



SUSTAINABLE MANAGEMENT AND **MARKETING CONFERENCE 2009**

30 November - 2 December 2009 Crown Promenade Hotel, Southbank [Melbourne]

www.anzmac2009.org

PLATINUM SPONSOR **SONY**

sponsorship prospectus

WELCOME

We are delighted to invite you to participate in the "Sustainable Management and Marketing" Conference [ANZMAC] taking place on 30 November - 2 December 2009 at the Crown Promenade Hotel, Southbank [Melbourne].

CONFERENCE THEME

The 2009 ANZMAC Annual Conference theme "Sustainable Management and Marketing" will explore the critical issues facing our local, national and global community; and provide opportunities for educators, marketing practitioners, not-for-profit, government and community sectors to connect professionally and socially to make an invaluable contribution to achieve sustainable management and marketing.

KEYNOTE SPEAKER

Professor Tim Flannery is an internationally acclaimed writer, scientist and explorer who was named Australian of the Year 2007 in recognition of his contribution to the environment and other fields. Professor Flannery has published more than 130



scientific papers and has written many books, including his recent bestseller The Weather Makers: The History & Future Impact of Climate Change. He is currently Adjunct Professor in the Division of Environmental and Life Sciences at Macquarie University, as well as Chairman of the SA Premier's Science Council and Sustainability Roundtable, a director of the Australian Wildlife Conservancy and the National Geographic Society's representative in Australasia. Professor Flannery is also an active member of the Wentworth Group of Concerned Scientists, which reports independently to government on environmental issues of concern to Australians.



CONFERENCE TRACKS

- B2B marketing
- Brands and Brand Management
- Consumer Behaviour
- Corporate Social Responsibility and Ethics
- International Marketing
- Marketing Communications
- Marketing Education
- Marketing Metrics and Modelling
- Public Sector and Not-For-Profit Marketing
- Relationship Marketing
- Research Methods
- Retailing, Pricing and Personal Selling
- Services Marketing
- Strategic Marketing
- Supply Chain Management, Logistics and e-business
- Sustainable and Social Issues in Marketing
- · Tourism, Sports and Arts Marketing

CONFERENCE VENUE

Venue: Crown Promenade Hotel, 8 Whiteman Street, SOUTHBANK [Melbourne] VICTORIA 3006.

Located in Melbourne's most vibrant entertainment precinct, Crown Promenade Hotel offers fantastic views of Port Philip Bay, Yarra River and the Melbourne CBD. Melbourne is a city famous for its arts and sporting facilities, fine restaurants and gourmet eateries. And a city that simply oozes with a rich and diverse multi-cultural ambience.

WHY YOU SHOULD SPONSOR

As a sponsors of the "Sustainable Management and Marketing" Conference you have the opportunity to raise the profile of your company, attract new customers and expand your networks.

Benefits include:

- Unique branding opportunities before, during and after this premier event
- Direct contact with over 750 delegates
- Access to an extensive delegate list
- Targeted marketing opportunities through conference competitions, events and exhibition placement

DELEGATE DEMOGRAPHICS

Over 750 high-calibre delegates are expected to attend this event. All delegates are involved in marketing:

- primarily across the university sector throughout Australia and New Zealand
- corporate sector
- · not-for-profit sector

MARKETING PLAN

A comprehensive marketing plan has been developed to promote the conference. This plan includes:

- email marketing including regular 'email blasts' to a database of over 2,000, promoting program updates, key dates and featured speakers
- website will be used as the main information distribution channel for delegates; Keynote speakers; conference partners, sponsors and exhibitors; professional associations; and journals
- reciprocal website links all conference sponsors, exhibitors and partners are invited to include their logo on the conference website with a reciprocal link to maximise branding
- print material including brochures, flyers, media releases and conference program to stimulate interest and promote major aspects of the conference

ORGANISING COMMITTEE

- Professor Mike Ewing, Co-Conference Chair
- Professor Felix Mavondo, Co-Conference Chair
- Professor Harmen Oppewal
- **Professor Steve Worthington**
- Dr Sandra Luxton
- Dr Dewi Tojib
- Paul Loughran

SPONSORSHIP & EXHIBITION CONTACT

Michelle Ainsworth - Promaco Conventions PO Box 890, Canning Bridge WA 6153

Phone: 08 9332 2900 Fax: 08 9332 2911

Email: michelle@promaco.com.au



COMBINED ANZMAC/ANZAM **CONFERENCE EXHIBITION**

EXHIBITION STAND - \$4,400

A unique prospect is available for exhibitors to take advantage of primary professional bodies for marketing [ANZMAC] and management [ANZAM] coordinating their respective conferences into one outstanding event - "Sustainable Management and Marketing" Conference at the Crown Promenade Hotel [Southbank, Melbourne].

The exhibition will be open to delegates for five days throughout both events as below.

