

*AUSTRALIA'S PREMIER SYSTEMS AND SOFTWARE ENGINEERING  
CONFERENCE*

The Improving Systems and Software Engineering  
Conference 2013

# BUSINESS OPPORTUNITIES

Grand Hyatt, Melbourne, Australia 17 – 18 September 2013



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In collaboration with:



Co-locating with:



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## Invitation to Participate

In collaboration with the Software Engineering Institute, Carnegie Mellon and CMMI Institute, SSQI would like to extend an invitation for you to participate in the **Improving Systems and Software Engineering Conference (ISSEC)**, co-locating with the **10th Annual Project Management Australia (PMOz) Conference** being held at the Grand Hyatt, Melbourne, 17-18 September 2013.

Profits from ISSEC will be donated to the recently established Prof. R. Geoff Dromey Foundation and Scholarship Fund. The objective of the Dromey Foundation is to **encourage research** in systems and software engineering, **facilitate industry applied academic research**, **advance and improve systems and software engineering capability and establish international collaborations**.

ISSEC is now a central event in realising the objectives of the Dromey Foundation by bringing together speakers and delegates from both industry and academia, internationally. For more information, please visit [www.ssqi.org.au](http://www.ssqi.org.au).

As part of this change, we are taking ISSEC to a new level of experiential learning and innovation. Based on delegate feedback, ISSEC 2013 will have more interactive sessions, more focused conference streams and a greater variety of presentations than ever before.

**ISSEC provides an opportunity to meet, network and create business opportunities in person with your target market/s, stakeholders and potential clients.** You can create your own level of involvement based on the financial and resource commitment you wish to make by designing your own package. Extremely flexible packages are available to access this market place with something for every budget.

## The Conference Aims to:

Provide cutting-edge presentations to address the current local and global systems and software engineering environment

Provide a forum for education, knowledge transfer and the development of new skills across various industries and sectors

Promote networking, idea sharing, and business opportunities

Promote the continuous improvement of industry standards

Establish and maintain connections with industry leaders from around the world

Provide a program that encourages innovation and best industry practice



Thank you for your interest in the ISSEC 2013. We appreciate you taking the time to have a look at our sponsorship opportunities.

We have put together great packages that we think will be extremely valuable to your organisation. This year more than ever, we have put a particular focus on developing flexible business opportunities that will provide **great value to our sponsors and all at a cheaper cost.**

ISSEC 2013 is all about sharing and promoting all areas of the software engineering sector, and we have designed our sponsorship prospectus to enable a wide range of organisations to join and get involved; no matter the size, budget or sector of your organisation.

So if your business objective in 2013 is to increase your profile and market share in **Systems and Software Engineering** as well as the **Process or Business Improvement market places**, we invite you to read on to find out how you can maximise your impact on your target market through sponsorship of ISSEC 2013.

Also keep in mind that our team is happy to tailor sponsorship opportunities specially to meet your organisation's strategic goals.

We look forward to having you join us and share in the success of ISSEC.



**SSQI Directors**

Pamela Holsinger

Aziza Dromey

A handwritten signature in cursive script that reads 'Pamela Holsinger'.

A handwritten signature in cursive script that reads 'Aziza Dromey'.

## The Opportunity

Proudly supported by leading industry associations and institutes SEI Carnegie Mellon and CMMI Institute, ISSEC is a **true industry event which provides value to attendees** through its innovative approach. It caters for all levels of expertise and has a program of relevance and value to Business, ICT, Engineering, Construction, Mining, Human Resources and Organisational Project Leaders. ISSEC offers business opportunities through sponsorship and product/service showcasing to this market place.

**Be involved in the most relevant SSE Conference in Australia!**

### INNOVATIVE PROGRAM FORMAT

#### Registrations now from \$490.00 only

The innovative new format for the 2013 ISSEC Conference allows new **flexibility** for attendance and participation. Depending on your sponsorship package, you will be able to **choose your own conference experience** and the level on which you network and knowledge share at ISSEC 2013.



### NEW: ROUND TABLE FOR SENIOR MANAGERS

#### Invitation Only Event for Senior Management

Also as part of ISSEC 2013 a Senior Managers' Round-Table will be held during the Conference. It is a strategic level forum and aims to address the question: **'Achieving Program Success - why is it often a 'hit and miss?'**

Attendance at the Round-Table is by invitation only and is strictly for senior level management. This is to **promote and encourage strategic level dialogue** amongst your peers and the sharing of lessons learnt. Australian and international case studies highlighting proven methods to addressing many of the common business challenges will also be presented and discussed.

Among those will be a presentation by Kirk Botula, the CEO of the CMMI Institute (powered by Carnegie Mellon) in Pittsburgh USA. Formerly, Kirk was the President and Chief Operating Officer of Confluence, a company that develops mission-critical applications for the financial services industry. Kirk was responsible for leading Confluence's global product direction and international expansion. His achievements there include creating a culture of product innovation, operational excellence and strong customer focus.

