

Ideaction.22

FM: Reflect, Reconnect, Recalibrate

Darwin Convention Centre
4 - 7 September 2022

SPONSORSHIP & EXHIBITION PROSPECTUS



FACILITY MANAGEMENT
ASSOCIATION OF AUSTRALIA

INVITATION TO PARTICIPATE



FMA are very excited to be hosting Ideaction.22 in person, attracting national and international delegates! Enjoying an early summer as the FM industry heads north to Darwin.

From Sunday 4 September 2022, facilities management professionals representing every aspect of the industry will be exposed to the unique environs of Darwin for Ideaction.22, the Facilities Management National Conference & Exhibition.

After the past two years, we look forward to moving closer to Southeast Asia, helping us to connect with a broader audience. It will also demonstrate a recognition that facilities management is a global industry, and Australia is a key player in the Oceanic region.

More than just a tropical destination, Darwin has undertaken significant infrastructure and facility developments over the past decade. These advances provide conference attendees a chance to experience facilities built to deal with different issues, including climatic resilience.

The theme of the conference, *"FM: Reflect, Reconnect, Recalibrate"*, will be focusing on what has changed within the FM industry since emerging from the COVID-19 pandemic. Within the Ideaction.22 Conference program, there will be an opportunity to attend sessions under the four streams - *People, Behaviour & Connection, Space and its Value: Now and in the Future, The Influences of Change and It's all About Compliance* - attracting a high degree of interest, given their direct relationship to the changing face of the industry.

The conference demonstrates our strong connection with the facilities management community, from the supply chain partners to the internal client organisations. Our sponsors and exhibitors are integral to providing attendees with an event that continues to lift the bar in terms of quality. This annual opportunity to explore new ideas and hear from international and local experts presents the perfect setting to support the industry and derive value from sponsorship and/or exhibiting as part of the conference.

We welcome back our long-term supporters and look forward to engaging with those wanting to newly connect with the FM industry. Ideaction offers a rare opportunity to engage with potential clients on a one-on-one basis.

This document outlines a variety of options for involvement through the developed sponsorship packages. As the industry adapts to meet client's needs, so too does the Ideaction.22 sponsorship packages which are not fixed, so if you have ideas, let's talk!

I hope you can join the team and your potential clients at Ideaction.22 in the Northern Territory.

Nicholas Burt
Chief Executive
Facilities Management Association of Australia



Ideaction.22

FM: Reflect, Reconnect, Recalibrate

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ABOUT FMA

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 3,000 members drawn from the public and private sectors across Australia.

A primary focus of 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, as well as developing standards for skills and competencies.

VENUE AND LOCATION

Set within the lush tropical surrounds of the Darwin Waterfront Precinct, the Darwin Convention Centre is a stunning destination for Ideaction.22, which aims to attract national and international delegates from across the FM industry.

The centre is only 12km from the Darwin International Airport, providing excellent connectivity to the rest of the world, with direct flights from nearly every city.

Since opening in 2008, the Darwin Convention Centre has established a reputation as a modern, multi-award-winning centre, continually working to improve its performance as an environmentally sustainable event facility.

NETWORKING OPPORTUNITIES

Ideaction.22 will attract around 300 dedicated FM professionals from across Australia and the Oceania region. If you are looking to build and develop relationships with professionals working directly in this sector, this conference is the place to be!

Attendees will include:

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



SPONSORSHIP AND EXHIBITION BENEFITS

PERSONAL CONTACT: Stand out from the crowd, put a face to your brand, and build your customer base - the best way to create and maintain relationships with your target audience in a world of electronic marketing.

NETWORKING: Meet and speak with conference delegates in a relaxed yet informative environment - various social events are held throughout the conference to gain maximum exposure.

EDUCATION: Learn what's happening in the FM 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: Launch a new product, service or marketing campaign - with your target audience all in one place, there's no better opportunity to make a splash!

LEADS: Secure qualified leads - with the cost of business acquisition rising, exhibiting allows you to secure leads in one location.

