




Information **ONLINE** 2007

13TH EXHIBITION & CONFERENCE

30 January – 1 February 2007 Sydney Convention & Exhibition Centre

sponsorship & exhibition brochure



The No. 1 event for the
online information industry
in the Asia-Pacific region

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why exhibit at information online?

Information Online is the most important and informative conference and exhibition for the Online Information Industry in the Southern Hemisphere.

Running over 18 years, Information Online 2007 will be the 13th Conference and Exhibition being held at Sydney Convention and Exhibition Centre 30th January – 1st February 2007.

exhibitor profile

The exhibitor profile for Information Online consists of leading suppliers from all areas of online information and knowledge management. They include providers of:

Electronic information, software solutions for online information, distance learning, reference and research databases, technical equipment, news and information services, information management systems; search systems; consulting for online information; online publishing; hardware; training for online products; audio-visual equipment.

about information online

By effectively delivering a direct route to the market, the exhibition has grown to become the largest event of its kind in the Asia-Pacific region. In 2005 the event attracted over 2,000 attendees, offering leading industry suppliers a pivotal business development and marketing opportunity to reach local, national and international key decision makers within the online sector.

delivering the audience

Building upon the status and success of previous events, Information Online 2007 will further benefit from the most comprehensive marketing campaign the Australasian Information Industry has received to date. We invite you to take advantage of our efforts in the promotion of Information Online to reach your target audience.

Key campaign components include:

- **Direct Mail** – Utilising the Information Online database, combined with relative associations', societies', media, education and selected corporate databases, Direct Mail is the principal marketing method.
- **Advertising and Publication Inserts** in leading Trade Titles (eg. CIO Magazine, Computerworld, Incite, MIS Australia) combining with media partners provide key event coverage and visual promotion.
- **Email Newsletters and Diary Notices** are distributed to targeted industry lists periodically.
- **Web Promotion** – A dedicated event website is developed to advertise and promote all aspects of the event highlighting the Programme, Exhibitors and Sponsors.
- **PR** – The Information Online PR team will ensure over the duration of the lead-up, the event receives key press coverage with Diary Notices, Media Releases, Interviews and broadsheet exposure.

If you provide any products or services relating to the information online sector, you should be exhibiting at Information Online 2007.

great reasons to be involved at information online 2007

- Direct sales and generation of sales leads
- Expand your customer database
- Develop and improve your client relationships
- Gain industry knowledge through networking with key executives
- Take advantage of the ideal opportunity to have in-depth discussions with future clients and regain lapsed customers
- Maximise exposure within your target market to promote your products and services
- Build brand awareness, boosting market and buyer perception
- Take advantage of the improved, specialised product presentation area to demonstrate benefits and maximise exposure for your products

visitor and delegate profile

Online Information has become an integrated management tool and is now a powerful asset for business growth for all companies.

The promotion campaign for Information Online 2007 will target the potential buyers and key decision makers across all industry sectors. In 2005 a record number of conference delegates and exhibition visitors was achieved and representatives from the following sectors attended the Trade Show: Advertising, Agriculture, Airline, Banking, Education, Government, Hospitality, I.T, Insurance, Legal, Media, Medical, Mining, Professional Services, Publishing, Research & Development, Science, Software Providers and Telecommunications.

previous exhibitors include

3M Australia; Aldis Associates Pty Ltd; Altarama Systems & Services; AMPL Software Pty Ltd; Andhra Electronics Ltd; Apple Computer Australia Pty Ltd; Aspect Financial Pty Ltd; Australian Business Research Pty Ltd; Australian Library and Information Association; Biosis; Blackwell Publishing Asia; Blackwell's Book Services; Bureau Van Dijk Electronic Publishing; C.I.S.T.I.; CABI Publishing; Caval Limited; Chemical Abstracts Service; Civica Pty Ltd; Colour Presentations Pty Ltd; DA Information Services; Docmatrix; EBSCO Australia; Economist Intelligence Unit; Educational Media Australia; Elsevier Science; Emerald; Endeavour Information Systems; Enterprise Information Management Pty Ltd; Epixtech Pty Ltd; Eurofield Information Solutions; Euromonitor International (Asia) Pty Ltd; Ex Libris (Aust) Pty Ltd; Factiva; Fretwell-Downing Informatics; GEAC Computers Pty Ltd; H W Wilson Company; Health Communication Network; Ibis World; IGroup (Australasia) Pty Ltd; IHS Australia; Information Today Inc.; Infotrieve Australia Pty Ltd; InfoVision Technology Pty Ltd; Innovative Interfaces; Insight Informatics; James Bennett Pty Ltd; John Wiley & Sons Australia; LexisNexis Butterworths; Maxus Australia; Mergent Pacific; Monash Learningfast; National Library of Australia; Newsbank; Northern Micros Pty Ltd; OneSource Information Services, Inc; Ovid Technologies; Oxford University Press; Palamedia, ABIX; Palgrave Macmillan; Proquest Information and Learning; Resource Options; RMIT Publishing; SIRSI Australia; Softlink Australia Pty Ltd; Springer Verlag; Standards Australia; State Library of NSW; Swets Blackwell; Thomson Legal & Regulatory Ltd; Thorpe-Bowker; TimeBase Pty Ltd; Your Amigo

