



SPONSORSHIP & DISPLAY OPPORTUNITIES

Sunday 18 – Wednesday 21 October 2009

**Swan Hill Town Hall
45 Splatt Street, Swan Hill
Victoria**

Irrigation Australia Conference Secretariat
Conference Organising Group
PO Box 5739, Cranbourne Vic 3977
Telephone: (03) 5995 4599 Facsimile: (03) 5995 4733
Email: conference@irrigation.org.au



ICID•CIID

AN INVITATION TO PARTICIPATE

Irrigation Australia Ltd (incorporating the National Committee of the International Commission on Irrigation and Drainage, ICID) invites you to its annual conference. The conference this year will be held in Swan Hill, Victoria, from Sunday 18th to Wednesday 21st October 2009.

The main theme of the conference is “**IRRIGATION TODAY – MEETING THE CHALLENGE**”.

This invitation is extended to people in all areas of the irrigation value chain, water resources sector, including freshwater ecologists, environmental scientists, indigenous community representatives, the private sector and agricultural industry representatives. Both Federal and State government representatives will also have the opportunity to engage and report on developments in water policy, research and reform. There will be great opportunities for participants to network, socialise, attend the conference session and special meetings. This conference will provide an opportunity to be informed of the latest water policies, guidelines under development and research. Special information meetings on various national and international programmes will be organised.

For our sponsors and trade displays there will be eleven 2x2m booths available.

Please add the conference dates to your diary and plan to attend and participate. Complete the expression of interest form overleaf to ensure that you receive further notices and information. Do not forget to check the IAL website www.irrigation.org.au for the latest information and announcements.

All conference papers, posters and presentations will be published on the IAL website.

We strongly urge you to put the conference dates in your diary and plan now to accept our invitation to join us in this exciting program and major marketing opportunity.

I am looking forward to meeting you in October 2009.

Willem F. Vlotman, PhD, MBA

Conference Chairman

Theme Leader and Work Body Chairman ICID

Conference Venue:	Swan Hill Town Hall	
Conference Dates:	Sunday 18 October	Registration, NPSI Forum and Welcome Reception
	Monday 19 October	Official Opening, Conference Sessions, Keynote Speakers and Trade DISPLAY Gala Dinner and Awards Ceremony
	Tuesday 20 October	Conference Sessions, Keynote Address, Trade DISPLAY and Conference Farewell
	Wednesday 21 October	Post Conference Tours (Optional)

BENEFITS TO YOUR COMPANY

Position your company as an industry leader.

Sponsors will have prominent exposure prior to and during the conference, as well as featured placement and corporate logos on printed material, referrals during the conference, prominent signage, satchel inserts, announcements and acknowledgments. All sponsors will be acknowledged pre-and post-conference on the IAL website, in the Conference Program and displayed throughout the event. Sponsors will benefit from the exposure generated by this prominent and topical industry event.

Based on past attendances, we anticipate that the IAL National Conference will attract over 300 delegates from Australia and overseas. Delegates from both public and private sector agencies and organisations will be in attendance.

The Conference will be promoted extensively through IAL's comprehensive database and on the IAL website. Announcements, targeted advertisements and press releases will further promote the Conference.

An exciting program, including invited speakers who are internationally recognised experts in their respective fields as well as allied professional fields will be a major draw card to increase the number of delegates attending the conference.

For this event the IAL Conference Display has only a small number of 2m x 2m booths located near delegate registration and catering, ensuring high delegate attendance. The display area is an important focal and meeting point during the conference. Historically, it has been a centre of activity, with high attendance levels throughout the conference.

The enclosed floor plan has been designed to ensure good visibility and access to all display stands. Maximum traffic flow is ensured as all sessions and catering will be held in the Town Hall.

Why Delegates Will Attend Your Stand

Delegates will have a strong interest in the latest developments in the field of irrigation and drainage. Exhibitors will be displaying information, services and products of direct relevance to the professional interests of the delegates.

Delegates will be encouraged by way of constant referral throughout the conference and the positioning near catering facilities to visit all displays.

SPONSORSHIP OPPORTUNITIES

The program provides many and varied opportunities for sponsorship participation and is in no way limited. Specific marketing requirements and objectives can be discussed. Booking sponsorship early ensures inclusion in all the promotional material leading up to the Conference.

