



vala2014

streaming with possibilities

## SPONSORSHIP & EXHIBITION PROPOSAL

17th Biennial Conference and Exhibition  
3–6 February 2014  
Melbourne Convention & Exhibition Centre  
[www.vala.org.au/conf2014](http://www.vala.org.au/conf2014)

**vala**  
LIBRARIES / TECHNOLOGY  
AND THE FUTURE / INC.

# VALA2014

streaming with possibilities

Dear Colleague

Join us in Melbourne for **VALA2014**,  
**streaming with possibilities**.

Win and expand your business through your participation in this well-respected biennial conference.

Attracting a cross-section of information technology professionals in the libraries, galleries, archives and museum sectors, VALA2014 combines a quality exhibition with a strong programme of speakers and presentations.

The VALA2014 Conference is convened by **VALA – Libraries, Technology and the Future Inc.**, and your partnership is instrumental in providing opportunities to increase the levels of professional education and industry awareness. Your dedication and commitment is the basis of a symbiotic relationship which benefits all involved.

VALA2014 continues at the **Melbourne Convention and Exhibition Centre**, utilising prime exhibition space and the facilities of the Plenary and Convention centre. Reach new clients, network and develop existing partners through your involvement in a proven-quality conference and exhibition experience.

We recognise the importance of your organisation and invite you to participate as a sponsor and or exhibitor. Choose from a broad selection of sponsorship and exhibition packages or contact us to tailor a package to suit.

On behalf of the VALA2014 Committee, we look forward to your partnership at this dynamic event.

**Bart Rutherford**

VALA President

# contents

<u>VALA President</u>	<u>2</u>
<u>About VALA</u>	<u>4</u>
<u>About the event</u>	<u>4</u>
<u>About the conference</u>	<u>5</u>
<u>Delegate profile</u>	<u>5</u>
<u>Conference registrations</u>	<u>5</u>
<u>Why you should be at VALA2014</u>	<u>6</u>
<u>Sponsorship opportunities</u>	<u>7 – 18</u>
<u>Exhibition opportunities</u>	<u>19 – 22</u>
<u>Further information</u>	<u>23</u>



VALA – LIBRARIES, TECHNOLOGY AND THE FUTURE INC. Reg NO A0011933K ABN 75 344 574 577



## Venue

VALA2014 will be held at the Melbourne Convention and Exhibition Centre, Australia, from 3-6 February 2014.

Melbourne Convention and Exhibition Centre  
South Wharf  
Melbourne VIC 3000  
Australia

T +61 3 9235 8000  
F +61 3 9235 8001

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

## Further information

For further sponsorship opportunities and more information, please visit [www.vala.org.au/conf2014](http://www.vala.org.au/conf2014) or contact **Helen McGowan**, Sponsorship and Exhibition Manager, on **+61 3 9907 8628** or **+61 3 9645 6311** or [helen@wsm.com.au](mailto:helen@wsm.com.au)

**WALDRONSMITH** Management



We bring people together and your conference to life



**VALA – LIBRARIES,  
TECHNOLOGY AND  
THE FUTURE INC.  
IS AN INDEPENDENT  
AUSTRALIAN BASED  
NOT-FOR-PROFIT  
ORGANISATION THAT  
AIMS TO PROMOTE THE  
USE AND UNDERSTANDING  
OF INFORMATION  
TECHNOLOGY WITHIN  
LIBRARIES AND THE  
BROADER INFORMATION  
SECTOR. VALA OFFERS  
ITS MEMBERS ACCESS  
TO A DYNAMIC AND  
PROFESSIONAL NETWORK  
OF INFORMATION  
TECHNOLOGY  
PRACTITIONERS.**



## about the event

The VALA biennial conference has established itself as the must-attend event for those working in technology in galleries, libraries, archives and museums sectors. The conference is expected to attract around 1,500 participants from across Australia, New Zealand and internationally.

## streaming with possibilities

The VALA2014 17th Biennial Conference and Exhibition is the Australian forum where the use of technology in libraries and other 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 **streaming with possibilities**.

