



30TH - 31ST MAY, 2019
MELBOURNE CONVENTION EXHIBITION CENTRE

 **intuit quickbooks.**
CONNECT

WELCOME TO CONNECT

As the world's leading cloud accounting software company, we know that technology is paramount, but more importantly, that our value to customers is as much about people as it is about product.

The 2019 QuickBooks Connect event recognises this by bringing together our rich and diverse ecosystem of small business owners, accountants, bookkeepers and developers, to **grow, learn and connect**.

Intuit Australia is continually innovating to give customers the best possible tools to run their businesses and QuickBooks Connect is no exception. Now in its third year, the event will build on the firm foundation created to date to deliver even more value.

Against a backdrop of significant change for Aussie small businesses and their trusted advisors, our participants are coming to seek inspiration, solutions and support – from each other, Intuit, our speakers, and our sponsors – all in a fun and engaging environment.

QuickBooks Connect will expose attendees to insights and tips that empower them to navigate these changes and do more with each minute – with highly relevant panel sessions and tailored workshops on how to handle challenges and embrace opportunities.

This year we have increased opportunities for our sponsors to engage with this unique ecosystem across more touchpoints and channels. We look forward to providing a platform for you to showcase how you can support the success of those who are fuelling Australia's economy.



EVENT DETAILS

When:
30th - 31st May, 2019

Where:
Goldfields Theatre,
Melbourne Convention Exhibition Centre

What's new in 2019:
Now in our third year, our programme maximises the opportunity for sponsors to engage with attendees. All booths will be placed on the main level with ample time dedicated for attendees to explore and engage with your business.

- Four exhibitor levels
 - Premium Plus
 - Premium
 - Level One (new in 2019)
 - Standard
- More sponsorship and branding opportunities available
- Speaker opportunities available at QuickBooks Connect Theatre Spotlight

For more information about sponsorship opportunities, contact Ene Siong:

 Ene_Siong@intuit.com

AGENDA AT A GLANCE

MAIN DAY

30th May 2019

8:00	Exhibition Hall Open
8:00 - 9:00	Registration & Breakfast
9:00 - 10:00	Morning Keynote
10:00 - 10:30	Break & Exhibits
10:30 - 11:30	Breakout Sessions
11:30 - 13:00	Lunch & Exhibits
13:00 - 14:00	Breakout Sessions
14:00 - 14:30	Break
14:30 - 15:30	Breakout Sessions
15:30 - 16:00	Break
16:00 - 17:00	Afternoon Keynote
17:00 - 18:30	Evening Reception
18:30	Exhibition Hall Closed

ACCOUNTING PROFESSIONAL DAY

31st May 2019

8:00	Exhibition Hall Open
8:00 - 9:00	Registration & Breakfast
9:00 - 10:00	Morning Keynote
10:00 - 10:30	Break & Exhibits
10:30 - 11:30	Breakout Sessions
11:30 - 12:30	Lunch & Exhibits
12:30 - 13:30	Breakout Sessions
13:30 - 13:45	Break
13:45 - 14:45	Breakout Sessions
14:45 - 16:00	Fond Farewell
16:00	Exhibition Hall Closed

Please note, this agenda is subject to change

2018 SNAPSHOT

+1200

Registrations

+7K

**Social mentions and
trended #3 on Twitter**

“

It was a great day with a mix of topics and speakers - difficult to achieve with such a broad audience. Despite being a big company, you seem to really know what it's like for us small businesses, unlike other big brands who say they do but really have no idea. - Attendee

“

A total home run. Mission accomplished on all fronts. - Sponsor

“

We were able to speak with over a hundred interested leads - we have already secured partnerships with many of them! - Sponsor

“

I truly feel like I'm part of the QBC family. There wasn't a single moment I didn't feel that way. - Attendee

94%

of attendees agree that they are walking away from QBC with things they can immediately apply to their business.



WHAT'S IN IT FOR YOU

At Intuit, we want to connect you to our attendees, to provide that critical face-to-face time to **grow, learn and connect.**



NEW OPPORTUNITIES

In 2019, we have included Four Exhibitor levels, to provide more sponsorship opportunities and encourage businesses big and small to become involved. Intuit will provide ongoing support to ensure sponsors are able to optimise their presence at the event.



SHOWCASE

An opportunity to showcase your latest products, innovations and software solutions to help grow our attendees businesses and help them reach their goals.



DRIVEN BY DATA

A unique opportunity to capture attendee data for lead generation beyond the event itself.

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES 2019





EXHIBITOR OPPORTUNITIES

PREMIUM PLUS EXHIBITOR - LOUNGE SEATING ACTIVATION

One Available

COST: \$40,000 excluding GST

Your turn-key 10m x 4m exhibit will feature: a double-sided branded panel above the stand to optimise visibility, large signage panel on one side of the booth, branding on cabinet plus digital signage on-screen. This Premium Plus booth will also feature lounge/cafe style seating and will be placed in a high-traffic area, providing you with an ample opportunity to engage with attendees.

Benefits

- Eight full-conference passes
- Company logo, description (200 words) and URL displayed on the QuickBooks Connect website
- Placement on the mobile app

