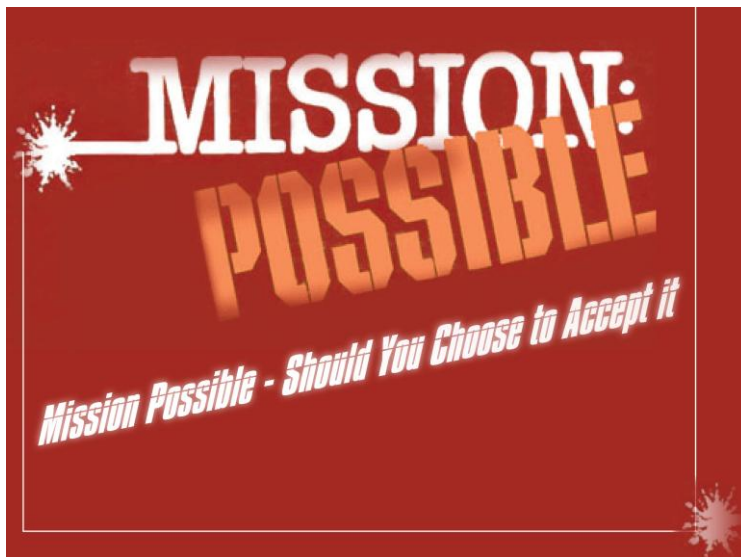




# ACQ State Conference & Trade Exhibition 2012



Sponsorship & Trade Exhibition  
Information Pack



## ***Background Information***

Aged Care Queensland Inc. (ACQ) invites your organisation to participate in the ACQ State Conference and Trade Exhibition 2012. This Conference brings together aged care professionals from organisations across Queensland and interstate. Over 260 delegates are expected to attend in 2012. The Conference program is informative and challenging and encourages delegates to develop new visions and strategies. This is a time each year for delegates to exchange ideas and learn about new products and services that will assist the operation of their organisations into the future.

## ***Target Market***

Delegates attending the Conference will include:

- Key stakeholders in the aged care industry
- Chief Executive Officers
- Owners, Operators and Developers
- Senior Managers and decision makers
- Industry Partners
- Administrators
- Directors of Nursing
- Hostel Supervisors
- Care Managers, Carers and Operational Staff

## ***The Venue & Accommodation***

The venue for the ACQ State Conference 2012 is Jupiters, Gold Coast. The Gold Coast boasts some of the world's best sandy beaches and warm, clear waters. Jupiters is centrally located in Broadbeach with a wide range of restaurants available close-by. Pacific Fair shopping centre is located directly across from Jupiters. Special discounted rates have been negotiated with Jupiters. More information will be available in the Trade Manual.

## ***Trade Exhibition Schedule***

The Conference program and exhibition floor plan have been designed to offer exhibitors maximum contact with Conference delegates. All morning and afternoon teas and lunches will be served in the trade exhibition area. The Welcome Cocktail Reception will be held on Wednesday 21 March in the Trade Exhibition Area.

### ***Wednesday 21 March***

- 9.00am – 5.00pm Optional Workshops for Delegates
- 2.00pm – 5.00pm Trade Exhibitors move in
- 5.00pm – 7.00pm Cocktail Reception (Held in the Exhibition Area)

### ***Thursday 22 March***

- 9.00am - 5.00pm Conference Plenary Sessions
- 8.30am – 5.00pm Trade Exhibition (All meal breaks within trade exhibition area)
- 7.00pm – 11.30pm **Conference Dinner**

### ***Friday 23 March***

- 9.00am - 4.00pm Conference Plenary Sessions
- 2.00pm Trade Exhibitors move out

(NOTE: This program is subject to change)

# SPONSORSHIP OPPORTUNITIES (SEE TABLE FOR DETAILS)

## Major Sponsor

**\$10,000 (ex GST)**

As Major Sponsor, your organisation will be affiliated with all aspects of this Conference. This option is limited to the Major Sponsorship level and to only a limited number of sponsors. Your company will receive considerable exposure and recognition before, during and after the conference. Major Sponsors are the only sponsors acknowledged during the Pre-Conference Workshop and on Email Blasts.

