



# 12th ALA Conference

17-19 May 2018

Brisbane Convention and Exhibition Centre

Stronger Together

Partnership & Exhibition  
Opportunities



[www.ala-conference.com.au](http://www.ala-conference.com.au)





# Invitation

On behalf of the Organising Committee of the 2018 Australasian Lymphology Association Conference, I would like to invite you to show your support for what promises to be an exciting and informative event. Lymphoedema practitioners have a history of closely collaborating with industry to advocate and produce better outcomes for our patients. Our theme of "Stronger Together" highlights the opportunities for success we have when we work together to solve the unanswered questions that lymphoedema brings. As speakers, delegates and industry partners attending the conference, we will share and discuss new ideas affecting the lymphoedema community.

Our host city Brisbane will no doubt be popular with delegates attracted to its sunny weather, nearby beaches and rainforests. The Brisbane Convention and Exhibition Centre has been voted the best conference centre in the world. It is located directly beside the South Brisbane train station, which offers direct airport train services, as well as many hotels and eateries in the South Bank precinct. Our conference dinner, which is included in the registration rate, will be a fun and engaging event and a good opportunity for industry sponsorship. Our other sponsorship packages and items will allow your business, no matter how big or small, a wonderful opportunity to liaise and network with practitioners, researchers, educators and consumers. We hope that you take this opportunity and are rewarded as we become 'stronger together' and better serve the lymphoedema community. We look forward to having you as part of the 2018 ALA conference.

## Organising Committee

Teresa Lee (Convenor)  
Shirley Preston  
Deborah Hurt  
Megan Trevethan  
Jocelyn Foo

# The Conference

## Who will attend?

The delegates who will attend the conference are *health professionals, scientists and researchers* with an interest in lymphology and lymphoedema from various health sectors in *Australia and New Zealand*. In conjunction with the 12th ALA Conference, there will also be a consumer day, open to the public, on Saturday, 19th May, hosted by the Lymphoedema Association of Queensland.

### Health sectors

Public and private hospitals, rehabilitation units, community health centres, home care services, private practices, research facilities and other health services.

### Roles

Conference delegates will include physiotherapists, occupational therapists, exercise physiologists, nurses, massage therapists, doctors and other allied health professionals, health services managers, researchers and scientists. Consumer day delegates will include lymphoedema patients, their families and carers.

### Origin

Previous ALA conference statistics tell us that most delegates attend from Australia and New Zealand, but also internationally from Canada, UK, USA, Sweden and the Asia-Pacific region.

## Expected Numbers

The Conference Organising Committee is confident of an attendance in excess of 400 delegates at the 12th ALA Conference, with an additional 150 Consumer delegates on the Saturday of the Conference.

## Why Sponsor/Exhibit?

### Access to a targeted audience

Engage with the highest levels of your target audience such as clinicians, therapists, scientists, researchers, and established names in the field, plus up and coming members of the lymphology, oedema, lymphoedema and oncology communities. Conference delegates are keen to improve their knowledge. Aligning your company with this powerful educational experience demonstrates your commitment to assisting your customers' professional development.

### Cutting edge

Seize the opportunity to get in touch with and be a part of the cutting edge in lymphology.

### Networking

Open the doors for your organisation to connect, network and develop strategic relationships with key decision makers.

### Business development

Find new business opportunities, research customer/prospect attitudes and enhance word-of-mouth marketing.

### Brand exposure

Promote your company's message, products and services through a national conference marketing campaign.

## Marketing and Communications Strategy

A detailed marketing strategy will be developed to ensure that the 12th ALA Conference is extensively publicised prior to, during, and after the Conference.

With these strategies in place, the Conference Organising Committee expects to attract over 400 delegates, all actively working in the industry. Your participation at this important event will offer you a unique platform to interact with decision makers and to keep them informed with your latest advancements and industry trends.

The Marketing and Communications plan is strategically designed to create maximum awareness among the Conference's target audiences and position the Conference as the "Must-Attend Conference of 2018". It will combine offline and online communications tactics and integrate aspects of traditional and social media networking.

## Leverage your investment

You can assist in increasing awareness of the Conference by including Conference information in your regular marketing activities. Consider putting the Conference logo and link to our website on your organisation's homepage, or attaching e-posters and brochures to emails to your customers.

