



CICA 2017 Conference, Exhibition & Crane Display

19-21 October 2017

Adelaide Convention Centre (Adelaide, SA)

Sponsor Invitation

The Crane Industry Council of Australia (CICA), in conjunction with State Host the CICA Queensland Branch, invites you to be a Sponsor at the CICA 2017 National Conference, Exhibition and Crane Display. Participation will help you to promote your organisation's profile and to market your products, services and key personnel to the crane industry

CICA invites you to choose any of the following sponsorship opportunities:

<u>Option</u>	<u>Sponsorship Level</u>	<u>Number Available</u>
1	Platinum sponsor	1
2	Networking Dinner sponsor	1
3	Gold sponsors	2
4	Silver sponsors	3
5	Bronze sponsors	3
6	Conference Satchel	1
7	Lunch sponsors	2
8	Conference Handbook sponsor	1
9	Keynote Speaker sponsor	1
10	Photo of the Year Competition sponsor	1
11	General Sponsor	No limit
12	Tailored Package	No limit

Further information will be provided at a later date in relation to Exhibition Booths and the Crane Display.

If you have any queries please contact Simone Hill at the CICA Office on 03 8320 0420.

Simone Hill
Administration Officer, CICA
17/10/16

The Crane Industry Council of Australia
PO Box 136, Mount Waverley Vic 3149
Phone: 03 9501 0078
Fax: 03 9501 0083
E-mail: admin@cica.com.au
Website: www.cica.com.au

General Information

Sponsorship will be accepted on a "first come/first served" basis. CICA cannot guarantee that you will have the opportunity of the same sponsorship level that was held the previous year. In the interest of being fair to all, previous sponsorship arrangements will not automatically apply on the next year's arrangements. Whilst CICA endeavours to ensure consistency from year to year for sponsor benefits, on occasions some benefits (eg. availability of AV equipment/screens) may vary due to differences in venue facilities.

Please note that only one company logo per sponsor can be included on conference promotional material. In the event that a sponsor holds a distributorship for another product, a choice must be made whether the company logo or the brand logo will be used. Logos supplied must not include any company contact information (phone number or website). Promotion of sponsorship on the conference website and in the CICA newsletter will not commence until the sponsorship payment has been received.

Exhibition Booth

Where a sponsorship includes an Exhibition Booth, that booth will automatically be reserved upon receipt of a sponsor application. Additional booths may be booked upon release of the Exhibitor Invitation at a later date. A booth included in as a sponsor benefit does not include personnel, staff working in the booth must be registered as Full or Exhibitor delegates at additional cost.

Public Liability Insurance

Where a complimentary booth is included, the requirements for all Exhibition participants will apply. Exhibitors must furnish proof of Public Liability Insurance and a certificate of currency should accompany your sponsorship application where possible. In the event that your current policy will no longer apply at the time of the conference, we ask that you forward documentation upon renewal of your insurance. This requirement will be enforced and followed up where necessary.

Delegate Lists

A delegate list, where the delegate has given consent, will be provided (via email) to all Sponsors at the close of Early Bird Registrations and again one week prior to the Conference. A printed delegate list of names and companies only will be available from the Registration desk on site at the Conference. A final delegate list consisting of a full spreadsheet including contact information will be available to all Sponsors after the conclusion of the conference.

Fundraising

Fundraising activities will generally be held at each conference in the form of a raffle or charity auction. Sponsors will be invited to assist by donating prizes. Prizes will need to be delivered to the Registration Desk onsite at the Conference (by the nominated deadline to be advised depending on when the raffle draw/auction is planned). Prizes will be requested via email approximately 2 months prior to the conference.

Satchel

Sponsors have the opportunity to include items in the Conference Satchel. The number of items is in accordance with Sponsorship level – please refer to each sponsorship level for details. A quantity of 450 of each item will be required. Sponsors will be requested to advise CICA of their item(s) 4 weeks before the conference to assist our planning. Satchel items will need to be delivered to the conference venue on the Friday preceding the commencement of the conference (Friday 13th October, 2017).

If you have any queries, please contact the CICA Office and speak to Simone Hill on 03 8320 0420.

Please note Sponsor Offer details may need to be changed due to circumstances outside of CICA's control and hence CICA reserves the right to advise any such changes.

The CICA Office, PO Box 136, Mt. Waverley VIC 3149.
Phone: +61 3 8320 0420 Fax: +61 3 9501 0083
Email: admin@cica.com.au



Benefits Common To All Sponsors

A promotions package delivered by CICA through:

- the CICA newsletter sponsors listing
- logo placement on the conference website sponsor page
- logo placement on the conference registration brochure
- logo placement on the delegate handbook sponsor page
- logo placement in onsite sponsor promotions

(Priority placement dependent on level of sponsorship, promotion dependant of receipt of sponsorship in time for printed material deadlines)

Access to insert promotional material into the Conference satchel

(Quantity subject quantities stipulated in each sponsor level. Items subject to CICA approval and to be supplied within the timetable set by CICA)

Sponsorship Options

1. PLATINUM - (Available – 1)

Investment: \$25,000 (+ GST)

Eligibility: Available to National Marketer Members Only

Unique Benefits:

- CICA newsletter one half page profile item pa
- Acknowledgement on the CICA Office email signatures; Conference emails; Conference related CICA media releases; Post event promotions
- 3 complimentary Conference full delegate registrations
- Complimentary double Exhibitor Booth
- Complimentary 2 cranes in the Crane Display
- 5 minute Welcome Address at Welcome Function
- 20 minute company profile presentation during the Conference program
- Acknowledgement as the Platinum Sponsor throughout the event and the Gala Dinner
- VIP Seating at the Gala Dinner
- Satchel access for 3 items plus an A4 promotional brochure
- Opportunity to provide Delegate Table Gifts at Gala Dinner if desired – at / own cost

2. NETWORKING DINNER (Available – 1)

Investment: \$17,000 (+ GST) (Non member rate \$19,200 + GST)

Unique Benefits:

- Your acknowledgement as the Sponsor during the Dinner
(noting that this sponsorship does not cover the full costs of the evening)
- An opportunity to do a 10 minute 'welcome/profile' talk during the Dinner
(microphone will be provided – any additional AV facilities at sponsor costs)
- One single exhibition booth
- 2 complimentary Conference full delegate registrations
- Satchel access for 1 items plus an A4 promotional brochure
- Opportunity to provide Table Centrepieces or Delegate Table Gifts – at extra cost

3. GOLD (Available – 2)

Investment: \$15,000 (+ GST) (Non member rate \$17,200 + GST)

Unique Benefits:

- CICA newsletter half page profile item pa
- 1 Conference full delegate registration complimentary
- One complimentary single exhibition booth
- 10 minute company profile presentation during the Conference program
- Satchel access for 2 items plus an A4 promotional brochure

4. SILVER (Available – 3)

Investment: \$8,000.00 (+ GST) (Non member rate \$12,200 + GST)

Unique Benefits:

- CICA newsletter quarter page profile item pa
- One complimentary single exhibition booth
- 2 minute speed profile during the Conference program
- Satchel access for 1 items plus an A4 promotional brochure

5. BRONZE (Available – 3)

Investment: \$5,500.00 (+ GST) (Non member rate \$7,700 + GST)

Unique Benefits:

- One complimentary single exhibition booth
- Satchel access for 1 items plus an A4 promotional brochure

6. SACHEL (Available – 1)

**Investment: \$8,000 (+ GST) (Non member rate \$10,200 + GST)
Plus the Satchel cost – Quantity 450 (estimated \$6,000 - \$8,000)**

Unique Benefits:

- Your corporate logo printed on the CICA Conference Satchel (# Satchel purchase costs and logo printing to be paid by the sponsor - subject to CICA approval)
- One complimentary single exhibition booth
- Satchel access for 1 items plus an A4 promotional brochure

7. CONFERENCE LUNCHEONS (Available – 2)

Friday & Saturday – per lunch

Investment: \$10,000.00 (+ GST) (Non member rate \$12,200 + GST)

Unique Benefits:

- CICA newsletter quarter page profile item pa
- Your acknowledgement as the Sponsor during the Luncheon
- An opportunity to do a 10 minute 'product promotion' during the luncheon (microphone will be provided – any additional AV facilities at sponsor costs)
- One complimentary single exhibition booth
- 1 Conference full delegate registration complimentary
- Satchel access for 1 items plus an A4 promotional brochure

8. DELEGATE HANDBOOK (Available – 1)

Investment: \$5,500.00 (+ GST) (Non member rate \$7,700 + GST)

Unique Benefits:

- Acknowledgement as Delegate Handbook Sponsor on front cover
- Satchel access for 1 items plus an A4 promotional brochure

9. KEYNOTE SPEAKER (Available –1)

Investment: \$5,500.00 (+ GST) (Non member rate \$7,700 + GST)

Unique Benefits:

- Acknowledgement as Keynote Speaker Sponsor during speaker program
- Acknowledgement as Keynote Speaker Sponsor on program page of conference website and delegate handbook
- Satchel access for 1 items plus an A4 promotional brochure

10. PHOTO OF THE YEAR COMPETITION SPONSOR (Available – 1)

Investment: \$4,400.00 (+ GST) (Non member rate \$6,600 + GST)

Unique Benefits:

- Acknowledgement as Photo of the Year Competition Sponsor in competition promotions in the CICA Newsletter
- Acknowledgement as Photo of the Year Competition Sponsor at photo display at the conference
- Satchel access for 1 items plus an A4 promotional brochure

11. GENERAL (No Limit)

Eligibility: Available to CICA Ordinary & Associate Members Only

Investment: \$1,000.00 (+ GST)

Unique Benefits:

- Satchel access for 1 items plus an A4 promotional brochure

12. TAILORED PACKAGE (No Limit)

CICA is happy to discuss any other Sponsorship opportunities such as Partner Program; Coffee Cart; Morning / Afternoon Teas, Crane Display sponsor.

Sponsor Benefits and Pricing to be agreed and tailored to your budget.

Contact the CICA Office to discuss further options.

Please Note: Applications received by CICA newsletter deadlines will be promoted in the next available newsletter and will give sponsors the best possible exposure.

For inclusion in CICA Conference printed Registration Brochure, applications must be received by Thursday 31st March.