## Dinner (Thur 22 March) **SOLD**

**\$8,000 (ex GST)**

The Conference Dinner is a spectacular and prominent event of the social program. Your company will be exclusively promoted during the evening through signage, menus and a short speaking opportunity.

## Exhibition Hall Sponsor

**\$6,000 (ex GST)**

As the Exhibition Hall Sponsor, your organisation will receive recognition as the sponsor of this area. All meal breaks are served here during the Conference. An entrance feature to the Exhibition Area will also be designed with your company branding.

## Keynote Speaker

**\$5,000 (ex GST)**

This is an opportunity for your organisation to be associated with the Conference's prominent keynote speakers. Sponsorship of keynote speakers will entitle your organisation to considerable promotional opportunities and recognition during the plenary session that the sponsored speaker presents at.

## Cocktail Reception (Wednesday 21 March)

**\$5,000 (ex GST)**

The Conference Cocktail Reception held on **Wednesday 21 March** is an opportunity for delegates to meet, network and socialise in a relaxed atmosphere. Aside from sponsorship promotion, your company will be able to make a short address to delegates and welcome them to the conference.

## Delegate Satchels

**\$5,000 (ex GST)**

Each delegate attending the Conference will receive a quality satchel which includes all Conference materials. Satchels are kept and used again by delegates, meaning advertising is ongoing.

## Massages

**\$4,500 (ex GST)**

This popular sponsorship item provides delegates with the opportunity to receive a relaxing massage during meal breaks, the perfect treat! This is a popular alternative to a trade booth.

## Business Centre

**\$4,500 (ex GST)**

An excellent way of gaining exposure to delegates is to sponsor the Business Centre where delegates can access emails and communicate with their workplace. This well utilised service includes 3 internet accessing computers, backing board and company logo on signage. Your company website will be the default home page.

## Delegate Lanyards

**\$4,000 (ex GST)**

An excellent promotion is to have your company name/logo printed on the Delegate Lanyards. These are worn at all times during the Conference and provide an excellent level of exposure for your company. Delegates often reuse the lanyards too.

## Pocket Conference Program **SOLD**

**\$4,000 (ex GST)**

All delegates will receive a handy Pocket Program. This is a valuable tool which fits in their name badge and is used by participants during the Conference.

## Conference Program

**\$4,000 (ex GST)**

All delegates will receive the Conference Program. This is a valuable reference tool which is used by all participants during the Conference and a keepsake for future reference. It contains further information about speakers and sessions, as well as sponsor's and exhibitor's contact details.

## Water Bottle

**\$4,000 (ex GST)**

All delegates will receive a water bottle printed with your company logo, which can be filled at water stations during the conference. This is an excellent way of putting your organisation's name in delegates' hands! You will achieve excellent exposure throughout the Conference. Any additional bottles will be handed out to delegates throughout the conference.

## Speaker

**\$3,000 (ex GST)**

This is an opportunity for your organisation to be associated with a nominated prominent speaker at the Conference. Your company will receive recognition during the speaker's session.

## Name Badge

**\$3,000 (ex GST)**

An excellent promotion is to have your company name/logo printed on all Conference name badges. This is the square name plate that needs to be worn at all times during the conference giving you great exposure.

## Luncheon – Wed, Thu or Fri

**\$2,500 each (ex GST)**

Lunch will be provided each day in the trade exhibition area of the Conference. This is a time which will enable delegates, exhibitors and speakers to interact in an informal and relaxed environment. Signage promoting your company will be placed around the area during the break.

## Morning Or Afternoon Tea – Wed, Thu or Fri

**\$1,800 each (ex GST)**

Morning or afternoon tea is a key time for delegates to get together and enjoy a break from the formal proceedings. Refreshments will be available for delegates in the Trade Exhibition Area and this time provides an excellent opportunity for sponsors to reach all delegates.

## Rural & Remote Delegate Sponsorship

**\$2,000 each (ex GST)**

*(4 available)*

Our Rural & Remote delegates are a vital part of the Aged Care Industry and are often disadvantaged by distance to major centres. This sponsorship offers them the opportunity to attend the Conference and will offset the delegates' costs to attend.