We will be producing a range of printed and electronic marketing resources that can easily be included in your own promotional activities. Marketing collateral is available by emailing the Conference Organisers at [fallonb@icmsaust.com.au](mailto:fallonb@icmsaust.com.au)

## Venue and Host City

Brisbane Convention and Exhibition Centre  
Merivale St & Glenelg Street, South Brisbane QLD 4101

The Brisbane Convention & Exhibition Centre is a world-class purpose-built congress venue, renowned for its operational and service excellence. The Centre is located in a unique urban cultural and entertainment precinct in the heart of Brisbane known as South Bank.

South Bank is set in a lush, sub-tropical riverfront parkland; a destination offering a truly dynamic urban lifestyle and appealing retail precinct; a showcase of Queensland's diverse artistic heart and host to one of the world's most important collections of indigenous art.





# Partnership Opportunities

Partners can select from our partnership levels - and will receive acknowledgements, benefits and entitlements according to this level of partnership - or you can select from the individual partnership and exhibition opportunities available on the following pages.

Please note: Prices include 10% Goods and Services Tax.

Sponsorship Package	Cost (GST inclusive)	Number Available
Platinum Partner	\$27,500	Exclusive
Gold Partner	\$17,500	Limited Opportunities
Silver Partner	\$9,900	Limited Opportunities
Plenary Session	\$4,400	Limited Opportunities
Concurrent Session or In-Conference Workshop	\$2,750	Limited Opportunities
Sponsored Pre or Post Conference Workshop (Half-Day)	\$3,300	Limited Opportunities
Sponsored Breakfast or Evening Symposium	\$5,500	Limited Opportunities
Satchel	\$6,600	Exclusive
Name Badge and Lanyard	\$5,500	Exclusive
Barista Zone	\$3,300	Limited Opportunities
Conference Website and Electronic Newsletters	\$8,800	Exclusive
Program Book	\$6,600	Exclusive
Notepad and Pen	\$3,300	Exclusive
Early Bird Registration Prize	\$1,540	Exclusive
Oral Presentation Prizes	\$550 each category	Four Opportunities
Poster Presentation Prize	\$350 each category	Three Opportunities
Welcome Reception	\$7,700	Exclusive
Pre-Dinner Drinks and Conference Dinner (included in delegate registration fee)	\$13,200	Exclusive
Delegate Satchel Inserts	\$660	Multiple Opportunities
Advertisement in Conference Program	Full Page \$660 Half Page \$330	Multiple Opportunities
Exhibition Booth	Early Bird \$4,400 (If booked prior to 17th November 2017)	
	Standard \$5,500 (If booked on or after 17th November 2017)	Multiple Opportunities

# Partnership Opportunities

## Platinum Partner

\$27,500

Exclusive Opportunity

- Logo on all partner signage at venue
- Logo in Conference Program (subject to printing deadlines)
- Full page advertisement in the Conference Program (subject to printing deadlines)
- Logo on Conference Website and Conference App
- Complimentary Exhibition space 6m x 2m
- Up to four complimentary exhibitor registrations including morning and afternoon teas, lunches, access to the exhibition, and tickets to the Welcome Reception
- Up to four complimentary sponsor registrations including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception (for staff use only)
- Four complimentary tickets to the Conference Dinner,
- One insert to be placed into the delegate satchels (size and content to be approved by the Conference Organising Committee)
- 100-word company profile in the Conference Program (subject to printing deadlines)

- 100-word company profile on the Conference Website
- Opportunity to place one company provided free standing pull up banner in registration area (2m high and 1m wide)
- Opportunity to place one company provided free standing pull up banner in the main session room (2m high and 1m wide)
- Delegate list pre and post Conference (subject to privacy laws)
- Five minute speaking opportunity (time and date will be allocated by the Conference Organising Committee)

Platinum Partner includes the following item:

### Sponsored Breakfast or Evening Symposium:

- Opportunity to hold a 1hr symposium session outside of the core Conference hours. This session can be held as a Breakfast or Evening Symposium.
- Room hire and standard audiovisual entitlements will be included. (Any additional audiovisual requirements, speaker costs and food and beverage costs will be at the expense of your organisation)
- Content including title, speaker details and a brief synopsis of your proposed symposia is to be sent to the Conference Organising Committee for approval.