Signage

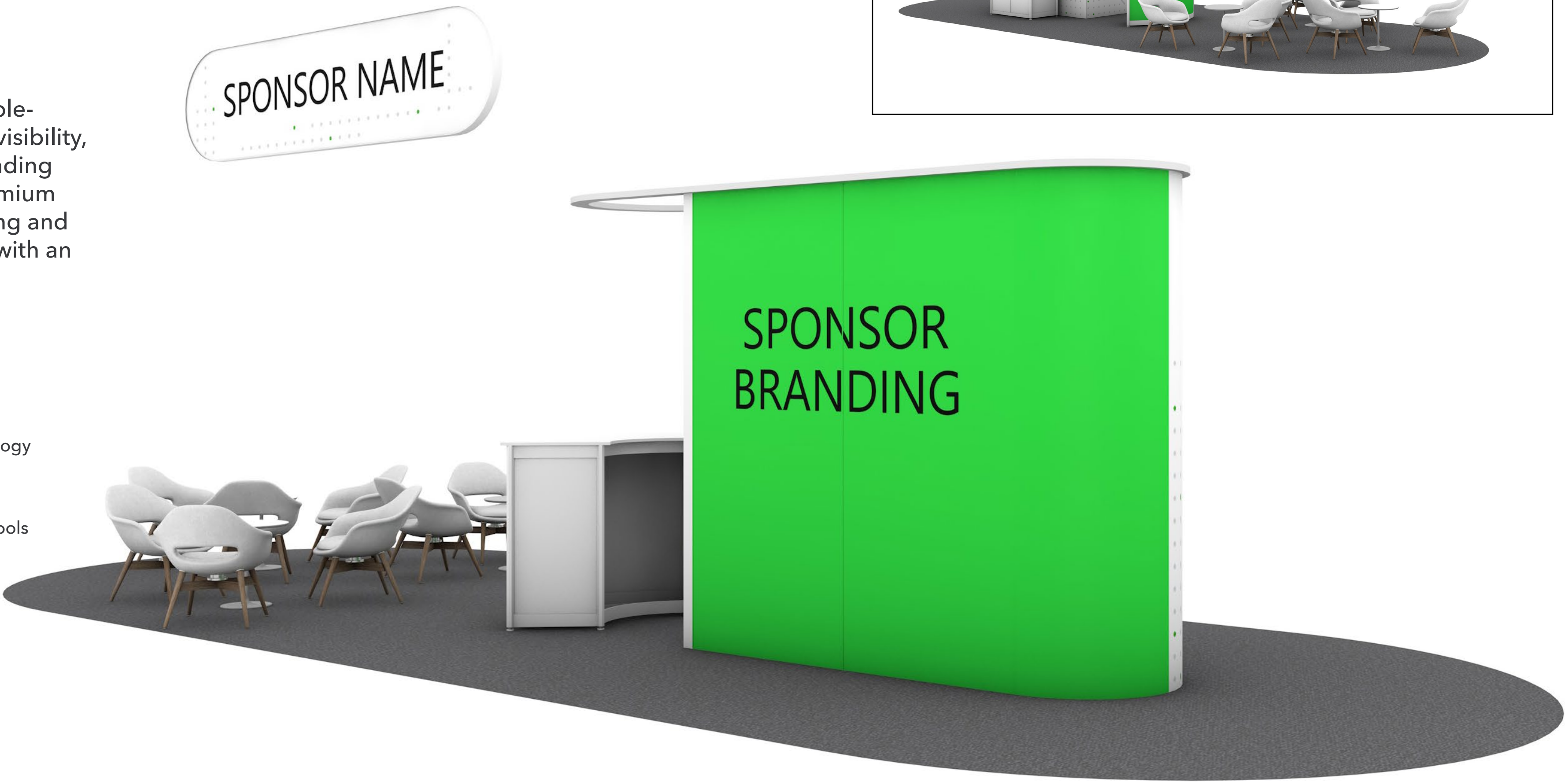
- Header panel - primary logo placement (double-sided)
- Booth branding (single-sided)
- Digital branding on-screen
- Signage on front of curved counter

Tech

- (One) 55" monitor
- Electrical/Wi-Fi
- Lead-scanning technology

Design

- Demo Counter with stools
- In-booth storage cabinet
- Café style seating





EXHIBITOR OPPORTUNITIES

PREMIUM PLUS EXHIBITOR - HEAD SHOT ACTIVATION

One Available

COST: \$45,000 excluding GST

Your turn-key 10m x 4m exhibit will feature: a double-sided branded panel above the stand to optimise visibility, large signage panel on one side of the booth, branding on cabinet plus digital signage on-screen. Your Premium Plus booth will also feature a headshot style activation with the opportunity to include a logo feature on the activation wall. This booth will be placed in a high-traffic area, providing you with an ample opportunity to engage with attendees.

Benefits

- Eight full-conference passes
- Company logo, description (200 words) and URL displayed on the QuickBooks Connect website
- Placement on the mobile app

Signage

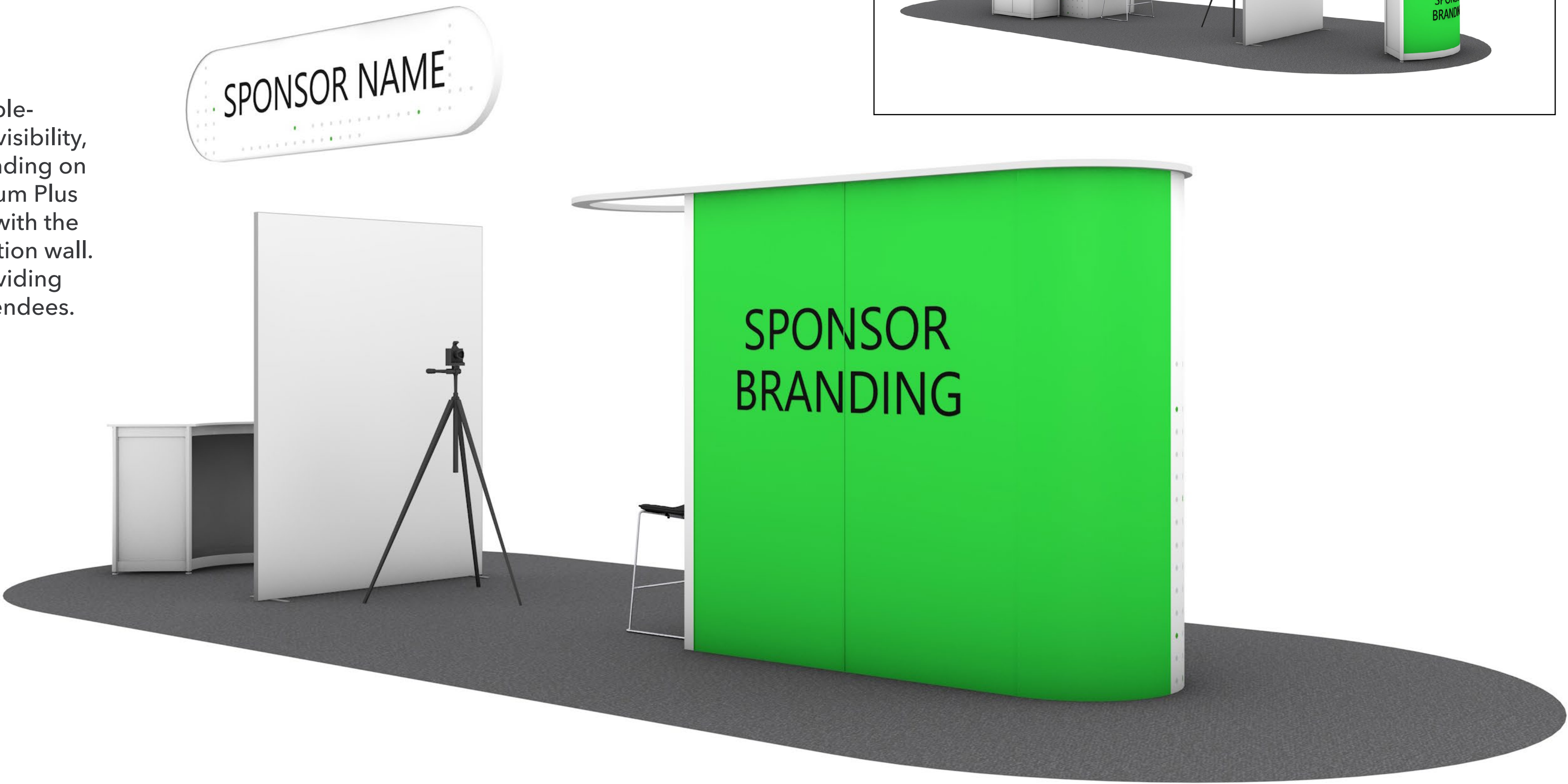
- Header panel – primary logo placement (double-sided)
- Booth branding (single-sided)
- Digital branding on-screen
- Signage on front of curved counter

