

AFA NATIONAL CONFERENCE

TWENTY 12

GOLD COAST OCTOBER 28-30 RACV ROYAL PINES RESORT

Pathways to excellence
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AFA Expo News



Welcome to the AFA 2012 National Conference Exhibition

Welcome to the first edition of the AFA Expo News. With each edition we will keep you updated with the exhibition progress, what's required from the exhibitors, new opportunities and general conference news.

With progress and planning well under way for the exhibition, all exhibitors should have now received the following:

- Exhibitor Proposal: covering registration categories & costs, booth nominations and shell booking form
- Exhibitor Registration Link: a separate registration site exists for each level of sponsorship, denoting inclusions for conference and exhibitor registrations. This is where you are able to register additional delegates & book your accommodation
- Exhibitor App Link: dedicated company link enabling each sponsor to enhance their companies profile on the 2012 conference App.

Contacts

AFA

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M: 0412 904 803
E: richard.klipin@afa.asn.au

AFA (general enquiries)

Melissa Favaloro
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AFA (membership enquiries)

Rachel Mickelson
P: 02 9267 4003
E: rachel.mickelson@afa.asn.au

REGO (registrations & accom)

AFA Conference Secretariat
P: 02 8188 1225
E: info@afaconference.com.au

Conference Logistics

Janette Beedell
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M: 0412 904 803
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Targeted Program Management
supporting the
AFA 2012 National Conference

AFA Expo News

Key Dates

The key dates to remember are:

- August** Register your conference & exhibition delegates
Book accommodation (RACV Royal Pines & Radisson)
Return your booth nomination forms
- August 17** Booth nomination forms due, email completed forms to exhibition@afaconference.com.au or fax: 02 9639 5916
- September** AFA announces booth positions
Requests due for satchel inserts
Advise exhibition booth activities for approval
- September 14** Nominations due for satchel inserts
- October 25** All satchel inserts due for delivery at RACV Royal Pines
All exhibitor booth material due at RACV Royal Pines
** RACV is unable to accept conference materials prior to this date*
- October 27** Exhibition build
- October 28** Exhibitor bump in (from 8.30am)
EXHIBITION OPEN from 11.30am
- October 30** Exhibition closes at 3.30pm
Exhibition bump out (3.30pm – 4.00pm)

Partnership Selection

Exhibitor Manual

Please indicate your partnership level and booth choice in order of preference. Return completed forms to exhibition@afaconference.com.au or fax to 02 9639 5916 by Friday 17 August.

PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

DIAMOND PARTNER	PLATINUM PARTNER	SILVER PARTNER
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

STAND ALLOCATION
Please indicate your preferred stand location. Refer to the stand location map on page 10 of the Exhibitor Manual.

STAND CONTENT
Please indicate the content you wish to display on your stand.

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DUE 17 AUGUST

Exhibition booth order form

Exhibitor Manual

Please complete all details on the booth order form and fax back to Targeted Program Management at 02 9639 5916 or email janelle.booth@afaconference.com.au by Friday 17 August 2012.

Contact Person:

Position:

Organisation:

Address:

City: State: Postcode:

Phone: Fax:

Email:

Please check or uncheck the appropriate boxes. An asterisk (*) indicates a compulsory field. All fields are compulsory unless otherwise stated. Please ensure all details are correct as you will not be able to change details after the deadline. Please ensure all details are correct as you will not be able to change details after the deadline. Please ensure all details are correct as you will not be able to change details after the deadline.

I agree to the terms and conditions of the exhibition.
 I agree to the terms and conditions of the exhibition.

I am authorised to sign documents on behalf of the company and I acknowledge that I have inspected the rules and regulations governing the exhibition and will comply with them in full.

Name: Signed by: Position:

Exhibitor: Accepted and ready to be built. Complete on any questions at 02 9639 5916. Invoicing will commence on 10/10/2012. The exhibitor is responsible for all booth costs.

