

## 2019 Major Events Sponsorship

**2019 NZ Symposium  
Christchurch, 1-2 July 2019**

**2019 IAP2 Australasia Conference  
Sydney, 29-31 October 2019**

**Build relationships, generate leads and enhance your brand awareness at one, or both, of IAP2 Australasia's major events this year.**

## A little bit about IAP2

IAP2 Australasia's mission is to advance the practice of community and stakeholder engagement through education, advocacy and building partnerships.

As an international leader in public participation, IAP2 has developed tools that are widely used and acknowledged. These are the Core Values for Public Participation for use in the development and implementation of public participation processes; and the IAP2 Public Participation Spectrum which assists with the selection of the level of participation that defines the public's role in any community engagement program. Additionally, the Quality Assurance Standard for Community and Stakeholder Engagement, is recognised as the international standard for public participation practice.

### How IAP2 Australasia can help you

Are you looking to engage with over 9000 of Australia's best and brightest engagement professionals?

Do you want to have your brand associated with best practice in community and stakeholder engagement?

As a sponsor of the IAP2 Australasia conference and/or NZ symposium, you can gain access to a rapidly growing network of enthusiastic and committed professionals who are increasingly becoming the key influencers and decision makers in government, business and industry.

#### About the Australasian Conference

**The IAP2 Australasia conference is not your everyday conference. As one might expect, we embrace an agenda full of hands-on learning and participation.**

It provides a rare opportunity for 300 - 400 community engagement professionals, practitioners and decision makers from national and international backgrounds to gather together, celebrate professional success and generate and transfer knowledge. The conference of keynote and breakout sessions, along with a trade table exhibition, and a few networking events sprinkled in, concludes with the annual IAP2 Australasia Core Values Awards Gala Dinner, which recognises organisations who are excelling in community and stakeholder engagement.

In 2019 the conference will celebrate 21 years of IAP2 Australasia, and will be held at Brighton Beach, Sydney from 29-31 October.

#### About the NZ Symposium

**The IAP2A New Zealand symposium offers a dynamic, interactive and targeted program focused on a theme relevant to the New Zealand engagement professional.**

The symposium is a key event in the field of community and stakeholder engagement in New Zealand. It brings together engagement practitioners, community development practitioners, communications and marketing professionals and academics to explore the diverse and challenging topic of community and stakeholder engagement.

This year, the theme of the symposium is a powerful one: Matariki: new growth, new beginnings exploring resilience and strength in Christchurch, New Zealand on 1-2 July 2019.



Don't just take our word for it...

"This is my first experience at an IAP2 Australasia event and it definitely left me inspired and energised to see so many people doing so much great work."

"The networking was fabulous, everyone was so friendly!"

"I think that the content of the Forum and the networking was invaluable not to mention the calibre of some of the award recipients."

"The forum was well organised and it was amazing to see so many community development practitioners and members of the private sector."

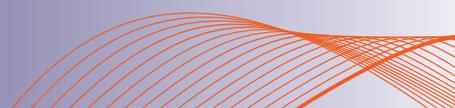
"The master classes are sensational, they are always entertaining, insightful and challenge us to make changes happen by changing ourselves."

"Overall I thought it was a very tight and relevant forum. I personally got a lot out of it. As a result I will be joining IAP2 Australasia."

"I thoroughly enjoyed the conference... Always a shame that I cannot be in two or three places at once."

"The keynote speakers were brilliant, fresh and insightful."

"The key guest speakers were great and they have challenged the participants to be creative about their community engagement projects."



## Reach out to Engagement Professionals

When it comes to sponsorship, IAP2 Australasia likes to work with our sponsors to understand your objectives, and help you to leverage your sponsorship investment.

Based on past conversations with our sponsors, we have developed the following packages for 2019. And, of course, we are open to working with you to building a customised sponsorship package that meets your needs, and budget. Just ask us.

