



AUSTRALIAN  
**LOCAL GOVERNMENT**  
ASSOCIATION

**2022**

**National**

**General**

**Assembly**

**Exhibition & Sponsorship Prospectus**

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**[nga22.com.au](http://nga22.com.au)**

# INVITATION

THE LARGEST, most influential Local Government conference in Australia occurs just once a year.

The Australian Local Government Association's National General Assembly, held in Canberra, attracts representatives from Australia's 537 councils spread across all states and territories.

These councils employ nearly 190,000 people and manage non-financial assets valued at around \$408 billion. They provide an extensive range of services to residents and ratepayers – from pools, libraries, children's playgrounds, and youth drop-in centres, to housing and community amenities, local roads and bridges.

Councils also administer large procurement programs; they contract out services to large and small providers, maintain extensive equipment assets, and run substantial vehicle, road-making and landscape maintenance fleets.

The National General Assembly provides a unique opportunity for service and asset providers to engage with the people who direct this spending – mayors, councillors and CEO's.

This can be done either by sponsoring the event or by becoming an exhibitor.

To meet the people who influence how and where Local Government spends its multi-billion dollar yearly budgets all in one place is rare.

The National General Assembly offers unparalleled one-on-one access to the most influential decision-makers in Australia's third tier of government, as past sponsors and exhibitors have indicated in their feedback.

With national media attention and upwards of 800 delegates, NGA sponsorship and exhibitor opportunities will be limited.



# CONFERENCE DETAILS

Date 19 - 22 June 2022  
Conference Venue National Convention Centre Canberra  
31 Constitution Avenue  
Canberra ACT 2601

## IMPORTANT DATES

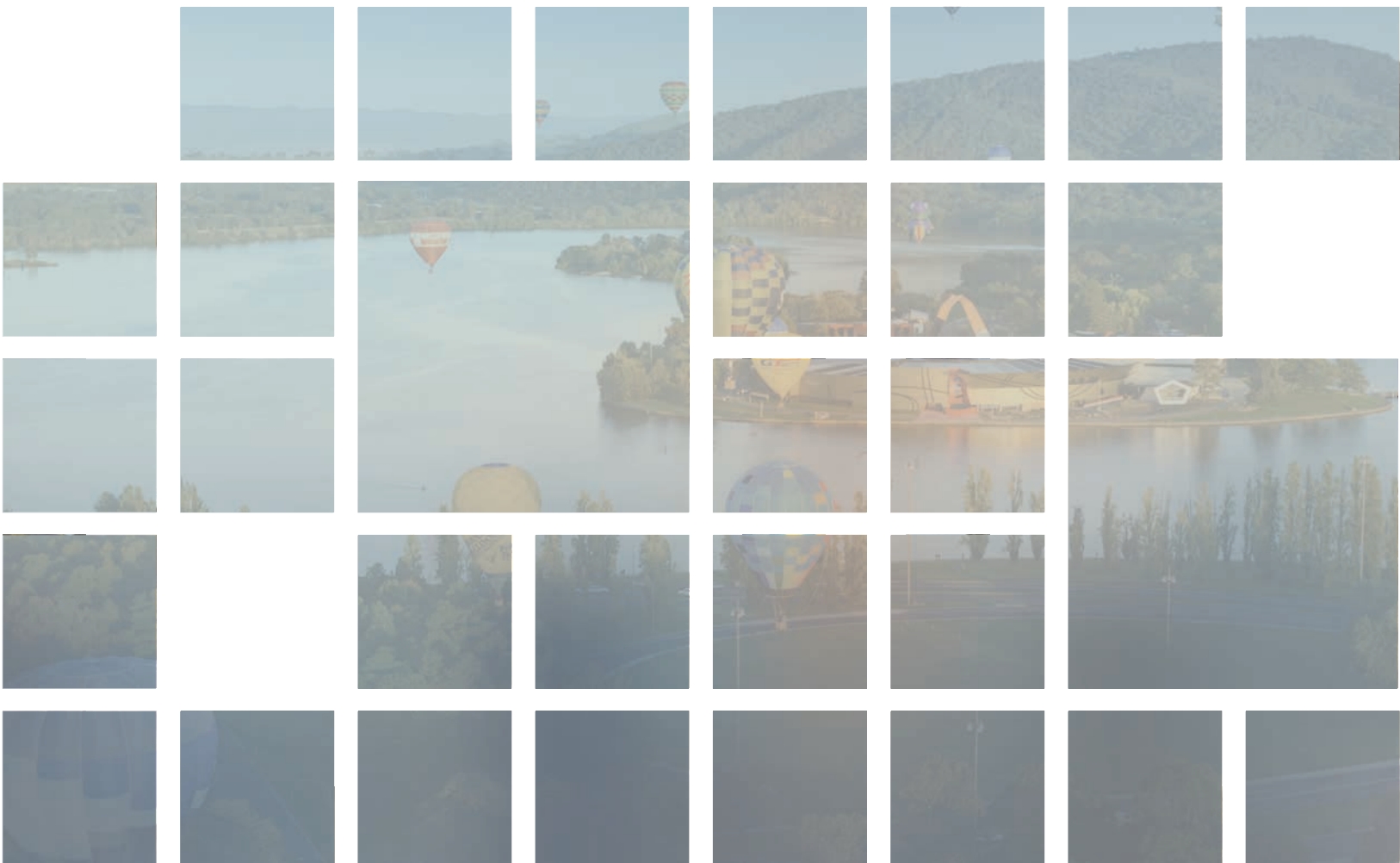
<b>Registrations open</b>	Nov 2021
<b>Early bird registrations close</b>	May 2022
<b>Exhibitor forms due back</b>	April 2022
<b>Standard registrations close</b>	June 2022