VALA2014 is willing to work with you to tailor individual sponsorship packages to suit your budget and marketing objectives. Please contact **Helen McGowan**, Sponsorship and Exhibition Manager, for further information on **+61 3 9907 8628** or **+61 3 9645 6311** or **[helen@wsm.com.au](mailto:helen@wsm.com.au)**

# why you should be at VALA2014



**PLEASE REVIEW THIS  
DOCUMENT IN LINE  
WITH YOUR MARKETING  
STRATEGIES AT THE  
EARLIEST OPPORTUNITY.  
ACT QUICKLY TO  
GUARANTEE YOUR  
INVOLVEMENT AND  
MAXIMISE YOUR  
MARKETING INVESTMENT  
PRE-CONFERENCE.**

VALA2014 will provide a unique educational environment dedicated to the exchange of best practice, innovation and research. Aligning your organisation with the Conference will provide the opportunity to consolidate relationships and provide exposure to key target markets.

- Create an increased awareness and positioning of your brand as a leading supplier within the galleries, libraries, archives and museums sectors, both nationally and internationally
- Present and showcase innovative new products and services
- Promote your products and services in a face-to-face environment to around 1,500 potential customers at VALA2014, thereby furthering your sales and marketing objectives
- Create and strengthen new and existing relationships with key decision-makers at a variety of networking opportunities at VALA2014

- Secure ongoing value associated with building brand awareness
- Increase your awareness and educate your workforce through first-hand market knowledge of developments in the galleries, libraries, archives and museums sectors

Organisations within the following sectors should consider alignment with the event:

- Content
- Hardware
- Software
- Services

For further information regarding exhibition opportunities, please visit [www.vala.org.au/conf2014](http://www.vala.org.au/conf2014) or contact **Helen McGowan**, Sponsorship and Exhibition Manager, on **+61 3 9907 8628** or **+61 3 9645 6311** or [helen@wsm.com.au](mailto:helen@wsm.com.au)



# about the conference



## topics for 2014

Held over four days, the Conference will comprise the L-Plate Series, VALAtech Boot Camp Series, vendor presentations and the main conference programme focusing on the following themes:

- Data
- Bigger data
- Publishing
- Discovery
- Collaboration
- Social
- Stewardship
- Maker / Hacker
- PD / Future-Proofing Our Profession
- Patron / End user
- Cloud



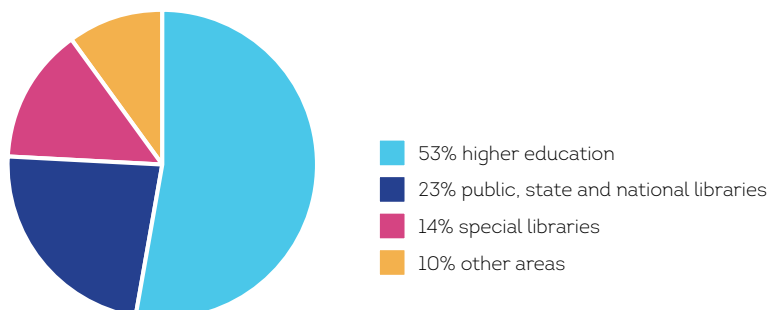
## delegate profile

In recent times, **VALA** has enjoyed **strong growth in attendance, attracting an increasing number of international delegates**, with 8.5% of delegates in 2012 coming from outside Australia, along with strong representation from all Australian states and territories. **VALA2012 attracted an attendance of well over 1800 participants**, including shared registrations and a substantial growth in visitors to the exhibition.

## conference registrations

Of the VALA2012 delegates, 53% were from the higher education sector, 23% from public, state and national libraries, 14% from special libraries working in the areas of health, law, and business and government services, and 10% from other areas including galleries, archives and museums.

VALA2012 conference registrations



For further sponsorship opportunities and more information, please visit [www.vala.org.au/conf2014](http://www.vala.org.au/conf2014) or contact **Helen McGowan**, Sponsorship and Exhibition Manager, for further information on **+61 3 9907 8628** or **+61 3 9645 6311** or [helen@wsm.com.au](mailto:helen@wsm.com.au)

# conference partner



**AUD\$32,000 + GST = \$35,200**

Only one opportunity available

**WE VIEW OUR  
CONFERENCE PARTNER  
AS ESSENTIAL TO THE  
SUCCESSFUL EXECUTION  
OF THE CONFERENCE  
AND WILL WORK  
ALONGSIDE YOU TO  
PROVIDE THESE EXCLUSIVE  
OPPORTUNITIES TO  
PROMOTE YOUR  
ORGANISATION  
BEFORE, DURING  
AND AFTER VALA2014.**

This unique marketing opportunity now for the first time includes name badge entitlements and exclusive naming rights to the Conference Dinner.