## The Market Place

ISSEC provides access before, during and after the Conference to an influential market place. Depending on the package you select, your organisation will be profiled directly to this market place with personal access that you cannot obtain via other marketing means - be prepared to take advantage of the unique opportunity to engage your target market personally. **Make an impression!**

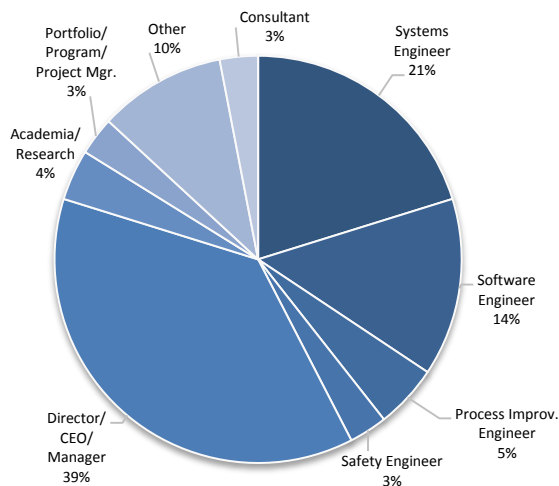
### Promotional Market Place

The ISSEC market place contains **more than 40,000 Australian industry contacts** which your brand may be promoted in (subject to level of sponsorship selected). Including:

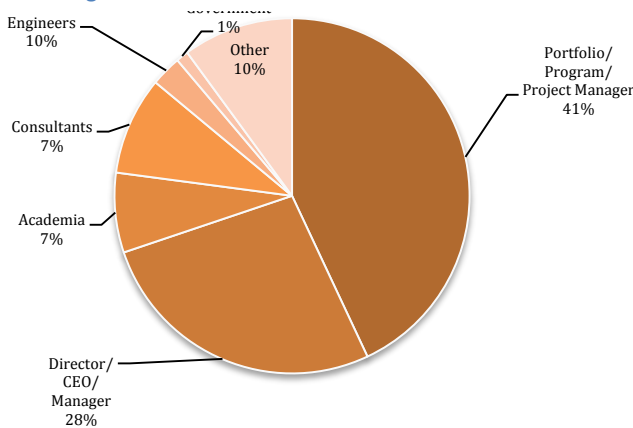
- Systems and Software Quality Institute (Hosting Organisation) database
- PMGlobal database
- Association magazines, websites and e-newsletters
- All supporting associations

Refer to the website regularly for updates:

[www.issec.com.au](http://www.issec.com.au)



### ISSEC 2012 Delegate Profile



### PMOz 2012 Delegate Profile

### Attendee Demographic Profile

#### Who?

- System engineers, software engineers, safety engineers, system integrators and process improvement professionals from all over Australia and overseas
- Government and corporate departments and organisations
- Educators, trainers and students of project management
- PMOz will bring Portfolio, Program and Project management practitioners from all over Australia with some from New Zealand, Asia and more.

#### Industry

Representatives from:

- Information Management
- Aerospace
- Business
- Business Analysis
- Telecommunications
- Construction
- Civil Engineering
- Defence
- Education
- Environmental Management
- Banking & Financial Services
- Local, State & Federal Governments
- Health
- Human Resources
- Legal
- Accounting
- Manufacturing
- Mining & Heavy Engineering
- Oil / Gas / Petrochemical
- Pharmaceutical
- Urban and Property Development
- Project Management Consultants
- Research & Development
- Universities and Private Education Providers
- Service

## The Business Benefits

- Opportunity to **develop your contacts**, nationally.
- Exposure to an interested, relevant and influential **national audience** before, during and after the event.
- **Networking opportunities** during the event with real decision makers.
- Be seen to be contributing to:
  - 1) Professional development of the industry
  - 2) Broadening delegate's viewpoints regarding environmental and regional differences and issues
  - 3) Sharing your corporate culture and viewpoints with other industry professionals
- Recognition of your organisation's efforts in **promoting skills and knowledge to other markets** through technology, transfer, training and sustainable local industry development.
- Recognition as a supporter of **increasing professionalism** and Partnership.
- The opportunity to **increase knowledge** of standards, methodologies and their application.
- The opportunity to **be involved** as a supporter of future ISSEC Conferences.
- The opportunity to **conduct targeted market** research on a large sample of your target market in Australia.
- The opportunity to provide **your promotional literature** to a broad-based audience.
- Access to a significantly increased market of over 400 delegates.
- Increased **networking** opportunities.
- Increased opportunity for extremely targeted **brand placement within a community of over 40,000 key contacts** through logo exposure in all marketing material to the ISSEC and supporting association databases and supporting partner networks throughout the world (depending on your level of sponsorship).
- Access to all Conference sessions which will increase networking opportunities whilst **providing valuable industry** education and updates.

## Value Add

### Access to PMOz delegates

ISSEC 2013 will co-locate with the 10<sup>th</sup> Annual Project Management Australia Conference.

The two Conferences will share the trade business centre. Exhibitors will have access to attendees from both Conferences **providing access to potential new markets.**

For more information on PMOz and the PMOz market place, please visit [www.pmoz.com.au](http://www.pmoz.com.au)

## Tailored Packages

ISSEC recognises that you may have specific needs to **achieve your return on investment.** The business opportunities detailed are an indication of what marketing avenues are available.

