

TechCon® Aus-NZ | 2018



LIFE MANAGEMENT OF HV & MV POWER EQUIPMENT

SPONSORSHIP OPPORTUNITIES

CHOOSE THE TYPE OF SPONSORSHIP TO SUIT YOUR ORGANISATION

Wilson Transformer Company together with TJ|H2b Analytical Services is proud to host the 2018 TechCon® Aus-NZ Conference and Exhibition.

The packages outlined in the sponsorship and exhibition proposal offer a variety of exposure levels at the conference. The opportunity also exists to meet with delegates through attending the conference social functions.

Building on the past successful conferences and the growing interest in industry issue, this year's conference is expected to attract around 250 attendees.

Benefits of Sponsoring or Exhibiting

The conference and exhibition will provide unique opportunities to present products and services to a large number of prospects in an economical manner. Conference

sponsorship will provide positive results and raise your profile to potential customers and decision makers. Some of the benefits include the following opportunities:

Brand Awareness - improve your company profile and brand recognition by creating awareness and reinforce your brand image.

Network with targeted groups and key stakeholders - over two days of excellent networking opportunities.

Business Growth - you will have numerous opportunities to grow your business through lead generation and the chance to build professional relationships face-to-face

Exhibiting & marketing opportunities - promote an existing product or service or launch a new one to a captivating and engaging audience.

As an added benefit, daily catering will be served in the exhibition area,



therefore maximizing exhibitor exposure to delegates.

We appreciate your consideration of support for this event and look forward to the opportunity to develop a mutually beneficial partnership.

An early commitment will mean a greater exposure and a greater return on your investment.

I look forward to having you involved in the 19th Annual TechCon® Aus-NZ 2018 Conference and Exhibition.

Fareesha Wijesinghe
Event Manager

FOR MORE INFORMATION

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Major Sponsor Conference Dinner

\$18,000 + 10% GST



The Conference Dinner is a highlight of the conference and will be held on Tuesday, 17 April 2018. Guests will attend a three-course dinner with quality beverages and entertainment.

As a MAJOR Sponsor, your organization will benefit from the highest level of exposure through the following entitlements:

- Exhibition Booth (3m x 2m) in prime location
- Exhibition Booth Furniture package
- Two (2) complimentary full conference registration including dinner
- Recognition as a MAJOR partner with your company name and logo displayed on promotional material;
- Formal acknowledgement during the opening address;
- Acknowledgement in the conference pocket program
- Acknowledgement at the conference dinner with the opportunity for a representative to make a brief introduction;
- Company name/logo displayed on the menu cards & dinner tickets
- Company name/logo displayed on the conference break slide shown prior to dinner break
- Opportunity to provide a 150 words company profile to appear in the conference handbook & website with a hyperlink to your home page
- Opportunity to provide a handout or promotional item to be included in the satchel
- Opportunity to provide additional free-standing signage displayed at the dinner venue (maximum size 2m high x 1m wide)
- Post conference delegate list

Major Sponsor Delegate Satchels

\$18,000 + 10% GST

The Conference satchel holds the official conference material given to all conference delegates and speakers, providing direct and constant exposure throughout and after the Conference.

As a MAJOR Sponsor, your organization will benefit from the highest level of exposure through the following entitlements:

- Exhibition Booth (3m x 2m) in prime location
- Exhibition Booth Furniture package
- Two (2) complimentary full conference registration including dinner
- Recognition as a MAJOR partner with your company name and logo displayed on promotional material
- Sole naming rights and logo placement on the satchel (in conjunction with the conference logo)
- Formal acknowledgement during the opening address
- Acknowledgement in the conference pocket program
- Opportunity to provide a 150 words company profile to appear in the conference handbook & website with a hyperlink to your home page
- Opportunity to provide a handout or promotional item to be included in the satchel
- Post conference delegate list

Major Sponsor Drinks Reception

\$18,000 + 10% GST

The Drinks reception is a fantastic opportunity for delegates, speakers, sponsors and exhibitors to network in a relaxed environment. The Drinks reception will be held at the Exhibition area for 1.5 hours.

