

TRADE AND SPONSORSHIP PROSPECTUS



People, Power & Purpose
Capturing Hearts & Minds

2014 ACS STATE CONFERENCE

14-15 May 2014

Rosehill Gardens Grand Pavilion
Sydney

Platinum Sponsor



PAYNTER DIXON
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INVITATION

The Aged & Community Services Association of NSW & ACT is hosting the 2014 ACS State Conference - "People, Power & Purpose Capturing Hearts and Minds", Rosehill Gardens, Rosehill, Wednesday 14th & Thursday 15th May 2014.

The Conference provides a forum to develop opportunities and business relationships with the not-for-profit, charitable and church organisations in the Aged Care sector. The theme of "People, Power & Purpose Capturing Hearts and Minds" is designed to inspire delegates in ways to use both their hearts and their minds in planning and delivering contemporary services within the Aged Care sector. It is with the objective of broadening the scope of the event that we are looking at attracting delegates from a range of Aged Care facilities, Retirement Villages and Community Services with a focus on:

- Key stakeholders in the Aged and Community Services industry
- Chief Executive Officers
- Senior Managers, Decision Makers and Board Members
- Administrators
- Directors of Nursing
- Supervisors
- Care Managers, Carer's and Operational Staff
- Academics and Researchers

We invite you to participate in this strategic marketing opportunity at the 2014 ACS State Conference, "People, Power and Purpose Capturing Hearts and Minds". There is a wide range of Sponsorship and Exhibition Packages available for you to select and optimise the opportunities for business to business interaction in the Aged Care sector.

The valuable support of our Corporate Supporter's in assisting us achieve successful Conferences for all involved is highly regarded and recognised by ACS.

We look forward to your involvement in the 2014 ACS State Conference, "People, Power and Purpose Capturing Hearts and Minds".

ACS Conference Committee - 2014 ACS State Conference

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SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR

SOLD

Platinum Sponsorship allows the highest level of recognition during the Conference and includes maximum opportunities to profile your Organisation.

Key Benefits

- Complimentary premium double booth (6m x 3m) positioned in a high traffic area of the Exhibition.
- Delegate registrations (two) for the Conference.
- Acknowledgement during Opening Plenary by Chair or CEO.
- Opportunity to introduce your Company in the Plenary Session (5 mins).
- Two company banners displayed in Plenary Session.
- Attendance for two at the Conference Dinner.
- Company logo in pre advertising material.
- Web marketing recognition and acknowledgement.
- Platinum sponsor recognition in Registration & Program.
- ACS website Conference leader board page advertising for the month of the Conference.
- Full page advertising on back page of Conference Program book.
- Advertising opportunity (1/2 page) in the registration brochure.
- Company profile & logo (100 words) in the Conference Program.
- Additional staff to attend at cost.
- One satchel inclusion (A4 brochure or equivalent).
- Full Delegate List (pending approval).
- Recognition of Sponsorship in brief up-date after the event.

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CONFERENCE GALA DINNER SPONSOR

\$10,000

The Gala Dinner is the highlight social event and as the sponsor the event is named and branded with your Corporate colors:

Key Benefits: (1 available)

- Exclusive sponsor of the Conference Gala Dinner.
- Welcome Speech at the Dinner (5 minutes).
- Two banners on the stage at the dinner venue.
- Attendance for four at the Conference Dinner.
- Logo on dinner menu.
- VIP invitation's to be seated at the Sponsors table to be sent out on your behalf. (sponsor must provide the invitation).
- Additional staff attendance at dinner at cost.
- Delegate registrations (two) for the Conference.
- Dinner sponsor recognition in Registration & Program.
- Company logo in pre advertising material.
- Web marketing recognition and acknowledgement.
- Advertising opportunity (1/2 page) in the Registration and Conference Program.
- Company profile (100 words) in the Conference Program.
- One satchel inclusion (A4 brochure or equivalent).
- Full Delegate List (pending approval).
- Recognition of Sponsorship in brief up-date after the event.

BUSINESS LOUNGE & CHARGE BAR SPONSOR

\$7,000

The Business Lounge will be one of the focal points of the Exhibition where delegates can download speaker's papers or simply charge their phones, iPad or tablets.

Key Benefits: (1 available)

- Exclusive Sponsorship and naming rights to the Business Lounge & Charge Bar Booth.
- Delegate registrations (two) for the Conference.
- Attendance for two at the Conference Dinner.
- Company logo in pre advertising material.
- Web marketing recognition and acknowledgement.
- Sponsor recognition in Registration & Program.
- Advertising opportunity (1/2 page) in the Registration & Program.
- Company profile (100 words) in the Conference Program.
- One satchel inclusion (A4 brochure or equivalent).
- Full Delegate List (pending approval).
- Recognition of Sponsorship in brief up-date after the event.

