



# **Ideaction.2021**

Shining a Light on FM

## **SPONSORSHIP & EXHIBITION PROSPECTUS**







## ABOUT FMA

The Facility Management Association of Australia (FMA) is the peak national body for facilities management, serving and promoting the interests of those who operate and maintain Australia's built environment. We represent more than 2,600 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 Association provides FM professionals with training and professional development opportunities, information and networking events, and industry research and development. It also develops standards for skills and competencies.





## INVITATION TO PARTICIPATE

**Stay connected and informed  
with Ideaction.2021**

Join us for Ideaction.2021 on Monday 31 May and Tuesday 1 June 2021, when FM professionals from all over Australasia, representing every aspect of the industry, will gather – either live or virtually – to learn about the latest developments and how the industry is adapting to future trends.

From the COVID-19 crisis to advances in technology and environmental challenges, FM professionals have been thrust into the spotlight to ensure occupant safety and wellbeing and to make critical decisions on building and environmental management. This idea is captured in the conference theme: **“Shining a Light on FM”**. We will explore contemporary issues through four streams: Focusing the Future, Driving Value, Achieving Compliance and Seeking Sustainability.

Ideaction has supported learning and development in our industry for over 25 years. We are confident that this year’s comprehensive program, delivered in person and/or virtually, will provide a knowledge-rich conference experience. The finalised program and format of the conference will be released in March 2021, pending COVID-19 restrictions.

As always, Ideaction demonstrates our strong connection with the FM community, from the supply chain partners to the internal client organisations. Our sponsors and exhibitors are integral to providing participants with a conference that continues to lift the bar.

This annual opportunity to explore new ideas and hear from local and international experts presents the perfect forum to support the industry, connect with colleagues, and promote your business through sponsorship and/or exhibiting.

We welcome back our long-term supporters and look forward to engaging with new organisations. There are various ways to be involved. This document outlines the developed sponsorship packages. These packages are not fixed – so if you have ideas, let’s talk!

I hope you can join us to connect with clients and build your brand through Ideaction.2021.

**Nicholas Burt**

Chief Executive

Facility Management Association of Australia



## DIGITAL PLATFORM OR IN-PERSON EVENT

The finalised format of Ideaction.2021 will be announced in March 2021, when the program is released (pending COVID-19 restrictions). FMA wants to continue developing the industry and encouraging thought leadership, while safeguarding the health and wellbeing of our members, staff and conference delegates.

While we are excited to embrace the opportunities offered by modern technology, we hope to host Ideaction.2021 in person on Monday 31 May and Tuesday 1 June 2021, and to provide virtual options for those unable to travel. Please put the date in your diary and keep an eye out for an announcement in March!

## BUILD YOUR NETWORK

Ideaction.2021 is expected to attract several hundred FM professionals from across Australia and the Oceania region. If you are looking to gain brand exposure within the industry and build relationships with professionals working in this sector, Ideaction.2021 is the perfect place to connect!

Participants will include:

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

## SPONSORSHIP AND EXHIBITION BENEFITS

**PERSONAL CONTACT:** Put a face to your brand – the best way to create and maintain relationships with your target audience.

**EDUCATION:** Learn what's happening in the FM industry and how you can be part of it.

**PRESENCE:** Show your commitment to the industry – support the community that supports your business.

**BUZZ:** Launch a new product, service or marketing campaign. With the undivided attention of your target audience, there's no better way to make a splash!

**LEADS:** Secure qualified leads – exhibiting allows you to secure leads in one location.

**SALES:** Promote new services or demonstrate new products and equipment.

**TELEMARKETING:** Phone communication, promoting the conference and recognition of key sponsors.

**COMMUNICATIONS STRATEGY:** Marketing and communications efforts will maximise awareness and position Ideaction.2021 as a “must-attend event” for those working in the FM industry. The strategy will combine and integrate the following aspects.

**Website:** A pivotal marketing tool, this is the key source of information about the conference and is constantly updated and refreshed to reflect the latest news.

**Direct Marketing:** Frequent email blasts will update registered delegates with the latest news, general information, key dates, and program and speaker details. This ensures delegates remain 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 the “Call for Abstracts”. These will be shared via direct email and the conference website.

