



AUSTRALIAN INSTITUTE OF
TRAINING AND DEVELOPMENT

AITD National Conference 2014

14 – 15 May 2014 | Sydney, Australia

SPONSORSHIP & EXHIBITION PROSPECTUS

| AITD NATIONAL CONFERENCE 2014

The Australian Institute of Training Development (AITD) National Conference is the largest learning and development gathering within Australia.

The conference will feature exciting keynote presentations, a diverse range of concurrent workshops, an extensive exhibition and opportunities to network with your HR, training, learning and development professionals from Australia and the Asia Pacific region.

| REASONS TO INVEST IN AITD NATIONAL CONFERENCE

- ✓ Sponsors and exhibitors can access a wide range of conference delegates including HR, Learning and Development Managers, RTO and VET Professionals
- ✓ Massive advertising campaign in leading HR magazines in Australia.
- ✓ Maximise your time and resources by showcasing your product to over 400 people in HR, L & D RTO's facilitation managers and coaches.
- ✓ Generate new leads, develop your brand or launch a new product via the exhibition
- ✓ The best way to gain face to face contact with potential partners and clients
- ✓ Excellent networking potential with conference delegates, speakers and exhibitors
- ✓ Affiliation with a credible and reputable event

Delegate's Feedback

- 89% of delegates make key decisions or influence the source of products and services for their organisations
- 94% of 2012 AITD National Conference attendees used the exhibition as an opportunity to compare supplier of products and services
- 86% of delegates have used, or intend to use a product/ Service sourced at an AITD exhibition
- 52% have referred products/ services they have discovered at the AITD exhibition to colleagues
- Over 95% agree that AITD National Conference is a *must attend* event

| BENEFITS OF SPONSORING/ EXHIBITING

As a key solution provider, participating at this event will put your organisation in front of some of the most influential Training, Learning and Development, HR leaders of Australia. AITD National Conference provides the perfect platform to access senior decision makers across all industries in both private and public sector.

This event provides your organisation an opportunity to:

- **Have access to and connect with** high quality senior delegates – a captive audience of over 350 senior level delegates
- **Showcase** your strengths, solutions and services to a receptive audience eager to listen to your ideas about how your products, solutions and services can meet their needs
- **Improve** customer product or service knowledge – leverage existing and develop new key customer relationship
- **Unlock** new sales opportunities through targeted lead generation – gain exposure to high quality influencers and decision makers from organizations most likely to purchase your products and services
- **Align your brand** with sound program content that will feature an outstanding speakers
- **Be associated** AITD the association of choice for professionals in training, learning and development in Australia – build on the substantial brand equity of this AITD event and position your together with it
- **Network** with delegates in an intimate setting and relaxed atmosphere – opens opportunities for a deeper, richer engagement and networking experience
- **Target** unique marketing opportunities – high impact marketing for your brand in an uncluttered environment
- **Maximise** brand and promotional opportunities through customized and creative/ merchandise and networking opportunities
- **Expose** your brand to over 10,000 potential clients via event marketing collateral, AITD Magazine, eNewsletter and the conference website

This year we are developing new ways to inform, excite and engage delegates. We are looking forward to working closely with our sponsors and exhibitors to ensure that you maximise presence and investment at the AITD National Conference 2014. Sponsorship packages can also be customised to meet your objectives.

PLATINUM SPONSORSHIP

\$33,950 (incl. GST)

This level of sponsorship gives you *exclusive* and *enhanced* branding opportunity, as well as the opportunity to address delegates. Full benefits include:

Pre-conference

- **Corporate logo will be included in all event advertising**, conference brochure, event website and all marketing material relation to the event
- **Web-link** from the AITD Conference web page direct to your website
- **Recognition of partnership** in a feature promotion in February and April 1014 AITD Training & Development Magazine
- **Advertisement in the AITD Training & Development Magazine, February 2014 Issue** – Full page advertisement (*artwork to be supplied by sponsor*)
- **Advertisement in the AITD Training & Development Magazine, April 2014 Issue** – Full page advertisement (*artwork to be supplied by sponsor*)
- **Logo presence and exposure in April and May 2014 AITD Monthly eNewsletter** (*with hyperlink direct to your website*)
- **Rotating banner** display on AITD homepage for April and May 2014 (*with hyperlink direct to your website*)