We are open to **working with you to design a tailored package** that meets your objectives for participation.

Conversely as the program is being developed other **sponsorship opportunities will emerge.** We will inform you of these as they arise.



## ISSEC Sponsorship, Exhibitor and Advertising Selections

Select a combination of the following options to tailor your package:	NEW DEALS (incl. GST)
<b>SPONSORSHIP</b>	
*Exhibition booth – Double – 6m x 2m	<input type="checkbox"/> \$7,700.00
*Exhibition booth – Single – 3m x 2m	<input type="checkbox"/> \$3,900.00
*Table Top display	<input type="checkbox"/> \$2,900.00
*Clinic Sponsor	<input type="checkbox"/> \$2,800.00
<b>Plenary and Concurrent Sessions</b>	
*Plenary Session Sponsor (excluding Opening Plenary)	<input type="checkbox"/> \$5,500.00
*Concurrent Session Sponsor	<input type="checkbox"/> \$2,750.00
*Speakers Zone Sponsor	<input type="checkbox"/> \$2,200.00
*Registration Desk Sponsor	<input type="checkbox"/> \$2,200.00
<b>Other Sponsorship Options</b>	
Conference USB Sponsor	<input type="checkbox"/> \$3,900.00
Name Badge Sponsor	<input type="checkbox"/> \$2,500.00
Stationery Sponsor (sponsor to supply)	<input type="checkbox"/> \$1,500.00
Pocket Program Sponsor	<input type="checkbox"/> \$1,500.00
<b>Event and Networking Sponsorship</b>	
*Internet Café Sponsor (space only)	<input type="checkbox"/> \$3,300.00
Conference Dinner Sponsor	<input type="checkbox"/> \$5,500.00
Welcome Reception Sponsor (wine tasting event)	<input type="checkbox"/> \$2,200.00
Lunch Sponsor	<input type="checkbox"/> \$3,300.00
Refreshment Break Sponsor	<input type="checkbox"/> \$1,500.00
Networking Dinner Activity	<input type="checkbox"/> \$2,200.00
<b>Registration Packages</b>	
# Immersion Registration ( to attend conference session <b>OR</b> man booth (if applicable)	_____ x \$1,000.00
##Conference 9-5 Registrations (to attend conference sessions <b>OR</b> man booth (if applicable))	_____ x \$800.00
###Trade Exhibitor Registration/s (to man trade booth/table top <b>only</b> )	_____ x \$500.00
<b>CONFERENCE ADVERTISING</b>	
Promotional eFlyer on Conference USB	_____ x \$900.00
Brochure display	<input type="checkbox"/> \$600.00
Article in the PMGlobal newsletter	<input type="checkbox"/> \$990.00
Advertising in e-Registration Brochure - Full page - Colour	<input type="checkbox"/> \$1500.00
Advertising in e-Registration Brochure – Half page - Colour	<input type="checkbox"/> \$900.00
Advertising in e-Registration Brochure – Quarter page - Colour	<input type="checkbox"/> \$500.00
Advertisement on Conference website – Home Page - Banner	<input type="checkbox"/> \$1,900.00
Advertisement on Conference website – Home Page - Tile	<input type="checkbox"/> \$1,200.00
Advertisement on Conference website – Internal Page - Banner	<input type="checkbox"/> \$700.00
Advertisement on Conference website – Internal Page - Tile	<input type="checkbox"/> \$450.00

\*Indicates packages which include 1 Immersion registration

#Conference registrations must be taken with at least one other option

### Trade Exhibitor registrations must be taken with at least one exhibition booth or table top display option

## The Program Overview

The event program will consist of interactive plenary and concurrent sessions. The Trade Business Centre will open to Conference delegates for the entire Conference.

*The following is correct at time of printing and is an outline only, provided as an overview and is subject to change without notification. Timings are not confirmed and subject to change without notice.*

### Monday, 16 September 2013

3:00pm – 5:00pm Trade Business Centre Set Up

5:00pm – 7:00pm Welcome Reception

### Tuesday, 17 September 2013

7:00am – 6:30pm Conference Sessions

Trade Business Centre open

6:30pm – 9:00pm Conference Dinner Party

### Wednesday, 18 September 2013

7:00am – 5:00pm Conference Sessions

Trade Business Centre open

### Important Dates

<b>30 June 2013</b>	Sponsorship and Exhibitors Handbook provided by Conference Office
<b>12 July 2013</b>	Final payment due

## The Conference Theme

**Achieving program success by assuring organisational resilience**

### Topics of particular interest include:

- Improving enterprise capability
- Augmenting capability through multi-model approaches
- People, Process and Technology considerations
- Returns on investment from improvement initiatives
- Building assurance into agile methodologies
- Economies of scale through multi-method integration
- Lessons learnt from using Maturity Models
- Safety, Security and Program assurance

*\*Theme may be subject to change without notice*

## Important Information

- Sponsorship and/or Trade will not be confirmed and benefits afforded until the 50% deposit has been received.
- To receive full benefits for sponsorship the deposit must be received **within 14 days of application**.
- The Sponsorship and Exhibitors Handbook will be sent to you on Friday, 31 May 2013, or when your participation is confirmed, whichever is later.
- The Conference Office may be contacted on:
  - Tel: +61 7 3334 4400
  - Fax: +61 7 3334 4499
  - Email: [issec@eventcorp.com.au](mailto:issec@eventcorp.com.au)

## ISSEC Conference Sponsorship Benefits

This year, ISSEC 2013, is offering a **variety of sponsorship, exhibitor and advertising options** in a new format to allow organisations the ability to “mix and match” and tailor their package to suit their specific needs and budget.

