference Managers to discuss how we can meet and exceed your marketing objectives.

Look forward to seeing you in Sydney.



Annette Michaux
Conference Chair

The Australasian Evaluation Society

The Australasian Evaluation Society (AES) is the primary Australasian professional organisation for people involved in evaluation including evaluation practitioners, managers, teachers and students of evaluation, and other interested individuals. The AES has 1,000 members involved in all aspects of evaluation and performance measurement. Members meet regularly through Regional Groups centred in major cities in Australia and New Zealand. Professional development workshops are conducted throughout Australasia on a regular basis.

AES 2011 Conference Organising Committee

- Annette Michaux (Conference Convenor)
General Manager, Social Policy and Research, The Benevolent Society
- Andrew Anderson
Senior Manager, Research and Evaluation, The Benevolent Society
- Jeff Bost
Evaluation Consultant – International Development
- Yona Cass
Research and Evaluation Coordinator, Health Promotion Service, South Eastern Sydney Illawarra Health
- Anne Chamberlain
Director, Business Services, Catholic Community Services
- Karen Fisher
Associate Professor, Social Policy Research Centre, UNSW
- Ralph Hall
Professor and Honours Coordinator, School of Social Sciences and International Studies, UNSW
- Keryn Hassall
Senior Consultant, Greenhouse Assessment and Reporting GHD
- Kerrie Ikin
School Education Director, Western Sydney Region – The Hills, Department of Education and Training, Nirimba Education Precinct
- Sue Leahy
Principal Consultant, ARTD Consultants
- Chris Milne
Director & Principal Consultant, ARTD Consultants
- Rita Perkons
Executive Officer, The Thoracic Society of Australia and New Zealand
- Eliza Pross
Manager, Planning and Development, Community Care (Northern Beaches) Inc
- Margaret Thomas
Principal Consultant, ARTD Consultants
- Peter Ryan
Manager, Monitoring and Evaluation Unit, Policy and Programs Division, Aboriginal Affairs, Department of Human Services

Program

This year's Conference will focus on Evaluation and Influence. Evaluation claims to influence public policy, professional practice and the management of organisations. What is the nature and extent of this influence? How can evaluations be made more influential? And conversely, in a rapidly changing world, what are the main influences on evaluation? To what extent is evaluation responding by taking on new approaches and technologies?

The conference will focus on three sub-themes:

The influence of evaluation on society

How much and in what ways does evaluation impact upon policy, practice and organisations? Where and in what circumstances does it have the most impact, and why? What are other important sources of influence, and how do they compare with evaluation?

Making an evaluation more influential

How can an evaluation be designed and conducted to increase its use and influence? What are the most persuasive ways of communicating the results of an evaluation? What role can evaluators play in implementing evaluation results? What are the lessons for evaluation from theories of influence and diffusion?

Influences shaping evaluation

How is evaluation changing in response to emerging social, economic and political issues, to increasing complexity and uncertainty, and to new approaches and technologies? What are the important influences on evaluation, and how are they shaping evaluation?

The conference will explore themes in areas such as education and research, health, human services, justice, international development, Indigenous peoples, natural resource management and the economy. We also expect a stream on design and methodology.

Confirmed Keynote Speakers

International Keynote Speakers

PennyHawe,

Professor, Markin Chair in Health and Society AHFMR Health Scientist, University of Calgary, Canada



Penny Hawe was recruited from Australia to the University of Calgary in 2000 to take up the foundation Markin Chair in Health and Society and the position of Professor in the Department of Community Health Sciences. She became a Health Scientist of the Alberta Heritage Foundation for Medical Research in 2007, having previously been an AHFMR Senior Scholar. Her undergraduate degree is in community psychology from the University of New South Wales. She has an MPH from the University of Sydney and a PhD from the University of Melbourne. She is a Visiting Scholar at the University of California, Berkeley, School of Public Health.

Sandra Nutley,

Professor of Public Management, University of Edinburgh, United Kingdom.



Sandra is Professor of Public Management at the University of Edinburgh, where she is also Director of the [Research Unit for Research Utilisation](#). In addition to her academic role, she is a non-executive director of the Social Work Inspection Agency Board (Scotland). Sandra has an international reputation for her work on research use and evidence-informed policy and practice, and she is a frequent keynote speaker at international conferences on these issues. She has written many papers and her research on this topic is captured in her recent book on *Using Evidence* (Nutley et al 2007, Policy Press). In 2010 she edited and

contributed to a theme issue of the *Evidence & Policy* journal (Vol 6. Issue 2), which considered evidence and policy in six European countries. Sandra has sought to practice what she preaches on the importance of dialogue and interaction between academics and those working in policy and practice roles. Much of her own research is applied and is undertaken in partnership with 'user' organisations. She has also been a member of several policy advisory groups.

From 2006-2009, Sandra chaired a group which reviewed the supply incentives for knowledge exchange activities in Scottish universities and how these can be enhanced, what can be done to stimulate public policy and practice demand for the knowledge available from universities, and what is needed to improve the interaction between the supply and demand sides of this equation. Prior to joining academia, Sandra worked in local government in the UK and since then she has been seconded to work with several public sector organisations, including the Scottish Government. She has also worked on a consultancy basis with a wide range of public and voluntary sector organisations.

