

IDEACTION OCEANIA

OUR CHALLENGE IS
OUR PROGRESS

CAIRNS
27 - 30 MAY

SPONSORSHIP &
EXHIBITION
PROSPECTUS

2018

INVITATION TO PARTICIPATE

In 2018, the Facilities Management National Conference is going to North Queensland. The tropical city of Cairns is the perfect location for a number of opportunities that we have not seen at previous conference events.

Moving closer to Southeast Asia and the Pacific island will act as an incentive to connect with a broader audience. Moving to Ideaction.Oceania demonstrates a recognition that facilities management is a global industry, and Australia is a key player in the Oceanic region.

More than just a tropical destination, Cairns has undertaken significant infrastructure and facility developments over the past decade. These advances provide conference attendees a chance to experience facilities built to deal with different issues, including climatic resilience.

The theme of the conference, “Our Challenge is our Progress”, is a concept which drives our focus on the rapidly changing environment in which facilities management professionals operate. There is an expectation that our four streams will again attract a high degree of interest given their direct relationship to the changing face of the industry.

Our strengthening connection with the facilities management community, from the supply chain partners to the internal client organisations and our sponsors and exhibitors, are integral to providing those in attendance with an event which continues to lift the bar in terms of its quality.

This annual opportunity to explore new ideas and hear from international and local experts presents the perfect setting to continue to support the industry and derive value from sponsorship and/or exhibiting as part of the conference. We will welcome back our long term supporters and look forward to engaging those wanting to newly connect with the facilities management industry. It is also one of the few opportunities to really engage with potential clients one on one.

This document outlines a variety of arrangements for involvement through the developed sponsorship packages. As the industry adapts to meet its clients needs, so too does being a part of Ideaction.Oceania. Sponsorship packages are not unchanging and if you have ideas, let us talk!

I hope you can join the team and your potential clients at Ideaction.Oceania in 2018 in the city of Cairns at the heart of tropical North Queensland.



Nicholas Burt
Chief Executive Officer
*Facilities Management Association
of Australia*

About FMA Australia

The Facility Management Association of Australia (FMA) is the peak national industry body for facilities management serving and promoting the interests of those who create, operate and maintain Australia’s built environment. We represent over 2,000 members drawn from the public and private sectors across Australia.

A primary focus of FMA is to ensure that the needs of facilities managers are understood and considered in government and business policy formulation and decision making.

FMA also provides FM professionals with training and professional development opportunities, information and networking events, industry research and development as well as developing standards for skills and competency.

LOCATION AND VENUE

Ideation.Oceania will be held at the Cairns Convention Centre, which was awarded the APEX Award in 2004 & 2014 for the “World’s Best Congress Centre”, known as the highest international industry accolade.

Cairns Convention Centre is located only 10 minutes drive from the Cairns International Airport which is Australia’s gateway to the Asia Pacific.

There are direct international flights to Cairns from Hong Kong, Tokyo, Osaka, Singapore, Bali, Manila, Auckland and Port Moresby, providing excellent connectivity to the rest of the world. Seasonal flights from Shanghai, Guangzhou and Seoul are in addition to direct domestic flights from all major Australian cities.



NETWORKING OPPORTUNITIES

The FMA Ideation.Oceania Conference will attract around 400 dedicated professionals from across Australia and Internationally. If you are looking to build and develop relationships with professionals working directly in this sector, then this conference is the place to be!

Some of these people will include:

- Business Development Executives
- Facilities Professionals
- Sales Executives
- Marketing Executives
- Facilities Managers
- Managing Directors
- Senior Managers



Sponsorship and Exhibition Benefits

PERSONAL CONTACT: The best way to build and maintain relationships with your target market. In a world of electronic marketing, stand out from the crowd and put a face to your brand and build your customer base.

NETWORKING: Meet and speak with conference delegates in a relaxed yet informative environment at one of the various social events held throughout the conference.

EDUCATION: Learn what's happening now in the facilities management sector and how you can be part of it.

PRESENCE: Show your commitment to the sector and support the community that supports your business.

BUZZ: With your target market all in the one place, there's no better place to make a splash and launch a new product, service or marketing campaign.

LEADS: With the cost of business acquisition on the rise, exhibiting provides you with the opportunity to secure qualified leads in one location.

SALES: Demonstrate new products or equipment or promote new services. The hands-on approach to sales is often the most powerful!

TELEMARKETING: On the phone communication, promoting the conference and recognition of key sponsors.

Reasons to Sponsor

If your company is looking to play a larger role in the facilities management industry, our FMA Ideaction.Oceania Conference sponsorship packages are the ideal opportunity to help keep your company's name at the forefront of the delegates' mind.

