ABOUT FMA

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.
INVITATION TO PARTICIPATE

In 2019, the Facilities Management National Conference is going to Sydney. As one of Australia’s largest cities, with harbourfront venues, we believe this will be the perfect location for Ideaction.2019 for a number of reasons.

More than just a central location, Sydney 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 for large capacities.

The theme of the conference, “FM Forecast, Blue Skies, Clouds or Storms”, is a concept which drives our focus on the rapidly changing environment, forecasting what is ahead in the facilities management industry and embracing new technologies and trends. 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.

In addition to our four streams, Ideaction.2019 will also be providing key sector streams, providing tailored information to specific sectors, including residential and strata, government, education and aged care.

Our strengthening connection with the facilities management community, from the supply change partners to the internal client organisations. Our sponsors and exhibitors are integral to providing attendees with an event which continues to lift the bar in terms of its quality each year. 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 welcome back our long-term supporters and look forward to engaging with those wanting to newly connect with the facilities management industry. It is also one of the few opportunities to really participate 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 client’s needs, so too does being a part of Ideaction.2019. 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.2019 in the city of Sydney.

Nicholas Burt
Chief Executive
Facilities Management Association of Australia
VENUE AND LOCATION

Ideaction.2019 will be held at the Hyatt Regency Sydney, providing a central location to Sydney’s CBD and Airport, while featuring state-of-the-art communication facilities via an extensive accessible design.

The Hyatt Regency is regarded as Sydney’s largest premium hotel, boasting 892 guestrooms, and 3,700 sqm of flexible meeting and event space, providing the perfect setting for Ideaction.2019.

The Hyatt Regency Sydney is located 15.5km from Sydney Airport, providing excellent connectivity to the rest of the world with direct flights from nearly every city.

NETWORKING OPPORTUNITIES

The FMA Ideaction.2019 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 opportunity 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.2019 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.
SUMMARY OF SPONSORSHIP OPPORTUNITIES

A variety of partnership opportunities are being offered for your organisation’s exposure at Ideaction.2019, with the opportunity to create personally tailored packages should any of the following packages not meet your needs or budget.

We encourage those with interest in exposure to contact FMA to discuss what is possible.
(E isabellam@fma.com.au  M 0420 636 757).

Following prices are excluding GST

<table>
<thead>
<tr>
<th>OPPORTUNITIES AT A GLANCE</th>
<th>Number Available</th>
<th>Investment AUD ($) (excluding gst)</th>
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<tbody>
<tr>
<td><strong>KEY SUPPORT PACKAGE</strong></td>
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<tr>
<td>Platinum Sponsor</td>
<td>Exclusive</td>
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<tr>
<td><strong>PROGRAM SUPPORT PACKAGES</strong></td>
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<tr>
<td>Opening Keynote Speaker Sponsor</td>
<td>Exclusive</td>
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<td>Keynote Sponsor</td>
<td>Limited Opportunities</td>
<td>8,000</td>
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<td>Concurrent Session Sponsor</td>
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<td>Poster Presentation Sponsor</td>
<td>Exclusive</td>
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<tr>
<td><strong>CONFERENCE SUPPORT PACKAGES</strong></td>
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<tr>
<td>Conference App Sponsor</td>
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<td>Barista Cart Sponsor</td>
<td>Exclusive</td>
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<tr>
<td>Revitalise &amp; Invigorate Lounge Sponsor</td>
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<td>Wi-Fi Sponsor</td>
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<td>Delegate Information Pack Sponsor</td>
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<td>Lanyard Sponsor</td>
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<td><strong>SOCIAL EVENT PACKAGES</strong></td>
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<td>Principal Conference Dinner Sponsor</td>
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<td>Chairman’s Welcome Reception Sponsor</td>
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<td>Chairman’s After Party Sponsor</td>
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<td>Festoon Lighting Dinner Sponsor</td>
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<td>Bar Sponsor</td>
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<td>Supporting Dinner Sponsor</td>
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<tr>
<td>Music &amp; DJ Sponsor</td>
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<td><strong>EXHIBITION PACKAGES</strong></td>
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<tr>
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<tr>
<td>Double Booth Exhibition Package (6m by 2m)</td>
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<tr>
<td><strong>ADDITIONAL PROMOTIONAL OPPORTUNITIES</strong></td>
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<tr>
<td>Program Outside Back Cover</td>
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<tr>
<td>Program Full Page Advertisement</td>
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<tr>
<td>Program Half Page Advertisement</td>
<td>Multiple</td>
<td>300</td>
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<tr>
<td>Satchel Insert Flyer</td>
<td>Multiple</td>
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PLATINUM SPONSOR
- $30,000 (ex GST)

