



# SAFETY – IT'S PEOPLE

## ADELAIDE CONFERENCE & EXPO 2011



SPONSORSHIP AND EXHIBITION OPPORTUNITIES

26 OCTOBER 2011 ADELAIDE EVENT & EXHIBITION CENTRE

RIDLEY PAVILION, GOODWOOD ROAD, ADELAIDE SA

SUPPORTED BY



PRESENTED BY



Safety Institute  
of Australia Ltd.

# SAFETY – IT'S PEOPLE

## ADELAIDE CONFERENCE & EXPO 2011

### INVITATION FROM THE SA DIVISION PRESIDENT

The Safety Institute of Australia Inc is Australia's peak body for Occupational Health & Safety professionals. With over 60 years experience, and a national membership fast approaching 4,000, the SIA aims to develop, maintain and promote a body of knowledge that defines professional practice in OHS.

We are committed to creating a profession that can deliver the highest standards of safety and we do this through the engagement of our individual members, corporate and strategic partners, governing bodies and key professional stakeholders.

We believe your business could benefit from association with the safety sector. Sponsorship and Exhibition opportunities at Safety – It's People: Adelaide Conference and Expo will provide your organisation with a cost-effective means of reinforcing your corporate brand and reaching your key target market.

Presented by The Safety Institute of Australia Inc, Safety – It's People: Adelaide Conference and Expo will be promoted broadly throughout Australia. We offer a flexible range of promotional opportunities which will enable you to meet and influence people with a proven interest in the safety arena.

We look forward to your participation.

**Maggie Thomas** CPMSIA  
President, SA Division



Safety Institute  
of Australia Ltd.

# ABOUT THE EVENT

The Safety Institute of Australia Inc are pleased to present Safety – It's People: Adelaide Conference and Expo. The first of its kind in South Australia, this one day event will be a collaboration of ideas and latest thinking in safety, designed to attract many industry related professionals. This is your opportunity to showcase your brand, message and products to the industry, build relationships and gain valuable contacts – all in one location.

To be held at the Adelaide Event & Exhibition Centre, it is proposed Safety – It's People: Adelaide Conference and Expo will be a one day trade show with a concurrent Adelaide Safety Conference. The conference will include Keynote Speaker and various industry related workshops, together with a Panel Discussion. In addition, the South Australian Chamber of Mines and Energy will host a breakfast to coincide with this event, providing additional appeal for attendees as well as marketing opportunities.

This sensational safety event has been designed to create an environment conducive to meeting and interacting with industry professionals throughout the course of the day.

## EVENT DETAILS

### DATE & TIME

Wednesday, 26 October 2011  
7.00am – 5.00pm

### LOCATION

Adelaide Event & Exhibition Centre  
Adelaide Showgrounds  
Goodwood Road, Wayville SA

### ATTENDEES

The event has been carefully planned to attract many varied industry professionals across all aspects of safety. This is the inaugural event of its type in South Australia, and it is anticipated that in excess of 1,000 people will participate in the range of elements on offer.

### COST TO ATTEND

Whilst attendance at the Exhibition is free to encourage maximum turnout, participation in the other elements of Safety – It's People: Adelaide Conference and Expo do attract a Registration Fee. This translates to attendees that have a genuine interest and/or requirement for information relative to the safety field – which in turn provides your organisation with the potential for legitimate prospects.

## ONSITE ACTIVITIES

The event has been created to allow for maximum interaction with OHS industry leaders and professionals throughout the day.

### South Australian Chamber of Mines and Energy

**Breakfast** – The day will be commencing with the South Australian Chamber of Mines and Energy Breakfast, this element will include a guest speaker.

**Keynote Presentation** – An inspirational and motivational part of the day will be the Keynote Presentation made by Darren Flanagan on his involvement in the Beaconsfield Mine rescue.

Darren Flanagan received a call late on the Sunday night that Beaconsfield Miners Todd Russell and Brant Webb were discovered to be still alive. Hear how that one phone call changed his life from that of an ordinary family man to a real hero of the great escape – an emotive, dramatic and inspiring story.

Flown by a private Lear Jet at midnight from his home town Nowra, Darren was taken directly to the mine. It is to be a flight that changed his life forever. Darren was nicknamed "The Gun" by Todd and Brant because he was the one who charged and fired the explosives that eventually released them from their tomb 925m underground.

