

Sponsorship Prospectus



BUILDING BETTER LOCAL SOLUTIONS



10-11 JUNE 2014

MELBOURNE
CONVENTION CENTRE

Invitation to sponsor

The Australian Institute of Criminology (AIC) invites you to participate as a sponsor in the 2014 *Crime Prevention and Communities: Building Better Local Solutions* conference.

This is the second Crime Prevention and Communities conference run by the AIC and partner organisations and there are a number of opportunities to engage with this event.

As an experienced provider of international and national conferences the AIC builds and facilitates well-attended themed conferences on crime and criminal justice issues incorporating high quality plenary speakers, concurrent paper and workshops sessions and networking opportunities.

The Crime Prevention and Communities conferences explore many facets of crime prevention taking into account social, situational, environmental perspectives. The 2014 conference is focusing specifically on violence prevention and problem solving for complex crime scenarios to enhance community safety and well-being. Also on the agenda: empowering communities to develop local, collaborative responses.

AIC conferences always attract a wide range of practitioners and policy makers, and this conference promises to be no different. Invitations have been extended to local government, police, policy makers from all tiers of Government, academic researchers and the legal and business sectors. This ensures sponsors' support and messaging will be carried to a mix of professionals in Government, law enforcement, research, and the non-government sector.

We have several tiers of sponsorship to suit your budget and marketing needs and invite you to examine the options presented in this publication.

The 2014 event will provide thought-provoking debate and further assist decision makers and community representatives to choose the right solutions to keep their communities, whether urban, regional or rural, safe.

Your participation will assist with this very important endeavour.

I urge you to support this important international and national event and secure space on the website, with advertising and material distribution opportunities, from an early stage of the conference marketing process.

We look forward to your valuable support.

Dr Adam Tomison
Director, AIC



Sponsorship and Exhibition

Sponsorship and Exhibition of the 2014 Crime Prevention and Communities Conference: Building Better Local Solutions

The conference invites support in the form of sponsorship and exhibition participation from companies and organisations aligned with the conference themes.

This is an opportunity to demonstrate your support for efforts to prevent crime and enhance community wellbeing.

Companies can choose to be a major sponsor, receiving acknowledgments, benefits, entitlements and exhibition space applicable to the level of sponsorship, or contribute through a range of other targeted sponsorship and exhibition opportunities.

Marketing

An extensive campaign including email broadcasts and web exposure will be implemented in the lead up to the Conference and as such, the opportunity exists for your company to be represented as a key supporter.

Early confirmation will ensure the highest level of exposure. The Conference is committed to working with all sponsors/exhibitors to maximise exposure and engagement.

The packages outlined in this document are proposals that can be tailored to your specific requirements.

Benefits of your sponsorship

Sponsorship packages and commitment levels vary, and can be tailored to suit your organisations.

Sponsorship benefits include:

- Enhanced brand and image profile
- Targeted marketing opportunities
- Brand loyalty reinforcement
- Increased awareness of business potential
- Exposure via acknowledgement in the conference registration brochure and handbook
- Logo and website link promotion via the Conference website
- Complimentary registration offers and social function tickets

Exhibition benefits include:

- Attract targeted consumers
- Attract key decision makers
- Serves a variety of purposes for delegates
- Provide returns

Benefits include:

- Meet delegates, buyers, clients, and develop and update your database
- Develop a personal and direct relationship with your clients
- Show your full product range in real life – live events provide the best possible interactive marketing platform
- Raise your profile in the industry and add value to your brand
- Locate new agents and distributors for your products
- Launch a new product or generate immediate interest

Sponsorship opportunities at a glance

All prices are quoted in Australian dollars and are exclusive of GST.

Gold Sponsorship	\$25,000	Exclusive
Silver Sponsorship	\$15,000	Four (4) opportunities
Bronze Sponsorship	\$5,000	Unlimited opportunities
Conference Reception	\$10,000	Exclusive

Conference Materials

Conference Materials	\$5,000	Exclusive
Name Badge and Lanyards	\$3,000	Exclusive
Writing Pads and Pens	\$2,000 + Stock	Exclusive

Other opportunities

Scholarship opportunities	\$5,000	Unlimited opportunities
Espresso bar	\$8,000	One (1) opportunity

Advertising

Full colour page	\$1,000	Unlimited opportunities
Full colour half page	\$500	Unlimited opportunities
Satchel inserts	\$750	Unlimited opportunities

Exhibition

Table display	\$2,500	Limited opportunities
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Sponsorship opportunities

Gold Sponsor \$25,000

Exclusive opportunity

Inclusions:

Exhibition

- One (1) 1 Table display and first choice of location

Registration

- Five (5) full Conference registrations including the Conference reception
- Five (5) additional tickets to the Conference reception
- Additional exhibitor registration available at a discounted rate of \$500
- Additional full Conference registrations available at the group rate of \$750

Program involvement

- Sponsorship of one (1) keynote address your logo on the opening title slide of the keynote and one (1) pull up banner on stage. As the Gold Sponsor you have the first choice of selection.