- ANZMAC Conference will be held between 30 November - 2 December 2009
- ANZAM Conference will be held between 2 December - 4 December 2009

The combined ANZMAC/ANZAM program on Wednesday 2 December offers an opportunity for organisations to increase their visibility and showcase their products and services to over 750 delegates from across the marketing and management profession.

Exhibitor benefits include:

- 3m x 2m Exhibition Booth including Shell Scheme with fascia board, power socket and lights
- 2 exhibitor passes per day including catering [morning tea, lunch and afternoon tea]
- 2 tickets to each of the ANZMAC and ANZAM Welcome Reception's and Conference Dinner's
- 2 tickets to the ANZMAC/ANZAM Cocktail Reception at the National Gallery of Victoria on Wednesday 2 December, at which keynote speaker Professor Tim Flannery will be a guest
- Final list of conference delegates [subject to privacy policy]

A floorplan will be sent to interested parties.

Extras: Complete, cost effective custom stand packages are also available. For an extra cost, we can provide ready made solutions to ensure that your stand 'stands' out.

sponsorship options

PLEASE NOTE: To ensure maximum exposure from the sponsorship benefits listed below, a response is required as soon as possible. A 50% deposit of the sponsorship amount is required for confirmation. Sponsorship amounts in Australian dollars and inclusive of GST.	CONFIRMED PLATINUM SPONSOR \$44,000	GOLD SPONSOR \$11,000	SILVER SPONSOR \$6,600	BRONZE SPONSOR \$3,300
SPONSORSHIP BENEFITS	EXCLUSIVE Sponsor Package	Multiple Gold Sponsors may be accepted	Multiple Silver Sponsors may be accepted	Multiple Bronze Sponsors may be accepted
Welcome paragraph from your company in conference program and on website	•			
Acknowledged by Conference Chair at Opening and Closing sessions	•			
Company banner at venue entrance	•			
Company logo on Opening and Closing session powerpoint presentation slide	•			
Company logo on delegate satchel	•			
Acknowledged as sponsor on registration form	•			
Company banner in plenary room	•	•		
Prominent and complimentary exhibition booth	•	•		
Inclusion of advertisement in conference program [artwork supplied by sponsor]	full page	half page	half page	
Acknowledged as sponsor in conference program [including company logo]	including front cover	•	•	•
Company logo and company name on conference website with link to company's website	•	•	•	•
Full conference registration	4 conference registrations	3 conference registrations	2 conference registrations	1 conference registration
Invitation to attend Welcome Reception	4 invitations	3 invitations	2 invitations	1 invitation
Invitation to attend Conference Dinner	4 invitations	3 invitations	2 invitations	1 invitation
Invitation to attend Closing Cocktail Party	4 invitations	3 invitations	2 invitations	1 invitation
Opportunity to include promotional material in delegate satchel	2 satchel inserts	1 satchel insert	1 satchel insert	1 satchel insert
Invitation to attend 2009 Monash Marketing Awards for Excellence [to be held on Tuesday 8 December 2009]	2 invitations	1 invitation	1 invitation	

SPONSORSHIP PAYMENT

- Acceptance of sponsorship application will be subject to Committee approval [Please note, the Committee reserve the right to decline applications]
- Acknowledgement in printed material and on the conference website is subject to sponsorship confirmation prior to printing deadlines
- 50% non-refundable deposit must be forwarded with this application form
- Balance to be paid by Friday 20 November 2009

CANCELLATION POLICY

In the event of withdrawal of sponsorship, please be advised that unless that particular area of sponsorship is resold, the Committee reserve the right to retain the deposit payment received.



In addition to the Platinum, Gold, Silver and Bronze sponsorship options, the items/functions below can also be sponsored with benefits as outlined. All sponsorship amounts are in Australian dollars and inclusive of GST. All sponsors will be acknowledged on the Sponsors Board. All supplied promotional material must be approved by the organising committee.

sponsorship options

continued...

KEYNOTE SPONSORSHIP - \$8,800 [Prof Tim Flannery]

Sponsorship of a speaker involves contributing to the cost associated with a speaker. Sponsorship benefits include: inclusion of company logo on title slides within plenary room and opportunity to place signage within plenary room; acknowledgment by session chair; acknowledged as Keynote sponsor in conference program and on conference website with link to own website; and four tickets to attend Closing Cocktail Party [Wednesday 3 December].

CONFERENCE DINNER - \$11,000

The Conference Dinner will take place on Tuesday 1 December 2009 in the Palladium Ballroom of the Crown Casino. Sponsorship includes: opportunity to provide each dinner guest with a branded gift/goodie bag; display of company logo on title slides at the Dinner and opportunity to display signage at the Dinner venue; acknowledgment by Conference Chair at the Dinner; acknowledged as sponsor in conference program and on conference website with link to own website; and four tickets to attend the Conference Dinner.