As the VALA2014 Conference Partner, you will benefit from the highest level of exposure and representation with the following entitlements:

## Pre conference

Your company logo on every delegate confirmation letter and pre-arrival letter

Your company logo on all pages of the VALA2014 website, hotlinked to your company's website

One electronic delegate list in .xls spreadsheet format – one month out from the Conference and one week prior to the Conference (excludes those who have requested privacy)

E-blast one week (x1 only) prior to the conference to registered delegates (excludes those who have requested privacy)

## At the conference

Your company logo on all pages of the VALA2014 website, hotlinked to your company's website

Two complimentary raw space or shell scheme exhibition stands (3m x 3m, with exhibition entitlements) in a premier position. If this sponsorship is not sold, these stands will not be available for purchase separately

Five complimentary full delegate registrations including social functions

Exclusive naming rights to the Conference Dinner

Opportunity to run a VALAtech Boot Camp session on Monday 3 February 2014

Your company logo together with the VALA2014 logo on all delegate name badges. **This exclusive naming rights and branding opportunity is only available within the Conference Partner package until Friday 31 May 2013**

Your company logo on all onsite major signage including entry features, registration desk, plenary room, programme boards and sponsor acknowledgement signage

# conference partner

## continued



Daily verbal acknowledgement of your sponsorship at the commencement of sessions for the duration of the Conference

Your company logo will be included in the sponsorship PowerPoint slides shown in all sessions for the duration of the Conference

Exclusive branding and naming rights to the Speaker Preparation Room

Your company logo on the front cover of the Conference Handbook

Opportunity for a company advertisement (maximum length 30 seconds) to be digitally displayed on prioritised rotation on the conference LCD screen during Conference breaks

One full-page colour advertisement in the Conference Handbook

Opportunity for your CEO or nominated person to make a three-minute address during the opening plenary session

Verbal acknowledgement of support as VALA2014 Conference Partner by the Conference Chair in the opening plenary session

Opportunity to sponsor one keynote session – the choice is yours

Visual and verbal acknowledgement of your sponsorship during the sponsored keynote session

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

Verbal acknowledgement of your sponsorship by the VALA President when welcoming the delegates to the Conference Dinner

Signage (pull up banners) provided by your company to be displayed during the Conference Dinner#

Your company logo printed on the dinner menus

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

Reserved table at the Conference Dinner in premium position

### Post conference

Your company logo on all pages of the VALA2014 website, hotlinked to your company's website

First right of refusal for this sponsorship for VALA2016. (VALA reserves the right to alter sponsorship packages for VALA2016)

Your company logo on the post conference email to all registered delegates

A question of your choice (subject to committee approval) included in the post conference evaluation

One electronic delegate list in .xls spreadsheet format post conference (excludes those who have requested privacy)

Your company logo included in the homescreen branding of all presentation recordings

Your company logo to be displayed at the beginning and end of each online session recording

For \* \*\* # please refer to page 18



# red carpet exhibition stage

ENHANCED  
FOR 2014



**AUD\$12,500 + GST = \$13,750**

Only one opportunity available

**ONE OF THE MAIN MEETING POINTS FOR THE CONFERENCE, THE RED CARPET EXHIBITION STAGE AREA IS THE LOCATION FOR NEW SPECIAL EVENTS AS THE VALA FIRST-TIMERS' MORNING TEA AND THE BLOGGERS/TWEETERS MEET UP.**

Exclusive branding and naming rights to the Red Carpet Exhibition Stage

Space available in the Red Carpet Exhibition Stage banner for your company logo\*\*

One complimentary raw space or shell scheme exhibition stand (with exhibition entitlements)

