



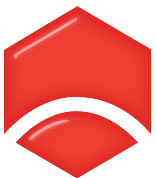
ENGINEERS
AUSTRALIA

ENGINEERS AUSTRALIA
CONVENTION 2014

SPONSORSHIP
AND EXHIBITION
PROSPECTUS

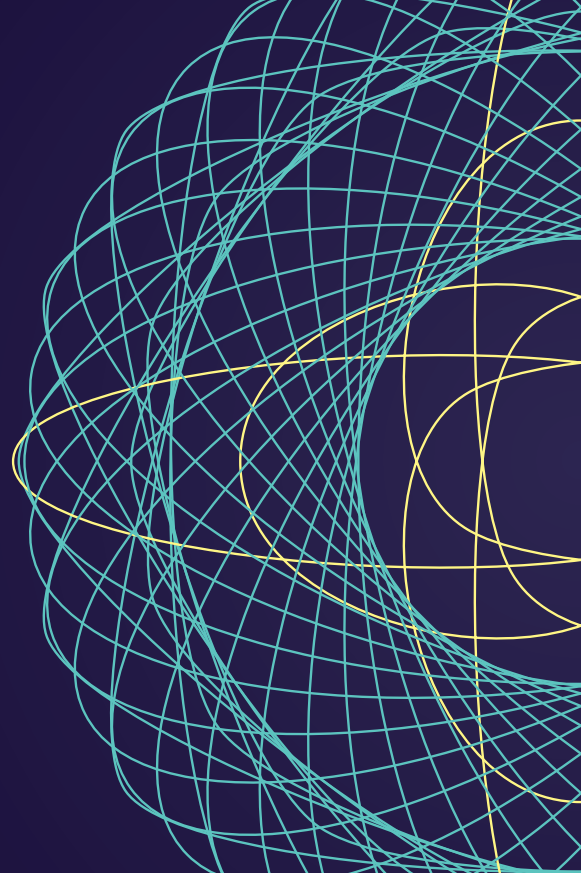
OUR VOICE
OUR FUTURE

24-28 NOVEMBER
MELBOURNE CONVENTION
& EXHIBITION CENTRE



ENGINEERS
AUSTRALIA

ENGINEERS AUSTRALIA CONVENTION 2014



ABOUT THE CONVENTION

For the first time, one major event will see all disciplines of engineering come together at Convention 2014, enabling personal and professional excellence, forging enduring partnerships and sharing innovations that will shape our future. Delegates will have the opportunity to access unique events within Convention on a range of topics, including:

- Leadership
- Project management and risk management
- Women in engineering
- Defence engineering
- Applied mechanics
- Telecommunication networks and applications
- Climate change, environment and sustainability
- Young engineers
- Transport and infrastructure
- Energy security

Convention also has a range of technical conferences, interdisciplinary and cross-profession forums, panels addressing global issues, and workshops, providing a rare opportunity to share expertise and advance specialist knowledge across the profession.

Convention 2014 will involve three core focus themes

MARKETPLACE	MEGA TRENDS	MASTERY
Finding solutions	Future of engineering	Contribution to body of knowledge
Building connections & networking	Global engineering	Professional development
Innovation and product launches	Thought leadership	Credibility and accreditation

WHY YOU NEED TO ALIGN WITH CONVENTION 2014

By aligning with Convention 2014 and Engineers Australia, you will benefit from the strong relationships Engineers Australia has built with industry businesses and government to shape the future of the engineering profession.

We are offering a full suite of products and services for you to engage with our members and delegates before, during and after Convention 2014. Convention 2014 will be your unique opportunity to align your business strategy and showcase your company in a targeted environment. You will not only leverage off our promotional and marketing activities, but also the events, exhibition, and networking opportunities at Convention that will enhance your visibility amongst leaders and innovators in the engineering industry.

CONVENTION 2014 OFFERS EXHIBITORS AND SPONSORS THE FOLLOWING:

- A magnitude of opportunities
- Flexibility — As Engineers Australia owns and operates this event, we can tailor and create opportunities to suit your needs
- Diversity — the event is all encompassing of the engineering profession. All major players within the profession will be in attendance.

CONVENTION 2014 ALSO PROVIDES THE PLATFORM FROM WHICH TO:

- Showcase capacity and capability
- Pursue business acquisition and retention strategies
- Pursue talent acquisition and retention strategies, and position organisations as employers of choice

FAST FACTS:

Date: Monday
24 – Friday
28 November 2014

Venue: Melbourne
Convention
& Exhibition Centre

Delegates: 5000+
Australian and
international delegates
across five days

Program: International
and Australian speakers

ABOUT ENGINEERS AUSTRALIA

Engineers Australia is the largest and most diverse association for engineers in Australia, and is one of the world's most respected engineering associations. Since our establishment in 1919, we have over 100,000 members embracing all disciplines of engineering.

Engineers Australia is the trusted voice of the profession. We are the global home for engineering professionals renowned as leaders in shaping a sustainable world.



Access all
of the
Melbourne
Convention
Centre

CONVENTION PROGRAM OVERVIEW

The open spaces of the Melbourne Convention and Exhibition Centre will be filled with innovative and engaging displays and community spaces. Networking hubs will provide comfortable meeting spaces for delegates to network, discuss, and collaborate. There will also be an opening ceremony, a Convention Welcome Event, and a large exhibition showcasing product demonstrations and short talks from industry, the profession, business, government and academics.

The main conference of Convention is the Leadership 2014 Conference featuring a single stream of invited speakers and three major keynote sessions addressing global trends and their relevance to Australia.

PROGRAM

Events

- Interdisciplinary / cross-profession breakfasts and panels
- Forums and symposiums discussing key issues and trends
- Workshops and seminars

Exhibition

Convention Keynote Sessions by international and Australian speakers

Convention Welcome Event

Conferences

- Leadership Conference 2014
- Mastering Complex Projects Conference (MCPC)
- Practical Responses to Climate Change Conference (PRCC)
- Australian Defence Engineering Conference (ADEC)
- 8th Australasian Congress on Applied Mechanics (ACAM 8)
- Australasian Telecommunications, Network and Applications Conference (ATNAC)
- Transport and Infrastructure Conference (TIC)
- Women in Engineering (WIE)

Partner tours

- A special partner program will be available for delegate partners to explore Melbourne throughout the week.