# How sponsorship can meet your objectives

## Engage, connect, build relationships and be seen as a thought leader

- Exhibiting services, products and your people
- Sponsoring keynote plenary sessions
- Sponsoring social functions
- Acknowledgment of your sponsorship in social media posts to over 10,000 IAP2 Australasia social media followers
- Opportunity to hold a pre-conference workshop or post-conference site tour; or social functions
- Conference attendance (complimentary and discounted registrations available for sponsors)

## Enhance brand awareness

- Acknowledgment in conference promotions and emails to our 9000-strong network of engagement professionals
- Opportunity to have your branding on conference materials including coffee cups, lanyards, water bottles, napkins, cupcakes and more
- Your logo on conference signage, website, screens, program and apps

## Drive sales and generate leads

- Exhibiting services, products and your people with lead generating activities and incentives
- Hold a pre-conference workshop or post-conference site tour
- Provide a gift, sample, flyer or giveaway to delegates

# Sponsorship opportunities at a glance

Take the same package for both the IAP2 Australasian conference and the IAP2 Australasia New Zealand symposium and receive a 15% discount on your total sponsorship investment.



## Principal Sponsor

Australasian conference: \$15,000    NZ symposium: \$5,000



## Innovation and Thought Leadership Sponsor

Australasian conference: \$8,500    NZ symposium: \$3,000



## Sustainability Sponsor

Australasian conference: \$8,500    NZ symposium: \$3,000



## Welcome Reception Sponsor

Australasian conference: \$8,500    NZ symposium: \$3,000



## Technology Sponsor

Australasian conference (only): \$5,000



## Rise and Shine Sponsor

Australasian conference: \$5,000    NZ symposium: \$2,000



## Future Leaders Sponsor

Australasian conference (only) : \$5,000



## Coffee Hub Sponsor

Australasian conference: \$5,000    NZ symposium: \$2,000



## Site Tour Sponsor

Australasian conference: \$5,000    NZ symposium: \$2,000



## Trade Table

Australasian conference: \$3,000    NZ symposium: \$1,000

Plus opportunities  
to sponsor catering breaks,  
lollies, chocolates, cupcakes,  
merchandise and more.  
Do you have a great idea?  
Let's talk about it!

# Principal Sponsor

The Principal Sponsor Package offers the highest level of sponsorship exposure and provides the most significant opportunity to link with public and private sector organisations and communities across Australia and New Zealand. It presents a unique opportunity for profiling and positioning as an industry leader in the area of community and stakeholder engagement. Key benefits include keynote speaker sponsorship acknowledgment, exclusive branding opportunities and prominent exposure.

## Prior to the event

- Exclusive recognition as principal sponsor for the event in conference promotions
- Logo and 100 word company profile on the conference web page
- Two dedicated social media posts in the lead up to the conference, with a link to your company site

## During the event

- Exclusivity of recognition as principal sponsor for the event
- Verbal acknowledgment as principal sponsor in the opening and closing sessions of the conference
- Opportunity to have a representative speak to delegates (up to 5 minutes) during the conference at a time agreed on by the sponsor and IAP2 Australasia
- Option to display your organisational banners in plenary conference room
- Keynote speaker sponsorship
  - Screen and verbal acknowledgment at commencement of one keynote speaker session (speaker to be agreed upon by IAP2 Australasia and Principal Sponsor)
  - Opportunity to display your banner on stage during the keynote presentation
- Exclusive lanyard sponsorship
  - Co-branded with your logo and IAP2 logo
- Opportunity to hold a sponsored workshop on the pre-conference day (29 October or an evening social function on the free night of the conference (30 October) at own cost)
- Two trade tables
- Two complimentary full registrations (including social functions)
- Two discounted full registrations (including social functions)
- Logo given a prominent position on official conference signage
- Two app push notifications (Australasia conference only)
- Logo, listing and banner on conference app
- Opportunity to provide one gift, sample, flyer or giveaway to delegates (seat drop in plenary)

**Australasian conference investment: \$15,000    NZ symposium investment: \$5,000**

# Innovation and Thought Leadership Sponsor

If your organisation aims to be perceived as a pioneer of new ideas and future thinking, then this package could be just the right fit. With an opportunity to run a pre-conference workshop (you provide the speaker!) and also be associated with one of the keynote plenary sessions (IAP2A provides the speaker), this package provides an opportunity to align your organisation with smart thinking