Tech

- (One) 55” monitor
- Electrical/Wi-Fi
- Lead-scanning technology

Design

- Demo Counter with stools
- In-booth storage cabinet
- Headshot style activation to include photographer and branded wall



Reverse angle



EXHIBITOR OPPORTUNITIES

PREMIUM PLUS EXHIBITOR - CAFE ACTIVATION

One Available

COST: \$45,000 excluding GST

Your turn-key 10m x 4m exhibit will feature: a double-sided branded panel above the stand to optimise visibility, large signage panel on one side of the booth, branding on cabinet plus digital signage on-screen. This Premium Plus booth will also feature a cafe style activation with the opportunity to include a logo feature on the front panel of the coffee cart. This booth will be placed in a high-traffic area, providing you with an ample opportunity to engage with attendees.

Benefits

- Eight full-conference passes
- Company logo, description (200 words) and URL displayed on the QuickBooks Connect website
- Placement on the mobile app

Signage

- Header panel - primary logo placement (double-sided)
- Booth branding - single-sided
- Digital branding on-screen
- Signage on front of curved counter

Tech

- (One) 55" monitor
- Electrical/Wi-Fi
- Lead-scanning technology

Design

- Demo Counter with stools
- In-booth storage cabinet
- Branded coffee cart, barista and furniture





EXHIBITOR OPPORTUNITIES

PREMIUM PLUS EXHIBITOR - POPCORN ACTIVATION

One Available

COST: \$45,000 excluding GST

Your turn-key 10m x 4m exhibit will feature: a double-sided branded panel above the stand to optimise visibility, large signage panel on one side of the booth, branding on cabinet plus digital signage on-screen. Your Premium Plus booth will also feature a Popcorn Cart style activation. This booth will be placed in a high-traffic area, providing you with an ample opportunity to engage with attendees.

Benefits

- Eight full-conference passes
- Company logo, description (200 words) and URL displayed on the QuickBooks Connect website
- Placement on the mobile app

Signage

- Header panel - primary logo placement (double-sided)
- Booth branding (single-sided)
- Digital branding on-screen
- Signage on front of curved counter

Tech

- (One) 55" monitor
- Electrical/Wi-Fi
- Lead-scanning technology

Design

- Demo Counter with stools
- In-booth storage cabinet
- Popcorn cart and attendant



EXHIBITOR OPPORTUNITIES

PREMIUM EXHIBITOR

COST: \$15,000 excluding GST

Premium booths will give your brand prominent visibility. Your turn-key 6m x 3m exhibit booth will feature a primary logo placement, a large branded side panel, a seating area and in-booth storage cabinets. Premium booths will be placed in a high-traffic area, providing you with an ample opportunity to engage with attendees.

Benefits

- Six full-conference passes
- Company logo and description (150 words) displayed on the QuickBooks Connect website
- Placement on the mobile app

Signage

- Header panel - primary logo placement (double-sided)
- Digital branding on-screen
- Branded side panel (single-sided)

Tech

- (One) 50" monitor
- Electrical/Wi-Fi
- Lead-scanning technology

Design

- Lounge seating and coffee table
- Demo Counter with stools
- In-booth storage cabinet



EXHIBITOR OPPORTUNITIES

LEVEL ONE EXHIBITOR

COST: \$9,500 excluding GST

Level One booths will give your brand prominent visibility. Your turn-key 3m x 3.5m exhibit booth will feature a primary logo placement, a large branded side panel, a seating area and in-booth storage cabinets. Level One booths will be placed in a high-traffic area, providing you with an ample opportunity to engage with attendees.

Benefits

- Four full-conference passes
- Company logo and description (100 words) displayed on the QuickBooks Connect website
- Placement on the mobile app

Signage

- Header panel – primary logo placement (single-sided)
- Digital branding on-screen
- Branded side panel

Tech

- (One) 43" monitor
- Electrical/Wi-Fi
- Lead-scanning technology

Design

- Demo Counter with stools
- In-booth storage cabinet



EXHIBITOR OPPORTUNITIES

STANDARD EXHIBITOR

COST: \$4,000 excluding GST

Standard booths will give your brand prominent visibility. Your turn-key 2m x 2m exhibit booth will feature a primary logo placement, a seating area and in-booth storage cabinets. Standard booths will be placed in a high-traffic area, providing you with an ample opportunity to engage with attendees.

