



Buying Green Means Business

**2nd National Buying Green
Conference and Exhibition 2004**

10th, 11th and 12th of November 2004

TELSTRA STADIUM, SYDNEY



**SPONSORSHIP and
EXHIBITION PROSPECTUS**

Buying Green Means Business

If you purchase goods or services, buying green is your business; if you manufacture or supply goods or provide services, buying green is your business.

As we work towards sustainable communities in the *Year of the Built Environment*, the Department of Environment and Conservation (NSW) is hosting the 2nd National Buying Green Conference and Exhibition at Telstra Stadium, Sydney on 10th – 12th November 2004.

This is the 2nd National Buying Green Conference and Exhibition and builds on the success of last year's conference held in Melbourne, which attracted over 200 delegates and 35 Exhibitors.

The theme for the event is "Buying Green Means Business" and the Conference Organising Committee is developing an extensive conference program focused on the exchange of real knowledge and practical skills through innovative and inclusive delivery methods. The aim is to move beyond environmental rhetoric to exchange real information and pass on practical skills about how to buy green, and how to engage customers and suppliers through supply chain innovation and inclusive procurement strategy.

This event is relevant to companies, business managers, procurement managers, people responsible for purchasing, suppliers and manufacturers in the business, government or not-for-profit sectors. Delegates will be equipped with the latest product information and the "how to" of green purchasing.

Potential outcomes of the event are the development of:

- ✓ national voluntary targets for green purchasing across all sectors;
- ✓ formal open lines of communication between green suppliers and purchasers from all sectors; and
- ✓ cooperative voluntary agreements across sectors to advance green purchasing nationally.

The Conference Organising Committee would be pleased to hear from you on these topics as we develop an enhanced Conference program.

As an event Sponsor, the Buying Green Conference and Exhibition 2004 can provide your organisation with the ideal opportunity to place your products or brand first in the minds of green purchasers.

As an Exhibitor, the Buying Green Conference and Exhibition 2004 is an excellent opportunity to promote your green products or services direct to a powerful and enthusiastic audience.

The Venue

Situated in Sydney Olympic Park, Telstra Stadium is the ideal venue for the event, combining modern, state of the art facilities with extensive green initiatives, all easily accessible by public transport and with on-site accommodation.

The stunning Millennium Room will be the central hub of the event. With floor to ceiling windows overlooking the stadium forecourt, the Millennium Room provides a modern and stylish venue to showcase your organisation.



Industry Participation Opportunities

The Organising Committee recognises the importance of Sponsors and Exhibitors to conference delegates and industry participation is an integral part of the event. For this reason the Conference program has been designed to maximise Sponsor and Exhibitor exposure to delegates.

- ✓ The Welcome Reception will be held in the exhibition area on Wednesday evening giving delegates their first view of the Exhibitors;
- ✓ Lunch, morning tea and afternoon tea breaks will be held in the exhibition area with catering stations located to facilitate movement amongst the Exhibitors;
- ✓ The main plenary room is located immediately adjacent to the exhibition area, giving delegates direct access. Priority booths are located in the area between the main plenary and catering stations ensuring maximum exposure.

There are numerous options available for industry participation in the Buying Green Conference and Exhibition 2004. An exciting range of Sponsorship options has been designed to give you a package of benefits directly linked to the level of your investment in the event. The benefits of each level of Sponsorship are set out on page 5. Exhibitors have the opportunity to choose from three different exhibition formats to best suit your needs.

Why You Will Benefit

Your participation as a Sponsor and/or Exhibitor will ensure you have access to the people with buying power – delegates to the Buying Green Conference and Exhibition 2004.

Becoming a Sponsor of the Buying Green Conference and Exhibition 2004 is an excellent opportunity to promote your name and products and to maintain a high profile among purchasing professionals before, during and after the event.

As a Sponsor you will:

- ✓ Increase awareness through your company's visible commitment to buying green before, during and after the event;
- ✓ Maximise exposure within your target market to promote your products and services before, during and after the event; and
- ✓ Help make the Buying Green Conference and Exhibition 2004 affordable for large numbers of delegates from various sectors.

Plus, Sponsors will receive all of the valuable benefits offered to Exhibitors as detailed below, but magnified through priority positioning in the exhibition area.

No other event allows you, as an Exhibitor, to expose your organisation and promote your products to so many of your customers in such a cost effective and personal way.