Site tours

- Local tours of Melbourne sites
- Regional tours of Victoria

Dinners

- Conference dinners and receptions
- Sponsor dinners

CONTACT

For all general sponsorship and exhibition queries please contact:

- ☎ +61 2 6270 6555 or 1300 653 113
- ☎ +61 2 9213 4099
- ✉ partnerships@convention.org.au
- 🌐 convention2014.org.au

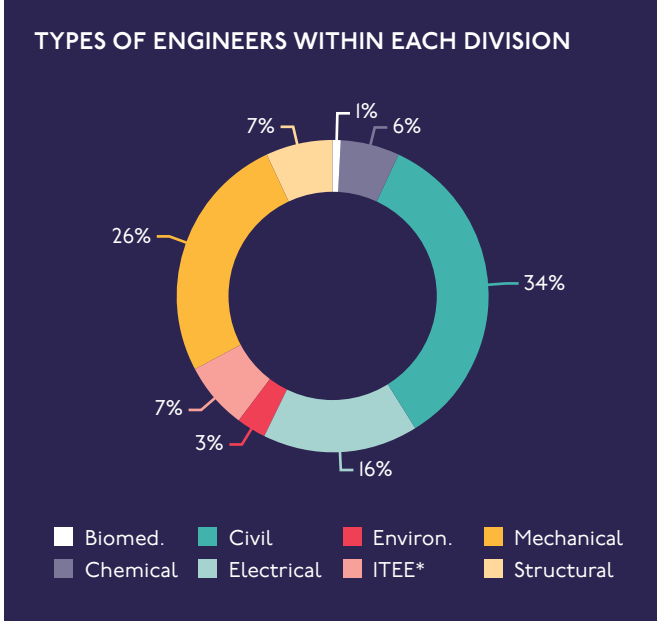
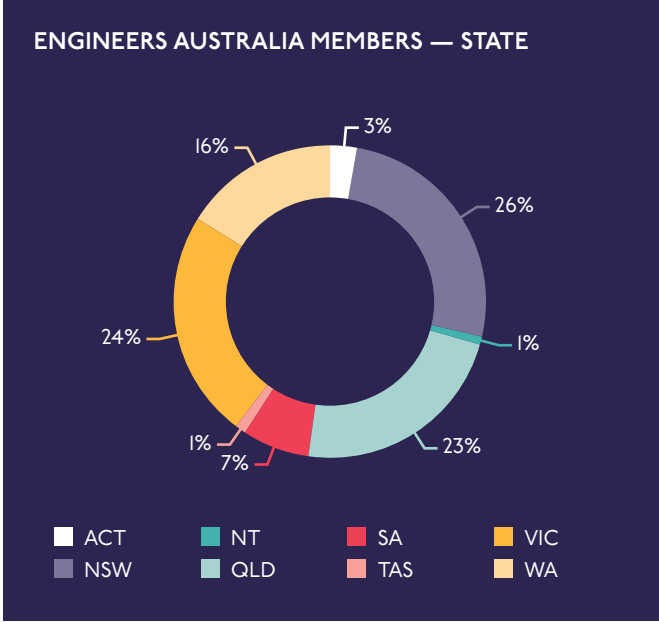
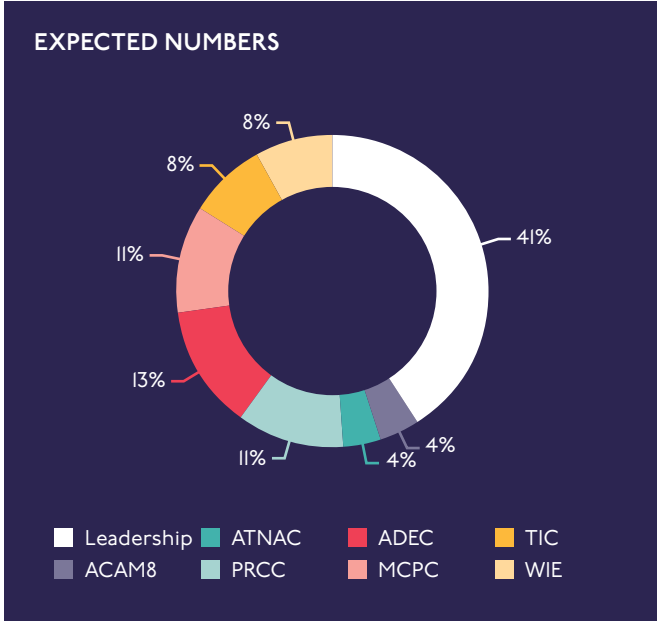
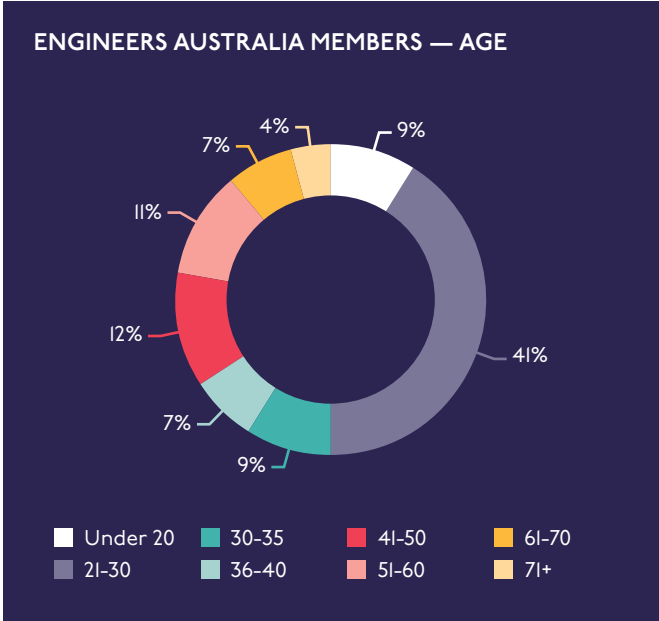
For information on the Convention 2014 Premium Partnership opportunities please contact Murray Musset. Murray will arrange a meeting with you to discuss Convention 2014 in more detail and the types of sponsorship opportunities available.

