

Africa - Australia

INFRASTRUCTURE CONFERENCE 2012



SYDNEY
3-4 SEPTEMBER 2012

SPONSORSHIP & EXHIBITION PROSPECTUS

Sponsorship, Exhibition, Advertising and Promotional Opportunities



***Harnessing the infrastructure potential
of Sub-Saharan Africa***

Welcome

We invite you to participate in the Africa Australia Infrastructure Conference taking place at the Sydney Conference and Exhibition Centre, Darling Harbour, in Sydney on Monday 3rd and Tuesday 4th September 2012. This premier event will present a new forum for Australian and African stakeholders in the infrastructure sector to meet, start partnerships, cross-fertilise ideas, challenge assumptions and plan for the future.

The 2-day Conference in Sydney will attract key decision-makers and the best brains in the Sub Saharan African Infrastructure sector from both continents and around the globe. The event will feature presentations of infrastructure gaps and opportunities in participating African countries, infrastructure solutions from Australian firms, testimonial speeches from business leaders and breakout sessions for nominated infrastructure sectors on the second day: ICT & Telecoms, Transport, Oil & Gas and Energy.

The 2012 Africa-Australia Infrastructure Conference will also offer leading infrastructure funding organisations and Sub Saharan Africa (SSA) experts a unique platform to discuss issues relating to funding, mitigation of risks, PPPs models, breakthroughs and latest trends in SSA infrastructure market.

As many African Governments break-up monopolies on utilities and spearhead privatisation of infrastructure assets across the continent, there is no better time to enter the African infrastructure business space than now.

This is a 'must-attend' event for Australians, African countries, Private sector representatives, Industry experts, and Consultants interested in infrastructure opportunities in Africa. We look forward to welcoming you to the Africa-Australia Infrastructure Conference in Sydney in 2012.

Mr. Frank Aneke

Conference Convenor

OctoberFirst Consulting



Delegates

Who will attend?

The delegates who will attend the Africa-Australia Infrastructure Conference 2012 include:

- Federal, State & Local Government Department & Agencies
- Private sector representatives
- Industry experts
- Banking, Finance, Insurance & Law
- Project Developers & Planners
- Infrastructure fund providers and Consultants



Program

The Organising Committee of the inaugural Africa-Australia Infrastructure Conference 2012 wishes to invite company Chief Executives, infrastructure Fund Managers, experts and Government representatives to become VIP delegates or Speakers at this premier event scheduled for September 2012 in Sydney Australia.

Selected dignitaries will join our panel of notable speakers to proffer solutions to challenges hindering infrastructure investment/funding across Sub-Sahara Africa (SSA) countries. The key sectors of focus at the Conference are:

- Oil & Gas
- ICT & Telecoms
- Transport
- Power

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The 2012 Africa-Australia Infrastructure Conference will also offer leading infrastructure funding organisations and Sub Sahara Africa (SSA) experts a unique platform to discuss issues relating to Infrastructure funding, mitigation of risks, PPPs models, breakthroughs and latest trends in SSA infrastructure market.

For more information on the Africa-Australia Infrastructure Conference go to the website at www.africaaustraliaconference.com.au

Marketing & Communications Strategy

The marketing communications plan is strategically designed to create maximum awareness among the conference's target audiences and position the conference as the "Must-Attend Conference of 2012". It will combine offline and online communications tactics and integrate aspects of traditional and social media networking, including:

- Website – used as a pivotal marketing tool, this provides the key source of information about the conference and constantly updated and refreshed to reflect the latest news.
- Direct Marketing – frequent email blasts to members of Trade Associations and other contacts that update on general information, latest news, key dates, program and speaker details, keeping the target market engaged in activities leading up to the conference.
- Marketing collateral – Branded electronic and printed materials will be used to endorse the email campaign, highlighting key activities such as registration promotions and 'call for papers'. These will be shared via direct emails and the conference website
- Promotional activities – are planned for related events held leading up to the conference.

This includes promotion at professional development events targeted at similar markets.

This provides another access to the target market and the opportunity to keep the conference 'top of mind'.
- Advertising and articles – are planned to appear in related journals and publications to promote highlights of the program and key speakers.
- Media coverage – will be attracted closer to the conference through both specialist and general media channels – profiling key developments in the field.
- Social media – Including updates and online promotions through conference Facebook page, twitter and other social media platforms.

How you can help!

You can help us increase awareness of the conference by including conference information in your regular marketing activities. Consider putting the conference logo and link to our website on your organisation's homepage, or attaching e-poster and brochures to emails to your customers!

We will be producing a range of printed and electronic marketing resources that can easily include in your own promotional activities. Marketing collateral is available to download from the conference website or by emailing the Conference Organisers at AAIConf@thinkbusinesssevents.com.au

The Conference Organisers will be happy to provide you with further information about how you can help us make this a successful Africa-Australia Infrastructure Conference!



