



SPONSORSHIP & EXHIBITION PROPOSAL

**EXCITING
NEW VENUE
FOR 2010**

15th Biennial Conference and Exhibition
9-11 February 2010
Melbourne Convention and Exhibition Centre
Australia

www.vala.org.au/conf2010.htm





CONNECTIONS CONTENT CONVERSATIONS

The VALA2010 15th Biennial Conference and Exhibition is the Australian forum where the use of technology in libraries and cultural institutions is discussed and will feature invited international and Australian keynote speakers, plenary and concurrent sessions and an exhibition featuring the latest products from leading suppliers.

The theme for this conference is **CONNECTIONS CONTENT CONVERSATIONS**. VALA2010 will be held at the Melbourne Convention and Exhibition Centre, Melbourne, Australia from 9-11 February 2010. We suggest you review this document in line with your marketing strategies at the earliest opportunity and act quickly to guarantee your choice of involvement and maximise your investment through promoting your organisation in the pre-conference marketing.

PAST EXHIBITORS INCLUDE / 3M AUSTRALIA / ACS PUBLICATIONS / ALEXANDER STREET PRESS, LLP / ALTARAMA INFORMATION SYSTEMS / AMERICAN MEDICAL ASSOCIATION / AMLIB – INFOVISION TECHNOLOGY / BERKELEY ELECTRONIC PRESS / BIOMED CENTRAL / BLACKWELL BOOK SERVICES / BRILL / BURGUNDY INFORMATION SERVICES / CASALINI LIBRI / CAVAL COLLABORATIVE SOLUTIONS / CIVICA / CSIRO PUBLISHING / DA INFORMATION SERVICES / DA LIBRARY TECHNOLOGIES (AN S CENTRAL COMPANY) / DATACOM INFORMATION TECHNOLOGIES / DEEP FREEZE / EBL – EBOOK LIBRARY / EBSCO INFORMATION SERVICES / ELSEVIER / EMERALD GROUP PUBLISHING / ENCYCLOPAEDIA BRITANNICA AUSTRALIA / ENVISIONWARE / EUROMONITOR INTERNATIONAL (ASIA) / EX LIBRIS / FORMS EXPRESS / GALE, A PART OF CENGAGE LEARNING / IGROUP (AUSTRALASIA) / INFOTRIEVE AUSTRALIA / INNOVATIVE INTERFACES / JAMES BENNETT / MACQUARIE ONLINE / MAXUS AUSTRALIA / MERGENT / MULTISCREEN CHANNEL / NATIONAL LIBRARY OF AUSTRALIA / NATURE PUBLISHING GROUP / NEW ENGLAND JOURNAL OF MEDICINE / OCLC / OVID TECHNOLOGIES / OXFORD UNIVERSITY PRESS / PALGRAVE MACMILLAN / PROJECT MUSE / PROQUEST / QLS TECHNOLOGY / RAECO INTERNATIONAL / RESEARCH FOR LIBRARIES / RMIT PUBLISHING – INFORMIT / SAGE PUBLICATIONS ASIA-PACIFIC / SAI GLOBAL / SERIALS SOLUTIONS / SIRSIDYNIX / SOFTLINK / SPRINGER / SWETS / TAG ALERT / TALKINGTECH / TAYLOR AND FRANCIS / TECH LOGIC CORPORATION / THOMSON SCIENTIFIC / THORPE-BOWKER / VISION AUSTRALIA INFORMATION LIBRARY SERVICE / WILEY-BLACKWELL /

VALA2008 attracted a record attendance of 932 delegates, an increase of 17% from VALA2006 and 23% over 2004. Of the VALA2008 delegates, 49% were from the higher education sector, 24% from public, state and national libraries, and 20% from special libraries working in the

WHO ATTENDS VALA CONFERENCES?

areas of health, law, business and government services. In recent times, VALA has enjoyed strong growth in attendance, attracting an increasing number of international delegates, with 12% of delegates in 2008 from outside Australia, along with strong representation from all Australian states and territories.

