



4 April – 5 April 2019

Hyatt Regency, Sydney NSW, Australia

Sponsorship & Exhibition Prospectus

ABOUT

TechCon® Aus-NZ 2019 is an annual event devoted to the discussion of technology developments and solutions which improve key high voltage maintenance programs and asset management strategies for the aging electrical grid infrastructure.

The Conference is renowned for its international content, bringing experts from across the globe as well as speakers from around Australia, to Sydney to share their knowledge and experiences. This event is widely known as the premier event in the industry calendar and viewed as a unique opportunity to learn from world-leading experts, meet industry decision-makers and see first-hand new product and service innovations.

TechCon® Aus-NZ will be celebrating its 20th Anniversary in 2019 and we are planning a full program of activities to celebrate this milestone. Over two days, based on the theme of “**Life management of High Voltage and Medium Voltage Power Equipment**” we will assemble a cast of renowned experts from home and abroad to explore this theme from both an Australian and International perspective. The conference promises to be an exciting event with **Cigre Australia** running a one-day conference preceding TechCon® Aus-NZ.



EVENT DETAILS

Dates: Thursday, 4 April – Friday, 5 April 2019

Venue: Hyatt Regency, Sydney

Expected Attendance: 250+

Venue & Host City

Hyatt Regency Sydney is centrally located in Sydney's Central Business District adjacent to the stunning Darling Harbour. The Conference and Expo spaces enjoy panoramic views of Darling Harbour providing the perfect setting for this event. The hotel's convenient location provides delegates with easy access to the city's facilities, services and attractions and is 30 mins from the airport and 2mins to the nearest railway station.

Sydney, capital of New South Wales and one of Australia's largest cities, is best known for its harbor front Sydney Opera House, with a distinctive sail-like design. Autumn (March – May) is the mildest time of the year in Sydney



ATTENDEES

The anticipated 250+ delegates will be comprised of :

- Electrical engineers
- Engineering graduates
- Project & Asset managers
- Maintenance managers
- Business Development managers,
- Consultants
- Procurement specialists

WHY SPONSOR?

BRAND Make an impact and increase brand exposure with visual branding on event collateral and assets. Options vary depending on sponsorship opportunity, though the variety of options available including:

Coffee carts

Name Badge & Lanyards

Learning Journal

Delegate bags

NETWORK Make your presence known at a range of networking events.

Refreshment Breaks

Lunches

Dinner

Networking Drinks

EXHIBIT Achieve onsite presence and branding through an exhibition booth in a prominent location. Booths can be used to display new products and services, cement brand presence, and recognition.

TechCon ²⁰ YEARS
Aus-NZ 19



SPONSORSHIP OPPORTUNITIES

We will work to tailor the right package for your company

Packages include:

- Major Sponsor Conference dinner package or Conference App & Espresso Bar package
- Conference Satchels
- Drinks Reception
- Name Badges & Lanyards
- Learning Journal
- Lunch
- Refreshment breaks
- Satchel inserts
- Exhibitor

MAJOR SPONSOR

Investment: \$19,900 + 10% GST

As a Major Sponsor your company will receive a high level of exposure throughout the conference.

Inclusions:

Company name and logo associated with all Conference promotional material as a **Major Sponsor**

Two full registrations

3m x 2m Exhibition Booth with shell scheme or space

One Exhibition booth furniture package

Logo with hyperlink on Conference App and website

Logo and company profile (up-to 200 words) in delegate handbook & website

Logo in conference pocket program as major sponsor

Logo on the Sponsors Board at the Conference

Verbal recognition at the opening ceremony

One satchel insert (to be provided by sponsor)

Delegate list (name/organization/state) supplied, two weeks prior to the Conference

PLUS choose one of the following opportunities:

a/ Conference Dinner

b/ Conference App & Espresso Bar

CONFERENCE DINNER

Sold a part of the Major Sponsor package

The Conference Dinner is a highlight of the conference and will be held on Thursday, 4 April from 7.30 pm to 11.30 pm. Guests will attend a three-course dinner with quality beverages and entertainment.