National Keynote Speakers

Patricia Rogers,

Professor of Public Sector Evaluation, Royal Melbourne Institute of Technology



Patricia Rogers is Professor in Public Sector Evaluation at Royal Melbourne Institute of Technology, Australia. After more than 25 years practising, researching and supporting evaluation, her work is driven by both the promise of good evaluation and the threat of bad evaluation. Her current projects focus on methods for evaluating complicated and complex interventions to support evidence-based policy and practice, including realist synthesis, purposeful program theory and non-experimental impact evaluation designs.

Ian Anderson,

Director, Onemda VicHealth Koori Health Unit, University of Melbourne



Professor Ian Anderson has worked in Aboriginal (Koori) health for more than 20 years: as an Aboriginal Health Worker, in health education, as a general practitioner and as an academic. He was the Chief Executive Officer of the Victorian Aboriginal Health Service, then the Medical Adviser to the Office for Aboriginal and Torres Strait Islander Health in the Commonwealth Department of Health and Aged Care. Ian's family are Palawa Trowerna from the Pyemairrenner mob in Tasmania which includes Trawlwoolway and Plairmairrenner and related clans. Ian has a professional background in medicine and social sciences. He has written widely on issues related to Aboriginal health, identity and culture, and has also been involved in Aboriginal health policy development. He holds the Foundation Chair in Indigenous Health at the University of Melbourne where he is the Director of Onemda VicHealth Koori Health Unit and of the Murrup Barak Melbourne Institute for Indigenous Development. Ian also chairs the National Indigenous Health Equality Council, which advises the Australian Government on its progress towards meeting its Close the Gap health targets for Aboriginal and Torres Strait Islander people.

Peter Shergold,

Macquarie Group Fdn Professor the Centre for Social Impact, UNSW



Peter Shergold was a CEO in the Australian Public Service for two decades. For five years from February 2003, Dr Shergold was Australia's most senior public administrator, serving as Secretary of the Department of the Prime Minister and Cabinet. Dr Shergold is now the Macquarie Group Foundation Professor at the Centre for Social Impact. Dr Shergold has significant Board experience in the public, private and 'third' sectors. In government he served on the Board of CSIRO and Centrelink and is now Chair of the National Centre for Vocational Education Research. Since leaving the Australian Public Service he has become a non-executive Director of AMP Ltd (a listed company), Corrs Chambers Westgarth (non-listed) and is the Chairperson of a small venture capital start-up, QuintessenceLabs. He is also actively involved in the non-profit sector and is Chair of the Australian Rural Leadership Foundation and a Director of the National Centre for Indigenous Excellence and the Sir John Monash Foundation.

Previous Conferences

Year	Location	Delegate Numbers
2010	Wellington	370
2009	Canberra	457
2008	Perth	295
2007	Melbourne	484
2006	Darwin	244
2005	Brisbane	224

Delegate Profile

- Consultants including small organisations and large consulting firms
- Government – Federal, State, Local
- Non Government Organisations – large and small
- Academic institutions – including students

The Venue & City

Work, rest or play, Hilton Sydney, right in the heart of the city with magnificent views and convenient access to the city's favourite destinations, offers a truly inspired experience. Built in 1893 and preserved in all its opulent glory throughout Hilton Sydney's extensive renovations, the Marble Bar is a haven of Victorian excess, one of Sydney city's few remaining live music venues, and a great place to enjoy an Aussie ale, a fine wine or a classic cocktail.

Sydney, Australia's gateway city and the capital of New South Wales is built around one of the largest, most beautiful harbours in the world and along miles of golden surfing beaches which stretch north and south of the city on the shore of the Pacific Ocean. Sydney is a vigorous, cosmopolitan city, a major industrial, business and commercial centre and is endlessly fascinating in its variety and its beauty.



Accommodation

A range of competitively priced accommodation options will be secured by the Conference Managers for the AES 2011 Conference. For further information on accommodation options and to reserve accommodation for yourself, or your organisation please visit the Conference website at www.aes2011.com.au or contact the Conference Managers.

Entitlements to Sponsors and Organisations participating in the Promotional Display Area

The AES 2011 Conference will provide many long lasting entitlements including:

- Maximum exposure at a premier Conference devoted to the Evaluation Industry
- The opportunity to deliver a clear message that you have a genuine commitment to the Evaluation field.
- High visibility on the official Conference website and AES 2011 marketing materials

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- A chance to present Evaluation Industry related developments such as online tools, new workshops and training opportunities.
- The chance to showcase Evaluation strategies and equipment
- The opportunity to harness all five senses to drive home your message
- The opportunity for eye-to-eye marketing
- Building brand awareness
- Educating the market
- Building prospect databases

Marketing and Public Relations

The AES 2011 Managers are here to ensure you achieve the most from your investment. We encourage you to contact our Sponsorship & Promotional Display Area Account Manager to discuss the many additional ways we can further assist your marketing efforts and build your business through the AES 2011 Conference.

Marketing and Public Relations cont'd

AES 2011 offers a unique opportunity to increase your organisation's exposure to a diverse cross-section of industry professionals through the following marketing strategy:

- *E-marketing* – including regular email blasts promoting program updates, key dates and featured speakers
- *Marketing Collateral* – including flyers to be used at industry events to stimulate interest and provide key details
- *Website* – will be used as the main information distribution channel and, as such, will be regularly updated and refreshed with latest updates
- *Promotional activities* – are scheduled for all major international / national conferences and events so as to keep the target market informed of progress and to stimulate interest in the AES 2011 Conference.

