



AUSTRALIAN
LOCAL GOVERNMENT
ASSOCIATION

EXHIBITION & SPONSORSHIP 2021 PROSPECTUS

National General Assembly
of Local Government

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 is not difficult. However, to find them together in one place at one time 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.





IMPORTANT DATES

Registrations open	Nov 2020
Early bird registrations close	May 2021
Exhibitor forms due back	April 2021
Standard registrations close	June 2021

CONTACTS

Sponsorship and Program

John Pritchard, ALGA
Phone: 02 6122 9436
Email: johnp@alga.asn.au

Michael New, ALGA
Phone: 02 6122 9413
Email: michael.new@alga.asn.au

Exhibition and Registration

Conference Co-ordinators
Phone: 02 6292 9000
Email: conference@confco.com.au

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
SUNDAY 20 JUNE	Registrations Open Exhibition Bump in Welcome Reception and Exhibition Opening
MONDAY 21 JUNE	Plenary Sessions/Keynote Speakers Debate on Motions Networking Dinner
TUESDAY 22 JUNE	Plenary Break out sessions Debate on Motions General Assembly Dinner
WEDNESDAY 23 JUNE	Plenary Exhibition Bump out



CONFERENCE DETAILS

Date	20 - 23 June 2021
Conference Venue	National Convention Centre 31 Constitution Avenue, Canberra ACT 2601
Exhibition Venue	Great Hall, National Convention Centre

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 390,000 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 Michael New at ALGA on michael.new@alga.asn.au or 02 6122 9413

OPPORTUNITIES	QUANTITY	PRICE (Inc. GST)
Networking Dinner	Exclusive	\$16,500 SOLD
General Assembly Dinner	4 opportunities	\$5,500
Welcome Reception and Exhibition Opening	Exclusive	\$16,500 SOLD
Conference App	Exclusive	\$10,000
Internet Area	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	\$8,800
Lanyard	Exclusive	\$4,400
Virtual Portal Sponsor	4 opportunities	\$5,500
Exhibition Booth		\$4,152.50
Satchel Insert (A4 size or equivalent or product sample/giveaway)		from \$1,100
Advertisement opportunities in the handbook		From \$1,500
Council Database		\$250
ALGA News advertisement		\$242 - One ad for one week \$187 - One ad for multiple weeks

All Prices are Inclusive of GST.

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 and will be acknowledged by e-mail.
- Cancellation fees:
 - 25% cancellation fee will apply for cancellations received prior to 1 January 2021
 - 50% cancellation fee will apply for cancellations received prior to 30 April 2021
 - 75% cancellation fee will apply for cancellations received prior to 4 June 2021
 - Cancellations received on or after 5 June 2021 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 and will be acknowledged by e-mail.
- Cancellation fees are as per the below:
 - 25% cancellation fee will apply for cancellations received prior to 1 January 2021
 - 50% cancellation fee will apply for cancellations received prior to 30 April 2021
 - 75% cancellation fee will apply for cancellations received prior to 4 June 2021
 - Cancellations received on or after 5 June 2021 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) in delegate satchel

WELCOME RECEPTION & EXHIBITION OPENING

\$16,500 SOLD

Naming rights and branding to 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, velcro compatible walls, two spotlights and power supplied
- Four tickets to the Welcome Function
- Two tickets to the Official Dinner
- Listing in the event Program
- Inclusion of corporate brochure (maximum size A4), in delegate satchel
- One full page advertisement in event Handbook
- Acknowledgement on relevant printed material for the event



NETWORKING DINNER SPONSOR

\$16,500 SOLD

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) 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

Partner Sponsor - SOLD OUT

Dinner Sponsor - \$5,500 (4 opportunities)

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) in delegate satchel
- Acknowledgement on relevant printed material for the event

SACHEL SPONSOR

\$8,800

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) in delegate satchel
- Company logo included in the event Handbook
- Acknowledgement on relevant printed material for the event

LANYARD SPONSOR

\$4,400

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 AREA 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) in delegate satchel
- Two complimentary registrations (excluding social functions)

ADVERTISING OPPORTUNITIES

SATCHEL INSERT

A4 or equivalent or product sample/giveaway

from \$1,100

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 week. 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 week \$242

One advertisement for multiple weeks \$187

ALGA COUNCIL DATABASE

The Council Database is an Excel spreadsheet containing contacts for 537 Australian councils.

Information provided includes:

- Council
- General Council contacts details (address, phone/fax, email and website)
- Mayor or Elected Representative
- CEO/General Manager

Database Cost \$250.00 (\$115.00 for local government councils only).

