

Sponsorship and Exhibition Prospectus

2019 CDAA
NATIONAL
CONFERENCE

A central white circle contains the text 'Inspiring Excellence in Career Development: INTEGRATION'. The word 'INTEGRATION' is in a larger, bold, blue font. The background is a complex, abstract composition of overlapping geometric shapes, including triangles, circles, and lines in shades of blue, purple, yellow, and pink. There are also patterns of dots and dashed lines scattered throughout the design.

Inspiring Excellence
in Career Development:
INTEGRATION

19th – 21st September 2019
Hyatt Hotel, Canberra

A UNIQUE OPPORTUNITY

The Career Development Association of Australia (CDAA) is excited to present you with the only opportunity in 2019 to meet face to face with the Australian Career Development community in one place, at one time.

If career practitioners are important to your business or organisation, then engaging in this Conference is the best investment you can make to raise your profile, develop new business opportunities or renew acquaintances.

This is a vital occasion to have your message heard – and it's an experience that can't be had online or at a local, smaller event.

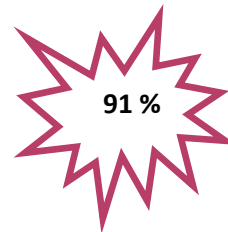
THE 2019 CDAA NATIONAL CONFERENCE

The **CDAA National Conference** will be held from 19th to 21st September 2019 at the Hyatt Hotel Canberra. The conference program is focused around the theme of *"Inspiring Excellence in Career Development: Integration"* and will comprise of two days of Conference keynote, plenary and concurrent sessions and workshops. In addition, the CDAA "2019 Awards for Excellence" presentations and dinner will be on the evening of Thursday, 19th September at the Pialligo Estate.

The Career Development Association of Australia (CDAA) has proven to be a leader in providing high quality professional development opportunities for career practitioners and the National Conference is at the forefront of the professional development program. In 2019, we continue this tradition and, as always, plan to exceed expectations.

BENEFITS TO YOUR ORGANISATION

With the Conference set to attract more than 250 delegates, sponsoring or exhibiting will be the best investment your organisation can make to raise your profile, develop new business opportunities or renew acquaintances with the career development community



91% of Sponsors and Exhibitors at the CDAA 2018 Conference* had their expectations met or exceeded
**Post Conference Survey*

- Promote your industry or sector career story to Australia's leading career practitioners.
- Demonstrate your products or services face-to face to key decision makers rather than by electronic communication.
- Be co-branded with a highly successful Conference which has a strong history and growing delegate participation.
- All Conference registration and catering will occur in the Exhibition area – maximum opportunity for delegates to hear your message.
- Network with Australia's leading career practitioners from every sector:
 - During the Conference
 - At Networking Drinks held in the Exhibition area on Friday 20th September
 - By attending the Awards for Excellence Presentation Dinner