Two complimentary full delegate registrations including social functions

Opportunity for your company to have a 30-minute timeslot on the Red Carpet Exhibition Stage during the lunch or afternoon tea break on day one of the Conference (subject to content and programming approval by the Conference Committee)

**The following entitlements are common to all orange-coded, equivalent value sponsorship opportunity packages**

One full-page colour advertisement in the Conference Handbook

Opportunity for a company advertisement (maximum length 30 seconds) to be digitally displayed on rotation on the conference LCD screen during Conference breaks

Your company logo in the Conference Handbook

Your company logo on sponsor acknowledgement board

Your company logo on the VALA2014 website hotlinked to your company's website

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

Your company logo will be included in the sponsorship PowerPoint slides shown in all sessions for the duration of the Conference

First right of refusal for this sponsorship for VALA2016 (VALA reserves the right to alter sponsorship packages for VALA2016)

For \* \*\* # please refer to page 18

# VALAtech Boot Camp



**AUD\$12,500 + GST = \$13,750**

Only one opportunity available

## **ASSOCIATE YOUR BRAND WITH KEY AND EMERGING TECHNOLOGIES.**

**INTRODUCED AT VALA2010  
WHERE IT ATTRACTED KEY  
TECHNICAL DECISION  
MAKERS, THE HIGHLY  
SUCCESSFUL VALATECH  
BOOT CAMP IS OUR SERIES  
OF HIGH-END TECHNICAL  
AND PRACTICAL SESSIONS.**

Exclusive branding and naming rights to the VALAtech Boot Camp sessions including on the online booking system (with the exception of the conference partner VALAtech Boot Camp session)

Verbal acknowledgement by the Session Chair for your support of the VALAtech Boot Camp session

One complimentary raw space or shell scheme exhibition stand (with exhibition entitlements)

Two complimentary full delegate registrations including social functions

## **The following entitlements are common to all orange-coded, equivalent value sponsorship opportunity packages**

One full-page colour advertisement in the Conference Handbook

Opportunity for a company advertisement (maximum length 30 seconds) to be digitally displayed on rotation on the conference LCD screen during Conference breaks

Your company logo in the Conference Handbook

Your company logo on sponsor acknowledgement board

Your company logo on the VALA2014 website hotlinked to your company's website

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

Your company logo will be included in the sponsorship PowerPoint slides shown in all sessions for the duration of the Conference

First right of refusal for this sponsorship for VALA2016 (VALA reserves the right to alter sponsorship packages for VALA2016)

# network and recharge hub

ENHANCED  
FOR 2014



AUD\$12,500 + GST = \$13,750

Only one opportunity available

**YOUR EXCLUSIVE OPPORTUNITY TO NAMING RIGHTS AND BRANDING OF THE VALA2014 NETWORK AND RECHARGE HUB – A DAILY HUB AND MEETING PLACE FOR DELEGATES, WITH RECHARGE FACILITIES, PROMINENTLY SITUATED IN THE EXHIBITION AREA.**

**INCORPORATING THE INTERNET AREA, THE NETWORK AND RECHARGE HUB WILL PROVIDE A CENTRAL COMMONS, ALLOWING DELEGATES, EXHIBITORS AND VISITORS WITHIN THE EXHIBITION TO RECHARGE, CONNECT AND COMMUNICATE. “MEET ME AT THE HUB” WILL BECOME A COMMON PHRASE FOR THE LENGTH OF THE CONFERENCE. MAKE THIS YOUR HUB.**

Exclusive branding and naming rights to the Network and Recharge Hub

Space available in the Network and Recharge Hub banner for your company logo\*\*

Your company screensaver and default URL for each computer in the Network and Recharge Hub

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

One complimentary raw space or shell scheme exhibition stand (with exhibition entitlements)

Two complimentary full delegate registrations including social functions

**The following entitlements are common to all orange-coded, equivalent value sponsorship opportunity packages**

One full-page colour advertisement in the Conference Handbook

Opportunity for a company advertisement (maximum length 30 seconds) to be digitally displayed on rotation on the conference LCD screen during Conference breaks

Your company logo in the Conference Handbook

Your company logo on sponsor acknowledgement board

Your company logo on the VALA2014 website hotlinked to your company's website

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

Your company logo will be included in the sponsorship PowerPoint slides shown in all sessions for the duration of the Conference