Company branding and promotion

- Conference endorsement as the Gold Sponsor on all Conference communication from date of commitment
- Verbal acknowledgement as the Gold Sponsor by the Conference chair during the official opening and closing session

- Company pull up banner displayed onstage during the Conference
- Company logo and acknowledgement as the Gold Sponsor on the Conference home page and all applicable pages of the Conference website hyperlinked to your preferred website
- Company logo and acknowledgement as the Gold Sponsor on the sponsor acknowledgement board
- Company logo and acknowledgement as the Gold Sponsor on the front cover of the Conference handbook
- Company logo acknowledgement as the Gold Sponsor on PowerPoint reel displayed throughout the Conference
- One (1) full page premium position advertisement in the Conference handbook (subject to printing deadlines)
- Two (2) A4 page satchel inserts or promotional product (excluding pens/notepads) in the delegates' satchels (to be provided by sponsor and subject to Conference approval and delivery deadlines).



Silver Sponsor \$15,000

Four (4) opportunities available

Inclusions:

Exhibition

- One (1) Table display

Registration

- Three (3) full Conference registrations including the Conference reception
- Three (3) additional tickets to the Conference reception
- Additional exhibitor registration available at a discounted rate of \$500
- Additional full Conference registrations available at the group rate of \$750

Program involvement

- Sponsorship of one (1) keynote address your logo on the opening title slide of the keynote and one (1) pull up banner on stage.

Company branding and promotion

- Conference endorsement as the Silver Sponsor on all Conference communication from date of commitment

- Verbal acknowledgement as the Silver Sponsor by the Conference chair during the official opening and closing session
- Company logo and acknowledgement as the Silver Sponsor on the Conference website hyperlinked to your preferred website
- Company logo and acknowledgement as the Silver Sponsor on the sponsor acknowledgement board
- Company logo and acknowledgement as the Silver Sponsor on the inside front cover of the Conference handbook
- Company logo acknowledgement as the Silver Sponsor on PowerPoint reel displayed throughout the Conference
- One (1) half page advertisement in the Conference handbook (subject to printing deadlines)
- One (1) A4 page satchel insert or promotional product (excluding pens/notepads) in the delegate's satchels (to be provided by sponsor and subject to Conference approval and delivery deadlines).



Bronze Sponsor \$5,000

Unlimited opportunities available

Inclusions:

Exhibition

- Table display at a discounted rate of \$750

Registration

- Two (2) full Conference registrations including the Conference reception.
- Additional exhibitor registration available at a discounted rate of \$500
- Additional full Conference registrations available at the group rate of \$750

Company branding and promotion

- Conference endorsement as the Bronze Sponsor on all Conference communication from date of commitment
- Verbal acknowledgement as the Bronze Sponsor by the Conference chair during the official opening and closing session
- Company logo and acknowledgement as the Bronze Sponsor on the Conference website hyperlinked to your preferred website
- Company logo and acknowledgement as the Bronze Sponsor on the sponsor acknowledgement board
- Company logo and acknowledgement as the Bronze Sponsor on the inside front cover of the Conference handbook
- Company logo acknowledgement as the Bronze Sponsor on PowerPoint reel displayed throughout the Conference
- One (1) quarter page advertisement in the Conference handbook (subject to printing deadlines)
- One (1) A4 page satchel insert or promotional product (excluding pens/notepads) in the delegate's satchels (to be provided by sponsor and subject to Conference approval and delivery deadlines).

Conference reception \$10,000

Exclusive opportunity

Your opportunity to host delegates at the Conference with your branding displayed throughout the Reception. The Conference reception will be held on in the Exhibition area on the first evening of the conference.

Inclusions:

Registration

- One (1) full Conference registrations including the Conference reception.
- Ten (10) additional tickets to the Conference reception

Welcome reception

- Exclusive naming rights to the Conference reception
- Opportunity for a nominated person to make a three (3) minute address during the Conference reception
- Opportunity to provide branded napkins for delegates use throughout the Conference reception (at sponsors additional cost)
- Opportunity to display up to five (5) pull up banners during the Conference reception.