**Advertising and Articles:** Regular e-blasts will promote program highlights and key speakers.

**Media Coverage:** This will be attracted closer to the conference through specialist and general media channels, profiling key developments in the field.

**Social Media:** This will be used to create excitement around the event and speakers. LinkedIn, Twitter and Facebook will feature heavily in the social media campaign.

A variety of partnership opportunities are available for your organisation's exposure at ideaction.2021. There is also the opportunity to create personally tailored packages, should the following options not meet your needs or budget.

We encourage those interested in exposure to contact FMA to discuss what is possible.

**E: [nicolea@fma.com.au](mailto:nicolea@fma.com.au)**

**M: 0405 537 354**

**E: [isabella@alignmentevents.com.au](mailto:isabella@alignmentevents.com.au)**

**M: 0420 636 757**

# IDEACTION.2021 – SUMMARY OF SPONSORSHIP OPPORTUNITIES

A variety of partnership opportunities are available for your organisation's exposure at Ideaction.2021. There is also the option to create personally tailored packages, should the following packages not meet your needs or budget.

We encourage those with interest to contact the FMA to discuss suitable opportunities.

**E:** [nicolea@fma.com.au](mailto:nicolea@fma.com.au) | **M:** 0405 537 354 **E:** [isabella@alignmentevents.com.au](mailto:isabella@alignmentevents.com.au) | **M:** 0420 636 757

**CONFIRM YOUR PACKAGE BEFORE FRIDAY 26 FEBRUARY TO RECEIVE 5% OFF, WITH ADDITIONAL PROMOTION IN THE MARCH EDITION OF FACILITY PERSPECTIVES MAGAZINE!**

**IF YOU ARE A PREVIOUS SPONSOR FROM 2020 OR 2019, YOU WILL RECEIVE A 10% DISCOUNT IF YOU SECURE YOUR PACKAGE BEFORE FRIDAY 26 FEBRUARY!**

OPPORTUNITIES AT A GLANCE	NUMBER AVAILABLE	INVESTMENT AU\$ (EXCLUDING GST)	
		In-Person Event	FULL Virtual Event
Major Event Sponsor	Limited Opportunities	\$22,000	\$16,500
Opening Keynote Sponsor	Exclusive	\$10,000	\$7,500
Keynote Sponsor	Limited Opportunities	\$8,000	\$6,000
Concurrent Stream Sponsor	Limited Opportunities	\$5,500	\$4,125
Acknowledgement of Country Sponsor	Exclusive	\$4,000	\$3,000
Poster Sponsor	Limited Opportunities	\$2,000	\$1,500
Virtual Platform Sponsor	Exclusive	N/A	\$8,000
Exclusive Bandwidth Sponsor	Exclusive	N/A	\$7,500

*Additional packages available if Ideaction.2021 is an in-person event. Please enquire to discuss!*

Trade Exhibitor	Limited Opportunities	\$2,500
Barista Cart Sponsor	Exclusive	\$9,000
Revitalise & Invigorate Lounge Sponsor	Exclusive	\$9,000
Conference App Sponsor	Exclusive	\$9,000
Venue Sponsor	Limited Opportunities	\$8,000
Delegate Information Pack Sponsor	Exclusive	\$6,000
Lanyard Sponsor	Exclusive	\$4,500
Principal Dinner Sponsor	Exclusive	\$18,000
Dinner Lighting Sponsor	Exclusive	\$6,000
Dinner Bar Sponsor	Exclusive	\$5,000
Dinner Entertainment Sponsor	Exclusive	\$4,400
Supporting Dinner Sponsor	Limited Opportunities	\$4,000





# IDEACTION.2021 SPONSORSHIP OPPORTUNITIES

## MAJOR EVENT SPONSOR

**IN-PERSON: \$22,000**

**VIRTUAL: \$16,500**

- Acknowledgement as the Major Event Sponsor, with company logo and link to website in prominent position across the Ideaction.2021 website
- Opportunity to provide a 90-second video during a plenary session of the conference
- Opportunity to sponsor a Keynote Speaker and introduce the speaker prior to the session commencing
- Opportunity to sponsor a Poster Presentation, with logo next to selected Poster for the duration of the conference
- Nominated sponsorship of one concurrent stream, which includes corporate branding and recognition. Opportunity to provide a 1-minute video to present at the commencement of the nominated concurrent stream
- Sponsor's logo identified as the Major Event Sponsor on all title slides throughout the conference
- Verbal recognition as the Major Event Sponsor by MC throughout the conference
- Sponsor's logo to feature on all email and social marketing (LinkedIn, Facebook, Twitter) in the lead-up to Ideaction.2021 and during the conference

