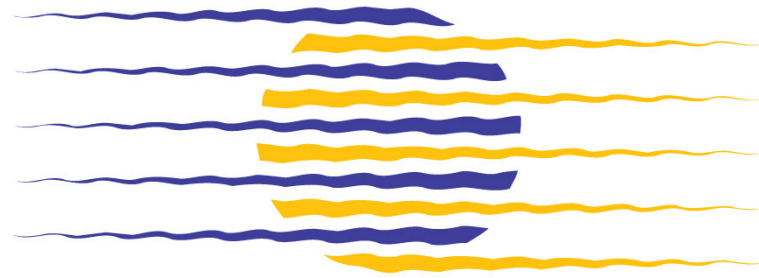


ALIA 2004



challenging ideas

SPONSORSHIP PROPOSAL

ALIA 2004 Biennial Conference

**Gold Coast Convention & Exhibition Centre
Gold Coast, Queensland, Australia**

21 – 24 September 2004



EVENT OVERVIEW

The ALIA 2004 Biennial Conference is to be held on 21 -24 September 2004 at the Gold Coast Convention & Exhibition Centre in Queensland, Australia.

ALIA is the professional association for the Australian library and information services sector. It seeks to empower the profession in the development, promotion and delivery of quality library and information services to the nation, through leadership, advocacy and mutual support. The biennial conference aims to foster the professional interests and aspirations of ALIA members and to provide a forum for the exchange of knowledge and ideas that will impact on the future direction of the industry.

The 2004 Conference is expected to attract over 600 delegates with a combination of a stimulating program featuring highly respected speakers, a large trade exhibition and enjoyable social activities. The conference theme *Challenging Ideas* has been developed to reflect the need for libraries and information systems to challenge existing methods in order to improve service delivery.

THE DESTINATION

The Gold Coast is one of Asia Pacific's leading conference travel destinations, famous for its stunning beaches, subtropical rainforests and an incredible choice of entertainment. The list of attractions for delegates is endless including a warm year round climate, a safe and secure environment, friendly faces plus excitement and adventure beyond all expectations.

Whatever is needed for a successful and enjoyable conference experience – as well as an excellent opportunity for a pre or post conference holiday – the Gold Coast will provide with style and sunshine.

THE VENUE

The conference will be one of the first major events in the new Gold Coast Convention & Exhibition Centre. It is a state of the art venue supported by a team of professionals committed to service excellence. This custom-built building is adaptable to the most advanced technology and has been designed to provide unsurpassed conferencing and exhibition facilities and services.

Centrally located in the Gold Coast, with a covered walkway to Conrad Jupiter's Hotel and Casino, a monorail service to the Grand Mercure Hotel and Broadbeach shops and a short stroll to the beautiful surf beach and Broadbeach alfresco dining precinct, the Gold Coast Convention & Exhibition Centre is perfectly situated to cater for all delegates' requirements.

PROGRAM OVERVIEW

The Conference Organising Committee and the Program Sub-Committee are working hard to develop a stimulating, exciting and well balanced program of plenary sessions, panels and workshops for the conference that will centre around core themes each day. The social program also promises to be a highlight of the conference.

SPONSORSHIP – A VALUABLE OPPORTUNITY

Sponsorship of the ALIA 2004 Biennial Conference is a unique opportunity for you to promote and showcase its products and services to a targeted and influential delegate group.

Your organisation will have access to more than 600 key library and information services professionals from Australia, New Zealand and the Asia Pacific Region over three full days. The organisers recognise the importance for sponsors and exhibitors to have ample time during the program to network with delegates and as such have made the trade exhibition the main “networking hub” for the Conference. The welcome reception, coffee breaks and lunches will be held in and around this area.

Sponsorship is an ideal way to prominently position your organisation as a key player in the area of library and information services.

The following levels of sponsorship have been designed to offer a range of opportunities so that you can select the level of involvement that best suits your organisation’s marketing objectives and budget. Each level offers a package of entitlements including naming rights to specific functions or conference components and a range of acknowledgment opportunities pre, during and post event. We are committed to working with you to ensure maximum benefit and exposure from your involvement as a sponsor of the ALIA 2004 Biennial Conference from the time you confirm your involvement to the completion of the event. Please note, sponsorship packages are negotiable and we would be happy to discuss your specific requirements and where possible, tailor a package to suit your needs.

PAYMENT SCHEDULE

The following payment schedule is applicable to all sponsorship levels.

25% deposit on confirmation of sponsorship

25% instalment due by Friday 19 December 2003 (9 months prior)

25% instalment due by Friday 19 March 2004 (6 months prior)

25% final payment by Friday 16 July 2004 (2 months prior)

Please contact the Conference Manager if the proposed schedule is unsuitable and where possible, we will endeavour to adjust the payment schedule as required.