SALES: Promote new services or demonstrate new products and equipment - a hands-on approach to sales is often the most powerful.

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

REASONS TO SPONSOR

If your company is looking to play a larger role in the FM industry, Ideaction.22 is the ideal way to reconnect and keep your company at the forefront of delegates' minds.

COMMUNICATIONS STRATEGY:

Marketing and communication efforts will create maximum awareness and position Ideaction.22 as the "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 updating registered delegates with general information, latest news, 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, discounted rates, call for abstracts etc. 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: Closer to the conference through both specialist and general media channels, FMA will be profiling key developments in the field.

SOCIAL MEDIA: LinkedIn, Twitter and Facebook will be used to create excitement around the event and speakers, featuring heavily in the social media campaign.

PREVIOUS SPONSORS & EXHIBITORS



SUMMARY OF SPONSORSHIP OPPORTUNITIES

A variety of partnership opportunities are being offered for your organisation's exposure at Ideaction.22, with the opportunity to create personally tailored packages should any of the following packages not meet your organisation's needs or budget. We encourage those with interest in exposure to contact FMA to discuss what's possible.

(**E** nicolea@fma.com.au **M** 0405 537 354 or **E** isabella@alignmentevents.com.au **M** 0420 636 757).

Following prices are excluding GST

OPPORTUNITIES AT A GLANCE	Number Available	Investment AUD \$ (excluding. gst)
KEY SUPPORT PACKAGE		
Platinum Sponsor	Exclusive	30,000
PROGRAM SUPPORT PACKAGES		
Opening Keynote Speaker Sponsor	Exclusive	10,000
Keynote Sponsor	Limited Opportunities	8,000
Concurrent Session Sponsor	Limited Opportunities	5,500
Poster Presentation Sponsor	Exclusive	2,000
CONFERENCE SUPPORT PACKAGES		
Conference App Sponsor	Exclusive	11,500
Barista Cart Sponsor	Exclusive	10,000
Revitalise & Invigorate Lounge Sponsor	Exclusive	10,000
Registration Desk Sponsor	Exclusive	8,000
Recycling Sponsor	Exclusive	7,800
Water Bottle Sponsor	Exclusive	7,800
Delegate Gift Sponsor	Exclusive	7,500
Wi-Fi Sponsor	Exclusive	7,500
Conference Charge Bar Sponsor	Exclusive	6,800
Lanyard Sponsor	Exclusive	6,500
SOCIAL EVENT PACKAGES		
Chair's Welcome Reception Sponsor	Exclusive	16,000
Chair's After Party Sponsor	Exclusive	8,000
Principal Conference Dinner Sponsor	Exclusive	20,000
Tropical Cocktail Sponsor	Exclusive	7,800
Conference Dinner Lighting Sponsor	Exclusive	6,000
Conference Dinner Entertainment Sponsor	Exclusive	5,400
Supporting Dinner Sponsor	Limited Opportunities	4,400
Music & DJ Sponsor	Exclusive	4,400
Bar Sponsor	Exclusive	4,000
EXHIBITION PACKAGES		
Single Booth Exhibition Package (3m by 2m)	Multiple	3,500
Double Booth Exhibition Package (6m by 2m)	Multiple	6,500
ADDITIONAL PROMOTIONAL OPPORTUNITIES		
Conference App Advertisement Sponsor	Multiple	\$500



PLATINUM SPONSOR

\$30,000 (ex GST)

EXCLUSIVE

- Exclusive Platinum Sponsorship of the FMA Ideaction.22 Conference
- Acknowledgement as the Platinum Sponsor with company logo hyperlinked on the FMA Ideaction.22 Conference website
- Visual recognition as the Platinum Sponsor on title slides in all rooms throughout the conference
- Verbal recognition as the Platinum Sponsor by MC throughout the four-day conference
- Nominated sponsor of one concurrent session stream
- Company logo and link to sponsor's website to feature on email marketing of the conference
- Advertorial / feature in the June edition of Facility Perspectives
- Recognition of sponsorship in the June edition of Facility Perspectives
- Recognition of sponsorship in FMA e-news
- Rotating Advertisement in the Conference App
- Delegate list - supplied in accordance with Australian Privacy and Anti-Spam Legislation, both prior to, and at the conclusion of the conference
- Recognition in the FMA Ideaction.22 Conference App as Platinum Sponsor
- One 6m x 2m exhibition stand
- Eight full conference registrations inclusive of social events
- Four exhibitor registrations (excludes the Conference Dinner)
- Four additional complimentary Welcome Reception tickets
- Seven additional complimentary Conference Dinner tickets