sponsorship opportunities

Maximise your impact by sponsoring Information Online 2007 and receive branding and promotional benefits over an extended time period.

choice of	cost	benefits
Platinum Sponsor	\$44,000	<ul style="list-style-type: none">• Recognition as Platinum Sponsor in all conference promotional material• Company name and logo (75% larger than other sponsors) on all conference banners• Company name, logo and Platinum Sponsor recognition on Sponsors' board, placed in a prominent position• Company name, logo and Platinum Sponsor recognition on Entrance Feature to exhibition• Company name and logo on all event directional signage• Company name and logo on holding slides at start of conference sessions• Verbal acknowledgment by Chairpersons as Platinum Sponsor throughout conference sessions• Official Satchel Sponsor: Company name and logo printed on all satchels to be distributed• Official Welcome Reception Sponsor• Company name and logo in Final Programme and on all nametags• Company name, logo and link on conference website• Promotional material in conference satchel and four complimentary conference registrations• Colour A4 Advertisement in Final Programme, Exhibition Catalogue and Registration Brochure• Exhibition: First choice of 36m²
Gold Sponsor	\$33,000	<ul style="list-style-type: none">• Recognition as Gold Sponsor in all conference promotional material• Company name and logo on all conference banners• Company name and logo and Gold Sponsor recognition on Sponsors' board• Company name, logo and Gold Sponsor recognition on Entrance Feature to exhibition• Company name and logo on all nametags• Company name and logo in Final Programme• Company name, logo and link on conference website• Promotional material in conference satchel• Three complimentary conference registrations• Colour A4 Advertisement in Final Programme or Exhibition Catalogue• Half page colour Advertisement in the Registration Brochure• Exhibition booth – 18m²
Silver Sponsor	\$22,000	<ul style="list-style-type: none">• Recognition as Silver Sponsor in all conference promotional material• Company name and logo on all conference banners• Company name and logo and Silver Sponsor recognition on Sponsors' board• Company name, logo and Silver Sponsor recognition on Entrance Feature to exhibition• Company name and logo in Final Programme• Company name, logo and link on conference website• Promotional material in conference satchel• Two complimentary conference registrations• Half page colour Advertisement in Final Programme or Exhibition Catalogue• Exhibition booth – 9m²
Official Conference Dinner Sponsor	\$15,000	<ul style="list-style-type: none">• Verbal acknowledgement as official sponsor• Company name and logo in the Final Programme• Printed menu identifying sponsor company• Company banners and signage at dinner venue• Sponsor name on dinner tickets and four (4) complimentary tickets to dinner
Official Internet City Sponsor	\$12,000	<ul style="list-style-type: none">• Company banners and signage throughout the Internet City in the exhibition area• Promotional material in conference satchel• Company name and logo in the Final Programme and listing in Exhibitors Guide• Four (4) exhibitor badges• Four (4) exhibitors for all official morning/afternoon teas and lunches• Two (2) tickets to the conference dinner• Visitor passes to attract potential and existing clients to the event

Information Online 2007 presents a unique opportunity for Sponsors to reach a wide range of information professionals from the business community, academia, libraries, education sector, government, legal sector and the community at large.

The following opportunities are not exhaustive and can be tailored to meet your needs, however availability is limited. Please book your company's involvement early to avoid disappointment and contact us now. ALL PRICES INCLUDE GST.

