

CHURCH, CHARITABLE AND NOT-FOR-PROFIT COMMITMENT TO A CAUSE

AGED & COMMUNITY SERVICES NSW
& ACT EXCLUSIVELY INVITES YOUR
ORGANISATION TO SHOWCASE AT THE

2015 ACS STATE CONFERENCE

6-7 MAY
ROSEHILL GARDENS, SYDNEY

PRESENTED BY



Aged & Community
Services NSW & ACT

PLATINUM SPONSOR



PAYNTER DIXON
HEALTH & AGEING BUILDING SUCCESS

EXHIBITIONS WORK!

The 2015 ACS State Conference offers unrivaled business-to-business opportunities with the church, charitable and not-for-profit sector of the Aged Care Industry. ACS NSW & ACT have over 300 member organisations, with over 2500 facilities and services enabling sponsors and exhibitors extensive market reach.

It is a proven fact that exhibitions are an effective part of the marketing mix:

- Exhibitions bring your most active prospects and customers to you
- Exhibitions allow you to demonstrate products, answer questions, overcome objections and meet your market face-to-face.
- Exhibitions allow you to harness all five senses to drive home your message.
- Exhibitions allow you to further virtualise all of your marketing goals at the same time:
 - long term brand building to immediate sales
 - research the market to generate media coverage
 - launch new products to entertain loyal customers
(Exhibitions Work, Exhibition and Event Association of Australasia)

Sponsorship and Exhibitions in any industry are critical business tools, and in Aged Care Sector it is no different. ACS members commit to attending our State Conference to gain knowledge and insight into Aged Care issues, developments and future directions at all levels including products and services.

The Conference Committee target the following people to attend the event:

- Key stakeholders in the Aged and Community Services industry
- Chief Executive Officers
- Senior Managers, Decision Makers
- Board Members
- Directors of Nursing
- Care Managers

We invite you to participate in this strategic marketing opportunity at the 2015 ACS State Conference. There are a wide range of Sponsorship and Exhibition Packages are available.



**CONFERENCE COMMITTEE
– 2015 ACS STATE CONFERENCE**

WHAT'S NEW AT THE 2015 ACS STATE CONFERENCE!

SPONSOR AND TRADE NETWORKING FORUM

The ACS NSW & ACT Conference Committee is pleased to launch the Sponsor and Trade Networking Forum as part of the 2015 program. This is a dedicated 30 minutes following morning tea on Day One for delegates to formally interact with the Sponsors and Trade. The forum will be listed in the program and delegates are advised that it is an opportune time to focus on your products and services available within the Aged Care Sector.

Sponsor and Trade networking will occur on two levels:

- Sponsors will be provided with a list of delegates 10 days prior to the Conference to identify up to 5 delegates that they would like to organise to meet with during the Forum. ACS will then forward an email to those delegates inviting them to meet with you during the networking forum. (Please note ACS cannot guarantee that delegates will partake in this opportunity. ACS can only encourage this process as much as possible).
- Trade will be encouraged to provide a give-away to attract delegates to their stand. The prizes will be drawn during lunch on the last day of the Conference and prizes will be announced during the Plenary after lunch. Prizes do not need to be expensive, small wine packs or hampers to the value of \$50 make great prizes.

ACS NETWORKING LOUNGE

The opportunity to network with Sponsors and Trade is an essential component of the 2015 ACS State Conference and in developing and extending these interactions ACS has introduced the Networking Lounge.

The ACS Networking Lounge will not only provide a hub for meeting it will enable sponsors to display extra material and trade to approach delegates in a more informal environment. The networking lounge will also be an area for ACS staff to support and encourage the interaction of delegates with sponsors and trade.

STATE CONFERENCE PRE-DINNER DRINKS

In 2015 ACS will be holding the Conference Gala Dinner at Rosehill Gardens. The pre-dinner drinks will be held in the Exhibition and we encourage all delegates and trade to attend the dinner. Hosting the drinks in the trade area will give sponsors and exhibitors an opportune time to meet delegates & network.