Sponsorship packages and commitment levels vary and can be tailored to suit your marketing strategies. Whatever your industry, the AES 2011 Conference has a Sponsorship package that will help you meet your brand and networking objectives.

Conference Managers

arinex pty limited has been appointed as the official Professional Conference Organiser (PCO) and looks forward to delivering an inspiring experience.

We provide a highly creative and professional meetings and events management service to associations, governments and corporate organisations.

arinex has been born out of combining the experience and resources of two highly successful companies in Australia's meetings and events industry, Tour Hosts and The Meeting Planners. Together, we collectively represent more than 50 years of experiences and, we're proud to say, many years of delivering amazing client outcomes.

For further details on the opportunities available please contact the AES 2011 Conference Managers who will be pleased to assist you.



Kirsty O'Brien
Sponsorship & Promotional Display Areas Account Manager
AES 2011

arinex pty limited



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Sponsorship at a Glance

<u>Sponsorship Package</u>	<u>Number Available</u>	<u>Price A\$</u>
Platinum Sponsor	2	\$18,000
Conference Partner		\$15,000
Gold Sponsor		\$12,000
Silver Sponsor		\$7,500
Bronze Sponsor		\$3,000
Conference Social Event Sponsor	Exclusive	\$10,000
Welcome Reception Sponsor	Exclusive	\$4,000
Internet Centre Sponsor	Exclusive	\$4,000
Keynote Speaker Sponsor		\$4,000
Poster Area Sponsor	Exclusive	\$4,000
Workshop Sponsor		\$3,000
Award Sponsor		\$3,000
Lunch Sponsor		\$2,000
Concurrent Session		\$2,000
Refreshment Break Sponsor		\$1,500
Writing Pads Sponsor	Exclusive	\$1,500
Writing Pens Sponsor	Exclusive	\$1,500
Satchel Insert		\$650
<u>Conference Program Book</u>		
Full Page Advert		\$1000
Half Page Advert		\$600
<u>Promotional Display Area</u>		
		\$750

Important Dates

Call for Abstracts open	October 2010
Registration open	November 2010
Abstract submission deadline	March 2011
Program Book advertising booking deadline	July 2011



Platinum Sponsor

A\$18,000 (incl. GST)

Maximum 2

We view our Platinum Sponsors as our partners in the successful execution of the AES 2011 Conference. This is a unique marketing opportunity and we are confident your participation in this prestigious event at this level will provide your organisation with exceptional commercial rewards.

As one of the Platinum Sponsors of this Conference, your organisation will benefit from the highest level of exposure and representation with the following entitlements:

- Recognition as a Platinum Sponsor (with organisation logo) on all printed Conference material*
- Recognition as a Platinum Sponsor (with organisation logo) on the Sponsors' page of the official Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as a Platinum Sponsor on the official Sponsorship acknowledgement board onsite
- Delegate list supplied at the Conference**
- Double page advertising space in the Conference Program Book (artwork to be supplied by the Sponsor)
- Three (3) Conference Delegate Registrations inclusive of Welcome Reception and Conference Social Event
- One (1) 3m x 1m Display Table located in a prominent position within the Promotional Display Area
- One (1) Exhibitor Registration
- Organisation brochure (maximum four x A4 pages per brochure) to be inserted in all Delegates' satchels (Sponsor to supply material)
- Use of the Conference Logo until end of September 2011
- Verbal acknowledgement as a Platinum Sponsor during the Opening and Closing Sessions
- The Sponsor may provide a freestanding banner which will be positioned in the Plenary Room for the duration of the Conference (maximum size 2m high x 1m wide)
- Sponsor may provide Delegates with a Organisation branded gift (Sponsor to supply gifts)
- Logo and 200 word profile in the Program Book

In addition to the package outlined above, each Platinum Sponsor may choose one of the following complimentary additional options to add to their package. The additional option must be selected at the time of submitting the Sponsorship booking form.

Option 1: Conference Satchel

Your Organisation logo will feature alongside the Conference logo on the Delegate satchel. The satchels contain the official Conference material distributed to all Delegates, Speakers, Organisations participating in the Promotional Display Area and VIP guests, providing direct and constant exposure throughout and after the Conference.

As the Sponsor of the Conference satchel your Organisation will receive the following entitlements:

- Logo to appear on Delegate satchel alongside the AES 2011 Conference logo. The Conference Organising committee reserves the right to source and select the satchel.

Option 2: Name Badge

To gain access to the Conference, all Delegates are required to wear the official Conference name badge. This is an opportunity to have your Organisation logo printed on all name badges alongside the Conference logo or provide branded lanyards and gain considerable exposure throughout the Conference.

As the Sponsor of the Name Badge your Organisation will receive the following entitlements:

- Logo or branded lanyard to appear on all Conference name badges alongside the AES 2011 Conference Logo

** Exposure in the Conference publications is determined by confirmation of Sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

*** This list will be provided prior to the Conference. Such lists will exclude any Delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*

Conference Partner

\$15,000(incl. GST)

As a Conference Partner, your organisation will enjoy a strong alignment with the Conference through the many opportunities for branding and exposure, prior to, during and after the Conference.