Benefits

- Two full-conference passes
- Company logo displayed on the QuickBooks Connect website
- Placement on the mobile app

Signage

- Header panel - primary logo placement (single-sided)
- Digital branding on-screen

Tech

- (One) 36" monitor
- Electrical/Wi-Fi
- Lead-scanning technology

Design

- In-booth storage cabinet with stools



EXHIBITOR OPPORTUNITIES

COMPARISON CHART

		Premium Plus	Premium	Level One	Standard
Benefits	Conference passes	Eight	Six	Four	Two
	Company logo on QuickBooks Connect website	✓	✓	✓	✓
	Placement on the mobile app	✓	✓	✓	✓
	Activation	✓			
	Size of stands	10m x 4m	6m x 3m	3m x 3.5m	2m x 2m
Tech	Monitor	55"	50"	43"	36"
	Wi-Fi	✓	✓	✓	✓
	Lead scanning technology	✓	✓	✓	✓
Signage & Branding	Header panel - primary logo placement	Double-sided	Double-sided	Single-sided	Single-sided
	Booth branding	✓	✓	✓	
	Digital Branding on-screen	✓	✓	✓	✓
	Signage on front of curved counter	✓			
Design	Counter with stools	✓	✓	✓	✓
	In-booth storage cabinet	✓	✓	✓	✓

SPONSORSHIP OPPORTUNITIES

SOUND LOUNGE

One Available

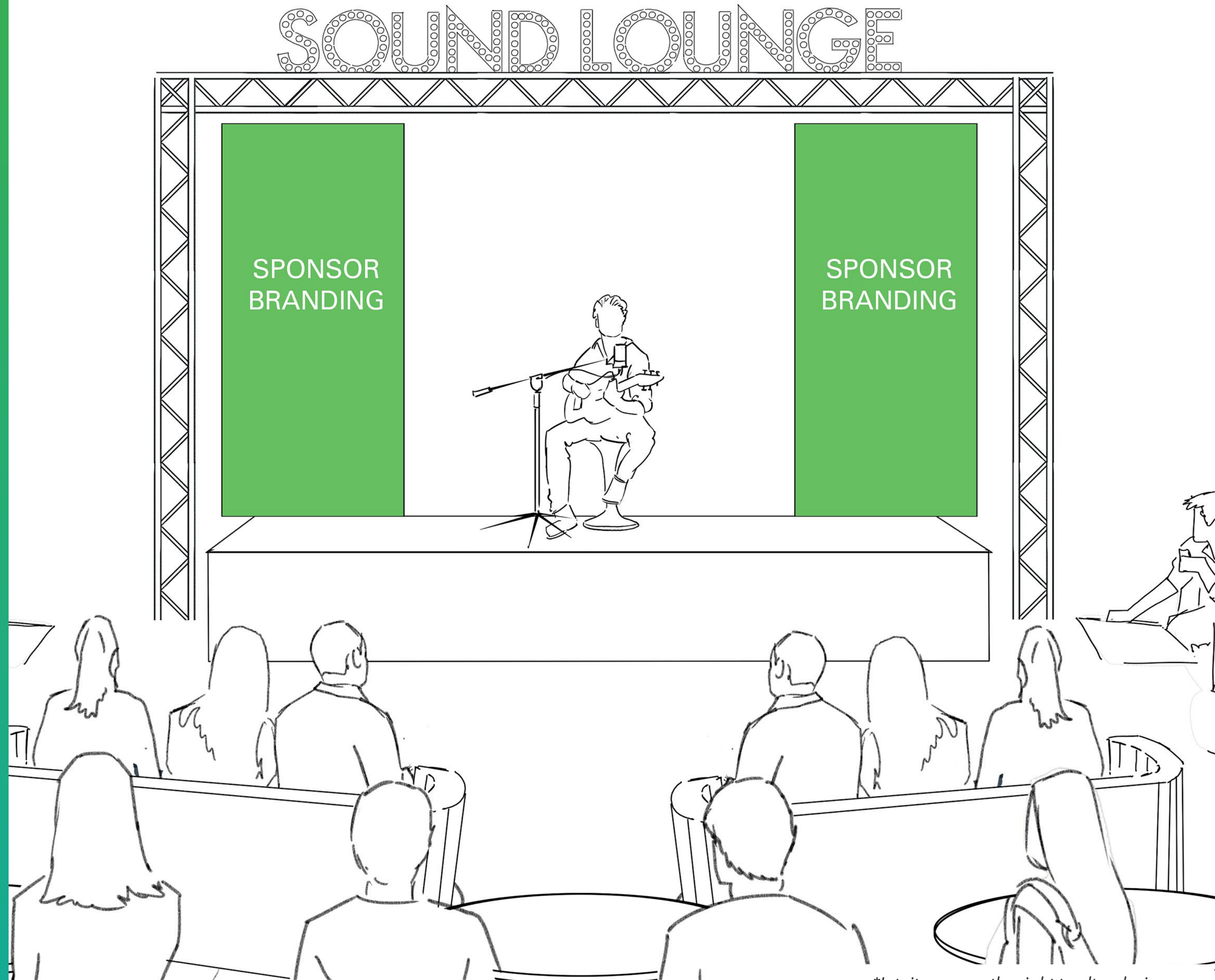
COST: \$20,000 excluding GST

This opportunity includes sponsor branded panels on both sides of the stage, providing a true sense of exclusivity to the experience. It will offer a chilled-out vibe for the attendees and feel fun yet intimate at the same time.

The lounge offers a relaxed atmosphere and will be a memorable experience for delegates.