# PROGRAM OVERVIEW

The conference program comprises of plenary sessions, debate on motions and some breakout sessions. A basic overview of how the conference program runs is below.

All catering during the event is served in the Exhibition Hall.

DAY	KEY PROGRAM DETAILS
<b>SUNDAY 19 JUNE</b>	Registrations Open Exhibition Bump in Welcome Reception & Exhibition Opening
<b>MONDAY 20 JUNE</b>	Plenary Sessions/Keynote Speakers Debate on Motions Networking Dinner
<b>TUESDAY 21 JUNE</b>	Plenary Break out sessions Debate on Motions General Assembly Dinner
<b>WEDNESDAY 22 JUNE</b>	Plenary Exhibition Bump out



## CONFERENCE **LOCATION**

The National General Assembly is held in Canberra, Australia's capital city, one of the few planned cities on earth. Canberra is home to many of Australia's iconic institutions and treasures, the Federal Parliament of Australia, the judiciary, the Australian Public Service and the International diplomatic community.

Canberra has a population of approximately 460,000 people and is located 150km from the ocean and 281km from Sydney. Less than two hours drive to the beautiful beaches on the South Coast and with over 30 wineries producing national and international award-winning wines.

Canberra hosts an array of events throughout the year which bring people from around the country such as Floriade, the Spring flower festival, the Truffle Festival, with over 250 individual events through the Winter, and the Canberra Multicultural Festival with the whole city lined with food stalls from around the world.

# SPONSORSHIP & ADVERTISING

## OPPORTUNITIES AT A GLANCE

All Sponsorship opportunities can be customised to suit your requirements. If you would like to discuss sponsorship and availability please contact ALGA on [events@alga.asn.au](mailto:events@alga.asn.au) or 02 6122 9400.

