

# BREAK CONVENTIONS



## **Sponsorship Prospectus**

## **MEA National Conference**

## **2016**

# WELCOME

## **About Meetings & Events Australia**

MEA is a national, independent not for profit organisation dedicated to fostering professionalism and excellence in all aspects of meetings management. It also promotes the value and effectiveness of meetings as an important high-yield sector of business travel and tourism. MEA offers Professional Development programs, accreditation, recognition, disseminates information, provides a forum for its members to discuss current issues, and represents the industry to government. Importantly, Meetings & Events Australia creates a business to business (B2B) community. We deliver excellence in Meetings, Conventions and Business Events, to benefit our members by promoting the growth of, and excellence in, the Meetings, Conventions and Business Events Industry.

## **Welcome from Linda Gaunt**

On behalf of the Organising Committees for the 2016 MEA National Conference I would like to invite your involvement with the conference as a sponsor and/or exhibitor. This opportunity will provide you with unique access to promote your company and market your brand to influential stakeholders in the business events sector and beyond. The theme of the Conference is "Breaking Conventions" and over 3 days conference delegates will hear from acclaimed speakers over a wide variety of topics exploring what is available in the market right here and now to assist you undertake better business. Sponsoring at MEA 2016 will provide your organisation with a unique opportunity to promote your brand and key messages to delegates from a wide range of backgrounds, expertise and influence across Australia and beyond. You will have extensive marketing exposure in the lead up to the event as well as during the Conference.

MEA is Australia's largest association within the events industry and the annual national conference is its flagship event. Members comprise PCO's, Venues, AV/Production companies, Corporate and Association Meeting Managers, Convention Bureau, Incentive Practitioners and more, and our track record in drawing an audience from a range of industry sectors and also from a broad spectrum of experience is excellent. I encourage you not to miss out. On behalf of the Organising Committees I look forward to welcoming you to Melbourne in April 2016, and I encourage you to explore the benefits of participating as a sponsor.

Linda P Gaunt  
Chief Executive Officer  
Meetings & Events Australia

## **National Conference Overview**

The MEA National Conference is Australia's premier event for those involved in the business events sector. The conference will feature leading speakers and industry professionals from the Asia Pacific region who are experts in their chosen field and on issues concerning our industry. It will include:

Plenary sessions on current issues affecting the sector and featuring international keynote speakers. Streams for business owners, young (YMEA) professionals and industry suppliers  
Sessions dedicated to discussing issues that affect our jobs and our organisations ample networking opportunities throughout the conference and during social events.

### **Who Attends?**

- In-house meeting managers from corporate, association and not for profit sector
- Professional conference organisers/meeting managers
- Senior industry leaders
- Hotel and venue staff/managers
- Conference and visitor bureau staff/managers
- Logistical and operational suppliers (eg: AV, staging, theming, speaker and entertainment, software, exhibition contractors, etc)
- Educators

### **Why Sponsor?**

- Showcase your product or service nationally and internationally to just over 11,000 event industry individuals, before, during and after the conference.
- Excellent networking opportunities during the conference to promote your product or services
- Be acknowledged for supporting YOUR industry

### **Sunday 17 April**

- AMM, AIMM, AFMEA Reception
- Special Interest Groups
- Opening Ceremony Lip Sync Battle
- Welcome Reception Cargo Hall
- ClubMEA Cargo Hall
- YMEA Forum\* optional activity/additional cost

### **Monday 18 April**

- Plenary Thought Starters
- Deep Dive Education Sessions
- Casual Night Long Room
- ClubMEA Cherry Bar

### **Tuesday 19 April**

- Plenary and Thought Starters
- Education Sessions
- National Awards Night Melbourne Convention and Exhibition Centre
- ClubMEA Melbourne Public

# SPONSORSHIP

## Packages

### **LUNCH SPONSOR \$15,000** (2 only)

- Cash payment

Option 1 = Lunch on Monday 18 April

Option 2 = Lunch on Tuesday 19 April

### **BENEFITS**

**Naming Rights** The lunch break will be promoted in all conference material and on the conference app as the “xyz” sponsored lunch.

**Registration Pass** One (1) full conference registration that includes attendance at all conference sessions, lunch, morning and afternoon teas as well as the Welcome Reception, Casual Night and National Awards Dinner.