### What's included?

All ISSEC 2013 sponsors will receive:

- Company logo and hotlink on all Conference literature including website (up to and including 3 months post the event), email promotions and print material *\*conditions apply*
- Hotlink from your logo on the Conference website to your corporate website
- 50 word corporate biography or a video on the Conference website (to be supplied by organisation by due dates)
- Verbal acknowledgment during a Conference plenary session
- Company eFlyer included on the Conference USB (to be supplied by organisation by due dates)

**Note:** this excludes organisations who only select an advertising package.

### Premium Sponsors

If the total of your selection of sponsorship benefit exceeds \$10,000, your organisation will receive recognition as a Premium Sponsor. If your selected sponsorship amount does not reach these amounts, the organisation will be listed as “Sponsor”. This is your opportunity to maximise your profile at the Conference and throughout the lead up to the event. In addition to the above mentioned benefits, Premium Sponsors will receive:

- Acknowledgement as one of the following premium levels.
- Electronic Conference Delegate list in an excel spreadsheet format prior to the conference.
- Opportunity to have an interview with the MC during one of the plenary sessions.
- Opportunity to present a half an hour presentation in the product showcase sessions *\*conditions apply*
- Upgrade to a 100 word corporate biography on the Conference website.

**Please see the Sponsorship & Exhibition Investment section for benefits pertaining specific sponsorship items.**

## Sponsorship and Exhibition Investment in Detail

As well as the above mentioned benefits, below are detailed inclusions for each of the sponsorship, exhibitor and advertising options.

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### Plenary Session Sponsor (excludes opening plenary)

**\$5,500.00**

Opportunity to sponsor a Conference Plenary Session, inclusive of:

- Opportunity to display your organisation banner (sponsor to provide) in allocated plenary session
- 5 minute address in allocated plenary session
- Representative from your organisation to be the chairperson of allocated plenary session
- Opportunity to distribute 1 piece of promotional material on every seat in allocated plenary session *\*conditions apply*
- Opportunity to provide a gift for the Trade Exhibition Prize Draw
- 1 complimentary Immersion registration

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### Concurrent Session Sponsor

**\$2,750.00**

Opportunity to sponsor a Conference Concurrent Session, inclusive of:

- Opportunity to display your organisation banner (sponsor to provide banner) in allocated concurrent session
- 3 minute address in allocated concurrent session
- Representative from your organisation to be the chairperson of allocated concurrent session
- Opportunity to distribute one (1) piece of promotional material on every seat in allocated concurrent session *\*conditions apply*
- 1 complimentary Immersion registration

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### Speakers Zone Sponsor

**\$2,200.00**

The Speakers Zone will be located in the Trade Exhibition area at the Conference. During the breaks, speakers will be presenting a short overview of their presentation so that delegates can preview each session and select which sessions they would like to attend.

High traffic is expected in this area due to the popularity of these sessions in previous years.

The official Speaker Zone Sponsorship benefits include:

- Opportunity to have your company banner displayed in the Speakers Zone area in the Trade Exhibition (sponsor to provide banner)
- Company logo will be displayed on the Speakers Zone Holding slide screen between speaker presentations
- 1 complimentary Immersion Registration

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### Registration Desk Sponsor

**\$2,200.00**

The Registration Desk is the first place delegates go when they arrive at the Conference and is located in a high visibility area throughout the event. It is also a peak traffic area throughout the Conference. The Registration Desk Sponsor will have the exclusive opportunity to have their logo displayed on the Registration Desk signage for the duration of the event.

The official Registration Desk Sponsorship benefits include:

- Opportunity to have your company banner displayed at the Desk (sponsor to provide)
- Company logo will be prominently displayed on the Registration Desk signage throughout the event
- 1 complimentary Immersion Registration

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### Stationery Sponsor

**\$1,500.00**

In order to delegates to maximise the benefits of attending the Conference sessions, delegates will need to take notes. This is a priceless opportunity to be associated with the benefit received and knowledge gained from participation in ISSEC 2013.

The official Stationery Sponsorship benefits include:

- Opportunity to provide pads and pens for all delegates during the Conference

### Conference USB Sponsor

**\$3,900.00**

Every delegate will receive a conference USB included in their registration pack. These USBs are highly sort after and include important Conference information such as the Conference proceedings. The Conference USB is a fantastic opportunity to have your organisations branding on an important piece of Conference collateral that has in the past receive great delegate attention.

The official Conference USB Sponsorship benefits include:

- Branding rights to the Conference USB with your logo displayed
  - All registered delegates at the Conference will receive a Conference USB
- 

### Name Badge Sponsor

**\$2,500.00**

Every delegate, sponsor, supporter and exhibitor will need to be wearing a Conference name badge in order to gain entry into the Conference and Exhibition Area. This is a not-to-be-missed opportunity to have your company logo viewed and acknowledged by all Conference attendees for the duration of the Conference and Conference Social Functions.