ACS SPONSOR & TRADE PASSPORT

ACS will be running a Passport Competition to encourage registrants to visit your booths. We will be having "passport" booklets printed which will be handed to each registrant. The Passport booklets consist of a list of prizes and sponsors, a list of all exhibitors, a trade exhibition floor plan and a space designated for each exhibitor to stamp. The Conference will purchase the main prize for the passport competition.

ACS TRADE TABLES NOT-FOR-PROFIT AND SOLE TRADERS

The objective of the ACS State Conference is to expose our members to both education and products and services. We identified the need to look at providing a range of exhibitor organisations, both large and small, offering ACS member's benefits and will offer Not-for-Profits and sole trader organisation the opportunity to exhibit on a trade table at a significantly discounted rate. These positions are strictly limited and application is through ACS directly.

MAJOR SPONSORSHIP PACKAGES

SPONSORSHIP PACKAGE Inclusions	PLATINUM Sponsor SOLD	GOLD Gala Dinner Sponsor \$10,000	SILVER Business Lounge USB \$7,500	BRONZE Delegate Satchel \$6,000	BLUE Coffee Café \$5,000 (2 available)	Lanyard \$3,500	Water Bottle \$3,200	Writing Pads/ Pens \$3,000
Premium Sponsor Position	•	•	•	•	*			
Conference Registration	• (3)	• (2)	• (2)	• (2)	• (2)	• (1)	• (1)	• (1)
Acknowledgement during Opening Session	•							
Introductory Company Welcome at Plenary (5 min)	•							
2x Company banner displayed in Plenary	•							
Conference Dinner Ticket	• (3)	• (4)	• (2)	• (1)	• (1)	• (1)	• (1)	• (1)
Dinner welcome presentation (5 min)		•						
Logo/ Company colours on Dinner Menu		•						
VIP Invitations sent to be seated at Dinner Sponsors table		•						
Two banners displayed at Conference Dinner		•						
Individual company profiled email blasts	•	•	•	•	•			
Sponsor Group combined email blast	•	•	•	•	•	•	•	•
Logo in key position in pre advertising	•	•	•	•	•			
Sponsor recognition in Registration & Program	•	•	•	•	•	•	•	•
ACS Home Page Leader board Advertising	•							
Back page color advertising on Registration & Program Book	•							
Logo & Sponsor profile displayed on conference Website	•	•	•	•	•			
Advertising in Registration & Program (1/2 page)		•	•					
Advertising in Registration & Program (1/4) page)				•	•			
Company profile (100 words) in Conference Program	•	•	•	•	•	•	•	•
Additional Staff to attend at cost	•	•	•					
Satchel Inclusion (A4 brochure or equivalent)	•	•	•	•	•	•	•	•
Full Delegate List (name, title and organization pending approval)	•	•	•	•	•	•	•	•
Recognition of Sponsorship in brief up-date after the event	•	•	•			•	•	•

* A table top will be provided next to the Coffee Cart

SPONSORSHIP OPPORTUNITIES

PLATINUM CONFERENCE SPONSOR SOLD

Platinum Sponsorship allows the highest level of recognition during the Conference and includes maximum opportunities to profile.

Key Benefits:

- Premium double trade booth (6m x 3m) positioned in a high traffic area of the Exhibition
- Delegate registrations for three company representatives
- Acknowledgement of Sponsorship during Opening Plenary
- Introductory welcome during Plenary Session (5 mins)
- Two company banners displayed in Plenary Session or by registration desk
- Corporate Logo displayed at the beginning of each plenary session for the duration of the Conference
- Company logo displayed on rolling screens in Plenary
- Company logo on all holding slides during the Conference
- Conference dinner tickets (3)
- Sponsorship recognition, company logo and profile on event website
- Individual company profile emailed blasts (2)
- ACS website Conference leader board page advertising for the month of the Conference
- Platinum sponsor recognition in Registration & Program
- Full page advertising on back page of Conference Program book.
- Company profile & logo (100 words) in the Conference Program
- Additional staff to attend at cost
- One satchel inclusion (A4 brochure or equivalent)
- Delegate List (including name, title and organisation) pending approval
- Recognition of Sponsorship in brief up-date after the event