OPPORTUNITIES	QUANTITY	PRICE (Inc. GST)
Networking Dinner	Exclusive	\$16,999 <b>SOLD</b>
General Assembly Dinner	4 opportunities	from \$5,999
Welcome Reception and Exhibition Opening	Exclusive	\$16,999
Conference App	Exclusive	\$10,000
Internet Café	Exclusive	\$5,500
Morning Tea Break	3 opportunities	\$5,500
Afternoon Tea Break	2 opportunities	\$5,500
Lunch Break	2 opportunities	\$7,500
Satchel Sponsor (corporate logo printed on conference satchel)	Exclusive	\$9,999 <b>SOLD</b>
Lanyard	Exclusive	\$5,999 <b>SOLD</b>
Virtual Portal Sponsor	10 opportunities	\$3,999
Exhibition Booth		\$4,200
Satchel Insert (A4 size or equivalent or product sample/giveaway)		from \$1,500
Advertisement opportunities in the handbook		from \$1,500
ALGA News advertisement		from \$187

*All Prices are Inclusive of GST.*

## CONTACTS

### Exhibition and Registration

Conference Co-ordinators  
 Phone: 02 6292 9000  
 Email: [nga@confco.com.au](mailto:nga@confco.com.au)

### Sponsorship & Program

ALGA  
 Phone: 02 6122 9400  
 Email: [events@alga.asn.au](mailto:events@alga.asn.au)

# TERMS & CONDITIONS

## EXHIBITION CONDITIONS

- Acceptance of booth booking required by completion of the Exhibition Booking Form.
- Payment for trade booths is required before any entitlements can be delivered (special arrangements can be made).
- All fees are in Australian dollars and include GST.
- Exhibition booths will be allocated in order of receipt of booking form and payment.
- Notice of cancellation must be submitted in writing to [nga@confco.com.au](mailto:nga@confco.com.au) and will be acknowledged by e-mail.
- Cancellation fees:
  - 25% cancellation fee will apply for cancellations received prior to 3 January 2022
  - 50% cancellation fee will apply for cancellations received prior to 29 April 2022
  - 75% cancellation fee will apply for cancellations received prior to 3 June 2022
  - Cancellations received on or after 4 June 2022 will not be refunded.

## SPONSORSHIP CONDITIONS

- Acceptance of sponsorship required by completion and signing of the Sponsorship Agreement.
- Payment for sponsorship is required two weeks prior to the conference commencement date.
- All fees are in Australian dollars and include GST.
- Notice of cancellation must be submitted in writing to [nga@confco.com.au](mailto:nga@confco.com.au) and will be acknowledged by e-mail.
- Cancellation fees are as per the below:
  - 25% cancellation fee will apply for cancellations received prior to 3 January 2022
  - 50% cancellation fee will apply for cancellations received prior to 29 April 2022
  - 75% cancellation fee will apply for cancellations received prior to 3 June 2022
  - Cancellations received on or after 4 June 2022 will not be refunded.

By submitting your booking form you agree to the terms and conditions of the cancellation policy.

## TERMS FOR COVID RELATED CANCELLATIONS

If the face-to-face event is cancelled by ALGA due to an outbreak of COVID-19 restricting travel to, or circulation within, Canberra, ALGA will refund the exhibition stand price less any costs imposed on ALGA by the venues and/or subcontractors.

ALGA will assist exhibitors and exhibition stand staff who are unable to attend the Assembly due to their location in a declared COVID-19 hot spot to make new arrangements for their stand. If stand staff are unable to be found, ALGA will try to find a new exhibitor for the stand and, in that case, will refund the stand cost to the original exhibitor. If no new exhibitor is able to be found, ALGA will refund the stand cost, less any costs imposed on ALGA by the venues and/or subcontractors.

# SPONSORSHIP PACKAGES

*All Prices are Inclusive of GST.*

## BREAK SPONSORSHIPS

**Morning Tea \$5,500 (3 opportunities)**

**Afternoon Tea \$5,500 (2 opportunities)**

**Lunch \$7,500 (2 opportunities)**

This package gives the sponsor the opportunity to brand the conference foyer and exhibition space during the sponsored break.

### **Package includes:**

- Opportunity to invite four representatives to network with delegates during break
- Company logo included in the event Handbook
- Listing in the event Program
- Acknowledgement of your support announced to delegates before the break
- Corporate logo and/or banner to be prominently displayed during break
- Inclusion of corporate brochure (maximum size A4) or promotional item in delegate satchel

## WELCOME RECEPTION & EXHIBITION OPENING

**\$16,999**

Naming rights and branding of the two hour cocktail party held on the evening prior to the event opening – the first official social function and the official welcome.