Inclusions:

- Naming rights to the Conference Dinner
- Company name/logo on dinner tickets and menus
- Verbal acknowledgement at the Conference Gala Dinner
- Company name/logo displayed on the holding slide prior to break
- Opportunity to provide branded gifts at each place setting (provided by sponsor)
- Opportunity to provide free-standing display signage in the function area (provided by sponsor)

APP & EXPRESSO BAR

Sold a part of the Major Sponsor package

As the Conference App Sponsor your organization will have high visibility in the lead-up to, during and after the conference as delegates check the App for program details, view presenter profiles, view abstracts, view attendees, and create their personalized program.

Inclusions:

- Acknowledged as the 'Official App Sponsor'
- Banner advertisement on home screen
- Company logo alongside the Conference logo on the main app banner
- Push notifications (details to be supplied by sponsor)

Be associated with quality espresso coffee service throughout the meeting. Package includes an exclusive espresso machine located near your exhibition booth with supply of barista and all consumables to be operational during catering breaks only.

Inclusions:

- One espresso machine located near or within your booth with supply of barista and all consumables
- Company logo featured prominently on the cart
- Opportunity to provide branded coffee cups (at sponsors expense)
- Opportunity to provide t-shirts for the barista to wear onsite for the duration of the conference (at sponsor's expense)

CONFERENCE SATCHELS

Investment: \$8,000 + 10% GST

The satchel contains all the official Conference material distributed to all delegates, speakers and exhibitors, providing direct and constant exposure throughout and after the Conference.

Inclusions:

- Logo on satchels
- Logo with hyperlink on Conference App and website
- Logo and company profile (up-to 200 words) in delegate handbook & website
- Logo in conference pocket program
- Logo on the Sponsors Board at the Conference
- Verbal recognition at the opening ceremony
- One satchel insert (to be provided by sponsor)
- Delegate list (name/organization/state) supplied, two weeks prior to the Conference

NETWORKING DRINKS RECEPTION

Investment: \$6,500 +10% GST

Make an impact by providing delegates the chance to have a drink, unwind and network following the first day of conferencing.

Venue: Exhibition area

Date: Thursday, 4 April

Time: 5.00 pm – 7.00 pm (prior to Conference Dinner)

Inclusions

- Naming rights to the Drinks Reception
- Opportunity to provide t-shirts for the service staff to wear onsite for the duration (provided by sponsor)
- Logo with hyperlink on Conference App and website
- Logo and company profile (up-to 200 words) in delegate handbook & website
- Logo in conference pocket program
- Logo on the Sponsors Board and holding slides at the Conference
- Verbal recognition at the opening ceremony
- One satchel insert (to be provided by sponsor)
- Delegate list (name/organization/state) supplied, two weeks prior to the Conference

NAME BADGES & LANYARDS

Investment: \$5,775 +10% GST

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.

Inclusions:

- Company Logo printed on lanyards
- Company Logo printed on name badges along with the conference logo
- Logo with hyperlink on Conference App and website
- Logo and company profile (up-to 200 words) in delegate handbook & website
- Logo in conference pocket program
- Logo on the Sponsors Board
- Verbal recognition at the opening ceremony
- One satchel insert (to be provided by sponsor)
- Delegate list (name/organization/state) supplied, two weeks prior to the Conference

LEARNING JOURNAL

Investment: \$4,725 + 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.

Inclusions:

- Company logo along with the conference logo on the front cover of the handbook
- Four pages colour advertisement in the handbook (artwork provided by sponsor)
- Logo with hyperlink on Conference App and website
- Logo in sponsors page of the conference pocket program
- Logo on the Sponsors Board at the Conference
- Verbal recognition at the opening ceremony
- One satchel insert (to be provided by sponsor)
- Delegate list (name/organization/state) supplied, two weeks prior to the Conference

LUNCH BREAKS

Investment: \$3,150 + 10% GST

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

Inclusions:

- Exclusive sponsorship of conference lunch on nominated day
- Logo with hyperlink on Conference App and website
- Logo in conference pocket program
- Logo on the Sponsors Board and holding slides at the Conference
- Verbal recognition at the opening ceremony

REFRESHMENT BREAKS

Investment: \$2,100 + 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.

Inclusions:

- Exclusive sponsorship of morning or afternoon tea on nominated day
- Logo with hyperlink on Conference App and website
- Logo in conference pocket program
- Logo on the Sponsors Board and holding slides at the Conference
- Verbal recognition at the opening ceremony
- Delegate list (name/organization/state) supplied, two weeks prior to the Conference

SACHEL INSERTS

Investment: \$550 + 10%

- Includes 1 satchel insert provided in delegate satchels.
- Insert to be provided by sponsor.
- Quantity approx. 250

EXHIBITION BOOTH

Investment: \$6,400 + 10%

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. Exhibition hours are structured around the program.

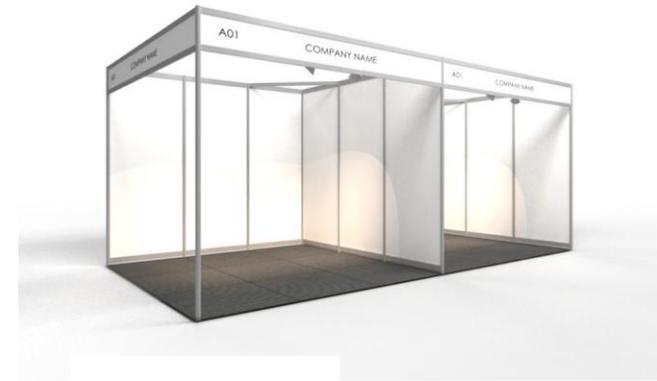
Booth Size: 3m x 2m and will include

- Octanorm system shell scheme booth
(The system is Velcro compatible, both hook and loop needs to be used).
- 3 spotlights per booth
- 1 x fascia sign across aisle frontages
- 1 x 4amp power
- Venue carpet

Furniture package: 1 lockable cabinet, 1 bar table, 2 bar stools

Custom-designed booths

Custom booths require prior approval by the Conference Manager, particularly those greater than 3 meters in height. There will be no discount or refund on the booth price for the non-use of standard exhibition modules.



EXHIBITION BOOTH

Exposure to the Exhibition occurs through:

- All tea breaks and lunches will be served in the exhibition hall
- The Drinks Reception will be held in the exhibition hall
- Location maps will be in the Conference pocket program showing the position of all exhibitors
- Exhibit hours are structured around the program
- Sponsorship opportunities are available to increase your company's visibility

Inclusions:

- 3m x 2m Exhibition Booth with shell scheme or space
- One Exhibition booth furniture package
- Company name and logo associated with all Conference promotional material as Exhibitor
- Two full registrations
- Logo with hyperlink on Conference App and website
- Logo and company profile (up-to 200 words) in delegate handbook & website
- Logo and Booth number in conference pocket program
- Logo on the Sponsors Board at the Conference
- Verbal recognition at the opening ceremony
- One satchel insert (to be provided by sponsor)
- Delegate list (name/organization/state) supplied, two weeks prior to the Conference

EXHIBITION BOOTH

Allocation of sites:

Exhibition booths will be allocated on the basis of sponsorship status, then in order of receipt of applications.

Move-in

Wednesday, 3 April 2018

3.00pm – 9.00pm Exhibition contractor build

9.00pm – 11.00pm Access for exhibitor set up

Thursday, 4 April 2018

6.00am Access for exhibitor set up

9.30am Set up to be completed

10.00am Exhibition open

The Networking Drinks Reception will be held in the Exhibition area from 5.30pm – 7.00 pm

Move-out

Friday, 5 April 2018

Exhibitors can move out after lunch. Booths will be dismantled after lunch and all exhibition goods must be removed from the venue by 8.00pm

CONTACTS

For further information :

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