GOLD CONFERENCE GALA DINNER SPONSOR \$10,000

The ACS Gala Dinner is the highlight platform social event of the Conference and as the sponsor the event is named and branded with your Corporate identity including logo and colors:

Key Benefits: (1 available)

- Exclusive sponsor of the Conference Gala Dinner
- Welcome Speech at the Dinner (5 minutes)
- Two banners on the stage at the dinner venue
- Attendance for four at the Conference Dinner
- Company colours and logo on dinner menu and throughout the theme and decor
- VIP invitation's to be seated at the Sponsors table to be sent out on your behalf (sponsor must provide the invitation)
- Additional staff attendance at dinner at cost
- Premium trade booth (3m x 3m) positioned in a high traffic area of the Exhibition
- Delegate registrations (two) for the Conference
- Dinner sponsor recognition in Registration & Program
- Company logo in pre advertising material
- Individual company profile emailed blasts (1)
- Sponsors group company profile email blast
- Web marketing recognition and acknowledgement
- Advertising opportunity (1 page front inside cover) in the Registration and Conference Program
- Company profile (100 words) in the Conference Program
- One satchel inclusion (A4 brochure or equivalent)
- Delegate List (including name, title and organisation) pending approval
- Recognition of Sponsorship in brief up-date after the event



SILVER BUSINESS HUB & USB SPONSOR \$7,500

The Business Hub will be one of the focal points of the Exhibition where delegates can download speaker's presentations onto the sponsors branded USB.

Key Benefits: (1 available)

- Exclusive Sponsorship and naming rights to the Business Hub
- Delegate registrations (two) for the Conference
- Attendance for two at the Conference Dinner
- Company logo in pre advertising material
- Individual company profile emailed blasts (1)
- Sponsors group company profile email blast
- Web marketing recognition and acknowledgement
- Sponsor recognition in Registration & Program
- Advertising opportunity (1/2 page) in the Registration & Program
- Company profile (100 words) in the Conference Program
- One satchel inclusion (A4 brochure or equivalent)
- Delegate List (including name, title and organisation) pending approval
- Recognition of Sponsorship in brief up-date after the event

BRONZE DELEGATE SATCHEL SPONSOR \$6,000

Delegate satchels are an event souvenir and provide long-term brand name exposure for your Company.

Key Benefits: (1 available)

- Printed Logo branding on the Conference Satchel
- Delegate registrations (two) for the Conference
- Attendance for one at the Conference Dinner
- Web marketing recognition and acknowledgement
- Company logo in pre advertising material
- Individual company profile emailed blasts (1)
- Sponsors group company profile email blast
- Sponsor recognition in Registration & Program
- Advertising opportunity (1/4 page) in the Conference Registration & Program
- Company profile (100 words) in the Conference Program
- One satchel inclusion (A4 brochure or equivalent)
- Optional VIP satchel inclusion/ gift (not pens / notepads or water bottles)
- Delegate List (including name, title and organisation) pending approval
- Recognition of Sponsorship in brief up-date after the event

BLUE COFFEE CAFÉ SPONSOR \$5,000

The Coffee Cafés will be located in a high profile area of the Exhibition. Your sponsorship will allow you to engage delegates by branding the area with your signage. The Coffee Cafés always prove popular with delegates. The sponsorship package includes coffee machine, baristas, cups and coffee.