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COFFEE CART SPONSOR

\$5,000

The Coffee Cafés will be located in high profile areas within the Exhibition. Your sponsorship will allow you to engage delegates by branding the area with your signage and developing a relaxed café style atmosphere. The Coffee Cafés always prove popular with delegates. The sponsorship package includes coffee machine, baristas, cups and coffee.

Key Benefits (3 available)

- Exclusive Sponsorship and naming rights to the Coffee Cafés (per sponsorship).
- Premium booth positioned in high traffic area of the Exhibition Hall (per sponsorship).
- Delegate registrations (one) for the Conference
- Attendance for one at the Conference Dinner.
- Company logo in pre advertising material.
- Coffee Cart sponsor recognition in Registration & Program.
- Advertising opportunity (1/4 page) in the Conference Registration & Program.
- Web marketing recognition and acknowledgement.
- Company profile (100 words) in the Conference Program.
- One satchel inclusion (A4 brochure or equivalent).
- Full Delegate List (pending approval).

DELEGATE SACHEL SPONSOR

\$5,000

Delegate satchels are an event souvenir and provide long-term brand name exposure for your Company.

Key Benefits (1 available)

- Printed Logo branding on the Conference Satchel.
- Delegate registrations (one) for the Conference.
- Attendance for one at the Conference Dinner.
- Web marketing recognition and acknowledgement.
- Company logo in pre advertising material.
- Sponsor recognition in Registration & Program.
- Company profile (100 words) in the Conference Program.
- One satchel inclusion (A4 brochure or equivalent).
- Optional VIP satchel inclusion/ gift (not pens).
- Full Delegate List (pending approval).

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MASSAGE ZONE SPONSOR

\$4,500

The Massage Zone is located in an extremely high profile, high traffic space within the Exhibition. Delegates can treat themselves to something special whilst you have a captured audience to discuss your products or services.

Key Benefits (1 available)

- Exclusive sponsorship of the Massage Zone.
- Delegate registrations (one) for the Conference.
- Attendance for one at the Conference Dinner.
- Web marketing recognition and acknowledgement.
- Sponsor recognition in Registration & Program.
- Company profile (100 words) in the Conference Program.
- One satchel inclusion (A4 brochure or equivalent).
- Full Delegate List (pending approval).

WRITING PADS/PENS

\$3,500

The opportunity to promote your organisation through logo branding of Conference delegate stationary.

Key Benefits (1 available)

- Printed Logo on writing pads. Company branded pens to be provided by sponsor.
- Delegate registrations (one) for the Conference.
- Attendance for one at the Conference Dinner.
- Sponsor recognition in Registration & Program.
- Company profile (100 words) in the Conference Program.
- One satchel inclusion (A4 brochure or equivalent).
- Full Delegate List (pending approval).

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NAME BADGES/LANYARD

\$3,500

This sponsorship provides an opportunity to promote your Company through logo branding on the name badges/lanyard.

Key Benefits (1 available)

- Logo on name badge/ lanyard.
- Delegate registrations (one) for the Conference.
- Attendance for one at the Conference Dinner.
- Sponsor recognition in Registration & Program.
- Company profile (100 words) in the Conference Program.
- One satchel inclusion (A4 brochure or equivalent).
- Full Delegate List (pending approval).

WATER BOTTLE SPONSOR

\$2,750

A great opportunity to give delegates a permanent reminder of the Conference and the Sponsor by branding a sports water bottle.

Key Benefits (1 available)

- Logo branded sports water bottle in delegate satchels.
- Delegate registrations (one) for the Conference.
- Attendance for one at the Conference Dinner.
- Sponsor recognition in Registration & Program.
- Company profile (100 words) in the Conference Program.
- One satchel inclusion (A4 brochure or equivalent).
- Full Delegate List (pending approval).

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COACH TRANSFER SPONSOR

\$2,000

For those interstate guests a complimentary coach will transport delegates flying out directly after the Conference. A unique opportunity exists for you to sponsor the coach transfer.

Key Benefits: (1 available)

- A captured audience to promote your company products and services.
- Signage on the vehicles.
- Meet and greet – engage directly with attendees.
- Company logo in pre advertising material.
- Sponsor recognition in Registration & Program.
- Company profile (100 words) in the Conference Program.
- One satchel inclusion (A4 brochure or equivalent).
- Full Delegate List (pending approval).