The following elements are included:

- A dedicated footprint (approximately 5m x 8m) including prominent sponsor branding on the panel left and right on the stage
- Official acknowledgment as 'Sound Lounge' sponsor
- Acknowledgement included on website and app
- Verbal acknowledgement on Sound Lounge by the musician



SPONSORSHIP OPPORTUNITIES

EVENING RECEPTION DJ

One Available

COST: \$15,000 excluding GST

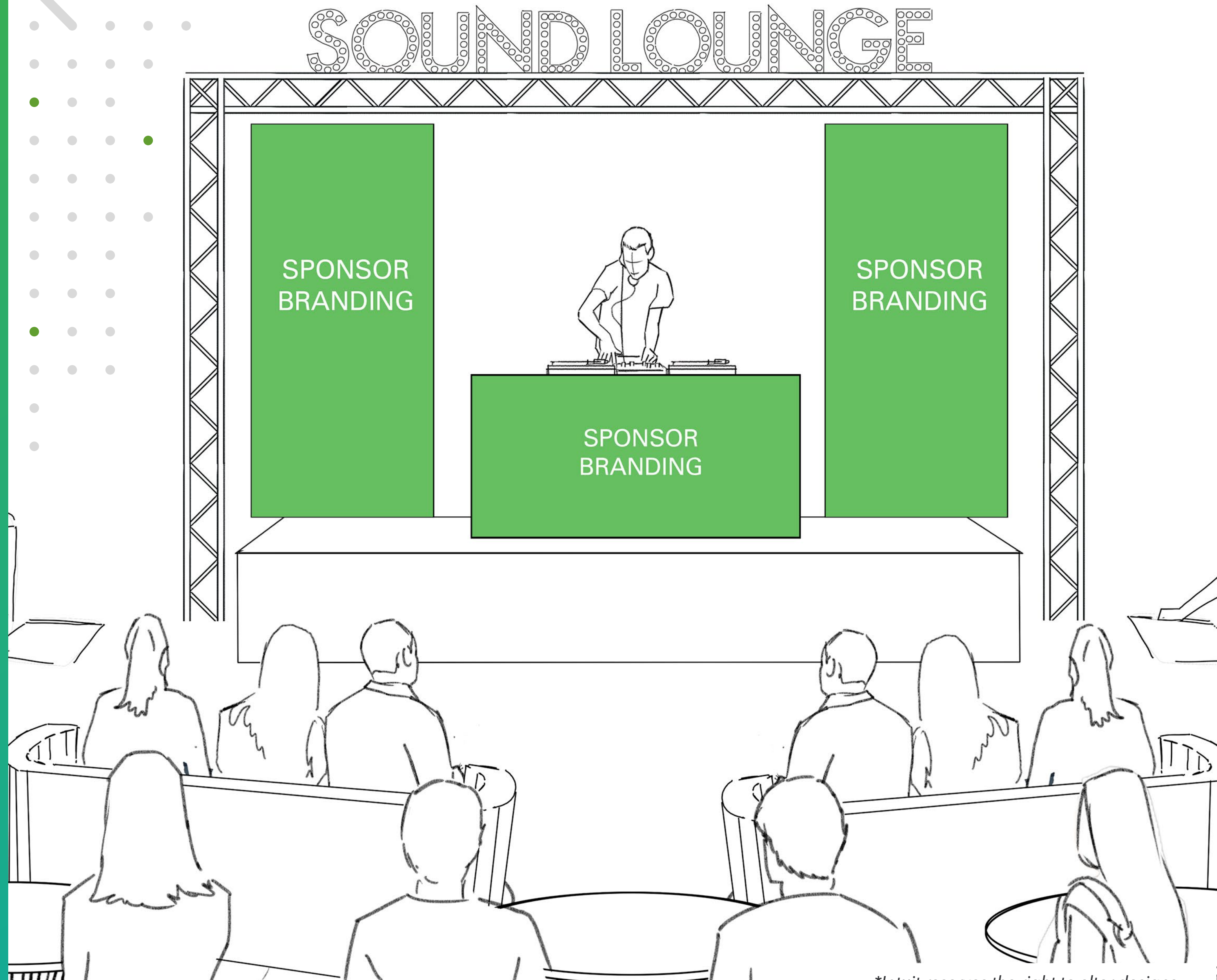
A DJ will be the entertainment feature for the Evening Reception on Day One of QuickBooks Connect. This opportunity includes branded panels on both sides of the stage plus a branded DJ booth.

The DJ Sessions will add an ideal festival- style atmosphere to the event. In addition, branded neon slap bands for the audience will enhance the festival feeling. The Evening Reception is currently under discussion to extend to two and half hours.

The following elements are included:

- A dedicated footprint (approximately 5m x 8m) including prominent sponsor branding on the panel left and right on the stage
- Sponsor branding on DJ Booth
- Official acknowledgment as 'DJ ' sponsor
- Branded neon 'slap bands'
- Verbal acknowledgement from the DJ