- Recognition of sponsorship in the June edition of *Facility Perspectives*
- Feature write-up in an FMA newsletter
- Recognition of sponsorship in the FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation, both prior to and at the conclusion of the conference
- Two complimentary conference registration tickets
- Two complimentary social event tickets

## OPTIONAL INCLUSIONS

### Exhibition Opportunities:

- ◆ *If in-person event:* double the size exhibition display located in high-traffic area for maximum exposure.
- ◆ *If online:* A dedicated page on the virtual platform, located in high-traffic area of the virtual conference website, plus dedicated LinkedIn post featuring video of up to 90 seconds

### Exhibition Prize Draw:

- ◆ Opportunity to participate in an exhibition prize draw, encouraging maximum traffic flow



## EXCLUSIVE OPENING KEYNOTE SPONSOR

**IN-PERSON: \$10,000**  
**VIRTUAL: \$7,500**

- Exclusive sponsorship of the Opening Keynote Speaker at Ideaction.2021
- Acknowledgement as the Opening Keynote Speaker, with company logo and link to website across the Ideaction.2021 website
- Opportunity to introduce the sponsored Keynote Speaker, or host closing remarks at the Ideaction.2021 conference
- Sponsor's logo to appear on all presentation slides throughout the sponsored Keynote Speaker's presentation
- Sponsor's logo to feature on all email marketing in the lead-up to and during the Ideaction.2021 conference
- Recognition of sponsorship in June edition of *Facility Perspectives*
- Recognition of sponsorship in FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation at the conclusion of the conference
- One complimentary conference registration ticket
- Two complimentary social event tickets

### UPGRADE OPTIONS

#### Exhibition Opportunities:

- ◆ *If in-person event:* Opportunity to upgrade sponsorship package to include an exhibition trade display located in a high traffic area for maximum exposure at \$1,250
- ◆ Opportunity to participate in an exhibition prize draw, encouraging maximum traffic flow

## KEYNOTE SPONSOR

**IN-PERSON: \$8,000**  
**VIRTUAL: \$6,000**

- Sponsorship of a Keynote Speaker at the Ideaction.2021 conference
- Acknowledgement as the Keynote Speaker Sponsor, with company logo and link to website across the Ideaction.2021 website
- Verbal recognition of sponsorship at the opening of sponsored Keynote Session
- Sponsor's logo to appear on all presentation slides of the sponsored Keynote Session
- Sponsor's logo to feature on all email marketing in the lead-up to and during the Ideaction.2021 conference
- Recognition of sponsorship in June edition of *Facility Perspectives*
- Recognition of sponsorship in FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation at the conclusion of the conference

### UPGRADE OPTIONS

#### Exhibition Opportunities:

- ◆ *If in-person event:* Opportunity to upgrade sponsorship package to include an exhibition trade display located in a high traffic area for maximum exposure at \$1,250
- ◆ Opportunity to participate in an exhibition prize draw, encouraging maximum traffic flow





## CONCURRENT STREAM SPONSOR

**IN-PERSON: \$5,500**

**VIRTUAL: \$4,125**

- Sponsorship of a chosen Concurrent Stream on the Ideaction.2021 website
- Acknowledgement as a Concurrent Stream Sponsor, with company logo and link to website across the Ideaction.2021 website
- Sponsor's logo to appear next to the Concurrent Stream listing throughout the duration of the conference and after the event
- Opportunity to provide a 20-second video to present at the commencement of the nominated Concurrent Stream
- Sponsor's logo to feature on all email marketing in the lead-up to and during the Ideaction.2021 conference
- Recognition of sponsorship in June edition of *Facility Perspectives*
- Recognition of sponsorship in FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation at the conclusion of the conference

### UPGRADE OPTIONS

#### Exhibition Opportunities:

- ◆ *If in-person event:* Opportunity to upgrade sponsorship package to include an exhibition trade display located in a high traffic area for maximum exposure at \$1,250
- ◆ Opportunity to participate in an exhibition prize draw, encouraging maximum traffic flow

