



# The Australian Institute of Business Brokers National Conference 2011

8 - 10 September 2011  
Mercure Hotel Brisbane  
Queensland

## Sponsorship Prospectus Incorporating Trade Expo

(Updated 28/3/2011)

[www.aibb.org.au](http://www.aibb.org.au)



## About the Conference

### Introduction

The AIBB National Conference 2011 (AIBB 2011) will be held at the Mercure Hotel, right in the heart of Brisbane's CBD.

The conference will include a combination of business and social programs providing Australian Business Brokers with opportunities to learn new skills, upgrade their continuing professional development and to take advantage of the networking opportunities made available to them throughout the Conference.

The program will include keynote presentations from both Australian and internationally based speakers, who are notably successful in their chosen field.

### Conference Host

The Australian Institute of Business Brokers Inc (AIBB) is the peak body representing professional Business Brokers.

AIBB was established in 1989 to promote best practice standards for its participating members nationwide.

They currently represent more than 300 member firms throughout Australia and provide substantial exposure opportunities for our sponsors.

### Who are Business Brokers

Business Brokers in most states of Australia have evolved from the real estate and accounting professions and have elected to specialise in the sale of small and medium business enterprises.

Many are involved in different aspects of Business Broking including Sales, Valuations, Mergers and Acquisitions, Consultancy and Business development as well as many other facets of business.

### The Conference Venue

The Mercure Hotel is on Brisbane's best riverside location, overlooking the Brisbane river.

The hotel offers spectacular views across the Brisbane River of the city skyline, is just minutes walk away from Queen Street Mall, the central business district, Treasury Casino and many other attractions. With its great function facilities, this venue provides a perfect location for the AIBB 2011 Conference.

## Why you should participate

Sponsoring AIBB 2011 puts you in direct contact with Australia's leading Business Brokerage firms.

Attendees come from all states of Australia and include visiting overseas delegates.

Sponsors can be assured that their participation will be well recognised in all conference media promotion. This means you are gaining exposure well beyond the conference delegates.

The program is designed to maximise the exposure and marketing opportunities for our sponsors, in appreciation for their valued support.

Sponsors of the conference will have the opportunity to:

- Strengthen relationships with key decision makers in the industry
- Develop partnerships and associations with like minded industry professionals
- Build awareness and maximise exposure of the or organisations products and services to their target audience
- Find out about information such as market trends, latest research findings and industry directions



## Sponsorship & Advertising Opportunities

A variety of cost effective sponsorship packages have been designed to fit every budget and to give as much opportunity as possible to choose benefits that suit your needs. Please see the detailed descriptions starting on page 5.

### Sponsorship Levels

Benefit	Platinum	Gold	Silver	Bronze
Sponsorship acknowledgement on all conference media	Yes	Yes	Yes	Yes
Speaking opportunity within conference	10 mins	5 mins	-	-
Verbal acknowledgement of your level of sponsorship by MC throughout conference	Yes	Yes	Opening Session	-
Complimentary registrations to the conference and events	3	2	1	1
Trade Expo display	Yes - Prime Position	Yes	Yes	Yes
Delegate satchel insert	Yes	Yes	Yes	Yes
Marketing signage displayed at venue	Yes	Yes	-	-
Special marketing newsletter emailed to all AIBB members	Yes	Yes	Yes	-
Electronic delegate mailing List (Pre-conference)	Yes	-	-	-
Electronic delegate mailing list (Post-conference)	Yes	Yes	Yes	Yes
Naming rights to either Conference Dinner or Conference Opening (Choose one)	Yes	-	-	-
Naming rights to either Friday or Saturday luncheon (choose one)	-	Yes	-	-
Limit	<b>1</b>	<b>2</b>	<b>N/A</b>	<b>N/A</b>
<b>Price (including GST)</b>	<b>\$16,500</b>	<b>\$11,000</b>	<b>\$5,500</b>	<b>\$3,300</b>

## Additional Sponsorship Options

Following are additional sponsorship opportunities available to sponsors. All of the opportunities below are limited to 1 sponsor.

### **Conference Satchel** **\$2,500**

Sponsorship of the conference satchel entitles the sponsor with a one colour print of their logo on the satchel, accompanied by the AIBB 2011 logo. Conference satchels will be given to all delegates and include the conference papers and other delegate material.

### **Internet Centre** **\$2,500**

An internet centre will be located within the exhibition area and available for free use by all conference attendees. Internet sponsorship includes naming rights to the internet centre, set-up of the sponsors corporate website as the default home page, and the sponsor's logo used as the wallpaper image on each computer.

### **Lanyard Sponsor** **\$2,000**

All conference attendees will wear a lanyard throughout the conference and the sponsor will gain highly visible and constant exposure with this sponsorship package. Lanyards are to be supplied by the sponsor (to minimum set specifications by the conference organiser), or can be arranged at an additional cost.

### **Stationary Sponsor** **\$1,500**

Stationary sponsorship gives the sponsor the right to include a branded notepad and pen in the delegate satchel, to be used by all delegates. This will provide a lasting benefit as the delegate uses the materials and refers to their notes well after the conference. Notepads and pens are to be supplied by the sponsor (or arranged by the conference organiser at an additional cost).

## Customisation

If you would like to customise your sponsorship benefits, we are more than happy to design a package that best suits your business needs.

Please contact Epic Conferences & Events on the details below to discuss the options.

## Description of Benefits

Following is a detailed description of the sponsorship opportunities, please refer to the Sponsorship levels table above to see which sponsors are entitled to these benefits.