Sponsorship Opportunities

		Platinum \$22,000	Gold \$12,000	Silver \$8,000	Conference Breakout Stream \$16,500	Conference Session \$5,000
Program	Opportunity to present as a speaker for 20 minutes	Plenary			Breakout	Breakout
	Opportunity to present as a speaker for 10 minutes		Plenary	Plenary		
	Opportunity to chair a session	Plenary	Plenary		Breakout	
Brand Exposure	Acknowledgement as major sponsor in conference program handbook	✓	✓			
	Logo to appear on title slide	Plenary	Plenary	Plenary	Breakout Stream	Breakout Session
	Logo to appear on conference email campaigns	Large	Small		Small	
	Logo to appear on all promotional printed material	Large	Medium	Small	Medium	Small
	Logo on lanyards (supplied by sponsor)	✓				
	Acknowledgement with logo of sponsorship of session in program handbook	Large	Medium	Small	Medium	Small
	Advertisement in the conference program handbook	1 full page	1/2 page	1/4 page	1/2 page	
Onsite Signage	Acknowledgement on signage at registration desk	Large	Medium	Small	Medium	Small
	Acknowledgement on signage at entrance to plenary room	Large	Medium			
	Signage at entrance of session room and on stage at selected session	✓			✓	✓
Promotional Opportunities	Satchel Insert – Opportunity to place an insert(s) of A4 size page into delegates’ satchels	2	1		1	
	Seat Drop – One seat drop at selected plenary session of the conference	✓	✓		✓	✓
Website	Logo and web link to appear on all pages of the conference website.	✓				
	Logo and web link to appear on sponsors and exhibitor page of conference website.	✓	✓	✓	✓	✓
	Rotating tower advert to appear on Conference website	✓				
Hospitality	Complimentary delegate Registration pass(es) to attend conference program sessions	4	2	1	2	1
Exhibitor	Standard exhibition booths (3m x 3m booth) for the duration of the conference.	1	1			

Prices include GST.

Special Event Sponsorships

Cocktail Reception Sponsor

Investment: \$9,900 (Exclusive opportunity)

Entitlements:

Signage

- Opportunity to display free standing banners at entrance of the venue (sponsors to provide own signage)

Branding

- Acknowledgement as a major sponsor in conference program handbook
- Logo to appear on all promotional printed material

Website

- Logo and web link to appear on sponsors page and social events page of the conference website

Admission Passes

- One (1) complimentary delegate registration passes to attend the conference
- Six (6) Complimentary passes to attend the Cocktail reception

Welcome Address

- Opportunity to provide a brief 2 minute welcoming remark at the cocktail reception

Promotional Opportunities

- Opportunity to place 1 insert of A4 size paper into delegates' satchels

VIP and Speaker Lounge Sponsor

Investment: \$10,000 (Exclusive opportunity)

Entitlements:

Branding

- VIP and speaker lounge area to be branded with logo and signage
- Acknowledgment as a major sponsor in conference program handbook
- Logo to appear on all promotional printed material
- ½ page colour advertisement in the conference program handbook

Website

- Logo and web link to appear on sponsors page and social events page of the conference website

Admission Passes

- Two (2) complimentary delegate registration passes to attend the conference

Promotional Opportunities

- Opportunity to place 1 insert of A4 size paper into delegates satchels
- Exclusive opportunity to place promotional brochures in VIP/Speaker area



Special Event Sponsorships

Refreshment and Lunch Sponsor

Investment: \$5,500 (Exclusive opportunity)

Entitlements:

Signage

- Opportunity to display free standing banners in networking lunch/tea area (sponsors to provide own signage)

Branding

- Acknowledgment as a major sponsor in conference program handbook
- Logo to appear on all promotional printed material
- ½ page advertisement in the conference program handbook
- Logo to appear on the plate clips (which attach to the plate to hold the glasses) or similar item subject to approval by Committee

Website

- Logo and web link to appear on sponsors page and social events page of the conference website

Admission Passes

- One (1) complimentary delegate registration passes to the attend the conference

Promotional Opportunities

- Opportunity to place 1 insert of A4 size paper into delegates satchels



Conference Launch Sponsorship

Investment: \$3,300 (limit of two) OR \$6,600 for exclusive opportunity.

The Africa Australia Infrastructure Conference 2012 will be officially launched at an invitation-only luncheon at the end of May.

The launch will engage targeted CEOs of Trade Associations, African High Commissioners in Australia, representatives from NSW Govt, DFAT, Austrade and nominated journalists.

Sponsors will have the opportunity to network with key individuals in their sector, including representatives from Trade Commissions and African Embassies.