First right of refusal for this sponsorship for VALA2016 (VALA reserves the right to alter sponsorship packages for VALA2016)

For \* \*\* # please refer to page 18

catering  
partnerENHANCED  
FOR 2014

AUD\$12,500 + GST = \$13,750

Only one opportunity available

**VALA CONFERENCES  
ARE KNOWN AND  
REMEMBERED FOR THE  
QUALITY OF THE CATERING.  
BECOME THE CATERING  
PARTNER AND CREATE A  
STRONG POSITIVE BRAND  
ASSOCIATION WITH  
THE CONFERENCE.**

Exclusive branding and naming rights to the Welcome Reception, Session Breaks and the Farewell Reception

Opportunity for your CEO or nominated person to make a three minute address at the Welcome Reception

Signage (pull up banners) provided by your company displayed during the Welcome Reception and Farewell Reception

Opportunity to display up to a total of 6 free-standing pull up banners provided by your company, placed near major catering stations<sup>#</sup>

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

Opportunity to display signage (pull up banners) provided by your company at each water station<sup>#</sup>

One complimentary raw space or shell scheme exhibition stand (with exhibition entitlements)

Two complimentary full delegate registrations including social functions

**The following entitlements are common to all orange-coded, equivalent value sponsorship opportunity packages**

One full-page colour advertisement in the Conference Handbook

Opportunity for a company advertisement (maximum length 30 seconds) to be digitally displayed on rotation on the conference LCD screen during Conference breaks

Your company logo in the Conference Handbook

Your company logo on sponsor acknowledgement board

Your company logo on the VALA2014 website hotlinked to your company's website

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

Your company logo will be included in the sponsorship PowerPoint slides shown in all sessions for the duration of the Conference

First right of refusal for this sponsorship for VALA2016 (VALA reserves the right to alter sponsorship packages for VALA2016)

For \* \*\* # please refer to page 18

# coffee hot spot



**AUD\$12,500 + GST = \$13,750**

Only one opportunity available

## **YOUR COMPANY COFFEE MECCA!**

**TWO ESPRESSO BARS  
WILL BE SITUATED  
PROMINENTLY ON THE  
EXHIBITION FLOOR PLAN  
AND CAN BE LOCATED  
ON OR NEAR YOUR  
EXHIBITION STAND  
IF YOU ARE EXHIBITING<sup>^</sup>.  
THE CONFERENCE WILL  
SUPPLY THE ESPRESSO  
BARS, BARISTAS AND  
ALL CONSUMABLES  
FOR THE DURATION  
OF THE CONFERENCE.**

**ESTABLISH YOUR BRAND,  
REINFORCE AND BECOME  
SYNONYMOUS WITH  
COFFEE MECCA!**

Prominent positioning for your branding over the duration of the conference on the exhibition floor plan

Signage (pull up banners) provided by your company to be displayed at the rear of the espresso bars<sup>#</sup>

Opportunity to provide branded coffee cups, napkins and tee-shirts/caps for the barista to wear onsite over the duration of the conference – at sponsor's additional cost

One complimentary full delegate registration including social events

## **The following entitlements are common to all orange-coded, equivalent value sponsorship opportunity packages**

One full-page colour advertisement in the Conference Handbook

Opportunity for a company advertisement (maximum length 30 seconds) to be digitally displayed on rotation on the conference LCD screen during Conference breaks

Your company logo in the Conference Handbook

Your company logo on sponsor acknowledgement board

Your company logo on the VALA2014 website hotlinked to your company's website

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

Your company logo will be included in the sponsorship PowerPoint slides shown in all sessions for the duration of the Conference

First right of refusal for this sponsorship for VALA2016 (VALA reserves the right to alter sponsorship packages for VALA2016)

<sup>^</sup>subject to availability at the time of booking

For \* \*\* # please refer to page 18



# L-plate series



**AUD\$9,400 + GST = \$10,340**

Only one opportunity available

**VALA2014 IS DELIGHTED TO PRESENT THE FOURTH L-PLATE SERIES ON MONDAY 3 FEBRUARY 2014. THE L-PLATE SERIES PROVIDES AN INTRODUCTION TO SOME OF THE TOPICS THAT WILL FEATURE IN THE MAIN VALA2014 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, using live examples where possible to demonstrate the technologies. This is a unique opportunity to engage with first timers to VALA2014 and those returning to the industry. L-Plate attendance for 2012 was 137.