As a Conference Partner, your organisation will receive a high level of exposure and recognition through the following benefits:

- Recognition as a Conference Partner (with organisation logo) on all printed Conference material*
- Recognition as a Conference Partner (with organisation logo) on the Sponsors' page of the official Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as a Conference Partner on the official Sponsorship acknowledgement board onsite
- Three (3) complimentary Conference Delegate Registrations inclusive of the Welcome Reception
- Delegate list supplied prior to the Conference**
- Logo and 100 word profile in the Program Book*
- Use of the Conference Logo until end of September 2011

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Gold Sponsor

A\$12,000 (incl. GST)

As the Gold Sponsor, your organisation will benefit from an excellent level of exposure. Your organisation will enjoy a strong alignment with the Conference through the many opportunities for branding and exposure, prior to and during the Conference.

As a Gold Sponsor, your organisation will receive considerable exposure and recognition through the following entitlements:

- Recognition as a Gold Sponsor (with organisation logo) on all printed Conference material*
- Recognition as a Gold Sponsor (with organisation logo) on the Sponsors' page of the official Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as a Gold Sponsor on the official Sponsorship acknowledgement board onsite
- Two (2) complimentary Conference Delegate Registrations inclusive of Welcome Reception and Conference Social Event
- Delegate list supplied at the Conference**
- Logo and 150 word profile in the Program Book
- Organisation brochure (maximum four x A4 pages per brochure) to be inserted in all Delegates' satchels (Sponsor to supply material)
- Use of the Conference Logo until end of September 2011
- Verbal acknowledgement as a Gold Sponsor during the Opening and Closing Sessions
- Full page advertising space in the Conference Program Book (artwork to be supplied by Sponsor)

In addition to the entitlements outlined above, the Gold Sponsor will receive the following option to compliment their package.

Workshop Sponsor

The Workshops are an integral part of the Conference and will provide a premium branding and marketing opportunity to demonstrate your support and commitment of continued research and development within the industry.

- The Sponsor may provide a freestanding banner which will be positioned in a prominent location during the Sponsored session (maximum size 2m high x 1m wide)
- Your organisation logo will feature on the audio visual screen in the session room prior to and at the conclusion of the Sponsored session
- Four (4) complimentary passes for nominated guests to attend the Sponsored session (these passes are for the Sponsored session only, attendance to other sessions is not included)
- Logo of Workshop Sponsor will be included in the program section of the Program Book
- Please contact Kirsty O'Brien for the selection of workshop

** Exposure in the Conference publications is determined by confirmation of Sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

*** This list will be provided post Conference. Such lists will exclude any Delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*

Silver Sponsor

A\$7,500 (incl. GST)

As a Silver Sponsor, your organisation will enjoy a strong alignment with the Conference through the many opportunities for branding and exposure, prior to, during and after the Conference.

As a Silver Sponsor, your organisation will receive a high level of exposure and recognition through the following entitlements:

- Recognition as a Silver Sponsor (with organisation logo) on all printed Conference material*
- Recognition as a Silver Sponsor (with organisation logo) on the Sponsors' page of the official Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as a Silver Sponsor on the official Sponsorship acknowledgement board onsite
- One (1) complimentary Conference Delegate Registration inclusive of Welcome Reception and Conference Social Event
- Delegate list supplied at the Conference**
- Logo and 100 word profile in the Program Book
- Organisation brochure (maximum four x A4 pages per brochure) to be inserted in all Delegates' satchels (Sponsor to supply material)
- Use of the Conference Logo until end of September 2011
- Half page advertising space in the Conference Program Book (artwork to be supplied by Sponsor)

In addition to the entitlements outlined above, the Silver Sponsor will receive the following option to compliment their package.

Refreshment Break

Demonstrate your Organisation's hospitality by Sponsoring one of the conference's refreshment breaks (morning tea, lunch and afternoon tea for one day).

As a Sponsor of one of the refreshment breaks your Organisation will receive the following entitlements:

- Organisation corporate literature may be displayed at the Sponsored refreshment break station (Sponsor to supply)
- The Sponsor may provide a freestanding banner which will be positioned in a prominent location in the refreshment break area (maximum size 2m high x 1m wide)
- Small table signs featuring the Organisation name and logo displayed at the Sponsored refreshment break (Conference Managers to supply)
- Verbal recognition by the Conference Chair at the sessions directly before and after the Sponsored refreshment break
- Two (2) complimentary passes for nominated guests to attend the Sponsored refreshment break (these passes are for the refreshment break only, attendance to other sessions is not included)

** Exposure in the Conference publications is determined by confirmation of Sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

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Bronze Sponsor

A\$3,000 (incl. GST)

As a Bronze Sponsor, your organisation will enjoy a strong alignment with the Conference through the many opportunities for branding and exposure, prior to, during and after the Conference.

As a Bronze Sponsor, your organisation will receive a high level of exposure and recognition through the following entitlements:

- Recognition as a Bronze Sponsor (with organisation logo) on all printed Conference material*
- Recognition as a Bronze Sponsor (with organisation logo) on the Sponsors' page of the official Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as a Bronze Sponsor on the official Sponsorship acknowledgement board onsite
- Delegate list supplied at the Conference**
- Logo and 50 word profile in the Program Book
- Half page advertising space in the Conference Program Book (artwork to be supplied by Sponsor)
- Organisation brochure (maximum four x A4 pages per brochure) to be inserted in all Delegates' satchels (Sponsor to supply material)
- Use of the Conference Logo until end of September 2011

Conference Social Event Sponsor

A\$10,000 (incl. GST)

Exclusive

Impress all Delegates, VIPs, Speakers and Organisations participating in the Promotional Display Area, accompanying persons and media with your hospitality at the premier social function of the Conference. The Conference Social Event is an excellent opportunity to make a strong, initial impact and lasting impression on all Delegates.

