

**NATIONAL CONFERENCE FOR THE ASSOCIATION
OF SCHOOL BURSARS AND ADMINISTRATORS
8-11 OCTOBER 2007 ADELAIDE CONVENTION CENTRE
SPONSORSHIP & EXHIBITION**



MARKETING OPPORTUNITIES

The 2007 Conference provides a selection of Sponsorship, Advertising and Exhibition opportunities. This biennial conference regularly attracts over 500 delegates from all States and Territories plus New Zealand.

The role of Business Manager is a constant juggle of personal life with the demands of professional obligations as strategist, manager and administrator. This has led to the Conference theme for Adelaide 2007... "Keeping the Balls in the Air". The technical programme will focus on providing delegates with information, concepts and skills that target the various priorities in the juggle, and will provide some useful tips to assist delegates in their personal and professional lives. In the context of the Conference theme, the imagery of the juggler will be set within the broader arena of a circus. The circus atmosphere will permeate much of what occurs throughout the conference, from the trade exhibition, to the social functions and even to the technical sessions themselves.

To ensure maximum exposure the trade exhibition runs three full days from Tuesday 9th until Thursday 11th October and will be the venue for "All Day Continuous Tea and Coffee", "Morning Tea, Lunch and Afternoon Tea each day", and "Two Happy Hours". Given the high level of support this conference attracts, early registration by sponsors, exhibitors and advertisers is highly recommended. So come along and join the circus when it comes to Adelaide in October 2007!

SPONSORSHIP AND EXHIBITION PACKAGES

There are two main levels of involvement that you are invited to consider being a Major Sponsor or Trade Exhibitor.

Sponsorship and Exhibition Packages	Major Sponsor	Trade Exhibitor
Number of Opportunities Available	Up to 6	Up to 75
Investment (net of GST)	\$45,000	\$5,000 (per site)
Package is inclusive of:		
Logo inclusion on all Printed Matter	Y	-
Logo on all Conference Signage	Y	-
Logo on Conference Website	Y	-
Half Page Advertisement in Registration Brochure	Y	-
Half Page Advertisement in Programme	Y	-
Acknowledgement in both Full & Pocket Programmes	Y	-
A4 Brochure and/or Delegate Gift in Conference Satchel	Y	-
Listing in Pocket Programme	Y	Y
Advance List of Early Bird Registrants & all Registered Delegates One Month Prior (a)	Y	-
List of Delegates (on 1st day) (a)	Y	Y
Freestanding Quad Exhibition Space (6m x 6m) (b)	Y	-
Single Exhibition Space (limit of two) (3m x 3m) (b)	-	Y
Acknowledgement at Opening and Closing Ceremonies	Y	-
Joint Evening Function Sponsor (c)	Y	-
Sponsor and Introduce Keynote Speaker and Half Day Session	Y	-
Morning & Afternoon Breaks plus Lunch for Full Three Days plus Welcome Reception and Happy Hours (d)	Y	Y
Two Full Registrations (e)	Y	-
Two Trade Registrations (f)	-	Y
Reserved Conference Dinner Table & Wine Upgrade	Y	-

(a) Please note that due to privacy laws delegate consent is required for inclusion on delegate lists.

(b) Space includes exhibition booth (if required), power, two spotlights and fascia sign.

(c) Planned evening functions are Welcome Reception, Informal Dinner and Gala Conference Dinner.

(d) All morning and afternoon teas, lunches and happy hours to take place in trade display space.

(e) Full Registration includes name badge, satchel with program and attendance at all social functions. Each company will be required to complete a company registration for their two delegates. A separate registration form will need to be completed for additional sponsor representatives and a fee will be levied as indicated in the Conference Registration Brochure.

(f) Trade registration includes name badge and satchel with programme and attendance at happy hours plus Welcome Reception for two company representatives. A separate registration form will need to be completed for additional trade representatives and a fee will be levied as indicated in the Conference Registration Brochure. Tickets can also be purchased for the other evening social functions.

