

SPONSORSHIP OPPORTUNITIES



National Small Business Summit 2015

16 - 17 July 2015 Sydney

Please take this as personal invitation for you to join us at COSBOA's 13th National Small Business Summit. This annual event incorporating the leaders of Industry, Small Business, Politics and the Public Service will meet in a collegial gathering at Doltone House Jones Bay Wharf, Sydney in July 2015.

The COSBOA Summit is highly regarded as the premier Small Business event for Business and Government leaders to come together to discuss new and existing policies for the betterment of the almost 2.5 million Small Businesses throughout Australia. The key themes for this year will highlight "what helps and what hinders" Small Business in areas such as: finance - including peer to peer lending; workplace relations especially flexible workplace agreements and the place of Australian Small Businesses in the global market.

As demonstrated in previous years the Summit's participants will engage with an array of experts debating policy issues that will increase awareness and understanding of the critical role of small business in the health of the Australian economy. Bring your passion, your voice and your enthusiasm to help us mold a solid future for small business.

Paul Neilsen

Chair



Peter Strong
Chief Executive Officer

Every year the COSBOA Summit brings together a community of small business people, business & policy experts and key decision makers to confront the issues that are impacting on small business.

This year, I encourage you to get involved: join in the debates; let people know what you think and have an impact on the social fabric & economic future of Australia.

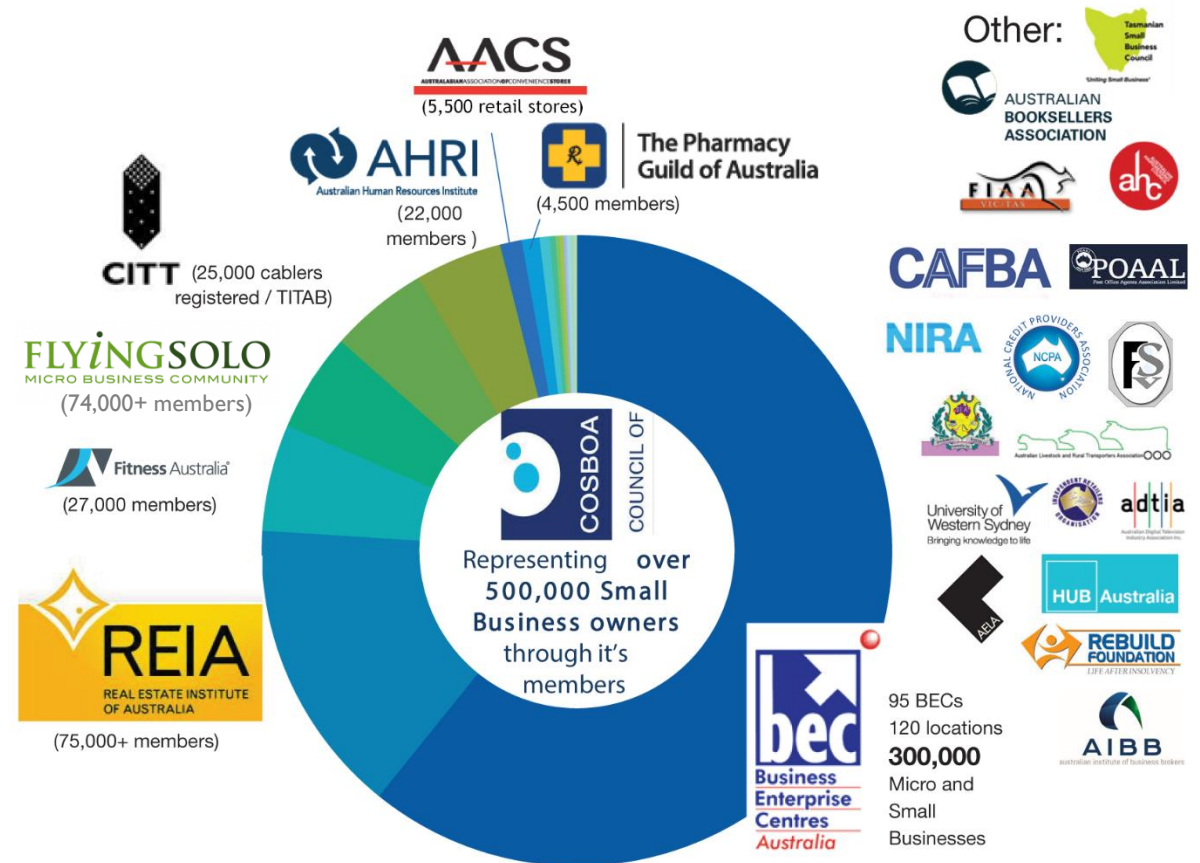
Be part of the passion that is #NSBS15.



COSBOA

COSBOA COUNCIL OF SMALL BUSINESS AUSTRALIA

COSBOA: The National peak body representing and advocating on behalf of small businesses



#NSBS15 OBJECTIVES



**National Small Business
Summit 2015**

16 - 17 July 2015 Sydney

COSBOA will host the 13th gathering of leaders of industry bodies, small business people, senior politicians and government officials at the National Small Business Summit to be held at Doltone House Jones Bay Wharf, Sydney in July 2015.