## EXCLUSIVE ACKNOWLEDGEMENT OF COUNTRY SPONSOR

**IN-PERSON: \$4,000**

**VIRTUAL: \$3,000**

- Exclusive sponsorship of the Acknowledgement of Country at the Ideaction.2021 conference
- Recognition as the Acknowledgement of Country Sponsor, with company logo and link to website across the Ideaction.2021 website
- Verbal recognition of sponsorship at the opening of the Acknowledgement of Country, or opportunity to introduce the Acknowledgement of Country session
- Sponsor's logo to appear on presentation holding slide for the Acknowledgement of Country presentation
- Sponsor's logo to feature on all email marketing in the lead-up to and during the Ideaction.2021 conference
- Recognition of sponsorship in June edition of *Facility Perspectives*
- Recognition of sponsorship in FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation at the conclusion of the conference

### UPGRADE OPTIONS

#### Exhibition Opportunities:

- ◆ *If in-person event:* Opportunity to upgrade sponsorship package to include an exhibition trade display located in a high traffic area for maximum exposure at \$1,250
- ◆ Opportunity to participate in an exhibition prize draw, encouraging maximum traffic flow



## POSTER SPONSOR

**IN-PERSON: \$2,000**

**VIRTUAL: \$1,500**

- Sponsorship of a chosen Poster Presentation at the Ideaction.2021 conference, pending author's approval
- Acknowledgement as a Poster Sponsor, with company logo and link to website across the Ideaction.2021 website
- Sponsor's logo to appear next to sponsored Poster for the duration of the conference and after the event
- Sponsor's logo to feature on all email marketing in the lead-up to and during the Ideaction.2021 conference
- Recognition of sponsorship in June edition of *Facility Perspectives*
- Recognition of sponsorship in FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation at the conclusion of the conference

### UPGRADE OPTIONS

#### Exhibition Opportunities:

- ◆ *If in-person event:* Opportunity to upgrade sponsorship package to include an exhibition trade display located in a high traffic area for maximum exposure at \$1,250
- ◆ Opportunity to participate in an exhibition prize draw, encouraging maximum traffic flow

## EXCLUSIVE VIRTUAL PLATFORM SPONSOR

**VIRTUAL ONLY: \$8,000**

- Exclusive recognition as Virtual Platform Sponsor at the Ideaction.2021 conference
- Virtual platform to have sponsor's logo in prominent position as main supporting online sponsor
- Acknowledgement as the Virtual Platform Sponsor, with company logo and link to website across the Ideaction.2021 website
- Sponsor's logo to feature on all email marketing in the lead-up to and during the Ideaction.2021 conference
- Verbal recognition of sponsorship at the opening of the Ideaction.2021 conference
- Recognition of sponsorship in June edition of *Facility Perspectives*
- Recognition of sponsorship in FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation at the conclusion of the conference
- One complimentary conference registration ticket
- One complimentary social event ticket

### OPTIONAL INCLUSIONS

#### Exhibition Opportunities:

- ◆ *If online:* Sponsorship package includes a dedicated page on the virtual platform located in high-traffic area of the virtual conference website

#### Exhibition Prize Draw:

- ◆ Opportunity to participate in an exhibition prize draw, encouraging maximum traffic flow





## EXCLUSIVE BANDWIDTH SPONSOR

### VIRTUAL ONLY: \$7,500

- Exclusive sponsorship of the Bandwidth Sponsor at the Ideaction.2021 conference
- Acknowledgement as the Bandwidth Sponsor, with company logo and link to website across the Ideaction.2021 website
- Sponsor's logo to feature on all email marketing in the lead-up to and during the Ideaction.2021 conference
- Verbal recognition of sponsorship at the opening of the Ideaction.2021 conference
- Recognition of sponsorship in June edition of *Facility Perspectives*
- Recognition of sponsorship in FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation at the conclusion of the conference
- One complimentary conference registration ticket

### OPTIONAL INCLUSIONS

#### Exhibition Opportunities:

- ◆ *If online:* Sponsorship package includes a dedicated page on the virtual platform located in high-traffic area of the virtual conference website

#### Exhibition Prize Draw:

- ◆ Opportunity to participate in an exhibition prize draw, encouraging maximum traffic flow

## A MUST-ATTEND INDUSTRY EVENT

Facilities management is an industry that continually changes to meet the expectations of end users. As a result, it is always evolving. The industry constantly seeks and finds opportunities to innovate and implement technologies, while also meeting changing regulations.