As a MAJOR Sponsor, your organization the highest level of exposure, through the following entitlements:

- Exhibition booth (3m x 2m) in a prime location
- Exhibition Booth furniture package
- Two (2) complimentary full conference registrations including dinner
- Recognition as a MAJOR partner with your company name and logo displayed on promotional material
- Opportunity to provide branded t-shirts for the service staff to wear onsite for the duration (at sponsors own cost)
- Formal acknowledgement during the opening address
- Acknowledgement in the conference pocket program
- Opportunity to provide a 150 words company profile to appear in the conference handbook & website with a hyperlink to your home page
- Opportunity to provide a handout or promotional item to be included in the satchel
- Post conference delegate list

Lanyard & Badge sponsor

\$5,500 + 10% GST

Conference delegates are required to wear their lanyard and name badges at all times. This is an opportunity to have your organization's logo printed on all name badges & lanyards and gain considerable exposure throughout the conference.

- Company logo featured prominently on the conference lanyards/name badges along with the conference logo
- Recognition as a partner with your company name and logo displayed on the conference website with a hyperlink to your home page
- Recognition as a partner with your company name and logo displayed on promotional material
- Acknowledgement in the conference pocket program
- Opportunity to provide a handout or promotional item to be included in the satchel

Coffee Cart sponsor

\$4,500 + 10% GST

A marketing opportunity is available for sponsorship of a coffee cart. As a sponsor your organization will enjoy exclusive exposure during the conference refreshment break and receive the following entitlements.

- Company logo featured prominently on the cart
- Opportunity to provide branded cups and t-shirts for the barista to wear onsite for the duration of the conference (at sponsor's own cost)
- Recognition as a partner with your company name and logo displayed on the conference website with a hyperlink to your home page
- Verbal acknowledgement during the opening address
- Acknowledgement in the conference pocket program
- Opportunity to provide a handout or promotional item to be included in the satchel

Learning Journal sponsor

\$4,500 + 10% GST

A marketing opportunity is available to sponsor the Learning Journal given to all conference delegates. This is an opportunity to provide your organization with exposure that exceeds the duration of the conference.

- Company logo along with the conference logo featured prominently in the cover page of the Learning Journal and the header of all pages.
- Recognition as a partner with your company name and logo displayed on the conference website with a hyperlink to your home page
- Acknowledgement in the conference pocket program
- Verbal acknowledgement during the opening address
- Opportunity to provide a two-page advertisement to appear inside the Learning Journal
- Opportunity to provide a handout or promotional item to be included in the satchel



Lunch Sponsor (2 available) \$3,000 + 10% GST

Demonstrate your organization's hospitality by sponsoring the daily lunch breaks. As a refreshment break sponsor you will receive the option to nominate a lunch on your selected day.

- Exclusive sponsorship of conference lunch on nominated day
- Recognition as a partner with your company name and logo displayed on the conference website with a hyperlink to your home page
- Company logo displayed on the conference break slide shown prior to each break
- Company logo signage (table-top) on lunch catering stations
- Sponsor may provide free standing banners which will be positioned near the refreshment tables.
- Verbal acknowledgement during the opening address
- Opportunity to provide a handout or promotional item to be included in the satchel

Charge Bar Sponsor \$2,000 + 10% GST

- Company logo featured prominently on the charging station
- Recognition as a partner with your company name and logo displayed on the conference website with a hyperlink to your home page
- Acknowledgement in the conference pocket program
- Verbal acknowledgement during the opening address
- Opportunity to provide a handout or promotional item to be included in the satchel

Refreshment Break Sponsor (3 available) \$2,000 + 10% GST

Demonstrate your organization's hospitality by sponsoring the daily refreshment break (morning and/or afternoon tea). As a sponsor, you will receive the option to nominate a morning and/or afternoon tea on your selected day.

- Exclusive sponsorship of morning and/or afternoon tea on nominated day
- Recognition as a partner with your company name and logo displayed on the conference website with a hyperlink to your home page
- Company logo displayed on the conference break slide shown prior to each break
- Company logo signage (table-top) on catering stations
- Verbal acknowledgement during the opening address
- Opportunity to provide a handout or promotional item to be included in the satchel



Trade Exhibition

3m x 2m Booth

An exhibition running parallel to the conference will be fully integrated into the conference program with all refreshments breaks being served in the exhibition hall. As an added benefit the Networking Drinks Reception will also be held in the exhibition hall to ensure maximum exposure.