QUICKBOOKS CONNECT 2019



**Intuit reserves the right to alter designs and approve all signage artwork*

SPONSORSHIP OPPORTUNITIES

THEATRE SPOTLIGHT

10 minute sessions available

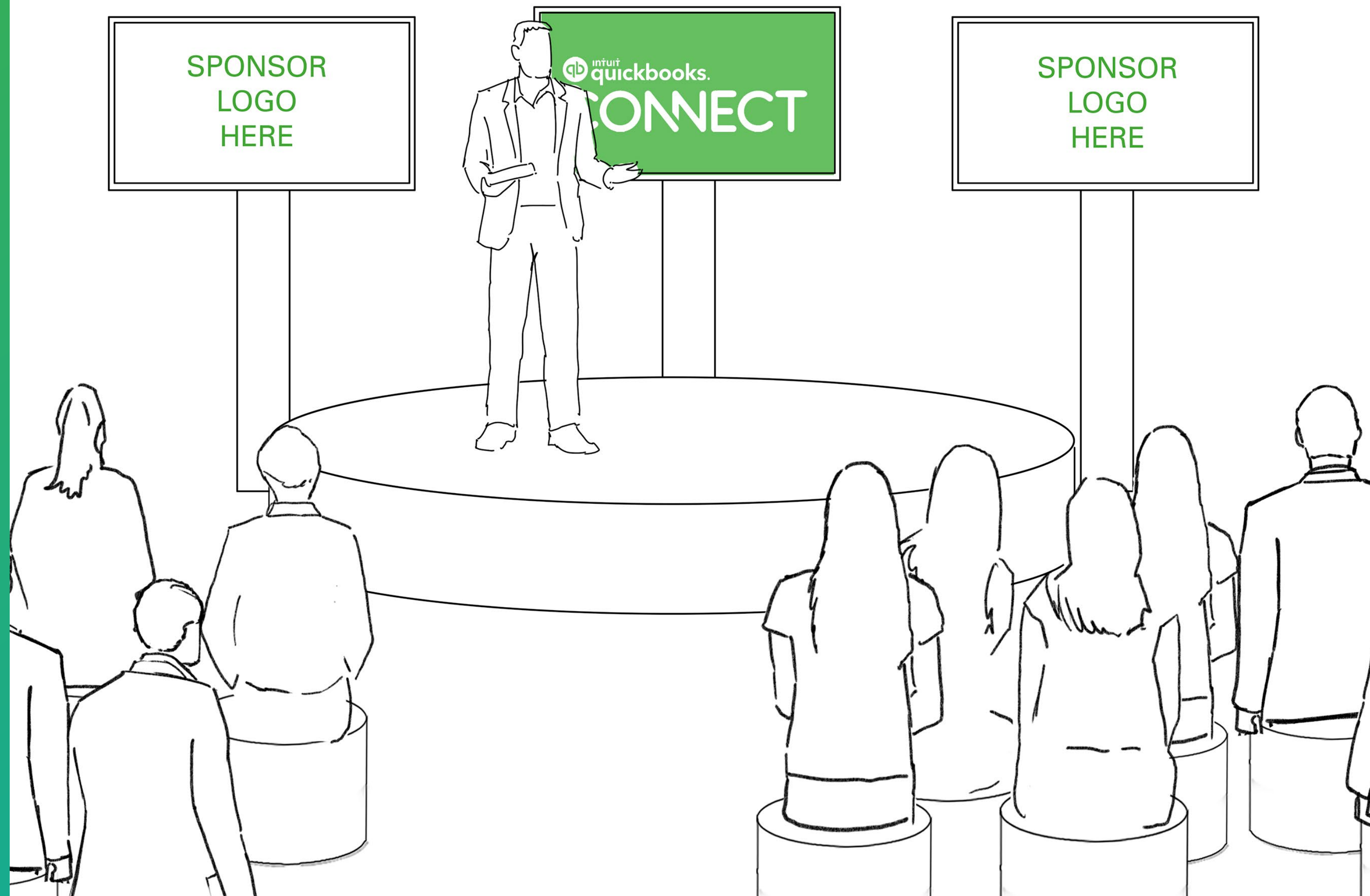
COST: MAIN DAY - \$2,000 excluding GST
ACCOUNTING PROFESSIONAL DAY - \$1,000 excluding GST

This dedicated 10 minute session is an opportunity to get your brand, idea and content into the “spotlight” with QuickBooks Connect attendees. The custom circular stage and screens will provide the perfect backdrop for you to tell your story.

The following elements are included:

- A dedicated footprint including circular stage, screens and chairs for the audience
- 3 screens for branded content
- Speaking session included in agenda and on website and app

**All content to be approved by Intuit*



SPONSORSHIP OPPORTUNITIES

COFFEE BAR

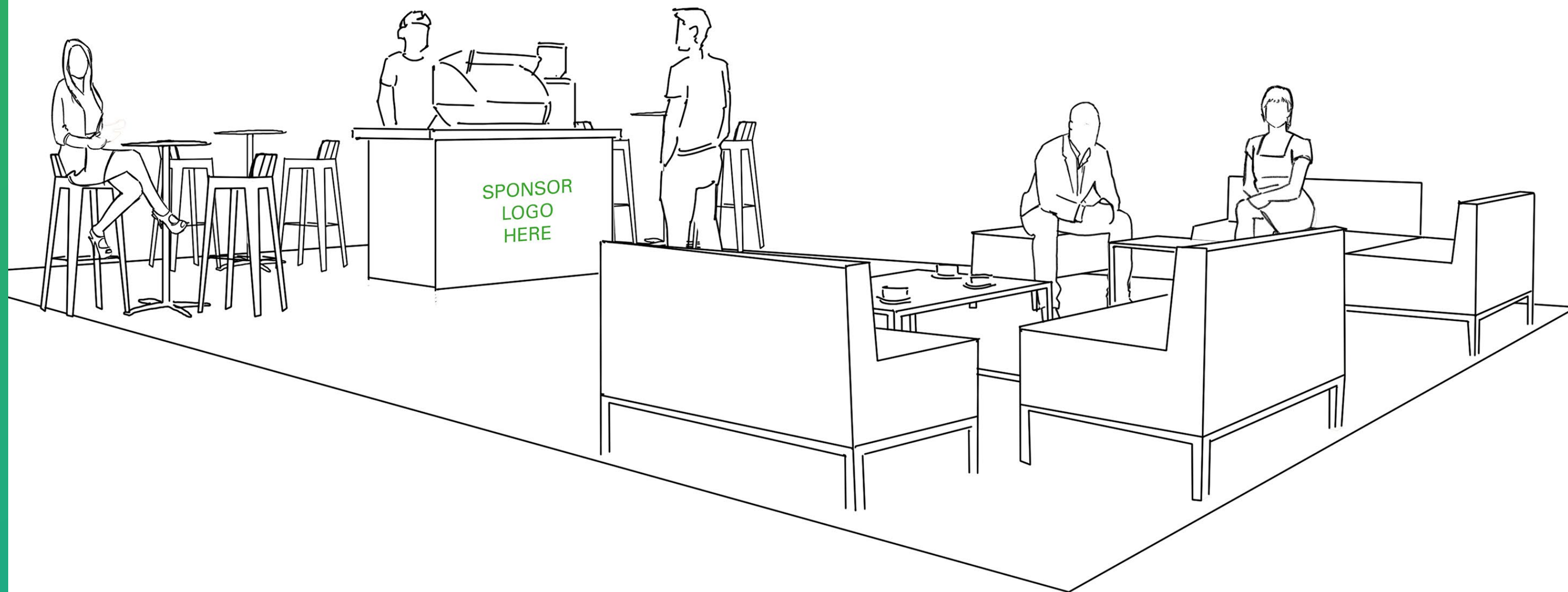
One Available

COST: \$15,000 excluding GST

The Coffee Bar will be the go-to place throughout the conference and will include lounge style furniture to connect and meet up with other attendees, or simply a chance to sit down and relax during the breaks.

