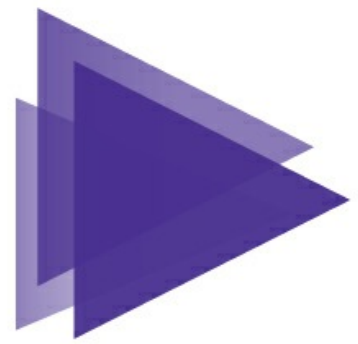


IDEACTION.2016

LEADING THE CHANGE

MELBOURNE CONVENTION & EXHIBITION CENTRE
5-8 JUNE 2016



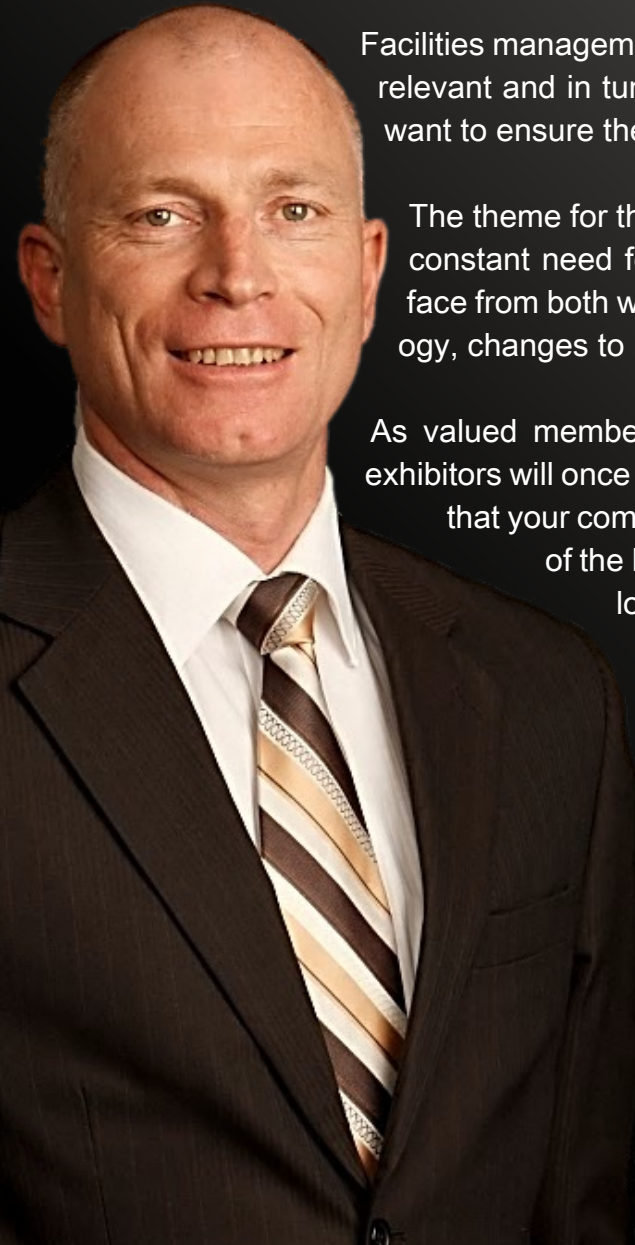
SPONSORSHIP & EXHIBITION OPPORTUNITIES

THE NATIONAL FACILITIES MANAGEMENT
CONFERENCE & EXHIBITION
PRESENTED BY



INVITATION TO PARTICIPATE

Once again the facilities management industry will come together to share information, research and evidence based practice case studies at Ideaction.2016, the Facilities Management National Conference & Exhibition.



Facilities management is a dynamic industry, constantly evolving to ensure it remains relevant and in tune with the changing needs of building occupiers and those who want to ensure they maximise the value of their space.

The theme for the 2016 conference, “Leading the Change”, clearly articulates the constant need for the industry to proactively approach the many challenges we face from both within the industry and from without, including advances in technology, changes to legislation and shifts in community expectations.

As valued members of the facilities management community, our sponsors and exhibitors will once again form an integral part of this conference. It is well recognised that your commitment and support form an essential contribution to the success of the Ideaction series, and we look forward to reuniting with many of our long term sponsors, as well as welcoming new ones.

This document outlines a variety of levels of involvement that can be achieved through a selection of sponsorship packages.

However, if there are other ways in which you would like to participate in Ideaction.2016, we would be more than happy to consider your suggestions.