- ☎ +61 3 9321 1734
- ☎ +61 434 909 310
- ✉ partnerships@engineersaustralia.org.au

DELEGATE PROFILE

Who will be at Convention 2014?

- Engineering professionals including
 - Young engineers
 - Leaders (CEO's, management and key decision makers)
 - International engineers
 - Current Engineers Australia members
 - Chartered engineers
- Engineering firms (small, medium, national and multi-national businesses)
- Corporate companies that employ or work with engineers, including those from the automotive, mining, and digital technology industries
- Government departments and officials
- Defence
- Members of international organisations
- Universities and academics
- University Students and Graduates





DESTINATION — MELBOURNE

Venue

Melbourne Convention & Exhibition Centre (MCEC)
2 Clarendon Street, Southbank VIC 3006
www.mcec.com.au

Recognised as Australasia's leading meetings and conference centre in 2013 and 2012 by the prestigious World Travel Awards, MCEC connects you with everything you need for a successful event. This includes amazing spaces, leading technology, creative food and wine, and staff with the skills and experience to bring it all together. Situated on the banks of the iconic Yarra River, it is a 20-minute drive from Melbourne airport and a short stroll to the city centre where you can explore cafés, eclectic restaurants, lush parklands, incredible fashion and inspiring galleries and museums.

Melbourne is an exciting, ever-changing city with extraordinary surprises to be discovered in every laneway, rooftop and basement. A city that regularly tops the World's Most Liveable list, there's always something happening with an enviable array of major events and festivals.

Convention Welcome Event

As the major kick-off event for bringing all delegates together in one large networking opportunity, the Convention 2014 Welcome Event will be held at the historic and iconic Melbourne Cricket Ground (MCG).

The Welcome Event has been designed as the main evening reception for all Convention delegates to spend time in a relaxed and engaging environment, and give delegates and their partners the opportunity to network and create beneficial relationships that will help shape the rest of the week. Delegates will be able to stand on the MCG grass, an opportunity rarely offered, and experience an atmospheric night of good food, conversation and Melbourne culture.

The Convention Welcome Event is the prime opportunity for Sponsors to capture the entire Convention audience simultaneously in one unique and exciting location.

CONVENTION EXHIBITION

More than a standard trade show, the Convention Exhibition will be an engaging, exciting and interactive space.

As the main location for all meals and networking throughout the week, the Exhibition will be open from Tuesday through Friday, giving the Convention community and organisations the opportunity to learn, interact, connect, experience and educate.

With delegates from various sectors within engineering, enormous opportunities exist for exhibitors to connect with varied target audiences.

Features of the Convention Exhibition include:

- A dedicated theatre space for up to 150 delegates for demonstrations, short addresses and workshop presentations. (See page 8 for more information on booking this space)
- An interactive school zone for secondary and tertiary students engaging in robotics, Formula One cars, mechanics and much more
- A large networking lounge area in the centre of the exhibition with designated meeting points for you to utilise and network with leading people in your industry
- Large displays of machinery, robots, modified vehicles and special projects to engage delegates
- Technology hot spots with access to tablet devices
- Catering zones for all breaks and lunches placed throughout the exhibition to ensure movement of delegates
- A custom designed menu by the Melbourne Convention & Exhibition Centre for all meals and breaks
- An interactive event mobile app to guide exhibitors and attendees throughout the space (this will be available after registration opens)
- Book and merchandise stores for delegates to purchase books and special Convention 2014 merchandise.

Access to the exhibition will be included in all delegate day passes to Convention. In addition, the general public will have the opportunity to register for the exhibition only on an individual basis at designated times. Opportunities will also exist for exhibitors to invite in their key clients at specified times (additional fees may apply).

In addition to the exhibition the main Convention Centre Foyer will offer an additional space for delegate engagement.

Features of the Convention Centre include:

- Innovative registration and information desks as well as dedicated lounges and social spaces, designed to represent the culture and diversity of Melbourne. These lounges will provide spaces for quiet meetings and conversations as well as dedicated lounges for networking.
- Technology hot spots with access to tablet devices as well as social media feeds located on large screens around the venue
- Multi-use conference rooms used for keynote sessions, conferences, forums and symposiums
- Merchandise store
- Engaging lounge bar for post conference networking
- Dedicated recycling facilities
- Barista coffee carts fuelling breaks
- RFID program allowing delegates to check in and gain access to all areas
- Opportunities for sponsors to engage in multiple branded opportunities as detailed in this prospectus.





CONVENTION EXHIBITION PRICING AND ENGAGEMENT OPTIONS

Opportunities exist for Exhibitors to choose booths and floor space from 9m² and beyond within the exhibition. Exhibitors will be able to select a Premium location identified by being adjacent to some of the major draw cards of the exhibition, or select a Standard location identified as being a zone perfect for one-on-one meetings and demonstrations. Exhibitors are encouraged to create and design interesting, sustainable and innovative areas and booths.



Early confirmation of your participation will ensure a higher level of exposure. An extensive promotional campaign including advertisements, email broadcasts, social media and web presence will be implemented in the lead up to Convention 2014.