# Partnership Opportunities

## Gold Partner \$17,500 *Limited Opportunities*

- Logo on all partner signage at venue
- Logo in Conference Program (subject to printing deadlines)
- Half page advertisement in the Conference Program (subject to printing deadlines)
- Logo on Conference Website and Conference App
- Complimentary Exhibition space 3m x 2m
- Up to three complimentary exhibitor registrations including morning and afternoon teas, lunches, access to the exhibition, and tickets to the Welcome Reception
- Up to two complimentary sponsor registration to the Conference including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception (for staff use only)
- Two complimentary tickets to the Conference Dinner
- One insert to be placed into the delegate satchels (size and content to be approved by the Conference Organising Committee)
- 75-word company profile in the Conference Program (subject to printing deadlines)
- Delegate list pre and post Conference (subject to privacy laws)

Gold Partner includes the following item:

### Plenary Session:

- Sponsorship of one of the Plenary Sessions\*\*
- Logo in Conference Program next to Conference-partnered plenary session (subject to printing deadlines)
- Logo in Conference Website next to Conference-partnered plenary session
- Logo on session slide of Conference-partnered plenary session
- Opportunity to place a company provided banner at the entrance to your Conference-partnered plenary session room (2m high by 1m wide, free standing)

\*\* Plenary Session content and speakers determined by the Conference Organising Committee. No speaking opportunity exists with this sponsorship

## Silver Partner \$9,900 *Limited Opportunities*

- Logo on all partner signage at venue
- Logo in Conference Program (subject to printing deadlines)
- Quarter-page advertisement in the Conference Program (subject to printing deadlines)
- Logo on Conference Website and Conference App
- Two complimentary sponsor registrations including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception (for staff use only)
- One insert to be placed into the delegate satchels (size and content to be approved by the Conference Organising Committee)
- 50-word company profile in the Conference Program (subject to printing deadlines)
- Delegate list pre and post Conference (subject to privacy laws)

Silver Partner includes the following item:

### Morning and Afternoon Tea Sponsorship:

- Logo on Morning tea and Afternoon tea signage
- Logo in Conference Program against Morning tea and Afternoon tea sponsorship (subject to printing deadlines)
- Logo on Conference Website against Morning tea and Afternoon tea sponsorship

# Partnership levels at a glance

	Platinum	Gold	Silver
• Logo - venue signage, Conference Program, Website and App	●	●	●
• Conference Program Advertisement	Full page	Half page	Quarter page
• Exhibition space	6m X 2m	3m X 2m	–
• Exhibitor registrations	Up to 4	Up to 3	–
• Sponsor registrations	Up to 4	Up to 2	Up to 2
• Conference Dinner tickets	4	2	–
• Delegate satchel insert	●	●	●
• Company profile in Conference Program	100 words	75 words	50 words
• Company profile on Conference Website	100 words	–	–
• Delegate list pre and post conference	●	●	●
• Five-minute speaking opportunity	●	–	–
• Company breakfast or evening symposium	●	–	–
• Sponsorship of Plenary Session	–	●	–
• Morning and afternoon tea sponsorship	–	–	●
• Placement of company pull up banner	In registration area AND in main session room	At entrance of room for company sponsored Plenary session	–





# Individual Partner Items

The organisers would welcome discussions on tailoring additional sponsorship items to suit your individual budget and marketing needs.

## Educational

A copy of the Conference program will be sent to you for choice of plenary, concurrent or workshop session preference. Sponsorship of sessions will be allocated as per date of application.

### Plenary Session \$4,400

*Limited Opportunities*

- Sponsorship of one of the Plenary Sessions\*\*
- Logo in Conference Program next to Conference-partnered plenary session (subject to printing deadlines)
- Logo in Conference Website next to Conference-partnered plenary session
- Logo on session slide of Conference-partnered plenary session
- Opportunity to place a company provided banner at the entrance to your Conference-partnered plenary session room (2m high by 1m wide, free standing)

- Logo on Conference Website and Conference App

\*\* Plenary Session content and speakers determined by the Conference Organising Committee. No speaking opportunity exists with this sponsorship

### Concurrent Session or In-Conference Workshop \*\* \$2,750

*Limited Opportunities*

- Logo in Conference Program next to Conference-partnered concurrent session (subject to printing deadlines)
- Logo on session slide of Conference-partnered concurrent session
- Logo at entrance to Conference-partnered concurrent session room
- Logo on Conference Website and Conference App

- Opportunity to place a company provided banner at the entrance to your Conference-partnered concurrent session room (2m high by 1m wide, free standing)

\*\* No speaking opportunity exists with this sponsorship. Content and speakers will be determined by the Conference Organising Committee.