## Seat Drop

**\$1,500 (ex GST)**

This is an opportunity for your brochure to be placed on each delegate's seat during one of the breaks, ensuring your brochure has primary exposure.

## Satchel Inserts

**\$450 (ex GST)**

If you want to reach the delegates direct, what better way than putting your information in the conference satchels! You will also receive acknowledgement of your support in the Conference Program.

Your insert could be:

- Information brochure (up to A4 size lightweight brochure or equivalent)
- Sample of product or promotional products

**SACHEL INSERT - SPECIAL OFFER!! – Book One Get One FREE!!**

If you book an information brochure as your satchel insert, you can add a promotional item for **FREE!!**

FEATURES	MAJOR SPONSOR	DINNER SPONSOR	EXHIBITION HALL SPONSOR	KEYNOTE SPEAKER SPONSOR
	\$10,000	\$8,000	\$6,000	\$5,000
Sponsorship of Pre-conference Workshop	✓			
Company logo on all email blasts associated with the conference	✓			
Exclusivity (sole sponsor for your particular product/service)	✓	✓	✓	✓
Short Speaking Opportunity (10 minutes)	✓	✓		
Prime Trade Booth (subject to availability)	✓	✓	✓	
Complimentary full registrations	✓ (4)	✓ (2)	✓ (2)	✓ (1)
Conference Dinner tickets	✓ (4)	✓ (2)	✓ (2)	✓ (1)
Cocktail Reception tickets	✓ (4)	✓ (2)	✓ (2)	✓ (1)
Inclusion of colour advertisement in Conference edition of ACQ-Wire (February/March 2012)	✓ (full page)	✓ (full page)	✓ (half page)	
Company logo on conference advertisements / marketing material	✓	✓	✓	✓
Company logo on registration brochure front cover	✓	✓	✓	✓
Company logo on conference program front cover	✓	✓	✓	✓
Company logo and link on conference web page	✓	✓	✓	✓
Inclusion of advertisement in Conference Program	✓ (full page)	✓ (half page)	✓ (half page)	
Acknowledgement of sponsorship during the Conference	✓	✓	✓	✓
Company logo on conference material during event	✓	✓	✓	✓
Company banner displayed in plenary room	✓	✓	✓	
Inclusion of satchel insert in delegate satchels	✓	✓	✓	✓
Delegate List (subject to Privacy Legislation)	✓	✓	✓	✓
Inclusion of corporate logo in Conference article in April/May 2012 edition of ACQ-Wire	✓	✓	✓	✓

<b>FEATURES</b>	<b>COCKTAIL RECEPTION SPONSOR</b>	<b>DELEGATE SATCHELS SPONSOR</b>	<b>BUSINESS CENTRE SPONSOR</b>	<b>MESSAGE SPONSOR</b>
	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$4,500</b>	<b>\$4,500</b>
Exclusivity (sole sponsor for your particular product/service)	✓	✓	✓	✓
Short Speaking Opportunity (10 minutes)	✓			
Prime Trade Booth (subject to availability)				
Complimentary full registrations	✓ (1)	✓ (1)	✓ (1)	✓ (1)
Conference Dinner tickets	✓ (1)	✓ (1)	✓ (1)	✓ (1)
Cocktail Reception tickets	✓ (6)	✓ (1)	✓ (1)	✓ (1)
Inclusion of colour advertisement in Conference edition of ACQ-Wire (February/March 2012)				
Company logo on conference advertisements / marketing material	✓	✓	✓	✓
Company logo on registration brochure front cover	✓	✓	✓	✓
Company logo on conference program front cover	✓	✓	✓	✓
Company logo on conference web page	✓	✓	✓	✓
Inclusion of advertisement in Conference Program				
Acknowledgement of sponsorship during the Conference	✓	✓	✓	✓
Company logo on conference material during event	✓	✓	✓	✓
Company banner displayed in plenary room				
Inclusion of satchel insert in delegate satchels	✓	✓	✓	✓
Delegate List (subject to Privacy Legislation)	✓	✓	✓	✓
Inclusion of corporate logo in Conference article in April/May 2012 edition of ACQ-Wire	✓	✓	✓	✓