COMMUNICATIONS STRATEGY: The conference's marketing and communications efforts will create maximum awareness and position the conference as the 'must-attend' event for those working this area. It will combine and integrate the following aspects:

WEBSITE: Used as a pivotal marketing tool, this provides the key source of information about the conference and is constantly updated and refreshed to reflect the latest news.

DIRECT MARKETING: Frequent email blasts to registered delegates that update them with general information, latest news, key dates, program and speaker details, keeping the delegates engaged in activities leading up to the conference.

MARKETING COLLATERAL: Branded electronic and printed materials will be used to endorse the email campaign, highlighting key activities such as registration promotions and 'call for abstracts'. These will be shared via direct emails and the conference website.

ADVERTISING AND ARTICLES: Regular e-blasts to promote highlights of the program and key speakers.

MEDIA COVERAGE: Will be attracted closer to the conference through both specialist and general media channels, profiling key developments in the field.

SOCIAL MEDIA: Will be used to create excitement around the event and speakers. Facebook, Twitter and LinkedIn will feature heavily in the social media campaign.

Previous Sponsors & Exhibitors



PLATINUM SPONSORSHIP

**ONE AVAILABLE
\$30,000 (plus GST)**

- Exclusive sponsorship of the FMA Ideaction.Oceania Conference
- Acknowledgement as the Platinum Sponsor with company logo with link on the FMA Ideaction.Oceania Conference website
- Logo recognition as the Platinum Sponsor on title slides in all rooms throughout the conference
- Verbal recognition as the Platinum Sponsor by MC throughout the conference
- Nominated sponsor of one concurrent session room
- One 6m x 2m exhibition stand
- Two full conference registrations inclusive of social events
- Four exhibitor registrations (excludes the Conference Dinner)
- Four additional complimentary Welcome Reception tickets
- Six additional complimentary Conference Dinner tickets
- Company logo and link to your website to feature on all email marketing of the conference
- Advertorial / feature in March edition of Facility Perspectives
- Recognition of sponsorship in the March and June editions of Facility Perspectives
- Recognition of sponsorship in FMA e-news
- Full-page advertisement in the conference handbook (artwork to be supplied by sponsor), positioned on the inside front cover
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam Legislation, both prior to, and at the conclusion of, the conference
- Two delegate information pack inserts

SPONSORSHIP PACKAGES AND BENEFITS

Base Package

All sponsorship packages are in addition to the following:

- One delegate information pack insert
- Delegate list (in accordance with privacy laws)
- Recognition of sponsorship in FMA enews
- Recognition of sponsorship in facility perspectives
- Company logo on Ideaction.Oceania Conference website
- Company logo on email marketing for the conference

Included in all Sponsorship Packages

Delegate Information Pack Sponsor

- Exclusive Sponsorship of conference delegate information pack, including logo recognition on conference carry bags with the FMA Ideaction.Oceania Conference logo
- Acknowledgement as the Delegate Information Pack Sponsor with company logo with link on the FMA Ideaction.Oceania Conference website
- Two full conference registrations inclusive of social events
- One half page advertisement in the conference handbook (artwork to be supplied by sponsor)
- Opportunity to add a 3m x 2m exhibition stand to your package for a discounted rate of \$1,750
- Base Package (as stated above)

EXCLUSIVE \$6,000 (plus GST)

Poster Presentation Sponsor

- Exclusive sponsorship of the FMA Ideaction.Oceania Poster Presentations
- Company logo to be displayed where the posters are presented onsite at the FMA Ideaction.Oceania Conference
- Recognition in the FMA Ideaction.Oceania Conference handbook
- Base Package (as stated above)

EXCLUSIVE \$2,000 (plus GST)

Conference Dinner Fireworks Sponsor

- Exclusive sponsorship of the Conference Dinner Fireworks Sponsor at the Conference Dinner venue
- Fireworks display during prime time at the Conference Dinner with verbal recognition to the Conference Dinner Fireworks Sponsor
- Potential for fireworks to be themed with company logo colours
- Acknowledgement as the Conference Dinner Fireworks Sponsor with company logo and link on the FMA Ideaction.Oceania Conference website
- Opportunity to display one pull up banner at the Conference Dinner (to be supplied by sponsor)
- Logo displayed on Conference Dinner Tickets
- Four Complimentary Conference Dinner tickets
- Base Package (as stated above)

EXCLUSIVE \$15,000 (plus GST)

Concurrent Session Sponsor

- Sponsorship of one concurrent session at the FMA Ideaction.Oceania Conference
- Acknowledgement as a Concurrent Session Sponsor with company logo and link on the FMA Ideaction.Oceania Conference website
- Logo to appear on slides displayed during sponsored session and verbal recognition of sponsorship at the commencement of the sponsored session
- Opportunity to display signage and other branded materials in a designated area in your sponsored room (signage/materials to be provided by sponsor. A maximum of 2 pull up banners)
- Base Package (as stated above)

MORE THAN ONE AVAILABLE \$5,500 (plus GST)



Sponsorship Packages Cont...

