

EXHIBITION AND SPONSORSHIP OPPORTUNITIES

An Invitation to Sponsor the Tri- conference of ISDE7, WALIS Forum 2011, and the State NRM Landcare Conference

NOTE: All prices are indicative as at May 2010. Until venue and Event Management are secured, these prices are subject to change.

The Western Australian Land Information System (WALIS) brings you the International Society for Digital Earth (ISDE) 7th Symposium in conjunction with WALIS Forum 2011 and the State Natural Resources Management (NRM) Landcare Conference.

Traditionally WALIS Forum, while open to everyone; is tailored to people working with geographic information systems (GIS) and those who would like to find out how they can harness GIS to improve their business. As one of the premier GIS conferences in Australia, it attracts over 800 delegates from a diverse range of professions.

The ISDE is an international organisation that promotes international co-operation on the Digital Earth vision. It can be used to address such issues as energy shortages, natural resource depletion, climate change and disaster response.

The NRM is a community-led regional organisation responsible for coordinating and delivering natural resource management in the Perth Region. The population is placing pressures on natural resources, including dwindling water resources for residential and industrial use and clearing of native vegetation for urban development.

The combined industries of digital earth modellers, the spatial sciences industry and those with a view for conservation and sustainable management, will come together to share ideas, insight and lessons learned on the way to becoming so important for the world we live in.

The program will cover a broad range of digital earth modelling and geographic information issues providing delegates the opportunity to reach their earth science and spatial potential. The conference organisers will develop some plenary sessions for all delegates combined with parallel sessions or workshops with specific land care and digital earth themes. The program will be divided into streams, with each segmented into key areas, such as business intelligence, land development pressures, climate change and resource management.

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TABLE OF CONTENTS

Program.....	3
Venue.....	3
Accommodation.....	3
Exhibition and Sponsorship Opportunities	4
Your involvement.....	4
Sponsorship.....	4
Benefits	4
Flexible Sponsorship Opportunities	4
Platinum Sponsor (\$30,000) - Limited to 2 sponsors.....	5
Gold Sponsor (\$25,000) – Limited to 4 sponsors	5
Silver Sponsor (\$20,000).....	6
Dinner Sponsor (\$15,000)	6
Keynote Speaker Sponsor (\$5,250)	6
Exclusive Delegate Bag Sponsorship (\$10,000)	7
Chill Out Corner (\$7,500)	7
Name Tag Lanyards (\$5,750).....	7
Sponsorship for the Spatial Technology in Schools (STiS) Competition or Landcare Studies — Student Participation at the event (\$5000)	7
Map Competition Sponsorship (\$5,000)	7
Welcome Reception (\$5000)	8
Workshop (\$2,500 – 1.5 hours) (4 Available)	8
Lunch Sponsorship (\$3,000) (3 Available)	8
Conference Program Handbook Sponsor (\$5,000)	8
Program Handbook Advertising Sponsor:	9
Proceedings Sponsor (\$5,000) (4 Available)	9
Recording of Keynote Speakers (\$2,000)	9
Satchel Insertions.....	9
Satchel Inserts (\$1,000)	9
Promotional Item (\$1000).....	9
Note Pads and Pens (cost of pad and pens to you)	9
Trade Exhibition.....	10
Exhibition Booth (\$3,750)	10
Booth Upgrades	10
Flexible Sponsorship Opportunities and Inclusions.....	11

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Program

The ISDE7, WALIS Forum 2011 and the State NRM Landcare Conference will provide an international perspective on the challenges, demands and opportunities currently facing the GIS industry. With the continuing awareness of the use and functions of GIS around the world, the Forum promises to deliver updates on current activities, planned future activities and the latest and greatest in new developments.

The conference program will include:

- International keynote speakers to inspire delegates drawn from the industry and other relevant areas
- Respected local thinkers and practitioners
- A stimulating and challenging array of workshops and streams, suited to a range of key stakeholders

The program and venue are planned to ensure that your organisation and its products and services will receive maximum exposure throughout the event. With many successful WALIS Forums under our belt, we have the experience required to ensure that value for money is maximised. We anticipate well in excess of 1000 delegates so please take this opportunity to promote your brand.

Venue

Tenders and contracts are underway for the event location and management. We expect a highly suitable venue to deliver your exhibition needs.