Conference

- **Acknowledgement of Platinum Sponsorship** by MC opening remarks
- Opportunity to **Address delegates** (10 minute address in the main conference)
- **Conduct concurrent workshop session** (45 minutes) by senior representative
- Opportunity to have senior representative participate in a **panel discussion**
- Acknowledgement with logo as **Platinum Sponsor** on all promotional literature and event website
- Detailed **company profile** (200 words), **contact details and logo exposure** in conference handbook and in AITD Conference App sponsor section
- Full-page display advertisement in prominent section of the conference handbook
- **Opportunity to provide corporate banner** to be displayed in prominent position inside conference room (*free-stand banner supplied by sponsor*)
- **6m² (3x2) shell scheme stand** in a prime position located in the foyer area directly outside the conference room where delegates congregate for registration, morning tea/coffee and afternoon refreshment
- **Sponsors logo** to be prominently displayed on the **conference projector screen** during the event
- **Provide corporate literature** to be inserted into delegate packs (up to four A4 pages)
- **3 x delegate passes** provided for staff or clients to attend the conference (conference only)

Post-conference

- **List of Delegates** and contact to use in one follow-up email ***
- **Recognition of partnership in feature article of June Issue AITD Training & Development Magazine** with logo presence
- **Advertisement in the AITD Training & Development Magazine, June 2014 Issue** – Full page advertorial (*material/artwork to be supplied by sponsor*)
- **Logo presence in June Snippets monthly email broadcast** (*logo and 200 words*)

Please note: *** Upon registration, conference delegates may opt out of receiving email, phone and mail follow-up from sponsor. Sponsors can still collect business cards at event for follow-up activities.

GOLD SPONSORSHIP

\$18,950 (incl. GST)

This level of sponsorship gives you top-level branding and exposure, as well as the opportunity to conduct workshop presentation. Full benefits include:

Pre-conference

- **Corporate logo will be included in all event advertising**, conference brochure, event website and all marketing material relation to the event
- **Web-link** from the AITD Conference web page direct to your website
- **Recognition of partnership** in a feature promotion in February and April 2014 Training & Development Magazine
- **Advertisement in the AITD Training & Development Magazine, February Issue 2014 – Half page advertisement** (*artwork to be supplied by sponsor*)
- **Advertisement in the AITD Training & Development Magazine, April 2014 issue – Half page advertisement** (*artwork to be supplied by sponsor*)
- **Logo presence and exposure in April and May 2014 monthly eNewsletter** (*with hyperlink direct to your website*)
- **Rotating banner** display on AITD homepage for May 2014

Conference

- **Acknowledgement of Gold Sponsorship** by MC opening remarks
- **Opportunity to conduct concurrent workshop session** (45 minutes)
- Acknowledgement with logo as **Gold Sponsor** on the front of the conference brochure and on all promotional literature and event website.
- Sponsor **logo AITD Conference Smart Phone & Tablet App entry** page in prominent position as Gold Sponsor
- Detailed **company profile** (150 words), **contact details and logo exposure** in conference handbook and in AITD Conference App sponsor section
- Half-page display advertisement in prominent section of the conference handbook (*sponsor to supply artwork and subject to print deadline*)
- **Opportunity to provide corporate banner** to be displayed in prominent position inside conference room (*free-stand banner supplied by sponsor*)
- **6m² (3x2) shell scheme stand** in a prime position located in the foyer area directly outside the conference room where delegates congregate for registration, morning tea/coffee and afternoon refreshment
- **Sponsors logo** to be prominently displayed on the **conference projector screen** during the event.
- **Provide corporate literature** to be inserted into delegate packs (up to four A4 pages)
- **2 x delegate passes** provided for staff or clients to attend the conference (conference only)

Post-conference

- **List of Delegates** and contact to use in one follow up email ***
- **Recognition of partnership in feature article of June Issue AITD Training & Development Magazine** with logo presence
- **Logo presence in June Snippets monthly email broadcast** (*logo and 150 words*)

Please note: *** Upon registration, conference delegates may opt out of receiving email, phone and mail follow-up from sponsor. Sponsors can still collect business cards at event for follow-up activities.

| SILVER SPONSORSHIP

\$12,950 (incl. GST)