As a Conference Social Event Sponsor, your organisation will receive a high level of exposure and recognition through the following entitlements:

- Recognition as the Conference Social Event Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Conference Social Event Sponsor (with organisation logo) on the Sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Conference Social Event Sponsor on the official Sponsorship acknowledgement board onsite
- The Sponsor may provide a freestanding banner which will be positioned at the entrance to the Conference Social Event venue (maximum size 2m high x 1m wide)
- Small table signs featuring the Organisation name and logo displayed on the tables at the Conference Social Event. (Conference Managers to supply)
- Opportunity for Organisation representative to present a five (5) minute speech at the function (basic audio visual will be provided – additional audio visual is at the expense of the Sponsor)
- Organisation logo will be printed on all dinner menus and tickets
- Sponsor may provide the Conference Social Event guests with a Organisation branded gift (Sponsor to supply gifts). *Note: Subject to the approval of the Organising Committee.*
- Logo and 100 word profile in the Program Book
- Half page advertising space in the Conference Program Book (artwork to be supplied by Sponsor)
- Two (2) complimentary tickets for the Sponsor's nominated guests to attend the Conference Social Event

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Welcome Reception Sponsor

A\$4,000 (incl. GST)

The Welcome Reception is a fantastic opportunity for Delegates, Speakers, Sponsors and Organisations participating in the Promotional Display Area to network in a relaxed social environment on the first day of the AES 2011 Conference.

As the Sponsor of the Welcome Reception your organisation will receive the following entitlements:

- Recognition as the Welcome Reception Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Welcome Reception Sponsor (with organisation logo) on the Sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Welcome Reception Sponsor on the official Sponsorship acknowledgement board onsite
- The Sponsor may provide a freestanding banner which will be positioned in a prominent location at the Welcome Reception (maximum size 2m high x 1m wide)
- Sponsor may provide Welcome Reception guests with a Organisation branded gift (Sponsor to supply gifts) *Note: Subject to the approval of the Organising Committee.*
- Two (2) invitations for Organisation representatives to attend the Welcome Reception only
- Logo and 50 word profile in the Program Book

Internet Centre Sponsor

A\$4,000 (incl. GST)

Exclusive

Delegates will be able to keep in touch with their office via email in a well-equipped multi-stationed Internet Centre. The Internet Centre will be available for the exclusive use of Conference Delegates.

As the Internet Centre Sponsor your organisation will receive the following entitlements:

- Recognition as the Internet Centre Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Internet Centre Sponsor (with organisation logo) on the Sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Internet Centre Sponsor on the official Sponsorship acknowledgement board onsite
- The Sponsor may provide a freestanding banner which will be positioned in a prominent location at the Internet Centre (maximum size 2m high x 1m wide)
- Organisation corporate literature may be displayed at the Internet Centre (Sponsor to supply)
- Opportunity to place branded computer accessories such as mouse pads within the Internet Centre (Sponsor to supply) *Note: Subject to the approval of the Organising Committee.*
- Opportunity to provide your Organisation logo to be loaded onto the Internet Centre monitors
- The Sponsors website may be displayed as the home page on the Internet Centre monitors
- Logo and 50 word profile in the Program Book

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Keynote Speaker Sponsor

A\$4,000 (incl. GST)

A major highlight of the Conference Program is sessions presented by renowned international and national Speakers. Due to the popularity of these sessions your organisation should not miss the opportunity to gain premium and concentrated levels of exposure.

The Sponsor will receive a copy of the invited speakers list and program to enable their selection of the appropriate alignment.

As a Keynote Speaker Sponsor your organisation will receive the following entitlements:

- Recognition as a Keynote Speaker Sponsor (with organisation logo) on all printed Conference material*
- Recognition as a Keynote Speaker Sponsor (with organisation logo) on the Sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as a Keynote Speaker Sponsor on the official Sponsorship acknowledgement board onsite
- The Sponsor may provide a freestanding banner which will be positioned in a prominent location in the session room (maximum size 2m high x 1m wide)
- Your organisation logo will be displayed on the projection screen when Keynote Speaker is presenting
- Logo and 50 word profile in the Program Book
- Verbal recognition by the Session Chair directly before and after the Keynote Speaker's session
- Two (2) complimentary passes for nominated guests to attend the Sponsored session (these passes are for the Sponsored session only, attendance to other sessions is not included)
- Organisation brochure (maximum four x A4 pages per brochure) to be inserted in all Delegates' satchels (Sponsor to supply material)
- Organisation corporate literature may be displayed in the session room (Sponsor to supply)

Poster Area Sponsor

A\$4,000 (incl. GST)

Exclusive

The Poster area is an integral part of the Conference and will provide a premium branding and marketing opportunity to demonstrate your support and commitment of continued research and development. The Poster area will be located within the Promotional Display Area and catering space and will provide the Sponsor with superior levels of exposure during the Conference.

As the Poster Area Sponsor you will enjoy the following entitlements:

- Recognition as the Poster Area Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Poster Area Sponsor (with organisation logo) on the Sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Poster Area Sponsor on the official Sponsorship acknowledgement board onsite
- Logo and 50 word profile in the Program Book
- The Sponsor may provide a freestanding banner which will be positioned in a prominent location at the Poster display (maximum size 2m high x 1m wide)
- Logo displayed on Poster Board numbers

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Workshop Sponsor

A\$3,000 (incl. GST)

The Conference Workshops are an integral part of the Conference and will provide a premium branding and marketing opportunity to demonstrate your support and commitment of continued research and development within the industry.