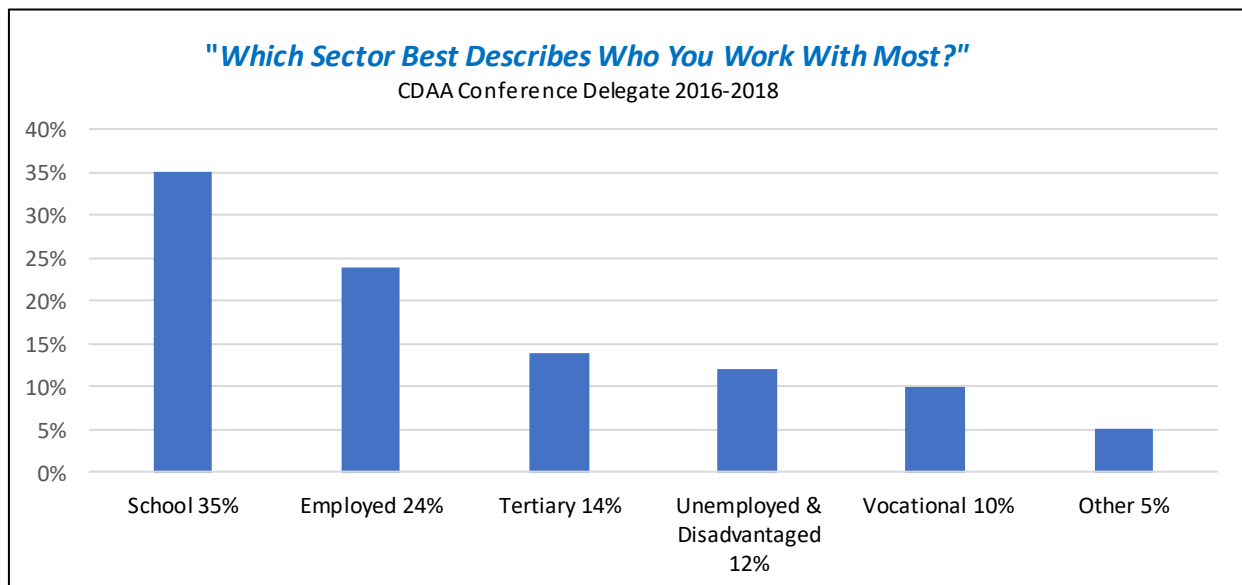
Discover Canberra. The Nations Capital



WHO ARE THE DELEGATES?

Career Practitioner Delegates at CDAA Conferences 2016-2018 (average)

Delegates at CDAA Conferences are Career Practitioners from every state and territory in Australia and also a small representation from New Zealand and Asia.



TELL EVERYONE YOU WILL BE THERE!

To assist our Sponsors and Exhibitors with pre-event marketing, we will provide you with a Conference Promotional Tile (jpg format), which you and your colleagues can add to their email signature as well as your business website. This will be provided upon receipt of the completed Sponsorship/Trade Exhibition Registration Forms.

FURTHER INFORMATION OR OTHER OPPORTUNITIES

For further information about any of the Sponsorship or Exhibition opportunities contained in this prospectus, or to discuss alternative packages to suit your requirements, please contact the Conference Manager, Peta Webster, at GEMS Event Management Australia on +61 2 9744 5252 or via email at pwebster@gemsevents.com.au.

PREMIER SPONSORSHIP PACKAGES

Please refer to the following pages for the detailed listing of sponsorship package entitlements. All prices are GST inclusive.

SPONSORSHIP INCLUSIONS	Platinum Conference	Gold Conference	Gold Awards Dinner	Silver Networking Drinks	Bronze Workbook
Fees without Exhibition Space	-	-	-	\$6,500	\$3,500
Fees with One Exhibition Space	\$15,000	\$10,000	\$10,000	\$7,500	\$4,500
Pull up banners to be displayed	4 @ Conference Venue	2 @ Conference Venue	2 @ Pialligo Estate	2 @ Networking Drinks	
Company logo placement on...	All pages of Conference website	Supporter page of Conference Website	Supporter page of Conference Website	Supporter page of Conference Website	Front cover of Delegate Workbook
Logo displayed on Conference formality PowerPoint	✓	✓	✓ and Awards		
3 minute address to delegates	Opening Day 1	Opening Day 2	Awards	Networking Drinks	
Full Conference Registration (Including 2 evening functions)	4	2	2	1	
Additional Social Function Ticket(s)			2 x Awards	2 x Network Drinks	
Acknowledgement on Sponsor Page of conference website and in all promotional emails	✓	✓	✓	✓	✓
Delegate Workbook Advertisement	2 x Full page	1 x Full page	1 x Full page	1 x Half page	1 x Full page
**Full delegate listing (includes only those who wish to be disclosed)	✓	✓	✓	✓	✓

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Please refer to the following pages for the detailed listing of sponsorship package entitlements. All prices are GST inclusive.