2014 ACS STATE AWARDS FOR EXCELLENCE CATEGORY SPONSOR

\$1,750

An exciting and rewarding event for ACS in recognizing individuals and teams who have demonstrated their commitment to developing, supporting or promoting quality of life for individual residents, clients or groups. The Awards Dinner is being held at the Parkroyal, Parramatta on Tuesday 13th May 2014. The current categories available for Sponsorship include: Trainee Award Category; Organisation Award Category & Exceptional Human Resource Management Award.

Key Benefits:

- Company representative to present the category finalists their awards at the Dinner.
- Two tickets to the ACS State Awards for Excellence Dinner.
- Corporate Logo on award promotional material and applications, finalists' certificates and on the winner's trophy in the category sponsored.
- Acknowledgement of sponsorship during the presentation ceremony.
- Sponsor recognition in Conference Registration & Program.
- Company profile (100 words) in the Conference Program.
- One satchel inclusion (A4 brochure or equivalent).
- Full Delegate List (pending approval).

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DELEGATE SATCHEL INSERTS

\$700 EACH

Profile yourself with your Company's promotional material being included as an insert into delegate satchels. This provides an excellent opportunity to show your creativity and provide innovative items.

ADVERTISING OPPORTUNITIES

ACS NSW & ACT is pleased to offer Trade Sponsors and Exhibitors a new and exciting opportunity at the 2014 ACS State Conference "People, Power & Purpose Capturing Hearts and Minds", the opportunity to advertise in the Conference Program.

Back Cover – Full Color – Full Page	SOLD
Front inside Cover – Full Color – Full Page	\$950
Back Inside Cover – Full Color – Full Page	\$950
1/2 Page – Full Color – Inside	\$495
1/4 Page – Full Color – Inside	\$295

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SPONSORSHIP PACKAGE INCLUSIONS

	Platinum Sponsor SOLD	Gala Dinner Sponsor \$10,000	Business Lounge/ Charge Bar \$7,000	Coffee Carts \$5,000	Delegate Satchel \$5,000
Premium Sponsor Position	●		●	●	
Conference Registration	●	●	●	●	●
Acknowledgement during Opening Session	●				
Introductory Company Welcome at Plenary (5 min)	●				
2x Company banner displayed in Plenary	●				
Conference Dinner	●	●	●	●	●
Dinner welcome presentation (5 min)		●			
Logo on Dinner Menu	●	●			
VIP Invitations sent to be seated at Sponsors table		●			
Two banners displayed at Conference Dinner		●			
Logo in key position in pre advertising	●	●	●	●	●
Sponsor recognition in Registration & Program	●	●	●	●	●
ACS Home Page Leaderboard Advertising	●				
Back page colour advertising on Registration & Program Book	●				
Advertising in Registration & Program (1/2 page)		●	●		
Advertising in Registration & Program (1/4) page)				●	●
Company profile (100 words) in Conference Program	●	●	●	●	●
Additional Staff to attend at cost	●	●	●		
Satchel Inclusion (A4 brochure or equivalent)	●	●	●	●	●
Optional Satchel Inclusions					●
Full Delegate List (pending approval)	●	●	●	●	●
Recognition of Sponsorship in brief up-date after the event	●	●	●		

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SPONSORSHIP PACKAGE INCLUSIONS

	Massage Zone \$4,500	Writing Pads/Pens \$3,500	Name Badges/ Lanyard \$3,500	Water Bottle \$2,750	Coach Transfer \$2000
Premium Sponsor Position					
Conference Registration	●	●	●	●	●
Acknowledgement during Opening Session					
Introductory Company Welcome at Plenary (5 min)					
2x Company banner displayed in Plenary					
Conference Dinner	●	●	●	●	
Dinner welcome presentation (5 min)					
Logo on Dinner Menu					
VIP Invitations sent to be seated at Sponsors table					
Two banners displayed at Conference Dinner					
Logo in key position in pre advertising					
Sponsor recognition in Registration & Program	●	●	●	●	●
ACS Home Page Leaderboard Advertising					
Back page colour advertising on Registration & Program Book					
Advertising in Registration & Program (1/2 page)					
Advertising in Registration & Program (1/4) page)					
Company profile (100 words) in Conference Program	●	●	●	●	●
Additional Staff to attend at cost					
Satchel Inclusion (A4 brochure or equivalent)	●	●	●	●	●
Optional Satchel Inclusions					
Full Delegate List (pending approval)	●	●	●	●	●
Recognition of Sponsorship in brief up-date after the event					

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EXHIBITION PACKAGES

The Trade Exhibition is a major component of the 2014 ACS State Conference including morning, lunch and afternoon breaks allowing exhibitors the opportunity to meet, network and discuss their products and services. Exhibitors are invited to consider incentives for delegates to visit your stand.