<b>FEATURES</b>	<b>DELEGATE LANYARD SPONSOR</b>	<b>CONFERENCE PROGRAM SPONSOR</b>	<b>POCKET PROGRAM SPONSOR</b>	<b>WATER BOTTLE SPONSOR</b>
	<b>\$4,000</b>	<b>\$4,000</b>	<b>\$4,000</b>	<b>\$4,000</b>
Exclusivity (sole sponsor for your particular product/service)	✓	✓	✓	✓
Short Speaking Opportunity (10 minutes)				
Prime Trade Booth (subject to availability)				
Complimentary full registrations				
Conference Dinner tickets				
Cocktail Reception tickets				
Inclusion of colour advertisement in Conference edition of ACQ-Wire (February/March 2012)				
Company logo on conference advertisements / marketing material	✓	✓	✓	✓
Company logo on registration brochure front cover	✓	✓	✓	✓
Company logo on conference program front cover	✓	✓	✓	✓
Company logo on conference web page	✓	✓	✓	✓
Inclusion of advertisement in Conference Program				
Acknowledgement of sponsorship during the Conference	✓	✓	✓	✓
Company logo on conference material during event	✓	✓	✓	✓
Company banner displayed in plenary room				
Inclusion of satchel insert in delegate satchels	✓	✓	✓	✓
Delegate List (subject to Privacy Legislation)	✓	✓	✓	✓
Inclusion of corporate logo in Conference article in April/May 2012 edition of ACQ-Wire	✓	✓	✓	✓

<b>FEATURES</b>	<b>NAME BADGE SPONSOR</b>	<b>SPEAKER SPONSOR</b>	<b>LUNCH SPONSOR</b>	<b>MORNING TEA SPONSOR</b>
	<b>\$3,000</b>	<b>\$3,000</b>	<b>\$2,500</b>	<b>\$1,800</b>
Exclusivity (sole sponsor for your particular product/service)	✓	✓	✓	✓
Short Speaking Opportunity (10 minutes)				
Prime Trade Booth (subject to availability)				
Complimentary full registrations				
Conference Dinner tickets				
Cocktail Reception tickets				
Inclusion of colour advertisement in Conference edition of ACQ-Wire (February/March 2012)				
Company logo on conference advertisements / marketing material	✓	✓	✓	✓
Company logo on registration brochure front cover	✓	✓	✓	✓
Company logo on conference program front cover	✓	✓	✓	✓
Company logo on conference web page	✓	✓	✓	✓
Inclusion of advertisement in Conference Program				
Acknowledgement of sponsorship during the Conference	✓	✓	✓	✓
Company logo on conference material during event	✓	✓	✓	✓
Company banner displayed in plenary room				
Inclusion of satchel insert in delegate satchels	✓	✓	✓	✓
Delegate List (subject to Privacy Legislation)	✓	✓	✓	✓
Inclusion of corporate logo in Conference article in April/May 2012 edition of ACQ-Wire	✓	✓	✓	✓

<b>FEATURES</b>	<b>AFTERNOON TEA SPONSOR</b>	<b>RURAL &amp; REMOTE DELEGATE SPONSOR</b>	<b>SEAT DROP</b>	<b>SACHEL INSERT</b>
	<b>\$1,800</b>	<b>\$2,000</b>	<b>\$1,500</b>	<b>\$450</b>
Exclusivity (sole sponsor for your particular product/service)	✓			
Short Speaking Opportunity (10 minutes)				
Prime Trade Booth (subject to availability)				
Complimentary full registrations				
Conference Dinner tickets				
Cocktail Reception tickets				
Inclusion of colour advertisement in Conference edition of ACQ-Wire (February/March 2012)				
Company logo on conference advertisements / marketing material	✓	✓		
Company logo on registration brochure front cover	✓	✓		
Company logo on conference program front cover	✓	✓		
Company logo on conference web page	✓	✓		
Inclusion of advertisement in Conference Program				
Acknowledgement of sponsorship during the Conference	✓	✓		
Company logo on conference material during event	✓	✓		
Company banner displayed in plenary room				
Inclusion of satchel insert in delegate satchels	✓	✓	✓	✓
Delegate List (subject to Privacy Legislation)	✓	✓		
Inclusion of corporate logo in Conference article in April/May 2012 edition of ACQ-Wire	✓	✓		