As the Workshop Sponsor your organisation will receive the following entitlements:

- Recognition as a Workshop Sponsor (with organisation logo) on the Sponsors' page of the official Conference website, including a hyperlink to your organisation's home page
- The Sponsor may provide a freestanding banner which will be positioned in a prominent location during the Workshop (maximum size 2m high x 1m wide)
- Your organisation logo will feature on the audio visual screen in the session room prior to and at the conclusion of the Sponsored session
- Four (4) complimentary passes for nominated guests to attend the Sponsored session (these passes are for the Sponsored session only, attendance to other sessions is not included)
- Logo in the Program Book
- Please contact Kirsty O'Brien for the selection of workshop

Award Sponsor

A\$3,000 (Incl.GST)

As the Awards Sponsor your organisation will receive high recognition during the prestigious ceremony and demonstrate your organisations' support in the industry and its Professionals' achievements.

As the Award Sponsor your organisation will receive the following entitlements:

- Recognition as an Award Sponsor (with organisation logo) on the Sponsors' page of the official Conference website, including a hyperlink to your organisation's home page
- The Sponsor may provide a freestanding banner which will be positioned in a prominent location during the awards ceremony (maximum size 2m high x 1m wide)
- Your organisation logo will feature on the audio visual screen in the session room prior to and at the conclusion of the awards ceremony
- Four (4) complimentary passes for nominated guests to attend the Sponsored session (these passes are for the Sponsored session only, attendance to other sessions is not included)
- Logo in the Program Book

** Exposure in the Conference publications is determined by confirmation of Sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

Lunch Sponsor

A\$2,000 (incl. GST)

Demonstrate your organisation's hospitality by sponsoring a luncheon break within the refreshment break area.

As a Lunch Sponsor your organisation will receive the following entitlements:

- Recognition as a Lunch Sponsor (with organisation logo) on all printed Conference material*
- Recognition as a Lunch Sponsor (with organisation logo) on the Sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as a Lunch Sponsor on the official Sponsorship acknowledgement board onsite
- Organisation corporate literature may be displayed on the refreshment stations during the Sponsored lunch (Sponsor to supply)
- The Sponsor may provide a freestanding banner which will be positioned in a prominent location in the lunch area (maximum size 2m high x 1m wide)
- Small table signs featuring the Organisation name and logo displayed on the Sponsored refreshment tables (Conference Managers to supply)
- Verbal recognition by the Session Chair in the sessions directly before and after the Sponsored luncheon break
- Two (2) complimentary passes for nominated guests to attend the Sponsored lunch break (these passes are for the lunch break only, attendance to other sessions is not included)
- Logo in the Program Book
- Use of the Conference Logo until end of September 2011

Concurrent Session Sponsor

A\$2,000 (incl. GST)

As a Concurrent Session Sponsor, your organisation will enjoy a strong alignment with the event through the support of a nominated session.

Delegates will be able to select from a very comprehensive series of program sessions. As a Sponsor of one of the concurrent sessions, your organisation will receive the following entitlements:

- Recognition as a Concurrent Session Sponsor (with organisation logo) on all printed Conference material*
- Recognition as a Concurrent Session Sponsor (with organisation logo) on the Sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as a Concurrent Session Sponsor on the official Sponsorship acknowledgement board onsite
- Verbal recognition by the session Chair prior to and at the conclusion of the Sponsored session
- The Sponsor may provide a freestanding banner which will be positioned in a prominent location in the Sponsored session room (maximum size 2m high x 1m wide)
- Your organisation logo will be displayed on the session room projection screen prior to and after the Sponsored session
- Two (2) complimentary passes for nominated guests to attend the Sponsored session (these passes are for the sponsored session only, attendance to other sessions is not included)
- Use of the Conference Logo until end of September 2011

** Exposure in the Conference publications is determined by confirmation of Sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

Refreshment Break Sponsor

\$A1,500 (Incl. GST)

Demonstrate your organisation's hospitality by sponsoring one of the conference day's refreshment breaks (morning tea, lunch and afternoon tea for one day).

As a Sponsor of one of the refreshment breaks your organisation will receive the following entitlements:

- Recognition as a Refreshment Break Sponsor (with organisation logo) on all printed Conference material*
- Recognition as a Refreshment Break Sponsor (with organisation logo) on the Sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as a Refreshment Break Sponsor on the official Sponsorship acknowledgement board onsite
- Organisation corporate literature may be displayed at the Sponsored refreshment break station (Sponsor to supply)
- The Sponsor may provide a freestanding banner which will be positioned in a prominent location in the break area (maximum size 2m high x 1m wide)
- Small table signs featuring the Organisation name and logo displayed at the Sponsored refreshment break (Conference Managers to supply)
- Verbal recognition by the Conference Chair at the sessions directly before and after the Sponsored refreshment break
- Two (2) complimentary passes for nominated guests to attend the Sponsored refreshment break (these passes are for the refreshment break only, attendance to other sessions is not included)
- Logo in the Program Book

Writing Pads Sponsor

A\$1,500 (incl. GST)

Exclusive

This is an opportunity to provide each Delegate with your branded writing pads in the Conference Satchel, providing your organisation with exposure that exceeds the duration of the Conference.

Please note the writing pads are to be supplied by the Sponsor.