Company branding and promotion

- Company logo on the Conference website including a link to your website
- Company logo on the sponsor acknowledgement board
- Company logo on PowerPoint reel displayed throughout the conference
- Company logo and acknowledgement in the Conference handbook (subject to printing deadlines).
- One (1) half page advertisement in the Conference handbook (subject to printing deadlines)



Conference materials

Delegate satchels \$5,000

Exclusive opportunity

NO LONGER AVAILABLE

Your company name and/or logo together with the Conference branding to be printed on the delegates satchels. *(The Conference organising committee reserves the right to select the satchel and approve associated artwork)*

Inclusions:

Satchel

- Your company logo (One colour) along with the Conference branding on all delegate satchels
- One (1) A4 page satchel insert or promotional product (excluding pens/notepads) in the delegate's satchels (to be provided by sponsor and subject to Conference approval and delivery deadlines).

Company branding and promotion

- Company logo on the Conference website including a link to your website
- Company logo on the sponsor acknowledgement board
- Company logo on PowerPoint reel displayed throughout the conference
- Company logo and acknowledgement in the Conference handbook (subject to printing deadlines).

Name badge and Lanyards \$3,000

Exclusive opportunity

NO LONGER AVAILABLE

All delegates receive a name badge and lanyard to be worn for the duration of the Conference. Have your branding along with the Conference branding on each name badge and lanyard.

Inclusions:

Name badge and lanyards

- Your company logo (One colour) along with the Conference branding on all name badge and lanyards

Company branding and promotion

- Company logo on the Conference website including a link to your website
- Company logo on the sponsor acknowledgement board
- Company logo on PowerPoint reel displayed throughout the conference
- Company logo and acknowledgement in the Conference handbook (subject to printing deadlines).



Other opportunities



Writing Pads and Pens \$1,500 plus supply of 250 units

Exclusive opportunity

Listen out at the Conference registration and information desk on the first day of any Conference one of the most popular questions you will hear is “do you have a notepad and pen?” This is one of the most subtle, yet effective ways to promote your brand. Have your branded writing pads and pens available for all delegates’ use during the Conference.

Inclusions:

Writing pads and pens

- Inclusion of your company branded writing pads and pens into delegates satchels (to be provided by sponsor and subject to Conference approval and delivery deadlines)
- Use of your company pads and pens at the Conference registration and information desk available for delegates to use.

Company branding and promotion

- Company logo on the Conference website including a link to your website
- Company logo on the sponsor acknowledgement board

- Company logo on PowerPoint reel displayed throughout the conference
- Company logo and acknowledgement in the Conference handbook (subject to printing deadlines).

Scholarship sponsor \$5,000

Unlimited opportunities

Make a difference to someone’s professional career. This is your opportunity to provide someone who is less fortunate the opportunity to attend the Conference.

Inclusions

Company branding and promotion

- Company logo on the Conference website including a link to your website
- Company logo on the sponsor acknowledgement board
- Company logo on PowerPoint reel displayed throughout the conference
- Company logo and acknowledgement in the Conference handbook (subject to printing deadlines).

Espresso bar \$8,000

Exclusive opportunity

This option includes the situation of an espresso bar on the exhibition floor. The package includes supply of an espresso bar, barista and all consumables for the duration of the Conference.

Inclusions:

Espresso bar

- Opportunity to place one (1) pull up banner at the rear of your espresso bar
- Opportunity to provide branded coffee cups, napkins and t-shirts / caps for the barista to wear onsite for the duration of the conference (at sponsors additional cost).

Company branding and promotion

- Company logo on the Conference website including a link to your website
- Company logo on the sponsor acknowledgement board
- Company logo on PowerPoint reel displayed throughout the conference
- Company logo and acknowledgement in the Conference handbook (subject to printing deadlines).

Advertising

Advertising is available in the Conference handbook subject to printing deadlines. A maximum of one (1) full page advertisement per publication will be accepted.

Internal full colour page advertisement

\$1,000

- Sponsor to supply print ready digital artwork
- Full colour advertisement within printed publication
- Company logo on the Conference website including a link to your website

Satchel inserts

\$750

Inclusions:

- One (1) satchel insert or promotional product (excluding pens/notepads) in the delegate's satchels (to be provided by sponsor and subject to Conference approval and delivery deadlines).