# TRADE EXHIBITION BOOTHS

(see map on page 12)	ACQ INDUSTRY PARTNER	NON-ACQ INDUSTRY PARTNER
<b>PRIME TRADE BOOTHS</b> 1, 7, 8, 9, 20, 21, 30, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 47, 48, 49, 50, 51	\$3,300 + \$330gst = \$3,630	\$3,700 + \$370gst = \$4,070
<b>STANDARD TRADE BOOTHS</b> 2, 3, 4, 5, 6, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 22, 23, 24, 25, 26, 27, 28, 29, 31, 32, 43, 44, 45, 46, 52, 53, 54	\$3,000 + \$300gst = \$3,300	\$3,400 + \$340gst = \$3,740

## Exhibitor Package Inclusions

- Shell scheme display booth
  - **Size** - 3m x 2.5m
  - **Walls** - 2.5m Velcro compatible fabric
  - **Lights** - Two 150 watt spot lights per stand
  - **Signage** - Fascia sign with company name
  - **Power** - One 240V/100 watt / 4amp general purpose outlet per booth
- Attendance by up to two company representatives for the duration of the Trade Exhibition (includes catering for all morning and afternoon teas, and all lunches, access to Conference sessions, Welcome Cocktail Function and Conference Dinner)
- Name badges x 2 (This allows exhibitors to attend speaking sessions of interest throughout the Conference)
- Listing in Conference program (dependent on listing being returned in time for Conference program printing deadline. If listing form is not returned, contact details from the booking form will only be listed)
- Complete list (in hard copy) of delegate details (To comply with privacy legislation, we will only supply details of any delegates who have not indicated they wish their information suppressed)

## Additional Trade Exhibition Staff

If additional personnel are required to staff displays, they **MUST** register as either **full delegates** OR **additional trade exhibition** staff. The absolute **MAXIMUM** number of additional trade exhibition staff allowed is two. Any others need to register at the delegate registration fee and will be able to access the ACQ member rate.

- Additional person attending Conference Dinner \$110.00 + \$11 GST = \$121
- Additional trade exhibitor package  
(Inclusive of 2 ½ days, Welcome Cocktail Reception,  
Conference Dinner, satchel and name badge) \$420.00 + \$42 GST = \$462

# ACQ STATE CONFERENCE 2012 BOOKING FORM

COMPANY	
CONTACT NAME	
CONTACT POSITION	
ADDRESS	
TELEPHONE	
MOBILE	
EMAIL (PLEASE PRINT)	
WEBSITE	
PRODUCT/SERVICE OFFERED	

Booking/Payment Details	Details	Amount
Sponsorship Item		\$
Trade Booth (please list 3 booth numbers in order of preference)	1 <sup>st</sup> 2 <sup>nd</sup> 3 <sup>rd</sup>	\$
Other: (satchel insert)		\$
<b>Total Amount Payable</b>		<b>\$</b>

## Terms & Conditions of Sponsorship/Trade Exhibition Booking

The total amount is payable upon booking. **Full payment must be finalised before 10 February 2012. Should payment not be received by the due date, the Organiser will release the assigned space.** Once an application form is received the requested item is deemed to be booked and the booking organisation is liable for full payment. Upon receipt of this application, a confirmation letter and tax invoice for the full amount will be forwarded. **Cancellation Policy for Sponsorship and Exhibition:** Your cancellation must be advised in writing. An administration fee of 25% of the contracted price is retained should the cancellation be up to 3 months prior to the event and 100% of the contracted price should cancellation be less than 3 months prior to the event. If your selected package is resold, a cancellation fee of 25% applies and a refund of any monies owed (less the CANCELLATION FEE) will be forwarded. Only once all other trade booths are sold is the resale option available. If the item cannot be resold you are liable for full payment.

