



SPONSORSHIP PROSPECTUS

THE OPPORTUNITY

The Organising Committee for the 32nd Institute of Brewing & Distilling - Asia Pacific Section Convention extends an invitation to all industry partners to consider sponsorship at the next convention in March 2012.

The IBD Asia Pacific Section has been promoting and advancing industry and supplier relationships for the past 32 years and plans to continue this tradition with its 2012 Convention in Melbourne.

A number of sponsorship packages have been compiled to allow full participation by suppliers and key industry supporters. Packages are flexible and the 2012 Organising Committee will work with you to ensure that you get the package which suits your needs, and provides the best exposure.

An exhibition is also planned to support the program with sessions showcasing the latest products and services available to the brewing and distilling industries. We anticipate an audience of approximately 400 delegates most of whom are decision-makers and hold key production and technical positions in major breweries and allied industries. We understand that to be a sponsor or exhibitor there must be significant business value to justify this support and we are working on a convention structure that will provide delegates and exhibitors plenty of opportunities for networking and promoting your business.

The IBD Asia Pacific Section is proud of its relationship with suppliers in jointly promoting and advancing industry standards at previous conventions and we look forward to welcoming you back to our Melbourne Convention in March 2012 and look forward to your support of our Convention.

SPONSORSHIP PACKAGES

In 2012, the IBD Asia Pacific Section is offering six (6) sponsorship tiers: Diamond, Platinum, Gold, Silver, Bronze and Business, each which has its own set of inclusions, privileges and benefits. Exhibition packages are also available.

Diamond Sponsorship

Cost - \$45,000.00 (excl GST)

Limited to ONE package

Diamond sponsorship is the ultimate sponsorship category. This top tier package is exclusive to ONE sponsor. As the Diamond Sponsor, you will receive:

- Naming rights to Gala Dinner
- Technical presentation during plenary session
- Double-size trade booth in prime position
- Full page advertisement in convention handbook
- Logo recognition on convention web site and registration site
- Recognition on all convention publications
- Branding on convention CD/Memory stick
- FOUR complimentary registrations
- Special offer registration price of \$1000.00 per additional attendee

Platinum Sponsorship

Cost - \$40,000.00 (excl GST)

Limited to THREE packages

As a Platinum Sponsor, your company will receive a very high degree of exposure. You may choose one of the following 3 options:

- Naming Rights to Welcome Reception OR
- Naming Rights to convention Pub Crawl OR
- Naming Rights of the "After Hours" Hospitality Suite

PLUS

- Double-size trade booth in prime position
- Full page advertisement in Convention Handbook
- Logo recognition on convention web site and registration site
- THREE complimentary registrations
- Special offer registration price of \$1000.00 per additional attendee

Gold Sponsorship

Cost - \$35,000.00 (excl GST)

Limited to FIVE packages

Gold sponsorship is a high profile sponsorship category. It gives you a prominent profile for the entire convention. You may choose one of the following options:

- Logo recognition on Conference Collateral (eg. Satchels, clothing, compendiums) OR
- Sponsorship of a single "Happy Hour" within Hospitality Suite (4 opportunities)
- Branded name badge lanyards

PLUS

- Single trade booth in prime position
- Logo recognition on Proceedings CD
- High exposure advertising package
- Full Page Advertising in convention handbook
- Convention stationery
- TWO complimentary registrations

Silver Sponsorship

Cost - \$18,000.00 (excl GST)

Silver Sponsorship is an ideal package for any size of organisation. This category gives you good exposure, often to more low key, social, memorable events whilst still giving you a profile for the whole convention. You may choose one of the following:

- Naming rights to technical convention: Day Sponsor (4 opportunities) OR
- Naming rights to convention lunches (4 opportunities) OR
- Naming rights to presenters reception OR
- Naming rights to farewell lunch

PLUS

- Single trade booth
- Half page advertising in convention handbook
- ONE complimentary registration

Bronze Sponsorship

Cost - \$12,000.00 (excl GST)

Bronze Sponsorship is an ideal package for any size of organisation. This category gives you good exposure, often to more low key, social, memorable events whilst still giving you a profile for the whole convention. You may choose one of the following:

- Technical Convention session sponsor (16 opportunities) OR
- Branding at the exhibitor function OR
- Half page advertising in convention handbook

PLUS

- Single trade booth
- ONE Complimentary registration

Business Sponsorship

Cost - \$10,000.00 (excl GST)

This sponsorship package gives you Naming Rights on one day of the event to:

- Morning refreshments OR
- Afternoon refreshments

Exhibitor

Cost - \$4,500.00 (excl GST)

This sponsorship package gives you exposure for the entire convention. Promotional opportunities for Exhibitors will be maximised with all morning, and afternoon teas plus lunches to be served in the Exhibition area.