As we move towards 2030, facilities management is heating up to focus on contemporary challenges within the built environment, such as building resilience, emissions reduction, energy efficiency, the circular economy and user impact.

The 2021 conference will offer you and your colleagues a valuable forum that brings together multiple opportunities to learn and network – crucial functions within the FM Industry.

We invite you to participate at the Ideaction.2021 National FM Conference. Opportunities are limited, so don't miss out!



# THE FOLLOWING SPONSORSHIP OPPORTUNITIES ARE ONLY AVAILABLE FOR AN IN-PERSON EVENT

Please contact FMA to proceed with any of the following packages.

E: nicolea@fma.com.au | M: 0405 537 354 E: isabella@alignmentevents.com.au | M: 0420 636 757

The following packages all have access to the "Exhibition Upgrade Opportunity":

## Exhibition Upgrade Opportunity:

- ◆ If in-person event: Opportunity to upgrade sponsorship package to include an exhibition trade display located in a high-traffic area for maximum exposure at \$1,250
- ◆ Opportunity to participate in an exhibition prize draw, encouraging maximum traffic flow

## TRADE EXHIBITOR

### IN-PERSON ONLY: \$2,500

- Acknowledgement as a Trade Exhibitor, with company logo and link to website across the Ideaction.2021 website
- Exhibitor's logo to feature on all email marketing in the lead-up to and during the Ideaction.2021 conference
- Recognition of sponsorship in June edition of *Facility Perspectives*
- Recognition of sponsorship in FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation at the conclusion of the conference
- One complimentary conference registration ticket
- One complimentary social event ticket

### OPTIONAL INCLUSIONS

#### Exhibition Opportunities:

- ◆ *If in-person event:* Sponsorship package includes an exhibition trade display
- ◆ *If online:* Sponsorship package includes a dedicated page on the virtual platform located in high-traffic area of the virtual conference website

#### Exhibition Prize Draw:

- ◆ Opportunity to participate in an exhibition prize draw, encouraging maximum traffic flow

## EXCLUSIVE BARISTA CART SPONSOR

### \$9,000 (Ex GST)

- If Ideaction.2021 is hosted in multiple locations, the Barista Cart Sponsorship package will be exclusive at company's preferred location
- Acknowledgement as the Barista Cart Sponsor with company logo and link to website across the Ideaction.2021 website
- Sponsor's logo to be clearly printed on the fascia sign of the Barista Cart
- Additional branding opportunities at the expense of the sponsor (e.g. extra furniture or promotional attire for staff to wear, further promoting the brand)
- If Exhibition Upgrade Opportunity is secured, trade display to be positioned next to the Barista Cart, ensuring maximum exposure
- Sponsor's logo to feature on all email marketing in the lead-up to and during the Ideaction.2021 conference
- Recognition of sponsorship in June edition of *Facility Perspectives*
- Recognition of sponsorship in FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation at the conclusion of the conference
- One complimentary conference registration ticket



## EXCLUSIVE REVITALISE & INVIGORATE LOUNGE SPONSOR

**\$9,000 (Ex GST)**

- If Ideaction.2021 is hosted in multiple locations, the Revitalise Invigorate Lounge Sponsorship package will be exclusive at company's preferred location
- Acknowledgement as the Revitalise & Invigorate Lounge Sponsor, with company logo and link to website across the Ideaction.2021 website
- Sponsor's logo to be clearly printed on the fascia sign of the Revitalise & Invigorate privacy screen
- Staff to wear promotional attire with sponsor's logo branding
- Additional branding opportunities at the expense of the sponsor (e.g. extra furniture with sponsor's branding)
- If Exhibition Upgrade Opportunity is secured, trade display to be positioned next to the Revitalise & Invigorate Lounge area, ensuring maximum exposure
- Sponsor's logo to feature on all email marketing in the lead-up to and during the Ideaction.2021 conference
- Recognition of sponsorship in June edition of *Facility Perspectives*
- Recognition of sponsorship in FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation at the conclusion of the conference
- One complimentary conference registration ticket
- Two complimentary social event tickets