SPONSORSHIP PACKAGES AND BENEFITS

BASE PACKAGE

INCLUDED IN ALL SPONSORSHIP PACKAGES

All sponsorship packages are in addition to the following:

- Delegate list (in accordance with privacy laws)
- Access to Conference App, a networking platform
- Recognition of sponsorship in FMA e-news
- Recognition of sponsorship in Facility Perspectives
- Company logo on Ideaction.22 Conference website
- Company logo on email marketing for the conference

OPENING KEYNOTE SPEAKER SPONSOR

\$10,000 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of the Opening Keynote Speaker at the FMA Ideaction.22 Conference
- Acknowledgement as the Opening Keynote Speaker Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Logo to appear on slides displayed during sponsored keynote session
- Verbal recognition of sponsorship at the opening of sponsored keynote session
- Prime positioning within conference program for maximum exposure at the opening of the event with highest attendance
- Recognition on the FMA Ideaction.22 Conference App as the Opening Keynote Sponsor
- One full conference registration inclusive of social events
- BASE PACKAGE (as stated above)

CONCURRENT SESSION SPONSOR

\$5,500 (excl GST)

- Sponsorship of one concurrent stream (from beginning to the end of the conference) at the FMA Ideaction.22 Conference
- Acknowledgement as a Concurrent Session Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Logo to appear on slides displayed during sponsored session and verbal recognition of sponsorship at the commencement of the sponsored stream
- Opportunity to play a promotional video at the beginning of each break within the sponsored concurrent stream
- Opportunity to display signage and other branded materials in a designated area within sponsored session room (signage/materials to be provided by sponsor. A maximum of 2 pull up banners)
- Recognition on the FMA Ideaction.22 Conference App as Concurrent Session Sponsor
- BASE PACKAGE (as stated above)

KEYNOTE SPONSOR

\$8,000 (excl GST)

- Sponsorship of a Keynote Speaker at the FMA Ideaction.22 Conference
- Acknowledgement as a Keynote Speaker Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Logo to appear on slides displayed during sponsored keynote session
- Verbal recognition of sponsorship at the opening of sponsored keynote session
- Recognition on the FMA Ideaction.22 Conference App as the Keynote Sponsor
- BASE PACKAGE (as stated above)



POSTER PRESENTATION SPONSOR

\$2,000 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of the FMA Ideaction.22 Poster Presentations
- Company logo to be displayed where the posters are presented onsite at the FMA Ideaction.22 Conference
- Recognition on the FMA Ideaction.22 Conference App as Poster Presentation Sponsor
- BASE PACKAGE (as stated on page 7)

CONFERENCE APP SPONSOR

\$11,500 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of the Conference App at FMA Ideaction.22 Conference
- Acknowledgement as the Conference App Sponsor
- Conference App to be branded with Conference App Sponsor's logo
- Delegate Name Tags' to be branded with Conference App Sponsor's logo
- Acknowledgement as the Conference App Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Opening session announcement reminding delegates about the Conference App to acknowledge sponsor
- Pre-event email briefing all delegates on how to download the Conference App to include sponsor's branding
- Recognition as making the FMA Ideaction.22 Conference a sustainable and environmentally friendly event
- Recognition on the FMA Ideaction.22 Conference App as Conference App Sponsor
- One 3m x 2m exhibition stand
- Two full conference registrations inclusive of social events
- BASE PACKAGE (as stated on page 7)