TRACKS - \$1,925

Track sponsorship includes: acknowledgment by Track Chair; inclusion of company logo on title slides within session room and opportunity to display signage in session room; acknowledged as sponsor in conference program and on conference website with link to own website; acknowledged as sponsor of Best Track Paper; opportunity for two company representative to attend the sponsored track session.

WELCOME RECEPTION - \$3,300

Welcome Reception sponsorship includes: acknowledgment by Session Chair at session prior; opportunity to display signage in reception venue; acknowledged as sponsor in conference program and on conference website with link to own website; and four tickets to attend the Welcome Reception [Monday 30 November].

LUNCH BREAK - \$1,650 per Day [3] Lunch sponsorship includes: acknowledgment by Session Chair at session prior; opportunity to display signage in lunch venue; acknowledged as sponsor in conference program and on conference website with link to own website.

TEA BREAK - \$825 per Break [6] Sponsorship includes: acknowledgment by Session Chair at session prior; opportunity to display signage in tea break venue; acknowledged as sponsor in conference program and on conference website with link to own website.

WRITING PADS & PENS - \$1,650

Reach delegates directly by supplying the pads and pens to be inserted in the delegate satchel. All pads and pens must be approved by the Committee. Sponsor will be responsible for the purchasing and overprinting of the pads and pens and will be acknowledged as a sponsor in conference program and on conference website with link to own website.

POSTER SESSIONS - \$1,650

Sponsorship includes: acknowledgment by Session Chair at session prior; opportunity to display signage in Poster Display area and on each Poster display board; acknowledged as sponsor in conference program and on conference website with link to own website.

ADVERTISING - VARIOUS

Conference Final Program:

Outside back cover
Inside front/back cover
Inside full page
Inside half page
\$330

SATCHEL INSERT - \$550

Reach delegates directly by providing inserts in the delegate satchel which is given to all full registered delegates. All inserts must be approved by the Committee. Inserts may take the form of a brochure/flyer [up to single A4 double sided] or sample promoting your product or service.

For more information on these or other innovative sponsorship ideas, please call Michelle at Promaco Conventions or :

Professor Steve Worthington

ANZMAC 2009 Sponsorship Department of Marketing Faculty of Business and Economics Monash University

Tel: 03 9903 2754 Fax: 03 9903 2900 Email: Steve.Worthington@buseco.monash.edu.au



Sustainable Management and Marketing



How can YOUR organisation participate in this exciting opportunity for sustainable management and marketing? Complete and fax this sheet to the Conference Secretariat on 08 9332 2911 or mail to the address below.

Contact:	
Organisation / Company:	Account name: Promaco Conventions Pty Ltd BSB: 306 107 ACCOUNT NO. 521 958 7
Postal Address:	BANK: Bankwest BRANCH: Adelaide Terrace, Perth REFERENCE: ANZMAC09 and COMPANY name.
State:	TO MAKE PAYMENT BY CHEQUE:
Telephone:	Please make CHEQUE in AUSTRALIAN DOLLARS
Facsimile:	Payable to: Promaco Conventions Pty Ltd
Email:	TO MAKE PAYMENT BY CREDIT CARD* [A 3% Bank Fee wil be charged on the total]
[A Tax Invoice will be supplied for payments made	le.] 🔲 MASTERCARD 🔲 VISA 🔲 AMEX
CONFERENCE SECRETARIAT: Promaco Conventions Pty Ltd ABN 68 008 784 585 DO Roy 900 Consider Bridge	Cardholder [print]
PO Box 890, Canning Bridge WESTERN AUSTRALIA 6153	
Tel: 08 9332 2900 Fax: 08 9332 2911	FULL amount 50% deposit

SPONSORSHIP

PLATINUM \$44,000 CONFIRMED
GOLD \$11,000 [inc. \$1000 GST]
SILVER \$6,600 [inc. \$600 GST]
BRONZE \$3,300 [inc. \$300 GST]
KEYNOTE \$8,800 [inc. \$800 GST]
DINNER \$11,000 [inc. \$1000 GST]
TRACKS \$1,925 [inc. \$175 GST]
RECEPTION \$3,300 [inc. \$300 GST]
LUNCH \$1,650 [inc. \$150 GST] per day

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- TEA BREAKS \$825 [inc. \$75 GST] ea
- **NOTEPADS/PENS \$1,650** [inc. \$150 GST)]
- POSTER SESSIONS \$1,650 [inc. \$150 GST]
- ADVERTISING: [please circle] outside b/cover \$880; inside f/b cover \$770; inside full page \$550; inside half page \$330
- SATCHEL INSERT \$550 [inc. \$50 GST]
 EXHIBITION STAND \$4,400 [inc. \$400 GST]
 - EXHIBITION STAND \$4,400 [inc. \$400 GST

Email: promaco@promaco.com.au