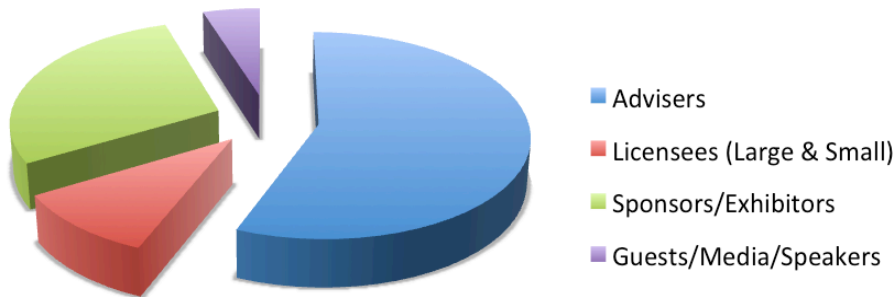
I am building our own display stand.
Dimensions are:

If a build quote is required contact Liane Curran at 02 9639 5916. For more information visit www.afaconference.com.au.

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Prepare your stand information

AFA 2011 Attendees by Category



Know who your targeting from your stand and design it specifically to entice them.

Create conference specific material and design your booth layout so it's both inviting and inspiring.

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Satchel Inserts

Satchel Nominations CLOSE
Friday 14 September

Do you have marketing collateral or a promotional item you would like included in the conference satchel?

A4 (and smaller) flyers welcome, all larger items and promotional material must be approved first.

Email your request to:
janette.beedell@afaconference.com.au

Logos

Brand Your Space

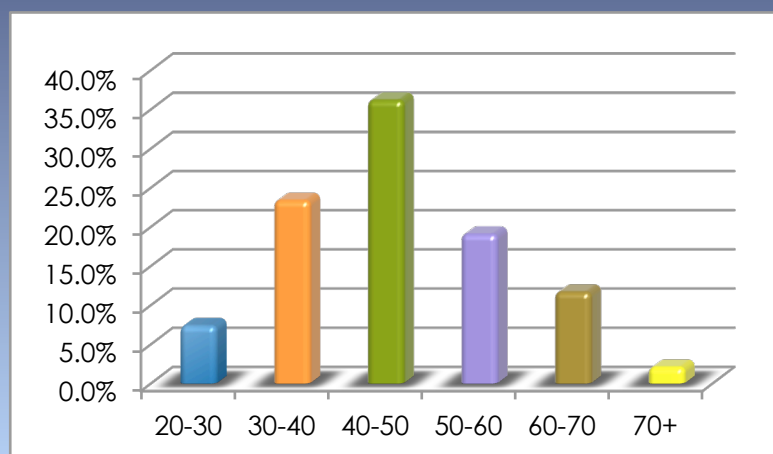
All exhibitors/sponsors MUST supply a copy of their logo. Logos are used on marketing material such as flyers, conference handbook and other AFA material.

Please email through your logo as an Illustrator EPS file.

Email to:
janette.beedell@afaconference.com.au



2011 Delegates by Age Group



AFA Expo News

Conference App

The AFA are proud to deliver a conference app for the 2012 National Conference. The App will be launched week beginning Monday 13 August and will allow attendees to access all the relevant information for the conference including session details, maps and of course sponsor and exhibitor information and contact details.