SPONSORSHIP INCLUSIONS	EDUCATIONAL		EXPERIENCIAL
	Breakfast Session	Ice Cream Station	Barista Coffee Station
Fees	\$4,500 (Breakfast Opportunities available for Friday morning and Saturday morning)	\$3,000 (Ice Cream Station Opportunity available for Friday afternoon)	\$3,000 (Barista Coffee Station Opportunity available for Friday. Half Day prices available on request)
Pull up banners to be displayed	2 @ Breakfast Session	1 @ Station	1 @ Station
Naming rights to your session on Program	✓	✓	✓
Company Logo on Program next to your Session on Program	✓	✓	
Opportunity to have 1 of your registered staff at the station during the breaks to interact with delegates		✓	✓
Logo displayed on Session formality PowerPoint and Room Signage	✓		
Full Conference Registration (Including 2 evening functions)	1	1	1
Opportunity to provide branded merchandise for server/barista to wear (sponsor to supply at own cost)		✓	✓
Acknowledgement on Sponsor Page of conference website and in all promotional emails	✓	✓	✓
Delegate Workbook Advertisement	1 x Half page	1 x Half page	1 x Half page
**Full delegate listing (includes only those who wish to be disclosed)	✓	✓	✓

PREMIER SPONSORSHIP PACKAGES

PLATINUM CONFERENCE SPONSOR

Package Fee: \$15,000 (including GST)

Sponsorship entitlements include:

- **One (1) pod exhibition booth.**
- Company logo prominently displayed at the Conference. Sponsor to provide up to four (4) pull up banners to be displayed in the Plenary room and Registration Area.
- Exclusive 3 minute address to delegates in the Opening Plenary Session on Day 1 of the Conference.
- Four (4) complimentary registrations to attend the Conference (Full Conference Registration including attendance at the Awards for Excellence Dinner and Networking Drinks).
- Company logo prominently displayed on all speaker introduction PowerPoint's for all plenary and concurrent sessions during the Conference.
- Inclusion of two (2) full page, A4 portrait advertisements in the Conference Workbook (sponsor supplied).
- Company name, logo and web link advertised on all pages of the official Conference website and in all email correspondence promoting the event.
- A full delegate listing at the conclusion of the Conference (only delegates who wish to have their details shared).
- Option to purchase an additional Exhibition Booth at a 10% discount.

GOLD CONFERENCE SPONSOR

Package Fee: \$10,000 (including GST)

Sponsorship entitlements include:

- **One (1) pod exhibition booth.**
- Company logo prominently displayed at the Conference. Sponsor to provide up to two (2) pull up banners to be displayed in the Plenary room and Registration Area.
- Exclusive 3 minute address to delegates in the Opening Plenary Session on Day 2 of the Conference.
- Two (2) complimentary registration to attend the Conference (Full Conference Registration including attendance at the Awards for Excellence Dinner and Networking Drinks).
- Company logo prominently displayed on all speaker introduction PowerPoint's for all plenary and concurrent sessions during the Conference.
- Inclusion of one (1) full page, A4 portrait advertisements in the Conference Workbook (sponsor supplied).
- Company name, logo and web link advertised on the Sponsor page of the official Conference website and in all email correspondence promoting the event.
- A full delegate listing at the conclusion of the Conference (only delegates who wish to have their details shared).
- Option to purchase an additional Exhibition Booth at a 10% discount.

PREMIER SPONSORSHIP PACKAGES

GOLD CONFERENCE AWARDS FOR EXCELLENCE DINNER SPONSOR

Package Fee: \$10,000 (including GST)

Sponsorship entitlements include:

- **One (1) pod exhibition booth.**
- Exclusive branding rights at the 2019 Conference Awards for Excellence Dinner to be held at Pialligo Estate on Thursday, 19th September. Sponsor to provide up to two (2) pull up banners to be displayed in the function room.
- Exclusive 3 minute address to delegates at the 2019 Awards for Excellence Dinner.
- Two (2) complimentary registration to attend the Conference (Full Conference Registration including attendance at the Awards for Excellence Dinner and Networking Drinks).
- Two (2) additional tickets to attend the 2019 Awards for Excellence Dinner.
- Inclusion of one (1) full page, A4 portrait advertisement in the Conference Workbook (sponsor supplied).
- Company name, logo and web link advertised on the Sponsor page of the official Conference website and in all email correspondence promoting the event.
- A full delegate listing at the conclusion of the Conference (only delegates who wish to have their details shared).
- Option to purchase an additional Exhibition Booth at a 10% discount.