### **Package includes:**

- Branding rights to the function with corporate logo and/or banner prominently displayed
- Opportunity to welcome delegates to the reception
- Opportunity to provide apparel for venue staff to wear during the reception
- One standard trade display booth measuring 3m x 3m. Site includes fascia name, two spotlights and power supplied
- Four tickets to the Welcome Reception
- Two tickets to the General Assembly Dinner
- Listing in the event Program
- Inclusion of corporate brochure (maximum size A4) or promotional item in delegate satchel
- One full page advertisement in event Handbook
- Acknowledgement on relevant printed material for the event



## NETWORKING DINNER SPONSOR **SOLD**

**\$16,999**

The sponsorship of the Networking Dinner gives your organisation naming rights to the whole event and an opportunity to address the delegates at the dinner.

### **Package includes:**

- Naming rights of the sponsored dinner
- 5 minute speaking opportunity during the dinner
- Verbal and logo acknowledgement at the event
- Two full registrations to the event, including delegate satchels
- Two complimentary tickets to the Welcome Reception
- Four complimentary tickets to the Sponsored Dinner
- Listing in the event Program
- Inclusion of corporate brochure (maximum size A4) or promotional item in delegate satchel
- Full page advertisement in the event Handbook (artwork to be supplied)
- Acknowledgement on relevant printed material for the event

## GENERAL ASSEMBLY DINNER SPONSOR

**\$5,999 (4 opportunities)**

### **Exclusive sponsorship option available by negotiation**

Sponsoring the GA Dinner gives your organisation exposure at the largest networking function of the conference.

### **Package includes:**

- Verbal and Logo acknowledgement at the event
- One full registration to the event, including delegate satchel
- Two complimentary tickets to the sponsored dinner
- Listing in the event Program
- Inclusion of corporate brochure (maximum size A4) or promotional item in delegate satchel
- Acknowledgement on relevant printed material for the event

## SACHEL SPONSOR **SOLD**

**\$9,999**

Each delegate receives a conference satchel. By sponsoring the satchel, your company is provided a strong presence in the conference.

### **Package includes:**

- Company logo printed on the conference satchel
- Inclusion of corporate brochure (maximum size A4) or promotional item in delegate satchel
- Company logo included in the event Handbook
- Acknowledgement on relevant printed material for the event

## LANYARD SPONSOR **SOLD**

**\$5,999**

Each delegate receives a lanyard with their name badge, this gives your company a strong presence during the entire event.

### **Package includes:**

- Company logo printed on the conference lanyard
- Company logo included in the event Handbook
- Acknowledgement on relevant printed material for the event

## INTERNET CAFÉ SPONSOR

**\$5,500**

This package gives you the opportunity to sponsor the Internet/recharge area in the exhibition hall.

### **Package includes:**

- Company logo displayed on computer home screen in internet area
- Company logo included in the event Handbook
- Company logo to be printed in the internet area
- Brochure stand to display your company brochures
- Inclusion of corporate brochure (maximum size A4) in delegate satchel
- Two passes to the exhibition for the duration