Key Benefits: (2 available)

- Exclusive Sponsorship and naming rights to the Coffee Cafés (per sponsorship)
- Table top display positioned next to the Coffee Cart in the Exhibition Hall (per sponsorship)
- Delegate registrations (two) for the Conference
- Attendance for one at the Conference Dinner
- Web marketing recognition and acknowledgement
- Individual company profile emailed blasts (1)
- Company logo in pre advertising material
- Individual company profile emailed blasts (1)
- Sponsors group company profile email blast
- Coffee Café sponsor recognition in Registration & Program
- Advertising opportunity (1/4 page) in the Conference Registration & Program
- Company profile (100 words) in the Conference Program
- One satchel inclusion (A4 brochure or equivalent)
- Delegate List (including name, title and organisation) pending approval
- Recognition of Sponsorship in brief up-date after the event

LANYARD \$3500

This sponsorship provides an opportunity to promote your Company through logo branding on the Conference lanyard.

Key Benefits: (1 available)

- Logo on Conference lanyard
- Delegate registration (one) for the Conference
- Attendance for one at the Conference Dinner
- Sponsor recognition in Registration & Program
- Company profile (100 words) in the Conference Program
- One satchel inclusion (A4 brochure or equivalent)
- Delegate List (including name, title and organisation) pending approval
- Recognition of Sponsorship in brief up-date after the event

WATER BOTTLE SPONSOR \$3200

A great opportunity to give delegates a permanent reminder of the Conference and the Sponsor by branding a sports water bottle.

Key Benefits: (1 available)

- Logo branded sports water bottle in delegate satchels
- Delegate registration (one) for the Conference
- Attendance for one at the Conference Dinner
- Sponsor recognition in Registration & Program
- Company profile (100 words) in the Conference Program
- One satchel inclusion (A4 brochure or equivalent)
- Delegate List (including name, title and organisation) pending approval
- Recognition of Sponsorship in brief up-date after the event

WRITING PADS/PENS \$3000

The opportunity to promote your organisation through logo branding of Conference delegate stationary.

Key Benefits: (1 available)

- Printed Logo on writing pads. Company branded pens to be provided by sponsor
- Delegate registration (one) for the Conference
- Attendance for one at the Conference Dinner
- Sponsor recognition in Registration & Program
- Company profile (100 words) in the Conference Program
- One satchel inclusion (A4 brochure or equivalent)
- Delegate List (including name, title and organisation) pending approval
- Recognition of Sponsorship in brief up-date after the event

DELEGATE SATCHEL INSERTS \$500 each

Profile yourself with your Company's promotional material being included as an insert into delegate satchels. This provides an excellent opportunity to show your creativity and provide innovative items. (Inserts cannot include writing pads/pens or water bottles).



ADVERTISING OPPORTUNITIES

ACS NSW & ACT is pleased to offer Trade Sponsors and Exhibitor's at the 2015 ACS State Conference the opportunity to advertise in the Conference Registration & Program (double advertising opportunity) if taken up prior to printing.

BACK COVER – FULL COLOR – FULL PAGE
– SOLD

FRONT INSIDE COVER – FULL COLOR – FULL PAGE
– SOLD

BACK INSIDE COVER – FULL COLOR – FULL PAGE
– \$950

1/2 PAGE – FULL COLOR – INSIDE
– \$495

1/4 PAGE – FULL COLOR – INSIDE
– \$295

EXHIBITION PACKAGES

The Trade Exhibition is a major component of the 2015 ACS State Conference including morning tea, lunch, afternoon tea breaks allowing exhibitors the opportunity to meet, network and discuss their products and services. Exhibitors are invited to consider incentives for delegates to visit your stand.

TRADE DISPLAY INCLUSIONS

- Exhibition Booth (3m x 3m)
- Two Conference Registrations
- Catering for arrival tea/coffee, morning & afternoon teas, and lunch.
- One Conference Dinner ticket
- Company name on Conference web-site
- One company brochure inserted in the delegates satchels (to be provided by exhibitor).
- One conference satchel per stand.
- Company Logo & Profile (50 words) in the printed Conference Program
- Delegate List (including name, title and organisation) pending approval.