## Prior to the event

- Exclusive recognition as thought leadership sponsor of the event in conference communications
- Logo and 50 word company profile on the conference website
- One dedicated social media post in the lead up to the conference with a link to your company site

## During the event

- Keynote/plenary session sponsor
  - Screen and verbal acknowledgement in the keynote speaker session (to be agreed upon by IAP2 Australasia Sponsor)
  - Opportunity to display your banner during the keynote presentation
- Opportunity to hold a sponsored workshop on the pre-conference day (29 October) on engagement thought leadership and/or innovation in engineering
- Verbal acknowledgment as Innovation and Thought Leader Sponsor in the opening and closing sessions of the conference
- One trade table
- One complimentary full registration (including social functions)
- One discounted full registration (including social functions)
- Logo on signage
- One app push notification (Australasian conference)
- Logo, listing and banner on conference app
- Opportunity to provide one gift, sample, flyer or giveaway to delegates (seat drop in plenary)

**Australasian conference investment: \$8,500    NZ symposium investment: \$3,000**

# Sustainability Sponsor

Delegates love a good giveaway especially if they can be useful long after the event. This year show your organisation's sustainability commitment with branding on IAP2 Australasia glass water bottles which will be given to each delegate to use during the conference, and take home.

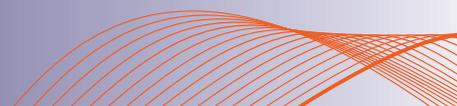
## Prior to the event

- Exclusive recognition as sustainability sponsor of the event in conference promotions
- Logo and 50-word company profile on the conference web page
- One dedicated social media post in the lead up to the conference, with a link to your company site

## During the event

- Co-branded sustainable water bottles for delegates (provided by IAP2 Australasia)
- Verbal acknowledgment as sustainability sponsor in the opening and closing sessions of the conference
- One trade table
- One complimentary full registration (including social functions)
- One discounted full registration (including social functions)
- Logo on signage
- One app push notification (Australasian conference only)
- Logo, listing and banner on conference app
- Opportunity to provide one gift, sample, flyer or giveaway to delegates (seat drop in plenary)

**Australasian conference investment: \$8,500    NZ symposium investment: \$3,000**



# Welcome Reception Sponsor

Be seen as the “fun sponsor” through sponsorship of one of the conferences prominent social functions. Take a few extra team members along to network and make the most of this opportunity.

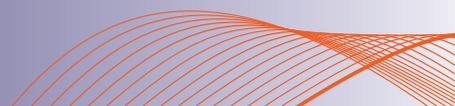
## Prior to the event

- Exclusive recognition as welcome reception sponsor of the event in conference promotions
- Logo and 50 word company profile on the conference web page
- One dedicated social media post in the lead up to the conference, with a link to your company site

## During the event

- Welcome Reception Sponsor acknowledgment
  - Opportunity to display banners at welcome reception, and provide branded napkins or other products (at own cost)
- Verbal acknowledgment as welcome reception sponsor in the opening and closing sessions of the conference
- One trade table
- One complimentary full registration (including social functions)
- One discounted full registration (including social functions)
- Four additional tickets to the Welcome Reception
- Logo on conference signage
- One app push notification (Australasian conference)
- Logo, listing and banner on conference app
- Opportunity to provide one gift, sample, flyer or giveaway to delegates (seat drop in plenary)

**Australasian conference investment: \$8,500    NZ symposium investment: \$3,000**



# Technology Sponsor

## (Australasian Conference only)

In 2019, IAP2 Australasia is investing in a bigger and better conference app, with enhanced features and functionality. This app will be the conference program, attendee list, sponsor showcase, delegate social hub and provide the opportunity for delegates to network online, participate in live polling and receive updates and alerts.

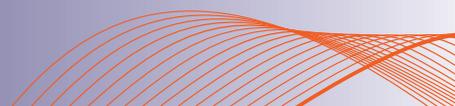
### Prior to the event

- Exclusive recognition as technology sponsor of the event in the conference program
- Logo and 50-word company profile on the conference website
- One dedicated social media post in the lead up to the conference with link to your company site

### During the event

- App sponsorship recognition
  - Co-branded splash screen
- Verbal acknowledgment as technology sponsor in the opening and closing sessions of the conference
- One trade table
- One discounted full registration (including social functions)
- Logo on signage
- One app push notification
- Logo, listing and banner on conference app

**Australasian conference investment: \$5,000**



## Rise and Shine Sponsor

The conference breakfast function in 2018 was a hit, and we are doing it again in 2019. Promote your organisation by organising an activity - we are open to your ideas!