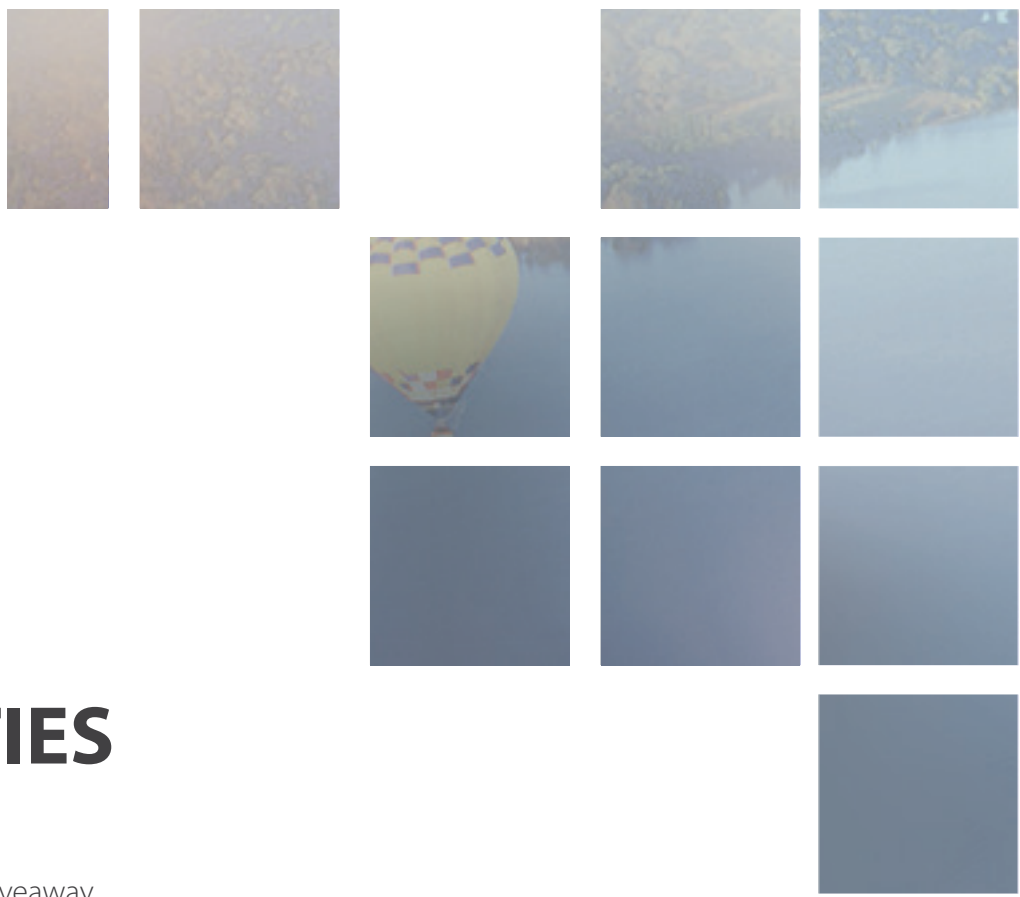
## CONFERENCE APP SPONSOR

**\$10,000**

This exclusive package gives the sponsor a major branding opportunity. The conference app will be used by the conference delegates for the program, exhibition map, speaker details and much more.

### **Package includes:**

- Exclusive branding of the conference app
- Company logo included in the event Handbook
- Acknowledgement of your support announced to delegates during the conference
- Company logo and banner to be displayed in the app
- Minimum of four ads to be displayed in the app throughout the conference
- Inclusion of corporate brochure (maximum size A4) or promotional item in delegate satchel
- Two complimentary registrations (excluding social functions)



# ADVERTISING OPPORTUNITIES

## SACHEL INSERT

A4 or equivalent or product sample/giveaway  
from \$1,500

## HANDBOOK AD

Artwork to be supplied by Sponsor

Full page colour \$2,500

Half page colour \$1,500

## ALGA NEWS

ALGA News is emailed to more than 2,000 subscribers every fortnight. It is also available online. Advertising in ALGA News is a very cost-effective way of getting your message to local government across Australia. You can determine an advertising schedule that works for you.

