



## Exhibition and Sponsorship Opportunities

### An invitation to Sponsor

The Western Australian Land Information System (WALIS) brings you the WALIS International Forum 2009. The most recent Forum held in March 2008 attracted more than 800 participants from private industry, Local, State and Federal Government, academia, the community, and delegates from various industries and organisations internationally specially targeted.

The Forum will be held at the Perth Convention Exhibition Centre, commencing at lunchtime on Wednesday 11 November, followed by a Cocktail Reception and concluding with happy hour drinks on Friday 13 November 2009. This year the Forum will highlight business intelligence, business solutions and education. A variety of internationally renowned speakers together with respected local and national thinkers and practitioners will be presenting. There will be the Asia-Pacific Spatial Excellence (APSEA) Awards Gala Dinner on Thursday 12 November. In addition, there will be vendor and WALIS Community workshops and the trade exhibition.

The Forum is open to everyone; however it is tailored to people working with geographic information systems (GIS) and those who would like to find out how they can harness GIS to improve their business. The intention of the event is to provide opportunities for people within and associated with the industry to learn, network, identify potential solutions and to share and debate strategies for the future.

Business Intelligence will be our focus this year, and we are expanding our invitations to include various educational institutions to our Forum.

The program will cover a broad range of geographic information issues providing delegates the opportunity to unearth their spatial potential. The program will be divided into streams, with each segmented into key areas, such as business intelligence, land development pressures, climate change and resource management.

### Program

The Forum will provide an international perspective on the challenges, demands and opportunities currently facing the GIS industry. With the continuing awareness of the use and functions of GIS around the world, the Forum promises to deliver updates on current activities, planned future activities and the latest and greatest in new developments.

#### **The conference program will include:**

- International keynote speakers to inspire delegates, drawn from the industry and other relevant areas
- Respected local thinkers and practitioners
- A range of key stakeholders to stimulate and challenge.

The program and venue have been planned to ensure that your organisation and its products and services will receive maximum exposure throughout the Forum.

More than 600 delegates from all aspects of the industry will be attending the WALIS International Forum over the course of two and a half days.



## Exhibition and Sponsorship Opportunities

### Proposed Program Summary

#### Wednesday 11 November 2009

Pre-Forum workshops (morning)

Am Exhibitor Move In

1pm – Forum Commences

5.00pm – 7.00 pm Welcome Reception

#### Thursday 12 November 2009

8.30 am – 5.00 pm Forum Sessions

9.30 am – 6.00pm Exhibition Open

5.00 pm – 6.00pm – Happy Hour

6.30 pm – 10.30 pm – APSEA Awards Gala Dinner

#### Friday 13 November 2009

8.30 am – 4.30 Forum Sessions

9.30 am – 5.30 pm Exhibition Open

4.30 pm – 5.30 pm Happy Hour

6.00 pm – 8.00 pm Exhibitor Move Out

## Venue

The Perth Convention Exhibition Centre is located on the banks of the Swan River in the Perth CBD. The location offers delegates easy access to cultural and shopping venues. It is a 20 minute drive from the Perth Domestic and International Terminals, as well as the historic port of Fremantle.

## Accommodation

A variety of accommodation (five star, self contained units, budget rooms) has been reserved for those coming to the Forum. If you would like us to book your accommodation, please contact EECW, our official Event Managers on 9389 1488.

## Your involvement

You have the opportunity to participate in this conference both through **sponsorship** and the **trade exhibition**. We would like to offer you the opportunity to participate in one or both of these categories as outlined in the prospectus. Should the proposed options fall outside your requirements and you would like to participate, contact us and we will be happy to negotiate an alternative that will better suit your needs. Upon confirmation of your commitment to this premier event, the appointed Event Managers, EECW Pty Ltd, will liaise with you further and ensure your benefits as a sponsor/exhibitor are fulfilled.

## Sponsorship

We would like to offer you the opportunity to become a sponsor of the WALIS International Forum 2009. WALIS Forum has built in popularity over the years with numbers increasing with each time. In 2008 the Forum attracted a record attendance with more than 800 delegates from across the industry coming together for this key event on the spatial calendar.



## Exhibition and Sponsorship Opportunities

The Sponsorship opportunities have been structured to provide your organisation with the maximum possible exposure and benefit from your selected option.

### Benefits

- Presence at and involvement in the premier national geographic information event, where delegates will have the opportunity to view the latest technology, developments, strategies and ideas.
- Opportunity to display and promote your products, services and initiatives to the key Australian stakeholders in the geographic information industry.
- Opportunity to launch and/or showcase any new initiatives your company has developed.
- Provision of numerous opportunities for your company to interact with your target audience and be exposed to the latest initiatives for improving the way GIS is used.
- Opportunity to meet face to face with key decision makers.
- Opportunity to influence young minds and encourage them into the world of GIS.

### Flexible Sponsorship Opportunities

The following packages have been tailored to appeal to a wide variety of marketing objectives. However, if there are other ways in which your organisation would like to be involved, we would welcome the opportunity to discuss these with you, and encourage your creative ideas.