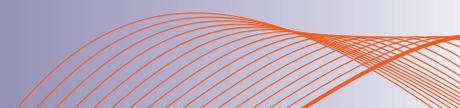
### Prior to the event

- Exclusive recognition as rise and shine (breakfast and/or morning activity) sponsor of the event in conference promotions
- Logo and 50-word company profile on the conference web page
- One dedicated social media post in the lead up to the conference, with a link to your company site

### During the event

- Exclusive recognition as breakfast and/or morning activity sponsor
  - Opportunity to provide input into designing a morning activity during the conference or symposium breakfast
  - Opportunity to display banners at conference breakfast or morning activity
- Verbal acknowledgment as rise and shine sponsor in the opening and closing sessions of the conference
- One trade table
- One discounted full registration (including social functions)
- Logo on signage
- One app push notification (Australasian conference)
- Logo, listing and banner on conference app

**Australasian conference investment: \$5,000    NZ symposium investment: \$2,000**



# Future Leaders Sponsor

## (Australasian Conference only)

IAP2 Australasia is committed to supporting, nurturing and developing our Young and Emerging Professionals. The Future Leaders Sponsorship provides your organisation with exposure at a social function for our newer professionals, and also helps fund a scholarship for a Young and Emerging Professional to attend the conference.

### Prior to the event

- Exclusive recognition as future leaders sponsor of the event
- Logo and 50-word company profile on the conference website
- One dedicated social media post in the lead up to the conference linking to your company site

### During the event

- Opportunity to display banner outside ground level Young and Emerging Professionals Mixer function
- Verbal acknowledgment of future leaders sponsor at the opening and closing sessions of the conference
- One trade table
- One discounted dinner invitation (including drinks)
- Logo on signage
- One app push notification
- Logo, listing and banner on conference app

**Australasian conference investment: \$5,000**

# Coffee Hub Sponsor

The coffee cart is the most popular place to be at any conference. Be central to the action with your branding on the barista coffee cart. You can even supply your own branded coffee cups, napkins, treats or have the barista wear a branded cap or apron.

## Prior to the event

- Exclusive recognition as coffee hub sponsor of the event in conference promotions
- Logo and 50-word company profile on the conference web page
- One dedicated social media post in the lead up to the conference, with a link to your company site

## During the event

- Branding and signage rights on coffee barista cart located near the main conference room
- Opportunity to supply branded coffee cups (at own cost)
- One trade table
- One discounted full registration (including social functions)
- Logo on signage
- One app push notification (Australasian conference)
- Logo, listing and banner on conference app

**Australasian conference investment: \$5,000    NZ symposium investment: \$2,000**



# Site Tour Sponsor

Build relationships, show off your work and connect with a group of delegates by hosting a site tour after the conference.

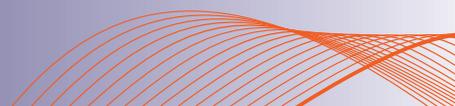
## Prior to the event

- Exclusive recognition as site tour sponsor of the event in conference promotions
- Logo and 50-word company profile on the conference web page
- One dedicated social media post in lead up to the conference, with a link to your company site

## During the event

- Recognition as site tour sponsor during the conference and site tour
- One trade table
- One discounted full registration (including social functions)
- Four additional site tour tickets for your representatives
- Logo on signage
- One app push notification (Australasian conference)
- Logo, listing and banner on conference app
- Opportunity to provide one gift, sample, flyer or giveaway to delegates (on the tour)

**Australasian conference investment: \$5,000    NZ symposium investment: \$2,000**



## Trade Table

- 1 trade table
- 1 discounted full registration (including social functions)
- Logo on conference webpage and signage
- Listing on conference website
- Listing on conference app (Australasian conference)