## EXCLUSIVE CONFERENCE APP SPONSOR

**\$9,000 (Ex GST)**

- Exclusive recognition as the Conference App Sponsor at the Ideaction.2021 conference
- Acknowledgement as the Conference App Sponsor, with company logo and link to website across the Ideaction.2021 website
- Delegate name tags to be branded with sponsor's logo
- Pre-conference email providing Conference App download instructions to include sponsor's logo
- Recognition for making the Ideaction.2021 conference a sustainable and environmentally friendly event
- Sponsor's logo to feature on all email marketing in the lead-up to and during the Ideaction.2021 conference
- Recognition of sponsorship in June edition of *Facility Perspectives*
- Recognition of sponsorship in FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation at the conclusion of the conference
- One complimentary conference registration ticket
- One complimentary social event ticket



## VENUE SPONSOR

**\$8,000 (Ex GST)**

- If Ideaction.2021 is hosted in multiple locations, sponsorship of a chosen location is available with exclusive sponsorship of that location
- Acknowledgement as a Venue Sponsor for the specific location, with company logo and link to website across the Ideaction.2021 website
- Opportunity to display sponsor's banner at venue entrance and on stage of sponsored location
- Opportunity to provide a 20-second video to present at the commencement of the nominated location
- Sponsor's logo to feature on all email marketing in the lead-up to and during the Ideaction.2021 conference
- Recognition of sponsorship in June edition of *Facility Perspectives*
- Recognition of sponsorship in FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation at the conclusion of the conference
- One complimentary conference registration ticket

## EXCLUSIVE DELEGATE INFORMATION PACK SPONSOR

**\$6,000 (Ex GST)**

- Exclusive recognition as the Delegate Information Pack Sponsor at the Ideaction.2021 conference
- Acknowledgement as the Delegate Information Pack Sponsor with company logo and link to website across the Ideaction.2021 website
- Sponsor's logo to be printed on all Ideaction.2021 Delegate Information Packs, in conjunction with the FMA logo, for all attendees to wear and keep
- Sponsor's logo to feature on all email marketing in the lead-up to and during the Ideaction.2021 conference
- Recognition of sponsorship in June edition of *Facility Perspectives*
- Recognition of sponsorship in FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation at the conclusion of the conference
- One complimentary conference registration ticket





## EXCLUSIVE LANYARD SPONSOR

### \$4,500 (Ex GST)

- Exclusive recognition as the Lanyard Sponsor at the Ideaction.2021 conference
- Acknowledgement as the Lanyard Sponsor, with company logo and link to website across the Ideaction.2021 website
- Sponsor's logo to be printed on all Ideaction.2021 Lanyards, in conjunction with the FMA logo, for all attendees to wear and keep
- Sponsor's logo to feature on all email marketing in the lead-up to and during the Ideaction.2021 conference
- Recognition of sponsorship in June edition of *Facility Perspectives*
- Recognition of sponsorship in FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation at the conclusion of the conference

## REASONS TO SPONSOR

If you are looking to play a larger role in the FM industry, sponsoring Ideaction.2021 is a great way to place your organisation at the forefront of delegates' minds. A variety of sponsorship packages and partnership opportunities are available. Should the following options not meet your needs or budget, there is also the opportunity to create a personally tailored package.

We encourage anyone interested in gaining exposure through Ideaction.2021 to contact the FMA.

**E: [nicolea@fma.com.au](mailto:nicolea@fma.com.au) M: 0405 537 354**  
**E: [isabella@alignmentevents.com.au](mailto:isabella@alignmentevents.com.au) M: 0420 636 757**



## EXCLUSIVE PRINCIPAL DINNER SPONSOR

**\$18,000 (Ex GST)**

- Exclusive recognition as the Principal Dinner Sponsor at the Ideaction.2021 conference
- Acknowledgement as the Principal Dinner Sponsor, with company logo and link to website across the Ideaction.2021 website
- Sponsor's logo to be clearly printed on the Conference Dinner Menu, Conference Dinner Tickets and other related Conference Dinner collateral
- Sponsor's logo to feature in a prominent position on all Conference Dinner PowerPoint slides
- Opportunity to welcome guests to the Conference Dinner (maximum 3 minutes)
- Opportunity to provide an arrival gift with sponsor branding to all attendees at the Conference Dinner. Gift to be funded by sponsor and approved by FMA
- Opportunity to display signage at the Conference Dinner (sponsor to supply signage). Maximum of two pullup banners to be displayed
- Verbal recognition of sponsorship at the opening of the Conference Dinner
- Sponsor's logo to feature on all email marketing in the lead-up to and during the Ideaction.2021 conference
- Recognition of sponsorship in June edition of *Facility Perspectives*
- Recognition of sponsorship in FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation at the conclusion of the conference
- Two complimentary conference registration tickets
- Ten complimentary social event tickets