The following elements are included:

- A dedicated footprint (approximately 3m x 3m)
- Dedicated branding on the front of the coffee machine
- Branded coffee cups
- Branded napkins
- Branded aprons
- Logo and company description included on website



SPONSORSHIP OPPORTUNITIES

RE-CHARGE LOUNGE

One Available

COST: \$20,000 excluding GST

Three Re-charge Lounges are included in this opportunity and each lounge space will feature 1 x branded re-charge bar, digital signage on-screen and lounge furniture.

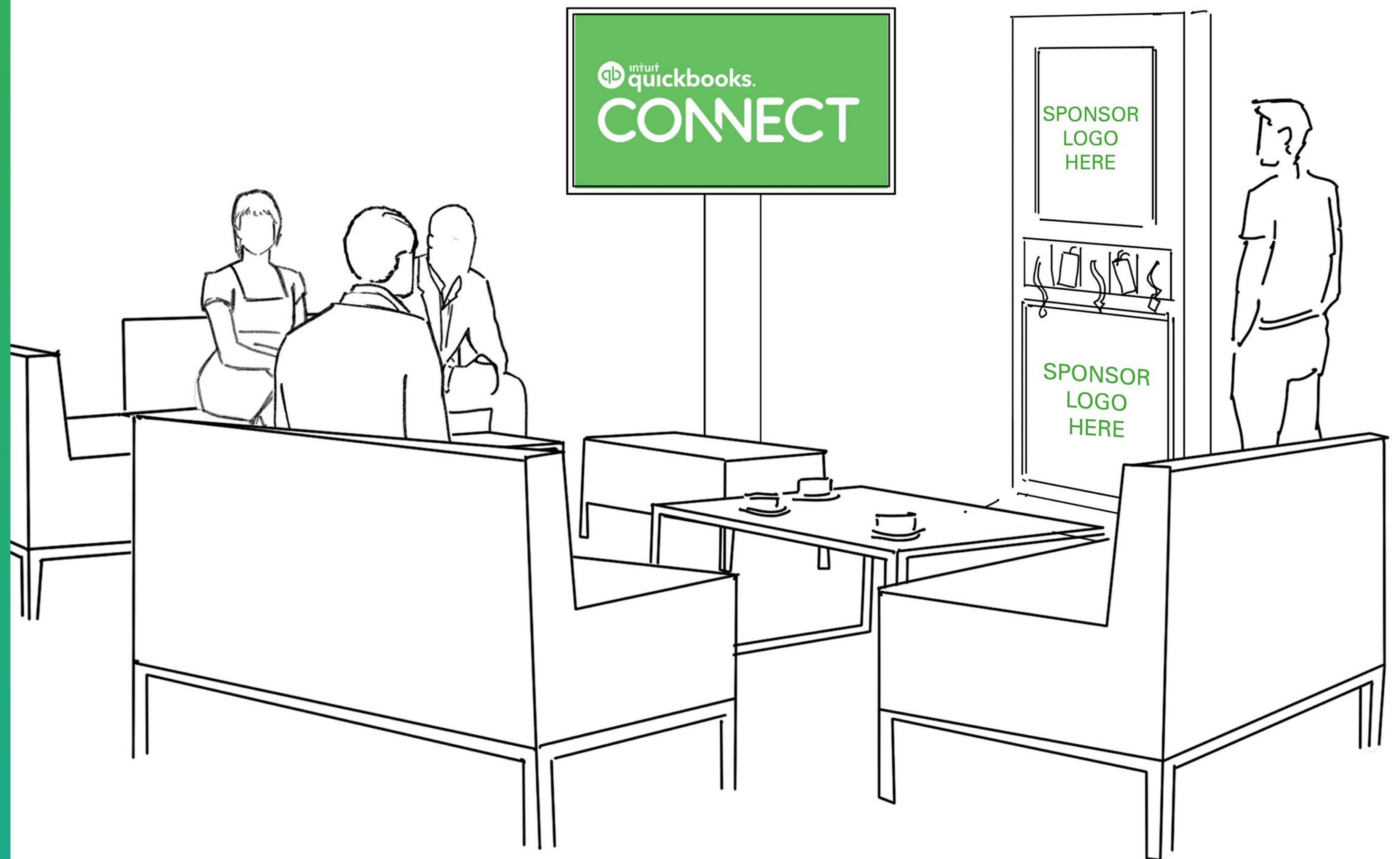
The Re-charge Lounge will feature comfortable seating so delegates can sit down, relax and connect while their device is charging.

The Re-charge Lounges will be positioned in high-traffic areas, and will also act as a key meeting place for delegates throughout the two days of the conference. By plugging in their devices, it will give attendees the chance to recharge themselves as well as their devices.

The following elements are included:

- A dedicated footprint (approximately 3m x 2m)
- Full customised branding on three recharge station units
- Digital branding on-screen
- Logo and company description included on website