**One advertisement for one fortnight \$242**

**One advertisement for multiple fortnights \$187**

## VIRTUAL SPONSORSHIP PACKAGE

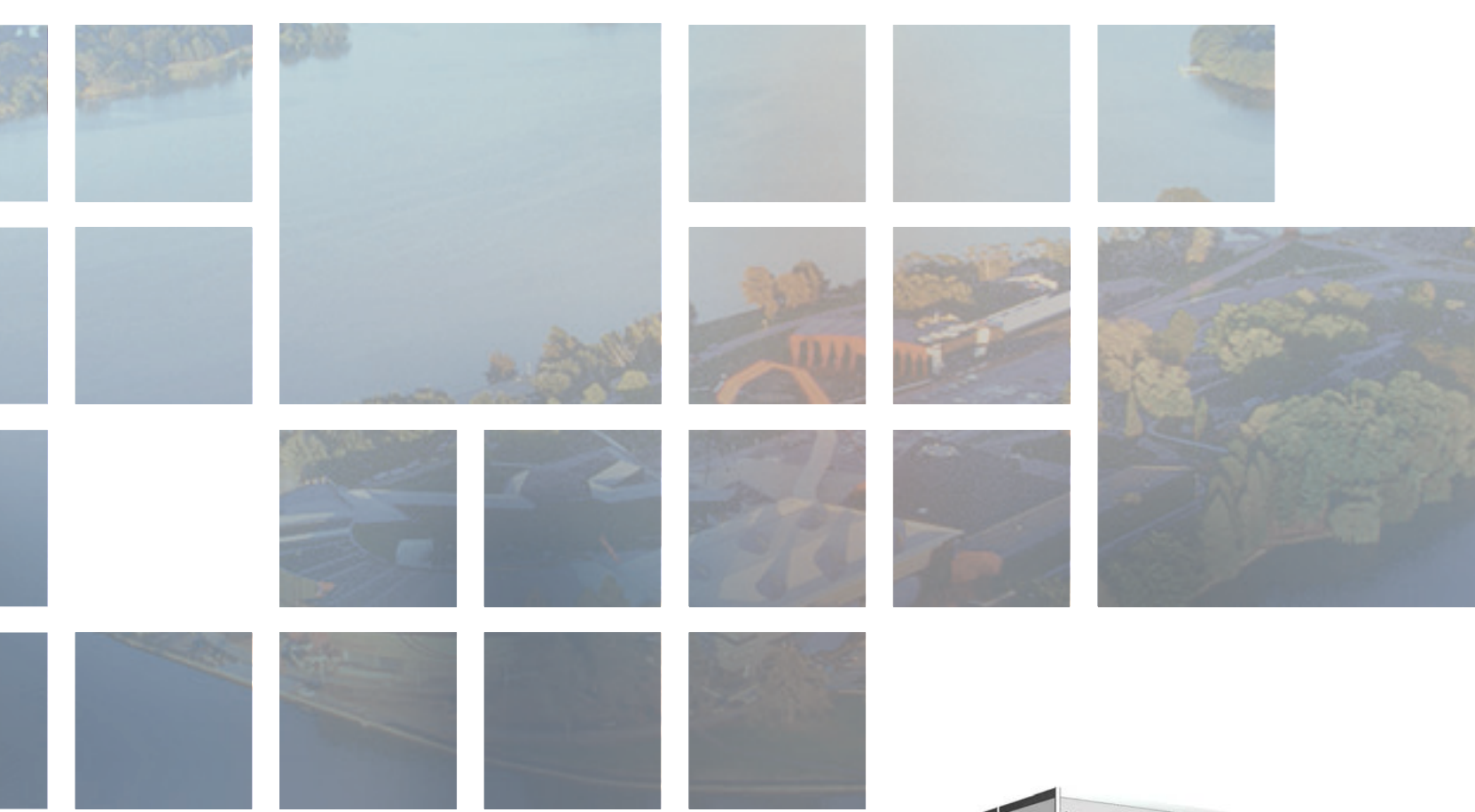
### CONFERENCE PORTAL SPONSOR

**\$3,999 (10 opportunities)**

Ten opportunities exist to for this major branding opportunity. The conference portal will be used by the virtual conference delegates to view all sessions, make connections via the meeting hub, view exhibition information and much more.

#### Package includes:

- Branding on the conference portal
- Company logo included in the event Handbook
- Acknowledgement of your support announced to delegates during the conference
- Company logo and banner to be displayed in the app
- Four complimentary virtual registrations



## EXHIBITION PACKAGES

### **\$4,200 per 3m x 3m stand**

All exhibition booths will be located in one area. Morning tea, afternoon tea and most importantly lunch will be held within the same space to ensure maximum exposure. Exhibition stands will be WHITE panels with white fascia and company names in black.