Accommodation

A variety of accommodation (five star, self contained units, budget rooms) have been reserved for those attending the event.

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Exhibition and Sponsorship Opportunities

Your involvement

You have the opportunity to participate in this conference both through **sponsorship** and the **Trade Exhibition**. We would like to offer you the opportunity to participate in one or both of these categories as outlined in the prospectus. Should the proposed options fall outside your requirements and you would still like to participate, please contact us and we will be happy to negotiate an alternative that will better suit your needs. Upon confirmation of your commitment to this premier event, the appointed event managers, will liaise with you further and ensure your benefits as a sponsor/exhibitor are fulfilled.

Sponsorship

We would like to offer you the opportunity to become a sponsor of ISDE7, WALIS Forum 2011 and the State NRM conference. The sponsorship opportunities have been structured to provide your organisation with the maximum possible exposure and benefit from your selected option.

Benefits

- Presence at and involvement in the premier international digital earth modelling event of the year and the premier national geographic information event of the year, where delegates will have the opportunity to view the latest technology, developments, strategies and ideas.
- Build your brand at a world class event. Display and promote your products, services and initiatives to the key Australian stakeholders in the geographic information industry.
- Launch or showcase any new initiatives your company has developed.
- Provision of numerous opportunities for your company to interact with your target audience and be exposed to the latest initiatives for improving the way earth is modelled and GIS is used.
- Network with key decision makers and influences in the industry
- Influence young minds and encourage them into the world of the digital earth and GIS.

Flexible Sponsorship Opportunities

The following packages have been tailored to appeal to a wide variety of marketing objectives. However, if there are other ways in which your organisation would like to be involved, we would welcome the opportunity to discuss these with you, and encourage your creative ideas.

All prices quoted in Australian Dollars (AUD\$) and include GST

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NOTE: All prices are indicative as at May 2010. Until venue and event management are secured, these prices are subject to change.

Preliminary Pricing

Platinum Sponsor (\$30,000) - Limited to 2 sponsors

- Organisation logo on front of Registration Brochure + 200 word promotional paragraph inside
- Organisation logo on front cover of Program Handbook + 100 word promotional paragraph inside
- Recognition of sponsorship (logo) on home page of conference website and hyperlink to organisation + 200 words
- Verbal recognition of sponsorship during opening ceremony and organisation logo included on sponsor thank you slide during opening and closing ceremonies
- Three (3) full event registrations, including all networking sessions
- Three (3) dinner tickets
- One (1) double booth space
- Four (4) page satchel insert – Sponsor to supply a brochure (no larger than A4, must be lightweight) of any type or alternatively a CD or memory stick
- Sponsors can supply up to two (2) branded promotional items for inclusion in delegate satchel
- Electronic copy of delegate list (subject to privacy laws) fourteen (14) days and seven (7) days prior to conference
- Up to two (2) branded promotional items for inclusion in the delegate satchel
- May supply up to two (2) banners for display during conference

Gold Sponsor (\$25,000) – Limited to 4 sponsors

- Organisation logo in Registration Brochure + 100 word promotional paragraph inside
- Organisation logo and contact details inside Program Handbook
- Recognition of sponsorship (logo) on conference website, and hyperlinked to organisation + 100 words
- Organisation logo included on sponsor thank you slide during opening and closing ceremonies
- Two (2) full event registrations, including all networking sessions
- Two (2) dinner tickets
- One (1) double booth space
- Four (4) page satchel insert– Sponsor to supply a brochure (no larger than A4, must be lightweight) of any type or alternatively a CD or memory stick
- May supply One (1) branded promotional item for inclusion in delegate satchel
- Electronic copy of delegate list (subject to privacy laws) seven (7) days prior to conference

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- Sponsor may supply one (1) banner for display during conference

Silver Sponsor (\$20,000)

- Organisation logo in Registration Brochure + 50 word promotional paragraph inside
- Organisation logo and contact details inside Program Handbook
- Recognition of sponsorship (logo) on conference website, hyperlinked to organisation + 50 words
- Organisation logo included on sponsor thank you slide during opening and closing ceremonies
- One (1) full event registration, including all networking sessions
- One (1) double booth space
- One (1) dinner ticket
- Two (2) page satchel insert
- Electronic copy of delegate list (subject to privacy laws) four (4) days prior to conference
- May supply one (1) banner for display during conference

