



The Institute of Brewing & Distilling
ASIA PACIFIC SECTION

31st IBD ASIA PACIFIC CONVENTION
14 – 19 March, 2010

SPONSORSHIP PROSPECTUS

THE OPPORTUNITY

The Organising Committee for the 31st Institute of Brewing & Distilling - Asia Pacific Section Convention extends an invitation to all industry partners to consider sponsorship at the next convention in March 2010.

The IBD Asia Pacific Section has been promoting and advancing industry and supplier relationships for the past 30 years and plans to continue this tradition with its 2010 Convention in Surfer's Paradise.

A number of sponsorship packages have been compiled to allow full participation by suppliers and key industry supporters. All packages are flexible and the 2010 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 Surfer's Paradise Convention in March 2010 and look forward to your support of our Convention.

SPONSORSHIP PACKAGES

In 2010, the IBD Asia Pacific Section is offering six (6) main 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 - \$40,000.00 (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
- Prime Break out room for the week plus published Presentation times
- Technical Presentation during plenary session
- Access to a single "breakout" session on your day of choice
- Centrally located room to showcase products and materials
- 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 - \$35,000.00 (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 St. Patricks Day Pub Crawl OR
- Naming Rights of the "After Hours" Hospitality Room

Each Platinum Sponsor will receive the following additional benefits:

- 2 Breakout sessions and published Presentation time
- Double-size Trade Booth in prime position (6m x 2.1m)
- Half 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 - \$30,000.00 (excl GST)

Limited to FIVE packages

Gold sponsorship is a high profile sponsorship category. It gives you 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 exhibition area (3 available) OR
- Access to a single "breakout" session (3 available) OR
- Branded name badge lanyards

Each Gold Sponsor will receive the following additional benefits:

- Prime Trade Booth location (3m x 2.1m)
- Logo recognition on Proceedings CD
- High exposure advertising package
- Full Page Advertising in Handbook
- TWO complimentary registrations
- Special offer registration price of \$1000.00 per additional attendee

Silver Sponsorship

Cost - \$15,000.00 (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:

- Technical Convention: Day Sponsor (4 opportunities) OR
- Convention Lunches (4 opportunities) OR
- Presenters Reception OR
- Farewell Lunch OR
- Sponsorship recognition in Hospitality Suite Happy Hour (3 opportunities)

Each Silver Sponsor will receive the following additional benefits:

- Single trade booth (3m x 2.1m)
- Half page advertising in Handbook
- ONE complimentary registration
- Special offer registration price of \$1000.00 per additional attendee

Bronze Sponsorship

Cost - \$10,000.00 (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:

- Logo Recognition and Acknowledgement with Keynote Speaker
- Convention Stationery
- Accompanying Persons' Hospitality Suite

Each Bronze Sponsor will receive the following additional benefits:

- Single trade booth (3m x 2.1m)
- Half page advertising in Handbook
- Naming rights to exhibitor breakfast
- Conference session sponsorship

Business Sponsorship

Cost - \$6,000.00 (excl GST)

This sponsorship package gives you exposure for the entire convention.

- Single trade booth (3m x 2.1m)
- Morning Refreshments
- Afternoon Refreshments

Trade Exhibitor

Cost - \$3,500.00 (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. As well a "Happy Hour" will be conducted each day from 5.00pm to 6.00 pm in the Exhibition area.

- 1 trade booth (3m x 2.1m)
- Access to delegate list

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 confirming the commitment to Exhibiting by the payment of an initial deposit of \$1750 (+ GST).



SPONSORSHIP / EXHIBITION APPLICATION & TAX INVOICE

2010 IBD CONVENTION, GOLD COAST AUSTRALIA

Please fax completed form to (03) 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

This form becomes a tax invoice upon payment. 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	\$40,000.00 + GST
<input type="checkbox"/> Platinum sponsor	\$35,000.00 + GST
<input type="checkbox"/> Gold sponsor	\$30,000.00 + GST
<input type="checkbox"/> Silver sponsor	\$15,000.00 + GST
<input type="checkbox"/> Bronze sponsor	\$10,000.00 + GST
<input type="checkbox"/> Business sponsor	\$6,000.00 + GST
<input type="checkbox"/> Exhibitor	\$3,500.00 + GST per booth

The above packages offer different opportunities within the 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 2010 IBD Convention, a 50% deposit is required. Please indicate your preferred method of payment for processing your sponsorship package.

- Invoice: Please send an invoice to the above address
- Cheque: Please make your cheque payable to: *etm group of companies* (the IBD Convention Organisers)
- Electronic Fund Transfer: Please transfer funds to the following account.

Account Name: ETM Travel Pty Ltd
BSB (branch): 013445
Account Number: 901828155
Bank: ANZ Bank
Bank Address: 440 Toorak Road, Toorak VIC 3142, Australia
SWIFT Code: ANZBAU3M

- Credit card: Please charge the following credit card
 - Visa
 - MasterCard
 - American Express
 - Diners Card

Card number

Cardholder's name

Signature

Expiry Date

** Please note that all payments made by credit card will attract a 3% service fee*

Confirmation:

Once your deposit has been received and processed, you will be notified by the Convention Organisers of your involvement at the 2010 IBD Convention. Further information will be supplied to you regarding the exhibition suppliers, shipping details, accommodation and registration details.

Cancellation:

If notification of cancellation of sponsorship or trade stand is received prior to 30 September 2009, 75% of fees paid will be refunded. If notification of cancellation of sponsorship or trade stand is received prior to 31 December 2009, 50% of fees paid will be refunded. From 1 January 2010, 100% cancellation penalty applies.

Enquiries:

For all sponsorship and trade stand enquiries, please contact *etm group of companies* (Convention Organisers) at ibdconvention@etmgroup.com.au or phone +613 9521 5355 and ask for a member of the Events Department.

Brewing Convention

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