### Sponsored Pre or Post Conference Workshop (half day) \$3,300

*Limited Opportunities*

- Opportunity to hold a pre or post Conference workshop.
- Room hire and standard audiovisual entitlements will be included. (Any additional audiovisual requirements, speaker costs and food and beverage costs will be at the expense of your organisation)
- Content including title, speaker details and a brief synopsis of your proposed workshop is to be sent to the Conference Organising Committee for approval. (Alternately, the topic/speaker can be identified by the Conference Committee)
- Logo on Conference Website and Conference App
- Logo in Conference Program

### Sponsored Breakfast or Evening Symposium \$5,500

*Limited Opportunities*

- Opportunity to hold a 1hr symposium session outside of the core Conference hours. This session can be held as a Breakfast or Evening Symposium.
- Room hire and standard audiovisual entitlements will be included. (Any additional audiovisual requirements, speaker costs and food and beverage costs will be at the expense of your organisation)
- Content including title, speaker details and a brief synopsis of your proposed symposia is to be sent to the Conference Organising Committee for approval. (Alternately, the topic/speaker can be identified by the Conference Committee)
- Logo on Conference Website and Conference App
- Logo in Conference Program

## Delegate Services

### Satchel \$6,600

*Exclusive Opportunity*

Every registered delegate will receive an official Conference satchel upon registration.

- Logo on satchel (size and placement of logo will be at the discretion of the Conference Organising Committee)
- Logo in Conference Program (subject to printing deadlines)
- Logo on Conference Website and Conference App

### Name Badge and Lanyard \$5,500

*Exclusive Opportunity*

Every registered delegate will receive an official Conference name badge and lanyard upon registration. Delegates will need to wear their name badge and lanyard to gain access into the exhibition and sessions.

- Logo on name badge (size and placement of logo will be at the discretion of the Conference Organising Committee)
- Logo on lanyard (size and placement of logo will be at the discretion of the Conference Organising Committee)
- Logo in Conference Program (subject to printing deadlines)
- Logo on Conference Website and Conference App

### Barista Zone \$3,300

*Limited Opportunities*

A barista zone will be located within the exhibition area serving coffee and tea during the Conference break times. Serving staff and supplies are provided by the venue.

- Logo on Barista Zone signage
- Opportunity to provide Conference partner's cap, apron, cups and napkins for use on barista zone or by baristas (Conference partner to supply at own cost – require fresh aprons each day)
- Opportunity to place a company provided banner at the barista zone (2m high by 1m wide, free standing)
- Logo in Conference Program (subject to printing deadlines)
- Logo on Conference Website and Conference App

Please note: No other coffee/barista machines will be permitted on exhibition stands

### Conference Website and Electronic Newsletters \$8,800

*Exclusive Opportunity*

A comprehensive website and customised electronic newsletters will be created to promote the Conference. The website will contain all information on the Conference including the program, exhibition, social functions, committee information, delegate registrations, as well as general information.

The newsletters will be used to electronically communicate with hundreds of existing and potential delegates in the lead-up to the Conference. It will be distributed frequently to those in the database, and will contain information designed to be both informative and entertaining.

- Recognition in a banner strip on the website with a hyperlink to your website
- Banner advertisement on each E-Zine; this is a hyperlink to the Conference partners website (width of banner is at the discretion of the Conference Organising Committee)
- Logo in Conference Program (subject to printing deadlines)
- Logo on Conference Website and Conference App

### Program Book \$6,600

*Exclusive Opportunity*

Every registered delegate will receive an official Conference program. The program will be of high quality to encourage use by delegates well after the Conference has finished.

- Logo on cover of Program Book (subject to printing deadlines, size and placement of logo will be at the discretion of the Conference organising committee)
- Full-page advertisement in inside back cover of Program Book (subject to printing deadlines, size and placement of logo will be at the discretion of the Conference organising committee)

### Note Pad and Pen \$3,300

*Exclusive Opportunity*

Every registered delegate will receive a note pad and pen in their delegate satchel, to be used during and after the Conference has concluded.

- Logo on Note Pad (size and placement of logo will be at the discretion of the Conference Organising Committee)
- Logo on Pen (size and placement of logo will be at the discretion of the Conference Organising Committee)
- Logo in Conference Program (subject to printing deadlines)
- Logo on Conference Website and Conference App



# Individual Partner Items

## Early Bird Registration Prize \$1540 *Exclusive Opportunity*

Opportunity to sponsor an early bird registration prize which will be awarded at the close of early bird. Prize will be the cost of their registration returned to the winner.