EXHIBITION TYPE	EARLY BIRD Payment received up to and including 30 June 2014	STANDARD Payment received after 1 July 2014
Premium — 3m x 3m shell scheme booth includes a premium position on the plan, profile on the conference app and logo on the sponsor page of the website	\$9,000 per booth	\$9,500 per booth
Standard — 3m x 3m shell scheme booth includes a standard position on the plan and profile on the conference app and website	\$6,200 per booth	\$6,700 per booth
Premium Floor space (minimum 9m ²)	\$800 per m ²	\$850 per m ²
Standard Floor space (minimum 9m ²)	\$600 per m ²	\$650 per m ²
Discounted booth rate for 3 or more shell schemes or equivalent floor space	15% discount on above rates	10% discount on above rates

Inclusions

ITEM	DESCRIPTION	3M X 3M SHELL SCHEME BOOTH	3M X 3M FLOOR SPACE
2 x fulltime exhibitor registration passes	Exhibition admission from Tuesday to Friday (additional days will be allocated for set up and pack down) <ul style="list-style-type: none"> Morning and afternoon teas Lunches Security nametag Additional fulltime exhibitor passes are available for purchase at \$300 per person per pass 	✓	✓
Fascia panel	Exhibitor company name on fascia panel (as indicated on the application form)	✓	✗
Walls	2.5m high matt anodised aluminium frame with white infill walls (1 x back and 2 x side walls for middle booths; 1 x back and 1 x side wall for corner booths)	✓	✗
Lights	2 x 120w spots mounted on light track inside fascia	✓	✗
Power	1 x single power point with a maximum of 4 amps	✓	✓
Additional equipment	Available for hire from exhibition supplier at exhibitor's own expense	✗	✗
Listing in digital Convention app	<ul style="list-style-type: none"> Exhibitor company name Booth location 50 word promotional paragraph (80 words for Premium Booth and space holders) Full contact details 	✓	✓
Convention Welcome Event	20% discount on the purchase price of Convention Welcome Event tickets at the Melbourne Cricket Ground (MCG)	✓	✓
Convention Website	Listing of company name on Convention website	✓	✓

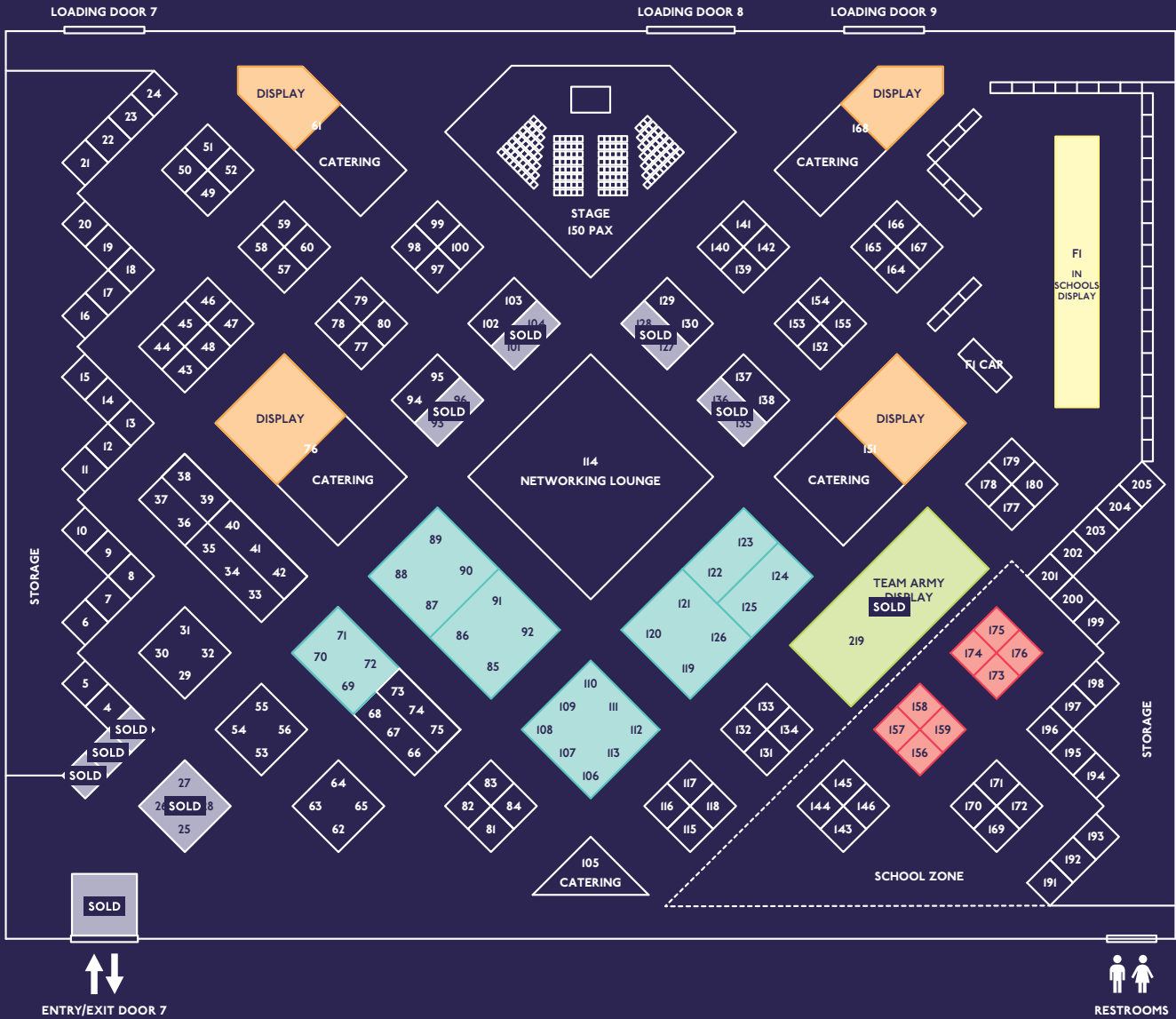
Exhibition Engagement

ITEM	DETAILS	COST
 EXHIBITION SHOWCASE	<p>Want to rise above the crowd and drive relevant traffic to your exhibition booth or deliver a strong branding message. Consider taking a scheduled 15 minute timeslot in our exhibition theatre to build commercial interest in your organisation's offerings. Available timeslots are limited. Only sponsors or exhibitors that have purchased an exhibition booth or equivalent exhibition space are eligible to purchase an Exhibition Showcase. Theatre seats up to 150</p> <ul style="list-style-type: none"> Logo recognition on website and in Convention app 15 minute speaker opportunity One Push notification of session on the Convention app Publication of session in the Convention digital program Opportunity to provide 2 x pull up banners to be positioned in the exhibition theatre during the sponsored presentation (sponsor to provide and setup) 	\$4,000 7 available
 EXHIBITION RFID STATION	<p>Do you want to easily consolidate your qualified leads, or are you seeking a post-Convention pipeline to share your marketing information with? Consider being part of the delegate RFID registration program.</p> <ul style="list-style-type: none"> Acknowledgement in the Convention app as a RFID exhibitor. Delegate incentive schemes to visit your stand will be marketed pre-Convention RFID scanner that will allow you to scan and capture individual delegates details as well as the opportunity to integrate your social media 	\$2,000 multiple available



