

Sponsorship Proposal



*“Solving the Economic
Development Riddle –
Building Economies from Within”*

*Port Panthers
Port Macquarie NSW Australia
3-4 May 2007*

Proudly hosted by
Port Macquarie-
Hastings Council



Organised by
Impact
Conferences



www.impactenviro.com.au/arec2007

Introduction

The Australian Regional Economies Conference 2007 will consist of two full days of conference proceedings on Thursday 3 and Friday 4 May. A Welcome Reception will be held on the evening of Wednesday 2 May for early registrations and a chance to meet up with old friends and make new acquaintances, and the Conference Dinner on Thursday 3 May will be the social highlight of the conference. The conference will include keynote addresses, case studies and interactive sessions.

Demographic, cultural, economic, social and global influences on a scale never imagined are occurring at an alarming rate. Within this tumult many commentators agree that regional economic development is performing poorly. Regional Australia is often referred to as a “land of discontent”. Well-being and prosperity have declined in many regional centres disproportionately to their coastal and metropolitan cousins. And, in the face of all of this, regional policy is waxing and waning.

This conference examines a way forward through an economic gardening approach. Economic gardening is a term used to describe strategies and programs that seek to rapidly grow local businesses with potential. The theory of economic gardening is based on local entrepreneurs as the seed for cumulative growth through innovation, market development, business linkages and scale. It has evolved as a successful economic development strategy over the last 15 years under the guidance of Chris Gibbons, the Director of Economic Development for the City of Littleton in Colorado, who remains at the forefront of the economic gardening approach.

Economic gardening was first discussed in Australia by Dr Phil Burgess, then Director of the Centre of New West, and now Telstra Group Managing Director, Public Policy and Communications. Dr Burgess will describe economic gardening and how it relates to the four themes of successful regional businesses - ‘fast and responsive’, ‘customised’, ‘networked’ and ‘global’.

The conference will feature inspirational keynotes from industry experts including Dr Burgess, Dr John Keniry AM, Marie Persson (Deputy Director-General, TAFE and Community Education, NSW Dept Education and Training), Nicholas Saunders (Vice Chancellor and President, University of Newcastle), Graham Paterson (Head of Sustainability and Corporate Responsibility, Westpac), and Dr Roy Powell (Executive Chairman, Centre for Agricultural and Resource Economics).

As a sponsor at this event you will not only benefit from accessing all the information on offer, you will also be provided with great exposure before, during and after the conference! The event spans two days and is expected to attract several hundred delegates from right across the country.

This proposal provides details about the event and the packages on offer to sponsors and exhibitors. For further information please visit the Conference Website (www.impactenviro.com.au/arec2007) or contact the Conference Organisers, Greg Freeman or Jem Hansen at Impact Conferences by phone on (02) 6583 8118.



The Venue

The city of Port Macquarie is located on the beautiful NSW Mid-North coast, nestled beside the Hastings River and the Pacific Ocean. It is a thriving regional centre with one of the fastest growth rates in the country, and a variety of coastal and rural satellite towns.

The mid-north coast of New South Wales relies heavily on a number of prosperous and viable local economies being able to foster entrepreneurial activities that are economically, environmentally and socially viable. Hastings Council is therefore proud to be hosting the 3rd Australian Regional Economies Conference, and will provide a perfect setting for this important event.

The 2-day Conference will be held at Port Panthers, which has excellent facilities including a huge auditorium which will be used for plenary sessions and refreshment breaks. The Sponsors Exhibition Booths will also be located in the auditorium making delegates a captive audience!

Sponsor & Exhibitor Benefits

Becoming a Sponsor and/or Exhibitor of AREC 2007 is an excellent opportunity to promote your organisations name, products or services and to maintain a high profile among those involved in managing regional economies.

As a **Sponsor** you will:

- Increase awareness through your company's **visible commitment** before, during and after the event;
- Be recognised through a number of **promotional means** as a supporter of this important event (e.g. through media releases, logo placements on the conference website and program and signage, acknowledgement during the conference, and priority exhibition booth positioning);
- Have **2-days of exposure** to delegates from all over the country and from many backgrounds including all levels of government, industry, contractors, academics, consultants and others, in a formal conference setting as well as via a number of planned formal and informal social functions (eg: Conference Welcome Reception, Conference Dinner, session breaks etc);
- Have promotional materials or business cards placed by organisers into **every Conference Satchel**, so delegates have details of your organisation on hand during and after the event, and;
- Maximise exposure within your target market to promote your products before, during and after the event.