- Logo on notification to prize winner and any e-zine advertisement announcing the winner
- Logo in Conference Program (subject to printing deadlines)
- Logo on Conference Website and Conference App

## Oral Presentation Prizes \$550 each category *Four Opportunities*

Opportunity to sponsor the prizes that will be awarded during the Conference for the following categories

Oral presentation prizes (prize valued at \$400)

### Categories

- Research focused
- Clinical/case discussion/quality improvement
- Student presenter
- First time presenter

- Logo on prize certificate
- Logo in Conference Program (subject to printing deadlines)
- Logo on Conference Website and Conference App

## Poster Presentation Prizes \$350 each category *Three Opportunities*

Opportunity to sponsor the prizes that will be awarded during the Conference for the following categories

Poster presentation (prize valued at \$200)

### Categories

- Research focused
- Clinical/case discussion/quality improvement
- People's choice

- Logo on prize certificate
- Logo in Conference Program (subject to printing deadlines)
- Logo on Conference Website and Conference App

## Social Functions

### Welcome Reception \$7,700 *Exclusive Opportunity*

Open to all registered delegates to attend, this will take place in the exhibition. Partnership of this event offers excellent branding and networking opportunities. The Welcome Reception is included in the delegate registration fee, which is reflected by the strong attendance at this event.

- Logo on all Conference partner signage at venue
- Logo in Conference Program (subject to printing deadlines)
- Logo included on Welcome Reception signage
- Logo on Conference Website and Conference App

### Pre-Dinner Drinks and Conference Dinner \$13,200 *Exclusive Opportunity (included in delegate registration fee)*

Pre-Dinner Drinks and the Conference Dinner are included for all registered conference delegates, hence strong attendance is anticipated at this event. Sponsorship of the pre-dinner drinks and conference dinner will offer your organisation excellent branding and networking opportunities.

- Logo on all partner signage at venue
- Logo in Conference Program (subject to printing deadlines)
- Logo included on Pre-Dinner Drink and Conference Dinner signage
- Logo on Conference Website and Conference App
- Four tickets to the Pre-Dinner drinks and Conference Dinner
- Opportunity to place a company provided pull up banner to one side of the stage area

## Advertising

### Delegate Satchel Inserts \$660 Opportunity to include a promotional insert in the delegate satchel (maximum 1 x A4 double sided flyer)

### Advertisement in Conference Program

Advertisements will be offered in the Conference Program— finished art work is to be supplied by the Conference partner, by the requested date

- Full Page \$660
- Half Page \$330

# Exhibition Opportunities

The exhibition will be a major component of the Conference and will feature the most up to date information and products available. The Conference Program has been designed to maximise the opportunity for delegates to visit the exhibition. Refreshment breaks, the Welcome Reception and the Speakers Lounge will be located within the exhibition area. The exhibition is set to be the primary networking arena for delegates, Conference partners and exhibitors.

## Exhibition Booth

**Early Bird** (if booked prior to 17th November 2017)  
\$4,400

**Standard** (if booked on or after 17th November 2017)  
\$5,500

- Six square metres of exhibition space (3m x 2m)
- Carpeted floor
- Back and side walls
- Company name on fascia sign
- Two spotlights
- One standard power outlet
- Two complimentary exhibitor registrations including morning and afternoon teas, lunches, access to the exhibition, and tickets to the Welcome Reception

## Exhibition Floor Plan

While the floor plan included with this prospectus is correct at the time of printing, the Director of Sponsorship and Exhibitions retains the right of alteration should it be deemed necessary. These changes may occur without notice.

## General Information

- Exhibitor personnel passes include morning and afternoon refreshment, lunch each day, a Conference Satchel, copy of the Conference Program and access to the exhibition.
- Additional exhibitor registrations can be purchased and will have the same entitlements as above.
- Tickets to the Conference Dinner can be purchased at an additional cost.
- Priority of placement within the exhibition will be offered to Conference partners first and then sold in accordance with the date of application receipt.
- An exhibition manual containing information on “move in and out” times will be distributed to exhibitors and Conference partners.

## Conditions of Payment

A 50% deposit is required upon confirmation of your Conference partnership item and/or exhibition booth number. The remaining 50% will be due on 17th November, 2017.