Keynote speakers:
 John Howard,
 Tim Fischer,
 Ita Buttrose,
 Colonel Chris
 Hadfield

Convention Exhibition Floor Plan





CONVENTION ENGAGEMENT OPPORTUNITIES




Attendee Engagement

ITEM	DETAILS	COST
PRIVATE WORKING LUNCH SPONSOR 	<p>An opportunity for sponsors to host an invitation only lunch roundtable with key delegates. The Convention team can assist sponsors in selecting delegates for these intimate working lunches.</p> <ul style="list-style-type: none"> • Logo recognition on website and Convention app • Opportunity to display corporate signage within the lunch room. • Assistance to manage invitations to the targeted delegates for your event • Opportunity to provide branded promotional items to delegates • 2 Convention one day registrations 	<p>\$10,000 plus catering costs <i>8 available</i></p>
HOSTED EVENT OPPORTUNITIES 	<p>Opportunities exist to develop a unique sponsored social function or experience for delegates that can be combined with a commercial message. From a breakfast, to a networking cocktail hour or site tour; we can facilitate marketing and logistics planning for your event.</p> <ul style="list-style-type: none"> • Logo recognition on website and Convention app • Opportunity to display corporate signage • Assistance to manage invitations to the targeted delegates for your event • The opportunity for speaking opportunities and branding at the event • 4 one day registration passes included subject to final sponsorship amount 	<p>From \$15,000 plus event costs <i>Multiple available</i></p>
ENGLICK 2014 SPONSOR 	<p>Young Engineers Australia are hosting Englick 2014. Englick is a short cinematic film competition seeking young filmmakers to help tell the story of the engineered world. There is an opportunity for a sponsor for the duration of the competition and also a unique finalist event that will showcase the finalist films and announce the winner of Englick 2014.</p> <ul style="list-style-type: none"> • Logo recognition on website (www.englick.com.au) • Logo on printed documentation • Two Facebook posts on the Englick Facebook page throughout the duration of the competition • Logo on winning certificates • Company banner at finalist event • Opportunity to speak at finalist event at Convention 2014 • Opportunity to have access to Young Engineers • Two complimentary tickets to the finalist event at Convention 2014. 	<p>From \$15,000 plus event costs <i>1 available</i></p>
INTERACTIVE WORKSHOP SPONSOR 	<p>A valuable opportunity to deliver a workshop presentation on a relevant topic where engineering case-studies can mix with commercial value. Available timeslots are limited.</p> <ul style="list-style-type: none"> • Logo recognition on website and in Convention app • Opportunity to display corporate signage at sponsored workshop. • Room hire and standard AV costs covered by Convention • Assistance to market your workshop to delegates • 4 one day registration passes included subject to final sponsorship <p>NB: additional catering and AV costs at sponsors expense</p>	<p>\$15,000-\$20,000 plus event costs <i>4 available</i></p>
CONFERENCE PROGRAM STREAM SPONSOR 	<p>Discuss with the Convention team how you can align your company with one of the many conferences, symposiums and events at Convention. Sponsorship can include a single conference stream to multi day events on a myriad of engineering topics.</p> <ul style="list-style-type: none"> • Logo recognition on website and Convention app • Opportunity to deliver a 5-minute speech to open the stream • Opportunity to display corporate signage at sponsored stream • 1 Convention pass and one 2 day registration passes <p>NB: The Convention Team will work with you to align your company with the relevant event. Please note that the cost of Sponsorship will vary depending on the individual programs</p>	<p>From \$15,000 <i>Multiple available</i></p>
ENEWSLETTER BANNER 	<p>The Convention 2014 eNewsletters provide one of the key pre-Convention marketing channels and has a circulation amongst all attendees and interested parties. Position your company branding as the first item delegates see when they open the email.</p> <ul style="list-style-type: none"> • Newsletter banner to appear in selected e-Newsletter • Link to company website 	<p>\$5,000 <i>6 available</i></p>

Networking



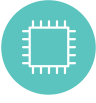
ITEM	DETAILS	COST
CONVENTION HAPPY HOUR SPONSOR 	<p>Host a happy hour for a select number of delegates within our Convention Lounge Bar. With the option of opening the event to the general Convention community or restricting the lounge to a private function, the flexible space allows the right sponsor to meet and interact with delegates in a casual networking environment.</p> <ul style="list-style-type: none"> • Logo recognition on website and Convention app • 6 x tickets to the sponsored happy hour • Opportunity to brand the lounge with additional signage (sponsor to provide artwork) • Assistance from the Convention Team to invite delegates of your choosing to attend • 2 Convention passes 	\$25,000 plus event costs <i>3 available</i>
CONVENTION WELCOME RECEPTION SPONSOR 	<p>Held on the Grass at the Melbourne Cricket Ground (MCG) and catering to the entire delegate body in one place this is the primary social and networking event at Convention. We are seeking Welcome Reception partners that are eager to work with us to create a fantastic event that remains the talking point throughout the Convention and beyond!</p> <ul style="list-style-type: none"> • Logo recognition on website and Convention app • 10 x tickets to the sponsored Welcome Reception per sponsor • Opportunity to provide digital signage and videos on the Scoreboard screens(sponsor to provide) • Company logo printed on sponsored welcome reception promotions. • Opportunity to brand some unique and engaging items within the Welcome Reception. • One 3m x 3m space in Exhibition Hall • Additional branding opportunities will be tailored to each sponsor subject to sponsorship • 2 Convention passes 	From \$50,000