BARISTA CART SPONSOR

\$10,000 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of the FMA Ideaction.22 Conference Barista Cart
- Acknowledgement as the Barista Cart Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Sponsor's branding on the barista cart
- Opportunity to brand the barista cart area with sponsor's logo. For example, provide extra furniture or promotional attire for staff to wear (funded by sponsor)
- Opportunity to place promotional items at the barista cart (materials to be provided by sponsor)
- Opportunity to display maximum of 2 pull up banners at barista cart
- Recognition on the FMA Ideaction.22 Conference App as Barista Cart Sponsor
- One 3m x 2m exhibition stand
- Two full conference registrations inclusive of social events
- BASE PACKAGE (as stated on page 7)

REVITALISE & INVIGORATE LOUNGE SPONSOR

\$10,000 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of the FMA Ideaction.22 Conference Revitalise & Invigorate Lounge
- Opportunity to brand the Revitalise & Invigorate Lounge area. Example: provide extra furniture or promotional attire for staff to wear (funded by sponsor)
- Company logo to be displayed where the lounges are located onsite at the FMA Ideaction.22 Conference
- Two full conference registrations inclusive of social events
- Recognition on the FMA Ideaction.22 Conference App as Revitalise & Invigorate Sponsor
- BASE PACKAGE (as stated on page 7)

REGISTRATION DESK SPONSOR

\$8,000 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of the Registration Desk at the FMA Ideaction.22 Conference
- Registration desk to include company logo branding in conjunction with FMA and Conference branding
- Acknowledgement as the Registration Desk Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Recognition on the FMA Ideaction.22 Conference App as the Registration Desk Sponsor
- One full conference registration inclusive of social events
- BASE PACKAGE (as stated on page 7)

DELEGATE GIFT SPONSOR

\$7,500 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of Delegate Gift Sponsor at the FMA Ideaction.22 Conference
- All Delegates to receive a gift on arrival with company logo branding in conjunction with FMA and Conference branding
- Delegate Gift to be reusable for ongoing promotional opportunities
- Acknowledgement as the Delegate Gift Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Recognition on the FMA Ideaction.22 Conference App as the Delegate Gift Sponsor
- BASE PACKAGE (as stated on page 7)

RECYCLING SPONSOR

\$7,800 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of Recycling Sponsor at the FMA Ideaction.22 Conference
- Opportunity to brand the bin area or provide personalised company bins at Ideaction.22
- Acknowledgement as the Recycling Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Recognition on the FMA Ideaction.22 Conference App as the Recycling Sponsor
- One full conference registration inclusive of social events
- BASE PACKAGE (as stated on page 7)

WI-FI SPONSOR

\$7,500 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of Wi-Fi at the FMA Ideaction.22 Conference
- Acknowledgement as the Wi-Fi Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Logo recognition as the Wi-Fi Sponsor on access instructions
- Recognition on the FMA Ideaction.22 Conference App as the Wi-Fi Sponsor
- BASE PACKAGE (as stated on page 7)

WATER BOTTLE SPONSOR

\$7,800 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of the Water Bottle Sponsor at FMA Ideaction.22 Conference
- Acknowledgement as the Water Bottle Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Delegates to receive branded water bottle, with branded water dispenses available throughout the Conference
- Recognition on the FMA Ideaction.22 Conference App as Water Bottle Sponsor
- One full conference registration inclusive of social events
- BASE PACKAGE (as stated on page 7)

CONFERENCE CHARGE BAR SPONSOR

\$6,800 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of Conference Charge Bar Sponsor at the FMA Ideaction.22 Conference
- Conference Charge Bar to be in a high traffic area for all Delegates to see and use when needed at Ideaction.22
- Conference Charge Bar to include company logo branding in conjunction with FMA and Conference branding
- Acknowledgement as the Conference Charge Bar Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Recognition on the FMA Ideaction.22 Conference App as the Conference Charge Bar Sponsor
- BASE PACKAGE (as stated on page 7)