As an **Exhibitor** you will:

- Immerse yourself in a large gathering of your target market, enabling **face to face** discussion and opportunities to provide them with information and samples of your products or services;
- **Attract potential clients**, generate sales and sales leads as well as benchmarking your products and services against your competitors, and;
- Have **2-days of exposure** to delegates from all over the country and from many backgrounds including all levels of government, industry, contractors, academics, consultants and others, in a formal conference setting as well as via a number of planned formal and informal social functions (eg: Conference Welcome Reception, Conference Dinner, session breaks etc).

Exhibition Booths

You will be provided with **quality velcro-compatible** exhibition booths approximately 3m wide, 2m deep and 2.1m high complete with:

- Corflute fascia sign with your company name;
- Your choice of 1 or 2 spotlights;
- A 4-amp power point;
- Your choice of a small or large table with cloth, and;
- Several chairs as required.

Additional exhibition equipment will also be available for hire through a variety of suppliers in the local area. Contacts will be placed on the Conference Website closer to the event.



Bump-in and Bump-out Timing

Exhibition booths will be ready for your 'bump-in' by midday on Wednesday 2nd May 2007, and it is requested that all exhibitors are fully set up by 5.30pm in time for the 6.00pm start of the Conference Welcome Reception.

All exhibitors are required to leave their booths set up until the conclusion of the conference at approximately 5.00pm on Friday 4 May 2007.

Getting There

Port Macquarie is approximately 4.5 hours drive from Sydney and 6 hours drive south of Tweed Heads. The area is easily accessed as it is serviced by major roads, rail and airlines. Port Panthers is located adjacent to the Settlement City Shopping Centre approximately one kilometre up-river (west) from the City Centre.

A loading dock is available giving entry directly to the auditorium, and ample outdoor parking is available.



Sponsorship Entitlements & Costs

All prices include GST

A range of sponsorship packages are shown below, and these can be specially tailored to your needs if required.... simply contact us to discuss all the options!

Gold Sponsor **\$14,000** (3 only)

This premium sponsorship position is limited to three organisations to ensure that you receive the highest recognition throughout all aspects of the event. All promotional and conference materials will include the logo of the Gold Sponsors in prominent positions such as the front cover of the Conference Program which will be broadly distributed throughout the country to attract delegates to the event.

The many entitlements of this level of sponsorship are listed below:

- Prominent logo placement on front of Conference Program, Conference Proceedings and Conference Satchel
- Prominent logo on Conference Letterheads, Conference Banners and other conference materials
- Prominent logo and link on 'home page' of Conference Website
- Logo projected onto main screen during breaks and start and end of each day (on a rotational basis with other logos and images)
- Large Exhibition Booth (3.3m wide, 1.6m deep, 2.1m high) for 2 days, including lighting, fascia sign, power, table, chairs. Gold Sponsors have first choice of booth position
- A4 or DL size brochure insert into Conference Satchel
- Regular acknowledgement during Conference
- Acknowledgement in Conference Media Release(s)
- Registration of four people to 2-day Conference, including lunches, and morning and afternoon teas
- Registration of four people to Conference Dinner



Silver Sponsor \$7,000 (limited number available)

Before, during and after the event, Silver Sponsors will be provided with exposure through a broad range of activities as listed below. While secondary to the Gold Sponsors, organisations taking up this level of sponsorship will be heavily featured on many conference materials and their strong association with this conference will not be missed by those hearing about or attending the event. A maximum combined total of six Gold and Silver Sponsorship positions area available.

- Logo on front of Conference Program and Conference Proceedings
- Logo on Conference Banners and other conference materials
- Logo and link on 'home page' of Conference Website
- Logo projected onto main screen during breaks and start and end of each day (on a rotational basis with other logos and images)
- Large Exhibition Booth (3.3m wide, 1.6m deep, 2.1m high) for 2 days, including lighting, fascia sign, power, table, chairs
- A4 or DL size brochure insert into Conference Satchel
- Regular acknowledgement during Conference
- Registration of one person to 2-day Conference, including lunches, and morning and afternoon teas
- Registration of one person to Conference Dinner

Bronze Sponsor \$3,000

This sponsorship position will provide you with economical exposure during the marketing of the conference, a lasting recognition through the Conference Proceedings, and recognition during the event through the exhibition booth, logo projection and acknowledgements.