• Exclusive Platinum Sponsorship of the FMA Ideaction.2019 Conference
• Acknowledgement as the Platinum Sponsor with company logo hyperlinked on the FMA Ideaction.2019 Conference website
• Recognition as the Platinum Sponsor on holding 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 sponsor’s 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
• Base Package (as stated on Page 8)
# Sponsorship Packages and Benefits

## Base Package
**Included in all Sponsorship Packages**
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 e-news
- Recognition of sponsorship in facility perspectives
- Company logo on Ideaction.2019 Conference website
- Company logo on email marketing for the conference

## Opening Keynote Speaker Sponsor
- **$10,000** (excl GST)
  - Exclusive sponsorship of the Opening Keynote Speaker at FMA Ideaction.2019 Conference
  - Acknowledgement as the Opening Keynote Speaker Sponsor with company logo and link on the FMA Ideaction.2019 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 above)

## Concurrent Session Sponsor
- **$5,500** (excl GST)
  - Sponsorship of one concurrent session at the FMA Ideaction.2019 Conference
  - Acknowledgement as a Concurrent Session Sponsor with company logo and link on the FMA Ideaction.2019 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 within sponsored session room (signage/materials to be provided by sponsor. A maximum of 2 pull up banners)
  - Base Package (as stated above)

## Keynote Sponsor - $8,000 (excl GST)
- Sponsorship of a Keynote Speaker at the FMA Ideaction.2019 Conference
- Acknowledgement as a Keynote Speaker Sponsor with company logo and link on the FMA Ideaction.2019 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 above)

## Poster Presentation Sponsor
- **$2,000** (excl GST)
  - Exclusive sponsorship of the FMA Ideaction.2019 Poster Presentations
  - Company logo to be displayed where the posters are presented onsite at the FMA Ideaction.2019 Conference
  - Recognition in the FMA Ideaction.2019 Conference handbook
  - Base Package (as stated above)
CONFERENCE APP SPONSOR
- $12,500 (excl GST)
  • Exclusive sponsorship of the Conference App at FMA Ideaction.2019 Conference
  • Acknowledgement as the Conference App Sponsor
  • Conference App to be branded with Conference App Sponsor’s logo
  • Delegate Name Tags to be branded with Conference App Sponsor’s logo
  • Acknowledgement as the Conference App Sponsor with company logo and link on the FMA Ideaction.2019 Conference website
  • Opening Announcement and Pre-Event Email briefing all Delegates about the FMA Ideaction.2019 Conference App with Sponsor’s branding
  • Recognition as making the FMA Ideaction.2019 Conference a sustainable and environmentally friendly event
  • One 3m x 2m exhibition stand
  • 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 8)

REVITALISE & INVIGORATE LOUNGE SPONSOR - $10,000 (excl GST)
  • Exclusive sponsorship of the FMA Ideaction.2019 Conference Revitalise & Invigorate Lounge
  • Acknowledgement as the Revitalise & Invigorate Lounge Sponsor with company logo and link on the FMA Ideaction.2019 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.2019 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 8)

BARISTA CART SPONSOR - $10,000 (excl GST)
  • Exclusive sponsorship of the FMA Ideaction.2019 Conference Barista Cart
  • Acknowledgement as the Barista Cart Sponsor
  • Sponsor with company logo with link on the FMA Ideaction.2019 Conference website
  • Opportunity to brand the Barista Cart area. For example, provide extra furniture (funded by sponsor) or promotional attire for staff to wear further promoting 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 8)

DELEGATE INFORMATION PACK SPONSOR - $6,000 (excl GST)
  • Exclusive Sponsorship of conference delegate information pack, including logo recognition on conference carry bags with the FMA Ideaction.2019 Conference logo
  • Acknowledgement as the Delegate Information Pack Sponsor with company logo with link on the FMA Ideaction.2019 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 on page 8)
SPONSORSHIP PACKAGES AND BENEFITS CONT.

