



Ports Australia

2024 Conference

Hobart • 29-31 October 2024



Navigating

Adapting for tomorrow's challenges.

New Horizons



SPONSORSHIP PROSPECTUS

Every two years Ports Australia convenes the premier national Conference for the Australian ports' community. Now in its 48th occurrence, the Conference is an integral part of Ports Australia's work as the national peak body representing the interests of government and privately owned ports in Australia.

The Conference provides a unique opportunity for port community stakeholders to closely engage with a substantial number of the decision makers within the ports sector. As well as Australia's port CEOs, their Board members and senior management teams, the Conference attracts senior representatives from stevedoring and transport companies, logistics providers, consultants in an array of relevant areas from security to infrastructure to environment, government departments and regulatory agencies, and other stakeholders who comprise the broader port environment.

We invite you and your company to join us in Hobart for our 2024 Conference and networking events. The plenary program will include expert and experienced local and international speakers, presenting the latest in research, industry best practice, trends and knowledge significant to the ports' community.

We encourage companies to secure sponsorship packages as soon as possible due to limited availability. It is expected that the 2024 Conference will be the biggest yet, with over 300 delegates.

This is the perfect opportunity to discuss new products, and materials, learn the latest research and case studies, hand out samples and create new laneways to better business opportunities. We welcome discussions with your company regarding sponsorship and we look forward to your attendance and participation at the Conference.



MAXIMUM EXPOSURE
AT THE PREMIER
INDUSTRY
CONFERENCE



ACCESS TO A BROAD NETWORK
OF INDUSTRY
PARTNERS FROM
THE PUBLIC AND
PRIVATE SECTORS



TIME TO NETWORK
WITH INDUSTRY
COLLEAGUES AND
KEY DECISION
MAKERS



THE OPPORTUNITY
TO **DEMONSTRATE**
YOUR COMPANY'S
COMMITMENT TO
THE INDUSTRY



AN OPPORTUNITY
TO BUILD AND
REINFORCE
STRATEGIC
RELATIONSHIPS



STAY CONNECTED
WITH INDUSTRY
TRENDS
AND ISSUES

LOCAL PRODUCE HAMPER

INVESTMENT: \$15,000 | 1 OPPORTUNITY

PACKAGE ENTITLEMENTS

Logo placement on hamper
Display of 1 x pull up banner in catering/
reception area

BRAND ENTITLEMENTS

Logo to be displayed on the Conference
website and Conference App
Dedicated social media post about your
organisation

COMPLIMENTARY REGISTRATIONS

1 Full Conference Registration

NOTEBOOK & PEN

INVESTMENT: \$10,500 | 1 OPPORTUNITY

PACKAGE ENTITLEMENTS

Logo placement on notebook & pen
Display of 1 x pull up banner in catering/
reception area

BRAND ENTITLEMENTS

Logo to be displayed on the Conference
website and Conference App
Dedicated social media post about your
organisation

COMPLIMENTARY REGISTRATIONS

1 Full Conference Registration



All sponsorship fees are listed excluding GST

TRADE EXHIBITION TABLES

INVESTMENT: \$11,500 | 10 TABLES AVAILABLE

PACKAGE ENTITLEMENTS

1 x standard trestle table (1800mm (L) x
800mm (W) and the space behind this, in
the main foyer area immediately adjacent
to the Conference room

BRAND ENTITLEMENTS

Logo to be displayed on the Conference
website and Conference App
Dedicated social media post about your
organisation

COMPLIMENTARY REGISTRATIONS

1 Full Conference Registration

Table placements will be allocated on a first
served basis. Tables must be manned at all
times throughout the conference.

All sponsorship fees are listed excluding GST

COCKTAIL FUNCTION

INVESTMENT: \$35,000 | 1 OPPORTUNITY

PACKAGE ENTITLEMENTS

High profile sponsorship of the Cocktail Function
 Opportunity to give a brief address at the Cocktail Function

BRAND ENTITLEMENTS

Opportunity to speak at the event
 Logo on Cocktail Function communications
 Logo to be displayed on the Conference website and Conference App
 Dedicated social media post about your organisation

COMPLIMENTARY REGISTRATIONS

- 1 Full Conference Registration
- 2 Cocktail Function Tickets

PUFFER VEST

INVESTMENT: \$25,000 | 1 OPPORTUNITY

PACKAGE ENTITLEMENTS

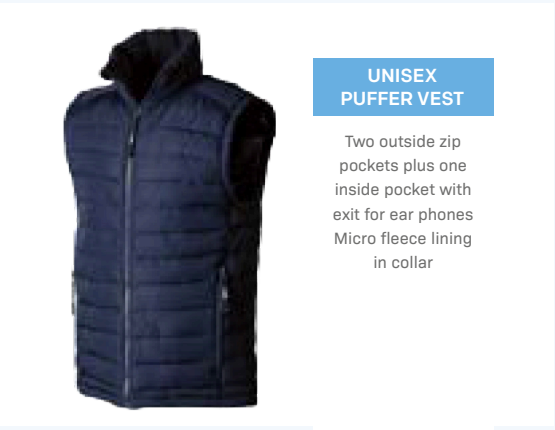
Sponsor logo embroidered on left chest of sponsored garments