Barista Cart Sponsor

- Exclusive sponsorship of the FMA Ideaction.Oceania Conference Barista Cart
- Acknowledgement as the Barista Cart
- Sponsor with company logo with link on the FMA Ideaction.Oceania Conference website
- Opportunity to brand the Barista Cart area. For example provide extra furniture (funded by sponsor) or promotional attire for staff to wear to further promote your brand
- Opportunity to place promotional items at the Barista Cart (materials to be provided by sponsor)
- One 3m x 2m exhibition stand
- Opportunity to display signage in the Barista Cart area (sponsor to supply signage. Maximum of 2 pull up banners to be displayed)
- Two full conference registrations inclusive of social events
- One half page advertisement in the conference handbook (artwork to be supplied by sponsor)
- Base Package (as stated on page 6)

EXCLUSIVE \$10,000 (plus GST)

Welcome Reception Sponsor

- Exclusive sponsorship of the FMA Ideaction.Oceania Conference Welcome Reception at the Pullman by the roof top pool
- Verbal recognition of sponsorship at the opening of the Welcome Reception
- Acknowledgement as the Welcome Reception Sponsor with company logo and link on the FMA Ideaction.Oceania Conference website
- Opportunity to welcome guests to the Welcome Reception (3 minutes maximum)
- One 3m x 2m exhibition stand
- Two full conference registrations inclusive of social events
- Four additional complimentary Welcome Reception tickets
- One full page advertisement in the Conference Handbook (artwork to be supplied by sponsor)
- Opportunity to display signage at the Welcome Reception (sponsor to supply signage. Maximum of 2 pull up banners to be displayed)
- Base Package (as stated on page 6)

EXCLUSIVE \$16,000 (plus GST)

Supporting Dinner Sponsor

- Logo on holding slides at the Conference Dinner
- Acknowledgement as the Supporting Dinner Sponsor with company logo and link on the FMA Ideaction.Oceania Conference website
- One pull up banner (supplied by sponsor) to be displayed in pre-dinner drinks area
- Verbal recognition of sponsorship at the opening of the Conference Dinner
- Two Complimentary Conference Dinner tickets
- Base Package (as stated on page 6)

MORE THAN ONE \$4,000 (plus GST)

Conference Dinner Reptile Sponsor

- Exclusive sponsorship of the Conference Dinner Reptile Sponsor at the Conference Dinner venue
- One hour interactive snake and baby crocodile session during the Conference Dinner with verbal recognition to the Conference Dinner Reptile Sponsor
- Acknowledgement as the Conference Dinner Reptile Sponsor with company logo and link on the FMA Ideaction.Oceania Conference website
- Opportunity to display one pull up banner at the Conference Dinner (to be supplied by sponsor)
- Two Complimentary Conference Dinner tickets
- Logo displayed on Conference Dinner Tickets
- Base Package (as stated on page 6)

EXCLUSIVE \$4,000 (plus GST)



Sponsorship Packages Cont...

Festoon Lighting Dinner Sponsor

- Exclusive sponsorship of the Festoon Lighting Dinner Sponsor at the Conference Dinner venue
- Festoon Lighting to be provided in the outside networking area, with verbal recognition to the Festoon Lighting Dinner Sponsor
- Acknowledgement as the Festoon Lighting Dinner Sponsor with company logo and link on the FMA Ideaction.Oceania Conference website
- Opportunity to display one pull up banner at the Conference Dinner (to be supplied by sponsor)
- Three Complimentary Conference Dinner tickets
- Logo displayed on Conference Dinner Tickets
- Base Package (as stated on page 6)

EXCLUSIVE \$6,000 (plus GST)

Music & DJ Sponsor

- Exclusive sponsorship of the Music & DJ Sponsor at the Conference Dinner venue
- Verbal recognition of the Music & DJ Sponsor at the Conference Dinner
- Acknowledgement as the Music & DJ Sponsor with company logo and link on the FMA Ideaction.Oceania Conference website
- Opportunity to display one pull up banner at the Conference Dinner (to be supplied by sponsor)
- Two Complimentary Conference Dinner tickets
- Base Package (as stated on page 6)