LANYARD SPONSOR - $4,500 (excl GST)
- Exclusive sponsorship of delegate lanyards at the FMA Ideaction.2019 Conference
- Acknowledgement as the Lanyard Sponsor with company logo and link on the FMA Ideaction.2019 Conference website
- Base Package (as stated on page 8)

CHAIRMAN’S WELCOME RECEPTION SPONSOR - $16,000 (excl GST)
- Exclusive sponsorship of the FMA Ideaction.2019 Chairman’s Welcome
- Verbal recognition of sponsorship at the opening of the Chairman’s Welcome
- Acknowledgement as the Chairman’s Welcome Sponsor with company logo and link on the FMA Ideaction.2019 Conference website
- Opportunity to welcome speech at the Chairman’s Welcome (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 8)

CHAIRMAN’S AFTER PARTY SPONSOR - $8,000 (excl GST)
- Exclusive sponsorship of the Chairman’s After Party Sponsor
- After Party to be held in a separate area to the Chairman’s Welcome
- Company branding at the Chairman’s After Party
- Company branding on the coasters and serviettes at the Chairman’s After Party
- One pull-up banner (supplied by sponsor) to be displayed in the bar area
- Four Complimentary to the Chairman’s After Party
- Base Package (as stated on page 8)

PRINCIPAL CONFERENCE DINNER SPONSOR - $20,000 (excl GST)
- 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.2019 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 8)

FESTOON LIGHTING DINNER SPONSOR - $6,000 (excl GST)
- 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.2019 Conference website
- Logo on holding slides at the Conference Dinner
- 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 8)
CONFERENCE DINNER ENTERTAINMENT SPONSOR - $4,400 (excl GST)

- Exclusive sponsorship of specific Conference Dinner Entertainment at the Conference Dinner venue
- Conference Dinner Sponsor to approve of the proposed specific key entertainment at the Conference Dinner
- Specific Entertainment will be during the prime time of the Conference Dinner with Sponsor acknowledgement
- Acknowledgement as the Conference Dinner Entertainment with company logo and link on the FMA Ideaction.2019 Conference website
- Logo on holding slides at the Conference Dinner
- 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 on page 8)

MUSIC & DJ SPONSOR - $4,000 (excl GST)

- 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.2019 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 8)

BAR SPONSOR - $5,000 (excl GST)

- Exclusive sponsorship of Bar Sponsor at the Conference Dinner venue
- Company branding on screens at the Conference Dinner Bar
- Company branding on the coasters and serviettes 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 8)

SUPPORTING DINNER SPONSOR - $4,000 (excl GST)

- Logo on holding slides at the Conference Dinner
- Acknowledgement as the Supporting Dinner Sponsor with company logo and link on the FMA Ideaction.2019 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 8)
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 additional trade exhibition furniture

PRELIMINARY EXHIBITION SCHEDULE
SUNDAY 2 JUNE 2019
3.00pm – 5.00pm: Exhibitors Bump In
MONDAY 3 JUNE 2019
8.00am – 5.00pm: Trade Exhibition Open
TUESDAY 4 JUNE 2019
8.00am – TBA: Trade Exhibition Open
TBA: Exhibitors Bump Out
*finalised bumping out time is dependent on finalised program

SINGLE BOOTH: $3,500 (plus GST)
DOUBLE BOOTH: $6,500 (plus GST)

The FMA Ideaction.2019 Conference trade exhibition will 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
• 3m x 2m or 6m x 2m metre exhibition booth located in high traffic area for maximum exposure
• Two exhibitor registrations including all day catering and attendance to the Chairman’s Welcome.
• Inclusion on the exhibitor listing in the Conference Handbook for use by all delegates at the conference
• Base Package (as stated on page 8)

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)
IDEACTION.2019
BOOKING FORM

PERSONAL DETAILS

Company Name: 
Contact Person: 
Postal Address: 
State:  Postcode:  
Country: 
Telephone: 
Email: 

SPONSORSHIP EXHIBITION PACKAGE

I would like to secure the following package:

Comments:

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

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:
isabellam@fma.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 CARD:

- VISA  MasterCard

Card No:  
Expiry Date:  CCV:  
Amount: $  

A surcharge will be applied to all credit card payments