SPONSORSHIP BENEFITS

All Platinum, Gold, Silver and Bronze sponsors receive the following benefits:

- Acknowledgement in pre and post conference promotional material and advertising as a Conference Sponsor
- Acknowledgment in the Program/Handbook as a Conference Sponsor
- Acknowledgment in the Main Announcement and Registration Brochure as a Conference Sponsor
- Acknowledgment on the IAL website as a Conference Sponsor hyperlinked back to your site (if desired)
- Acknowledgment on site during the Conference as a Conference Sponsor (PowerPoint Sponsors Slide)
- Acknowledgment on site during the Conference by display of your company banner in the main venue (provided by you)
- Opportunity to place two promotional items or literature in the delegates' kit (supplied by the sponsor)
- Delegate list provided after the conference (subject to the Privacy Act)

PLATINUM SPONSORSHIP PACKAGE - \$20,000 + gst

In addition to the benefits outlined above, the PLATINUM SPONSORS receive:

- Two complimentary IAL full conference registrations
- Additional conference registrations at 10% discounted rate (maximum 6)
- Two complimentary tickets to the welcome reception
- Two complimentary tickets to conference dinner
- Full page colour advertisement in the Program/ Handbook

GOLD SPONSORSHIP PACKAGES - \$10,000 + gst

In addition to the benefits outlined on page 3, the GOLD SPONSORS receive the following and can select (on a first come basis) one of the packages outlined below:

- One complimentary IAL conference full registration
- Additional registrations at 10% discounted rate (maximum 2)
- Half page colour advertisement in the Program and Handbook

(1) GOLD SPONSORSHIP PACKAGE – “Satchels” ALREADY TAKEN

- Company name, together with the Conference logo to be overprinted on the satchels
- One complimentary ticket to conference dinner

(2) GOLD SPONSORSHIP PACKAGE – “Name Cards”

- Company logo, together with the Conference logo to be overprinted on the name cards
- One complimentary ticket to conference dinner

(3) GOLD SPONSORSHIP PACKAGE – “Conference Dinner on Monday 19 October”

- Six complimentary tickets to conference dinner
- Company name, together with the Conference logo will be overprinted on the dinner tickets
- Opportunity to display company/organisation banner during the event

(4) GOLD SPONSORSHIP PACKAGE – “Welcome Reception on Sunday 18 October”

- Six complimentary tickets to the welcome reception
- One complimentary ticket to conference dinner
- Company name, together with the Conference logo to be overprinted on the welcome reception tickets
- Opportunity to display company/organisation banner during the event

More opportunities continued on next page

(5) GOLD SPONSORSHIP PACKAGE – “Breakfast Monday 19 October”

- Six complimentary tickets to the sponsored breakfast
- One complimentary ticket to conference dinner
- Opportunity to provide sponsorship cards or promotional item on breakfast tables (sponsor to provide)
- Opportunity to display company/organisation banner during the event

(6) GOLD SPONSORSHIP PACKAGE – “Breakfast Tuesday 20 October”

- Six complimentary tickets to the sponsored breakfast
- One complimentary ticket to conference dinner
- Opportunity to provide sponsorship cards or promotional item on breakfast tables (sponsor to provide)
- Opportunity to display company/organisation banner during the event

(7) GOLD SPONSORSHIP PACKAGE – “Farewell Function on Tuesday 20 October”

- Six complimentary tickets to the farewell reception
- One complimentary ticket to conference dinner
- Company name, together with the Conference logo to be overprinted on the welcome reception tickets
- Opportunity to display company/organisation banner during the event

SILVER SPONSORSHIP PACKAGES - \$7,000 + gst

In addition to the benefits outlined on page 3, the SILVER SPONSORS receive the following and can select (on a first come basis) one of the packages outlined below:

- One complimentary IAL 2009 conference full registration
- Quarter page colour advertisement in the Program and Handbook

(1) SILVER SPONSORSHIP PACKAGE – “Note Pads”

Company logo, together with the Conference logo to be overprinted on the note pads

(2) SILVER SPONSORSHIP PACKAGE – “Delegate Pens”

Company logo, together with the Conference logo to be overprinted on the conference pens

(3) SILVER SPONSORSHIP PACKAGE – “Lunch Monday 19 October”

- Six complimentary tickets to the sponsored lunch
- Opportunity to provide sponsorship cards or promotional item on lunch tables (sponsor to provide)
- Opportunity to display company/organisation banner during the event

(4) SILVER SPONSORSHIP PACKAGE – “Lunch Tuesday 20 October”

- Six complimentary tickets to the sponsored lunch
- Opportunity to provide sponsorship cards or promotional item on lunch tables (sponsor to provide)
- Opportunity to display company/organisation banner during the event

BRONZE SPONSORSHIP PACKAGES - \$3,000 + gst

In addition to the benefits outlined on page 3, the BRONZE SPONSORS receive the following and select (on a first come basis) one of the packages outlined below:

- 10% discount on registrations (maximum 2)

(1) BRONZE SPONSORSHIP PACKAGE – “Program/Handbook”

- Full page colour advertisement on the outside back cover of the Program/ Handbook

(2) BRONZE SPONSORSHIP PACKAGE – “Morning Tea and Afternoon Tea on Monday 19 October”

- Opportunity to provide sponsorship cards or promotional item on service tables (sponsor to provide)
- Opportunity to display company/organisation banner during the event

(3) BRONZE SPONSORSHIP PACKAGE – “Morning Tea and Afternoon Tea on Tuesday 20 October”

- Opportunity to provide sponsorship cards or promotional item on service tables (sponsor to provide)
- Opportunity to display company/organisation banner during the event

SACHEL INSERTS - \$1,500 + gst

Sponsor to provide one item for inclusion in satchels.