#### **Package includes:**

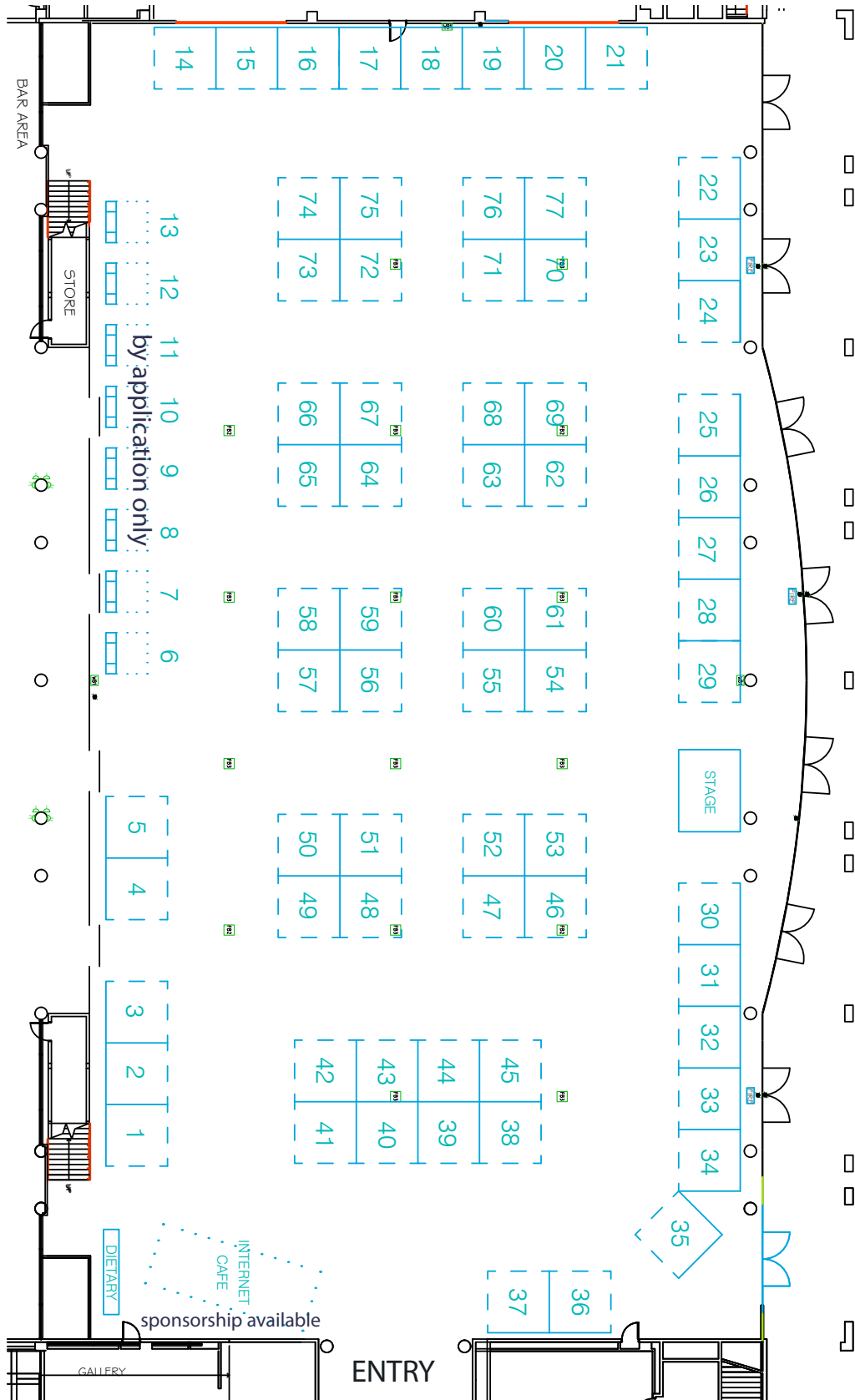
- 3m x 3m booth. Walls are 2.5m high WHITE panels
- Company name on the stand fascia (white fascia, lettering in black) across aisle frontages
- Two spot lights per stand mounted on light track inside fascia
- One 4 amp general purpose power point per stand
- Company profile and full contact details listed in the Assembly handbook issued to all delegates
- Morning/afternoon tea and lunch as per the conference program for two representatives
- Two complimentary tickets to the Welcome Cocktail function in the Exhibition area
- One complimentary ticket to the General Assembly Dinner OR Networking Dinner
- One General Assembly satchel per stand, including name badges
- Listed as an exhibitor on the National General Assembly website, which will be linked to your company website