Internal half page full colour advertisement

\$500

- Sponsor to supply print ready digital artwork
- Full colour advertisement within printed publication
- Company logo on the Conference website including a link to your website



Exhibition

The exhibition for the Conference will be held in the breakout area of the conference. All lunches, morning and afternoon teas will be served in the exhibition area, providing exhibitors with the maximum opportunity to showcase their products and interact with delegates.

Table displays

\$1,500

Inclusions:

Table display

- One (1) dressed trestle table and chair.
- One (1) posterboard with your company name and logo in full colour
- One (1) single power point per stand

Registration

- One (1) complimentary exhibitor registrations per table including lunch, morning and afternoon tea daily and access to the Conference reception.
- Additional exhibitor registration available at a discounted rate of \$500
- Additional full Conference registrations available at the group rate of \$750

Company branding and promotion

- Company logo on the Conference website including a link to your website
- Company logo on the sponsor acknowledgement board
- Company logo and acknowledgement in the Conference handbook (subject to printing deadlines).

Policy and guidelines

Sponsorship and exhibitor registration

All staff in attendance at your booth must be registered for the Conference. Where a complimentary registration is included in the Sponsorship and/or Exhibition package, you will still be required to complete a registration form with details of the attending delegate. If additional stand personnel are required, you will be able to purchase subsequent registrations at a special exhibitor rate of \$500 per person. Further details will be provided upon confirmation of booth booking.

Application

Please fill in the attached registration form. All applications will be acknowledged in writing together with a tax invoice complete with EFT payment details or credit card options to facilitate payment.

Cancellation policy

All cancellations must be received in writing to the Conference Coordinator. If you cancel a sponsorship or table display unless that particular sponsorship or exhibition space is resold, the conference committee reserves the right to retain monies received. If the space or sponsorship package is resold, a refund minus an administration fee of up to \$500 will apply. Any booth or sponsorship package cancelled after 1 March 2014 will incur a 100% forfeit. If the balance of the payment is not received by the due date, the allocated Sponsorship or Table display/s will be cancelled.

Confirmation of participation

To fully confirm your sponsorship package and/or exhibition space, 50% part payment is required upon booking or within 14 days of receipt of your tax invoice. Your booking will only be fully processed and secured on receipt of this deposit. The balance of payment is required by 1 March 2014. Any new sponsorship arrangements after this date require full payment in order to be confirmed.

If you have any enquiries regarding exhibition or potential sponsorship opportunities please contact:

Kate Sweeney
Conference Coordinator
Australian Institute of Criminology
02 6260 9272
events@aic.gov.au

Sponsorship and exhibitor booking form

Contact details

Date: Contact name:

Position: Organisation:

Address:

State: Postcode: Telephone: Email:

Sponsorship

All prices are quoted in Australian dollars and are exclusive of GST.

<input type="checkbox"/>	Gold Sponsorship	\$25,000	Exclusive
<input type="checkbox"/>	Silver Sponsorship	\$15,000	Four (4) opportunities
<input type="checkbox"/>	Bronze Sponsorship	\$5,000	Unlimited opportunities
<input type="checkbox"/>	Conference Reception	\$10,000	Exclusive

Conference Materials

<input type="checkbox"/>	Delegate Satchels	\$5,000	Exclusive
<input type="checkbox"/>	Name Badge and Lanyards	\$3,000	Exclusive
<input type="checkbox"/>	Writing Pads and Pens	\$1,500 + Stock	Exclusive

Other opportunities

<input type="checkbox"/>	Scholarship opportunities	\$5,000	Unlimited opportunities
<input type="checkbox"/>	Espresso bar	\$8,000	Exclusive

Advertising

<input type="checkbox"/>	Full colour page	\$1,000	Unlimited opportunities
<input type="checkbox"/>	Full colour half page	\$500	Unlimited opportunities
<input type="checkbox"/>	Satchel inserts	\$750	Unlimited opportunities

Exhibition

<input type="checkbox"/>	Table display	\$1,500	Limited opportunities
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Payment details

Sponsorship deposit (50% of value): \$

☐ Please send me an invoice to pay by direct deposit /EFT

☐ I would like to pay by credit card:

Please fill in the credit card details below. The amount to authorise should equal the total noted in the payment section above.

☐ Mastercard ☐ Visa Amount to authorise: \$

Card number: CCV: Expiry date:

Cardholders name:

Cardholders signature

☐ I have read the cancellation policy and accept all of its conditions