The official Conference Name Badge Sponsorship benefits include:

- Branding rights to the name badges including name tag and lanyard with your logo displayed
  - All registered delegates at the Conference will receive a name badge
- 

### Pocket Program Sponsor

**\$1,500.00**

Every delegate will receive a conference Pocket Program included in their registration pack. These Pocket Programs are highly sort after and include important Conference information such as the Conference program, social functions and other important information. The Conference Pocket Program is a fantastic opportunity to have your organisations branding on an important piece of Conference collateral that continues to receive great delegate attention.

The Conference Pocket Program Sponsorship benefits include:

- Branding rights on the front cover of Pocket Program with your logo displayed
  - All registered delegates at the Conference will receive a pocket program
- 

### Internet Café Sponsor

**\$3,300.00 (space only)**

The Internet Café sponsorship benefits include:

- Prominent branding as the Internet Café Sponsor of the Conference \*conditions apply
- Your organisation's branding prominently displayed on the Internet Café
  - Opportunity for your organisation to:
    - Provide branding for the computer's wallpaper and screen saver (sponsor to provide)
    - Provide mouse pads (sponsor to provide)
    - Link to your organisation's website as the homepage
- Organisation's name and contact details listed as the Internet Café Sponsor in the Final Electronic Program
- Opportunity to provide a gift for the Trade Exhibition prize draw
- Direct Access to delegates during arrival tea & coffee, morning tea, lunch and afternoon tea in the Trade Business Centre as well as the Welcome Reception to be held in the trade area
- 1 complimentary Immersion Registration

Please note for floor space only:

- Bring in your own custom built Internet Café
  - Provide your own computers and furniture
  - Additional branding and logos will be at the sponsors own cost if required
  - Internet connection fees (up to 4) included by the Conference Organiser
-

## Conference Networking Event Sponsor

**\$5,500.00**

Conference networking functions are a fun and exciting way for delegates to 'let their hair down' after a long day at the Conference. This is a great opportunity to be associated with the lighter aspect of the Conference.

The Conference Dinner Sponsorship benefits include:

- Prominent branding as the Dinner Sponsor of the Conference (on Conference marketing material)
- Opportunity to have your company banner displayed at the Conference Dinner venue for the duration of the function (sponsor to provide)
- Opportunity to distribute promotional material at the Conference Dinner i.e. serviettes, gifts etc. (sponsor to provide)
- Opportunity to present a 5 minute address to delegates at the Conference Dinner
- 10 complimentary tickets to the Conference Dinner

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## Welcome Reception Sponsor

**\$2,200.00**

Conference networking functions are a fun and exciting way for delegates to 'let their hair down' before the commencement of the Conference. This is a great opportunity to be associated with the lighter aspect of the Conference. The Welcome Reception Sponsorship benefits include:

- Prominent branding as the Welcome Reception Sponsor of the Conference (on Conference marketing material)
- Opportunity to have your company banner displayed at the Welcome Reception venue for the duration of the function (sponsor to provide)
- Opportunity to distribute promotional material at the Welcome Reception i.e. serviettes, gifts etc. (sponsor to provide)
- Opportunity to present a 5 minute address to delegates at the Welcome Reception
- 8 complimentary tickets to the Welcome Reception

## Catering Break Sponsor

**Lunch \$3,300.00**

**Refreshment \$1,500.00**

The Catering Break Sponsor benefits include:

- Opportunity to have your company banner displayed during a nominated catering break (sponsor to provide)
- Opportunity to distribute promotional material during a nominated catering break i.e. serviettes, brochures etc. (sponsor to provide)
- Opportunity to make a 5 minute presentation in your nominated catering break
- 2 complimentary tickets to the catering break

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## Networking Event Activity Sponsor

**\$2,200.00**

At this year's Conference, a Game Zone will be available in the trade area for delegates to 'let their hair down' and compete against their colleagues in a relaxed environment.

The Trade Area Games Zone Sponsor will have the exclusive opportunity to have their branding displayed in this area. Games may include Wii, Kinect and giant board games.

The Games area will be open during all morning teas, lunches and afternoon teas throughout the Conference.

The official Trade Area Games Zone Sponsorship benefits include:

- Opportunity to have your company banner displayed in the Games Zone area in the Trade Exhibition (sponsor to provide banner)
- Opportunity to provide a Wii and/or other games for the Games Zone
- Opportunity to provide prizes for the winner of the games (to be announced by the MC) (sponsor to provide)

Opportunities are also available for organisations to sponsor a game during the Conference Dinner Party. There will be a number of activities held throughout the night where you can have exclusive branding on one of these activities. The cost per game zone at the Dinner Party is \$1,500.

## Conference Registrations

Exhibitor Conference Rego	\$500.00
9-5 Conference Session Rego	\$800.00
Immersion Conference Rego	\$1000.00

**Please note:** some packages include one complimentary registration. If this is not listed in your package, you will need to purchase a registration. Please also note that this registration type includes all social function tickets.