As an Exhibitor you will:

- ✓ See your customers, face to face, and offer them a hands-on experience of your product;
- ✓ Showcase your products and services to key purchasing decision makers in a captive environment;
- ✓ Access the people with buying power;
- ✓ Build brand awareness and boost market and buyer perception;
- ✓ Attract potential clients, generate sales and sales leads;
- ✓ Launch new products to a green market;
- ✓ Gain industry knowledge through networking with key executives;
- ✓ Benchmark your products and services against your competitors;
- ✓ Network with leaders in the green purchasing industry;
- ✓ Reach hundreds of influential buyers in a highly cost effective manner;
- ✓ Develop personal relationships with key purchasing decision makers; and
- ✓ Show your commitment to the green industry.

Delegates at Buying Green Conference and Exhibition 2004 are highly motivated and keen to seek out information about new green products and services.

The Exhibition

The Exhibition has been configured to provide maximum exposure for Sponsors and Exhibitors to the conference delegates and give you the best return for your promotional investment.

Floor Plan

An initial floor plan for the Buying Green 2004 Exhibition is included in this prospectus. Exhibitors have the option to select from the following booth configurations:

- Priority booths** – 3 metres wide by 2 meters deep, positioned in priority areas with spotlight and access to power.
- Standard booths** – 2 metres wide by 2 metres deep, with central position, spotlight and access to power.
- Poster Boards** – 2 metres high by 1 metre wide poster board, positioned at various locations around the exhibition area, with spotlight. No furniture can be utilised with poster board displays.

Floor space is also available for non-standard displays; please contact the conference organisers directly for rates.

Please note that the floor plan may vary based on the total number of Exhibitors and the Organising Committee retain the right of alteration should it be deemed necessary, however changes will not occur without notice. Booths 1-4 and 18-23 are reserved for Sponsors.

Be sure to book your space early so that you can position your organisation to best advantage.

Tony Hegedus, Managing Director Interbath Australia Pty Ltd

"Last year's Buying Green Conference proved to be very worthwhile for us as it opened up a number of business opportunities particularly in the Victorian local government sector. We would recommend the event as a great way of promoting your environmentally friendly products to a targeted audience. We will definitely be there in 2004!"

Dave Gray, Ecopaper Pty Ltd

"It was great to have so many delegates concerned about green issues...they were genuinely interested in our products. An excellent opportunity to maintain profile with existing customers. Also many sales over the following months were a direct result of new contacts made at the conference. A definite success for us and we'll be back this year, confident of the same."

Your Organisation

The Conference Organising Committee is committed to making the Buying Green Conference and Exhibition 2004 a "Green Event". Accordingly, it is expected that all Sponsors and Exhibitors practice high environmental standards and are committed to minimising their environmental impact.

The Conference Organising Committee reserves the right to exclude Sponsors and Exhibitors that are not advocating genuinely green products or services and will examine all applications against this criteria.

Sponsors and Exhibitors are also expected to reinforce the green concept of the event, particularly with any promotional giveaways, publicity material and publications. Paper and packaging should have recycled content and be recyclable and any excessive packaging or disposables should be avoided.

Sponsorship applications will be considered by the Conference Organising Committee which includes staff of the Department of Environment and Conservation (NSW). While the Department has a role in hosting the conference, sponsorship arrangements will have no impact on the exercise of the Department's regulatory functions nor should they imply endorsement of a particular product or service by the Department.

The Conference Organising Committee is happy to provide additional guidance on these requirements.

The Conference Organising Committee

- ✓ Department of Environment and Conservation (NSW)
- ✓ Local Government Association of NSW and the Shires Association of NSW
- ✓ Department of Energy, Utilities and Sustainability (NSW)
- ✓ NSW Department of Commerce
- ✓ Buy Recycled Business Alliance (BRBA) of Australia
- ✓ EcoBuy™
- ✓ Hornsby Shire Council

Gold Medal Sponsor (maximum of 4)

\$15,000 (inc GST)

- ✓ Your organisational logo in a prominent position on all Conference display material to be used throughout the event;
- ✓ Verbal recognition as a Gold Sponsor throughout Conference;
- ✓ Your organisational logo in a prominent position on the front page of Conference Program;
- ✓ Your organisational logo in a prominent position on the Conference Proceedings CD-ROM cover;
- ✓ 3 x 2 metre priority exhibition booth including lighting, overhead signage and power (booth 3, 4, 5 or 6);
- ✓ Your company's A4 brochure in Conference Satchel (to be provided);
- ✓ Your organisation recognised as a Gold Medal Sponsor in paid advertorials in relevant national industry publications placed after Sponsorship confirmed;
- ✓ Your organisational logo on Conference website with link to your website; and
- ✓ Two free full registrations for Conference, including 2 days attendance with Conference Satchel, lunches, morning and afternoon teas plus Welcome Reception and Conference Dinner.