### Sponsorship Acknowledgement

- Sponsors will be acknowledged on all sponsorship media as a sponsor of AIBB 2011 at their level of sponsorship. Conference media includes Conference papers, Conference website, email marketing campaigns and selected title slides at the conference.

### Speaking Opportunity

- Sponsors entitled to this benefit will be given the opportunity to provide a short address to AIBB delegates at the conference during a plenary session. Sponsors are strongly encouraged to use this present to provide new and informative information to delegates.

### Verbal Acknowledgement

- The support given to AIBB by the major sponsors will be verbally acknowledged by the conference MC or chair person throughout the conference.

### Complimentary Registrations

- Sponsors will receive full complimentary registrations to attend the conference and all associated events. Complimentary registration includes the identical entitlements as paying delegates.

### Trade Expo Display

- The Trade Expo is an opportunity for sponsors to showcase their products and services. All lunch and tea breaks, and the pre-dinner reception will be located within the trade display area, providing sponsorship with maximum delegate exposure.
- Trade Expo display includes a clothed trestle table, 2 chairs, listing within the conference papers and space to display a free standing banner (supplied by the sponsor).

## Satchel Insert

- The sponsor may provide a promotional flyer or brochure to be inserted into each of the delegate satchels. Inserts can not be larger than A4, or thicker than 2 A4 pages.
- Sponsors may provide additional promotional items or giveaways to insert into satchels if approved by AIBB.

## Marketing Signage

- Up to 2 free standing banners (no greater than 1.2 m wide) will be displayed in prominent areas within the conference venue. The location is subject to AIBB and venue approval.

## Special Marketing Newsletter

- A special marketing newsletter featuring the sponsor will be sent to all AIBB members (weather they are attending the conference or not) prior to the start of the conference.

## Delegate Marketing List (Pre-event)

- Sponsors will be provided with an electronic delegate list for communication prior to the conference. Provision of the list is subject to delegate approval and the list includes name, organisation and contact details.

## Delegate Marketing List (Post-Event)

- Sponsors will be provided with an electronic delegate list for communication at the conclusion of the conference. Provision of the list is subject to delegate approval and the list includes name, organisation and contact details.

## Event Naming Rights

- Where a sponsor has naming rights to an event, the sponsor's company name will be used as a prefix to the event name in all delegate communication and printed material.
- The sponsor may display up to 2 additional free-standing signs (supplied by the sponsor) in conjunction with the event which they have naming rights
- The naming rights applies to the Conference Dinner, Conference Opening and the Lunch breaks

## Exclusivity

- To provide top sponsors with exclusivity of their particular benefits, some of the sponsorship levels are capped to just one or two sponsors. These are offered on a first in first served basis.

## Terms and Conditions

1. All prices include GST.
2. All sponsors will be invoiced by The Epic Team Pty Ltd T/A Epic Conferences & Events ("Epic"), the appointed Conference Organiser for Australian Business Brokers Association Inc ("AIBB").
3. AIBB reserves the right to reject a sponsorship, trade exhibition or advertising application at its sole discretion.
4. Sponsorship bookings will be allocated on receipt of a signed application form and in the order of receipt by Epic of the application.
5. An email will be sent to you to confirm your booking along with a tax invoice issued by Epic. A 25% deposit is required to secure your booking within 30 days of invoice. The remaining 75% payment is due on 22 July 2011.
6. All cancellations must be made in writing to Epic. Cancellation will incur a 50% fee if cancelled prior to 22 July 2011 and 100% if cancelled after this date.
7. All monies payable must be received by the due dates. Failure to do so may result in your organisation being deemed to have cancelled its booking. AIBB and Epic reserve the right to refuse access to the venue for set-up until payment in full has been made and cleared.
8. Sponsors are responsible to take up insurance coverage for their own protection and indemnity.
9. Sponsors are responsible for the transport of their own exhibits to and from the Trade Exhibition, including all related expenses.
10. AIBB and Epic will not be responsible for any loss or theft of Sponsors' exhibits or other property at the Conference at any time or any exhibits or property of any of their respective employees, contractors, agents and invitees.
11. AIBB and Epic will not be responsible for any damage arising out of, and shall not be in breach of the agreement arising out of an application for sponsorship or exhibition, if the Conference is cancelled, suspended, or reduced due to failure of services or other force majeure events outside of AIBB's reasonable control.

## Contact Us

For further information regarding AIBB 2011 and your opportunity to participate as a sponsor, please contact:

**AIBB 2011 Conference Organiser**

on behalf of AIBB

Epic Conference & Events

ABN: 39 087 048 664

P: +61 2 9281 0024

F: +61 2 9281 0284

E: [aibb2011@epicconferences.com.au](mailto:aibb2011@epicconferences.com.au)

Association website: [www.aibb.org.au](http://www.aibb.org.au)



## Sponsorship Booking Form

### Sponsorship Items Requested:

Item	Description	\$ Amount
Sponsorship Level:		
Other Sponsorship:		
<b>Total Amount (including GST):</b>		\$

### Your details:

Name:			
Position:			
Organisation:			
Address:			
Phone:		Fax:	
Email:			

### Payment Terms

For all sponsorship and advertising packages, the following payment terms apply:

- 25% of sponsorship required to secure your booking
- 75% balance required by 22 July 2011

Signature:		Date:	
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**Please fax or email this booking form to Epic Conferences & Events**  
**Fax: 02 9281 0284 – Email: [aibb2011@epicconferences.com.au](mailto:aibb2011@epicconferences.com.au)**