SILVER NETWORKING DRINKS SPONSOR

Package Fee with exhibition booth: \$7,500 (including GST)

Package Fee without exhibition booth: \$6,500 (including GST)

Sponsorship entitlements include:

- Exclusive branding rights at the 2019 Conference Networking Drinks, which will be held on Friday, 20th September. Sponsor to provide up to two (2) pull up banners to be displayed in the pre-function area during the networking drinks.
- Exclusive 3 minute address to delegates at the 2019 Conference Networking Drinks.
- One (1) complimentary registration to attend the Conference (Full Conference Registration including attendance at the Awards for Excellence Dinner and Networking Drinks).
- Two (2) additional tickets to attend the 2019 CDAA National Conference Networking Drinks on Friday, 20th September.
- Inclusion of one (1) half page, A5 landscape advertisement in the Conference Workbook (sponsor supplied).
- Company name, logo and web link advertised on the Sponsor page of the official Conference website and in all email correspondence promoting the event.
- A full delegate listing at the conclusion of the Conference (only delegates who wish to have their details shared).
- Option to purchase an Exhibition Booth at a 10% discount.

PREMIER SPONSORSHIP PACKAGES

BRONZE CONFERENCE WORKBOOK SPONSOR

Package Fee with exhibition booth: \$4,500 (including GST)

Package Fee without exhibition booth: \$3,500 (including GST)

Sponsorship entitlements include:

- Company logo prominently displayed on the front cover (full colour) of the Delegate Workbook, which will be distributed to every delegate on arrival at the Conference.
- Inclusion of one (1) full page, A4 portrait advertisement in the Conference Workbook (sponsor supplied).
- Company name, logo and web link advertised on the Sponsor page of the official Conference website and in all email correspondence promoting the event.
- A full delegate listing at the conclusion of the Conference (only delegates who wish to have their details shared).

EDUCATIONAL SPONSORSHIP PACKAGES

BREAKFAST SESSION SPONSOR (limited to two opportunities)

Package Fee: \$4,500 (including GST)

Sponsorship entitlements include:

- You will have the opportunity to hold a promotional demonstration or workshop before the Conference Program begins. (Title, speakers and synopsis to be approved by the Conference Organising Committee)
- Exclusive branding rights of your breakfast session on either Friday, 20th September or Saturday, 21st September. Sponsor to provide up to two (2) pull up banners to be displayed in the function room.
- Company Logo on Conference Program next to your Breakfast Session (subject to production deadlines)
- Company logo prominently displayed on breakfast session formality PowerPoint.
- Company logo prominently displayed on breakfast session room signage.
- One (1) complimentary registration to attend the Conference (Full Conference Registration including attendance at the Awards for Excellence Dinner and Networking Drinks).
- Company name, logo and web link advertised on the Sponsor page of the official Conference website and in all email correspondence promoting the event.
- Inclusion of one (1) half page, A5 landscape advertisement in the Conference Workbook (sponsor supplied).
- A full delegate listing at the conclusion of the Conference (only delegates who wish to have their details shared).

EXPERIENTIAL SPONSORSHIP PACKAGES

ICE CREAM STATION SPONSOR (limited opportunities)

Package Fee: \$3,000 (including GST)

Sponsorship entitlements include:

- An ice cream station will be located within the exhibition area, serving ice cream to delegates throughout the afternoon tea break.
- Exclusive branding rights of the Ice Cream Station. Sponsor to provide one (1) pull up banner to be displayed at the station.
- Company Logo prominently displayed on Ice Cream Station signage.
- Opportunity to provide sponsor's cap to be worn by server (sponsor to supply at own cost).
- Opportunity to provide sponsor's napkins to be given out with the ice cream (sponsor to supply at own cost).
- Opportunity to have one of your registered staff at the station during the breaks to interact with delegates.
- One (1) complimentary registration to attend the Conference (Full Conference Registration including attendance at the Awards for Excellence Dinner and Networking Drinks).
- Company name, logo and web link advertised on the Sponsor page of the official Conference website and in all email correspondence promoting the event.
- Inclusion of one (1) half page, A5 landscape advertisement in the Conference Workbook (sponsor supplied).
- A full delegate listing at the conclusion of the Conference (only delegates who wish to have their details shared).