Silver Medal Sponsor (maximum of 6)

\$10,000 (inc GST)

- ✓ Your organisational logo on all Conference display material to be used throughout the event;
- ✓ Verbal recognition at opening and closing of Conference
- ✓ Your organisational logo on the front page of Conference Program;
- ✓ Your organisational logo on the Conference Proceedings CD-ROM cover;
- ✓ 2 x 2 metre standard exhibition booth in including lighting, overhead signage and power (booth 18, 19, 20, 21, 22 or 23);
- ✓ Your company's A4 brochure in Conference Satchel (to be provided); and
- ✓ Two free full registrations for Conference, including 2 days attendance with Conference Satchel, lunches, morning and afternoon teas plus Welcome Reception and Conference Dinner.

Bronze Medal Sponsor (maximum of 9)

\$5,000 (inc GST)

- ✓ Your organisational logo on the back of Conference Program;
- ✓ Verbal recognition at closing of Conference;
- ✓ 2 x 2 metre standard exhibition booth in including lighting, overhead signage and power;
- ✓ Your company's A4 brochure in Conference Satchel (to be provided); and
- ✓ One free full registration for Conference, including 2 days attendance with Conference Satchel, lunches, morning and afternoon teas plus Welcome Reception and Conference Dinner.

Dinner Sponsor (1 Only Available)

\$5,000 (inc GST)

- ✓ 5 minute presentation during Conference Dinner;
- ✓ Your organisational logo on dinner menu;
- ✓ Verbal recognition during Conference Dinner;
- ✓ Signage at Conference Dinner (supplied by Dinner Sponsor);
- ✓ Opportunity for promotional giveaways on tables subject to approval of Conference Organising Committee;
- ✓ Input into dinner activities (at discretion of organisers);
- ✓ Two tickets to the Conference Dinner; and
- ✓ Opportunity for serving staff to wear Dinner Sponsor t-shirt (supplied by Dinner Sponsor).

Morning Tea or Afternoon Tea Sponsor (4 available) **\$1,000 (inc GST)**

- ✓ Verbal recognition preceding morning or afternoon tea;
- ✓ Signage on serving tables; and
- ✓ Name and organisation contact details listed in Conference Proceedings

Satchel Inserts Conference Satchel **\$330 (inc GST)**

- ✓ Your company's A4 brochure in Conference Satchel (to be provided)
- ✓ Name and organisation contact details listed in Conference Proceedings;

Priority Exhibition Booth **\$2,000 (inc GST)**

- ✓ Exhibition booth 3 metres wide by 2 meters deep, positioned in priority areas with spotlight and access to power for 2 days;
- ✓ Name and organisation contact details listed in Conference Proceedings;
- ✓ One free full registration for Conference, including 2 days attendance with Conference Satchel, lunches, morning and afternoon teas and Welcome Reception