All of those who select a booth or table top option please note that you may purchase a variety of registration type – this allows your delegate to **either** man your organisations booth/table top **or** attend conference sessions.

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## Exhibition booth – Double – 6m x 2m

**\$7,700.00**

The Trade Exhibitor benefits include:

- Organisation name and contact details listed in the Final Electronic Program
- 1 x double trade booth (measuring 6.0m x 2.0m) in trade business centre including:
  - 1 x standard fascia signage (black and white) *\*logos and colour printing extra*
  - 1 x trestle table
  - 2 x chairs
  - 1 x 4amp power outlet

**Please note that all artwork, promotional material and booth staff must be provided by sponsoring organisation.**

- Direct Access to delegates during arrival tea & coffee, morning tea, lunch and afternoon tea as well as the Welcome Reception to be held in the trade area
- Opportunity to provide a gift for the Trade Exhibition Prize Draw
- 1 complimentary Immersion Registration (additional registration can be purchased)

*Note: Space only upon application*

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## Exhibition booth – Single – 3m x 2m

**\$3,900.00**

The Trade Exhibitor benefits include:

- Organisation name and contact details listed in the Final Electronic Program
- 1 x trade booth (measuring 3.0m x 2.0m) in trade business centre
  - 1 x standard fascia signage (black and white) *\*logos and colour printing extra*
  - 1 x trestle table
  - 2 x chairs
  - 1 x 4amp power outlet

**Please note that all artwork, promotional material and booth staff must be provided by sponsoring organisation.**

- Direct Access to delegates during arrival tea & coffee, morning tea, lunch and afternoon tea as well as the Welcome Reception to be held in the trade area
- Opportunity to provide a gift for the Trade
- Exhibition Prize Draw
- 1 complimentary Immersion Registration (additional registration can be purchased)

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## Table Top Display

**\$2,900.00**

The Table Top Display benefits include:

- Organisation name and contact details listed in the Final Electronic Program
  - 1 x clothed trestle table (measuring 1.8m x 0.75m) and two chairs in the trade business area
- Please note that all artwork, promotional material and table top staff must be provided by sponsoring organisation.**
- Direct Access to delegates during arrival tea & coffee, morning tea, lunch and afternoon tea daily as well as the Welcome Reception to be held in the trade area
  - Opportunity to provide a gift for the Trade Exhibition Prize Draw
  - 1 complimentary Immersion Registration

## Conference Advertising Inclusions

### Promotional eFlyer

**\$900.00**

The Conference USB eFlyer benefits include:

- 1 of your company's eFlyers to be included in the Conference USB (sponsor to provide)  
*\*conditions apply*
- 

### Brochure Display

**\$660.00**

There will be a brochure stand at the Registration Desk. As the Conference is not producing satchels this year in the effort to be environmentally friendly, this is a good opportunity if you have a brochure that you would like to make available to the delegates.

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### Article in the SSQI Newsletter

**\$990.00**

The SSQI Newsletter is distributed to a database of over 20,000 contacts on a bi-monthly basis. This provides the opportunity to submit a 1-2 page news-worthy article to be featured in the newsletter.

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### Advertising in the Registration Brochure

#### Full page (A4)

**\$1,500.00**

210mm (wide) x 297mm (high)

#### Half page (landscape)

**\$900.00**

180mm (wide) x 126mm (high)

#### Quarter page (portrait)

**\$500.00**

84mm (wide) x 124mm (high)

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### Advertising on Conference Website

#### Banner advertisement on home page

**\$3,000**

630px (wide) x 150px (high)

#### Tile advertisement on homepage

**\$1,200.00**

180px (wide) x 180px (high)

#### Banner advertisement on internal page

**\$700.00**

630px (wide) x 150px (high)

#### Tile advertisement on internal page

**\$450.00**

180px (wide) x 180px (high)

*Please note: page choices are subject to availability*

## More Options

If you are interested in sponsoring but the listed options do not meet your specific needs, please provide us with the following information:

- Budget
- Your objectives for being involved i.e. branding, networking, launching a new product etc.
- Entitlements i.e. trade booth, Conference registrations, logo on the Conference banner etc.
- Additional information that will assist in designing the package that is right for you

Email to: [issec@eventcorp.com.au](mailto:issec@eventcorp.com.au) or phone 07 3334 4400 to discuss the options available.

## How to Book

- Please read carefully the Sponsor and Exhibitor Terms & Conditions
- Please read carefully, sign and return to the Conference Office the Sponsor and Exhibitor Responsibilities Agreement
- Please complete the Confirmation Form and return to the Conference Office.
- Deposit received by the Conference Office by due date (14 days from receipt of application)

## Payment Details

- 50% deposit is due within 14 days of submission to confirm your sponsorship/exhibition
- All payments made by Visa, MasterCard or American Express will be subjected to a 3% credit card fee. We regret that Diners Club is not accepted
- Final payment in full is due no later than the close of business on **Friday, 14 June 2013**
- For all applications received on or after Monday, 17 June 2013, full payment is due immediately