EXCLUSIVE \$4,000 (plus GST)

Transport Dinner Sponsor

- Exclusive sponsorship of the Transport Dinner Sponsor providing buses from the Conference venue to the Conference Dinner
- Acknowledgement as the Transport Dinner Sponsor with company logo and link on the FMA Ideaction.Oceania Conference website
- Two Complimentary Conference Dinner tickets
- Logo displayed on Conference Dinner Tickets
- Base Package (as stated on page 6)

EXCLUSIVE \$4,000 (plus GST)

Principal Conference Dinner Sponsor

- Exclusive sponsorship of the Principal Conference Dinner Sponsor at the Conference Dinner venue
- Acknowledgement as the Principal Conference Dinner Sponsor with company logo and link on the FMA Ideaction.Oceania Conference website
- Logo featured on menus, Conference Dinner tickets and any other related Conference Dinner collateral
- Opportunity to welcome guests to the Conference Dinner (3 minutes maximum)
- Opportunity to provide an arrival gift to all attendees at the Conference Dinner (gift to be supplied by sponsor and approved by FMA Australia)
- Verbal recognition of sponsorship at the opening of the Conference Dinner
- Two full conference registrations inclusive of social events
- Eight Complimentary Conference Dinner tickets (in total ten tickets)
- One 3m x 2m exhibition stand
- One full page advertisement in the conference handbook (artwork to be supplied by sponsor)
- Opportunity to display signage at the Conference Dinner (sponsor to supply signage. Maximum of 2 pull up banners to be displayed)
- Base Package (as stated on page 6)

EXCLUSIVE \$20,000 (plus GST)



Bar Sponsor

- Exclusive sponsorship of Bar Sponsor at the Conference Dinner venue
- Company branding at the Conference Dinner Bar
- One pull up banner (supplied by sponsor) to be displayed in the bar area
- Two Complimentary Conference Dinner tickets
- Base Package (as stated on page 6)

EXCLUSIVE \$4,000 (plus GST)

Sponsorship Packages Cont...

Wifi Sponsor

- Exclusive sponsorship of Wifi at the FMA Ideaction.Oceania Conference
- Acknowledgement as the Wifi Sponsor with company logo and link on the FMA Ideaction.Oceania Conference website
- Logo recognition as the Wifi Sponsor on access instructions
- Base Package (as stated on page 6)

EXCLUSIVE \$7,500 (plus GST)

Opening Keynote Speaker Sponsor

- Exclusive sponsorship of the Opening Keynote Speaker at FMA Ideaction.Oceania Conference
- Acknowledgement as the Opening Keynote Speaker Sponsor with company logo and link on the FMA Ideaction.Oceania Conference website
- Logo to appear on slides displayed during sponsored keynote session
- Verbal recognition of sponsorship at the opening of sponsored keynote session
- Quarter page advertisement in the Conference Handbook (artwork to be supplied by sponsor)
- One full conference registration inclusive of social events
- Base Package (as stated on page 6)

EXCLUSIVE \$10,000 (plus GST)

Revitalise & Invigorate Lounge Sponsor

- Exclusive sponsorship of the FMA Ideaction.Oceania Conference Revitalise & Invigorate Lounge
- Acknowledgement as the Revitalise & Invigorate Lounge Sponsor with company logo and link on the FMA Ideaction.Oceania Conference website
- Opportunity to brand the Revitalise & Invigorate Lounge area. Example: provide extra furniture (funded by sponsor) or promotional attire for staff to wear
- Company logo to be displayed where the lounges are located onsite at the FMA Ideaction.Oceania Conference
- Half page advertisement in the Conference Handbook (artwork to be supplied by sponsor)
- Two full conference registrations inclusive of social events
- Base Package (as stated on page 6)

EXCLUSIVE \$10,000 (plus GST)

Name Badge & Lanyard Sponsor

- Exclusive sponsorship of delegate name badges and lanyards at the FMA Ideaction.Oceania Conference
- Acknowledgement as the Name Badge & Lanyard Sponsor with company logo and link on the FMA Ideaction.Oceania Conference website
- Base Package (as stated on page 6)

EXCLUSIVE \$7,500 (plus GST)

After Party Welcome Reception Sponsor

- Exclusive sponsorship of the After Party Welcome Reception Sponsor
- After Party to be held in an exclusive Bar downstairs from the Welcome Reception
- Company branding of the After Party Bar
- Company branding on the coasters and serviettes
- One pull up banner (supplied by sponsor) to be displayed in the bar area
- Four Complimentary After Party tickets
- Base Package (as stated on page 6)

EXCLUSIVE \$8,000 (plus GST)