COSTS	
ACS Corporate Associate	\$2750
Non Corporate Associate	\$3500



TRADE SPONSOR & EXHIBITOR BOOKING FORM

PARTNERSHIP BOOKING FORM

Please complete and return this form to: Libby Liddle, Business Development Manager
Aged & Community Services NSW & ACT
Fax: 02 9743 4556 or scan/email to: libbyl@acs.asn.au
PO Box 3124 Rhodes NSW 2138.

PLEASE PRINT IN BLOCK LETTERS AND PRINT CLEARLY

SECTION A: PARTNER DETAILS

First Name: Surname:.....

Company Name:

Position:

Address:

State: Post Code: Country:

Telephone: () Fax: ()

Mobile: E-mail:

Website:

SECTION B: SPONSORSHIP PACKAGE

Please indicate which package you would like to book by ticking the relevant box. All rates are inclusive of GST.

PACKAGE	Value	Option
Platinum Sponsor	SOLD	SOLD
Gold Sponsor - Conference Gala Dinner	\$10,000	[]
Silver Sponsor – Business Hub & USB	\$7,500	[]
Bronze Sponsor – Delegate Satchel	\$6,000	[]
Blue Sponsor – Coffee Café	\$5,000	[]
Lanyard Sponsor	\$3,500	[]
Water Bottle Sponsor	\$3,200	[]
Writing pads/pens	\$3,000	[]
Satchel Inserts	\$500	[]

SECTION C: TRADE EXHIBITION (please tick relevant box if applicable)

COSTS	
ACS Corporate Associate	\$2750 []
Non Corporate Associate	\$3500 []

SECTION D: TRESSLE TABLE NOT-FOR-PROFIT/SOLE TRADER

Please forward me information regarding the Not-for-Profit, sole trader conference trade availability.

COSTS	
Not-for-Profit/ Sole Trader Table	\$1500 []

SECTION E: ADVERTISING PACKAGE

Please indicate which package you would like to book by ticking the relevant box. All rates are inclusive of GST.

- Program Back Cover SOLD
- Front Inside Cover SOLD
- Back Inside Cover \$950
- 1/2 page inside \$495
- 1/4 page inside \$295

SECTION F: METHOD

<input type="checkbox"/> CHEQUE (Payable to Aged and Community Services NSW & ACT)	
<input type="checkbox"/> CREDIT CARD	<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD
	Cardholders Name
	Card Number
	Expiry Date
	TOTAL AMOUNT
Card Holders Signature	
<input type="checkbox"/> EFT (Reference: Surname / Code EJC01)	BANK: Westpac Ashfield ACCOUNT: 150 437 BSB: 032 060

TERMS AND CONDITIONS

- No exhibitor will be allowed to bump in at the conference unless full payment has been received.
- All prices are in AUD and inclusive of GST.
- Trade positions are not secured until a deposit is received and subject to sponsor preferences.
- Full payment must be paid 28 days after invoice is issued and prior to the conference.
- Registrations and deposits must be received by the due date 14th March 2015.
- Public Liability insurance is required to the value of \$10 million. A copy must be provided to ACS by 14th March 2015 to confirm your participation.
- ACS NSW & ACT accept no responsibility for the loss or damage to exhibitor equipment and materials.
- Delegate list subject to approval from the participating delegate.
- Prior notice must be advised for the supply of power.
- Logos and blurbs are required immediately for advertising in the delegate brochure and conference program however no later than 20 February 2015.

CANCELLATION POLICY

Cancellations will only be accepted in writing, mailed or faxed and must be signed by the person whose signature appears on this form (or nominee). Cancellations after the 30 days prior to the commencement of the respective conference will be refunded 50% of the total payment.

I have read and accept the Terms and Conditions of this Agreement.

Name (please print) Organisation:

Signed:

Dated:





Aged & Community
Services NSW & ACT