Payment must be made for all Conference partnership and exhibition monies prior to close of business, 17th November, 2017. Failure to do so may result in your Conference partnership item or exhibition stand being released again for sale.

## Further Information

**For further information please contact:**

**Suzie Kovacevic**

**12th ALA Conference**

**Sponsorship & Exhibition Manager**

**GPO Box 3270**

**Sydney NSW 2001**

**Tel: +61 2 9254 5000**

**Fax: +61 2 9251 3552**

**Email: [suziek@icmsaust.com.au](mailto:suziek@icmsaust.com.au)**





# 12th ALA Conference

17-19 May 2018

Brisbane Convention and Exhibition Centre

Stronger Together



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17-19 May 2018  
 Brisbane Convention and Exhibition Centre  
 Stronger Together

# 12th ALA Conference

## Partnership & Exhibition Form

### Personal Details

Please note all correspondence including invoices will be sent to the contact supplied below.

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Position \_\_\_\_\_ Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

State \_\_\_\_\_ Postcode \_\_\_\_\_

Country \_\_\_\_\_ Website \_\_\_\_\_

### Sponsorship Opportunities

Please tick appropriate box. All sponsorship prices are in AUD and inclusive of 10% GST (Goods and Services Tax)

- |   |          |  |                     |
|---|----------|--|---------------------|
| <input type="checkbox"/> Platinum Partner                                     | \$27,500 | <input type="checkbox"/> Conference Website and Electronic Newsletters | \$8,800             |
| <input type="checkbox"/> Gold Partner   | \$17,500 | <input type="checkbox"/> Program Book                                  | \$6,600             |
| <input type="checkbox"/> Silver Partner                                       | \$9,900  | <input type="checkbox"/> Note Pad and Pen                              | \$3,300             |
| <b>Individual Partner Items</b>   |          | <input type="checkbox"/> Early Bird Registration Prize                 | \$1,540             |
| <b>Educational</b>  |          | <input type="checkbox"/> Oral Presentation Prizes                      | \$550 each category |
| <input type="checkbox"/> Plenary Session                                      | \$4,400  | <input type="checkbox"/> Poster Presentation Prizes                    | \$350 each category |
| <input type="checkbox"/> Concurrent Session or In-Conference Workshop         | \$2,750  | <b>Social Functions</b>  |                     |
| <input type="checkbox"/> Sponsored Pre or Post Conference Workshop (half day) | \$3,300  | <input type="checkbox"/> Welcome Reception                             | \$7,700             |
| <input type="checkbox"/> Sponsored Breakfast or Evening Symposium             | \$5,500  | <input type="checkbox"/> Pre-Dinner Drinks and Conference Dinner       | \$13,200            |
| <b>Delegate Services</b>  |          | <b>Advertising</b>   |                     |
| <input type="checkbox"/> Satchel  | \$6,600  | <input type="checkbox"/> Delegate Satchel Inserts                      | \$660               |
| <input type="checkbox"/> Name Badge and Lanyard                               | \$5,500  | <input type="checkbox"/> Advertisement in Conference Program           | Full Page \$660     |
| <input type="checkbox"/> Barista Zone   | \$3,300  | <input type="checkbox"/> Advertisement in Conference Program           | Half Page \$330     |

I agree to be invoiced for a total of \$ AUD \_\_\_\_\_ including 10% GST for the items selected above.

Signature \_\_\_\_\_

Date \_\_\_/\_\_\_/\_\_\_

Sponsorship agreement and tax invoice will be sent upon receipt of your application form.

**Sponsorship Total** \_\_\_\_\_





# 12th ALA Conference

17-19 May 2018  
Brisbane Convention and Exhibition Centre  
Stronger Together

## Partnership & Exhibition Form

### Exhibition Requirements

Priority of placement within the exhibition will be offered to sponsors first and then sold in accordance with the date of application receipt.

Preferred exhibition location:

First Choice: \_\_\_\_\_

Second Choice: \_\_\_\_\_

Third Choice: \_\_\_\_\_

#### CONDITIONS OF PAYMENT

- A 50% deposit is required upon confirmation of your Conference partnership item and/or exhibition booth number. The remaining 50% will be due on 17 November, 2017.
- Payment must be made for all Conference partnership and exhibition monies prior to close of business, 17 November, 2017. Failure to do so may result in your Conference partnership item or exhibition stand being released again for sale.