This level of sponsorship gives you exposure and networking opportunities at the conference. Exposure to a targeted audience is further enhanced with the opportunity to advertise in the AITD Training & Development Magazine. Full benefits include:

Pre-conference

- **Web-link** from the AITD Conference web page direct to your website
- **Advertisement in the AITD Training & Development Magazine, April 2014 Issue** – Third page advertisement (*artwork to be supplied by sponsor*)
- **Logo presence and exposure in April Snippets monthly email eNewsletter** (*with hyperlink direct to your website*)

Conference

- Sponsor **logo AITD Conference Smart Phone & Tablet App** as Bronze Sponsor
- Detailed **company profile** (100 words), **contact details and logo exposure** in conference handbook and in AITD Conference App sponsor section
- **6m² (3x2) shell scheme stand** in a prime position located in the foyer area directly outside the conference room where delegates congregate for registration, morning tea/coffee and afternoon refreshment
- **Acknowledgement of Silver Sponsorship** by MC opening remarks
- **Sponsors logo** to be prominently displayed on the **conference projector screen** during the event
- **Opportunity to provide corporate banner** to be displayed in prominent position inside conference room (*free-stand banner supplied by sponsor*)
- **Provide corporate literature** to be inserted into delegate packs (*up to Two A4 pages*)
- **1 x delegate passes** provided for staff or clients to attend the conference (conference only)

Post-conference

- **List of Delegates** and contact to use in one follow-up email ***
- **Recognition of partnership in feature article of June Issue AITD Training & Development Magazine** with logo presence

*Please note: ***Upon registration, conference delegates may opt out of receiving email, phone and mail follow-up from sponsor. Sponsors can still collect business cards at event for follow-up activities.*

BRONZE SPONSORSHIP

\$7,950 (incl. GST)

This level of sponsorship gives you exposure and networking opportunities. Full benefits include:

Pre-conference

- **Web-link** from the AITD Conference web page direct to your website
- **Logo presence and exposure in April Snippets monthly email eNewsletter** (with hyperlink direct to your website)

Conference

- Sponsor **logo AITD Conference Smart Phone & Tablet App** as Bronze Sponsor
- Detailed **company profile** (75 words), **contact details and logo exposure** in conference handbook and in AITD Conference App sponsor section
- **6m² (3x2) shell scheme stand** in a prime position located in the foyer area directly outside the conference room where delegates congregate for registration, morning tea/coffee and afternoon refreshment
- **Acknowledgement of Bronze Sponsorship** by MC opening remarks
- **Sponsors logo** to be prominently displayed on the **conference projector screen** during the event.
- **1 x delegate passes** provided for staff or clients to attend the conference (conference only)

Post-conference

- **List of Delegates** and contact to use in one follow-up email ***
- **Recognition of partnership in feature article of June Issue AITD Training & Development Magazine** with logo presence

*Please note: ***Upon registration, conference delegates may opt out of receiving email, phone and mail follow-up from sponsor. Sponsors can still collect business cards at event for follow-up activities.*

EXHIBITION SPACE

\$3,895 (incl. GST)

At this event there are a limited number of exhibition booths available in the break-out/foyer area which will be visited by the delegates and speakers during tea/coffee and lunch breaks.

This is an excellent opportunity to launch and demonstrate your product, make that important announcement, strengthen ties with new and existing customers, showcase innovative technology, and identify yourself as a leader in the industry.

Pre-conference

- Listing on AITD National Conference website

Conference

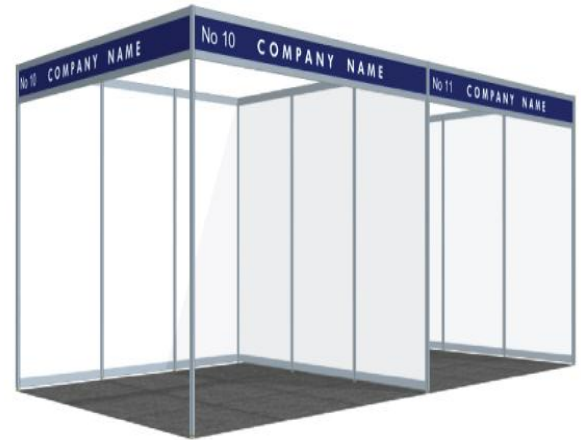
- Company profile (50 words) and logo exposure in conference handbook and in AITD National Conference App exhibition section
- **3x2m shell scheme stand** in a prime position located in the foyer area directly outside the conference
- **1 x complimentary full delegate conference registration**