As an exhibitor, you will have:

- The opportunity to promote and demonstrate goods and services you offer to the industry
- Face to face exposure with delegates from all major industries
- The opportunity to create new partnerships and alliances

EXHIBITION BOOTH PACKAGE

Cost - AUD 6,200 + GST

Dimensions - 3m x 2m

Walls - 2.4m high Velcro-compatible fabric covered walls in black (number of walls depend on booth location – end booths will only have one back wall and one side wall)

Fascia – white laminated infill with black lettering (max 30 characters)

Lighting – 2 x track spotlights mounted on the inside of the front fascia

Power – 1 x single power outlet positioned in the rear corner of the booth.

Company Name – 1 sign per booth including stand number, computer cut-vinyl, standard style lettering.

Furniture – 2 chairs, 1 table and 1 small lockable cupboard.

Registrations – Two (2) full registrations in including attendance at conference sessions and social functions,

Opportunity to purchase additional registrations at \$ 440 (2 days) to a maximum of 2 extra.

Catering – Morning / afternoon teas and lunches included in registrations.

Promotion – Exhibitor listing (logo, contact information and 150-word profile) printed in the conference handbook and published on the conference website with a hyperlink to your home page.

Verbal acknowledgement during the opening address

Opportunity to provide a handout or promotional item to be included in the satchel

1 Minute presentation in the New Products & Services forum



General Term & Conditions

Confirmation of Participation

To confirm your participation, please complete the attached application form and return to TechCon® Event Manager.

Sponsorship and Exhibitor booths are allocated on receipt of payment; however, the organizers reserve the right to change the layout and allocation should the need arise in the lead up to the conference. Exhibitors will be notified if this becomes necessary.

Please indicate any sensitivity of location to other companies. To ensure your sponsorship selection or the number of trade booths you require, please book early. Late bookings are possible but choices may be limited.

Promotional activity must not impinge on or directly interfere with any other sponsor or exhibitor.

Exhibitor Briefing Notes

Detail of the exhibition build company contracted for this event will be outlined in the Exhibitor Manual provided to each confirmed exhibitor approximately 6 weeks prior to the event. They can assist with the stand design and have a wide range of accessories for hire.

Exhibition of Schedule

Monday, 16 April 2018	14:00 – 16:00	Exhibitors move in
Tuesday, 17 April 2018	09:00 – 17:30	Exhibition open
	17:30 – 19:00	Drinks Reception
Wednesday, 18 April 2018	09:00 - 15:00	Exhibition open
	15:00 – 18:00	Exhibition Close and Move Out

Freight & Storage

Onsite storage for cartons and packing is available. It is recommended that you use Agility Fairs & Events to assist with arrangements for delivery and pickup of your goods.

Security & Liability

The exhibition area will have overnight security. It is suggested that no easily removed valuable items be left overnight or unattended. No responsibility can be taken for any loss or damage to equipment and display materials.

Sponsors and exhibitors are liable for any damage they cause to the venue and/or the exhibition booths. The organizer is not liable for damages or loss to sponsor or exhibitor's property.

It is a requirement that all exhibitors have adequate Public and Product Liability Insurance cover to the value of \$10 million. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand. Exhibitors are required to submit their public liability insurance certificate upon confirmation of the booking.

Payment

Settlement of all outstanding monies is required by no later than 30 days after receipt of the tax invoice or 30 days prior to the conference, whichever is earlier. If full payment is not received within this time, the Organizing Committee reserves the right to reassign your sponsorship or trade booth without notice.

Payment Method

Please pay Net of ALL Bank charges with the invoice number as a reference on the deposit.

Account Name: Wilson Transformer Co P/L
Bank: HSBC Bank Australia Ltd
BSB: 343 001
Account: 216043090
Swift Code: HKBAU2S

Credit Card: We accept Only