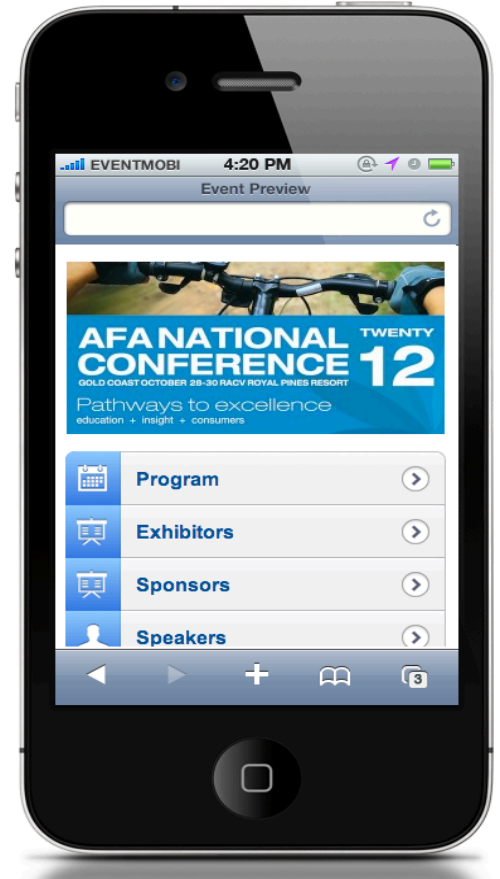
The App becomes a pre, during and post conference communication tool enabling delegates to contact each other and build their own conference program.

At the start of this week each sponsor and exhibitor contact would have received an email containing a dedicated link that allows you to enhance the company information provided. It is requested that your updates are completed by Friday 10 August 2012.

If you have had trouble accessing the dedicated company profile page on the App, please let us know:

P: (02) 9639 9930

E: janette.beedell@afaconference.com.au



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AFA Conference Contacts

AFA Membership & Program

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AFA Enquiries

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Sponsorship, Exhibitors & Conference Logistics

Janette Beedell

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Registration & Accommodation

AFA Conference Secretariat

P: 02 8188 1225

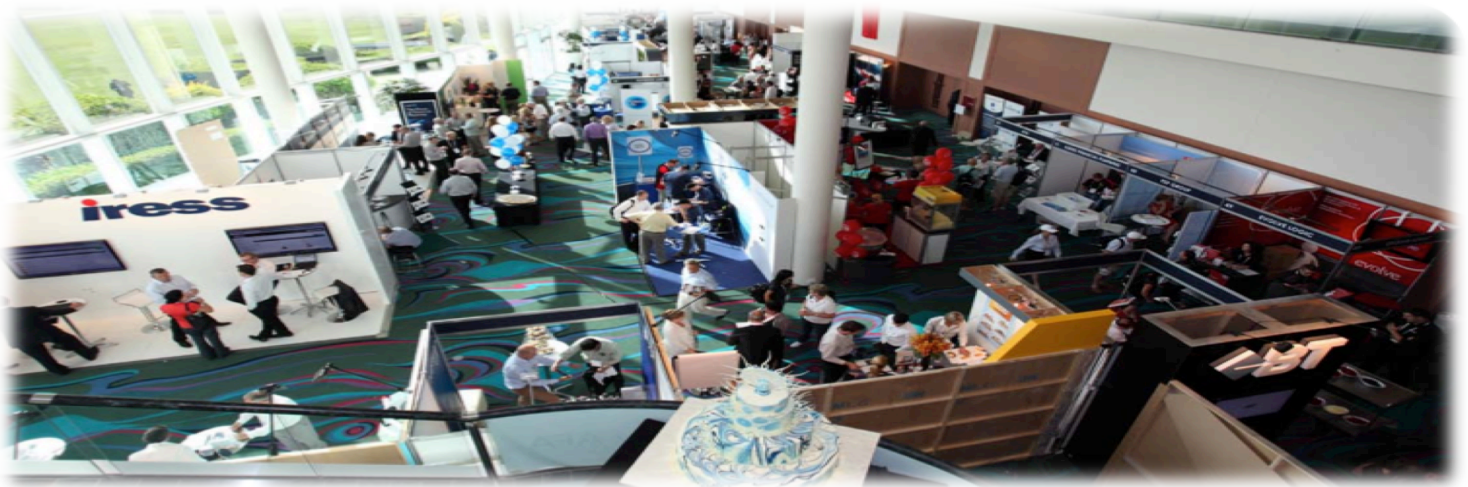
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