### Safety – It's People: Adelaide Conference and Expo

– A major feature of the event will be a Safety Conference entitled "Safety – It's People". A range of industry-related presentations will be provided over the course of the day. These will cover the following topics: "Community", "Construction and Mining" and "Solutions". The three special interest streams have been designed to attract a wide variety of safety industry professionals. The conference will conclude with a Panel Discussion relating to the introduction of the new Harmonised OHS legislation.

**Safety Exhibition** – Another major feature of the event will be the Safety Exhibition. Here you will have the opportunity to introduce your product and/or service to the attendees. This will provide a great forum for you to create value-adding benefits and bonuses in order to maximise your profile.

# EVENT PROMOTION

## **SAFETY INSTITUTE OF AUSTRALIA INC**

The Safety Institute of Australia Inc will market Safety – It's People: Adelaide Conference and Expo extensively to all members both locally and nationally to ensure maximum exposure for the event, through the SIA website as well as regular member updates and e-newsletters. This represents approximately 4,000 direct OHS contacts who will receive detailed information about the show. We will also have a dedicated page on our website providing all relevant event information.

## **SOUTH AUSTRALIAN CHAMBER OF MINES AND ENERGY**

The SA Chamber of Mines and Energy will promote the event through the SACOME website and e-newsletter, directing members to the conference and expo website. SACOME represents industry across minerals exploration and production, oil and gas, renewable energy, extractives, processing, power generation, electricity transmission and distribution, logistics, transport, infrastructure, and those with clients in these sectors. SACOME membership is around 350.

## **SAFE WORK WEEK 2011**

The exhibition will be included in the Safe Work Week 2011 programme of events. This represents 35,000 contacts that will be directly made aware of the event.

## **SELF INSURERS OF SOUTH AUSTRALIA**

SISA will promote this event to its 140+ member organisations via its website and electronic bulletin system, and at meetings of SISA members. We will also work through our position on the National Council of Self Insurers to ensure that self insurers around Australia are aware of the event.

## **WEBSITE**

A dedicated conference and exhibition webpage is being created to provide access to all aspects of the event. All enquirers will be offered the opportunity to visit the website where information including sponsor links, program, guest speaker information and other pertinent details will be provided. In addition, the conference will be broadly marketed to all relevant contacts and organisations on Access Events' mailing list, together with being represented on their website. This offers unlimited exposure to representatives from a broad range of industries.

## **ADELAIDE EVENT AND EXHIBITION CENTRE - AEEC**

The Adelaide Event and Exhibition Centre will promote this event via their website, together with an entry in the AEEC Event Calendar.

# SPONSORSHIP & EXHIBITION BENEFITS

Sponsoring and/or exhibiting at the event is a cost effective way to reach your target markets and is tax deductible to companies. We are confident the benefits of involvement at Safety – It's People: Adelaide Conference and Expo include:

- Promoting your organisation and gaining exposure to the widest possible audience through the pre-event mailings, website exposure, together with activities during and following the event
- Enhancing your image by being associated with an event specifically tailored to your target market
- Building relationships that provide you with the opportunity for dialogue with your key target audience
- Cultivating brand identity amongst receptive influential viewers
- Developing new business directly with decision-makers attending various elements of the show
- Maintaining existing business relationships directly with event attendees
- Displaying your support for the industry and commitment to safety in the workplace
- Launching new products or incentives directly to your desired target market.

## PROMOTIONAL OVERLAYS

Want to increase your networking opportunities and company profile at the event? Do you have a new product or service to launch? Why not take full advantage of your presence at the event and incorporate a launch with your exhibition. You could also use your space as a meeting place and invite potential clients to your booth to experience your products and/or services. You will have access to a key target audience so why not make the most of it. These opportunities are just an example of how your organisation can get the best out of your investment.

# SPONSORSHIP OPPORTUNITIES

## MAJOR CORPORATE SPONSOR – EXCLUSIVE OPPORTUNITY

**\$18,950 + GST**

This is an exclusive sponsorship which will put your name up in lights. Your organisation will be associated with all promotional aspects of the event – at every opportunity!

### Benefits of this exclusive opportunity are:

- Promotion of your organisation name at all elements of the show
- Contact list of registered attendees for all event elements participants (except where privacy laws exclude particular delegate details from being included and where the Organising Committee is excluded from divulging information due to contractual arrangements)
- Presentation in the demonstration area
- Four registrations for attendance at all elements of the show
- One double standard size exhibition booth
- Three minute DVD (to be supplied by you) shown on screen throughout the day
- Corporate slide shown on screen at various intervals during the day
- Corporate logo and prominent paragraph in the delegate handbook
- Full page advertisement in delegate handbook
- Corporate logo on name badges
- Two live PA advertisements during the day at peak times
- Trade packs placed at your booth
- Prominent corporate logo & acknowledgement on show website
- Acknowledgement as major sponsor on show website
- One A4 flyer inserted into trade packs
- Organisation banner prominently displayed
- Website link
- 20% discount for additional full registrations to all show elements

# SPONSORSHIP OPPORTUNITIES

## SILVER SHOW SPONSOR

**\$12,950 + GST**

This opportunity is your way of ensuring your organisation receives exposure at all elements of the show.

- Presentation in the demonstration area
- Two registrations for attendance at all elements of the show
- One double standard size exhibition booth
- Corporate slide shown on screen at various intervals during the day
- Corporate logo and paragraph in the delegate handbook
- One half page advertisement in delegate handbook
- Two live PA advertisements during the day at peak times
- Trade packs placed at your booth
- Corporate logo & acknowledgement on show website
- Acknowledgement as sponsor on show website
- One A4 flyer inserted into trade packs
- Organisation banner prominently displayed
- Website link
- 20% discount for additional full registrations to all show elements

## TRADE PACK SPONSOR – EXCLUSIVE OPPORTUNITY

**\$8,950 + GST**

This is your opportunity to guarantee the attendees take your organisation name away with them – and who knows where else they will take it!

- Logo on trade packs
- Trade packs placed at your booth
- One registration for attendance at all elements of the show
- One double standard size exhibition booth
- One quarter page advertisement in the delegate handbook
- Corporate logo and acknowledgement in the delegate handbook

- One live PA advertisement during the day at peak times
- Corporate slide shown on screen at various intervals during the day
- Corporate logo and acknowledgement on show website
- One A4 flyer inserted into trade packs
- Organisation banner prominently displayed
- Website link
- 10% discount for additional full registrations to all show elements

## BRONZE SHOW SPONSOR

**\$6,500 + GST**

A great opportunity to ensure your organisation is represented broadly across the elements of the day.

- Two registrations for attendance at all elements of the show
- One standard size exhibition booth
- Corporate slide shown on screen at various intervals during the day
- Corporate logo and acknowledgement in the delegate handbook
- One quarter page advertisement in delegate handbook
- One live PA advertisement during the day at peak times
- Corporate logo & acknowledgement on show website
- Acknowledgement as sponsor on show website
- One A4 flyer inserted into trade packs
- Organisation banner displayed
- Website link
- 10% discount for additional full registrations to all show elements

## DELEGATE HANDBOOK SPONSOR – EXCLUSIVE OPPORTUNITY

**\$5,250 + GST**

Imagine having the chance to put your organisation name in the hands of every attendee at the show. This opportunity provides you with the way to do it.

- Logo on the front cover
- Full page advertisement on the back cover
- One registration for attendance at all elements of the show
- One standard size exhibition booth
- One live PA advertisement during the day at peak time
- Corporate logo and acknowledgement on show website
- One A4 flyer inserted into trade packs
- Website link

## OPENING KEYNOTE SPEAKER – EXCLUSIVE OPPORTUNITY

**\$4,500 + GST**

A great way to have your organisation associated with a noteworthy element of the event.

- One registration for attendance at all elements of the show
- One standard size exhibition booth
- Acknowledgement at commencement of sponsored session
- Organisation banner prominently displayed during sponsored session
- Corporate slide shown on screen at various intervals during the day
- One quarter page advertisement in the delegate handbook
- Acknowledgment as sponsor beside sponsored session in delegate handbook
- Corporate logo and acknowledgement in the delegate handbook
- Corporate logo and acknowledgement on show website
- Acknowledgement as sponsor beside sponsored session on show website
- One A4 flyer inserted into trade packs
- Website link

# SPONSORSHIP OPPORTUNITIES

## CONFERENCE STREAM SPONSOR AND PANEL DISCUSSION (1 OF 4)

**\$3,500 + GST**

This gives you the opportunity to represent your organisation to attendees at the sponsored Conference stream. Each stream provides you with the opportunity of promotion across six sessions. The streams being presented are: "Community", "Construction and Mining" and "Solutions". Additionally, an exclusive opportunity exists to also be the major sponsor for the Panel Discussion, which is the culminating event for the Conference.

- Organisation banner prominently displayed during sponsored session
- One standard size exhibition booth
- Opportunity for company representative to introduce presenters for the sponsored stream
- One quarter page advertisement in the delegate handbook
- Acknowledgement as sponsor beside sponsored stream in delegate handbook
- Corporate logo and acknowledgement on show website
- Acknowledgement as sponsor beside sponsored session on show website
- One A4 flyer (to be supplied by you) inserted into trade packs
- Website link

## LANYARD SPONSOR – EXCLUSIVE OPPORTUNITY

**\$2,500 + GST**

This popular, cost effective opportunity will have your organisation being promoted to the far reaches of the hall – and beyond.

- Lanyards bearing your organisation name/logo
- One standard size exhibition booth
- Corporate logo and acknowledgement on show website
- Website link
- Lanyards to be supplied by sponsor and to adhere to Australian Health & Safety Standards. Lanyards can be branded with your organisation name/logo.

## LUNCH BREAK SPONSOR – EXCLUSIVE OPPORTUNITY

**\$2,000 + GST**

This is the opportunity to serve up your corporate message and make them hungry for more!

- Acknowledgement at commencement of sponsored session
- Complimentary lunch invitation for three company representatives for sponsored lunch break
- Corporate slide displayed on screen during sponsored lunch break
- Acknowledgement as sponsor in the delegate handbook
- Corporate logo and acknowledgement on show website
- One quarter page advertisement in the delegate handbook
- One A4 flyer inserted into trade packs
- Website link

## MORNING / AFTERNOON TEA BREAKS (1 OF 2)

**\$1,250 + GST**

Feed the delegates with your business and they'll take away your message.

- Acknowledgement at commencement of sponsored session
- Complimentary morning/afternoon tea invitation for two company representatives for sponsored morning/afternoon tea
- Corporate slide displayed on screen during sponsored session
- Acknowledgement as a sponsor in the delegate handbook
- Corporate logo and acknowledgement on show website
- One quarter page advertisement in the delegate handbook
- One A4 flyer inserted into trade packs
- Website link

## EXHIBITOR – DOUBLE BOOTH (6M X 3M)

**\$2,750 + GST**

## EXHIBITOR - SINGLE BOOTH (3M X 3M)

**\$1,500 + GST**

All exhibition booth sponsorships include a fascia name plate, power, lighting and flooring, together with your logo as a live link on the show website.

You have the opportunity to market your products and or services to all exhibition and conference attendees throughout the entire day!

## INSERT IN TRADE PACKS

**\$400 + GST**

One A4 company brochure (to be supplied by you) inserted in each trade pack which will be given to all registered attendees, sponsors and speakers.

## TAILORED PACKAGE \$ NEGOTIABLE

In some circumstances sponsorship arrangements do not cater for the specific needs of sponsors, so we would like to offer you the opportunity to discuss tailoring a package to suit your needs.

You decide what you want to achieve from your partnership, whether it be:

- the desire to increase awareness of a product, issue or service, or
- to establish networks and business leads.

Your involvement with the show has the potential to generate many opportunities for your organisation. It's up to you to decide how to get the most out of your sponsorship.

# SPONSORSHIP OPPORTUNITIES

## **ADVERTISING IN THE DELEGATE HANDBOOK**

### **\$ VARIOUS**

The Delegate Handbook will be given to all delegates, sponsors and exhibitors attending on the day. Printed in full colour, with options ranging from a quarter to a full page advertisement, this opportunity will provide your organisation with excellent exposure.

For further information please contact the Conference Manager, Darren Mickan on 08 8352 6344 or email [dm@accessevents.net.au](mailto:dm@accessevents.net.au)

## **PROMOTION OPPORTUNITY**

### **FREE**

How often do you get something for nothing? Here's 10 chances in one day!

We know that being represented at events really works, but we also understand the time and effort that's required. So, as a reward to you, we are running a promotion for all exhibitors.

As an exhibitor, if you have a competition or give away at your booth on the day, simply put your business card in our draw. 10 exhibitors will have the chance for their card to be drawn out and we'll give your organisation a free plug! It's our way of saying thanks for showing your support.

## **SPONSORSHIP TERMS AND CONDITIONS ARE AVAILABLE ON REQUEST.**

To make arrangements to sponsor and/or exhibit at Safety – It's People: Adelaide Conference and Expo please contact:

### **Darren Mickan**

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