TRADE EXHIBITION

The trade exhibition has been designed to ensure good visibility and access to all booths. The exhibition area at the Adelaide Convention Centre is located near the session rooms. The catering will be centred around the exhibition to ensure maximum exposure of the trade exhibition throughout the conference. Please see the attached proposed floor plan. Information regarding exhibitor move-in and move-out details, equipment hire, delivery information and accommodation will be forwarded at a later date when a booking is confirmed.

ADVERTISING OPPORTUNITIES

	Investment (net GST)
Conference Delegate Satchel Company name and logo printed on satchel plus single A4 insert in satchel	\$12,000
Name Badge & Lanyard Company and conference logos printed on lanyard plus single A4 insert in satchel	\$10,000
Conference Pads & Pens Company name and logo printed on pens and pads plus single A4 insert in satchel	\$7,000
Daily Conference Newsletter Logo on daily newsletter distributed to delegates plus single A4 insert in satchel	\$12,000

REGISTRATION FORM

ASBA Adelaide 2007
Tax Invoice ABN 48 109 863 514

Sponsor / Advertiser / Trade Exhibitor Details

Company Name		
Contact Name		
Postal Address		
Suburb		
City/town	State	Postcode
Telephone		
Facsimile		
Email		

Major Sponsor please tick

Total Cost: \$45,000 (plus \$4,500 GST)
Payment Terms: Deposit – \$5,000; 2nd Instalment – \$22,250 due 30/11/2006;
Final Instalment – \$22,250 due 1/7/2007
Site Number: A to F as per Indicative Exhibition Floor Plan

1st Preference	2nd Preference	3rd Preference
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Please indicate which of the following you require:

Booth Structure or Site only (custom booth provided by sponsor)

For planning purposes please provide a brief description of any large, high or unusual equipment you will be displaying in your booth:

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Sponsorship of Evening Social Function

A – Monday 8th Welcome Reception, B – Tuesday 10th Informal Dinner, C – Thursday 11th Gala Dinner

1st Preference	2nd Preference	3rd Preference
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Sites and functions will be allocated from deposits paid as at Friday 4th November 2005

Advertiser please tick

Payment Terms:
Deposit – 20%
2nd Instalment – 40% due 30/11/2006
Final Instalment – 40% due 1/7/2007

Investment
Conference Satchel – \$12,000 (plus \$1,200 GST)
Name Badge & Lanyard – \$10,000 (plus \$1,000 GST)
Conference Pads & Pens – \$7,000 (plus \$700 GST)
Daily Conference Newsletter – \$12,000 (plus \$1,200 GST)

REGISTRATION FORM (CONTINUED)

ASBA Adelaide 2007
Tax Invoice ABN 48 109 863 514

Trade Exhibitor please tick

Total Cost: \$5,000 (plus \$500 GST) (per site, maximum of 2 sites)
Payment Terms: Deposit – \$1,000 (per site); 2nd Instalment – \$2,250 (per site) due 30/11/2006;
Final Instalment – \$2,250 (per site) due 1/7/2007
Site Number: 1 to 75 as per Indicative Exhibition Floor Plan

1st Preference

2nd Preference

3rd Preference

Please indicate which of the following you require:

Booth Structure or Site only (custom booth provided by sponsor)

For planning purposes please provide a brief description of any large, high or unusual equipment you will be displaying in your booth:

Sites will be allocated in March 2007

Payment Summary

Major Sponsor deposit	\$5,000 deposit		\$
Trade Exhibitor deposit	Number of sites	@ deposit \$1,000	\$
Advertising deposit	Item:	@ deposit \$	\$

Cheques to be made payable "All Occasions Group – ASBA" or
Electronic Funds Transfer to

Commonwealth Bank, Hindmarsh Branch 065-112, Account number 10124073

Please insert your company name as a reference and send remittance advice to the address details below.

Please note: This form is to register your company's Sponsorship, Exhibition and/or Advertising participation in the Adelaide 2007 Conference. We will send information to your company's representatives.