Official Website Sponsor	\$11,000	<ul style="list-style-type: none"> • Official recognition on all pages of the conference website as site sponsor • Company name and logo in the Final Programme • Two (2) complimentary registrations to attend the conference • URL link to company web site
Exhibitor per booth (9sq.m)	\$3,500	<ul style="list-style-type: none"> • 3 x 3 shell scheme booth • Two (2) exhibitor badges • Two (2) exhibitors for all official morning/ afternoon teas and lunches • One (1) Final Programme • One (1) ticket to conference dinner • Listing in Final Programme • Listing in Exhibitors Guide • Visitor passes to attract potential and existing clients to the event
Exhibitor per double booth	\$6,300	<ul style="list-style-type: none"> • 6 x 3 shell scheme booth • Four (4) exhibitor badges • Four (4) exhibitors for all official morning/afternoon teas and lunches • One (1) Final Programme • Two (2) ticket to conference dinner • Listing in Final Programme • Listing in Exhibitors Guide • Visitor passes to attract potential and existing clients to the event
Sponsor Keynote Speakers	\$8,500	<ul style="list-style-type: none"> • One (1) complimentary registration to the conference • Company name and logo in the Final Programme • Promotional material in conference satchel • Company logo on overhead projector in main conference room • Verbal acknowledgement at beginning of relevant daily session
Sponsor – Sessions	\$5,500	<ul style="list-style-type: none"> • One (1) complimentary registration to the conference • Company name and logo in the Final Programme • Promotional material in conference satchel • Company name and logo on holding slide at start of session • Verbal acknowledgement at beginning of relevant daily session
Lunch Sponsor (3 only)	\$5,500	<ul style="list-style-type: none"> • One (1) complimentary registration to the conference • Company name and logo in Final Programme • Promotional material in conference satchel • Verbal acknowledgement at beginning of sponsored lunch break • Company banners and signage in lunch area
Lanyard Sponsor	\$5,000	<ul style="list-style-type: none"> • Sufficient quantity of lanyards overprinted with company name and logo are to be provided by the sponsor • Two (2) complimentary conference registrations • Company name and logo in Final Programme
Pads & Pens Sponsor	\$3,500	<ul style="list-style-type: none"> • Sufficient quantity of pads and pens are to be provided by the sponsor for insert in conference satchels • Company name together with conference logo to be overprinted on the pads and pens • One (1) complimentary conference registration • Company name and logo in Final Programme • Promotional material in conference satchel
Alternative Sponsorship Opportunities	\$2,250 each	<ul style="list-style-type: none"> • Insert in conference satchel • Morning & afternoon teas • Speaker gifts • Signage

exhibiting A\$3,500 per booth (9sq.m) OR A\$6,300 per double (18sq.m)

inclusions

Each 3m x 3m shell scheme booth will have the following inclusions:

- Velcro compatible side walls
- Company name on fascia
- Two (2) x 150 watt spotlights
- One (1) x 240 volt wall mounted general purpose power point outlet (per booth)