Trade Display Inclusions:

- Exhibition Booth
- One Conference Registration
- Catering for arrival tea/coffee, morning & afternoon teas, and lunch.
- Attendance for one representative to attend the Conference Dinner.
- One company brochure inserted in the delegates satchels (to be provided by exhibitor).
- One conference satchel per stand.
- Exhibitor listing included in the Conference materials.
- Delegate list (subject to approval).

COSTS

EARLY

(prior to 14 March 2014)

LATE

(after 15 March 2014)

ACS Corporate Supporter

\$2,750

\$2,950

Non Corporate Supporter

\$3,250

\$3,450

Please note: Confirmation that you will be exhibiting at/ deposit paid for more than one ACS Conference in 2013/14 financial year will attract a 10% discount at each event.

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TRADE SPONSOR, EXHIBITOR & PARTNERSHIP BOOKING FORM

Please complete and return this form to: Libby Liddle, Business Development Co-coordinator
Aged & Community Services Association of NSW & ACT Inc.

Fax: 02 9743 4556 or scan/email to: libbyl@agedservices.asn.au

PO Box 3124 Rhodes NSW 2138

PLEASE PRINT IN BLOCK LETTERS AND PRINT CLEARLY

SECTION A: PARTNER DETAILS

First Name:	Surname:
Company Name:	
Position:	
Mailing Address:	
City:	State:
Postcode:	Country:
Telephone:	Fax:
Mobile:	
Email:	
Website:	

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SECTION B: SPONSORSHIP PACKAGE

Please indicate which package you would like to book by ticking the relevant box. All rates are inclusive of GST.

**Tick
Here**

**Tick
Here**

Platinum Sponsor	SOLD
Conference Gala Dinner - \$10,000	
Business Lounge/Charge Bar - \$7,000	
Coffee Cart - \$5,000	
Delegate Satchel - \$5,000	
Massage Zone - \$4,500	

Writing Pads/Pens - \$3,500	
Name Badge/Lanyard - \$3,500	
Water Bottle - \$2,750	
Coach Transfer - \$2,000	
Awards Category - \$1,750	
Delegate Satchel Insert - \$700	

SECTION C: TRADE EXHIBITION

(Please tick relevant box if applicable)

EARLY

(prior to 14 March 2014)

LATE

(after 15 March 2014)

ACS Corporate Supporter	\$2,750		\$2,950	
Non Corporate Supporter	\$3,250		\$3,450	

SECTION D: ADVERTISING PACKAGE

Please indicate which package you would like to book by ticking the relevant box. All rates are inclusive of GST.

**Tick
Here**

Program Back Cover	SOLD
Front Inside Cover - \$950	
Back Inside Cover - \$950	
1/2 Page Inside - \$495	
1/4 Page Inside - \$295	

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PLEASE PRINT IN BLOCK LETTERS AND PRINT CLEARLY

**Tick
Here**

SECTION D: METHOD OF PAYMENT

CHEQUE: (Payable to Aged and Community Services Association of NSW and ACT)	
CREDIT CARD:	
Cardholder's Name	
Card Number	
Expiry Date: (MM/YYYY)	
Total Amount	
Card Holder's Signature	
EFT: (For reference please list Surname + EHC09)	
Bank: Westpac Ashfield - Account 150 437 - BSB: 032 060	

TERMS AND CONDITIONS

- All prices are in AUD and inclusive of GST.
- Trade positions are not secured until a deposit is received and subject to sponsor preferences.
- Full payment must be paid 28 days after invoice is issued and prior to the conference.
- Registrations, deposit, logos must be received by the due date 7th February 2014, for inclusion in the delegate brochure, advertising, and conference program.
- Public Liability insurance is required to the value of \$10 million.
- ACS NSW & ACT accept no responsibility for the loss or damage to exhibitor equipment and materials.
- Delegate list subject to approval from the participating delegate.
- Prior notice must be advised for the supply of power.

CANCELLATION POLICY:

Cancellations will only be accepted in writing, mailed or faxed and must be signed by the person whose signature appears on this form (or nominee). Cancellations after the 30 days prior to the commencement of the respective conference will be refunded 50% of the total payment.

I have read and accept the Terms and Conditions of this Agreement.

Name:	
Organisation:	
Signed:	Dated:



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Aged & Community Services would like to recognize and thank our premium ACS Corporate Partners for 2013/2014

Platinum Sponsor - First State Super



Gold Sponsor - Paynter Dixon



Bronze Sponsors - Holman Webb



HESTA



DecisionMAX



performHR



Bridges Financial



If you are interested in the benefits associated with the above packages please contact Libby Liddle at LibbyL@agedservices.asn.au

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