## Conditions Apply:

- Copy of the electronic Conference delegate list will be provided, except where privacy laws exclude particular participants' details from being included and where we are excluded from divulging information due to other contractual arrangements
- Location of any advertisements in any distribution material and on the website is at the discretion of the Event Manager and the Conference Committee
- Logo and final copy of the biography is to be provided to the Conference Organisers by the specified deadline date. Logo and final copy of the biography received after the production deadline is not guaranteed to be sent out.
- eFlyers must be forwarded to the Conference Organiser by 1 August 2013. eFlyers received after this deadline are not guaranteed to be included on the USB.
- No Sponsorship/Exhibition benefits will be provided until the 50% deposit has been received by the Conference Office.
- Website advertisements are subject to availability and approval. The organising committee reserves the right to request changes to content. Advertisements sizes are approximate. The advertisements will be live on the website on up to and including 3 months post the event.
- Premium Sponsors to present a half hour presentation showcase session must follow the speaker guidelines and submit an abstract for approval. Attendance at these sessions is not guaranteed.
- Clinic sponsor must seek approval from the Conference Office two months prior to the Conference for their proposed distribution of promotional material. Attendance at these sessions is not guaranteed.
- eFlyers must be forwarded to the Conference Organiser by 1 August 2013. eFlyers received after this deadline are not guaranteed to be included in the USB.

## ISSEC Terms and Conditions

- 1) Exhibition space will be sold for both PMOZ and ISSEC Conferences concurrently and from one floor plan. Exhibitor placements for all events will be confirmed on a first come, first served basis.
- 2) The Exhibitor will be responsible for any damage to the walls or the floor of the building as may be occupied by the Exhibitor and will reinstate such damage to the satisfaction of the Organiser.
- 3) The Exhibitor will be responsible for any loss or damage to any furnishings provided for the Exhibitor and will reinstate such damage to the satisfaction of the Organiser.
- 4) The Exhibitor will comply with all the rules and regulations of the authority having control over the building.
- 5) The Organiser may in the event of any circumstances, which render it necessary, alter the location of the stand allocated to the Exhibitor. If the location of this stand is not acceptable to the Exhibitor and an acceptable alternative cannot be offered, then the Exhibitor reserves the right to withdraw from the Exhibition and will, in these circumstances, be entitled to a full refund of all moneys paid to the Organiser.
- 6) The Organiser may postpone or amend the time for the holding of the Exhibition to such time, which in the opinion of the Organiser is more suitable for the Exhibition. In the event of the Organiser changing the date of the Exhibition as specified by this clause, the Exhibitor shall be entitled to a full refund of all monies paid to the Organiser if the proposed new Exhibition date is not convenient or appropriate for the Exhibitor.
- 7) The Organiser may cancel the allocation of space to any Exhibitor, which in the opinion of the Organiser is creating a disturbance or nuisance or carrying any activity contrary to the law.
- 8) The Organiser may allocate to any person any space allotted to an exhibitor which may be forfeited pursuant to the terms hereof.
- 9) The Organiser will not be liable for any damage claimed by any person or persons who may be injured during the course of the exhibition or any loss of property suffered during the course of the Exhibition.
- 10) The Organiser will not be liable for any loss be it monetary or for loss of perceived value of sponsorship due to less than anticipated delegate numbers or attendance in the case of sponsored sessions, presentations or clinics
- 11) The Conference Organiser highly recommends all sponsors and exhibitors have their own insurance.
- 12) Where there is more than one Exhibitor occupying space their liability shall be joint and several.
- 13) In the event of non-payment of any moneys due pursuant to this agreement or in the event of the breach of any condition on the part of any Sponsor or Exhibitor to be observed, than all moneys paid hereunder will be absolutely forfeited and the Sponsor or Exhibitor will have no right to occupy any space or package allocated and will have no claim against the Organiser. In the event of forfeiture for any reason the Sponsor or Exhibitor will not be released from any liability hereunder.
- 14) The Sponsor or Exhibitor shall not be entitled to any refund in the event of cancellation of the Sponsorship or Exhibition because of Industrial action, blackouts or any cause outside the control of the Organiser.
- 15) The Organiser is not responsible for any loss or damage to any product exhibited.
- 16) The Exhibitor without limiting the generality of foregoing will comply with all statutory requirements applicable to it during the course of the Exhibition.
- 17) Please note that the final trade exhibition floor plan may vary resulting in position changes from the original floor plan due to updated trade floor plans.
- 18) The deposit - 50% of the total amount required for sponsorship or trade exhibition booths is non-refundable. No refunds will be issued for cancellations notified less than 30 days prior to the event and the exhibitor or sponsor will be liable at this point for the full amount requested on the confirmation form.
- 19) Balance of all monies to be paid in full by close of business **Friday, 14 June 2013.**
- 20) All payments must be received by the due date. Failure to comply with payment terms may result in the sponsor not receiving full benefits as outlined in the package.
- 21) This is an invitation to treat, not an offer. The ISSEC Conference 2012 reserves the right, in its absolute discretion, to refuse any sponsorship application and may decide not to accept any application for any reason whatsoever.
- 22) All sponsors benefits are conditional on receiving payment, and receiving artwork, goods etcetera in a timely manner. Failure to submit these items will be treated as a forfeit of sponsorship benefits.