### Exhibition Confirmation

	Cost (AUD)	Total inc GST
<input type="checkbox"/> Early Bird (if booked prior to 17th November 2017)	\$4,400	_____
<input type="checkbox"/> Standard (if booked on or after 17th November 2017)	\$5,500	_____

Declaration: I have read & accept the terms & conditions in the prospectus and wish to become an exhibitor at ALA Conference 2017.

I agree to be invoiced for a total of \$ AUD \_\_\_\_\_ incl GST.

Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Application forms may be faxed or mailed to the contact listed below.

A tax invoice will be sent upon receipt of your application form.

**Exhibition Total** \_\_\_\_\_

### Method of Payment

*Tick appropriate box*

I wish to pay by bank transfer. Bank details will be supplied on your tax invoice issued with confirmation

I wish to pay by credit card:  Visa  MasterCard  Amex

Credit Card Number             CCV    Expiry Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Card Holder's Name \_\_\_\_\_ Signature \_\_\_\_\_

*Please Note: All credit card payments will appear as "ICMS Australasia Pty Ltd" on your statement*

Please tick this box if you do NOT wish to receive Meeting Updates via email

### Forward completed application forms to:

**Suzie Kovacevic**

**12th ALA Conference Sponsorship & Exhibition Manager**

**GPO Box 3270**

**Sydney NSW 2001**

**Tel: +61 2 9254 5000**

**Fax: +61 2 9251 3552**

**Email: [suziek@icmsaust.com.au](mailto:suziek@icmsaust.com.au)**

# TERMS AND CONDITIONS OF CONTRACT

## The Contract

1. The term "Organiser" refers to ICMS Australasia Pty Ltd and includes associations, corporate and government bodies who have engaged ICMS Australasia Pty Ltd as their representative.
2. The term "Exhibitor" includes any person, firm, company or corporation and its employees and agents identified in the Application Form or other written request for exhibition space.
3. A "contract" is formed between the Organiser and Exhibitor when the Organiser accepts the signed Application Form and receives a minimum of 50% of the total owing as a deposit. The Organiser will then issue a confirmation letter to the Exhibitor.
4. The Organiser may cancel the contract at their discretion if the agreed deposit is not received within 28 days of lodging the Application Form. Additionally the Organiser reserves the right to cancel the contract by returning the deposit within 28 days of receipt.

## The Application

5. An official Exhibition Application Form must be received to reserve space.
6. The Organiser reserves the right to refuse application or prohibit any Exhibitor from participation without assigning a reason for such refusal or prohibition.

## Obligations and Rights of the Organiser

7. The decision of the Organiser is final and decisive on any question not covered in this contract.
8. The Organiser agrees to hold the exhibition however, reserves the right to postpone the exhibition from the set dates and to hold the exhibition on other dates as near to the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the Organiser.
9. The Organiser agrees to promote the exhibition to maximise participation.
10. The Organiser agrees to allocate the Exhibitor an exhibition space as close as possible to their desired location.
11. The Organiser reserve the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organiser.
12. The Organiser reserves the right to change the exhibition floor layout if necessary.
13. The Organiser is responsible for the control of the exhibition area only.
14. The Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.
15. The Organiser agrees to provide the Exhibitor with an Exhibition Manual prior to the exhibition for the purpose of communicating required actions on the part of the Exhibitor.
16. The Organiser has the right to take action based on verbal or written directions including those contained in the Exhibition Manual. This is to ensure that all laws in connection with the exhibition are complied with, to prevent damage to person or property and to maximise the commercial success of the exhibition.
17. The Organiser may refuse without limitation to permit activity within the exhibition or may require cessation of particular activities at their discretion.
18. The Organiser reserves the right to specify heights of walls and coverings for display areas.
19. The Organiser reserves the right to disapprove the content and presentation of the Exhibitor catalogues, acknowledgements, handbills and printed matter with respect to the exhibition.
20. The Organiser may determine the hours during which the Exhibitor will have access to the exhibition venue for the purpose of setting up and dismantling.
21. The Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents entry to the exhibition if they do not hold a purchased or complimentary entry card.
22. The Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.

23. The Organiser will specify any regulations with regard to sound levels including microphones, sound amplification, machine demonstrations and videos. The exhibitor agrees to abide by these.
24. The Organiser will arrange security onsite during the period of the exhibition but will accept no liability for loss or damage.
25. The Organiser will arrange for daily cleaning of aisles outside the exhibition open hours.