We hope that you will be able to join us for Ideaction.2016 and look forward to meeting you in Melbourne.

Nicholas Burt

Chief Executive Officer
Facility Management Association of Australia

ABOUT FMA AUSTRALIA



The Facility Management Association of Australia (FMA) is the peak national industry body for facilities management serving and promoting the interests of those who create, operate and maintain Australia's built environment. We represent over 2,000 members drawn from the public and private sectors across Australia.

A primary focus of the FMA is to ensure that the needs of facilities managers are understood and considered in government and business policy formulation and decision making.

The FMA also provides FM professionals with training and professional development opportunities, information and networking events, industry research and development as well as developing standards for skills and competency.



LOCATION AND VENUE

Ideaction.2016 will be held at the Melbourne Convention & Exhibition Centre which is recognised as being one of Australasia's Leading Meetings and Conference Centres. This venue includes amazing spaces, leading technology, creative food options and skilled staff to bring functions together.

The Melbourne Convention & Exhibition Centre is also committed to being a leader in corporate social responsibility, running a business that is sustainable, ethical and accountable to people, community, economy, industry and the environment.

FAST FACTS

Dates: 5-8 June 2016

City: Melbourne

Venue Details:

Melbourne Convention & Exhibition Centre, 1 Convention Centre Place
South Wharf

WHO WILL YOU CONNECT WITH?

- Sales Executives
- Marketing Executives
- Facilities Managers
- Managing Directors
- Senior Managers
- Facilities Professionals
- Business Development Executives

The FMA Ideaction.2016 Conference will attract around 400 dedicated professionals from across Australia and Internationally. If you are looking to build and develop relationships with professionals working directly in this sector, then this conference is the place to be!

Sponsorship and Exhibition Benefits

REASONS TO SPONSOR

If your company is looking to play a larger role in the facilities management industry, our FMA Ideaction.2016 Conference sponsorship packages are the ideal opportunity to help keep your company's name at the forefront of the delegates' minds.

PERSONAL CONTACT: The best way to build and maintain relationships with your target market. In a world of electronic marketing, stand out from the crowd and put a face to your brand and build your customer base.

NETWORKING: Meet and speak with conference delegates in a relaxed yet informative environment at one of the various social events held throughout the conference.

EDUCATION: Learn what's happening now in the facilities management sector and how you can be part of it.

PRESENCE: Show your commitment to the sector and support the community that supports your business.

BUZZ: With your target market all in the one place, there's no better place to make a splash and launch a new product, service or marketing campaign.

LEADS: With the cost of business acquisition on the rise, exhibiting provides you with the opportunity to secure qualified leads in one location.

SALES: Demonstrate new products or equipment or promote new services. The hands-on approach to sales is often the most powerful!

COMMUNICATIONS STRATEGY

The conference's marketing and communications efforts will create maximum awareness and position the conference as the 'must-attend' event for those working this area. It will combine and integrate the following aspects:

WEBSITE: Used as a pivotal marketing tool, this provides the key source of information about the conference and is constantly updated and refreshed to reflect the latest news.

DIRECT MARKETING: Frequent email blasts to registered delegates that update them with general information, latest news, key dates, program and speaker details, keeping the delegates 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 abstracts'. These will be shared via direct emails and the conference website.

ADVERTISING AND ARTICLES: Regular e-blasts 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: Will be used to create excitement around the event and speakers. Facebook and Twitter will feature heavily in the social media campaign.

TELEMARKETING: On the phone communication, promoting the conference and recognition of key sponsors.

Previous Sponsors and Exhibitors





SPONSORSHIP

ONE AVAILABLE \$30,000 (PLUS GST)

Benefits

- Exclusive sponsorship of the FMA Ideaction.2016 Conference
- Acknowledgement as the Platinum Sponsor with company logo with link on the FMA Ideaction.2016 Conference website
- Logo recognition as the Platinum Sponsor on title slides in all rooms throughout the conference
- Verbal recognition as the Platinum Sponsor by MC throughout the conference
- Nominated sponsor of one concurrent session room
- One 6m x 2m exhibition stand
- Two full conference registrations inclusive of social events
- Four exhibitor registrations (excludes the Conference Dinner)
- Four additional complimentary Welcome Reception tickets
- Six additional complimentary Conference Dinner tickets
- Company logo and link to your website to feature on all email marketing of the conference
- Advertorial/feature in March edition of Facility Perspectives
- Recognition of sponsorship in the March and June editions of Facility Perspectives
- Recognition of sponsorship in FMA e-news
- Full-page advertisement in the conference handbook (artwork to be supplied by sponsor), positioned on the inside front cover
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam Legislation, both prior to, and at the conclusion of, the conference
- Two delegate information pack inserts

With a substantial investment like this, we understand the need to deliver the highest return on investment. As such, we would like to encourage you to speak with us further to ensure that the benefits included in this sponsorship package are in line with your corporate marketing strategy, ensuring your organisation receives the best value for money possible.