- Recognition as the Writing Pad Sponsor (with organisation logo) on the Sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Recognition as a Writing Pad Sponsor (with organisation logo) on the Sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Writing Pad Sponsor on the official Sponsorship acknowledgement board onsite
- Writing Pads, provided by the Sponsor, will be included in all Delegate satchels
- Logo in the Program Book
- Use of the Conference Logo until end of September 2011

**Exposure in the Conference publications is determined by confirmation of Sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

**Writing Pens Sponsor
Exclusive**

A\$1,500 (incl. GST)

This is an opportunity to provide each Delegate with your branded writing pens in the Conference Satchel, providing your organisation with exposure that exceeds the duration of the Conference.

Please note the pens are to be supplied by the Sponsor.

- Recognition as the Pen Sponsor (with organisation logo) on the Sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Recognition as a Writing Pen Sponsor (with organisation logo) on the Sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Pen Sponsor on the official Sponsorship acknowledgement board onsite
- Pens, provided by the Sponsor, will be included in all Delegate satchels
- Logo in the Program Book
- Use of the Conference Logo until end of September

** Exposure in the Conference publications is determined by confirmation of Sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

Advertising

These cost-effective advertising opportunities are an effective medium to communicate your corporate message to Conference Delegates.

Satchel Insert

A\$650 (Incl. GST)

Your organisation may provide promotional material which will be included in all Delegate satchels.

- Organisation brochure (maximum four x A4 pages per brochure) to be inserted in all Delegates' satchels (Sponsor to supply material)

Conference Program Book

The Conference Program Book will be a valuable reference tool used by Delegates throughout the Conference. The publication will contain full details covering the program, together with Promotional Display Area and session details as well as information covering the Conference social events.

Deadline for booking: July 2011

Deadline for artwork: July 2011

Publication Advertising Rates

Half Page

A\$600 (Incl. GST)

Full Page

A\$1,000 (Incl. GST)

Promotional Display Area

The AES 2011 Trade Promotional Display Area will run in conjunction with the Conference Program. The Trade Promotional Display Area has been designed to provide the best possible promotional opportunities to participating Organisations. With refreshment breaks and lunch being served in the area, the Promotional Display Area will create an unparalleled opportunity to promote your products and services to Delegates.

Space is limited so to secure your booking and avoid disappointment contact the Conference Managers as soon as possible.

Why Participate?

The AES 2011 Trade Promotional Display Area will provide an exceptional opportunity to promote your products and services in a face-to-face environment, thereby furthering your sales and marketing objectives. There's no better way than a trade Promotional Display Area to:

- Build new and strengthen existing relationships
- Acquire highly qualified leads
- Increase brand awareness
- Meet the decision makers
- Demonstrate new devices and services
- Gain instant market feedback
- Obtain first-hand market knowledge of developments in your industry
- Discuss development of key points raised at the Conference

Promotional Display Area

A\$750 (incl. GST)

This package will provide organisations with an opportunity to promote their products and services in a static display area, enabling organisation representatives with the option to attend Conference sessions without having to permanently staff their promotional displays.

Included in the Promotional Display

- Display space 3m wide x 1m deep.
- 1 x trestle table with black cloth
- Velcro compatible poster board 3m wide x 2.4m high
- 1 x 4 amp power point

Additional furniture, including computer hire, may be arranged through the Conference Managers, at an additional charge.

All Organisations participating in the Promotional Display Area will receive:

- Recognition as a participating Organisation in the Promotional Display Area (with Organisation name) in the Program Book together with a 25 word 'Organisation profile'
- A comprehensive Promotional Display Area Manual approximately three months before the Conference
- Organisation name listed on Promotional Display Area page of Conference website

Promotional Display Area cont'd

Staff Passes

- Promotional Display Area Registrations for Organisation staff may be purchased from the Conference Managers. The cost is \$395 per person. The fee will provide a name badge and access to lunch and the morning and afternoon tea and coffee breaks during the Conference.
- Promotional Display Area staff wishing to attend Conference sessions, must register as a Conference Delegate and pay the appropriate registration fee.

Social functions are an additional cost.

Promotional Display Area Manual

A Promotional Display Area Manual will be distributed to all organisations participating in the Promotional Display Area approximately three months prior to the Promotional Display Area. The manual will contain Promotional Display Area Registration Order Forms, the move-in / move-out schedule and supplier contact details and professional tips and advice on how to achieve the best return on your investment.

Public and Product Liability Insurance

It is a requirement of the Conference Managers that all organisations participating in the Promotional Display Area have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of A\$10,000,000 or above. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an Promotional Display Area. Organisations participating in the Promotional Display Area are required to submit a copy of their public liability insurance certificate along with their booking form. To assist you in locating your certificate within your organisation – it can often be found with the accounts / finance departments and is also often referred to as 'Broadform'.

Preliminary Promotional Display Area Timetable

Wednesday 31 August 2011	Exhibitor move-in and set-up
Wednesday 31 August 2011	Welcome Reception
Wednesday 31 August 2011	Promotional Display Area open
Thursday 1 September 2011	Promotional Display Area open
Friday 2 September 2011	Promotional Display Area close
Friday 2 September 2011	Promotional Display Area move-out

Note: this is a preliminary schedule and is subject to change.

To confirm your participation in the Promotional Display Area, complete the attached Sponsorship & Promotional Display Area Booking form and return to the Conference Managers. A confirmation letter and tax invoice will be provided to confirm your booking.