Extras for exhibitors

- Additional 3 x 2m booth - \$3,500 (incl. GST) *** same exhibitor only – not an additional business ***
- Corner booth (where available) – additional \$795 (inc. GST)

PRIZE DRAW

Sponsors/ Exhibitors have the opportunity to offer a prize. The winners will be announced 2nd day of the conference immediately after lunch inside the main conference room.



LUNCHEON SPONSOR

\$8,950 (incl. GST)

This is your key opportunity to build loyalty while showcasing your expertise to some of the key decision-makers in Australia. By investing in this level of event sponsorship you will receive branding benefits as well as have an opportunity to make a welcome address or product announcement to the conference delegates at lunch on either day one or day two. Full benefits include:

Pre-conference

- **Web-link** from the AITD Conference web page direct to your website
- **Logo presence and exposure in April Snippets monthly email eNewsletter** (with hyperlink direct to your website)

Conference

- **Exclusive host of the lunch on either day one or two**, on a first to sponsor first choice basis
- **Acknowledgement as the Luncheon Sponsor** by MC opening remarks
- **Opportunity to address delegates** (10 minute address)
- **Acknowledgement with logo as Luncheon Sponsor** on the conference brochure and all promotional literature and event website
- Sponsor **logo AITD Conference Smart Phone & Tablet App** as Luncheon Sponsor
- Detailed **company profile** (75 words), **contact details and logo exposure** in conference handbook and in AITD Conference App sponsor section
- **Sponsors logo** to be prominently displayed on the **conference projector screen** during the event.
- **Opportunity to provide corporate banner** to be displayed in prominent position in the Luncheon area
- **Provide Corporate Literature** to be inserted into delegate packs (up to two A4 pages)
- **1 x delegate passes** provided for staff or clients to attend the conference (conference only)

Post-conference

- **List of Delegates** and contact to use in one follow-up email ***
- **Recognition of partnership in feature article of June Issue AITD Training & Development Magazine** with logo presence

*Please note: ***Upon registration, conference delegates may opt out of receiving email, phone and mail follow-up from sponsor. Sponsors can still collect business cards at event for follow-up activities.*

COCKTAIL DRINKS SPONSOR

\$9,950 (incl. GST)

Let the networking begin! At the end of the 1st day delegates will be invited to attend a casual drinks reception hosted by your company at the conference venue. This is an excellent way to build closer relationships and goodwill in a relaxed environment. Full benefits include:

Pre-conference

- **Web-link** from the AITD Conference web page direct to your website
- **Logo presence and exposure in April Snippets monthly email eNewsletter** (with hyperlink direct to your website)

Conference

- **Acknowledgement as the Official Cocktail Drinks Sponsors** by MC opening remarks
- **Opportunity to address delegates at the cocktail drinks** (10 minute address in the cocktail area)
- **Acknowledgement with logo as Official Cocktail Drinks Sponsor** on the conference brochure and all promotional literature and event website
- Sponsor **logo AITD Conference Smart Phone & Tablet App** as Cocktail Drinks Sponsor
- Detailed **company profile** (75 words), **contact details and logo exposure** in conference handbook and in AITD Conference App sponsor section
- **Sponsors logo** to be prominently displayed on the **conference projector screen** during the event.
- **Opportunity to provide corporate banner** to be displayed in prominent position in the cocktail drinks area
- **Provide Corporate Literature** to be inserted into delegate packs (up to two A4 pages)
- **1 x delegate passes** provided for staff or clients to attend the conference (conference only)

Post-conference

- **List of Delegates** and contact to use in one follow-up email ***
- **Recognition of partnership in feature article of June Issue AITD Training & Development Magazine** with logo presence

*Please note: ***Upon registration, conference delegates may opt out of receiving email, phone and mail follow-up from sponsor. Sponsors can still collect business cards at event for follow-up activities.*