TRADE DISPLAY – OPPORTUNITIES AND ORGANISATION

The cost per booth is AUD \$1,500 + GST

Note: Applications for DISPLAY space will only be accepted when accompanied by 50% deposit or full payment.

Included in the cost of exhibiting is a full “Walk in/Walk out” display booth, erected by ExpoHire which will contain the following:

Dimensions	2m x 2m Booth Package
Walls	Modular walls, 2.4 metres high, finished in Black Velcro-compatible fabric covered walls, suitable for velcro dots and pins.
Fascia	Polished aluminium fascia, 30cm deep on all aisle frontages.
Sign	One company sign per stand, including stand number. Computer-cut vinyl, standard style lettering (maximum of 30 letters – Pty Ltd deleted).
Lighting	Two x 120 watt lights per stand, mounted on the inside of front fascia.
Power	One x power point per stand. Each point has a maximum loading of 1200 watts (5 amps)

ExpoHire can provide: Velcro, staples, shelving and display grids for your display space. Contact ExpoHire for prices.

One complimentary conference registration will be included per stand.

DISPLAY DAYS (Correct at time of printing)

Sunday 18 October	DISPLAY Build	9.00am	Exhibitors Move in	2.00pm
Monday 19 October	DISPLAY Open	8.30am		
Tuesday 20 October	DISPLAY Open	8.30am	DISPLAY Bump Out	4.30pm

GENERAL INFORMATION

Hire of Furniture, Plants, Etc.

Additional furniture, plants, electrical supplies, etc., if required, can be arranged at extra cost and will be invoiced separately by ExpoHire who can be contacted on:
Telephone: (03) 9676 7777 Facsimile: (03) 9676 7788

Liability and Insurance: The Organisers, ExpoHire and Venue shall not be responsible for any loss, damage or injury that may occur to the exhibitor, exhibitor's employees (public or other) or property, from any cause whatsoever prior, during and subsequent to the period covered by the DISPLAY contract. The exhibitor, on contracting for a DISPLAY stand, expressly releases the Organisers, ExpoHire and the Venue from, and agrees to indemnify same against any and all claims for such direct and indirect loss, damage or injury.

Exhibitors shall indemnify and hold harmless the Organisers, ExpoHire and the Venue from all liability (damage or accident) which might ensue from any cause resulting from or connected with the transportation, placing, removal or display of exhibits.

It is strongly advised that each exhibitor seek to cover their equipment, exhibits and display material with adequate insurance at the exhibitor's own expense.

Security: The Venue provides a locked building. Beyond this, the Organisers, ExpoHire and the Venue and their officers and employees, separately or collectively, cannot accept responsibility for any damage to, or for, the loss or destruction of, an exhibit from fire, theft or accidents or other causes, or injury to his/her person resulting from any cause, all claims for any such loss, damage or injury expressly waived by the exhibitor. Security staff dedicated to duty in your stand area can be engaged at the exhibitor's cost.

Restrictions: No exhibitor shall assign, sub-let, or share the whole or any part of the space/stand allotted without the knowledge and consent of the Organisers.

Display Design: All display, materials must be flameproof and are subject to inspection by the Fire Brigade. No attachment or defacement is to be made to the flooring, ceilings, and internal or external walls of the DISPLAY Hall or the furnishings of the Venue.

Each exhibitor must keep their display within the dimensions of the DISPLAY stand. Should you wish to provide your own booth design or prefabricated stand module in your allocated area you must submit your design plans to the Secretariat, prior to the Conference for approval.

Cleaning: The DISPLAY area is carpeted and is cleaned daily. It is the responsibility of each exhibitor to keep their stand clean.

Electrical: Any electrical installations outside of what will be supplied in your stand package must be submitted for approval. Should you require additional power supplies, e.g. three-phase power, then a charge will be calculated to cover costs.

HOW TO BOOK AND PAYMENT DETAILS

BOOKING CONDITIONS

Acceptance of sponsorship and/or display applications will be subject to approval of the IAL Conference Committee. The committee reserves the right to decline applications if it does not uphold the objectives of the conference.

Platinum, Gold and Silver Sponsors will be given the first opportunity to select space (if required) within the DISPLAY.