VIRTUAL SPONSORSHIP PACKAGE

CONFERENCE PORTAL SPONSOR

\$5,500

Four 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:

- Exclusive branding of 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 PACKAGE

\$4,152.50 per 3m x 3m stand

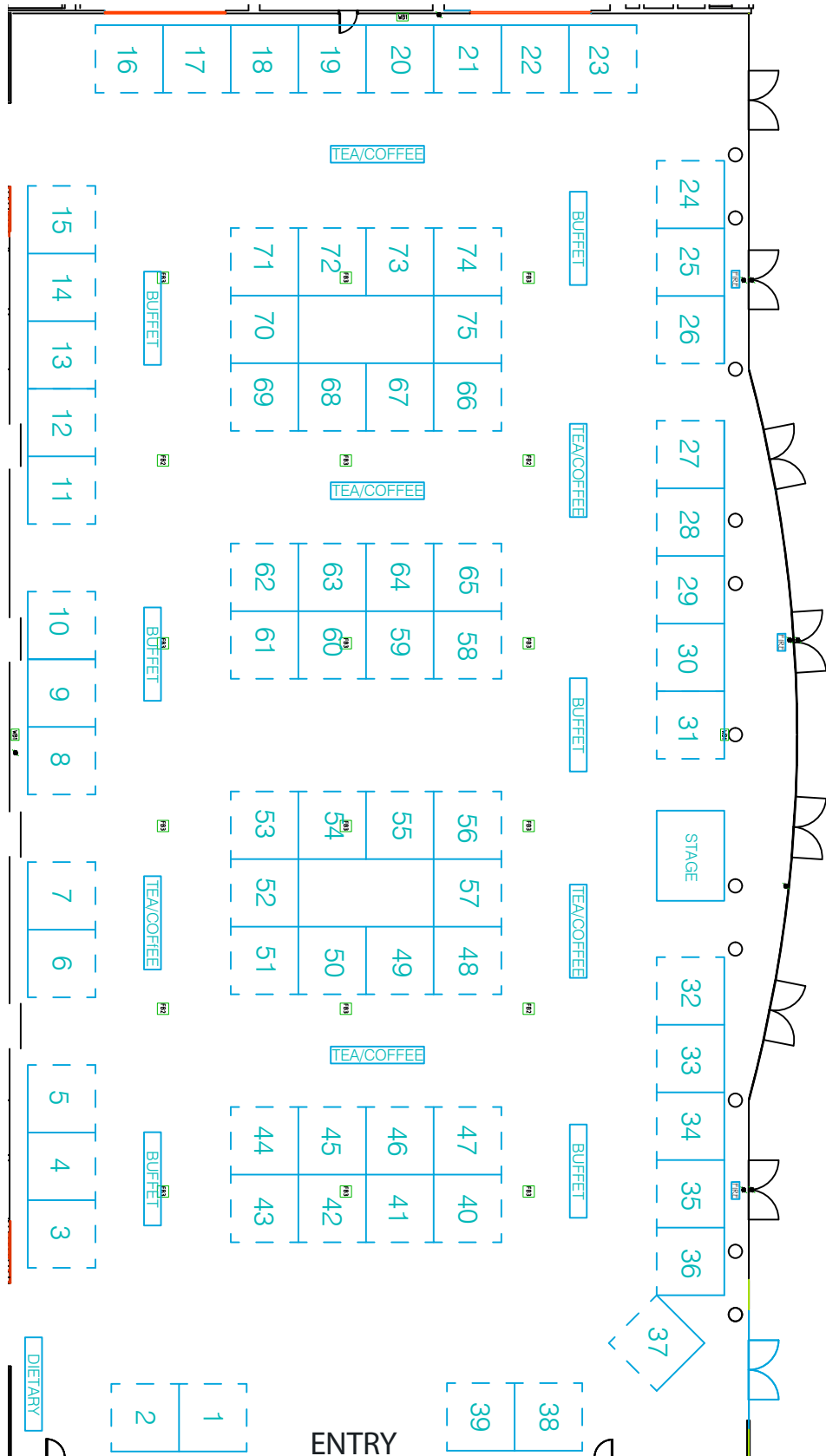
All exhibition booths will be located in one area. Morning tea, afternoon tea and most importantly lunch will be held within the same space to ensure maximum exposure. Exhibition stands will be BLACK velcro compatible panels with white fascia and company names in black.

Package includes:

- 3m x 3m booth. Walls are 2.5m high velcro compatible 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



EXHIBITION FLOORPLAN



EXHIBITION BOOKING FORM

We wish to exhibit at the 2021 National General Assembly of Local Government.

COMPANY DETAILS

Contact Name

Position

Organisation

Postal Address

..... State Postcode

Telephone Mobile

Email

Company URL:
(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):

1st Preference 2nd Preference 3rd 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:

2021 National General Assembly Exhibition
C/- Conference Co-ordinators
PO Box 4994, CHISHOLM ACT 2905
Email: nga@confco.com.au
Phone: 02 6292 9000

SPONSORSHIP BOOKING FORM

We wish to participate in the 2021 National General Assembly of Local Government.

COMPANY DETAILS

Contact Name

Position

Organisation

Postal Address

..... State Postcode

Telephone Mobile

Email

Company URL:
(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

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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:

2021 National General Assembly Exhibition

C/- Conference Co-ordinators

PO Box 4994, CHISHOLM ACT 2905

Email: nga@confco.com.au

Phone: 02 6292 9000

Contact Us

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Web: www.alga.asn.au



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