QUICKBOOKS CONNECT 2019



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SPONSORSHIP OPPORTUNITIES

HYDRATION STATION AND OPTIONAL BRANDED WATER BOTTLES

One Package Available

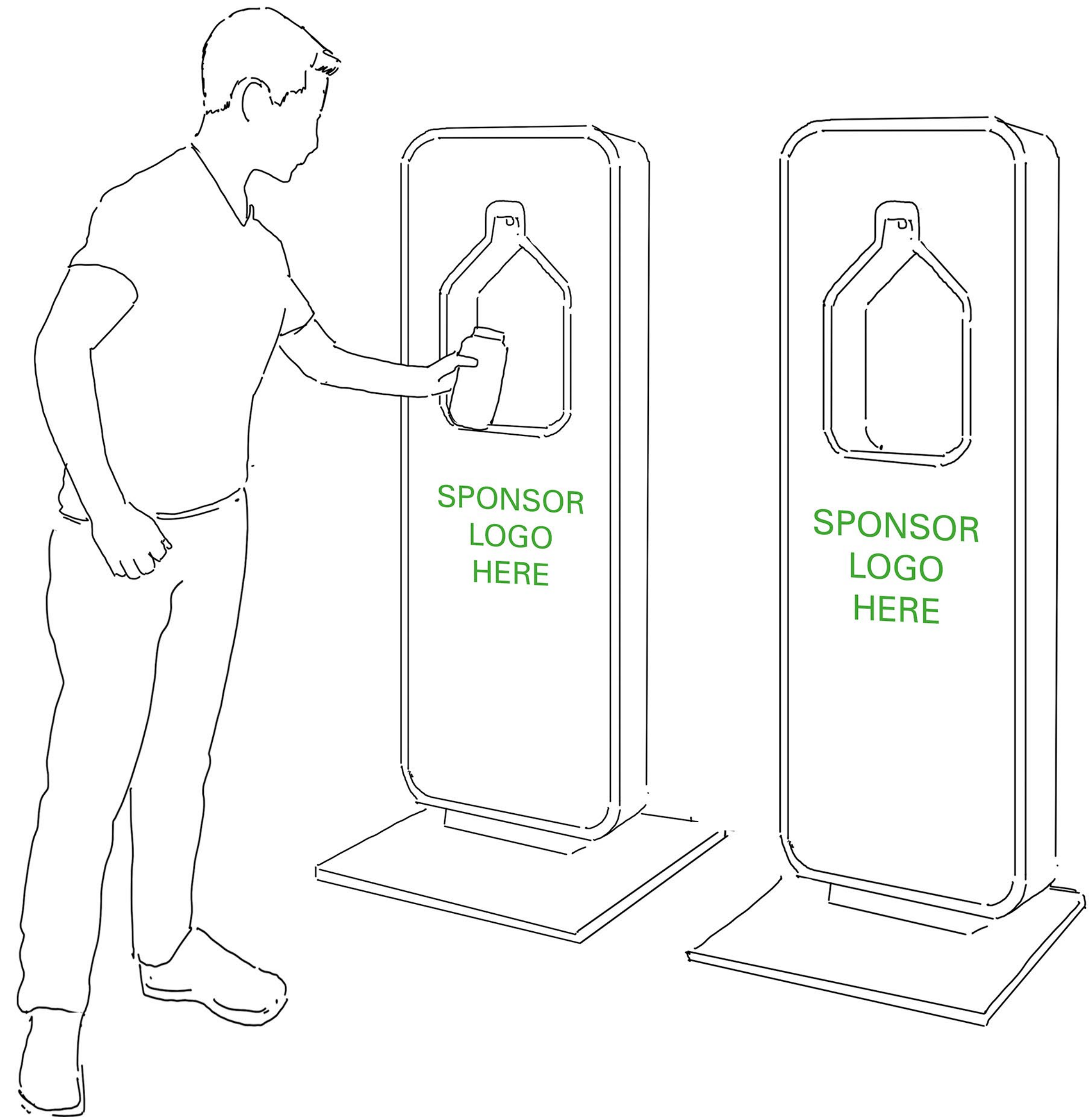
COST: HYDRATION STATION - \$10,000 excluding GST
BRANDED WATER BOTTLES - \$15,000 excluding GST
(based on 1500 units @ \$10 each)

Shaped like a water bottle, the Hydration Stations are state-of-the-art in design and are simple and easy to use. Three hydration station units will be included in this opportunity and each unit will include full branding. Also included in this opportunity is 1500 branded plastic water bottles.

It is essential for attendees to keep hydrated, so these stations will be highly visible through-out the event.

The following elements are included:

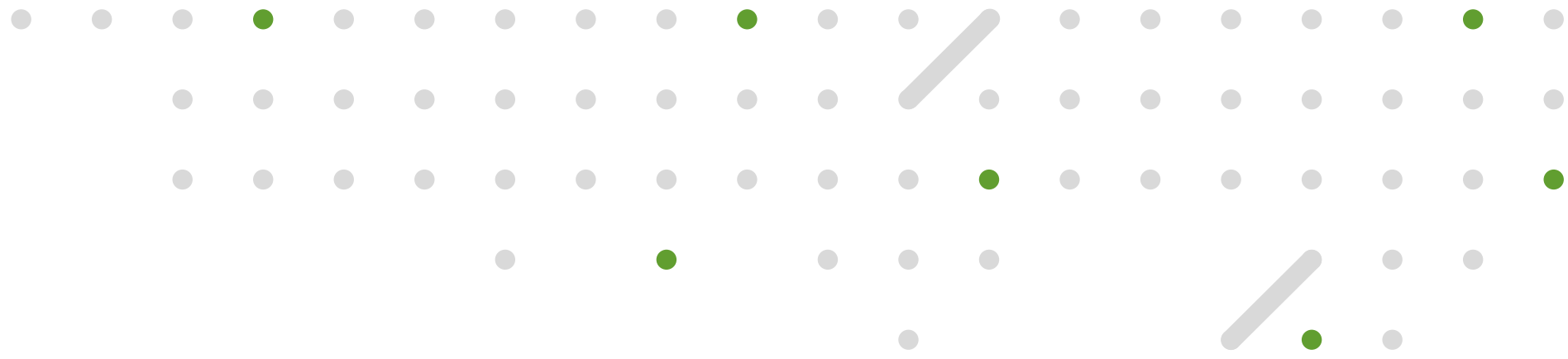
- Full customised branding on a single Hydration Station unit
- Branded bottle included in backpack insert
- Logo included on event website



SPONSORSHIP OPPORTUNITIES

BRANDED BACKPACK INSERTS (costs based on 1500 units)

- CHAIR DROP
- Three Available
- Morning Keynote - Main Day
- Afternoon Keynote - Main Day
- Morning Keynote - Accountant Professional Day



Investment

Re-usable coffee cup	\$10.5k
QuickBooks Connect bag insert	\$5k
USB charger	\$9k
Car vent mobile phone holder	\$4.5k
A5 Leather-bound notebook	\$13.5k
Charging cable	\$7.5k
Foldable Re-usable bag	\$9k

Investment

An opportunity to provide a give-away to the attendees. Your product will be placed on seats in the Morning or Afternoon Keynote session on Day 1, or the Morning Keynote session on Day 2	\$3k
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We look forward to seeing you in Melbourne!

For more information about sponsorship opportunities, contact:

Ene Siong, Sponsorship Lead

✉ **Ene_Siong@intuit.com**

[APPLY NOW](#)