Booking & Payment Form / Tax Invoice

ABN 52 008 516 701



AUSTRALIAN INSTITUTE OF
TRAINING AND DEVELOPMENT

AITD National Conference 2014 – Sponsorship & Exhibition

Please complete and return signed form to the AITD National Office:

Email: Harvey.chang@aitd.com.au Fax: 02 9211 8784 Post: 111/ 419 Elizabeth St, Surry Hills NSW 2010
Contact: Harvey Chang Ph: 02 9211 9414 Email: Harvey.chang@aitd.com.au

SPONSOR DETAILS

Name			Job Title:		
Organisation:					
Address:					
Suburb:	State:			Postcode:	
Telephone	Mobile:			Fax:	
Email:					

TYPE OF SPONSORSHIP

I would confirm my participation at the **AITD National Conference 2014** in the following capacity:

- | | |
|---|--|
| <input type="checkbox"/> Platinum Sponsor | <input type="checkbox"/> Luncheon Sponsor |
| <input type="checkbox"/> Gold Sponsor | <input type="checkbox"/> Cocktail Drinks Sponsor |
| <input type="checkbox"/> Silver Sponsor | <input type="checkbox"/> Exhibition Stand |
| <input type="checkbox"/> Bronze Sponsor | <input type="checkbox"/> Other _____ |

PAYMENT

Please charge the amount of \$ _____ to the following:

- Cheque (please make cheques payable to AITD)
 Credit Card

Credit Card:	<input type="checkbox"/> Mastercard	<input type="checkbox"/> Visa	<input type="checkbox"/> Amex (+ 2% surcharge)
Card Number	_____ / _____ / _____ / _____		Expiry: _____ / _____
Card Holder Name:	_____		
Signature:	_____		

TERMS & CONDITIONS

- I have read and accept the Terms & Conditions of the Contract for sponsorship of the AITD National Conference 2014.

Signed: _____ Date: _____

AITD National Conference 2014 – Sponsorship & Exhibition

Terms and Conditions



AUSTRALIAN INSTITUTE OF
TRAINING AND DEVELOPMENT

The Contract

1. 'AITD' refers to The Australian Institute of Training and Development.
2. 'Sponsor' and 'Exhibitor' refers to any person, firm, company or corporate and its employees and agents identified in the Booking Form.
3. A contract is formed between AITD and Sponsor/ Exhibitor when AITD accepts the Booking Form signed by the Sponsor/ Exhibitor.
4. AITD may cancel the contract at their discretion if the agreed payment is not received within 14 days of signed Booking Form.

The Booking Form

5. A signed Booking Form must be received to secure sponsorship/ exhibition space.
6. AITD reserves the right to refuse application or prohibit any Sponsor/ Exhibitor from involvement without a reason.

Obligations and Rights of AITD

7. AITD may in its absolute discretion, determine to relocate, postpone or reschedule the Conference.
8. AITD reserves the right to cancel the contract by returning the agreed payment.
9. AITD agrees to allocate the Exhibitor an exhibition space, where the priority of booth positioning within the exhibition will be offered to premium level Sponsors first and then prioritised by taking into account each organisation's level of sponsorship, payment date, preferences, proximity to competitors.
10. AITD reserves the right to alter the exhibition floor plan and the Conference program without notice
11. AITD agrees to provide Exhibitor Kit to Exhibitor prior to the exhibition.
12. AITD reserves the right to disapprove the content and presentation of the Sponsor/ Exhibitor catalogues and corporate literature with respect to the Conference.
13. AITD may determine the hours during which the Exhibitor will have access to the exhibition venue for the purpose of setting up and dismantling.
14. AITD reserves the right to refuse any person, including exhibitor staff, representatives, visitor, contractors and/ or agents entry to the exhibition if they do not have delegate registration pass.
15. AITD will liaise with the venue regarding security onsite during the period of the Conference but will accept no liability for loss or damage.