**Australasian conference investment: \$3,000    NZ symposium investment: \$1,000**

### Notes

- *Discounted registration is a half-price standard full member-rate registration.*
- *Sponsorship benefits, acknowledgements and assets are not available or provided for the Core Values Awards Dinner (held during the Australasian conference) as this event is commercial-free in principle, however there may be opportunities to sponsor flowers, chocolates or similar at the dinner. Email [josie@iap2.org.au](mailto:josie@iap2.org.au) to discuss further.*



# How to make the most of your sponsorship

1. Decide on your objectives. Identify and focus on what you want to achieve out of your sponsorship to help direct your sponsorship plan and activities. Examples of objectives might include:
  - Drive awareness of your brand to delegates and the wider IAP2 Australasia audience.
  - Collect leads and contacts.
  - Establish a leadership position in the profession or differentiate from competitors.
  - Create goodwill.
  - Increase sales and revenue.
  - Align yourself with IAP2 and IAP2 Australasia.
  - Networking opportunities.
  - Showcase a particular service or product.
2. Have a plan that maps out the following:
  - What your key messaging will be, and how you will communicate this in the lead up to, and during the event.
  - Additional budget to implement your sponsorship – flyers, giveaways, travel and accommodation, additional registrations, banners etc.
  - How will you promote your sponsorship and association with the event in the lead up to the event?
  - How will you interact with delegates at the conference.
  - Will you offer any incentives to visit your exhibition stands? For example a competition, fun or interactive activity or giveaways.
  - How will you use the conference app to promote your organisation? For example:
    - What messaging you want to include in your allocated push notification to delegates during the conference (available to certain sponsors only)
    - What URL you want to have listed in the sponsors section on the app
3. Assign a team member to take ownership and coordinate responsibilities such as organising the exhibition display, organise registration, travel and accommodation for team members who will attend the conference, liaise with the conference organiser and deliver collateral and giveaways.
4. Invite your customers and leverage the sponsorship as an opportunity to communicate with your existing clients and to see you there. This will also demonstrate your commitment to them and your contribution to the profession. Plus, it means you will have advocates in the room who might help to spread the word about your offering. Sponsoring an event can also be an opportunity to invite prospects to attend and interact with you in a less formal way.

## How to make the most of your sponsorship continued...

5. Add value to attendees to help make your contribution to the experience more memorable. Consider putting together an attendee-only-offer or a time-based-offer that you can communicate to people on the day or even in the lead up. Perhaps you can provide a white paper, or an industry report or give away a strategy consultation. Regardless of the format, this component should be designed to be of value to the attendees and position your brand accordingly.
6. Take advantage of content creation opportunities at the conference. Take images and video for social media posts. Write a blog or newsletter article on something you learnt (or presented) in a session. Take some happy snaps of staff, and don't forget to use the hashtag #IAP2Australasia
7. Incorporate some fun and play. Attract delegates to your exhibition stand with playful ideas such as holding mini competitions throughout the day; providing games; using AR/VR; engage a massage practitioner to provide free mini-massages; provide goody bags or have a photo booth or caricature artist at your exhibition table. Even guessing how many lollies are in the jar is still a popular activity!
8. Capture attendee data. IAP2 Australasia will provide sponsors with an electronic delegate list with the name and organisation of delegates (unless a delegate has expressly not permitted us to do so). The IAP2 Australasia conference app may also have functionality to capture details of those who visit your trade table. Due to our privacy policy and in consideration of our members, IAP2 Australasia will not provide contact details.

It is important to consider how you can personally get permission to communicate with delegates on an ongoing basis. Perhaps you can offer them an information exchange and provide them something of value. You might have an interactive element on your stand or implement a more manual process. A simple collection of business cards in return for entering a competition. Regardless of how you do it, put some consideration into how you can capture attendee information and how this information will then be input into your existing systems and processes for prospects following the event.

9. Follow up! Events play an integral role in generating awareness, evaluation and credibility in the purchasing process. This means you need to follow up. Whether it is a one-on-one follow up based on conversations or a targeted follow up campaign using details acquired via an at-event-campaign, it is important that this is part of the plan and that time is allocated straight after the event to do so. If there is no follow up, there will be limited results.