LANYARD SPONSOR

\$6,500 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of delegate lanyards at the FMA Ideaction.22 Conference
- All delegates to wear branded Lanyards throughout the FMA Ideaction.22 Conference
- Acknowledgement as the Lanyard Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Recognition on the FMA Ideaction.22 Conference App as Lanyard Sponsor
- BASE PACKAGE (as stated on page 7)

CHAIR'S WELCOME RECEPTION SPONSOR

\$16,000 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of the FMA Ideaction.22 Chair's Welcome Reception
- Verbal recognition of sponsorship at the opening of the Chair's Welcome Reception
- Acknowledgement as the Chair's Welcome Reception Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Company branding on the coasters and serviettes at the Chair's Welcome Reception
- Opportunity for welcome speech at the Chair's Welcome Reception (3 minutes maximum)
- Opportunity to display signage at the Welcome Reception (sponsor to supply signage. Maximum of 2 pull up banners to be displayed)
- Recognition on the FMA Ideaction.22 Conference App as Chair's Welcome Reception Sponsor
- One 3m x 2m exhibition stand
- Two full conference registrations inclusive of social events
- Four additional complimentary Welcome Reception tickets
- BASE PACKAGE (as stated on page 7)

CHAIR'S AFTER PARTY SPONSOR

\$8,000 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of the Chair's After Party Sponsor
- After Party to be held in a separate area to the Chair's Welcome Reception
- Acknowledgement as the Chair's After Party Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Opportunity to display signage at the Chair's After Party (sponsor to supply signage. Maximum of 2 pull up banners to be displayed)
- Company branding on the coasters and serviettes at the Chair's After Party
- Recognition on the FMA Ideaction.22 Conference App as Chair's After Party Sponsor
- Four complimentary to the Chair's After Party
- BASE PACKAGE (as stated on page 7)



PRINCIPAL CONFERENCE DINNER SPONSOR

\$20,000 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of the Principal Conference Dinner Sponsor at the Conference Dinner venue
- Acknowledgement as the Principal Conference Dinner Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Logo featured on menus and any other related Conference Dinner collateral
- Opportunity to formally welcome guests to the Conference Dinner (3 minutes maximum)
- Opportunity to provide an arrival gift to all attendees at the Conference Dinner (gift to be supplied by sponsor and approved by FMA Australia)
- Opportunity to display signage at the Conference Dinner (sponsor to supply signage. Maximum of 2 pull up banners to be displayed)
- Verbal recognition of sponsorship at the opening of the Conference Dinner
- Recognition on the FMA Ideaction.22 Conference App as the Conference Dinner Sponsor
- One 3m x 2m exhibition stand
- Two full conference registrations inclusive of social events
- Eight complimentary Conference Dinner tickets (in total ten tickets)
- BASE PACKAGE (as stated on page 7)

TROPICAL COCKTAIL SPONSOR

\$7,800 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of the Tropical Cocktail Sponsor at the Conference Dinner or Chair's Welcome venue (optional)
- Acknowledgement as the Tropical Cocktail Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Cocktail to be named after sponsoring company
- Cocktail to be themed in sponsoring company's corporate colours
- Cocktail to be served on serviettes with company's logo printed at either Conference Dinner or Chair's Welcome on arrival
- Opportunity to display one pull up banner at the Conference Dinner or Chair's Welcome (to be supplied by sponsor)
- Recognition on the FMA Ideaction.22 Conference App as the Tropical Cocktail Sponsor
- BASE PACKAGE (as stated on page 7)

CONFERENCE DINNER LIGHTING SPONSOR

\$6,000 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of the Conference Dinner Lighting Sponsor at the Conference Dinner venue
- Acknowledgement as the Conference Dinner Lighting Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Dinner lighting to be themed with organisation's logo colouring
- Verbal recognition as the Conference Dinner Lighting Sponsor during Welcoming Speech at the Conference Dinner
- Opportunity to display one pull up banner at the Conference Dinner (to be supplied by sponsor)
- Recognition on the FMA Ideaction.22 Conference App as the Conference Dinner Lighting Sponsor
- Three complimentary Conference Dinner tickets
- BASE PACKAGE (as stated on page 7)