BRAND ENTITLEMENTS

Logo to be displayed on the Conference website and Conference App
 Dedicated social media post about your organisation

COMPLIMENTARY REGISTRATIONS

- 1 Full Conference Registration



CATERING BREAKS

INVESTMENT: \$20,000 | 1 OPPORTUNITY

PACKAGE ENTITLEMENTS

Opportunity for video/graphics to be played before breaks (provided by sponsor & subject to approval by Ports Australia)
 Opportunity to place company material and/or promotional items adjacent to the refreshment tables

BRAND ENTITLEMENTS

Logo on Conference website and Conference App
 Dedicated social media post about your organisation

COMPLIMENTARY REGISTRATIONS

- 1 Full Conference Registration



All sponsorship fees are listed excluding GST

PORT OF HOBART BOAT TOUR

INVESTMENT: \$17,000 | 1 OPPORTUNITY

PACKAGE ENTITLEMENTS

Charter of 1 x MONA Ferry (does not include food & beverage)
 Opportunity to give brief verbal presentation on board during tour

BRAND ENTITLEMENTS

Logo to be displayed on...
 website
 Dedicated social media post about your organisation



COMPLIMENTARY REGISTRATIONS

- 1 Full Conference Registration



All sponsorship fees are listed excluding GST

COFFEE CART

INVESTMENT: \$15,000 | 1 OPPORTUNITY

PACKAGE ENTITLEMENTS

Designated sponsor of barista coffee throughout the day for the two days of the conference
 Sponsor sign on the front of the cart
 Display of 1 x pull up banner inside main Conference room

BRAND ENTITLEMENTS

Logo to be displayed on Conference website
 Conference App
 Dedicated social media post about your organisation



COMPLIMENTARY REGISTRATIONS

- 1 Full Conference Registration



REUSABLE COFFEE CUP

INVESTMENT: \$11,500 | 1 OPPORTUNITY

PACKAGE ENTITLEMENTS

Logo placement on coffee cup
 Display of 1 x pull up banner in catering/reception area

BRAND ENTITLEMENTS

Logo to be displayed on...
 website
 Dedicated social media post about your organisation



COMPLIMENTARY REGISTRATIONS

- 1 Full Conference Registration



SPONSORSHIP PACKAGES

WATER BOTTLE

INVESTMENT: \$11,500 | 1 OPPORTUNITY

PACKAGE ENTITLEMENTS

Placement of colour company logo on 500ml matt metal conference water bottle
 Display of 1 x pull up banner inside main Conference room

BRAND ENTITLEMENTS

Logo to be displayed on the Conference website and Conference App
 Dedicated social media post about your organisation

COMPLIMENTARY REGISTRATIONS

1 Full Conference Registration



RESPONSIBLE AND SUSTAINABLE

NAME TAG & LANYARD

INVESTMENT: \$11,500 | 1 OPPORTUNITY

PACKAGE ENTITLEMENTS

Sustainable name tags printed onsite
 Placement of colour company logo on the conference lanyard
 Display of 1 x pull up banner inside main Conference room
 Cost of printer kiosks and consumables in sponsorship area

BRAND ENTITLEMENTS

Logo to be displayed on the Conference website and Conference App
 Dedicated social media post about your organisation

COMPLIMENTARY REGISTRATIONS

1 Full Conference Registration



RESPONSIBLE AND SUSTAINABLE

SECURE YOUR PLACE

To secure your a Sponsorship or Exhibition package, please complete an Expression of Interest Form

OPEN THE
 EXPRESSION
 OF INTEREST
 FORM

OR



Alternatively, and to discuss other opportunities for involvement with the Ports Australia 2024 Conference, please contact:

Zara Bryan, Ports Australia Email: zbryan@portsaustralia.com.au
 Phone: +61 2 9247 7581

OUR COMMITMENT TO YOU



A **dedicated point of contact** from both Ports Australia and the Conference Management team at Essential Experiences & Events



Clear and timely information on Conference logistics assistance with and **leveraging the benefits** of your conference involvement



Maximising the exposure of your brand on digital and physical Conference touchpoints per your sponsorship and exhibitor entitlements

All sponsorship fees are listed excluding GST

SPONSORSHIP AND TRADE EXHIBITOR TERMS & CONDITIONS

These terms and conditions constitute a contract between you (‘the Exhibitor/Sponsor’), Port Australia (ABN: 44 135 430 705) and Essential Experiences Pty Ltd (ABN 31 113 451 291) (‘the Conference Organisers’) in relation to the sponsorship and/or use of exhibition space at the 2024 Ports Australia Conference at the Hotel Grand Chancellor (‘the Venue’) in Hobart, Tasmania from 29-31 October 2024 (‘the Conference’). By signing the application form you are indicating your acceptance of these terms and conditions.