## Next steps

Enquire today! Our sponsorship packages usually sell out in advance, so we recommend taking early action to secure your preferred sponsorship option. Simply email Josie Gruber, Marketing Manager, IAP2 Australasia via email [josie@iap2.org.au](mailto:josie@iap2.org.au) to indicate your interest in sponsorship.

### Cancellation Policy

Due to the considerable administration associated with this event:

A cancellation fee equivalent to 10% of the deposit will be incurred should confirmed agreements be cancelled.

Cancellations 12 weeks before the event will be subject to a 50% cancellation fee.

Cancellations 6 weeks before the event will be subject to a 100% cancellation fee.

All requests for cancellations must be made in writing to IAP2 Australasia c/o Josie Gruber, Marketing Manager.

### Terms and Conditions

- All sponsorships will be awarded on a first-come, first-served basis. Sponsors need to be committed to the practice of public participation and community engagement.
- IAP2 Australasia members must possess the appropriate sponsorship level. For example, corporate or small business sponsors must possess a corporate or small business membership with IAP2 Australasia.
- IAP2 Australasia reserves the right to accept or reject sponsors without giving reasons.
- The details in this document are correct at the time of publication. The event organisers do not accept responsibility for any changes that may occur.
- Placement and size of logos included in the event material will be at the discretion of the event organisers and will reflect the level of support given by your organisation.
- All signage will be designed to suit the requirements of the venue.
- Sponsors are required to provide their logo image in the format requested by IAP2 Australasia and other details required to IAP2 Australasia within 10 working days of acceptance of the sponsorship.
- IAP2 Australasia requests that each sponsor who is provided with a hyperlink from the IAP2 Australasia Conference webpage authorise a reciprocal link from your organisation's website to the IAP2 Australasia website be provided.
- All company representatives must complete an event registration form (for name tag and catering purposes).
- All company representatives attending and participating in the event must register and pay the nominated registration fee. Some packages include sponsor registrations in which case this fee is not payable, however a completed registration form is still required. Additional registrations may be purchased at the nominated rates.
- A completed and signed sponsorship confirmation form must be submitted to initiate sponsorship. Subject to acceptance of the sponsorship, a tax invoice and contract outlining requirements will be provided. The sponsorship will not be deemed confirmed until the required payment has been made and the completed contract returned to IAP2 Australasia.

## Terms and Conditions continued

- Placement within the exhibitors display area is at the discretion of the organisers who may make changes at any time due to logistics and safety reasons or otherwise. Exhibition space is provided as standard space. The space includes floor space only and a standard table and two chairs. All costs associated with advertising, display space, printing, branded gifts (and such costs incurred with sponsorship) are to be covered by the sponsor.
- IAP2 Australasia retains the right to change the venue without prior notification including if they deem it to be in the interests of the event, or for reasons beyond their control.
- Sponsorship prices detailed in this prospectus are in Australian dollars and are excluding GST.
- Multiple sponsors from the same industry sector may be accepted into sponsorship categories.
- The time and duration of the exhibition shall be at the discretion of IAP2 Australasia. In any event IAP2 Australasia shall notify the exhibitor of the opening and closing times no later than 7 days prior to the date of the exhibition.
- The exhibitor shall be responsible and liable for any loss (including consequential losses), damage or claims arising out of injury to members of the public or damage to any persons' property, materials or possessions by reason of the works, acts or omissions of the exhibitor, its employees or agents. The exhibitor shall be responsible for any loss or damage (including without limitation consequential losses) caused to the venue, any stands and/or fittings supplied within the cost of participation and to any third parties howsoever arising as a result of the acts or omissions (or failure to act) of the exhibitor, their employees, sub-contractors or agents.
- IAP2 Australasia expressly decline any responsibility for the safety of possessions, materials or property of the exhibitor or their employees, contractors, suppliers and agents or any other person, for loss, damage, destruction by theft, fire or any other cause, save and except any death or personal injury caused by IAP2 Australasia's negligence.

## IAP2 Australasia Contact Details

**Josie Gruber, Marketing Manager**

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**Postal Address:** PO Box 618 Toowong QLD 4066