BARISTA COFFEE STATION SPONSOR (limited opportunities)

Package Fee: \$3,000 (including GST)

Sponsorship entitlements include:

- One barista machine will be located within the exhibition area and will be operational during exhibition break times Friday (packages for half day on Thursday or Saturday are available upon request).
- Exclusive branding rights of the Coffee Station. Sponsor to provide one (1) pull up banner to be displayed at the station.
- Company Logo prominently displayed on Barista Coffee Station signage.
- Opportunity to provide sponsor's cap or apron to be worn by barista (sponsor to supply at own cost).
- Opportunity to provide sponsor's cups and napkins to be used on barista coffee station (sponsor to supply at own cost).
- Opportunity to have one of your registered staff at the station during the breaks to interact with delegates.
- One (1) complimentary registration to attend the Conference (Full Conference Registration including attendance at the Awards for Excellence Dinner and Networking Drinks).
- Company name, logo and web link advertised on the Sponsor page of the official Conference website and in all email correspondence promoting the event.
- Inclusion of one (1) half page, A5 landscape advertisement in the Conference Workbook (sponsor supplied).
- A full delegate listing at the conclusion of the Conference (only delegates who wish to have their details shared).

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CDAA
CAREER DEVELOPMENT
ASSOCIATION OF AUSTRALIA

Inspiring Excellence
in Career Development:
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Hyatt Hotel, Canberra

ADVERTISEMENTS

WORKBOOK ADVERTISEMENT

Full Page (A4) Fee: \$1,100 (including GST)

- Inclusion of one (1) half page, A5 landscape advertisement in the Conference Workbook (sponsor supplied).

AUSTRALIAN CAREERS SERVICE

JOIN US
BECOME A MEMBER TODAY AND
SEE THE BENEFITS FOR YOURSELF
AUSTRALIANCAREERSERVICE.COM.AU

Members receive:

- Career planning tools
- Industry insights
- Networking & discussion channels
- Exclusive discounts
- Industry engagement & events
- News updates
- ...and it's free!

TAKE A LOOK IN YOUR SHOWBAG
FOR A LITTLE EXTRA FROM US

Half Page (A5) Fee: \$770 (including GST)

- Inclusion of one (1) half page, A5 landscape advertisement in the Conference Workbook (sponsor supplied).

CONFERENCE APP BANNER ADVERTISEMENT

Banner Fee: \$450 (including GST)

- Opportunity to place a banner advertisement on the home screen of the app

Does your Company Need a Different Sponsorship Opportunity?

We can work with you to create packages and commitment levels tailored to suit your marketing strategies, that will help your company achieve the best results at the 2019 CDAA National Conference.

Contact **Peta Webster, Conference Manager** at GEMS Event Management Australia on +61 2 9744 5252 or email pwebster@gemsevents.com.au to discuss your ideas.

2019 TRADE EXHIBITION PACKAGES

Single Pod Booth 2.0m x 1.0m \$2,500 (Incl. GST)

Pod Exhibition Booth Inclusions:

- 2.0m x 1.0m of floor space (2.0m²)
- 1 x printed wall graphics panel (sponsor to provide artwork)
- 1 x white wall panel
- 1 x arm light per pod
- 1 x single 4amp power point per pod

Pod Upgrade Options:

- Convert white wall panel to a printed graphics wall panel—**\$POA**
- Add Wall Mounted 40" monitor includes AV panel and bracket—**\$476.25**
- Lockable Cabinet and Stools can be hired for your booth. Further information will be provided in the Exhibitor Information Kit.

EXHIBITOR ENTITLEMENTS

- One (1) complimentary registration to attend the Conference (Full Conference Registration including attendance at the Awards for Excellence Dinner and Networking Drinks).
- Company contact details listed in the Conference Delegate Workbook.
- Company web link listed on the Conference Website.
- A full delegate listing at the conclusion of the Conference (only delegates who wish to have details shared).

TRADE EXHIBITION DATES AND TIMES

The trade exhibition will run from 10:00am on Thursday, 19th September until the conclusion of Networking Drinks at 5:45pm on Friday, 20th September. All delegate catering will be served amongst the Trade Exhibition Area.