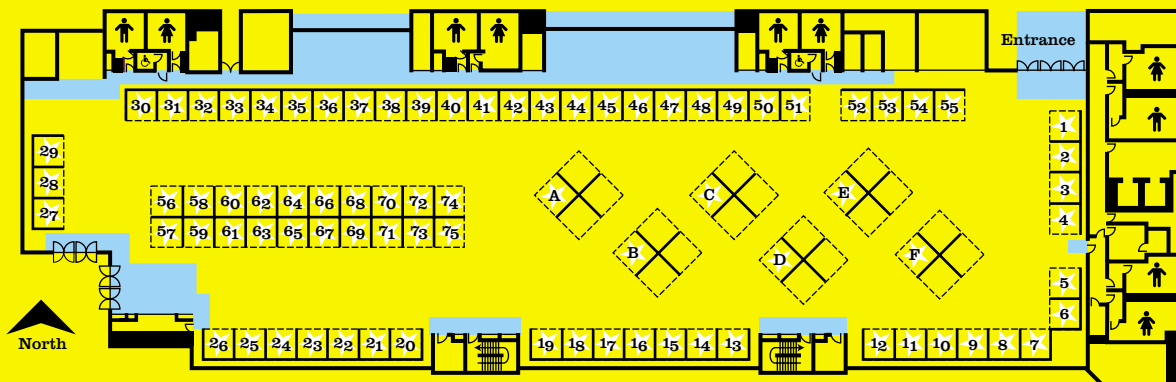
I/We agree to the terms and conditions set out in this brochure

Signature _____

Date / /

Please return this form together with your deposit to the Conference Managers:
ASBA Conference 2007, All Occasions Management, 41 Anderson Street, Thebarton SA 5031
Telephone: 08 8354 2285 Facsimile: 08 8354 1456 Email: conference@aomevents.com

FLOORPLAN



TERMS AND CONDITIONS

Conditions

1. The organisers reserve the right to change the venue and duration if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force as long as the Sponsor/Exhibitor is informed at least one month before the changes.
2. The Conference Organising Committee reserves the right to accept or reject any application for sponsorship, allocate booths regardless of preference indicated and alter the floorplan depending on final allocation of site, and allocate sponsorship of social functions regardless of preference indicated in its absolute and unfettered discretion.
3. In the case of cancellation, notification in writing should be sent to the Conference Organiser. Unless that particular area of sponsorship is resold the Committee reserve the right to retain deposit monies received.
4. The Exhibitor is responsible for all personal injury or damage to property arising in connection with the Exhibitor's display area, howsoever caused. The Exhibitor will indemnify the Organisers in respect of any claim and demands in respect thereof. The Exhibitor must take out

adequate insurance in respect of all such claims.

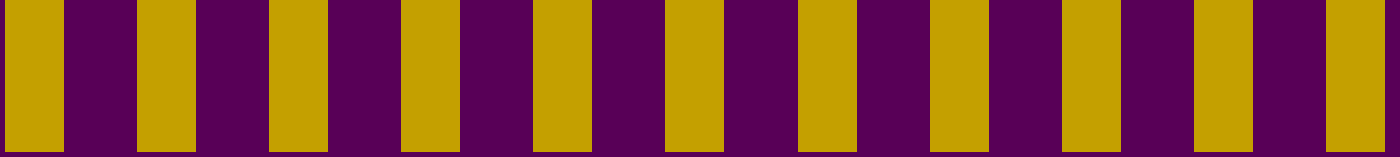
5. I/We understand that the sponsorship and exhibition packages are allocated as outlined and the decision of the Committee will be final.

Confirmation

- To confirm your acceptance please complete the attached Registration Form and return it together with a deposit as detailed on the form.
- On receipt of the form and payment, confirmation will be sent with a tax invoice for the sponsorship amount.
- Specific details regarding the exhibition, artwork for logos & advertisements, specifications and delivery details for signage and delivery of satchel inserts etc will be sent in a confirmation letter at a later date.

For further information please contact:

All Occasions Management
41 Anderson Street, Thebarton SA 5031
T: 08 8354 2285 F: 08 8354 1456
Email: conference@aomevents.com



ADELAIDE 2007

Association of School Bursars and Administrators