Exclusive branding and naming rights to the L-Plate Series sessions including on the online booking system

Verbal acknowledgement 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

50% discount for one raw space or shell scheme exhibition stand (with exhibition entitlements)

One full-page colour advertisement in the Conference Handbook

Opportunity for a company advertisement (maximum length 30 seconds) to be digitally displayed on rotation on the conference LCD screen during Conference breaks

Two complimentary full delegate registrations including social functions

**The following entitlements are common to all green-coded, sponsorship opportunity packages**

Your company logo in the Conference Handbook

Your company logo on sponsor acknowledgement board

Your company logo on the VALA2014 website hotlinked to your company's website

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

Your company logo will be included in the sponsorship PowerPoint slides shown in all sessions for the duration of the Conference

First right of refusal for this sponsorship for VALA2016 (VALA reserves the right to alter sponsorship packages for VALA2016)

# delegate satchels



**AUD\$9,400 + GST = \$10,340**

Only one opportunity available

**YOUR COMPANY NAME  
AND/OR LOGO TOGETHER  
WITH CONFERENCE LOGO  
TO BE OVER-PRINTED ON  
THE DELEGATE SACHELS.  
THE CONFERENCE WILL  
PRODUCE APPROXIMATELY  
1,000 SACHELS, THE LIFE  
OF WHICH EXTENDS LONG  
AFTER THE CONFERENCE.**

(COMMITTEE RESERVES  
THE RIGHT TO SELECT THE  
SACHEL AND APPROVE  
ASSOCIATED ARTWORK)

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

50% discount for one raw space  
or shell scheme exhibition stand  
(with exhibition entitlements)

**The following entitlements are  
common to all green-coded,  
sponsorship opportunity  
packages**

Your company logo in the  
Conference Handbook

Your company logo on sponsor  
acknowledgement board

Your company logo on the  
VALA2014 website hotlinked  
to your company's website

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

Your company logo will be  
included in the sponsorship  
PowerPoint slides shown in  
all sessions for the duration  
of the Conference

First right of refusal for this  
sponsorship for VALA2016  
(VALA reserves the right to  
alter sponsorship packages  
for VALA2016)

# conference handbook & pocket programme



**AUD\$9,400 + GST = \$10,340**

Only one opportunity available

**ALL DELEGATES RECEIVE A COPY OF THE CONFERENCE HANDBOOK COMPLETE WITH ABSTRACTS, PLUS A POCKET-SIZED MINI PROGRAMME. THIS POCKET PROGRAMME CONTAINS A SUMMARY VERSION OF THE CONFERENCE HANDBOOK INCLUDING SESSION DETAILS AND EXHIBITION INFORMATION FOR READY REFERENCE EACH DAY.**

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

Your company logo in the Pocket Programme

50% discount for one raw space or shell scheme exhibition stand (with exhibition entitlements)

One complimentary full delegate registration including social functions

**The following entitlements are common to all green-coded, sponsorship opportunity packages**

Your company logo in the Conference Handbook

Your company logo on sponsor acknowledgement board

Your company logo on the VALA2014 website hotlinked to your company's website

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

Your company logo will be included in the sponsorship PowerPoint slides shown in all sessions for the duration of the Conference

First right of refusal for this sponsorship for VALA2016 (VALA reserves the right to alter sponsorship packages for VALA2016)

For \* \*\* # please refer to page 18

## ice cream cart



AUD\$7,000 + GST = \$7,700

Only one opportunity available

**YOUR CHANCE TO PROVIDE A SWEET TREAT FOR DELEGATES DURING AFTERNOON TEA ON THE FINAL DAY OF THE CONFERENCE. MELBOURNE WILL BE WARM IN EARLY FEBRUARY AND YOUR COMPANY COULD BE THE ONE TO PROVIDE DELEGATES WITH A COOL TREAT. THE CONFERENCE WILL SUPPLY THE ICE CREAM, ATTENDANTS AND ALL CONSUMABLES FOR THE DISTRIBUTION OF ICE CREAMS.**