## Obligations and Rights of the Exhibitor

26. The Exhibitor must ensure that all accounts are finalised and paid prior to the allocated exhibition move-in period.
27. The Exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition.
28. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the exhibition.
29. The Exhibitor must comply with all directions / requests issued by the Organiser including those outlined in the Exhibition Manual.
30. The Exhibitor must comply with all applicable laws, including laws in relation to occupational health & safety. The Exhibitor will therefore act with care to avoid damage to persons or property in the exhibition.
31. The Exhibitor must ensure the cleanliness and tidiness of their allocated space. Upon the conclusion of the exhibition the Exhibitor will promptly remove all exhibits, tools and other materials. If the Exhibitor fails or refuses to do so, the Organiser will make arrangements for this to be done by an external party at a cost to be paid by the Exhibitor.
32. The Exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.
33. The Exhibitor will submit plans and visuals of custom designed exhibits to the Organiser for approval prior to the commencement of the exhibition. Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building. A valid Insurance Certificate of Currency for independent exhibition contractors will also be submitted prior to the Organiser granting this company access to the exhibition area.
34. The Exhibitor is responsible for all items within their allocated exhibition space.
35. The Exhibitor agrees to adhere to all fire regulations and will refrain from using flammable or dangerous materials within the exhibition. Written approval must be sought from the Organiser if flammable or dangerous materials are required for the success of the exhibit.
36. The Exhibitor will not use nails, screws or other fixtures on any part of the premises including walls and floor unless authorised by the Organiser. In any case all permanent damage will result in the Exhibitor being invoiced for all repairs.
37. The Exhibitor acknowledges that the Organiser has a preferred freight forwarder and agrees to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the Exhibitor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified or on return.
38. The Exhibitor agrees to abide by requests made by the Organiser to stop any activity that may cause annoyance to others in the exhibition.
39. The Exhibitor agrees to conduct all business transactions within their allocated exhibition space unless otherwise approved by the Organiser.

## Storage of goods

40. Unless otherwise communicated storage will not be provided onsite at the exhibition. Under no circumstance are goods permitted to be stored in public access areas.

## Stand Services and Construction

41. Official contractors will be appointed by the Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics, telecoms and IT equipment. This is for insurance and security reasons. All non-official contractors wishing to enter the exhibition are required to produce current Certificates of Currency for Insurance, Public Liability and OH&S. Access will be denied without such documentation.

## Insurance and Liability

42. All Exhibitors must have Public Liability Insurance for the period of the exhibition and must be able to produce this documentation immediately at the request of the Organiser.
43. Exhibitors must insure, indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Organiser may become liable.
44. Whilst the Organiser will endeavour to protect exhibition property whilst on display at the exhibition, it must be clearly understood that the venue, the Organising Committee and the Organiser cannot accept liability for any loss or damage to property sustained or occasioned from any cause whatsoever.
45. The Organiser shall not be liable for any loss, which exhibitor may incur as a result of the intervention of any Authority, which prevents the use of the premises or any part thereof in any manner whatsoever.
46. The Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the Organiser will not be accountable for the level of commercial activity generated.

## Payment & Cancellation

47. The Exhibitor has seven (7) days in which to make their final payment when it falls due. After this time the space will be available for sale to another company. All deposits paid will automatically be forfeited and NO refund will be made. NO exhibitor shall occupy allocated exhibition space until all monies owing to the Organiser by the Exhibitor are paid in full.
48. In the event that the Exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the Organiser is authorised to occupy this space in any manner deemed to be in the best interest of the Exhibition. The Exhibitor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.
49. If the Exhibitor wishes to cancel their participation a request must be submitted to the Organiser in writing. Exhibitor cancellations and refunds will be administered as follows:
  - a. If notice of cancellation is received 12 months or more before the first day of the exhibition, the Exhibitor will be entitled to a 75% refund on funds due at the time of cancellation.
  - b. If notice of cancellation is received between 6 and 12 months before the first day of the exhibition, the Exhibitor will be entitled to a 50% refund on funds due at the time of cancellation.
  - c. If notice of cancellation is received less than 6 months before the first day of the exhibition, the Exhibitor will not be entitled to a refund.
  - d. If notice of cancellation is received and full payment for funds owing has not been received, the Exhibitor may be invoiced for the difference to satisfy the above cancellation and refund policy.
50. Booth availability may be limited or restricted, and allocations and available quantities will be advised upon processing your application.