CONFERENCE VENUE

Melbourne Convention and Exhibition Centre
South Wharf / Melbourne VIC 3000 Australia
Tel + 61 3 9235 8000 / Fax + 61 3 9235 8001
www.mcec.com.au

CONNECTIONS CONTENT CONVERSATIONS

WHY YOU SHOULD BE AT VALA2010

VALA2010 provides immediate **access to more** than 900 potential customers to help increase your sales figures > Create an increased awareness and **positioning of your brand** as a leading supplier within the industry, both nationally and internationally > **Networking** opportunities in a variety of formats will greatly enhance your long-term relationships and **sales opportunities** > VALA2010 is the perfect forum to release **exciting new products** and services > Increase your knowledge and **awareness** of similar product and service offerings > Identify new products and services that will **add value** to your business and therefore strengthen your long-term supply relationships > **Seize advertising opportunities** as they are presented – even create your own mailing list >



2010 SPONSORSHIP OPPORTUNITIES

This programme provides many different opportunities for sponsorship participation, as listed here. Alternatively, VALA is pleased to work with you to tailor individual sponsorship packages to suit your budget and marketing objectives.

For further information please contact Helen McGowan, Sponsorship & Exhibition Manager on +61 3 9645 6311 or helen@wsm.com.au

DISCLAIMER:

Acknowledgment in the Main Announcement and Registration Brochure and the Conference Programme is subject to sponsorship confirmation prior to printing deadlines. All signage and banners are subject to approval by the Conference Committee. Where a sponsorship item includes a full-page or half-page advertisement, position may be specified, but location of the advertisement will be at the discretion of the Conference Committee. All sponsorship & exhibition packages are quoted in Australian dollars (AUD).

NEW
FOR
2010

L-PLATE SERIES

AUD\$10,000 + GST = \$11,000

Only one opportunity available

VALA2010 is delighted to present the second L-Plate Series on Monday 8 February 2010 at the Melbourne Convention and Exhibition Centre. The L-Plate Series provides an introduction to some of the topics that will feature in the main VALA2010 Conference Programme. Registration is complimentary to all registered delegates and will include an introduction to the basic concepts for development in each of the main conference streams, explaining the terminology and trends in each of the topics outlined and using live examples where possible to demonstrate the technologies. Here is a unique opportunity to engage first timers to VALA2010 and those returning to the industry. Delegate attendance for 2008 was 160.

Exclusive branding and naming rights to the L-Plate Series sessions

Verbal acknowledgment by the Session Chair for your support of the L-Plate Series

Opportunity for your CEO or nominated representative to address the delegates at the commencement of the day and at the day's conclusion

Opportunity to brand all course notes provided to L-Plate Series delegates

Acknowledgment in the Main Announcement and Registration Brochure

Acknowledgment with logo on sponsor acknowledgment board

Acknowledgment in the Conference Programme

Your company logo on the VALA2010 website hotlinked to your company's website

One half-page colour advertisement in the Conference Programme

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

First right of refusal for this sponsorship for VALA2012

Comments on 2008 L-Plate Series:

68% of those who attended the series in 2008 would be interested in attending a similar event at VALA2010.

71% would recommend a similar event at VALA2010 to their colleagues.

I really enjoyed the entire day – definitely do it again next year. My list of things to experiment with has grown much longer.

More useful than I expected. Challenging and informative.

Great overview. Good way to find out about what's new.

DELEGATE SATCHELS

AUD\$10,000 + GST = \$11,000

Only one opportunity available

Your company name and/or logo, together with conference logo to be over printed on the delegate satchel. The conference will produce hundreds satchels, the life of which extends long after the Conference. (Committee reserves the right to select the satchel and approve associated artwork).

Your company name and logo, together with the Conference logo, to be overprinted on delegate satchels

Acknowledgment in the Main Announcement and Registration Brochure

Acknowledgment in the Conference Programme

Acknowledgment with logo on sponsor acknowledgment board

Your company logo on the VALA2010 website hotlinked to your company's website

BLUETOOTH ZONE

AUD\$10,000 + GST = \$11,000

Only one opportunity available

A new way to reach delegates with the convenience of the mobile phone. Engage and interact with delegates via Bluetooth by providing free and rich mobile content such as video, audio, vouchers and ensure delegates are reminded of all key Conference announcements whilst on site.