Standard Exhibition Booth **\$1,200 (inc GST)**

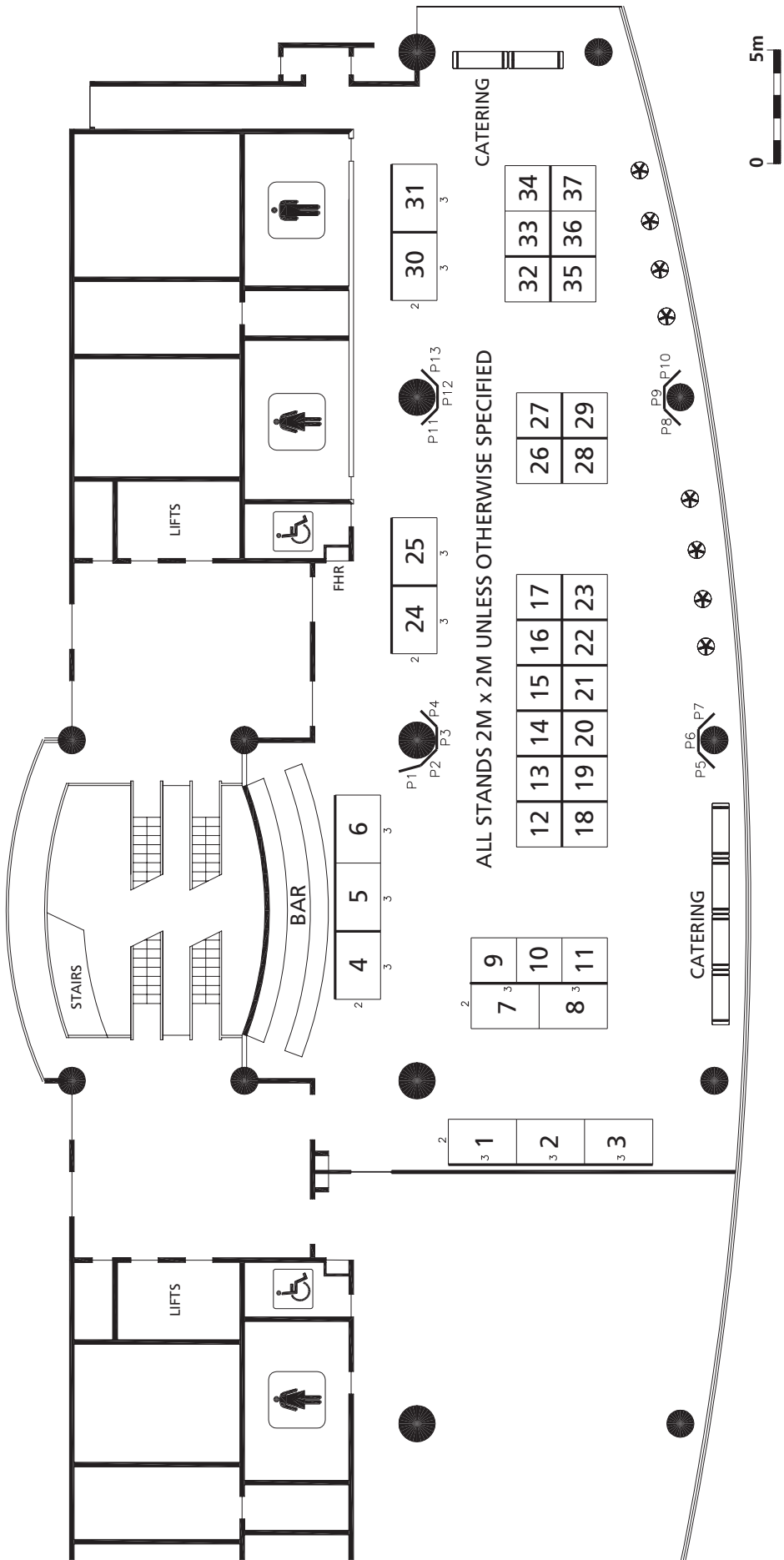
- ✓ Exhibition booth 2 metres wide by 2 meters deep, with central position, spotlight and access to power for 2 days;
- ✓ Name and organisation contact details listed in Conference Proceedings;
- ✓ One free full registration for Conference, including 2 days attendance with Conference Satchel, lunches, morning and afternoon teas and Welcome Reception

Exhibition Poster Board **\$600 (inc GST)**

- ✓ Poster board 2 metres high by 1 metre wide poster board, positioned at various locations around the exhibition area, with spotlight for 2 days. No furniture can be utilised with poster board displays;
- ✓ Name and organisation contact details listed in Conference Proceedings;
- ✓ One free full registration for Conference, including 2 days attendance with Conference Satchel, lunches, morning and afternoon teas and Welcome Reception.

Floor Plan

MILLENNIUM ROOM



APPLICATION FORM

2nd National Buying Green Conference and Exhibition 2004 - Buying Green Means Business



10th, 11th and 12th of November 2004
Telstra Stadium, Sydney

ORGANISATION NAME: _____

ADDRESS: _____

CONTACT: _____

PHONE: _____

MOBILE: _____

FAX: _____

EMAIL: _____

I have read the Sponsorship & Exhibition Prospectus for the Buying Green Conference and Exhibition 2004 to be held at Telstra Stadium, Sydney on 11th & 12th November 2004 and would like to nominate for the following category
Please note: all prices include GST

Gold Medal Sponsor (maximum of 4) ~ \$15,000

Silver Medal Sponsor (maximum of 6) ~ \$10,000

Bronze Medal Sponsor (maximum of 9) ~ \$5,000

Dinner Sponsor (1 Only Available) ~ \$5,000

Morning Tea or Afternoon Tea Sponsor (4 available) ~ \$1000

Satchel Inserts Conference Satchel ~ \$330

Priority Exhibition Booth ~ \$2,000 (10% discount available if payment received by 31st August 2004)

Standard Exhibition Booth ~ \$1,200 (10% discount available if payment received by 31st August 2004)

Exhibition Poster Board ~ \$600 (10% discount available if payment received by 31st August 2004)

I would like to request exhibition space:

SIGNED: _____

DATE: _____

An invoice for payment will be sent following receipt of the signed Application Form. The exhibition space will be secured following receipt of payment.

Please fax or post your signed Application Form to:

Buying Green Conference and Exhibition 2004

PO Box 150, HURSTVILLE NSW 1481

Phone: (02) 9570 1577

Fax: (02) 9570 1877

Email: buyinggreen2004@impactenviro.com.au

Cheques to be made payable to *Buying Green 2004 Conference*

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