

# Sponsorship & Exhibition Prospectus



**AFAC 12**

Diverse country. Common ground.

PERTH 28 - 31 AUGUST 2012



Australasian Fire and Emergency  
Service Authorities Council



[www.afac2012.org](http://www.afac2012.org)

## Introduction

Join us for AFAC2012 in the Perth Convention and Exhibition Centre in the heart of wonderful Perth for Australia's largest and most important emergency services and public safety conference and trade expo.

The 2012 conference theme is **"Diverse country. Common ground"**. This theme identifies that the diversity across our countries is underpinned by mutual challenges, responsibilities and accountabilities in preventing, preparing, responding to and recovering from emergencies and disasters.

The AFAC/Bushfire CRC conference has been breaking records every year, and 2012 will be no exception. Over 1,200 delegates from emergency services, state, federal and local government, industry, NGOs, research and education, from all over the world are expected to attend. The trade expo is expected to be the largest ever! In every way, it is the most substantial emergency management and public safety conference in Australasia.

A number of high exposure sponsorship and exhibitor packages are available, and we are happy to tailor one to suit your organisation's needs. The prime sites will be taken within weeks of announcement. The trade expo is always booked out many months in advance.

This is your best opportunity to gain maximum exposure to the lucrative emergency services market for your products and services.

**See you in Perth in 2012!**

## Sponsorship Packages - Summary

### Major Sponsorship *(one only)*

AUD \$80,000

#### Benefits:

- Acknowledgement on official conference website with Logo
- Company name printed on conference banners
- Acknowledgement in official Conference Registration Brochure
- Complimentary quadruple trade booth
- Double page advertisement in Conference Handbook
- Complimentary full registration for ten (10) company representatives
- Additional ten (10) complimentary tickets to social functions
- Full list of registered delegates
- Sponsor profiled on phone app

### Dinner Sponsor *(one only)*

AUD \$50,000

#### Benefits:

- Acknowledgement on official conference website with Logo
- Company name printed on conference banners
- Acknowledgement in official Conference Registration Brochure
- Branding at dinner venue
- Formal acknowledgement at dinner
- Logos on menus
- Complimentary double trade booth
- Full page advertisement in Conference Handbook
- Complimentary registration and tickets to social functions for six (6) company representatives
- Full list of registered delegates



## Knowledge Lounge *(one only)*

AUD \$40,000

### Benefits:

- Acknowledgement on official conference website with Logo
- Company name printed on conference banners
- Acknowledgement in official Conference Registration Brochure
- Complimentary double trade booth
- Full page advertisement in Conference Handbook
- Complimentary registration and tickets to social functions for four (4) company representatives
- Full list of registered delegates

## Supporting Sponsorship *(three only)*

AUD \$30,000

### Benefits:

- Acknowledgement on official conference website with Logo
- Company name printed on conference banners
- Acknowledgement in official Conference Registration Brochure
- Complimentary 8 x 5 metre exhibition site – space only
- Full page advertisement in Conference Handbook
- Complimentary registration and tickets to social functions for four (4) company representatives
- Full list of registered delegates

## Welcome Function Sponsor

AUD \$25,000

### Benefits:

- Acknowledgement on official conference website with Logo
- Company name printed on conference banners
- Acknowledgement in official Conference Registration Brochure
- Complimentary single trade booth
- Half page advertisement in Conference Handbook
- Complimentary registration and tickets to social functions for two (2) company representatives
- Full list of registered delegates
- Branding at Welcome Function

## Specific Items

Delegate Satchel	AUD \$15,000
Name Tags	AUD \$10,000
Conference Handbook	AUD \$10,000
Lanyards	AUD \$10,000
Proceedings on AFAC Knowledge Web	AUD \$10,000
Lunch Days 1 + 2	AUD \$8,000
Coffee Breaks (all)	AUD \$5,000
Pad & Pen	AUD \$6,000
Plenary Sessions	AUD \$6,000 each
Ordinary Sessions	AUD \$3,000 each
Satchel Inserts	AUD \$900 each
Advertising (Handbook)	AUD \$1,800 full page

## Trade Exhibits

### Booths:

AUD \$4,300

- 3m x 3m exhibition space and booth with Velcro receptive walls, carpet, power and lights.
- Two full exhibitors pass for all sessions, catering and social functions except the formal dinner
- Listing in Conference Handbook

### Space only:

30-49 sq m	\$410 per sq m
50-99 sq m	\$360 per sq m
100+ sq m	\$310 per sq m

*All prices are quoted in Australian dollars and are exclusive of GST which must be added at a rate of 10%*

### Other Opportunities

Other sponsorship opportunities can be tailored to suit your company's particular needs.

**For further information or to secure your preferred sponsorship option please contact Steve Robin on email [sr@asnevents.net.au](mailto:sr@asnevents.net.au) or phone 03 5983 2400.**

# Sponsorship/Exhibition Application Form

If you wish to confirm your interest in Sponsorship/Exhibition for **AFAC12**, please complete the form below by ticking the appropriate boxes. Return it by fax to the Conference Organisers.

A Tax Invoice will then be produced and payment requested.

**NB: All prices are exclusive of GST applied at a rate of 10%**

Organisation Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position: \_\_\_\_\_

Telephone: \_\_\_\_\_ Facsimile: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Sponsor**

*Preferred Item (as per listing on previous pages)*

\_\_\_\_\_ Amount: \$ \_\_\_\_\_

**Exhibitor**

*Indicate number and size* \_\_\_\_\_

Amount: \$ \_\_\_\_\_

**Advertiser** *(black&white artwork to be supplied by client)*

*Preferred Item (as per listing on previous pages):*

\_\_\_\_\_ Amount: \$ \_\_\_\_\_

**Satchel Insert**

Single item supplied to organiser's instructions

Amount: \$ \_\_\_\_\_

Sub TOTAL: \$ \_\_\_\_\_

*Plus 10% GST* \_\_\_\_\_

**Total \$** \_\_\_\_\_

## Payment Instructions

1. On receipt of this agreement a tax invoice will be issued.
2. 50% due on invoice, balance to be paid by the 10th July 2012.
3. Exhibitors and Sponsors agree to abide by such conditions as laid down by the Organising Committee and agree not to violate any of the lease conditions of the building in which the Conference is being held. These can be viewed on the web - [www.afac2012.org](http://www.afac2012.org)
4. The Organising Committee reserves the right to refuse any application.
5. Cancellation policy: cancellation before 10th July 2012 penalty of 20% of space fee. After July 10th full space fee due - no reduction.
6. Please complete and return this agreement to ASN Events.  
By mail: PO Box 200, Balnarring, Victoria 3926, Australia.  
or fax: +61 3 5983 2223

Any enquiries Phone: +61 3 5983 2400