Acknowledgment with company name on some Bluetooth messages (Committee to approve all message content and the number of deliveries)

Acknowledgment with logo branding on two Bluetooth transmission towers located in prominent position

Acknowledgment in the Main Announcement and Registration Brochure

Acknowledgment in the Conference Programme

Acknowledgment with logo on sponsor acknowledgment board

Your company logo on the VALA2010 website hotlinked to your company's website

First right of refusal for this sponsorship for VALA2012

NEW
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One half-page colour advertisement in the Conference Programme

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

First right of refusal for this sponsorship for VALA2012

WIFI 'N RECHARGE LOUNGE

AUD\$10,000 + GST = \$11,000

Only one opportunity available

Your exclusive opportunity to naming rights and branding of the VALA2010 Wifi 'n Recharge Lounge – a daily hub and meeting place for delegates.

A comfortable Wifi 'n Recharge Lounge will be available to all delegates, speakers and exhibitors at the Conference. Situated in a prominent location in the Exhibition area, the Wifi 'n Recharge Lounge will be a well appointed, comfortable and fast facility.

Naming rights to the Wifi 'n Recharge Lounge
Acknowledgment in the Main Announcement and Registration Brochure

Acknowledgment in the Conference Programme

Acknowledgment with logo on sponsor acknowledgment board

Your company logo on the VALA2010 website hotlinked to your company's website

Space available in the lounge for banners or signage provided by your company (subject to approval by the Conference Committee)

Your company screensaver (provided by you) for each computer in the Wifi 'n Recharge Lounge

Opportunity to provide company mouse pads, writing pads and pens for the internet terminals

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

One half-page colour advertisement in the Conference Programme

First right of refusal for this sponsorship for VALA2012

NEW
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CONFERENCE DINNER

AUD\$10,000 + GST = \$11,000

Only one opportunity available

The social highlight of the conference will guarantee you the opportunity to host the delegates for an unforgettable evening of entertainment and merriment in a relaxed atmosphere. A most valuable networking and branding opportunity.

Acknowledgment in the Main Announcement and Registration Brochure

Acknowledgment in the Conference Programme

Acknowledgment with logo on sponsor acknowledgment board

Your company logo on the VALA2010 website hotlinked to your company's website

Daily announcement at the commencement of sessions prior to the Conference Dinner

Verbal acknowledgment of your sponsorship by the MC when welcoming the delegates to the dinner

Signage provided by your company to be displayed during the Conference Dinner (signage subject to approval by the Conference Committee)

Company logo printed on the dinner menus

NEW
FOR
2010

Opportunity to provide the lucky table prize for the evening. Prize to be announced during the evening and delegates must be in the room to receive their prizes (prizes x 10 are additional to sponsorship costing*)

Opportunity to place a small gift for each delegate on dinner tables

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

Reserved table in premium position

Two complimentary full delegate registrations including social functions

Two additional complimentary tickets to the Conference Dinner

First right of refusal for this sponsorship for VALA2012

* All promotional material is subject to approval by Conference Committee. Sponsors are required to obtain approval of their insert from the Conference Office by Friday 4 December 2009

WELCOME RECEPTION AND FAREWELL REFRESHMENTS

AUD\$8,000 + GST = \$8,800

Make an impact! Be first to be noticed and last to be remembered, with this chance to welcome delegates with your branding at the Welcome Reception and to farewell them as they depart the Conference. Take up this double opportunity to create and imprint a lasting impression.