Convention Experience

ITEM	DETAILS	COST
CONVENTION LANYARD SPONSOR 	<p>Secure this prominent visual branding opportunity worn by all Convention delegates</p> <ul style="list-style-type: none"> • Logo recognition on website and Convention app • Logo to appear on the Convention lanyard with the Convention 2014 logo • 1 Convention pass and 2 one day registration passes 	\$20,000 <i>1 available</i>
COFFEE CART PARTNERS 	<p>Providing delegates with the fuel to start their days at Convention 2014, the coffee carts will be a highly visible opportunity to brand an area within Convention and provide delegates with a dedicated meeting point.</p> <ul style="list-style-type: none"> • Logo recognition on website and Convention app • Includes provision of one espresso coffee cart, barista/service staff and complete coffee/tea service • Opportunity to display corporate signage • 2 one day registration passes 	\$10,000 per cart per day <i>4 available per day</i>
WATER PARTNER 	<p>As a sustainable event, Convention 2014 will offer two water filtration and cooling units as the key water source for delegates. These two units will be located in high traffic locations.</p> <ul style="list-style-type: none"> • Logo recognition on website and Convention app • Opportunity to brand water cooler with sponsors logo. • 1 Convention Pass 	\$18,000 <i>1 available</i>

ITEM	DETAILS	COST
WATER BOTTLE PARTNER 	<p>Each delegate will be provided with a reusable co-branded water bottle that can be filled up on-site at the dedicated water units and also used post-Convention.</p> <ul style="list-style-type: none"> • Logo recognition on website and Convention app • Logo to appear on the Convention water bottle • 1 Convention pass and 2 one day registration passes 	<p>\$20,000 2 available</p>
RE-CHARGE STATION SPONSOR 	<p>In expectation of a large number of delegates utilising the app and bringing their devices on-site, the multiple charge stations being setup in the exhibition space are sure to be a popular stop for delegates.</p> <ul style="list-style-type: none"> • Logo recognition on website and Convention app • 1 x free-standing mobile phone charger that can charge up to 18 x phones at once (covering 95% of phones on the market), and an electronic screen for the sponsor's adverts to be displayed on at specific times throughout the Convention • Sponsor branding on the charge station • 2 one day registration passes 	<p>\$12,000 per station 2 available</p>
MOLESKIN SPONSOR 	<p>Attendees will receive a branded Convention moleskin for use during and post-Convention. As a Moleskin sponsor each partner will receive a page of content in the front of this custom notebook.</p> <ul style="list-style-type: none"> • Logo recognition on website and Convention app • One (1) A4 page (landscape) advertisement within the Convention notebook (Artwork to be supplied by Sponsors and is subject to approval by Convention Management) • 4 one day registration passes 	<p>\$18,000 3 available</p>
TABLET KIOSK SPONSOR 	<p>Located within the lounges and foyer of Convention, the tablet kiosks will provide delegates with the opportunity to use onsite technology to interact with the Convention app and internet access. Tablets can be pre-loaded with Sponsors websites and apps which will direct delegates to their company's information.</p> <ul style="list-style-type: none"> • Logo recognition on website and Convention app • Opportunity to brand the sponsored tablet kiosk (Artwork to be supplied by sponsor) • Opportunity to pre-set an app or website on the sponsored tablet kiosk • 2 one day registration passes 	<p>\$10,000 4 available</p>
NAMING RIGHTS FOR CONVENTION SOCIAL SPACE 	<p>Three separate spaces within the Convention foyer will be transformed into networking hubs. From a quiet lounge room perfect for meetings and catching up on work to an energetic rustic lounge bar styled for great conversation and a post conference beverage. These key spaces will serve as the main meeting and networking spaces at Convention and will be designed around engaging the entire audience.</p> <ul style="list-style-type: none"> • Logo recognition on website and Convention app • Opportunity to display corporate signage on Convention Centre columns** • 2 Convention Passes 	<p>\$30,000- \$50,000 3 available</p>
REGISTRATION ENTERTAINMENT SPONSOR 	<p>Encompassing the spirit of Melbourne, the registration area will be set to resemble a Melbourne lane way. As part of the registration experience, Convention is looking to engage with local performers and acts to provide delegates with a taste of Melbourne Culture during the registration process.</p> <ul style="list-style-type: none"> • Logo recognition on website and Convention app • Logo to appear on Signage • 1 Convention pass and 2 one day registration passes 	<p>\$20,000 1 available</p>
NAMING RIGHTS FOR INFORMATION DESK 	<p>Set in the middle of the Convention foyer, a converted Airstream caravan will be transformed into the information desk. As the designated meeting point for all delegates to visit for extra information, the information desk is the perfect branding opportunity for a sponsor looking for something different.</p> <ul style="list-style-type: none"> • Logo recognition on website and Convention app • Logo to appear on the information desk, creatively incorporated into the design • 2 one day registration passes 	<p>\$10,000 1 available</p>



ITEM	DETAILS	COST
OFFICIAL APP SPONSOR 	<p>The mobile app will be the primary on-site resource for the conferences, events, exhibitors, sponsors and general information. Our App Sponsor will have prominent exposure across this important networking and programme interaction platform.</p> <ul style="list-style-type: none"> • Logo recognition on website • Company logo prominently embedded in the app skin design • Two (2) pop-up notifications to prompt delegates to visit your stand (Convention Managers to approve any notifications distributed) • 2 Convention passes 	\$30,000 <i>/ available</i>
	<p>Alternatively, purchase a banner on the Convention 2014 App. Secure one of a limited number of mobile app advertising positions. These advertisements will provide an alternative to satchel inserts that are not being offered at Convention 2014.</p>	\$2,000 per banner ad <i>/0 available</i>
OFFICIAL WI-FI SPONSOR 	<p>Free wireless internet will be provided to all delegates. The Wi-Fi sponsor will have exposure as a key supporter to the delegate experience on-site at Convention. Co-branded with the Convention logo the sponsors logo will be the first thing delegates see when they connect.</p> <ul style="list-style-type: none"> • Logo recognition on website and Convention app • Onsite signage • 2 Convention Passes 	\$30,000 <i>/ available</i>
RFID SPONSOR 	<p>Each delegate will have an inbuilt chip in their registration lanyard enabling them to scan in to different events and areas of Convention. The RFID sponsor will have prominent exposure at the check in stations located throughout the Convention and exhibition spaces.</p> <ul style="list-style-type: none"> • Logo recognition on website and Convention app • Branding against each RFID check-in station • 2 Convention passes 	\$30,000 <i>/ available</i>

* Sponsor to provide, at sponsor's expense.
 ** Additional costs for signage may apply.