**NGO booth options now available by application only: 02 6292 9000 | [nga@confco.com.au](mailto:nga@confco.com.au)**

# EXHIBITION FLOORPLAN

Please email [nga@confco.com.au](mailto:nga@confco.com.au) for booth availability.



# EXHIBITION BOOKING FORM

We wish to exhibit at the 2022 National General Assembly of Local Government.

## COMPANY DETAILS

Contact Name .....

Position .....

Organisation .....

Postal Address .....

..... State ..... Postcode .....

Telephone ..... Mobile .....

Email .....

Company web address: .....  
(for listing on ALGA website)

For my complimentary dinner ticket we would like to attend:  Monday night Networking Dinner  Tuesday night NGA Dinner

Please indicate your choice of stand number(s) in order of preference (refer to floorplan):

1<sup>st</sup> Preference ..... 2<sup>nd</sup> Preference ..... 3<sup>rd</sup> Preference ..... Amount \$ .....

I/We understand that booths will be allocated in order of receipt of booking form and payment.

I/We agree to the sponsorship terms and conditions (refer to terms on page 7)

I/We note that furniture, extra lighting and power is to be ordered from the Exhibition Contractor.

.....  
Signed ..... Date .....

## PAYMENT DETAILS

Please issue an invoice

I have transacted an Electronic Funds Transfer to the ALGA Conference Account

**Name of Account:** ALGA Conference Account **Bank:** Commonwealth  
**Branch:** Curtin, ACT **BSB No:** 062905 **Account No:** 1009 7760 Your Receipt No:.....

Please charge my credit card  Mastercard  Visa

Card number

Exp Date ..... Amount \$ .....

Is this a corporate card? YES/NO

.....  
Card holders name ..... Signature .....

## COMPLETE AND RETURN TO:

2022 National General Assembly Exhibition  
C/- Conference Co-ordinators  
PO Box 905, WODEN ACT 2606  
Email: nga@confco.com.au  
Phone: 02 6292 9000

# SPONSORSHIP BOOKING FORM

We wish to participate in the 2022 National General Assembly of Local Government.

## COMPANY DETAILS

Contact Name .....

Position .....

Organisation .....

Postal Address .....

..... State ..... Postcode .....

Telephone ..... Mobile .....

Email .....

Company web address: .....  
(for listing on ALGA website)

## I/WE WISH TO SPONSOR THE FOLLOWING:

Sponsorship Package:..... Amount \$ .....

I/We agree to the sponsorship terms and conditions (refer to terms on page 7)

.....  
Signed ..... Date .....

## PAYMENT DETAILS

Please issue an invoice

I have transacted an Electronic Funds Transfer to the ALGA Conference Account

**Name of Account:** ALGA Conference Account **Bank:** Commonwealth  
**Branch:** Curtin, ACT **BSB No:** 062905 **Account No:** 1009 7760 Your Receipt No:.....

Please charge my credit card  Mastercard  Visa

### Card number

Exp Date ..... Amount \$ .....

Is this a corporate card? YES/NO

.....  
Card holders name ..... Signature .....

## COMPLETE AND RETURN TO:

2022 National General Assembly Exhibition  
C/- Conference Co-ordinators  
PO Box 905, WODEN ACT 2606  
Email: nga@confco.com.au  
Phone: 02 6292 9000



AUSTRALIAN  
**LOCAL GOVERNMENT**  
ASSOCIATION

# 2022 National General Assembly of Local Government

## Sponsorship & Program



8 Geils Court  
Deakin ACT 2600



(02) 6122 9400



events@alga.asn.au



www.alga.asn.au

## Exhibition & Registration



(02) 6292 9000



nga@confco.com.au



www.nga22.com.au