SPONSORSHIP PACKAGES & BENEFITS

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MELBOURNE CONVENTION & EXHIBITION CENTRE
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BASE PACKAGE

ALL SPONSORSHIP PACKAGES ARE IN ADDITION TO THE FOLLOWING:

- ONE DELEGATE INFORMATION PACK INSERT
- DELEGATE LIST (*in accordance with privacy laws*)
- RECOGNITION OF SPONSORSHIP IN FMA ENEWS
- RECOGNITION OF SPONSORSHIP IN FACILITY PERSPECTIVES
- COMPANY LOGO ON IDEACTION.2016 CONFERENCE WEBSITE
- COMPANY LOGO ON EMAIL MARKETING FOR THE CONFERENCE

NOTE - Should any of the following sponsorship packages not suit your organisation's requirements, please email jodie@alignmentevents.com.au or call 02 4267 2225 to discuss creating a tailored package.

POSTER PRESENTATION SPONSOR

- Exclusive sponsorship of the FMA Ideaction.2016 Poster Presentations
- Company logo to be displayed where the posters are presented onsite at the FMA Ideaction.2016 Conference
- Recognition in the FMA Ideaction.2016 Conference handbook
- Base Package (as stated above)

EXCLUSIVE \$2,000 (plus GST)

DELEGATE INFORMATION PACK SPONSOR

- Exclusive Sponsorship of conference delegate information pack including logo recognition on conference carry bags with the FMA Ideaction.2016 Conference logo
- Acknowledgement as the Delegate Information Pack Sponsor with company logo with link on the FMA Ideaction.2016 Conference website
- Two full conference registrations inclusive of social events
- One half page advertisement in the conference handbook (artwork to be supplied by sponsor)
- Opportunity to add a 3m x 2m exhibition stand to your package for a discounted rate of \$1,750
- Base Package (as stated above)

EXCLUSIVE \$6,000 (plus GST)

BARISTA CART SPONSOR

- Exclusive sponsorship of the FMA Ideaction.2016 Conference Barista Cart
- Acknowledgement as the Barista Cart Sponsor with company logo with link on the FMA Ideaction.2016 Conference website
- Opportunity to brand the Barista Cart area. For example provide extra furniture (funded by sponsor) or promotional attire for staff to wear to further promote your brand
- Opportunity to place promotional items at the Barista Cart (materials to be provided by sponsor)
- One 3m x 2m exhibition stand
- Opportunity to display signage in the Barista Cart area (sponsor to supply signage. Maximum of 2 pull up banners to be displayed)
- Two full conference registrations inclusive of social events
- One half page advertisement in the conference handbook (artwork to be supplied by sponsor)
- Base Package (as stated above)

EXCLUSIVE \$10,000 (plus GST)

SPONSORSHIP PACKAGES & BENEFITS

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WELCOME RECEPTION SPONSOR

- Exclusive sponsorship of the FMA Ideaction.2016 Conference Welcome Reception
- Verbal recognition of sponsorship at the opening of the Welcome Reception
- Acknowledgement as the Welcome Reception Sponsor with company logo with link on the FMA Ideaction.2016 Conference website
- Opportunity to welcome guests to the Welcome Reception (3 minutes maximum)
- One 3m x 2m exhibition stand
- Two full conference registrations inclusive of social events
- Four additional complimentary Welcome Reception tickets
- One full page advertisement in the conference handbook (artwork to be supplied by sponsor)
- Opportunity to display signage at the Welcome Reception (sponsor to supply signage. Maximum of 2 pull up banners to be displayed)
- Base Package (stated on page 5)

EXCLUSIVE \$16,000 (plus GST)

SUPPORTING DINNER LIGHTING SPONSOR (LIGHTING)