DISPLAY

Early booking is essential as space is limited and booths will be allocated strictly in order of receipt of the deposit payment and application form. In order to confirm your DISPLAY space please forward the Application to Exhibit form and a fifty percent (50%) deposit. The balance of payment will be required by 30 June 2009.

Please note: Acknowledgement in the Main Announcement / Registration Brochure and Program/Handbook is subject to sponsorship confirmation prior to printing deadlines.

CANCELLATION POLICY

SPONSORSHIP

In the event of withdrawal of sponsorship please be advised that unless that particular area of sponsorship is resold the conference committee will reserve the right to retain deposit monies received.

DISPLAY

In the case of the cancellation of a booth/s, please note that unless we are able to resell the booth/s there will be no refund on monies paid. If the balance payment on the booth/s is not received by the due date the allocated booth/s will be cancelled.

APPLICATION TO DISPLAY

Company Name: _____

Address: _____ Post Code: _____

Contact Name: (Prof/Dr/Mr/Ms/Mrs/Miss) _____ Position: _____

Telephone: _____ Facsimile: _____ Email: _____

STANDS

Number of booths required: _____ Cost per booth \$1,500 + GST Total cost: _____

I/we prefer stand locations as indicated on the enclosed floor plan in order of preference:

Preferences: 1st: _____ 2nd: _____ 3rd: _____

The decision of the Organisers in the allocation of space will be final. Should the floor plan require expansion or retraction, the Organisers have the right to make the necessary changes.

STAND SIGN

My company name is to read: _____

(Limited to a maximum of 30 characters)

PAYMENT: Enclosed is cheque for AUD being 50% deposit.

Cheques should be made payable to **IAL** and forwarded to:

IAL Conference Secretariat, Post Office Box 5739, CRANBOURNE, VICTORIA 3977, AUSTRALIA

Balance of payment is required by **30 June, 2009**

APPLICATION TO SPONSOR

Company Name: _____

Address: _____ Post Code: _____

Contact Name: (Prof/Dr/Mr/Ms/Mrs/Miss) _____ Position: _____

Telephone: _____ Facsimile: _____ Email: _____

I/We would like to take up the following sponsorship package:

1st Pref. _____ Total Cost: _____

2nd Pref. _____ Total Cost: _____

3rd Pref. _____ Total Cost: _____

PAYMENT

Attached is cheque for AUD, being 50% deposit of the TOTAL COST of our sponsorship package.

Cheques should be made payable to **IAL** and forwarded to:

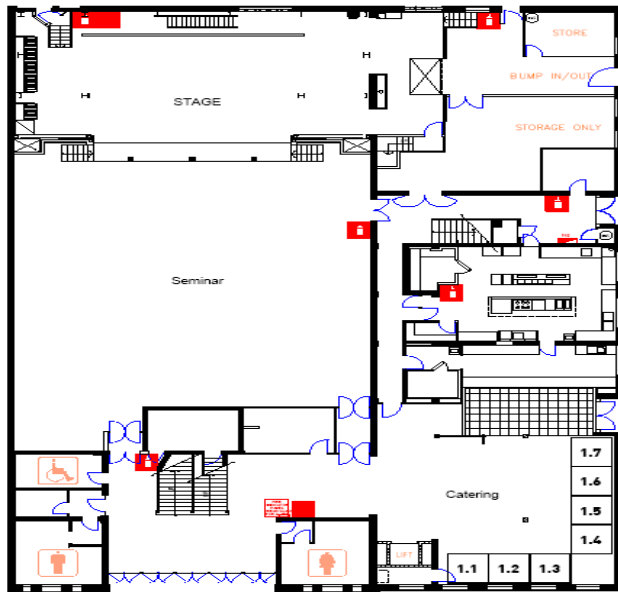
IAL Conference Secretariat, Post Office Box 5739, CRANBOURNE, VICTORIA 3977, AUSTRALIA

Balance of payment is required by **30 June 2009**

DISPLAY FLOORPLAN

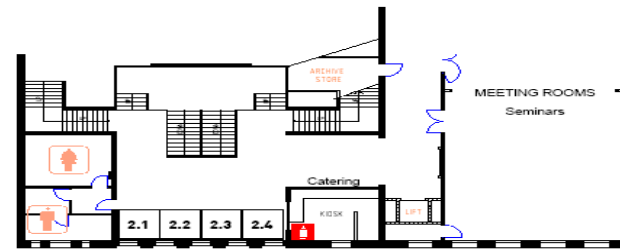
IAL National Conference

19 - 20 October 2009
Auditorium and Meeting Rooms, Swan Hill Town Hall



GROUND FLOOR LAYOUT

Total number of stands: 11
All stands 2.0m x 2.0m (4sqm)



FIRST FLOOR FOYER

Sales plan

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