Entitlements:

- Two representatives to attend the launch luncheon
- Opportunity to select one VIP to be seated with (on same table)
- Distribution of their promotional material to all attendees
- Short outline of their company read out by MC of the lunch event
- Logo and company name on titles slides during lunch presentation

Delegate Satchel Sponsor

Investment: \$6,750 (Exclusive opportunity)

Entitlements:

Branding

- Logo to appear in white or gold on the black background on the folders or satchels

Website

- Logo and web link to appear on sponsors and exhibitors page of the conference website

Promotional Opportunities

- Opportunity to place 1 insert of A4 size paper into delegates' satchels

Other Sponsorship Opportunities

Insertions in Delegate Packs

Investment:

- \$750 per insert

Lanyard Sponsorship (Priority given to Platinum Sponsor)

Investment:

- \$2,500 (sponsor to supply lanyards)



Promotional Opportunities

Advertising in Conference Program

Investment \$1700

- Full page advertisement

Advertising in Conference Program

Investment: \$950

- Half page advertisement

Advertising in Conference Program

Investment: \$650

- Quarter page advertisement

Trade Exhibition

Exhibition Booth

Investment: \$3,300

Entitlements:

Space

- A standard exhibition space (3m x 3m booth) for the duration of the conference.
- Standard Shell scheme
- Fascia displayed on booth
- 1 PowerPoint
- 2 lights

Signage

- Listing on Exhibition Directional Signage

Admission Passes

- Two (2) exhibition passes, with access to exhibition and catering areas and social events program.

Website

- Logo and web link to appear on exhibitors page of the conference website



Exhibition Manual

The organisers will develop a comprehensive Exhibition Manual to assist exhibitors with all logistics related to the conference. The manual will be distributed approximately three months prior to the Exhibition.

It will contain the move-in / move-out schedule, venue details (parking, OH&S, etc.) supplier contact details and professional tips and advice on how to achieve the best return on your investment.

Product and Public Liability Insurance

All exhibitors are required to have adequate Public and Product Liability Insurance, and provide copy of certificate of currency to the conference organiser. The cover is based on a limit of indemnity to the value of A\$10,000,000 or above for damages or injury caused to third parties/visitors on or in the vicinity of their exhibition booth.

If you do not have Public and Product Liability Insurance, the conference organizers will be able to assist you in organizing this before the conference. More details will be included in the Exhibition Manual, along with a "Request Insurance Form".



Booking Terms and Conditions

The Australian Goods and Services Tax (GST) at 10% are applicable to all goods and services offered by the Conference.

All prices listed in the prospectus include GST.

1. A signed Booking Form is required to allocate sponsorship and exhibition booths / promotional display areas.
2. Upon receipt of the booking form, written advice will be provided to confirm the booking, along with a tax invoice for the required 50% deposit. Deposit is payable 30 days from the date of the tax invoice. Balance is due and payable by 31 July 2012. Applications received after 29 June 2012 must include full payment.
3. All amounts are payable in Australian dollars. Cheques and direct deposits must be made payable to "OctoberFirst Consulting." Credit card payments will incur a 4% service fee.
4. Payment of all monies due and payable must be received (and cheques cleared) by the Conference Office prior to the start of the conference. Organisations will not be listed as a sponsor in any official conference material until full payment and a booking form have been received. Exhibitors will not be allowed to bump in or be listed as an Exhibitor in official conference materials until full payment and a booking form have been received.
5. Cancellation Policy: In the event of cancellation, a fee of 50% of total fees applies for cancellations prior to 29 June 2012. No refunds will be made for cancellations after this date. After sponsorship agreements have been confirmed and accepted, a reduction of the sponsorship package is considered a cancellation.
6. Sponsors or Exhibitors are not permitted to assign, sublet or apportion the whole or any part of their package/ booked space unless prior consent in writing from the Conference Managers is provided.
7. Privacy Statement – In order to assist with your participation, your organisation and contact details may be shared with our suppliers and contractors, and be included in participant lists and for the information distribution in respect to other related events organised by Think Business Events Pty Ltd. If you object to your details being shared, please inform the Conference Managers – AAIConf@thinkbusinessevents.com.au

Specific to Exhibitors

Public Liability insurance to a minimum of AUD\$10 million must be taken out by each Exhibitor at their own expense. A copy of the company's public liability certificate must be submitted to the Conference Managers by no later than 17 August 2012.

8. The Conference Managers reserve the right to rearrange the floor plan and / or relocate any exhibit without notice. Discounts or refunds for any facilities not used or required will not be provided.

9. If your organisation intends to build a custom stand, you must advise the full details and stand dimensions to the Conference Managers by no later than 31 July 2012. Construction of customised display areas or booths requires the approval of the Conference Managers and venue management. Any construction that occupies space outside the specified space as indicated on the floor plan, will incur a prorate fee.

Disclaimer

Acceptance of sponsorship and exhibition offers is at the discretion of the Organising Committee. Please note that the acceptance of your sponsorship /exhibition application is not to be considered an endorsement of products or services.

Delivery of some entitlements may be dependant on date of booking.



Secure your Sponsorship

To secure your sponsorship package, we suggest you act quickly, particularly if you are considering one of the exclusive opportunities. Only one sponsor can take each exclusive opportunity, so contact us now:

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thinkbusinessevents
passionate about conferences

Find out more about the conference and latest news at our website, www.africaaustraliaconference.com.au

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