Includes sponsorship of the Welcome Reception and the Farewell Reception

Acknowledgment of your sponsorship by the MC at each of the functions

Opportunity to present three-minute address at the Welcome Reception

Acknowledgment in the Main Announcement and Registration Brochure

Acknowledgment in the Conference Programme

Acknowledgment with logo on sponsor acknowledgment board

Announcement at each session break prior to the Welcome Reception

Signage provided by your company displayed during the Welcome and Farewell Receptions (signage subject to approval by the Conference Committee)

Your company logo on the VALA2010 website hotlinked to your company's website

Two complimentary full delegate registrations

Two complimentary tickets to the Conference Dinner

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

First right of refusal for this sponsorship for VALA2012

NOTE PADS AND PENS

AUD\$3,000 + GST = \$3,300

Plus supply of all stock for use x 1,000 units of each

Only one opportunity available

Have your branded stationery available for all delegates use during the conference – your pads and pens will be inserted into all delegate satchels and also be available for delegate use at the registration desk*

Acknowledgment in the Main Announcement and Registration Brochure

Acknowledgment in the Conference Programme

First right of refusal for this sponsorship for VALA2012

PODCASTING SPONSOR

AUD\$6,000 + GST = \$6,600

Only one opportunity available

Feature sessions, plenary sessions – perhaps all sessions (subject to Committee approval) will be podcast and available for reference on the website post-conference. Podcasts will be promoted at each session over the duration of the Conference.

Verbal acknowledgment at the start of each Podcast

Acknowledgment on the relevant pages of the website

Acknowledgment in the Main Announcement and Registration Brochure

Acknowledgment in the Conference Programme

Acknowledgment with logo on sponsor acknowledgment board

Your company logo on the VALA2010 website hotlinked to your company's website

One half-page colour advertisement in the Conference Programme

One complimentary full delegate registration including social functions

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

First right of refusal for this sponsorship for VALA2012

MAIN ANNOUNCEMENT AND REGISTRATION BROCHURE

AUD\$6,000 + GST = \$6,600

Only one opportunity available

Start your campaign right from the Registration and Main Announcement. This document is posted out to thousands of potential and past delegates and to higher education sector, public, state, national, special and school libraries.

Acknowledgment on the front cover of the Main Announcement and Registration Brochure

Acknowledgment in the Conference Programme

Acknowledgment with logo on sponsor acknowledgment board

Your company logo on the VALA2010 website hotlinked to your company's website

One full-page colour advertisement on the back cover of the Main Announcement and Registration Brochure

One complimentary full delegate registration including social functions

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

All branding for this print item will appear in conjunction with VALA2010 and partner branding

First right of refusal for this sponsorship for VALA2012

DAILY PROGRAMME BOARDS (SUPPORTED BY VENUE E-SIGNAGE)

AUD\$5,000 + GST = \$5,500

Only one opportunity available

What's on each day? Become the Oracle. Programme boards x 3 will be prominently located at the venue for delegate reference each day.

Exclusive acknowledgment with company logo on the Daily Programme Boards

Opportunity for a promotional PowerPoint slide to be shown at intervals on the e-programme boards throughout each day

Acknowledgment in the Main Announcement and Registration Brochure

Acknowledgment in the Conference Programme

Acknowledgment with logo on sponsor acknowledgment board

Your company logo on the VALA2010 website hotlinked to your company's website

First right of refusal for this sponsorship for VALA2012

* All promotional material is subject to approval by Conference Committee. Sponsors are required to obtain approval of their insert from the Conference Office by Friday 4 December 2009

CONFERENCE PROGRAMME AND POCKET PROGRAMME

AUD\$7,500 + GST = \$8,250

Only one opportunity available

All delegates receive a copy of the Conference Handbook complete with abstracts plus a pocket-sized mini-programme. The pocket programme contains a summary version of the Conference programme including session details and exhibition information, for ready reference each day.