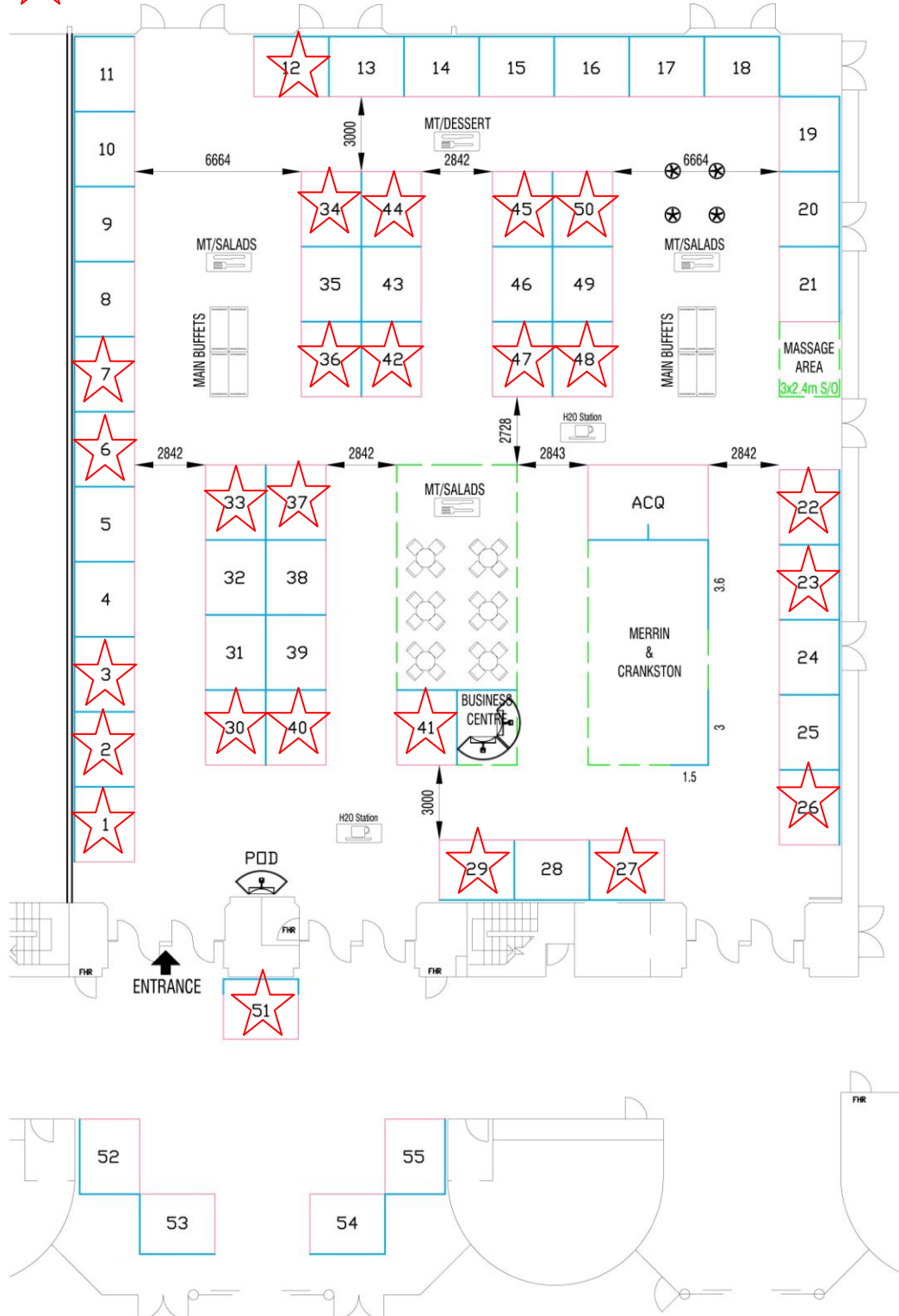
Your signature below is taken as confirmation of your booking, acceptance of the details of the relevant sponsorship/trade booth as listed in this material, and acceptance of these conditions.

Signed	
Print Name	Date:

**Return completed form to:**  
**ACQ Conference + Event Management, PO Box 995, INDOOROPILLY QLD 4068.**

# ACQ State Conference & Trade Exhibition 2012 Floor Plan Jupiters, Gold Coast, 21- 23 March 2012

Booths Booked



55 (3x2.4m) Corinthian Booths, 1 (4.8x3) Corinthian Booth