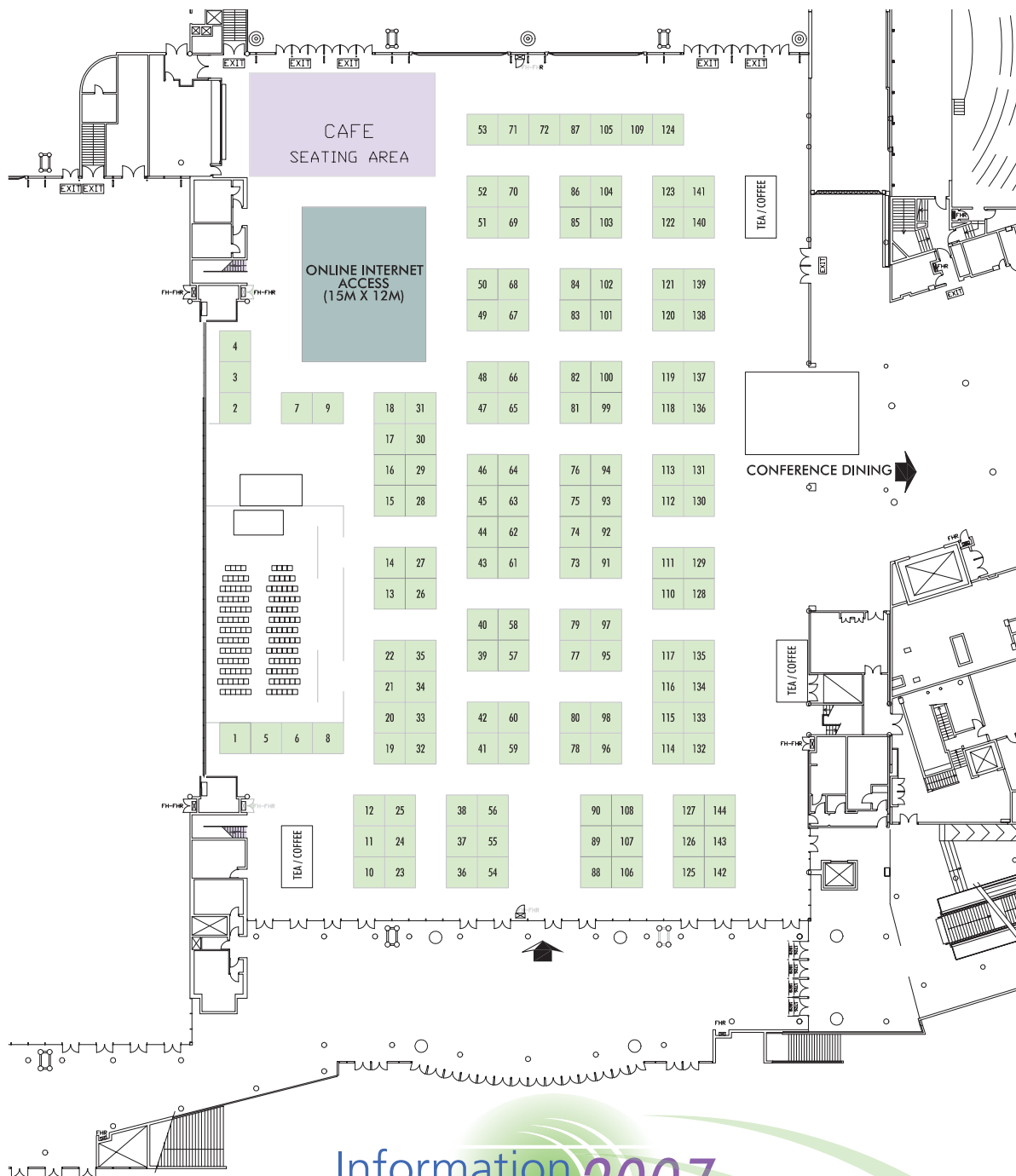
- Two (2) exhibitor badges

In addition, your company will be given:

- Attendance at the Cocktail Reception
- One (1) complimentary ticket to the Conference Dinner
- Inclusion in list of exhibitors on the conference website

- All official morning/afternoon teas and lunches for two (2) exhibitors
- One (1) Final Programme

All morning/afternoon teas, and lunches will be held in the Exhibition area for the duration of the conference.



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For more information please contact:
Information Online 2007 Conference Secretariat
Conference Action Pty Ltd
PO Box 576, Crows Nest NSW 1585
Ph: + 61 2 9437 9333 and Fax: + 61 2 9901 4586
Email: aleks@conferenceaction.com.au
Information Online ABN: 502 5968 7059

TEAR OFF PAGE AND RETURN TO CONFERENCE ACTION ON FAX: +61 2 9901 4586

I/We would like to be involved by selecting the following (please (✓) tick):

1 sponsorships

- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Official Web Site Sponsor
- Official Internet City Sponsor
- Official Sponsor – Conference Dinner
- Sponsor – Keynote Speaker
- Sponsor – Sessions
- Sponsor – Lunch
- Sponsor – Lanyard
- Sponsor – Note Pads & Pens
- Alternative Sponsorship Opportunities:
 - insert in delegate satchel
 - morning & afternoon tea
 - speaker gifts
 - signage

2 advertising – A\$2,250

- Final Programme
- Exhibition Catalogue

3 exhibiting

- A\$3,500 per booth (9sq.m) OR
- A\$6,300 per double booth (18sq.m)

*Exhibit areas will be allocated in strict order of receipt of this application with the relevant payment.

1ST PREFERENCE:

2ND PREFERENCE:

3RD PREFERENCE:

4TH PREFERENCE:

NAME:

POSITION:

ORGANISATION:

POSTAL ADDRESS:

TELEPHONE:

FACSIMILE:

EMAIL:

CONDITIONS: Please complete the application form and return it to the Organisers together with 50% of the amount for the stand/area or Sponsorship category/Item of your choice. The balance of the monies will be due and payable by 29th October 2004. For withdrawals and/or cancellations received in writing prior to the following dates, cancellation fees will be as follows: prior to 30th June 2004, 100% refund less 10% administration fees; 30th June - 29th October, 50% refund, after 29th October 2004, no refund. Move in and set up will take place on Monday 31st January 2005. Dismantling and move out will take place at the conclusion of the afternoon tea service on Thursday 3rd February 2005. Floor Plan subject to change without notice. All prices are inclusive of GST.

The logo features a green circular background with several white, curved lines radiating from the center, resembling a globe or a signal. The text 'Information' is in a light blue font, 'ONLINE' is in a bold blue font, and '2007' is in a purple font.

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Ph: + 61 2 9437 9333 and Fax: + 61 2 9901 4586

Email: aleks@conferenceaction.com.au

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