- Single trade booth

Signage

Cost - \$ 3,000.00 (excl GST)

- Display of Banner or signage in trade expo area

A floor plan of the Exhibition area can be reviewed on the last page of this prospectus. Potential exhibitors should register their top 3 site preferences when registering their interest. These will be allocated in order of level of sponsorship and then receipt of confirming the commitment to exhibit by returning the application form on the next page.

Upon receipt of the application form, etm will invoice you for a 25% deposit of your sponsorship package which will be due within 30 days of invoice.

A final invoice will be sent to sponsors no later than 30 November 2011 with final payment due within 30 days of invoice.

SPONSORSHIP / EXHIBITION APPLICATION & TAX INVOICE

2012 IBD CONVENTION, MELBOURNE AUSTRALIA

Please fax completed form to +61 3 9520 2389, email: ibdconvention@etmgroup.com.au
or post to: Events Department, etm group of companies
Level 2, 521 Toorak Rd, Toorak, Victoria, Australia 3142

Please retain a copy for your records.

Company name (to be displayed)

Legal entity name (required)

ABN

Website

Contact name

Position

Address

State

Postcode

Phone

Fax

Mob

E-mail

All prices are in Australian dollars and are **exclusive of GST. Please tick the appropriate package.*

Sponsorship & Exhibitor packages

* Cost (AUD)

- | | | |
|--------------------------|------------------|---------------------------|
| <input type="checkbox"/> | Diamond sponsor | \$45,000.00 + \$4,500 GST |
| <input type="checkbox"/> | Platinum sponsor | \$40,000.00 + \$4,000 GST |
| <input type="checkbox"/> | Gold sponsor | \$35,000.00 + \$3,500 GST |
| <input type="checkbox"/> | Silver sponsor | \$18,000.00 + \$1,800 GST |
| <input type="checkbox"/> | Bronze sponsor | \$12,000.00 + \$1,200 GST |
| <input type="checkbox"/> | Business sponsor | \$10,000.00 + \$1,000 GST |
| <input type="checkbox"/> | Exhibitor | \$4,500.00 + \$450 GST |
| <input type="checkbox"/> | Signage | \$3,000.00 + \$300 GST |

The above packages offer different opportunities within each level. Please acknowledge your preference (eg. Naming rights to Welcome Reception)

Preference 1)

2)

3)

Exhibition booth preferences

Preference 1)

2)

3)

Note: Please list all 3 preferences for the exhibition in case your first preference/s may not be available

Payment

In order to secure your sponsorship at the 2012 IBD Convention, a 25% deposit is required. Upon receipt of the above application form, etm will invoice you for your deposit which will be due within 30 days of invoice.

You are able to pay by Cheque, EFT or Credit Card (2.5% fee will apply for credit card payments) and further details on payment method will be sent with your invoice.

Please indicate below who the invoice should be sent to:

Please send an invoice to the above email address

Please send the invoice to:

Name

Position

Email Address

Confirmation:

Once your deposit has been received and processed, you will be notified by the Convention Organisers of your involvement at the 2012 IBD Convention. Further information will be supplied to you regarding the exhibition suppliers, shipping details, accommodation and registration details closer to the event date.

Cancellation:

If notification of cancellation of sponsorship or trade stand is received prior to 30 November 2011, the deposit paid will be forfeited. If notification of cancellation of sponsorship or trade stand is received after this date, 100% cancellation penalty applies.

Enquiries:

For all sponsorship and trade stand enquiries, please contact Felicity Smith or Rebecca Gixti at etm group (Convention Organisers) on ibdconvention@etmgroup.com.au or phone +61 3 9521 5355.

Floor Plan