Dinner Sponsor (\$15,000)

- Organisation logo on Registration Brochure and Program Handbook
- Recognition of sponsorship (organisation logo) and hyperlink on conference website
- Introduction by MC at the dinner
- Five (5) minute address to delegates prior to the commencement of dinner
- Gobo (illuminated and projected organisation logo) displayed during dinner
- One (1) full event registration, including all networking sessions
- Two (2) dinner tickets
- Two (2) page satchel insert, no larger than A4 in size
- Electronic copy of delegate list (subject to privacy laws)

Keynote Speaker Sponsor (\$5,250)

- Five (5) minute address to delegates prior to keynote speaker presentation
- One (1) full event registration, including all networking
- Organisation name and logo mentioned in all conference literature
- Acknowledgement in Registration Brochure, Program Handbook and on conference website
- Two (2) page satchel insert, no larger than A4 in size
- Electronic copy of delegate list (subject to privacy laws) post conference

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Exclusive Delegate Bag Sponsorship (\$10,000)

- Organisation logo placed on all delegate bags in conjunction with the ISDE7, WALIS Forum 2011 and NRM logos (subject to suitability of logo for embroidery, screen or digital printing options)
- One (1) full event registration, including all networking session
- Acknowledgement in Registration Brochure, Program Handbook and on conference website.
- Two (2) page satchel insert, no larger than A4 in size
- Electronic copy of delegate list (subject to privacy laws) post conference

Chill Out Corner (\$7,500)

- Exclusive naming rights for Chill-Out Corner
- One (1) full event registration, including all networking sessions
- Acknowledgement in Registration Brochure, Program Handbook and on conference website
- Two (2) page satchel insert, no larger than A4 in size
- Electronic copy of delegate list (subject to privacy laws) post conference

Name Tag Lanyards (\$5,750)

- Organisation name and logo (subject to suitability of logo in monochromatic (full colour may be purchased at an increased cost) printed on all lanyards
- One (1) full event registration, including all networking sessions
- Acknowledgement in all Registration Brochure, Program Handbook conference and on conference website.
- Two (2) page satchel insert, no larger than A4 in size
- Electronic copy of delegate list (subject to privacy laws) post conference

Sponsorship for the Spatial Technology in Schools (STiS) Competition or Landcare Studies -- Student Participation at the event (\$5000)

- Organisation branding for event
- One (1) full event registration, including all networking sessions
- Acknowledgement in Registration Brochure, Program Handbook and on conference website
- Two (2) page satchel insert, no larger than A4 in size
- Electronic copy of delegate list (subject to privacy laws) post conference

Map Competition Sponsorship (\$5,000)

- Organisation name and logo (subject to suitability of logo) displayed as sponsor for Map Competition.
- Acknowledgement in all conference literature and on website.

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- One (1) full event registration, including all networking sessions.
- Two (2) page satchel insert, no larger than A4 in size
- Electronic copy of delegate list (subject to privacy laws) post conference

Welcome Reception (\$5,000)

- Organisation signage displayed during welcome reception.
- Opportunity to provide a five (5) minute address to delegates at welcome reception
- Acknowledgement in Registration Brochure, Program Handbook conference and on conference website.
- One (1) full event registration, including all networking sessions
- Two (2) page satchel insert, no larger than A4 in size
- Electronic copy of delegate list (subject to privacy laws)
- Opportunity to create an exclusive branded cocktail (extra cost) post conference

Workshop (\$2,500 – 1.5 hours) (4 Available)

- Opportunity to showcase latest and greatest technology, developments, achievements and plans for your organisation
- Acknowledgement in Registration Brochure, Program Handbook conference and on conference website
- One (1) full event registration, including all networking sessions
- Two (2) page satchel insert, no larger than A4 in size
- Electronic copy of delegate list (subject to privacy laws) post conference

Lunch Sponsorship (\$3,000) (3 Available)

- Organisation signage displayed during lunch.
- Acknowledgement in Registration Brochure, Program Handbook and on conference website
- One (1) full event registration, including all networking sessions
- Two (2) page satchel insert, no larger than A4 in size
- Electronic copy of delegate list (subject to privacy laws) post conference

Conference Program Handbook Sponsor (\$5,000)