Signage (pull up banners) provided by your company at the rear of your ice cream cart<sup>#</sup>

Opportunity to provide branded napkins for delegate use and tee-shirts/caps for the attendant to wear when handing out ice creams – at sponsor's additional cost

One complimentary full delegate registration including social events

**The following entitlements are common to all green-coded, sponsorship opportunity packages**

Your company logo in the Conference Handbook

Your company logo on sponsor acknowledgement board

Your company logo on the VALA2014 website hotlinked to your company's website

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

Your company logo will be included in the sponsorship PowerPoint slides shown in all sessions for the duration of the Conference

First right of refusal for this sponsorship for VALA2016 (VALA reserves the right to alter sponsorship packages for VALA2016)

For \* \*\* # please refer to page 18

## OTHER SPONSORSHIP OPPORTUNITIES

### note pads & pens

**AUD\$3,100 + GST = \$3,410**

Plus supply of all stock for use 1,200 units of each

Only one opportunity available

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

Your company logo in the Conference Handbook

First right of refusal for this sponsorship for VALA2016 (VALA reserves the right to alter sponsorship packages for VALA2016)

### satchel insert

**AUD\$3,100 + GST = \$3,410**

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 29 November 2013.

### advertising (full-page)

**AUD\$2,100 + GST = \$2,310**

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

Your company logo in the Conference Handbook

\* All promotional literature for inclusion in the delegate satchel is subject to approval by Conference Committee. Sponsors are required to obtain approval of their insert from the Conference Office by Friday 29 November 2013.

\*\* Organisation to provide its company logo for the Conference Office to include on the banners. Banner and rigging costs are to be covered by VALA. Location and size will be determined by the Conference Office.

# Organisation to provide pull up banner/s of standard size approx 1m wide x 2m high. Final number and location on site is subject to Committee approval.

Acknowledgement in all printed material is subject to sponsorship confirmation prior to printing deadlines. Where a sponsorship item includes a full-page advertisement, position preference may be specified, but location of the advertisement will be at the discretion of the Conference Committee.

All sponsorship and exhibition packages are quoted in Australian dollars (AUD). For full Terms and Conditions, see <http://www.vala.org.au/vala2014/vala2014termsandconditions>



# design your own stand



AUD\$2,650 + GST = \$2,915

## VALA2014 WELCOMES CUSTOM-DESIGN STANDS.

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

**Cost per raw space: AUD\$2,650 + GST = \$2,915**

Each exhibitor MUST keep its display within the space allocated for its exhibition stand. Should you prefer to provide your own custom built stand design in your allocated area, you must submit your design plans to the Conference Office by 29 November 2013 for approval by the Conference Committee.

You will need to arrange walling, lighting, power and signage when you purchase raw space.

## EXHIBITION INCLUSIONS

See page 22 for details of all exhibition inclusions and exclusive exhibitor opportunities.



Photograph for illustrative purposes only

# standard package

AUD\$3,900 + GST = \$4,290



**Standard stand dimensions: 3m x 3m x 2.4h**

**Cost per standard stand: AUD\$3,900 + GST = \$4,290  
for the structure outlined on this page.**

## EXHIBITION INCLUSIONS

See page 22 for details of all exhibition inclusions and exclusive exhibitor opportunities.



Photograph for illustrative purposes only

Included in the cost of exhibiting is one full "Walk In/Walk Out" exhibition stand, 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

Two x 150-watt lights per standard stand, mounted on the inside of the front fascia

### Power

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

### Signs

One company name in computer cut vinyl standard style letters

Maximum of 30 letters with Pty Ltd, (Aust), etc. deleted

# shell scheme upgrade package



AUD\$5,450 + GST = \$5,995

**ADD AN EXTRA ELEMENT TO YOUR EXHIBITION STAND,  
WITH CORPORATE GRAPHIC PANELS AND FURNITURE  
INCLUDED IN THE STAND PRICE.**