Please note all prices quoted in this document are in Australian Dollars.

THE PROFESSIONAL CONFERENCE MANAGER

OzAccom Conference Services has been appointed as the Conference Manager for the ALIA 2004 Biennial Conference. Your organisation can feel confident that OzAccom Conference Services will work with you and your representatives to develop a comprehensive package of benefits to suit your marketing strategy, and then ensure your company receives maximum value from every promotional element of the package. Please do not hesitate to contact our Event Managers to discuss any aspect of your involvement.

OzAccom Conference Services

Postal Address: PO Box 164
Fortitude Valley Qld 4006

Street Address: 15 Wren St
Bowen Hills Qld 4006

Telephone: +61 (0)7 3854 1611

Facsimile: +61 (0)7 3854 1507

Email: alia2004@alia.org.au

Web: <http://conferences.alia.org.au/alia2004/>

DISCLAIMER

The entitlements listed in this document are offered on the basis that confirmation of a sponsor's involvement is received prior to the deadline specified by the Conference Manager (eg production of promotional material).

Conference Management reserves the right to amend these packages subject to change in the program format.

CANCELLATION POLICY

Sponsorship cancellations must be made in writing. Please note that the detailed cancellation policy will be outlined in the Sponsorship Terms & Conditions included with the Sponsor Agreement.

PLATINUM SPONSOR \$22,000 (GST INCL)

ENTITLEMENTS

Pre-Event (sponsorship confirmation date – late Sept 2004)

Conference Website

Your organisation will receive **Priority** Acknowledgement on the Conference website including corporate logo, promotional text and a hotlink to your website

Conference Endorsement

You are authorised to use the following phrase on promotional material until the conclusion of the Conference.

OFFICIAL PLATINUM SPONSOR OF THE ALIA 2004 BIENNIAL CONFERENCE

Priority Acknowledgement as the Platinum Sponsor on All Promotional Material

Including but not limited to:

- **Call for Presentations** – your logo on this document*
- **Registration Brochure** – your logo featured prominently and a short promotional paragraph inside the document*
- your logo to feature on **Promotional Slides** to be used at national and international conferences and events
- **inCite's Conference Trade Exhibition feature** – your logo in this document.

** Please note, these documents are web based.*

During Event (21 – 24 Sept 2004)

Sponsorship of Keynote Speaker and Session*

Your organisation will be acknowledged as the sponsor of a keynote speaker and the conference session in which they present including:

- acknowledgment wherever the keynote speaker and conference session is mentioned on all promotional material including the registration brochure, website, handbook and program
- the opportunity to briefly address the delegates at the opening of the conference session
- Your organisation acknowledged on slides used in the conference session.

**Please note - keynote speaker sessions will be assigned in consultation with Conference Organising Committee.*

Naming Rights to Conference Satchel & Lanyards

Your organisation's logo will be featured on conference satchels and lanyards (attached to namebadge) to be distributed to every delegate at registration.

Platinum Sponsor Booth

Your organisation will be allocated a Platinum Sponsor Booth in a prominent location. The booth is 3 x standard booth size. As a Platinum Sponsor, you will have first preference for booth location.

Five Complimentary Registrations

As a Platinum Sponsor, your organisation will be entitled to five (5) complimentary registrations including access to conference sessions and functions including the Conference Dinner.

Conference Handbook

Your organisation will be acknowledged as a Platinum Sponsor in the conference handbook which is distributed to all delegates at registration. This document contains all key information regarding the conference including program and all abstracts.

Your logo and a promotional paragraph will be included. The life of this document extends well beyond the Conference as it is kept as a reference tool by many delegates and organisations.

Conference Handbook Advertisement

You can provide a full page (A4) two colour advertisement for inclusion in the conference handbook. Final artwork must be provided in the format specified by the Conference Manager.

inCite Feature

Your organisation has the opportunity to provide a one page feature, including your logo, in an edition of inCite leading up to the Conference.

President's Lunch

Your organisation will be given two (2) complimentary tickets for representatives to attend the ALIA President's Lunch being held during the conference. This is an excellent opportunity to network with key decision makers and senior staff of library and information services organisations.

Logo on Conference Signage

Your logo will appear on all conference signage to be placed at key points in the Convention Centre for the duration of the Conference.

Complimentary Satchel Inserts

This is an opportunity for you to place important information in the hands of all delegates. Up to two items (size to be approved by Conference Manager) can be included in delegate satchels to be distributed at registration.

PowerPoint Presentation

You will be acknowledged as a Platinum Sponsor on the PowerPoint presentation slides to be screened throughout the Conference.

Workshops or Breakfast Session

Your organisation will have the opportunity to conduct a workshop or breakfast session as part of Conference program (additional cost to sponsor).