- Full sponsorship for the Program Handbook. This will include speaker abstracts
- One (1) full event registration, including all networking sessions.
- Acknowledgement in Registration Brochure, Program Handbook and on conference website
- Two (2) page satchel insert, no larger than A4 in size
- Electronic copy of delegate list (subject to privacy laws) post conference

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Program Handbook Advertising Sponsor:

Half page Advertisement (\$2,000)

Full page Advertisement (\$3,000)

Material to be submitted in a suitable format prior to printing deadlines

Proceedings Sponsor (\$5,000) (4 Available)

- Full sponsorship for the post conference special edition of WALIS News including a CD of Keynote presentations and proceedings.
- Organisation logo included on front and back covers of WALIS News and on the CD
- Acknowledgement in Registration Brochure, Program Handbook and on conference website
- One (1) full event registration, including all networking sessions
- Two (2) page satchel insert, no larger than A4 in size
- Electronic copy of delegate list (subject to privacy laws) post conference

Recording of Keynote Speakers (\$2,000)

- One (1) full event registration, including all networking sessions
- Electronic copy of delegate list (subject to privacy laws) post conference

Satchel Insertions

Printed Material (\$1,000)

Each printed insert must not exceed 4 pages and must not be larger than A4 in size. Supply of lightweight A4 or smaller promotional material will be accepted (eg CD or memory stick) – to be provided by sponsor. Final numbers will be given closer to the event date (will be in the vicinity of 1000)

Promotional Item (\$1,000)

- Branded promotional item (e.g. pens, pads, mobile phone cover, drink bottle, coffee mug, key-ring) with organisation name and logo, for inclusion in the delegate satchel – to be provided by sponsor.
- Final numbers will be given closer to the event date (will be in the vicinity of 1000)

Note Pads and Pens (cost of pad and pens to you)

- One (1) of each for inclusion in the delegate satchel to be provided by sponsors. Final numbers will be given closer to the event date (will be in the vicinity of 1000)
- Promotional opportunity for branding
- Final numbers will be given closer to the event date (will be in the vicinity of 1000)

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Trade Exhibition

We would like to offer you the opportunity to be an exhibitor at the ISDE7, WALIS Forum 2011 and the State NRM conference. We estimate the attendance for this event to be in excess of 1000 delegates. The exhibition has been structured so that you will receive the maximum possible exposure and benefit from your selected option. All meals, refreshments and networking sessions will be served in the exhibition area.

Preliminary Pricing

Exhibition Booth (\$3,750)

To maximise exhibitor contact with delegates, morning and afternoon teas, lunch and all networking session drinks will be served in the exhibition area. Trade representatives are invited to attend all conference sessions. We strongly recommend that you book early to gain the best position, as booths will be allocated to exhibitors in order of receipt of application forms. Platinum, Gold and Silver sponsors will be offered preferred locations. Once the venue and event management are confirmed support will be available to construct booths and assist with any modifications you may require. Further exhibition details will be sent to exhibitors in a full 'Exhibitor Kit' in 2011.

For your investment you receive:

- 3m x 2m standard booth
- One (1) full event registration including all tea breaks, lunches and networking sessions
- Acknowledgement in Registration Brochure, Program Handbook conference and on conference website
- Your organisation name and logo on entrance feature to exhibition
- One full day parking permit (per booth) for three days of conference (extra permits may be purchased from event management)
- One (1) delegate satchel
- 2GB high speed cabled internet access
- Two (2) x 150 watt spot lights
- One (1) x 4 amp general purpose power outlet
- Organisation name on set of fascia panels for each booth, printed in one colour (corner booths have two signs)

Booth Upgrades

Upgrades to your booth are available including increased sizes. Any extra costs such as furniture or additional internet connection must be met by you.

- Double Exhibition Booth (\$5,000)
- Triple Exhibition Booth (\$6,000)

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Flexible Sponsorship Opportunities and Inclusions

We are happy to be flexible with our sponsorship opportunities, so please contact us if you wish discuss your requirements with regards to a tailor packaged to suit your overall marketing objectives and budget. Please either call us on 61 8 9273 7042 or send us an email walis@walis.wa.gov.au

An updated pricing package will be made available on our website <http://www.isde7.net/> when the venue hire and event management contracts have been finalised.

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