Obligations and Rights of the Sponsor/ Exhibitor

16. The Sponsor/ Exhibitor must ensure all accounts are finalised and paid on invoice.
17. The Sponsor/ Exhibitor must comply with all directions/ requests issued by AITD including those outlined in the sponsorship and Exhibitor Kit.
18. The Exhibitor must comply with all applicable laws, including laws in relation to occupational health and safety.
19. The Exhibitor is responsible for all items within their allocated exhibition space.
20. The Sponsor/ Exhibitor agrees to adhere to all fire regulations and will refrain from using flammable or dangerous materials with the conference or exhibition.
21. The Exhibitor will not use nails, screws or other fixtures on any part of the premises including walls and floor unless authorised by AITD. In any case all permanent damage will result in the Exhibitor being invoiced for all repairs.
22. Exhibitor agrees to abide by requests made by AITD to stop any activity that may cause annoyance to others in exhibition.
23. No Sponsor/ Exhibitor shall assign, sublet or apportion any part of their stand or promote the products/ services of other companies without the prior permission of AITD.
24. Sponsors/ Exhibitors wishing to showcase more than one business must purchase a booth for each of the businesses showcased.

Stand Services and Construction

25. Official contractors will be appointed by AITD to undertake stand construction and freight forwarding plus supply furniture, electrics, telecoms and IT equipment. This is for insurance and security reason. All non-official contractors wishing to enter the exhibition are required to produce current Certificate of Currency for Insurance, Public Liability and OH&S. Access will be denied without such documents.

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For information contact: Harvey Chang on +61 2 9211 9414 | email Harvey.chang@aitd.com.au



Privacy

26. Sponsor and Exhibitors acknowledges that AITD will collect the information on the Booking Form for the purposes of processing booking, making credit enquiries, keeping Sponsor and Exhibitor informed about upcoming event, membership services and assisting in improving AITD service to the Sponsor and Exhibitor.

Usage of Delegate List

27. Where a delegate list is included as part of the sponsorship agreement, the Sponsor agrees that it will not resell, disclose, transfer, duplicate, reproduce, or retain in any form all or any part of the list or permit third party, agent, employee, contractor or their respective agents and employees to do so.
28. The list supplied to Sponsors shall be limited to one time usage solely and exclusively to promote or market the Sponsors specific products and/ or services.
29. In the event the Sponsor uses the list contrary to the provisions of the agreement, Sponsor shall be held responsible for all costs and expenses incurred by AITD in enforcing this agreement.
30. Sponsor acknowledges that, at all times, the list remains sole property of AITD.
31. Sponsor acknowledges that the list contains names and addresses to monitor improper and unauthorised usage.
32. Sponsor agrees to not use the list for personal or telephone solicitation.

Insurance and Liability

33. All Exhibitors must have Public Liability Insurance for the period of the exhibition and must be able to produce documentation immediately at the request of AITD.
34. Exhibitors must insure, indemnify and must not hold AITD responsible for of all damages, injuries, costs, claims, demands, expenses and interest for which AITD may become liable.
35. Whilst AITD will endeavour to protect exhibition property on display at the exhibition, it must be clearly understood that the venue and AITD cannot accept liability for any loss or damage to property sustained or occasioned from any cause whatsoever.
36. AITD shall not be liable for any loss, which Sponsor or Exhibitor may incur as a result of the intervention of any Authority, which prevents the use of the premises or any part thereof in any manner whatsoever.
37. AITD will not be liable and makes no guarantee of the number of delegates to the conference or exhibition. Equally AITD will not be accountable for the level of commercial activity generated.

Payment and Cancellation

38. Full payment is required on invoice. Payment is required in advance of the Conference, as AITD will be promoting your involvement prior to the conference as outlined in Pre-Conference benefits.
39. Sponsorship and Exhibition bookings 1 month prior to the conference will be required to make full payment on invoice next business day.
40. AITD will not provide discount or credit to late Sponsorship and Exhibition booking should marketing opportunities outlined in Pre-Conference benefits lapses. Sponsor/ Exhibitors will not be compensated for marketing opportunities that have already passed but the time of booking.
41. All artwork, advertisements, corporate literature and delegate information must be received by due dates. AITD takes no responsibility for late or incorrect artwork material submissions.
43. Cancellations prior to 31 December 2013 will be liable for 50% of the sponsorship and exhibition package that has been booked.
45. Cancellation after 1 January 2014 will be liable for the full amount of the sponsorship and exhibition package that has been booked.

Disclaimer

All information is correct at time of publication. Australian Institute of Training and Development (AITD) reserves the right to amend sponsorship packages or tailor sponsorship packages to benefit the Sponsor/ Exhibitor and conference program.

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