Floor Plan

Please contact the Conference Managers for a copy of the floorplan.

**SPONSORSHIP, ADVERTISING AND PROMOTIONAL DISPLAY AREA
BOOKING FORM**

**AES 2011
29 August – 2 September 2011
Hilton Hotel Sydney**

Kirsty O'Brien, AES 2011
Sponsorship & Promotional Display Area Account Manager
kobrien@arinex.com.au
c/o **arinex pty limited**
GPO Box 128
SYDNEY NSW 2001, Australia

Tel: +61 2 9265 0700
Fax: +61 2 9267 5443
Email: aes2011@arinex.com.au
Web: www.aes2011.com.au

A. SPONSORSHIP PACKAGE(S) REQUESTED **COST A\$**
1.
2.

Please outline any specific entitlements confirmed with Kirsty O'Brien
.....

B. DISPLAY TABLE REQUESTED

Please reserve the following (please tick):

Display Table A\$750 (incl. GST)

Display Table Position (number) (refer to floor plan)

1st choice:..... **2nd choice:**..... **3rd choice:**..... **COST A\$:**

Please indicate Organisations you do not wish to be placed near:
.....

AMOUNT PAYABLE A & B	A\$
50% deposit payable 30 days from date of invoice (Balance due: 1 June 2011) (incl. GST)	A\$

Organisation name (for marketing purposes): _____
 Organisation name (for invoicing purposes): _____
 Address: _____
 City: _____ State: _____ Post Code: _____
 Country: _____
 Sponsor / Exhibitor Contact: _____
 Position: _____
 Tel: _____ Fax: _____
 Email: _____ Website: _____

PAYMENT DETAILS (please tick)

- We wish to pay via Organisation cheque. Note all cheques must be made payable to: AES 2011, and should be forwarded to the Conference Managers at the above address.
- We wish to pay via EFT. Bank details will be provided by the Conference Managers with your tax invoice.

MasterCard VISA AMERICAN EXPRESS DINERS

Amount to be debited _____
 Credit Card Number _____/_____/_____/_____ Expiry Date ____/____
 Name on Card _____
 Cardholder Signature _____
 Approved By _____ Date _____

SEE OVER FOR TERMS AND CONDITIONS ►

SPONSORSHIP BOOKING TERMS & CONDITIONS

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Conference Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The Conference Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Sponsorship will be allocated only on receipt of a signed Booking Form. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by **1 June 2011**. Applications received after 1 June 2011 must include full payment.
3. **All monies are payable in Australian dollars.** Cheques should be made payable to the **AES 2011 c/o arinex Pty Ltd** and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the Conference Managers prior to the event. No Organisation will be listed as a Sponsor in any official conference material until full payment and a booking form have been received by the Conference Managers.
5. **CANCELLATION POLICY:** In the event of cancellation, a service fee of 50% of total fees applies for cancellations prior to **1 March**. No refunds will be made for cancellations after this date. After Sponsorship has been confirmed and accepted, a reduction in Sponsorship is considered a cancellation and will be governed by the above cancellation policy.
6. No Sponsor shall assign, sublet or apportion the whole or any part of their Sponsorship package except upon prior written consent of the Conference Managers.
7. Sponsorship monies will facilitate towards the successful planning and promotion of the conference in addition to subsidising the cost of management, communication, Invited Speakers, program and publications. Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the Conference.
8. Sponsorship entitlements including organisation logo on the Conference website and other marketing material will be delivered upon receipt of the required deposit/full payment.
9. Privacy Statement – YES I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by **arinex Pty limited**.
[] NO, I do not consent.

Yes I have read and agree to the conditions of sale above.

Authorised by: _____ Date: _____

PROMOTIONAL DISPLAY AREA BOOKING TERMS & CONDITIONS

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Conference Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The Conference Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Display Tables will be allocated only on receipt of signed Booking Forms. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by **1 June 2011**. Applications received after **1 June 2011**, must include full payment.
3. **All monies are payable in Australian dollars.** Cheques should be made payable to the **AES 2011 c/o arinex Pty Ltd** and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the Conference Managers prior to the event. No Exhibitor will be allowed to begin move-in operations or be listed as an Exhibitor in the on-site publications until full payment and a booking form have been received by the Conference Managers.
5. Public Liability insurance to a minimum of A\$10 million must be taken out by each Exhibitor at their own expense. A copy of the Organisation's public and product liability certificate must be submitted to the Conference Managers at the time of submitting their booking form or by no later than **1 June 2011**.
6. **CANCELLATION POLICY:** In the event of cancellation, a service fee of AUD\$375.00 applies per single Promotional Display Area booking to cancellations on or before **1 March 2011**. No refunds will be made for cancellations after this date. After space has been confirmed and accepted, a reduction in space is considered a cancellation and will be governed by the above cancellation policy. Reduction in space can result in relocation of exhibit space at the discretion of the Conference Managers. Any space not claimed and occupied before 5pm Wednesday 31 August 2011 will be reassigned without refund.
7. The Conference Managers reserve the right to rearrange the floor plan and / or relocate any display area without notice. The Conference Managers will not discount or refund for any facilities not used or required.
8. No Exhibitor shall assign, sublet or apportion the whole or any part of their booked space except upon prior written consent of the Conference Managers.
10. Privacy Statement – YES I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by **arinex pty limited**.
 NO, I do not consent.

Yes I have read and agree to the conditions of sale above.

Authorised by: _____ Date: _____