- Exclusive sponsorship of the Supporting Dinner Sponsor at The Plaza Ballroom for the Conference Dinner
- Two Conference Dinner Tickets
- Acknowledgement as the Supporting Dinner Sponsor (Lighting) with company logo & profile with link on the FMA Ideaction.2016 Conference website and Conference Handbook
- Opportunity to display one pull up banner at the Conference Dinner (to be supplied by sponsor)
- Base Package (stated on page 5)

EXCLUSIVE \$4,000 (plus GST)

PRINCIPAL CONFERENCE DINNER SPONSOR

- Acknowledgement as the Principal Conference Dinner Sponsor with company logo with link on the FMA Ideaction.2016 Conference website
- Logo featured on menus and any other related Conference Dinner collateral
- Opportunity to welcome guests to the Conference Dinner (3 minutes maximum)
- Opportunity to provide a gift to all attendees at the Conference Dinner (gift to be supplied by sponsor and approved by FMA Australia)
- Verbal recognition of sponsorship at the opening of the Conference Dinner
- Two full conference registrations inclusive of social events
- Complimentary table of ten at the Conference Dinner
- One 3m x 2m exhibition stand
- One full page advertisement in the conference handbook (artwork to be supplied by sponsor)
- Opportunity to display signage at the Conference Dinner (sponsor to supply signage. Maximum of 2 pull up banners to be displayed)
- Base Package (stated on page 5)

EXCLUSIVE \$20,000 (plus GST)

SUPPORTING DINNER SPONSOR

- Link on the FMA Ideaction.2016 Conference website
- Logo on holding slides at the conference dinner
- One pull up banner (supplied by sponsor) to be displayed in pre-dinner drinks area
- Verbal recognition of sponsorship at the opening of the Conference Dinner
- Two Conference Dinner tickets
- Base Package (stated on page 5)

MORE THAN ONE \$4,000 (plus GST)

SPONSORSHIP PACKAGES & BENEFITS

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NAME BADGE & LANYARD SPONSOR

- Exclusive sponsorship of delegate name badges and lanyards at the FMA Ideaction.2016 Conference
- Acknowledgement as the Name Badge & Lanyard Sponsor with company logo with link on the FMA Ideaction.2016 Conference website
- Base Package (stated on page 5)

EXCLUSIVE \$7,500 (plus GST)

OPENING KEYNOTE SPEAKER SPONSOR

- Exclusive sponsorship of the Opening Keynote Speaker at FMA Ideaction.2016 Conference
- Acknowledgement as the Opening Keynote Speaker Sponsor with company logo with link on the FMA Ideaction.2016 Conference website
- Logo to appear on slides displayed during sponsored keynote session
- Verbal recognition of sponsorship at the opening of sponsored keynote session
- Base Package (stated on page 5)

EXCLUSIVE \$10,000 (plus GST)

REVITALISE INVIGORATE LOUNGE SPONSOR

- Exclusive sponsorship of the FMA Ideaction.2016 Conference Revitalise & Invigorate Lounge
- Acknowledgement as the Revitalise & Invigorate Lounge Sponsor with company logo with link on the FMA Ideaction.2016 Conference website
- Opportunity to brand the Revitalise & Invigorate Lounge area. For example provide extra furniture (funded by sponsor) or promotional attire for staff to wear to further promote your brand
- Base Package (stated on page 5)

EXCLUSIVE \$10,000 (plus GST)

WIFI SPONSOR

- Exclusive sponsorship of WIFI at the FMA Ideaction.2016 Conference
- Acknowledgement as the WIFI Sponsor with company logo with link on the FMA Ideaction.2016 Conference website
- Logo recognition as the WIFI Sponsor on access instruction information
- Base Package (stated on page 5)

EXCLUSIVE \$7,500 (plus GST)

KEYNOTE SPEAKER SPONSOR

- Sponsorship of a Keynote Speaker at the FMA Ideaction.2016 Conference
- Acknowledgement as a Keynote Speaker Sponsor with company logo with link on the FMA Ideaction.2016 Conference website
- Logo to appear on slides displayed during sponsored keynote session and verbal recognition of sponsorship at the commencement of sponsored keynote session
- Base Package (stated on page 5)

3 PACKAGES AVAILABLE \$8,000 (plus GST)

CONCURRENT SESSION SPONSOR

- Sponsorship of one concurrent session at the FMA Ideaction.2016 Conference
- Acknowledgement as a Concurrent Session Sponsor with company logo with link on the FMA Ideaction.2016 Conference website
- Logo to appear on slides displayed during sponsored session and verbal recognition of sponsorship at the commencement of the sponsored session
- Opportunity to display signage and other branded materials in a designated area in your sponsored room (signage/materials to be provided by sponsor. A maximum of 2 pull up banners
- Base Package (stated on page 5)