Post Event (Oct – Nov 2004)

Delegate List

A detailed delegate list will be provided following the Conference. (Please note, due to the Privacy Act, conditions regarding the use of this list will apply).

Sponsor Report

The Conference Manager will provide a detailed report within 6 weeks of the conclusion of the Conference. This report will document all aspects of your involvement.

SILVER SPONSOR

\$6,600 (GST INCL)

ENTITLEMENTS

Pre-Event (sponsorship confirmation date – late Sept 2004)

Conference Website

Your organisation will receive acknowledgement on the Conference website including corporate logo and a link to your website.

Conference Endorsement

Your organisation is authorised to use the following phrase on promotional material until the conclusion of the Conference.

OFFICIAL SILVER SPONSOR OF THE ALIA 2004 BIENNIAL CONFERENCE

Acknowledgement as a Silver Sponsor on All Promotional Material

Including but not limited to:

- **Call for Presentations** – Your logo on this document*
- **Registration Brochure** – Your logo on this document*
- Your logo to feature on **Promotional Slides** to be used at national and international conferences and events.

* Please note, these documents are web based.

During Event (21 – 24 Sept 2004)

Your organisation will be able to choose one of the following key entitlements:

Naming Rights to a Conference Concurrent Session

You will receive the naming rights to a Conference Concurrent Session including:

- acknowledgement on all promotional material including the registration brochure, website, handbook and program
- Your organisation acknowledged on slides used in the Conference Concurrent Session.

OR

Naming Rights to a Conference Lunch

You will receive the naming rights to a Conference Lunch including:

- acknowledgement on all promotional material including the registration brochure, website, handbook and program
- the opportunity to provide signage (*size to be approved by Conference Manager*) to be placed in the serving areas.

In addition to one of the above, Silver Sponsors receive the following:

Silver Sponsor Booth

Your organisation will be allocated a Silver Sponsor Booth in a prominent location. The booth is 1 x standard booth size.

One Complimentary Registration

As a Silver Sponsor, your organisation will be entitled to one (1) complimentary registration including access to conference sessions and functions including the Conference Dinner.

Conference Handbook

Your organisation will be acknowledged as a Silver Sponsor in the conference handbook which is distributed to all delegates at registration. This document contains all key information regarding the conference including program and all abstracts.

Your logo will be included. The life of this document extends well beyond the Conference as it is kept as a reference tool by many delegates and organisations.

Conference Handbook Advertisement

Your organisation can provide a half A4 page mono advertisement for inclusion in the conference handbook. Final artwork must be provided in the format specified by the Conference Manager.

Logo on Conference Signage

Your logo will appear on all conference signage to be placed at key points in the Convention Centre for the duration of the Conference.

Complimentary Satchel Insert

This is an opportunity for you to place important information in the hands of all delegates. One item (size to be approved by Conference Manager) can be included in delegate satchels to be distributed at registration.

PowerPoint Presentation

Your organisation will be acknowledged as a Silver Sponsor on the PowerPoint presentation slides to be screened throughout the Conference.

BRONZE SPONSOR

\$4,400 (GST INCL)

ENTITLEMENTS

Pre-Event (sponsorship confirmation date – late Sept 2004)

Conference Website

Your organisation will receive acknowledgement on the Conference website including corporate logo and a link to your website.

Conference Endorsement

Your organisation is authorised to use the following phrase on promotional material until the conclusion of the Conference.

OFFICIAL BRONZE SPONSOR OF THE ALIA 2004 BIENNIAL CONFERENCE

Acknowledgement as a Bronze Sponsor on All Promotional Material

Including but not limited to:

- **Call for Presentations** – Your logo on this document*
- **Registration Brochure** – Your logo on this document.*

** Please note, these documents are web based.*

During Event (21 – 24 Sept 2004)

Naming Rights to a Conference Morning or Afternoon Tea

You will receive the naming rights to a Conference Morning or Afternoon Tea including:

- acknowledgement on all promotional material including the registration brochure, website, handbook and program
- the opportunity to provide signage (*size to be approved by Conference Manager*) to be placed in the serving areas.

Bronze Sponsor Booth

Your organisation will be allocated a Bronze Sponsor Booth in a prominent location. The booth is 1 x standard booth size.

Conference Handbook

Your organisation will be acknowledged as a Bronze Sponsor in the conference handbook which is distributed to all delegates at registration. This document contains all key information regarding the conference including program and all abstracts.

Your logo will be included. The life of this document extends well beyond the Conference as it is kept as a reference tool by many delegates and organisations.

Complimentary Satchel Insert

This is an opportunity for you to place important information in the hands of all delegates. One item (size to be approved by Conference Manager) can be included in delegate satchels to be distributed at registration.