ACCEPTANCE AND ALLOCATION

Ports Australia, reserves the right to accept or reject any application at its absolute and unfettered discretion with the return of any deposit paid in the event of a rejection. Sponsorship and Exhibition packages, which may be limited in number, will be generally allocated in the order of the receipt of application forms. Allocation of sponsorship packages and trade table exhibits regardless of the preference indicated, and alteration of the floor plan is at the discretion of Ports Australia, whose decision will be final.

APPLICATION AND PAYMENT

To confirm your acceptance of a Sponsorship or Exhibition package please contact Ports Australia: Imogen Posa via email on iposa@portsaustralia.com.au or via phone: 02 9247 7581. A confirmation letter will then be sent to you outlining the exhibitor or sponsorship details, along with a tax invoice due within 21 days or before the conference whichever is soonest. If payment is not received by this date, the package will be released for re-sale. Please note that sponsorship and exhibitor spaces are strictly limited, and available on a first-come, first-served basis. You will be contacted with a confirmation letter to confirm your acceptance as a Sponsor/Exhibitor.

CANCELLATION POLICY

Cancellations will be accepted in writing only. A cancellation notice received 3 months or further prior to the Conference start date will be subject to a 50% cancellation fee.

A cancellation notice received within 3 months of the Conference start date will be subject to a 100% cancellation fee.

LEGAL RESPONSIBILITY

The Conference Organisers and the Venue accept no responsibility for any act, omission or other default on the part of the Exhibitor/Sponsor during or in connection with the Conference that results directly or indirectly in any loss, damage, personal injury or death.

The Exhibitor/Sponsor agrees to indemnify the Conference Organisers in respect of any claim and demands in respect thereof. The Exhibitor/Sponsor acknowledges that the Conference Organisers are not responsible for any loss or damage to the Exhibitor/Sponsors' property and that all Exhibitor/Sponsor material and equipment is the sole responsibility of the Exhibitor/Sponsor. The Organisers will not be liable for any indirect or consequential damages arising out of a breach of this Exhibition/Sponsorship contract. In the event that the Conference or Exhibition is cancelled or delayed through no fault of the Conference Organisers, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the Sponsor/Exhibitor shall not be entitled to any refund or any claim for any loss of damage.

EXHIBITOR TRADE TABLE DISPLAY RULES

The Conference Organisers shall determine the hours during which the Exhibition shall be conducted and the hours of access for Exhibitors, including any variations of access times as may be necessary.

The allocated exhibition trade table must be staffed at all times during the conference and removal of any exhibition display must not commence until after the last catering break of the final day. All advertising material, such as a banner must be displayed within the designated trade table area. Excessive noise that inconveniences other exhibitors or the Conference must be avoided. Exhibitors must not obstruct thoroughfares, catering areas and/or exits. While Exhibitors are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other exhibitors or detracting from the Exhibition are not permitted.

CUSTOM EXHIBITION TRADE TABLE

All custom trade table exhibits must be approved by the Conference Organisers and the Venue.

DETAILED REQUIREMENTS AND DUE DATES:

The Conference Organisers requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts or other arrangements will be sent to you at a later date with relevant due dates.

Logos will be requested in both .jpg and .eps format, high resolution 300dpi. If logos in other formats are received, the Organisers are not responsible for the quality of the logos displayed in any of the promotional material. In the event that materials, information or artwork required by the Conference

Organisers are not received by the designated due date, their use for their intended purpose cannot be guaranteed, the Organisers are not responsible for any losses sustained as a result.

SPONSORSHIPS

Nothing contained in the agreement will be deemed to constitute a joint venture or agency relationship between you and Conference Organisers. You must not do anything where you will, in any way, be represented that you are a partner of the Conference Organisers or Ports Australia.

REGISTRATIONS

Conference Registrations offered as part of a Sponsorship Package do not include social event tickets (Cocktail Function or Gala Dinner). Sponsors/Exhibitors are not permitted to attend Conference Sessions or Networking Functions unless the relevant tickets are offered as part of the particular Sponsorship or Trade Table Exhibition package. Should Sponsors/Exhibitors wish to attend the Conference as a delegate or attend Networking Functions, the appropriate registration must be purchased. Specific Sponsor/Exhibitor registration online link will be sent out at a later date.

SPONSORSHIP AND TRADE TABLE EXHIBITION PACKAGES

Please refer to the Sponsorship packages in this Sponsorship & Exhibition Proposal document. Any variations to the description of each package must be as agreed in writing with the Conference Organisers. Sponsorship and Trade Table Exhibition entitlements will not commence until the Booking Form and payment is received by the Conference Organisers.

VENUE

The Sponsor/Exhibitor and the servants, agents, contractors and invitees of the Sponsor/Exhibitor are also to observe the rules, regulations and procedures as prescribed by the Venue.





Ports Australia



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