Convention Exhibition Information

Booth allocations

Booths are allocated by sponsorship level followed by date of application and payment. The decision of the Convention Managers is final. Notification of the booth allocations will be advised once all bookings are paid in full.

Floor plan

For floor space only, a custom designed exhibition booth must be erected on the floor space. A CAD drawing, engineering specifications and an artist's impression will be required and is subject to approval by the Melbourne Convention & Exhibition Centre and the Convention Manager.

Timetable

Set-up times will be confirmed with all exhibitors closer to the event.

General terms and conditions of sponsorship and exhibition

The following terms and conditions apply to your application to sponsor and/or exhibit.

- You (sponsoring/exhibiting organisation) by returning a completed, signed and dated form accepts these terms and conditions.
- We/us (MCI Australia ABN 76 108 781 988 and Engineers Australia ABN 630 204 155 510) representing the local organising committee and the host body do not accept responsibility for any errors, omissions or changes.
- Details may change without notice. Please refer to the event website for the latest information.

Financial facts

- Phone or unpaid bookings will not be accepted.
- We will issue a tax invoice which is payable within 14 days. If you miss the payment date, any time dependent discounts will be forfeited i.e. you will be billed at the next highest level (early rate to standard, etc.).
- You will not receive any sponsorship or exhibition entitlements, including allocation of booth location (allocated to sponsors first and then to exhibitors), until all monies have been paid.
- All prices are quoted in Australian dollars and include GST.
- If you pay by electronic funds transfer or an international cheque you agree to pay any bank charges and must include these in the amount you transfer.
- If you pay via credit card, a merchant fee may be charged if detailed on the application form. Debits to your credit card, except for accommodation, will appear as MCI Australia on your statement.

If you need to cancel

- You must notify us in writing if you need to cancel.
- Cancellations made before the early bird cut-off date will be refunded less 50% of the total purchase price.
- Cancellations made after this date will not be refunded.
- Your non-payment does not cancel your contractual obligations to us.

In the unlikely case that the event cancels

- The extent of refunds will be a matter for the host organisation (the underwriter) to decide. We have no responsibility for making refunds and attempts to cancel cheques or credit card payments will be rejected by our bank.

You and your staff—onsite

- Your application to sponsor and/or exhibit does not constitute an attendee registration. If attendee names have been provided in the complimentary registration section within the application form, a link will be sent to these individuals to complete their registration (once registrations have opened)—until this is complete, no registration will be recorded.
- All exhibition staff must be registered using the relevant form i.e. complimentary exhibitor registration, or by purchasing additional exhibitor staff registrations.

Print entitlements

- Logos and/or company names will be reproduced in the event colour/s, full colour, or mono, at our discretion. All logos must be at least 300 DPI at 100% in EPS (preferred for print) and JPEG (preferred for website) format.
- No print or web recognition will be given unless payment terms have been met.

Sponsor notes

- If you are entitled to host an endorsed private function, you do so at your own expense and at a time/date we approve.
- Sponsorship of speakers and sessions are subject to separate terms and conditions.

Exhibitor notes

- You may not assign, share, sub-let, or grant licences for the whole or part of the booth without our prior approval.
- We reserve the right to ask you to remove any display items we deem as unacceptable.
- You must conduct business only from within the confines of your booth. You may not tout, or place any material, outside your booth/space causing obstruction of the aisles.
- You will be responsible for any reasonable costs of repairing the booth or premises should you paint, mark or damage any fixtures or fabric.
- Food, beverage or prohibited items are not permitted at the event unless prior arrangements are made with us.
- Any supplier you use on site must conform to the venue's OH&S, insurance and other regulations.
- You are solely responsible for any physical loss or damage to your own property.
- You must hold a current public liability insurance policy for a minimum of \$10,000,000. Please ensure the name of your insurer, your policy number; the insured amount and its renewal date are included in the application to sponsor and/or exhibit. Entry to the venue will be denied if you have not provided this information. If you are unable to organise insurance cover as required, please contact the organisers to discuss options.

Privacy statement

- Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking, and administration of this, and future events of this type. If you do not consent, please advise us.
- In addition, your name, organisation and country/state of origin may be published on the delegate list which is provided to delegates, exhibitors and sponsors at the event. If you do not wish your details to be included in this list, please contact us.
- Sponsorship is not used to provide food and beverage, making it a legitimate tax deductible expense. All prices noted throughout this document include Australian Goods and Services Tax (GST of 10%) which may be claimed back as an input tax credit by organisations registered to conduct business in Australia.

ADDITIONAL OPPORTUNITIES — PLEASE INDICATE YOUR CHOSEN ADDITIONAL OPPORTUNITIES

Private Working Lunch Sponsor	<input type="checkbox"/> \$10,000 plus catering
Hosted Event Opportunities	<input type="checkbox"/> \$15,000 plus event costs
Interactive Workshop Sponsor	<input type="checkbox"/> \$15,000 - \$20,000 plus event costs
Conference Program Stream Sponsor	<input type="checkbox"/> From \$15,000
eNewsletter Banner	<input type="checkbox"/> \$5,000
Convention Happy Hour Sponsor	<input type="checkbox"/> \$25,000 plus event costs
Convention Welcome Reception Sponsor	<input type="checkbox"/> From \$50,000
Convention Lanyard Sponsor	<input type="checkbox"/> \$20,000
Coffee Cart Sponsor — Choose Day: <input type="checkbox"/> Tues <input type="checkbox"/> Wed <input type="checkbox"/> Thurs <input type="checkbox"/> Fri	<input type="checkbox"/> \$10,000 per cart per day
Water Partner	<input type="checkbox"/> \$18,000
Water Bottle Partner	<input type="checkbox"/> \$20,000
Re-Charge Station Sponsor	<input type="checkbox"/> \$12,000 per station
Moleskin Notebook sponsor	<input type="checkbox"/> \$18,000
Tablet Kiosk Sponsor	<input type="checkbox"/> \$10,000
Naming Rights for Convention Social Space	<input type="checkbox"/> from \$30,000-\$50,000
Registration Entertainment Sponsor	<input type="checkbox"/> \$20,000
Naming Rights for Information Desk	<input type="checkbox"/> \$10,000
Engflick 2014 Sponsor	<input type="checkbox"/> \$15,000
Official App Sponsor	<input type="checkbox"/> \$30,000
Smart Phone Banner Advertisement — No. of banner ads:	<input type="checkbox"/> \$2,000 per ad
Official Wi-Fi Sponsor	<input type="checkbox"/> \$30,000
RFID Sponsor	<input type="checkbox"/> \$30,000
Exhibition Showcase	<input type="checkbox"/> \$4,000
Exhibition RDIF Scanner	<input type="checkbox"/> \$2,000