Acknowledgment in the Main Announcement and Registration Brochure

Acknowledgment in the Conference Programme

Acknowledgment with logo on sponsor acknowledgment board

Your company logo on the VALA2010 website hotlinked to your company's website

One full-page colour advertisement on the back cover of the Conference Programme

One complimentary full delegate registration including social functions

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

All branding for this print item will appear in conjunction with VALA2010 and partner branding

First right of refusal for this sponsorship for VALA2012

ADVERTISING > FULL PAGE

AUD\$3,000 + GST = \$3,300

ADVERTISING > HALF PAGE

AUD\$1,800 + GST = \$1,980

One full colour advertisement in the Conference Programme (digital artwork to be supplied by the sponsor accompanied with colour laser prints)

Acknowledgment in the Conference Programme

SATCHEL INSERT

AUD\$2,500 + GST = \$2,750

One piece of promotional material in each delegate satchel (excludes note pads and pens)

The satchel insert is subject to approval by the Conference Committee. Sponsors are required to obtain approval of their insert from the Conference Office by Friday 4 December 2009.

NAME BADGES

AUD\$5,000 + GST = \$5,500

Only one opportunity available

Delegates all receive a name badge to be worn for the duration of the Conference. Have your branding on each name badge – become associated with VALA2010 in a new way.

Acknowledgment in the Main Announcement and Registration Brochure

Acknowledgment in the Conference Programme

Acknowledgment with logo on sponsor acknowledgment board

Your company logo on the VALA2010 website hotlinked to your company's website

Your company logo together with the VALA2010 logo on all delegate name badges

One complimentary full delegate registration including social functions

First right of refusal for this sponsorship for VALA2012

KEYNOTE SESSION

AUD\$5,000 + GST = \$5,500

Keynote presentations will be held daily, the choice of session is yours. Please confirm with the Conference Office as to the availability of sessions.

Two complimentary day registrations for the day of the sponsored keynote session

Acknowledgment in the Main Announcement and Registration Brochure

Acknowledgment in the Conference Programme

Acknowledgment with logo on sponsor acknowledgment board

Visual acknowledgment of your sponsorship during the sponsored keynote session

Opportunity to provide a pull-up banner for the session

Verbal acknowledgment of your sponsorship by the session chair during the sponsored keynote session

Your company logo on the VALA2010 website hotlinked to your company's website

One half-page colour advertisement in the Conference Programme

First right of refusal for this sponsorship for VALA2012

DAILY CATERING

AUD\$5,000 + GST = \$5,500 per day (three opportunities available) OR AUD\$11,500 + GST = \$12,650 for all three days (one opportunity available)

Most remembered is the catering at all conferences and VALA is no exception, become a daily catering sponsor for one or all of the days and enjoy knowing your company will be responsible for satisfying the hunger of the delegates.

Acknowledgment in the Main Announcement and Registration Brochure

Acknowledgment in the Conference Programme

Acknowledgment with logo on sponsor acknowledgment board

Your company logo on the VALA2010 website hotlinked to your company's website

One complimentary full delegate registration including social functions/three complimentary registrations if you buy all three days

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

Opportunity to place a total of four free standing banners nearby to major catering stations*

Opportunity to provide branded napkins for delegate use over the duration – at sponsor's additional cost

First right of refusal for this sponsorship for VALA2012

* All promotional material is subject to approval by Conference Committee. Sponsors are required to obtain approval of their insert from the Conference Office by Friday 4 December 2009



2010 EXHIBITION OPPORTUNITIES

STANDARD PACKAGE

Booth dimensions: 3m x 3m x 2.4h

Cost per standard booth:
AUD\$3,300 + GST = \$3,630
for the structure outlined below.

Included in the cost of exhibiting is one full "walk in / walk out" exhibition booth which will contain the following:

Walls

Modular walls 2.4 metres high finished in Velcro-compatible fabric.

Fascia

Fascia panel 30cm deep finished in Velcro-compatible fabric.

Lighting

2 x 150-watt lights per standard booth, mounted on the inside of the front fascia.

Power

One x power point (240 volt/10 amp) per standard booth.

Signs

One company name in computer cut vinyl standard style letters. (Maximum of 25 letters with Pty Ltd, (Aust), etc. deleted.)