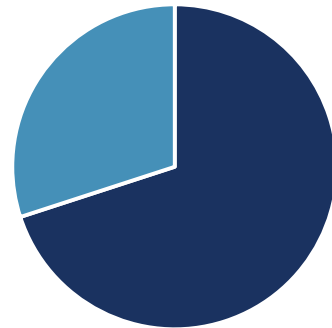
The Summit is highly regarded as the premier small business event for business and government leaders to come together to discuss policies for the betterment of the 2.5 million small business owners in Australia.

Bring your passion and your voice and help influence the future of small business policy. Save the date now and keep an eye out at www.nationalsmallbusinesssummit.com.au. For more details, email NSBS@saneevent.com.au or call 02 9553 4820.

- Deliver the premier national small business policy event
- Discuss the big issues currently facing small businesses
- Bring together government, big business and the voice of small business for an open and honest three-way exchange of ideas
- Provide sessions on the changing nature of small business and their current-future needs
- Engage with the policy makers and key influencers in the interests of small business
- Connect the interest groups in the small business arena at this once-a-year opportunity
- Build on the shared passion in and for small business

SUMMIT ATTENDEE PROFILE

Registration category



■ SME ■ Corporate

Job title



■ CEO/MD/Chairman/GM/Director/Dept Secretary
■ Manager
■ Officer/Asst/Staff

Sector representation



■ Association ■ Govt/Regulatory Body
■ Small Business ■ Medium-Big Business
■ Other

Typical Attendees

- Associations representing members interests
- Leaders in commerce and finance
- Policy makers
- Federal & State/Territory Government
- Regulatory bodies
- Small Business operators
- Business product and service providers

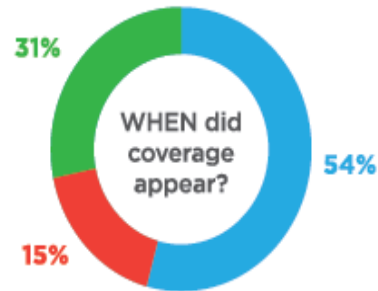
SUMMIT PR CAMPAIGN RESULTS 2014

The Daily Telegraph

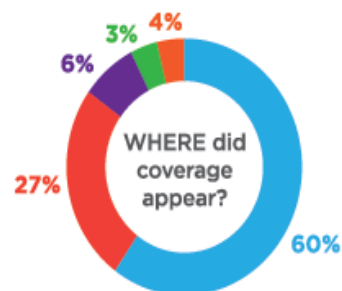
FINANCIAL REVIEW



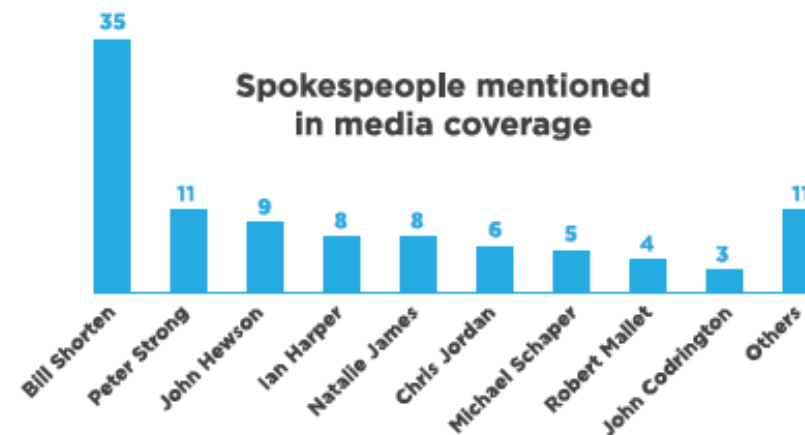
- 85 pieces of coverage
- Readership of more than 12 million
- 6 key media outlets in attendance
- Resulting in 23 print articles
- 59 minutes+ broadcast coverage (TV & Radio)
- PR value of \$4,156,416



● Post ● Pre ● During



● Online ● Print ● TV ● Radio ● Wire



#NSBS15 PROGRAM OUTLINE

Program Outline

Thursday 16 July

Morning	Bump-in
Lunch	Summit Registration in the Marketplace Summit Lunch with Opening Keynote <i>Passionate about Small Business</i>
Afternoon	Summit sessions including: <i>Workplace relations</i> <i>Peer to peer lending</i> Refreshment breaks in Marketplace
Evening	Summit Reception Summit Dinner

Friday 17 July

Morning	Marketplace open Summit Breakfast & sessions including: <i>The global perspective</i> <i>Know what's on your credit file</i> <i>Is your business in the cloud?</i> Refreshment breaks in Marketplace
Lunch	Lunch in Marketplace
Afternoon	Summit sessions including: <i>Beat the Regulators!</i> Summit concludes
Evening	Bump-out