CATERING FOR EXHIBITION STAFF

Catering is included in your exhibition package for one (1) staff member nominated to receive the complimentary Full Conference Registration. So that all members of staff can enjoy Morning Tea, Lunch and Afternoon Tea with delegates, the exhibiting company will be charged **\$85 per day for each additional staff member** who is working at the Exhibition, to cover the catering fees charged by the venue.

TRADE EXHIBITOR INSURANCE

Exhibitors should consult their own insurance company and/or broker for proper coverage of their exhibits and displays. In most cases you will be able to extend your existing policy. Public Liability Insurance cover for your exhibition area must be taken out for a minimum of \$10,000,000 from the first day of bump in, Thursday, 19th September until the completion of bump out on the evening of Friday, 20th September 2019.

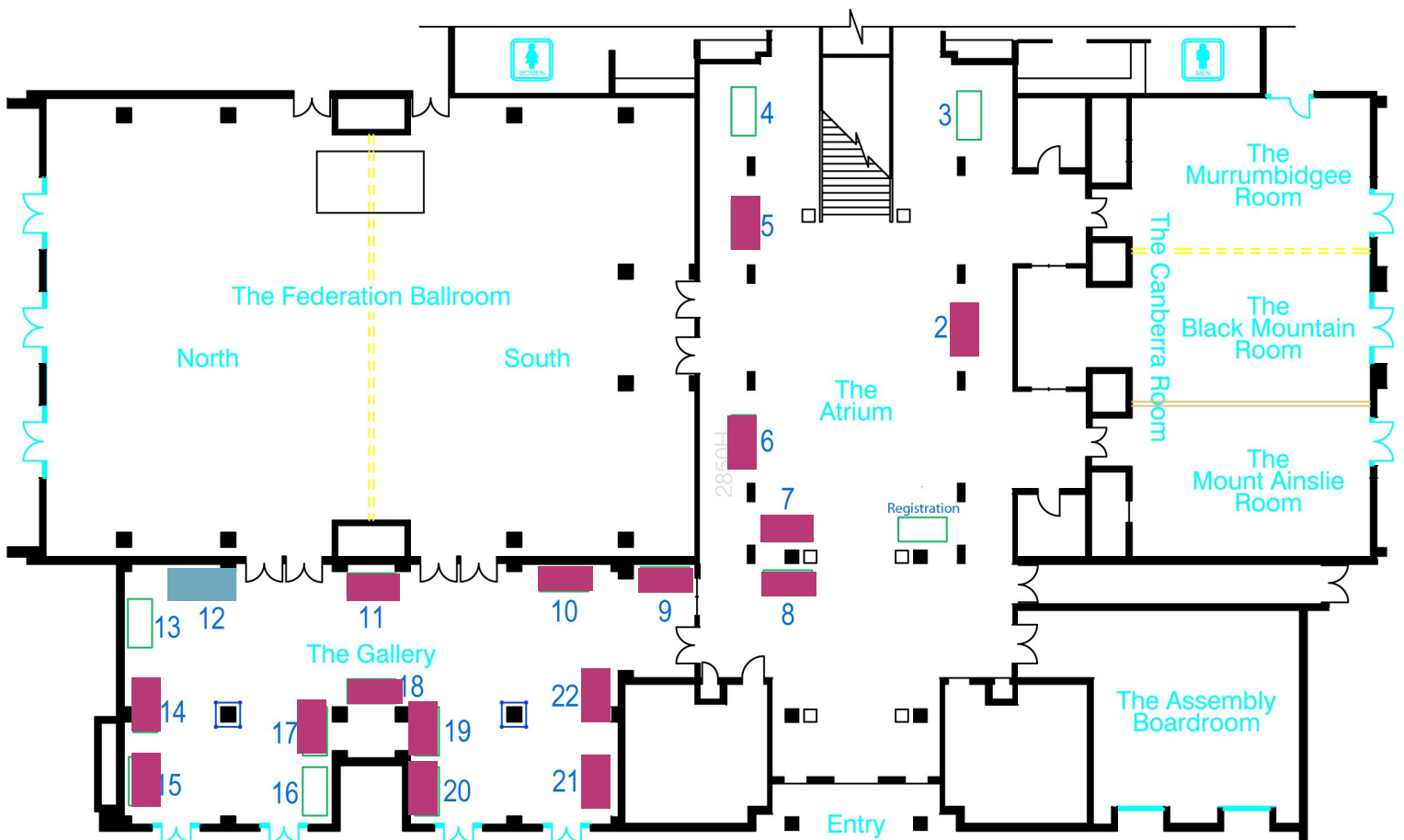
A copy of your Public Liability Certificate of Currency must be sent to Peta Webster at GEMS Event Management Australia via email to pwebster@gemsevents.com.au by no later than Monday, 2 April, 2019.