DESIGN YOUR OWN STAND

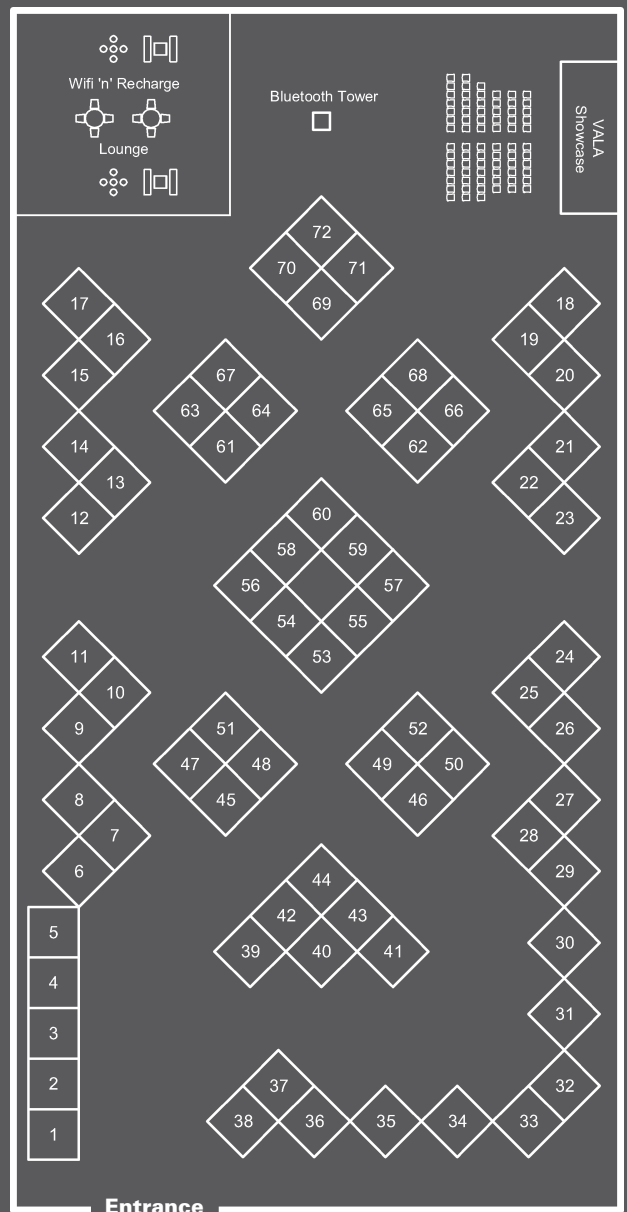
VALA2010 welcomes custom-design stands and would be happy to discuss your requirements with you.

**Raw space for custom design:
3m x 3m of "raw space"**

Cost per raw space:
AUD\$2,800 + GST = \$3,080

Should you prefer to provide your own booth design or prefabricated booth module in your allocated area you must submit your design plans to the Conference Office by no later than 30 October 2009, for approval by the Conference Committee.

Each exhibitor must keep its display within the space allocated for its exhibition booth.



EXHIBITION INCLUSIONS

One complimentary full registration.

One complimentary additional exhibitor staff registration entitling this person to a name badge and full catering.

Visitor passes to attract potential and existing clients to the Exhibition. Each visitor pass will allow one non-delegate to view the Exhibition between 0830 – 1200 and 1400 – 1730 on Tuesday 9 and Wednesday 10 February and between 0830 – 1200 and 1400 – 1500 on Thursday 11 February 2010. Morning or afternoon tea is included in visitor passes. Additional visitor passes will be available from the Registration Desk. Visitor passes will be distributed by 1 December 2009.

A PDF version of the delegate list, emailed to you on 15 December 2009 and an up to date list the week ending 31 January 2010.

Two complimentary tickets to the Conference Dinner.

Hotlink to your company website from the Conference website.

Inclusion of a fifty (50) word profile and logo in the Conference Programme.

VENDOR PRESENTATIONS

Exhibitors will have the opportunity to make a 12-minute presentation. Vendor presentation positions are limited and places will be sold on a first-come first-served basis (maximum entitlement is 12 minutes per booth).

Each 12 minute vendor presentation will cost AUD\$70 + GST = \$77.