CHECKLIST — PLEASE PROVIDE THE FOLLOWING ALONG WITH THIS APPLICATION

Sponsors	All organisations with an exhibition booth/floor space
<input type="checkbox"/> Logo (in high res EPS and JPEG format)	<input type="checkbox"/> 50 word exhibitor paragraph
	<input type="checkbox"/> Exhibitor listing information
	Contact name:
	Contact telephone:
	Contact email:
	Website:

PUBLIC LIABILITY INSURANCE

For those exhibiting at the event, your organisation must hold public liability insurance for a minimum of \$10,000,000 (which must cover your organisation for the duration of the event). If you are unable to organise the required insurance cover, please contact the organisers to discuss options.	Name of your insurer:
	Policy number:
	Expiry date:
	Insured amount:

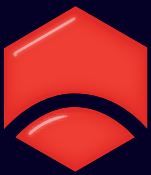
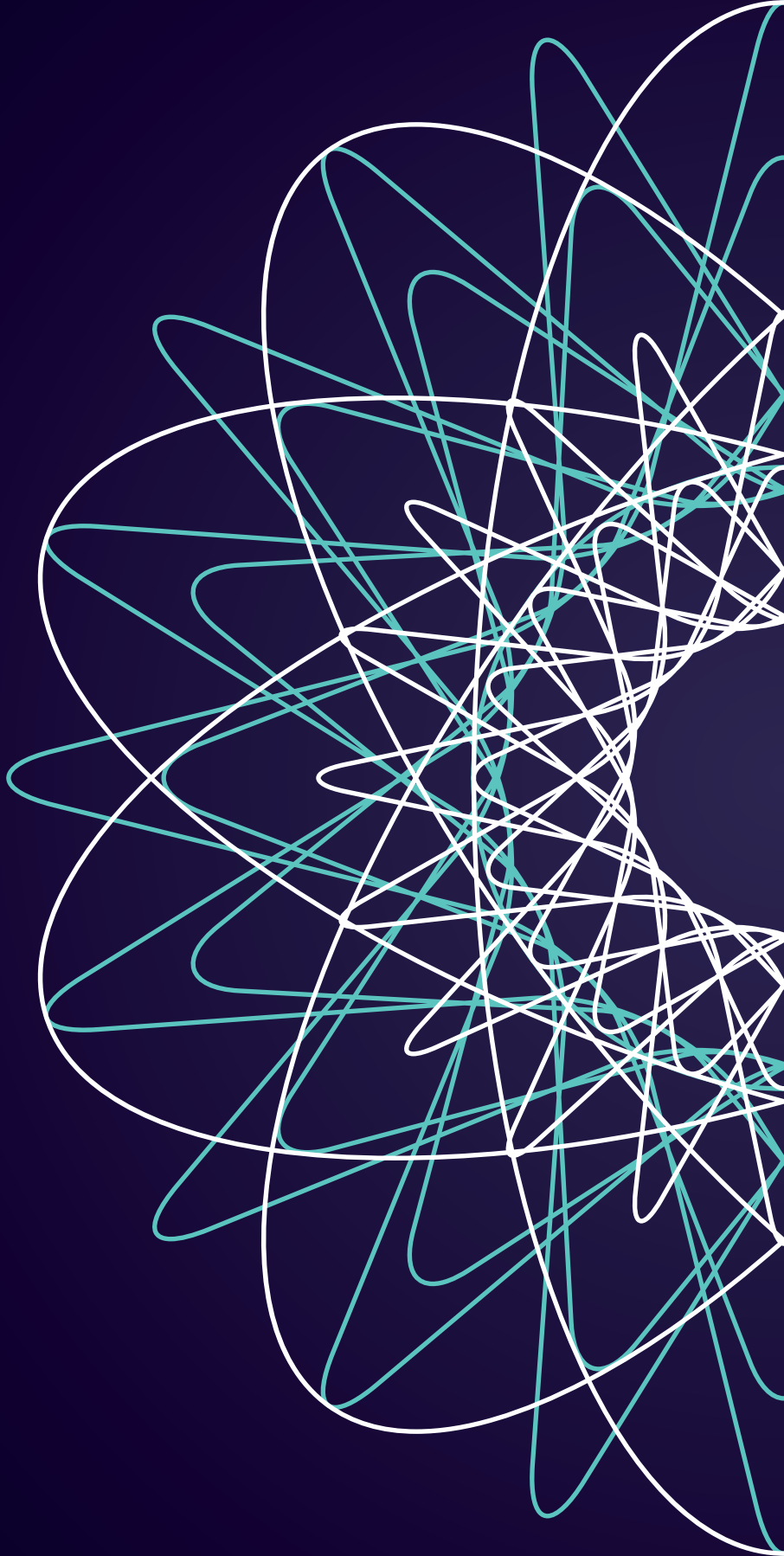
CONFIRMATION

My signature below denotes that I accept the points listed in the terms and conditions, agree to be invoiced for the total amount payable, and am authorised to make the commitment on behalf of my organisation. I have read the sponsorship and exhibition prospectus; I understand and accept the inclusions, and agree to abide by the terms and conditions of participating in this event.

Insert TOTAL \$ amount payable	Name (please print clearly)
Signature	Date / /

Please tick if you do NOT wish to receive Convention updates via email





ENGINEERS
AUSTRALIA

convention2014.org.au

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