**Dimensions: 3m x 3m x 2.4h**

**Cost per shell scheme upgrade package:  
AUD\$5,450 + GST = \$5,995 for the structure outlined here.**

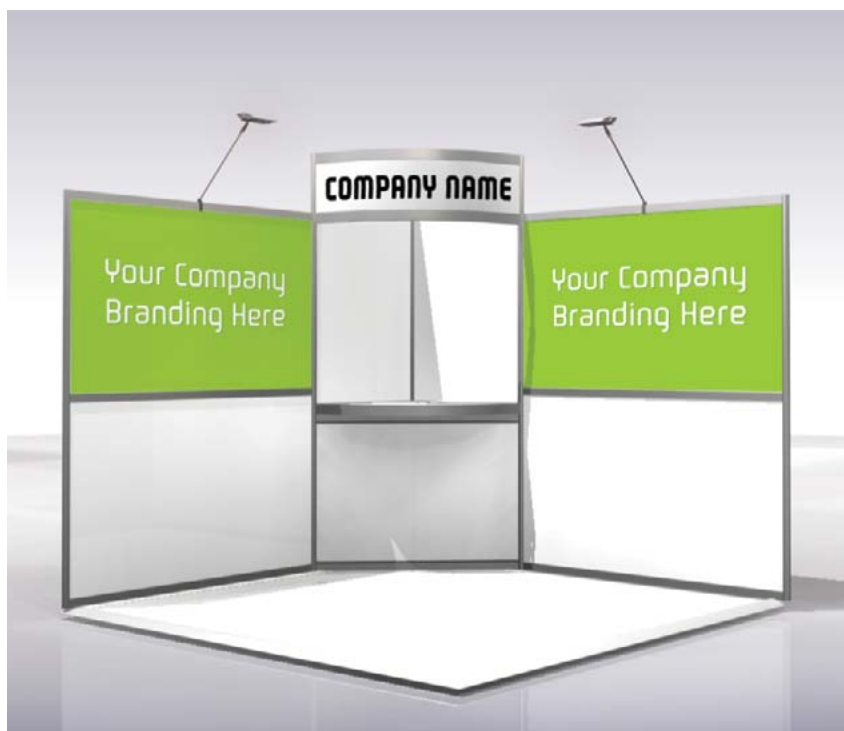


Diagram for illustrative purposes only

Included in the cost of exhibiting is one full "Walk In/Walk Out" exhibition stand, which will contain the following:

## Walls

Modular walls 2.4 metres high, finished in white melamine

## Flooring

White laminate feature flooring

## Lighting

Two x 150-watt lights per stand

## Power

Two x power point  
(240 volt/10 amp) per stand

## Fascia

One x curved digital print panel  
(1532mm wide x 350mm)

## Signs

Two x wall digital print panels  
(1960mm wide x 1145mm high)  
(Organisation to provide artwork)

## Furniture

One lockable corner cupboard

## EXHIBITION INCLUSIONS

See page 22 for details of all exhibition inclusions and exclusive exhibitor opportunities.

# exhibition inclusions



## VALA2014 EXHIBITORS ARE ENTITLED TO THE FOLLOWING EXCLUSIVE INCLUSIONS AND OPPORTUNITIES:

- Two full registrations
- Two tickets to the Conference Dinner
- Additional staff registration passes, entitling this person to a name badge and full catering, will be available for a cost of **AUD\$350 + GST = \$385**
- Current technology will be available to enable your organisation to capture full details from delegates
- Access to Exhibition trade passes to attract potential and existing clients to view your stand
- A PDF version of the delegate list, emailed to you 13 December 2013 and an up-to-date list the week ending 31 January 2014 (excludes those who have requested privacy)
- Your company logo on the VALA2014 website hotlinked to your company's website

## 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 stand).

Each 12-minute vendor presentation will cost  
**AUD\$100 + GST = \$110.**

Details of presentations will be included in the Conference Handbook and Pocket Programme provided to all delegates.



Photograph for illustrative purposes only



# vala2014

streaming with possibilities



## further information

For further sponsorship opportunities and more information, please visit [www.vala.org.au/conf2014](http://www.vala.org.au/conf2014) or contact **Helen McGowan**, Sponsorship and Exhibition Manager, for further information on +61 3 9907 8628 or +61 3 9645 6311 or [helen@wsm.com.au](mailto:helen@wsm.com.au)