All prices quoted in Australian Dollars (AUD\$) and include GST

### Keynote Speaker Sponsor (\$3,300)

- Opportunity to provide a five (5) minute address to delegates prior to keynote speaker presentation
- One full Forum registration, and all Happy Hours
- Sponsor name and logo mentioned in all conference literature
- Acknowledgement in all conference literature and website
- Satchel insert (not to exceed four (4) pages and no larger than A4 in size)
- Delegate List, to include name and contact details (subject to privacy laws)

### Exclusive Delegate Bag Sponsorship (\$3,300) – Greener Bags

- Sponsor logo placed on all delegate bags in conjunction with the WALIS Forum logo
- One full Forum registration, including Welcome Reception, APSEA Awards Gala Dinner and Happy Hours
- Acknowledgement in all conference literature and website
- Satchel insert (not to exceed four (4) pages and be no larger than A4 in size)
- Delegate List, to include name and contact details (subject to privacy laws)



## **Exhibition and Sponsorship Opportunities**

### **Chill Out Corner (\$3,000)**

- Exclusive naming rights for Chill Out Corner
- One full Forum registration, and all Happy Hours
- Acknowledgement in all conference literature and website
- Satchel insert (not to exceed four (4) pages and be no larger than A4 in size)
- Delegate List, to include name and contact details (subject to privacy laws)

### **Name Tag Lanyards (\$2,200)**

- Company name and logo (subject to suitability of logo) printed on all lanyards
- One full Forum registration, and all Happy Hours
- Acknowledgement in all conference literature and website
- Satchel insert (not to exceed four (4) pages and no larger than A4 in size)
- Delegate List, to include name and contact details (subject to privacy laws)

### **Spatial Technology in Schools (STiS) Competition Awards Function Sponsorship (\$1,500) – held in conjunction with the National STiS competition**

- Shared Company branding
- One full Forum registration
- Acknowledgement in all conference literature and website
- Satchel insert (not to exceed four (4) pages and no larger than A4 in size)
- Delegate List, to include name and contact details (subject to privacy laws)

### **Internet Café Sponsorship (\$1,320)**

- Exclusive naming rights for Internet Café
- Acknowledgement in all conference literature and website
- Satchel insert (not to exceed four (4) pages and no larger than A4 in size)
- Delegate List, to include name and contact details (subject to privacy laws)

### **Promotional Item (\$2,200)**

- Promotional item (e.g. mobile phone cover, zinc stick, cube key-ring) with sponsor name and logo, alongside the Forum logo
- Sponsor name and logo mentioned in all conference literature
- Acknowledgement in all conference literature and website
- Satchel insert (not to exceed 4 pages and no larger than A4 in size)
- Delegate List, to include name and contact details (subject to privacy laws)



## **Exhibition and Sponsorship Opportunities**

### **Welcome Reception (\$750)**

- Corporate signage displayed during Welcome Reception
- Opportunity to provide a five (5) minute address to delegates
- Acknowledgement in all conference literature and website
- Satchel insert (not to exceed four (4) pages and no larger than A4 in size)
- Delegate List, to include name and contact details (subject to privacy laws)

### **Workshop (\$550 – 1.5 hours)**

- Opportunity to showcase latest and greatest technology, developments, achievements and plans for your organisation
- Acknowledgement in all conference literature and website
- Satchel insert (not to exceed four (4) pages and no larger than A4 in size)
- Delegate List, to include name and contact details (subject to privacy laws)

### **Happy Hour (\$550)**

- Corporate signage displayed during happy hour
- Acknowledgement in all conference literature and website
- Satchel insert (not to exceed four (4) pages and no larger than A4 in size)
- Delegate List, to include name and contact details (subject to privacy laws)

### **Lunch Sponsorship (\$550)**

- Corporate signage displayed during lunch
- Acknowledgement in all conference literature and website
- Satchel insert (not to exceed four (4) pages and no larger than A4 in size)
- Delegate List, to include name and contact details (subject to privacy laws)

### **Satchel Insert (\$165)**

- Each insert must not exceed 4 pages and must not be larger than A4 in size

### **Note Pads and Pens (cost of pad and pens to you)**

- Acknowledgement in all conference literature and website
- Delegate List, to include name and contact details (subject to privacy laws)

### **Trade Exhibition**

We would like to offer you the opportunity to be an exhibitor at the WALIS International Forum 2009. We estimate the attendance for this event to be in excess of 600 delegates. The exhibition has been structured so that you will receive the maximum possible exposure and benefit from your selected option. All meals, refreshments and happy hour drinks will be served throughout the exhibition area.



## Exhibition and Sponsorship Opportunities

### Exhibition Booth (\$1,750)

The exhibition will be open from 1.00pm on Wednesday 11 November 2009 and will close at the conclusion of the Forum at 4.30pm on Friday 13 November 2009.

To maximise exhibitor contact with delegates, morning and afternoon teas, lunch and all happy hour drinks will be served throughout the exhibition area. Trade representatives are invited to attend all conference sessions.

We strongly recommend that you book early to gain the best position, as booths will be allocated to exhibitors in order of receipt of application forms. Perth Expo Hire will be available to construct booths and assist with any modifications you may require. Further exhibition details will be sent to exhibitors in a full 'Exhibitor Kit' later in 2009.

For your investment you receive:

- 3m x 2m standard booth
- Two Full Delegate Registrations including all tea breaks and lunches (Thursday and Friday)
- Acknowledgement in all conference literature and website
- Your company name and logo on Entrance Feature to exhibition
- One full day parking permit (per booth) for both days of Forum (extra permits may be purchased at \$25.00 per permit)
- One Forum satchel

Standard Booth Inclusions:

- A single sized exhibition booth (3m x 2m)
- 2GB high speed cabled internet access
- 2 x 150 watt spot lights
- 1 x 4 amp general purpose power outlet
- Company name on set of fascia panels for each booth, printed in one colour (corner booths have two signs)

### Booth Upgrades

Upgrades to your booth are available including increased sizes. The extra costs such as furniture must be met by you.

- Double Exhibition Booth (\$2,750)
- Triple Exhibition Booth (\$3,500)