Keynote Speaker Sponsor

- Sponsorship of a Keynote Speaker at the FMA Ideaction.Oceania Conference
- Acknowledgement as a Keynote Speaker Sponsor with company logo and link on the FMA Ideaction.Oceania Conference website
- Logo to appear on slides displayed during sponsored keynote session and verbal recognition of sponsorship at the commencement of sponsored keynote session
- Base Package (as stated on page 6)

3 PACKAGES AVAILABLE \$8,000 (plus GST)



TRADE EXHIBITION

BOOTH INCLUSIONS

- One 3m x 2m or 6m x 2m shell structure booth 2500mm high matt anodised aluminium frame with white laminated infills.
- Organisation name on white laminate fascia board (maximum 30 letters)
- Two x 150 watt spotlights
- One 4amp power outlet
- 1 x dressed trestle table & 2 chairs
- Excludes all trade exhibition furniture

PRELIMINARY EXHIBITION SCHEDULE

SUNDAY 27 MAY 2018

2.00pm – 4.30pm: Exhibitors Bump In

MONDAY 28 MAY 2018

8.00am – 5.00pm: Trade Exhibition Open

TUESDAY 29 MAY 2018

8.00am – 11.00am: Trade Exhibition Open

11.00am – 1.00pm: Exhibitors Bump Out

THREE PANELLED STAND: \$3,000 (plus GST)

SINGLE BOOTH: \$3,500 (plus GST)

DOUBLE BOOTH: \$6,500 (plus GST)

The FMA Ideaction.Oceania Conference trade exhibition will be run in conjunction with the Conference Program and will showcase the best and latest products and services associated with the facilities management sector. As an exhibitor you have an exceptional opportunity to promote your products and services in a face to face environment, thereby furthering your sales and marketing objectives. Space is limited, so secure your booking early to avoid disappointment.

WHY PARTICIPATE?

Participating in a trade exhibition is a great way for you to:

- Build and strengthen existing industry relationships
- Acquire high-valued, qualified leads
- Increase brand awareness of your company and product
- Demonstrate new products and services to your target market
- Receive immediate market feedback

BENEFITS

- 3 x 2 or 6 x 2 metre exhibition booth, or three panelled stand located in high traffic area for maximum exposure
- Two exhibitor registrations including all day catering and attendance to the Welcome Reception and Conference Dinner. The Conference Dinner is included in the exhibition trade for this year only due to the trade finishing early on Tuesday 29 May.
- Inclusion on the exhibitor listing in the Conference Handbook for use by all delegates at the conference
- Base Package (as stated on page 6)

ADVERTISING PACKAGES

Advertising space will be available in the Conference Handbook which will be distributed to all delegates. Advertising in this publication will provide excellent exposure for your organisation.

Outside Back Cover \$1,000 (plus GST)

Full Page \$500 (plus GST)

Half Page \$300 (plus GST)

DELEGATE INFORMATION PACK INSERT

This is your opportunity to deliver your message directly to your target market by providing a promotional item for inclusion in each delegate's information pack.

A maximum size of one A4 (or smaller) four paged brochure is allowed.

\$1,000 EACH (plus GST)

BOOKING FORM

**IDEACTION
OCEANIA**
CONVENTION
CENTRE, CAIRNS
27 - 30 MAY 2018
**OUR CHALLENGE IS
OUR PROGRESS**



PERSONAL DETAILS

Company Name: _____

Contact Person: _____

Postal Address: _____

State: _____ Postcode: _____ Country: _____

Telephone: _____ Email: _____

SPONSORSHIP EXHIBITION PACKAGE

I would like to secure in the following package: _____

Comments: _____

Value: \$ _____ *Prices quoted in the package are in Australian Dollars and are exclusive of GST*

Signed: _____ Name: _____

CHECKLIST of items to be provided by you

These items, if applicable to your package, will be used on the Conference website and in the Conference Handbook.

Please send all required information to: isabella@alignmentevents.com.au

- Electronic copy of the company logo (EPS & JPEG)
- Company website address & contact details
- 75 words of promotional text (please note, text exceeding 75 words will be edited for length)
- Copy of your company's Public and Liability Insurance certificate

PAYMENT

Payment can be made by direct deposit, credit card or cheque to: Facilities Management Association

Name of bank: Commonwealth Bank of Australia

Account name: FMA IDEACTION ACCT

BSB: 063 000

Account no: 123 895 05

Pay total amount in one full payment

Deposit payment schedule preferred

CREDIT CARDS: VISA / MasterCard (please circle)

Card Number: ____/____/____/____ Expiry Date: __/__ CCV: ____

Amount: \$ _____