## EXCLUSIVE DINNER LIGHTING SPONSOR

**\$6,000 (Ex GST)**

- Exclusive recognition as the Dinner Lighting Sponsor at the Ideaction.2021 conference
- Acknowledgement as the Dinner Lighting Sponsor, with company logo and link to website across the Ideaction.2021 website
- Sponsor's logo to be clearly printed on the Conference Dinner Tickets
- Sponsor's logo to feature on Conference Dinner PowerPoint slides
- Opportunity to display one pullup banner at the Conference Dinner
- Sponsor's logo to feature on all email marketing in the lead-up to and during the Ideaction.2021 conference
- Recognition of sponsorship in June edition of *Facility Perspectives*
- Recognition of sponsorship in FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation at the conclusion of the conference
- Three complimentary social event tickets



## EXCLUSIVE DINNER BAR SPONSOR

**\$5,000 (Ex GST)**

- Exclusive recognition as the Dinner Bar Sponsor at the Ideaction.2021 conference
- Acknowledgement as the Dinner Bar Sponsor, with company logo and link to website across the Ideaction.2021 website
- Sponsor's logo to be clearly printed on the Conference Dinner Tickets
- Sponsor's logo to feature on Conference Dinner PowerPoint slides
- Opportunity to display one pullup banner at the Bar of the Conference Dinner
- Sponsor's logo to be printed on the serviettes of the Conference Dinner Bar
- Opportunity for bar staff to wear corporate branded t-shirts (cost to be covered by sponsor)
- Sponsor's logo to feature on all email marketing in the lead-up to and during the Ideaction.2021 conference
- Recognition of sponsorship in June edition of *Facility Perspectives*
- Recognition of sponsorship in FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation at the conclusion of the conference
- Two complimentary social event tickets

## EXCLUSIVE DINNER ENTERTAINMENT SPONSOR

**\$4,400 (Ex GST)**

- Exclusive recognition as the Dinner Entertainment Sponsor at the Ideaction.2021 conference
- Acknowledgement as the Dinner Entertainment Sponsor, with company logo and link to website across the Ideaction.2021 website
- Sponsor's logo to be clearly printed on the Conference Dinner Tickets
- Sponsor's logo to feature on Conference Dinner PowerPoint slides
- Specific entertainment to take place during the prime time of the Conference Dinner, including sponsor acknowledgement
- Opportunity to display one pullup banner at the Conference Dinner
- Recognition of sponsorship in June edition of *Facility Perspectives*
- Recognition of sponsorship in FMA e-news
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam legislation at the conclusion of the conference
- Two complimentary social event tickets





# IDEACTION.2021

## BOOKING FORM

### PERSONAL DETAILS

Company Name:

Contact Person:

Postal Address:



State:

Postcode:

Country:

Telephone:

Email:

### SPONSORSHIP EXHIBITION PACKAGE

I would like to secure the following package:

Comments:

Value: \$

*Prices quoted in the package are in Australian Dollars and are exclusive of GST*

Name:



Sign:

Date:   /   /

### 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:  
isabella@alignmentevents.com.au

- ☐ Electronic copy of the company logo (EPS & JPEG)
- ☐ Company website address & contact details
- ☐ 250 words of promotional text (please note, text exceeding 250 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:

#### Facility Management Association

Name of Bank: Commonwealth Bank of Australia

Account Name: FMA IDEACTION ACCT

BSB: 063 000

Account No: 123 895 05

- ☐ Pay total amount in one full payment
- ☐ Deposit payment schedule preferred

### CREDIT CARD:

☐ VISA ☐ MasterCard

Card No:

Expiry Date:   /   CCV:

Amount: \$

*A surcharge will be applied to all credit card payments*