# Sponsor and Exhibitor Responsibilities Agreement

**Please read carefully, initial, sign and return to the Conference Office with your Sponsorship application**

Sponsoring and exhibiting organisations at all levels have the following responsibilities associated with their sponsorship or trade agreement. By agreeing to become a sponsors/exhibitor of ISSEC 2013 you hereby acknowledge and accept the following expectations of the Conference Office and sponsorship responsibilities:

1) Payment in full of the nominated sponsorship or trade amount in accordance with the payment terms specified on invoice. Or payment in-kind as specified on the Sponsorship Agreement by the due date

**Initial here:** \_\_\_\_\_

2) Ensure all information requested is received to the Conference Office or exhibition supplier, if applicable, by the due dates. The Conference Office must work to tight deadlines, therefore it will be understood that should requested information not be received in a timely fashion, lack of submission of said item/s will be taken as a forfeit of this particular sponsorship benefit

**Initial here:** \_\_\_\_\_

3) Ensure all sponsorship literature distributed by the Conference Office is read and actioned by the person/s in charge of sponsorship for ISSEC 2013. Sponsorship literature distributed by the Conference Office contains important key dates and actionable items that Sponsors must be aware and must action independent of the Conference Office. Said person/s from sponsoring organisations should also be in constant contact with the Conference office to ensure the maximum benefits of their sponsorship can be achieved. Loss of sponsorship benefits through neglect of reading/actioning items requested in the sponsorship literature is not the responsibility of the Conference Office

**Initial here:** \_\_\_\_\_

4) Be proactive in the promotion of the Conference and your involvement at ISSEC 2013. As a sponsor/exhibitor you will promote the ISSEC Conference to your own marketing database and social media networks. Emails, brochures and Conference updates will be provided to you for distribution

**Initial here:** \_\_\_\_\_

5) Provide a 50 word corporate biography and hyperlink from your corporate website to the ISSEC Conference Office in a prompt and timely fashion. The sooner we have

these details the sooner your involvement can be promoted to the ISSEC community

**Initial here:** \_\_\_\_\_

6) Provide the Conference Office with your corporate logo in a high-resolution electronic format (eps and jpeg) upon signing the confirmation form in a prompt and timely fashion. The sooner we have these details the sooner your involvement can be promoted to the ISSEC community

**Initial here:** \_\_\_\_\_

7) If requested, provide the Conference Office with written statements, and other newsworthy information that relates to the Conference for inclusion in press releases by due dates.

**Initial here:** \_\_\_\_\_

**I have read and agreed to these responsibilities as an ISSEC 2013 Sponsor and I accept the consequence of not upholding the responsibilities and expectations as outlined above:**

Signed: \_\_\_\_\_

Print: \_\_\_\_\_

Organisation: \_\_\_\_\_

Date: \_\_\_\_\_

# SPONSORSHIP CONFIRMATION FORM

Company: \_\_\_\_\_  
 (As to appear on marking material)  
 Contact Person: \_\_\_\_\_  
 Alternative Contact Person: \_\_\_\_\_  
 Position: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 State: \_\_\_\_\_ Postcode: \_\_\_\_\_ Country: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_  
 Fax: \_\_\_\_\_

**Sponsorship Packages** Please refer to page 10 for your tick list of sponsorship selections. All amounts are inclusive of GST

	Options Selected	\$amount
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
<b>Total amount including GST</b>		<b>\$</b>

### Payment

Please nominate your payment option below (must be completed for your application to be processed) NB: Payments by credit card attract a 4% credit card fee. Payments by cheque and EFT are fee free.

- Enclosed is a cheque/money order for \$\_\_\_\_\_ made out to "Eventcorp Pty Ltd - ISSEC"
- Please debit my Credit Card listed below for \$\_\_\_\_\_ plus 4% credit card fee
  - Visa       MasterCard       American Express (ID# \_\_\_\_\_)

Credit Card Number: \_\_\_\_\_

Expiry date: \_\_\_\_\_ / \_\_\_\_\_

Card Holders Name: \_\_\_\_\_

Signature: \_\_\_\_\_

- By Electronic Funds Transfer (EFT) - details will be available on your invoice. Please quote invoice number and forward remittance to [issec@eventcorp.com.au](mailto:issec@eventcorp.com.au)

I agree to abide by the rules and regulations of the PMOZ and ISSEC 2013. 50% deposit of the total cost is due within 14 days of submission of this application. I understand the deposit must be received before sponsorship or booking can be confirmed. I understand that this deposit is non-refundable. I understand that all applications received after **Friday, 14 June 2013** must be accompanied by full payment. Payment in full is due **Friday, 14 June 2013**. I have read the enclosed sponsorship terms and conditions, responsibilities and expectations and understand that I am bound by them.

**Please MAIL or FAX completed form to the Conference Office:**

ISSEC Conference 2013  
 Eventcorp Pty Ltd  
 PO Box 3873, South Brisbane BC, QLD 4101  
 Tel: +61 7 3334 4400  
 Fax: +61 7 3334 4499  
 Email: [issec@eventcorp.com.au](mailto:issec@eventcorp.com.au)  
 ABN: 15 125 587 546