2015 Program Highlights

Face to Face

Opportunities to engage with key stakeholders over the two days in a marketplace environment

Top Level Political Engagement

Invited speakers include:

The Hon Tony Abbott MP *Prime Minister of Australia*
The Hon Bill Shorten MP *Leader of the Opposition*
The Hon Mike Baird MP *NSW Premier*
NSW Minister for Small Business
Federal & State Small Business Ombudsman



#NSBS15 INVESTMENT OPPORTUNITIES

PACKAGE	Branding & Program ¹	Marketplace	Complimentary Passes			Pre ² onsite and Post event recognition ²				
Prices on application			Registration	Events	Staff	Web	Profile	Ad	Onsite	E-comms
Principal	Branding of the Summit name 20min keynote Concurrent Session	4.4m x 4.4m	6*	2 Dinner or Breakfast or Lunch	4	✓	200 words	Double page	✓	✓
Platinum	20min keynote Concurrent Session	4.4m x 4.4m	4*	1 Dinner or Breakfast or Lunch	4	✓	150 words	Full page	✓	✓
Gold	20min keynote Concurrent Session	4.4m x 4.4m	3*	-	3	✓	100 words	Full page	✓	✓
Dinner	Branding of the Dinner 5min introduction at Dinner	50% discount	2*	6 Dinner	-	✓	75 words	½ page	✓	✓
Silver	Concurrent Session	50% discount	2*	1 Dinner or Breakfast or Lunch	-	✓	75 words	½ page	✓	✓
Lunch	Branding of the Lunch 5min introduction at Lunch	50% discount	2*	6 Lunch	-	✓	75 words	½ page	✓	✓
Breakfast	Branding of the Breakfast 5min introduction at Breakfast	50% discount	2*	6 Breakfast	-	✓	75 words	½ page	✓	✓
Session	Concurrent session	25% discount	2*	-	-	✓	75 words	-	✓	✓
Summit Reception	5min introduction at Reception	25% discount	2*	3 Reception & Dinner tickets	-	✓	75 words	-	✓	✓
Marketplace		4.4m x 4.4m	1*	-	2	✓	75 words	-	✓	✓

¹ All program inclusion is subject to approval by the NSBS 2015 Organising Committee

² Dependant on meeting timelines advised to provide material

* All complimentary registrations include a pass to the events

#NSBS15 INVESTMENT TERMS & CONDITIONS

Definitions

- Cancellation Date means 15 May, 2015
- Organiser means Council of Small Business of Australia ABN 43 008 597 304
- Event Manager means Sane Event Group ABN 85 862 484 837
- Sponsor means the entity sponsoring the 2015 National Small Business Summit
- Exhibitor means the entity exhibiting at the 2015 National Small Business Summit

1. All Sponsors & Exhibitors are required to lodge their preferences with the Event Manager via email. The Event Manager then notifies the Sponsor which preference is successful.

1.1 The Organiser retains the express right to reject any Sponsor or Exhibitor which it deems inappropriate or unsuitable in its sole discretion.

1.2 Sponsors are allowed to apply for sponsorship of single or multiple items. Should an organisation be interested in sponsoring an arrangement not listed then it may contact the Organiser/Event Manager to discuss possible preferences.

2. After written acceptance by the Event Manager issuing a tax invoice, the Sponsor or Exhibitor must provide an image of their logo in the format required by the Organiser and other details as required (e.g. contact details, trademarks etc) to the Event Manager within 14 days of receipt of acceptance.

3. In order to limit costs, the Event Manager may limit the number of colours used to print sponsor logos.

4. Fifty per cent (50%) of the package must be paid by the sponsor to the Organiser within 14 days of invoice unless otherwise agreed in writing by the Organiser/Event Manager. The balance is to be paid by 15 May, 2015.

5. The fee does not include free exhibition or conference registrations or access to delegate lists unless specifically stated as a sponsor or exhibitor benefit.

6. All materials must be submitted to the Event Manager as agreed on between the parties.

7. Sponsors and Exhibitors may not sublet, assign or apportion any part of the item(s) sponsored nor represent advertise or distribute literature or materials for the products or services of any other firm or organisation without written approval from the Organiser/Event Manager.

8. The Organiser/Event Manager, to the fullest extent permissible under law, will not be liable for damage or loss to Sponsors' properties by fire, theft, accident, or any other cause.

9. If a Sponsor or an Exhibitor wishes to cancel any involvement, the Event Manager requires a request to be received in writing by the Organiser/Event Manager on or before close of business by the cancellation date, failing which the Organiser/Event Manager will not refund any sponsorship/exhibition monies. If a request is received on or before the Cancellation Date, the Organiser/Event Manager will use its best endeavours to on sell the sponsorship/exhibition package in which event, the entity will receive a refund of 50% of its original package. If the Organiser/Event Manager is unable to on sell the package prior to the cancellation date then all monies will be forfeited.