CONFERENCE DINNER ENTERTAINMENT SPONSOR

EXCLUSIVE

\$5,400 (excl GST)

- Exclusive sponsorship of specific Conference Dinner Entertainment at the Conference Dinner venue
- Acknowledgement as the Conference Dinner Entertainment Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Conference Dinner Sponsor to approve of the proposed specific key entertainment at the Conference Dinner
- Specific Entertainment will be hosted during prime time of the Conference Dinner with sponsor acknowledgement
- Logo displayed on holding slides at the Conference Dinner
- Opportunity to display one pull up banner at the Conference Dinner (to be supplied by sponsor)
- Recognition on the FMA Ideaction.22 Conference App as the Conference Dinner Entertainment Sponsor
- Four complimentary Conference Dinner tickets
- BASE PACKAGE (as stated on page 7)

MUSIC & DJ SPONSOR

\$4,400 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of the Music & DJ Sponsor at the Conference Dinner venue
- Acknowledgement as the Music & DJ Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Verbal recognition of the Music & DJ Sponsor at the Conference Dinner
- Opportunity to display one pull up banner at the Conference Dinner (to be supplied by sponsor)
- Recognition on the FMA Ideaction.22 Conference App as the Music & DJ Sponsor
- Two complimentary Conference Dinner tickets
- BASE PACKAGE (as stated on page 7)

SUPPORTING DINNER SPONSOR

\$4,400 (excl GST)

- Logo on holding slides at the Conference Dinner
- Acknowledgement as the Supporting Dinner Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- 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
- Recognition on the FMA Ideaction.22 Conference App as the Supporting Dinner Sponsor
- Two complimentary Conference Dinner tickets
- BASE PACKAGE (as stated on page 7)

BAR SPONSOR

\$4,000 (excl GST)

EXCLUSIVE

- Exclusive sponsorship of Bar Sponsor at the Conference Dinner venue
- Acknowledgement as the Bar Sponsor with company logo and link on the FMA Ideaction.22 Conference website
- Company branding on screens at the Conference Dinner Bar
- Company branding on the coasters and serviettes at the Conference Dinner Bar
- One pull-up banner (supplied by sponsor) to be displayed in the bar area
- Recognition on the FMA Ideaction.22 Conference App as the Bar Sponsor
- Two complimentary Conference Dinner tickets
- BASE PACKAGE (as stated on page 7)

TRADE EXHIBITION

BOOTH 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 skirted trestle table & 2 chairs
- Excludes additional trade exhibition furniture