**Product Placement Opportunity** For a two (2) minute product placement at the end of the morning plenary session. The sponsor is also entitled to display fliers, products at the lunch station as well as two (2) x free standing banners in the refreshment area (max 2m high x 1m wide).

**Table Signage** Small table signs featuring the organisation’s name/logo will be displayed at the lunch stations.

**Conference App** Listing and corporate logo on the conference app.

**Website** Corporate logo (full colour) on the MEA Conference Website with hyperlink to your website home page.

**Delegate List** Access to the consenting delegate list. List will be provided 1 week prior to the conference, with permission to communicate once only with delegates within one (1) month from the close of the conference.

## **DAILY NEWSLETTER \$1,000** (6 opportunities)

- A hardcopy conference newsletter will be produced for Sunday 17, Monday 18 and Tuesday 19 April at the conference
- ¼ page ads (full colour) are available

## **BENEFITS**

**Onsite Newsletter** A daily newsletter delivered onsite to delegates offers the opportunity for sponsors to provide ¼ page ads. Only two (2) ads will be accepted each day of the conference (over the three (3) days). Creative production of the ¼ page ad is the responsibility of the sponsor.

**Conference App** Listing and corporate logo on the conference app.

**Website** Corporate logo (full colour) on the MEA Conference Website with hyperlink to your website home page.

**Delegate List** Access to the consenting delegate list. List will be provided 2 weeks prior to the conference, with permission to communicate once only with delegates within one (1) month from the close of the conference.

## **CONFERENCE APP**

**\$750** (4 opportunities)

- This is an opportunity to sponsor the conference app for a 1/2 day
- Prominent positioning of your logo at the top of the newsfeed/activity post for 1 hour at the start of the day
- Delegates will receive 1 x 'push notification' linking to your website

# ADDITIONAL packages

MEA would be delighted to discuss any sponsorship opportunities with you that will benefit your company and our delegates. Our aim is to ensure that our delegates leave the conference feeling inspired and motivated and that our sponsors receive the most exposure from their support of MEA and the industry. Please contact MEA's National Conference Manager to discuss the following or any other sponsorship opportunities in further detail.

## **THERE ARE 3 WAYS OF PROVIDING SPONSORSHIP TO MEA**

### **CASH**

This option enables MEA to finance the conference ensuring that the best speaking and social program is offered to delegates.

### **BUDGET REPLACEMENT**

This refers to the necessary items that the conference requires such as audio visual, transport, theming, entertainment, banners, signage, software, food and beverage etc. Your involvement will help to reduce some of MEA's fixed fixed costs.

### **VALUE ADD**

For items that will enhance the delegate experience at the conference. Some examples are: delegate gifts, prizes, satchel inserts, speakers, gifts, barista, juice bar

**PLATINUM** \$40,000  
**DIAMOND** \$30,000 to \$39,999  
**GOLD** \$20,000 to \$29,999  
**SILVER** \$10,000 to \$19,999  
**BRONZE** \$3,000-\$9,999

**FOR ALL CONFERENCE ENQUIRIES, PLEASE CONTACT**

Angela Braund  
National Conference Manager  
Suite 6, Level 1, 1 McLaren Street  
North Sydney NSW 2060  
P: 02 9929 5400  
E: [angela@mea.org.au](mailto:angela@mea.org.au)

Below is a list of other sponsor opportunities available for the conference. MEA is also open to any suggestions you may have that are not currently listed below and to discuss with you how we can best promote your product or service both during and after the conference.

**SPONSORSHIP OPPORTUNITIES**

SPEAKER GIFTS  
AMM/AIMM/AFMEA ACCREDITED FUNCTION  
BARISTA  
JUICE BAR  
CASUAL NIGHT COCKTAILS

Note: The selection of sponsors will be based on conference requirements. MEA reserves the right, in its absolute discretion to refuse any sponsorship application – preference will be given to potential sponsors who are MEA members.

## **PLATINUM Over \$40,000**

This opportunity enables your organisation to demonstrate its support and commitment to the meetings and events industry. This level of sponsorship will receive the highest level of exposure and recognition through the following:

### **BENEFITS**

**During the Program** Verbal acknowledgement at the official opening and closing of the conference. Platinum level recognition on conference signage in the plenary room and plenary presentation holding slides.

**Registration Pass** Three (3) full conference registrations that include attendance at all conference sessions, lunch, morning and afternoon teas as well as the Welcome Reception, Casual Night and National Awards Dinner.

**Additional Tickets** An additional two (2) tickets will be provided for the Welcome Reception, Casual Night and National Awards Dinner (five social tickets in total).

**Exhibition Space** One (1) exhibition booth 3m x 2m in a prime location (subject to availability at the time of booking). The exhibition booth includes:

- shell scheme

- two (2) spotlights

- fascia signage with company name

- two (2) exhibition staff passes, including catering for all morning and afternoon teas and lunches (excludes all evening activities and events)

**Conference App** Listing and corporate logo on the conference app.

**Website** Corporate logo (full colour) on the MEA Conference Website with hyperlink to your website home page.

**eNewsletters** Recognition on all MEA Conference eNewsletters to its members with hyperlink to company website.

**Press Releases** Company logo in relevant press releases where appropriate.

**Delegate List** Access to the consenting delegate list. List will be provided 1 week prior to the conference, with permission to communicate once only with delegates within one (1) month from the close of the conference.



## **DIAMOND \$30,000 - \$39,999**

### **BENEFITS**

**During the Program** Verbal acknowledgement at the official opening and closing of the conference. Diamond level recognition on conference signage in the plenary room and plenary presentation holding slides.

**Registration Pass** Two (2) full conference registrations that include attendance at all conference sessions, lunch, morning and afternoon teas as well as the Welcome Reception, Casual Night and National Awards Dinner.

**Additional Tickets** An additional two (2) tickets will be provided for the Welcome Reception, Casual Night and National Awards Dinner (four social tickets in total).

**Exhibition Space** One (1) exhibition booth 3m x 2m in a prime location (subject to availability at the time of booking). The exhibition booth includes:

- shell scheme
- two (2) spotlights
- fascia signage with company name
- two (2) exhibition staff passes, including catering for all morning and afternoon teas and lunches (excludes all evening activities and events)

**Conference App** Listing and corporate logo on the conference app.

**Website** Corporate logo (full colour) on the MEA Conference Website with hyperlink to your website home page.

**eNewsletters** Recognition on all MEA Conference eNewsletters to its members with hyperlink to company website.

**Delegate List** Access to the consenting delegate list. List will be provided 1 week prior to the conference, with permission to communicate once only with delegates within one (1) month from the close of the conference.

## **GOLD \$20,000 - \$29,999**

### **BENEFITS**

**During the Program** Verbal acknowledgement at the official opening and closing of the conference. Gold level recognition on conference signage in the plenary room and plenary presentation holding slides.

### **Registration Pass**

One (1) full conference registration that include attendance at all conference sessions, lunch, morning and afternoon teas as well as the Welcome Reception, Casual Night and National Awards Dinner.

### **Additional Tickets**

An additional two (2) tickets will be provided for the Welcome Reception, Casual Night and National Awards Dinner (three social tickets in total).

**Exhibition Space** A 50% discount is available on the purchase of a 3m x 2m booth

**Conference App** Listing and corporate logo on the conference app.

**Website** Corporate logo (full colour) on the MEA Conference Website with hyperlink to your website home page.

**Delegate List** Access to the consenting delegate list. List will be provided 1 week prior to the conference, with permission to communicate once only with delegates within one (1) month from the close of the conference.

## **SILVER**

**\$10,000 - \$19,999**

### **BENEFITS**

**During the Program** Silver level recognition on conference presentation holding slides.

**Registration Pass** One (1) full conference registration that include attendance at all conference sessions, lunch, morning and afternoon teas as well as the Welcome Reception, Casual Night and National Awards Dinner.

**Exhibition Space** A 50% discount is available on the purchase of a 3m x 2m booth.

**Conference App** Listing and corporate logo on the conference app.

**Website** Corporate logo (full colour) on the MEA Conference Website with hyperlink to your website home page.

**Delegate List** Access to the consenting delegate list. List will be provided 1 week prior to the conference, with permission to communicate once only with delegates within one (1) month from the close of the conference.

## **BRONZE \$3,000 - \$9,999**

### **BENEFITS**

**During the Program** Bronze level recognition on conference presentation holding slides.

**Registration Pass** One (1) full conference registration that include attendance at all conference sessions, lunch, morning and afternoon teas as well as the Welcome Reception, Casual Night and National Awards Dinner.

**Conference App** Listing and corporate logo on the conference app.

**Website** Corporate logo (full colour) on the MEA Conference Website with hyperlink to your website home page.

**Delegate List** Access to the consenting delegate list. List will be provided 1 week prior to the conference, with permission to communicate once only with delegates within one (1) month from the close of the conference.

# APPLICATION FORM

## APPLICATION FORM & TAX INVOICE | PAGE 1

**Company**

**Contact Person**

**Position**

**Address**

**State**

**Phone**

**Email**

### LEVEL OF SPONSORSHIP

Please list your financial level of sponsorship - all amounts are exclusive of GST

- PLATINUM** \$40,000
- DIAMOND** \$30,000 to \$39,999
- GOLD** \$20,000 to \$29,999
- SILVER** \$10,000 to \$19,999
- BRONZE** \$3,000 - \$9,999

### This product / service will be (Please select the applicable):

- Cash sponsorship
- Budget replacement
- Combination of cash & budget replacement

Please let us know what you would like to sponsor:

### PAYMENT

Meetings & Events Australia ABN 31 002 967 366. This document will be a TAX INVOICE when you make payment.

### By Electronic Funds Transfer (EFT)

Bank CBA - Commonwealth Bank of Australia Account Name Meetings & Events Australia BSB 062-733 Account 2800 2409

**Enclosed is a cheque / money order** for \$  
made out to "Meetings & Events Australia"

Please email [finance@mea.org.au](mailto:finance@mea.org.au) or fax to (02) 9929 5600 with a copy of the remittance advice.

# APPLICATION FORM

## APPLICATION FORM & TAX INVOICE | PAGE 2

### AGREEMENT FOR CASH INVESTMENT

I agree to abide by the rules and regulations of the MEA 2016 National Conference. 50% deposit of the total cost is included with my application for all cash sponsorships. I understand the deposit must be received by MEA before sponsorship or booking can be confirmed. I understand that this deposit is non-refundable. I understand that all applications received after 31 March 2016 must be accompanied by full payment.

**SIGNED**

**DATE**

### AGREEMENT FOR BUDGET REPLACEMENT INVESTMENT

I agree to abide by the rules and regulations of the MEA 2016 National Conference. I will work with the MEA Conference Manager and ensure that the best product and/or service is delivered. I will ensure that staffing provided and other quality logistics matters are covered to the satisfaction of both parties. I understand that should the sponsored item be cancelled after the 31 March 2016, a fee of 50% in cash of the rate agreed to will apply unless a suitable replacement can be found.

**SIGNED**

**DATE**

**PLEASE EMAIL OF FAX COMPLETED FORMS TO THE ADDRESS BELOW**

Angela Braund - National Conference Manager  
Suite 6, Level 1, 1 McLaren Street  
North Sydney NSW 2060  
P: 02 9929 5400 F: 02 9929 5600 E: [angela@mea.org.au](mailto:angela@mea.org.au)

### TERMS AND CONDITIONS

1. Meetings & Events Australia (MEA) reserves the right to amend the sponsorship program or tailor sponsorship packages to benefit the sponsor and/or the event. Every effort will be made to maximize sponsor benefits as well as delegates' experience.
2. Selection of sponsors will be based on their ability to meet conference requirements and offer innovative solutions. MEA reserves the right, in its absolute discretion, to deny any offer of sponsorship.

3. The conference manager reserves the right to vary the quoted prices in accordance with any change to the legislated rate of the GST which is currently 10% and is applicable to all goods and services offered by the conference. All prices in this document are exclusive of GST
4. All sponsorship will only be confirmed on receipt of a signed application form. A tax invoice issued by MEA will be sent out for all cash sponsorship. All cash sponsorship will only be acknowledged on the receipt of 50% deposit and a signed application form. Final payment is due by 31 March 2016. Please note that in case of cancellation of cash sponsorship, the deposit of 50% will not be refunded by MEA.
5. After sponsorship has been accepted a reduction in sponsorship is considered a cancellation and will be governed by the above cancellation policy. All cancellations must be made in writing directly to the conference manager.
6. No Sponsor will be able to set up their trade stand until a full payment and a booking form is received by MEA.
7. All budget replacement and value added items are costed at 'industry' and not 'rack' rates. These are also subject to the above cancellation policy. Should the sponsored item be cancelled after 31 March 2016, a fee of 50% in cash of the rate agreed to will apply unless a suitable replacement can be found.
8. No sponsor shall assign, sublet or apportion the whole or any part of their sponsorship package without MEA's approval