- Logo inside Conference Program and Conference Proceedings
- Logo and link on Conference Website
- Logo projected onto main screen during breaks and start and end of each day (on a rotational basis with other logos and images)
- Large Exhibition Booth (3.3m wide, 1.6m deep, 2.1m high) for 2 days, including lighting, fascia sign, power, table, chairs
- Business card insert into Conference Satchel
- Regular acknowledgement during Conference
- Registration of one person to 2-day Conference, including lunches, and morning and afternoon teas
- Registration of one person to Conference Dinner



Exhibition Booth \$1,500

For those with a product or service to promote to a captive audience of some of the country's key managers of regional economies, this is an opportunity not to be missed. The sponsorship fee includes one registration so the costs of the exhibition booth is very minimal – this is because we believe it is a great benefit for delegates and exhibitors alike!

- Large Exhibition Booth (3.3m wide, 1.6m deep, 2.1m high) for 2 days, including lighting, fascia sign, power, table, chairs
- Acknowledgement during Conference
- Registration of one person to 2-day Conference, including lunches, and morning and afternoon teas
- Registration of one person to Conference Dinner

Conference Dinner \$4,000 (1 only)

The Conference Dinner will be a great night for all involved, with quality entertainment and food providing opportunities for both valuable networking and good fun. The exclusive sponsor of this function will receive unequalled exposure throughout the evening and is also invited to have involvement in the planning of the function – put on your creative hat and sign up for this before it's too late!

- Logo inside Conference Program
- Sponsorship acknowledgement signs on dinner tables
- 5 minute presentation at Conference Dinner
- Acknowledgement by MC during Conference Dinner
- Option to put promotional giveaways on dinner tables
- Input into dinner activities (at discretion of Conference Organising Committee)
- Registration of two people to Conference Dinner



Community or Group Sponsorship \$3,000[#]

This is a great opportunity to make a contribution to a good cause of your choice. Your sponsorship dollars will provide for registration of five people who may otherwise not be able to attend the event – this is doubly beneficial as not only do their organisations receive important information from the Conference, but other delegates will also benefit from the increased diversity of people in attendance.

Organisations who undertake Community or Group Sponsorship will be acknowledged during the conference and in pre- and post-conference media releases.

- Registration of five people* to 2-day Conference, including lunches, and morning and afternoon teas
- Logo in Conference Program and Conference Proceedings
- Logo projected onto main screen during breaks and start and end of each day (on a rotational basis with other logos and images)
- Regular acknowledgement during Conference
- Acknowledgement in Conference Media Release(s)

[#] The fee for this sponsorship category is equal to five discounted registration fees

* A minimum of four of the delegates registered under this package must represent a community group, non-profit group, university or other similarly non-commercial entity

Other Opportunities

- A4 or DL sized brochures can be inserted in the Conference Satchel for a fee of \$550 (or an additional \$330 for Bronze Sponsors to 'upgrade' from business card to brochure).
- Please contact the Conference Organisers if you would like to discuss variations to the above packages, or if you would like to be involved in any other way.





Agreement Confirmation

Organisation Name:

Address:

Contact person:

Phone: Fax:

Mobile: Email:

I have read the Sponsorship Prospectus for the Australian Regional Economies Conference 2007 to be held in Port Macquarie on 3-4 May 2007. The category which I would like to nominate for is shown below (please tick):

Please note: All prices include GST.

- Gold Sponsor \$14,000
- Silver Sponsor \$7,000
- Bronze Sponsor \$3,000
- Exhibition Booth \$1,500
- Conference Dinner \$4,000
- Community or Group Sponsor \$3,000
- Brochures in Satchel \$550

Signed: Date:

Contact & Payment Details

Fax or Post your signed Agreement Form to:

AREC 2007
PO Box 5057, Port Macquarie, NSW 2444

Please direct all enquiries to Impact Conferences at the address above or:

Ph: (02) 6583 8118
Fax: (02) 6583 8065
Email: arec2007@impactenviro.com.au

Cheques to be made payable to AREC 2007 or direct deposit to:

Bank: Westpac
Account Name: Impact Conferences
BSB: 032 167
Account #: 133 354