PRELIMINARY EXHIBITION SCHEDULE

SUNDAY 4 SEPTEMBER 2022

3.00pm - 5.00pm: Exhibitors Bump In

MONDAY 5 SEPTEMBER 2022

8.00am - 5.00pm: Trade Exhibition Open

TUESDAY 6 SEPTEMBER 2022

8.00am - 1.00pm: Trade Exhibition Open

**please use these times as a guide only for now, finalised times will be provided closer to the event.*

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

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

The FMA Ideaction.22 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

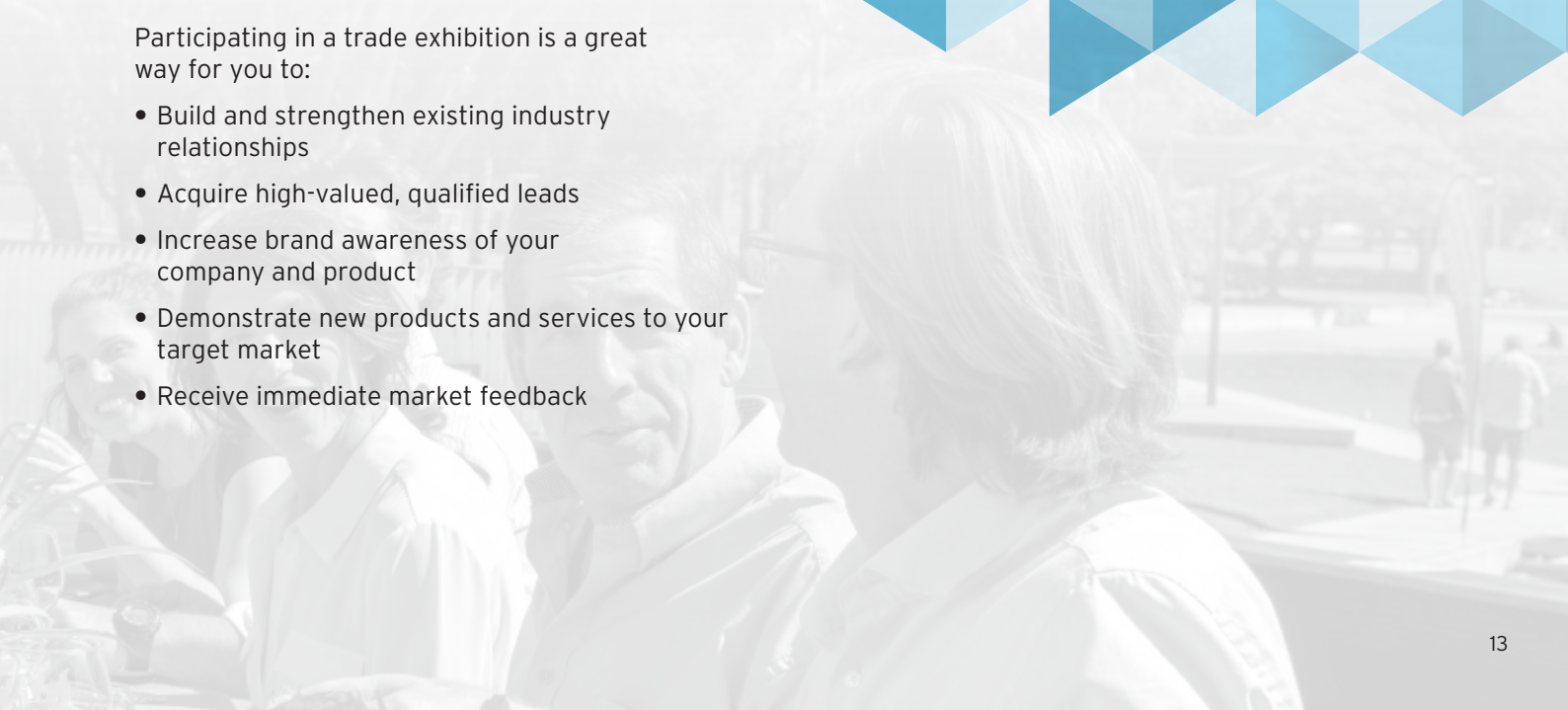
- 3m x 2m or 6m x 2m metre exhibition booth located in high traffic area for maximum exposure
- Two exhibitor registrations including all day catering and attendance to the Chair's Welcome.
- Inclusion on the exhibitor listing in the Conference App for use by all delegates at the conference
- Base Package (as stated on page 7)

CONFERENCE APP ADVERTISING PACKAGES

Advertising space will be available within the Conference App which will be available to all delegates.

Advertising in this publication will provide excellent exposure for your organisation.

Rotating Conference App Advertisement
\$750 (plus GST)



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:

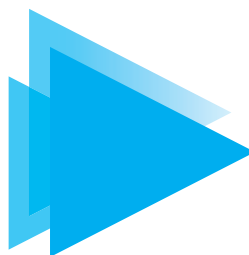
Comments:

Value:

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

Signed:

Name:



Ideaction.22

FM: Reflect, Reconnect, Recalibrate

Darwin Convention Centre

4 – 7 September 2022

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 App.

Please send all required information to:
isabella@alignmentevents.com.au

- Electronic copy of the company logo (EPS & JPEG)
- Company website, address, generic phone number and generic email address
- 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: Facilities 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 schedule preferred

CREDIT CARDS: VISA / MasterCard (please circle)

Card Number:

Expiry Date:

 /

Amount:

