

ULURU - NORTHERN TERRITORY
6-9TH OCTOBER 2019



Journey TO THE TOP

AWCI ANZ 74TH ANNUAL CONFERENCE

**SPONSORSHIP & EXHIBITION
PROSPECTUS**



WWW.JOURNEYTOTHE TOP.COM.AU

The Association of Wall and Ceiling Industries of Australia & New Zealand Inc

The Association of Wall and Ceiling Industries Australia and New Zealand is the peak trade association representing the wall and ceiling contracting and allied industries.

Providing industry information, contact and leadership, AWCI is active in New South Wales, Queensland, South Australia, Tasmania, Victoria, Western Australia and New Zealand to better serve the local needs of our members. Made up of specialist contractors, suppliers, distributors and key manufacturers, AWCI is in the best position to connect you with everyone involved in our extensive industry.

Field of Light

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President's Invitation

On behalf of the Association of Wall and Ceiling Industries (AWCI) of Australia and New Zealand, I invite contractors, business owners, partners and suppliers alike to join us at our 74th Annual Conference from 6 to 9 October 2019 at Ayres Rock Resort, Northern Territory.

Sponsors and Exhibitors are essential to the success of our Annual Conference; without you we would simply be unable to facilitate our industry-leading event. We provide multi-level opportunities in the program for face-to-face contact with industry colleagues.

Sponsorship packages are tailored to provide unparalleled exposure and branding opportunities, giving you various means through which to engage with your customer base. In 2018, over three hundred attendees joined us for our Conference in Perth. With a diverse range of delegates from across Australia, New Zealand and the world, the AWCI Conference is the premier event to make

new connections and strengthen existing relationships.

This year's conference theme is Journey to the Top and we invite delegates, sponsors and exhibitors to take an introspective look at their business model, to build upon their internal processes, and strengthen resilience in the industry.

There are many exciting developments in the marketplace which are accelerated through new applications of technology, innovative products and higher standards of excellence that continue to push the boundaries of our trade. Our plenary program will inspire you to take your business to new heights.

A powerful line up of leaders and

speakers from key industries will provide valuable insights and out-of-the-box perspectives for delegates to learn from and take away.

Ayres Rock is one of the ultimate Australian destinations, with beautiful weather year-round, a postcard perfect natural wonder of the world, world class art and cultural experiences and scenic walking trails all within reach. We look forward to your support in 2019 and encourage you to explore all the options available in this Sponsorship and Exhibition Prospectus.

Tony Roberts
President

Association of Wall and
Ceiling Industries
Australia and
New Zealand



The 'Heart' of Australia

The theme for the 74th Annual Conference of the Association of Wall and Ceiling Industries is Journey to the Top. We invite delegates, sponsors and exhibitors to take an introspective look at their business model, to build upon their internal processes, and strengthen resilience in the industry.

The cultural and geographical heart of Australia, Uluru is known as the 'Red Centre' due to the rich red coloured rock and plains that make up the stunning landscape.

There's something special about the endless red dirt dotted with spinifex, and of course that monolith that dominates the landscape and brings so many tourists to Australia's shores. There's also the chance to connect with the oldest continuing culture on Earth. Australia's Indigenous people have called this place home for at least 40,000 years and you can hear the stories that have been passed down through the generations.

It's the best place to view authentic Indigenous art and if you want some unforgettable experiences, you're in the right place.

You can sample some local food and even enjoy a spot of fine dining underneath the stars. You can organise a walking tour around the rock at sunrise, go skydiving, enjoy a camel ride or even explore the area on a Segway.

At sunset, you can go for a Trike tour, enjoy a Barbecue, or experience the incredible Field of Light created by world-renowned artist Bruce Munro. You can even explore Uluru and Kata Tjuta by helicopter.



Ayres Rock Resort

The Association of Wall and Ceiling Industries (AWCI) Australia and New Zealand 74th Annual Conference will take place at Ayres Rock Resort. The Resort is Uluru's premier integrated resort with world-class convention facilities, a spa, resort pool, restaurants and bars.

Sponsors and delegates alike are sure to have a memorable conference experience with world-class customer service and meeting facilities. All conference activities, amenities and restaurants are located within the Resort precinct itself, making travel and dining as easy and straight-forward as possible for all delegates.



Aerial view of Ayers Rock Resort.



VOYAGES
**AYERS
ROCK
RESORT**
TOUCH THE SILENCE



**2019 AWCI
CONFERENCE
BOOKING CODE:
XXXXXX**

Key Reasons to Sponsor

The AWCI ANZ Conference is the premier annual event in the wall and ceiling industry, providing you with unparalleled exposure over three days. Your involvement will demonstrate your organisation's alignment with our focus of innovation and excellence in the industry.

The AWCI ANZ Conference will provide you with the opportunity to:

- + maintain and build on professional relationships
- + connect with a highly targeted audience
- + showcase your new products and services in a face to face environment
- + gain instant market feedback
- + increase and strengthen brand awareness
- + stay at the front of industry development and innovation

WHO YOU WILL BE MEETING

Travelling from every Australian state as well as New Zealand, attendees include:

- + Existing and new customers
- + Key decision makers
- + Wall and ceiling contractors
- + Companies that represent millions of dollars in industry sales

2018 CONFERENCE DELEGATE BREAKDOWN:

- + 48% Contractors
- + 25% Suppliers
- + 17% Manufacturers
- + 4% Apprentices
- + 6% Other



Program Overview

	SUNDAY 28 OCT	MONDAY 29 OCT	TUESDAY 30 OCT	WEDNESDAY 31 OCT
EVENTS		<ul style="list-style-type: none"> Trade Exhibition Apprentice Challenge 	<ul style="list-style-type: none"> Trade Exhibition Apprentice Challenge 	<ul style="list-style-type: none"> Trade Exhibition Apprentice Challenge
SEMINARS		<ul style="list-style-type: none"> Official Welcome Sponsor Presentations Keynote and Plenary speakers Contractor Roundtables 	<ul style="list-style-type: none"> Sponsor Presentations Keynote and Plenary speaker for Delegates and Partners Industry Talk Back Panel 	<ul style="list-style-type: none"> Sponsor Presentations Keynote and Plenary speakers Contractor Roundtables AWCI ANZ AGM
SOCIAL	<ul style="list-style-type: none"> Pre-Conference Activity/tours Welcome Function 	<ul style="list-style-type: none"> Partners Uluru experience Exhibitor Expo Sundowner Uluru Experience -Group Dinner 	<ul style="list-style-type: none"> Free Evening 	<ul style="list-style-type: none"> Partners morning program Lunch on Foreshore Free Time in afternoon AWCI ANZ Awards of Excellence Gala Dinner

AWARDS OF EXCELLENCE

The AWCI ANZ Trans-Tasman Awards of Excellence recognises and raises the profile of leaders in the wall and ceiling industry. Project winners from State and New Zealand local awards programs are nominated into the Trans Tasman Awards and presented at the Gala Dinner on the final evening of the Conference.

APPRENTICE CHALLENGE

The Apprentice Challenge has been a long standing activity in the Conference and an integral part of AWCI's commitment to training and the future of the trade. The best apprentices from each Australian State and New Zealand compete in this annual challenge testing many competencies. Drop in and watch the teams complete this year's three day construction.

PARTNER PROGRAM

Following the incredible reception to the launch of the women's networking session, now named the AWCI BaSE: Business and Social Exchange, the initiative has continued to grow in 2019.

An informative and exciting program is planned for the partners. Partners will have many valuable takeaways and new connections made from the program in Uluru.



Diamond Sponsorship Package

Our Diamond Sponsors are our Conference partners throughout the entire event and receive unparalleled exposure in the lead up to and throughout the Conference. Limited opportunities are available and Diamond Sponsors must be an AWCI National Member.

PRE-CONFERENCE PROMOTION

- + Acknowledgements in all pre-Conference advertising and promotional material, including brochures, posters, and the AWCI 'On The Surface' national publication.
- + Profile, logo and website link on the AWCI Conference website.
- + Introduction in the Conference e-news and logo on all subsequent issues.

CONFERENCE COLLATERAL AND PRINT MATERIAL

- + Logo featured on the Conference Satchel and delegate name badges.
- + Logo featured on covers of the Delegate Conference Booklet and Guest Pre-Arrival Information Booklet.
- + Full page profile in the Conference Booklet.
- + Up to two complimentary inserts in the Conference Satchel (flyer and/or promotional item supplied by sponsor).

UNPARALLELED EXPOSURE AT THE CONFERENCE

- + Acknowledgment and thanks at Official Welcome and Awards Gala Dinner.
- + Ten minute presentation opportunity in Plenary Session to delegates.
- + Opportunity to present special speakers, keynote guests, and Awards of Excellence winners.
- + Banner branding in a prominent location in the Conference Plenary room.
- + Opportunity to place one pull-up banner in a prominent location in the Conference Plenary room supplied by the sponsor.
- + Prime table seating at Gala Dinner (final allocation by AWCI).



TRADE EXHIBITION

- + One Exhibition Booth display in a prominent position in the Exhibition Area.
- + Lunch and refreshment breaks served in Exhibition area with delegates.
- + Inclusion in the Monday Expo Exploration and Showcase Mixer activities.



EXTENSIVE EVENT BRANDING OPPORTUNITIES

Unified branding and high exposure at all major events with promotional signage (i.e. banners, outdoor, digital signage) tailored to each of the events being:

- + Apprentice Challenge
- + Pre-Conference Activity
- + Sunday Welcome Function
- + Monday Group Dinner
- + Awards of Excellence
- + Gala Dinner

Events dependant on number of sponsors and subject to final confirmation

REGISTRATION

- + Two complimentary Full Delegate Registrations to the Conference and networking events.
- + Sponsor identification on staff name badges.

**DIAMOND
PACKAGE
INVESTMENT
\$25,000
+GST**

Sapphire Sponsorship Package

Sapphire Sponsors enjoy a high profile in the lead-up and throughout the Conference, benefiting from prominent branding and involvement in this premier industry event. Limited opportunities are available and Sapphire Sponsors must be a AWCI National Member.

PRE-CONFERENCE PROMOTIONS

- + Acknowledgments in all pre-Conference advertising and promotional material, including brochures, posters, and the AWCI 'On The Surface' national publication.
- + 100 words, logo and website link on the AWCI Conference website.
- + Introduction in Conference e-news and logo on all subsequent issues.

CONFERENCE COLLATERAL AND PRINT MATERIAL

- + Logo featured on covers of the Delegate Conference Booklet and Guest Pre-Arrival Information Booklet.
- + Full page profile in the Conference Booklet.
- + Logo featured on the Conference Satchel and name badge.
- + Up to two complimentary inserts in the Conference Satchel (flyer and/or promotional item supplied by sponsor).

EXPOSURE AT THE CONFERENCE

- + Acknowledgment and thanks at Official Welcome and Gala Dinner.
- + Banner branding located in the Conference Plenary room.
- + Select table seating at Gala Dinner (final allocation by AWCI).



EVENT BRANDING OPPORTUNITIES

Take ownership of the unique branding and exposure opportunities, with promotional signage (i.e. banners, outdoor, digital signage) tailored to each of the packages.

- + Monday, Tuesday and Wednesday lunch and refreshment breaks
- + Tuesday Group Activity
- + Wednesday Group Activity (if included in program)

Events dependant on number of sponsors and subject to final confirmation

TRADE EXHIBITION

- + One Exhibition Booth display in a prominent position in the Exhibition Area.
- + Lunch and refreshment breaks served in Exhibition area with delegates.
- + Inclusion in the Monday Expo Exploration and Showcase Mixer activities.

REGISTRATION

- + One complimentary Full Delegate Registrations to the Conference and networking events.
- + Sponsor identification on staff name badges.

**SAPPHIRE
PACKAGE
INVESTMENT
\$15,000
+GST**

Trade Exhibition

The AWCI Trade Exhibition is the central hub of activity at the Conference, with companies showcasing their latest technology and innovations, new products and software and emerging trends.

Delegates come to the Exhibition actively looking for manufacturers and suppliers who are at the leading edge in the industry. The Exhibition attracts a high number of visitors on a daily basis with a dynamic, friendly atmosphere.

The booth layout will provide maximum exposure for exhibitors and also enable delegates to move freely through the Exhibition before and after plenary sessions. Refreshment breaks will be held in the Exhibition Area providing a tremendous opportunity to interact with delegates.

The Program has been designed to allow for your staff to maximise their time with delegates and customers over the course of the Conference.

BENEFITS

- + Face to face contact with delegates throughout the Conference.
- + Opportunities to promote and demonstrate the goods and services you offer to the industry.
- + Targeted audience in the building and construction industry, many of whom do not attend other trade expos throughout the year.
- + Opportunities to build relationships with clients and potential customers at social and networking events.
- + Direct contact with decision-makers and key buyers during the three day event.
- + Branding and exposure leading up to the event with online links through the AWCI Conference website and e-news.

INCLUSIONS

- + Trade booth (approx. W 3.0m x D 2.0m x H 2.4m) in the Exhibition Area adjacent to Plenary Sessions
- + Booths have constructed panel walls, printed fascia sign, spotlights and standard furniture. Allocation, booth layout and sizing to be confirmed.
- + Logo and website link on AWCI Conference website.
- + Half page profile in the Delegate Conference Booklet.
- + Introduction in the e-newsletter featuring your logo and website.
- + 1 x brochure (max. A4 size) insert in the Conference Satchel supplied by you (costs may apply to additional sizes/items).
- + Inclusion in the Monday Expo Exploration and Showcase Mixer.



Choose the exhibition package that makes an impact for your business at all the right times.

AWCI Members taking up an exhibition package receive a 5% discount on the booth component.

	EXTRA	VALUE	BASIC
Trade Booth located in the Exhibition Area - Monday to Wednesday (see Inclusions)	✓	✓	✓
Branding and exposure in the lead-up to the Conference and at the event (see Inclusions)	✓	✓	✓
Exhibitor identification on printed staff name badges	✓	✓	✓
Access to plenary sessions, keynote speakers, workshops and exhibition area	✓	✓	✓
^Refreshment breaks and catering in the Exhibition area with delegates	2 x staff members	1 x staff member	1 x staff member
Full Delegate Registration for engagement with delegates at social events and activities, including the below events: + Sunday Welcome Function + Monday Group Dinner + Tuesday Group Activity + Wednesday Awards of Excellence and Gala Dinner	2 x staff members	1 x staff member	--
^Catering charge of \$250 + gst per additional staff member not registered as a Full Delegate.	\$3860 +GST	\$3125 +GST	\$2600 +GST

**EXHIBITION
PACKAGES
FROM
\$2,600
+GST**



Other Sponsorship Opportunities

Our Diamond Sponsors are our Conference partners throughout the entire event and receive unparalleled exposure in the lead up to and throughout the Conference.

Limited opportunities are available and Diamond Sponsors must be an AWCI National Member.

BARISTA COFFEE CART \$7,500 +GST

Our morning buzz sponsor will be delivering pick-me-ups to a constant stream of delegates in the Centre. Your branded espresso pop-up cafe is located in the Trade Exhibition from Monday to Wednesday.

HYDRATION STATION \$3,000 +GST

Our hydration sponsor will help attendees beat the heat with your logo design printed on the labels of water bottles available throughout the Conference.

HATS \$3,000 +GST EACH

Our hat sponsors will help all delegates enjoy the West Australian rays while still being sun smart. With your logo design on the front of all hats throughout the Conference, this sponsorship opportunity offers organisations an exceptional branding opportunity.

LANYARDS \$3,500 +GST

Our collar bling sponsor will make sure everyone at the Conference is tagged throughout the whole event. Your logo is printed on lanyards attached to the name badge worn by all Conference attendees. Additional logos are additional \$500 +GST.

GROUP PHOTO \$2,500 +GST

Our happy snaps sponsor will have the last smile with your logo captured on the iconic group photo. The keepsake is printed and mailed to all delegates at the conclusion of the Conference.

**ONE SPONSOR
PER PACKAGE**
Please contact the
Marketing Manager for
more information on the
packages listed or other
opportunities.

SUNSCREEN \$3,000

Our happy snaps sponsor will have the last smile with your logo captured on the iconic group photo. The keepsake is printed and mailed to all delegates at the conclusion of the Conference.

Additional Opportunities

Maximise the impact of your messages to your target audience with additional contact points leading up to and at the Annual Conference.

SACHEL INSERT

Additional product samples, promotional items or brochures (supplied by you) can be inserted into the stylish delegate satchels gifted to all delegates. Brochures are a maximum size of A4 and all inserts are subject to weight and size restrictions.

DELEGATE GIFTS/PRIZES

Please contact the AWCI Conference Manager to discuss alternative distribution of promotional items including room drops, table drops, and other options.

ON THE SURFACE MAGAZINE

The most well-read industry publication is produced on a quarterly basis and reaches out to readers all over Australia.

Exhibitors that would like extra exposure in advertising leading up to the Conference, please contact the Editor to discuss media opportunities in the magazine.

Terms & Conditions

GENERAL TERMS AND CONDITIONS

- + By completing and sending the Booking Form to AWCI ANZ you accept these Terms and Conditions.
- + AWCI ANZ reserve the right to alter these conditions if warranted due to changed circumstances and without prior notice. The Conference Sub-Committee will have final determination of any display content or arrangements in so far as it may affect the overall presentation and conduct of the exhibition.
- + AWCI ANZ, the Conference Manager/Organiser, Exhibition Company and the Conference hosting venue, Ayers Rock Resort, shall be indemnified and held harmless in respect of all costs, claims, demands and expenses to which they may be subject as a result of loss, theft, injury, damage arising to any person or equipment throughout the duration of the exhibition, including set up and dismantle times. Please therefore ensure that your insurance will cover your involvement in this conference.
- + Any fees accrued by the organisers due to damage caused by a Sponsor or Exhibitor will be passed on via invoice accordingly.

SPONSORS AND EXHIBITORS

- + Acceptance of Sponsors, Exhibitors and satchel inserts are subject to approval by AWCI ANZ.
- + Sponsors and Exhibitors who are to provide logos, information, satchel inserts, etc. for the inclusion on printed or digital materials (and/or in delegate satchels) must do so in a timely manner by the deadline specified by the organiser in email or phone communication. The organisers are in no way responsible if printing, production or publishing deadlines are missed due to late supply of artwork or content.
- + Colour reproduction of advertisements and other print material will be as close to the

specified colour as practical.

- + AWCI ANZ reserve the right to amend the Sponsorship program or tailor Sponsorship packages to benefit the Sponsor and/or event. Every effort will be made to maximise Sponsor benefits as well as delegate experience.
- + Sponsors and Exhibitors must not assign, sublet or share the whole or part of your trade booth without the knowledge and consent of the Conference organisers. Extra costs may be incurred.
- + Your organisation consents to photographs and/or video taken during the Conference to be reproduced for promotional purposes by the AWCI.
- + The organiser cannot guarantee the number of delegates attending the Conference therefore no refund, whole or partial, can be given if numbers are not as high as expected. A refund will be available in the unlikely event the Conference is cancelled.

REGISTRATION AND ACCOMMODATION

- + The sponsorship/exhibitor fees do not include Delegate, Partner or Single Event Registration unless specifically stated as a Sponsor/Exhibitor benefit. Where free registration is offered the Sponsor/Exhibitor must provide a named delegate to attend the conference.
- + The sponsorship/exhibitor fees do not include accommodation, travel or freight arrangements. It is the responsibility of the Sponsor/Exhibitor to manage the timely arrival of your freight and staff.

PRICING AND PAYMENT

- + Bookings will only be confirmed on receipt of a completed Booking Form and (a) 50% non-refundable deposit from Sponsors or (b) full payment from Exhibitors received by AWCI ANZ.
- + An invoice for the remaining balance

for Sponsorships will be issued and final payment must be received by July 31, 2019.

- + Prices stated throughout this document are in Australian Dollars (AUD) and exclusive of GST.

CANCELLATION - EXHIBITORS

- + Exhibitor cancellations must be made in writing to AWCI ANZ and reply receipted. Exhibitor cancellations received and approved on or before June 30, 2019 will receive a refund of all invoiced payments less 10% administration fee.
- + Exhibitor cancellations received after June 30, 2019 will not be eligible for refund. However, if AWCI ANZ achieves a full quota of exhibitors at time of Conference, a refund of invoiced payments less 10% administration fee will be provided.

CANCELLATION - SPONSORS

- + Sponsor cancellations must be made in writing to AWCI ANZ and reply receipted. Sponsor cancellations received and approved on or before June 30, 2018 will receive a refund of all invoiced payments less the non-refundable deposit. Any branding expenses incurred related to the sponsor's package prior to cancellation will be passed on via invoice accordingly.
- + Sponsor cancellations received after June 30, 2019 will not be eligible for refund and all fees will be invoiced accordingly.

DISCLAIMER

- + Every effort has been made to present as accurately as possible all the information contained in this document. AWCI ANZ, its agents, servants or sponsors will not be held responsible for any changes in content or cost for all or any general or specific information contained therein. Any cost and content are subject to alteration without notice. All rights reserved.

Booking Form 2019

COMPANY DETAILS

Trading Name _____

Company Name (to appear on all AWCI Conference materials) _____

Contact Person _____

Job Title _____

Email _____

Telephone _____

Mobile _____

Address _____

State _____ Postcode _____

Country _____

PAYMENT METHODS

Credit Card (1.5% fee applies)

Card type Visa Mastercard

Card number _____

Expiry date _____ CVV _____

Name on card _____

Signature _____

Direct Deposit (use Invoice number as reference)

Name Association of Wall and Ceiling Industries
Australia and New Zealand

Bank	Westpac	BSB 034 013	Acc 287034
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PACKAGE SELECTION

Major Sponsorship packages

- Diamond Sponsor \$25,000 +gst
Sapphire Sponsor \$15,000 +gst

Additional Sponsorship packages

- Barista Coffee Cart \$7,500 +gst
Hydration Station \$3,000 +gst
Lanyards \$3,500 +gst
Hats \$3,000 +gst
Sunscreen \$3,000 +gst
Group Photo \$2,500 +gst

Exhibition Trade Booths

- Extra Exhibition Package \$3,860 +gst
Value Exhibition Package \$3,125 +gst
Basic Exhibition Package \$2,600 +gst
Additional Staff Catering \$250 +gst

Additional Promotional Channels

- 'On The Surface' Magazine
Additional Satchel Inserts
Partner Gift

Subtotal

GST

Total Amount

EXHIBITORS - Full payment to be received with the signed and completed Booking Form.
SPONSORS - 50% deposit to be invoiced with the signed and completed Booking Form. Remaining amount required by July 31, 2019.

Please send completed form to the AWCI
Belinda Goddard - Mob: +61 (0)433 586 119 • Email: adminwa@awci.org.au



Journey TO THE TOP

AWCI ANZ 74TH ANNUAL CONFERENCE

ULURU - NORTHERN TERRITORY
6-9TH OCTOBER 2019



For enquiries regarding sponsorship or exhibition please contact:

Belinda Goddard

Mob: +61 (0)433 586 119 · Email: adminwa@awci.org.au

Association of Wall and Ceiling Industries Western Australia
PO Box 1819, Malaga WA 6090

The information contained in this document is correct at the time of publishing in February 2019.