Details of presentations will be included in the Conference Programme provided to all delegates. Please indicate your interest in making a presentation as part of the conference on your **Application to Exhibit** form. A specific Vendor Presentation booking form will then be forwarded.



Printed using environmentally friendly printing techniques. ISO14001 certified.

Application to sponsor/exhibit forms are available on the conference website:

www.vala.org.au/conf2010.htm



APPLICATION TO SPONSOR / EXHIBIT TAX INVOICE

15th Biennial Conference and Exhibition
9 - 11 February 2010
Melbourne Convention and Exhibition Centre
Australia

Reg No A0011933K | ABN 75 344 574 577

Participation can only be confirmed on receipt of the 1st payment. Allocations will be made strictly in order of receipt of application and payment.

Company name: _____

Address: _____

Suburb: _____

State: _____ Postcode: _____ Country: _____

Contact name: _____
(Prof / Dr / Mr / Ms / Mrs / Miss)

Position: _____

Tel: _____ Fax: _____

Mobile: _____

E-mail: _____

Website: _____

PLEASE COMPLETE BOTH SIDES OF THIS FORM

SPONSORSHIP PACKAGE PREFERENCES

I / we would like to take up the following Sponsorship package(s):

1st preference: _____ Total cost: AUD\$ _____

2nd preference: _____ Total cost: AUD\$ _____

3rd preference: _____ Total cost: AUD\$ _____

I/we understand that the Sponsorship packages will be subject to Committee approval and that the decision is final.

Signed: _____ Date: _____

(For and on behalf of the Sponsor listed above)

Position: _____

EXHIBITION BOOTH/S

_____ Raw space for custom design booth(s)
@ AUD\$2,800 + GST = AUD\$3,080 AUD\$ _____

_____ Shell scheme booth(s)
@ AUD\$3,300 + GST = AUD\$3,630 AUD\$ _____

Preferences: 1st _____ 2nd _____ 3rd _____

My company fascia name is to read: _____

(Booth sign limited to a maximum of 25 characters with Pty Ltd, Aust, etc deleted)

VENDOR PRESENTATIONS

Maximum of one 12 minute presentation per booth booked – subject to availability.

I wish to make a Vendor Presentation as part of the conference programme: Yes No

If yes, indicate number of presentations: _____

CANCELLATION POLICY

In the event of the cancellation of Sponsorship and/or Exhibition booth/s, note that unless that particular area of Sponsorship or Exhibition is resold, the Committee reserves the right to retain monies received. If the balance payment is not received by the due date, the allocated Sponsorship or Exhibition booth/s will be cancelled.

PAYMENT AND DEADLINES

1st payment deadline: 50% BY RETURN

Balance deadline: 31 October 2009

PAYMENT

EFT

Please advise your remittance details upon payment into the following account. Please insert your company name as a reference on the deposit.

Bank: ANZ, Croydon VIC

Name: VALA – Libraries, Technology and the Future, Inc

BSB: 013 278

Account: 2999 93771

Swift No: BAU 3M

Cheque

Made payable to "VALA – Libraries, Technology and the Future Inc."

International organisations not paying by EFT are required to pay by international bank cheque in Australian Dollars only, which must be drawn on any major Australian Bank. Cheques not made out as requested may be returned.

Please send completed tax invoice form and payment advice/cheque to:

VALA2010 Conference Office

c/- WALDRONSMITH Management

61 Danks Street West

Port Melbourne VIC 3207 Australia

Fax: +61 3 9645 6322

Email: helen@wsm.com.au

EXHIBITION AUTHORISATION

Should the exhibition floor plan require changing, the Organisers have the right to make the necessary changes.

Allocation: The exhibitor understands that booths and/or space will be allocated strictly in order of receipt of payment and that the Committee's decision will be final.

Attendance: The exhibitor understands that all attendees must register officially.

I agree to the *Terms and Conditions and Cancellation Policy* as outlined on the VALA2010 website www.vala.org.au/conf2010.htm

Signed: _____
(For and on behalf of the Exhibitor listed)

Position: _____

Date: _____