MORE THAN ONE AVAILABLE \$5,500 (plus GST)

TRADE EXHIBITION

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SINGLE BOOTH: \$3,500 (plus GST)

DOUBLE BOOTH: \$6,500 (plus GST)

The FMA Ideaction.2016 Conference trade exhibition will be run in conjunction with the Conference Program and will showcase the best and latest products and services associated with the facilities management sector. As an exhibitor you have an exceptional opportunity to promote your products and services in a face to face environment, thereby furthering your sales and marketing objectives.

Space is limited, so secure your booking early to avoid disappointment.

WHY PARTICIPATE?

Participating in a trade exhibition is a great way for you to:

- Build and strengthen existing industry relationships
- Acquire high-valued, qualified leads
- Increase brand awareness of your company and product
- Demonstrate new products and services to your target market
- Receive immediate market feedback

BENEFITS

- 3 x 2 or 6 x 2 metre exhibition booth located in high traffic area for maximum exposure
- Two exhibitor registrations including all day catering and attendance to the Welcome Reception (excludes Conference Dinner)
- Inclusion on the exhibitor listing in the conference handbook for use by all delegates at the conference
- Base Package (stated on page 6)

STAND INCLUSIONS

- One 3m x 2m or 6m x 2m shell structure booth 2500mm high matt anodised aluminium frame with white laminated infills.
- Organisation name on white laminate fascia board (maximum 30 letters)
- Two x 150 watt spotlights
- One 4amp power outlet
- 1 x dressed trestle table & 2 chairs
- Excludes all trade exhibition furniture

PRELIMINARY EXHIBITION TIMETABLE

MONDAY 6 JUNE 2016

6.30am – 8.00am: Exhibitors Bump In

MONDAY 6 JUNE 2016

8.00am – 5.00pm: Trade Exhibition Open

TUESDAY 7 JUNE 2016

8.00am – 4.00pm: Trade Exhibition Open

4.00pm – 8.00pm: Exhibitors Bump Out

ADVERTISING PACKAGES

Advertising space will be available in the Conference Handbook which will be distributed to all delegates. Advertising in this publication will provide excellent exposure for your organisation.

Outside Back Cover \$1,000 + GST

Full Page \$500 + GST

Half Page \$300 + GST

DELEGATE INFORMATION PACK INSERT - \$1,000 EACH (+ GST)

This is your opportunity to deliver your message direct to your target market by providing a promotional item for inclusion in each delegate's information pack.

A maximum size of one A4 (or smaller) four paged brochure is allowed.

BOOKING FORM

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MELBOURNE CONVENTION & EXHIBITION CENTRE
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To book your selected sponsorship and/or exhibition packages please complete this booking form and email to jodie@alignmentevents.com.au

PERSONAL DETAILS

Company Name: _____
Contact Person: _____
Postal Address: _____
State: _____ Postcode: _____ Country: _____
Telephone: _____ Email: _____

SPONSORSHIP / EXHIBITION PACKAGE

I would like to invest in the following package: _____

Comments: _____

Value: \$ _____ *Prices quoted in the package are in Australian Dollars and are exclusive of GST*

Signed: _____ Name: _____

CHECKLIST of items to be provided by you

These items, if applicable to your package, will be used on the Conference website and in the Conference handbook. Please send all required information to: jodie@alignmentevents.com.au

- Electronic copy of the company logo (EPS & JPEG)
- Company website address & contact details
- 75 words of promotional text (please note, text exceeding 75 words will be edited for length)
- Copy of your company's Public and Liability Insurance certificate

PAYMENT

Payment can be made by direct deposit, credit card or cheque to: **Alignment Event Solutions**

Name of bank: Commonwealth Bank of Australia
Account name: Alignment Business Solutions trading as Ideaction 2016
BSB: 062-607
Account no: 1023 4187

CREDIT CARDS: VISA / MasterCard (please circle)

Card Number: ____ / ____ / ____ / ____ Expiry Date: ____ / ____ CCV: ____

Amount: \$ _____

For more information, please contact Jodie Pryor - Alignment Event Solutions

M: 0422 87 87 47 | P: 02 4267 2225 | E: jodie@alignmentevents.com.au