EXHIBITOR INFORMATION KIT

The Exhibitor's Information Kit, to be sent out at least three months prior to the Conference, will provide you with all of the information you need in order to plan for your attendance as a Trade Exhibitor at the 2019 CDAA National Conference.

Inspiring Excellence
in Career Development:
INTEGRATION

19th – 21st September 2019
Hyatt Hotel, Canberra



- 2m x 1m Pod Booth

Legend:



Sold



On Hold

SPONSORSHIP/TRADE EXHIBITION REGISTRATION FORM

Contact Person	
Company	
ABN	
Postal Address	
Suburb	
Post Code	
Telephone	
Fax	
Mobile	
Email	
Website	

I/We wish to sponsor/exhibit at the 2019 CDAA National Conference and apply for the sponsorship package/exhibition booth as indicated. We agree to pay the total cost as shown on the dates indicated, including applicable GST and any other charges incurred on our behalf. I/We authorise the organisers to use the intellectual property supplied by us such as logos, to advertise and promote the Conference. I/We indemnify the organisers against any claims arising out of the use of the intellectual property in accordance with this Sponsorship and Exhibition Prospectus.

Signed _____

Name (Print) _____

Position _____

CONFERENCE ORGANISER

Conference Manager

Peta Webster

pwebster@gemsevents.com.au

Conference Coordinator

Jessica Newmarch

jnewmarch@gemsevents.com.au

Should you have any questions regarding the 2019 CDAA National Conference, please contact the team at GEMS Event Management on +61 2 9744 5252.

TRADE EXHIBITION OPTIONS (RATES INCLUDE GST)

Single Trade Exhibition Booth - 2.0m x 1.0 m - \$2,500

I wish to reserve the following exhibition space at the Conference:

1st Preference _____ 2nd Preference _____ 3rd Preference _____

Power Required (Please tick ✓ if power is required)

SPONSORSHIP/ADVERTISMENT OPTIONS (RATES INCLUDE GST)

<u>PACKAGE</u>	<u>With Trade Space</u>	<u>Without Trade Space</u>
Platinum - Conference Sponsor	<input type="checkbox"/> SOLD	N/A
Gold - Conference Sponsor	<input type="checkbox"/> SOLD	N/A
Gold - Awards for Excellence Dinner	<input type="checkbox"/> \$10,000	N/A
Silver - Networking Drinks	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$6,500
Bronze - Conference Workbook	<input type="checkbox"/> SOLD	<input type="checkbox"/> SOLD
Breakfast Session Sponsor	<input type="checkbox"/> SOLD	N/A
Ice Cream Station Sponsor	<input type="checkbox"/> \$3,000	N/A
Barista Coffee Station Sponsor	<input type="checkbox"/> SOLD	N/A

Workbook Advertisement - Half Page (A5 Landscape) - \$770

Workbook Advertisement - Full Page (A4 Landscape) - \$1,100

Conference App Banner Advertisement - Banner (Landscape) - \$450

SPONSORSHIP/TRADE EXHIBITOR PAYMENT DETAILS

Trade Exhibition/Sponsorship Payment Options

All prices shown include GST. A Tax invoice will be issued upon receipt of this Sponsorship/Exhibition Registration form. All cheques should be made payable to GEMS Event Management Australia. Payment can also be made by direct debit, Visa, MasterCard or AMEX. (Note: a surcharge will apply for all credit card payments). A tax invoice representing the total fee will be raised immediately and emailed to your designated contact. Full payment must be received within 30 days from date of the invoice.

Please complete the payment details below:

Cheque

(Please make cheques payable to **GEMS Event Management Australia**.)

Direct Deposit

(If you wish to make payment by direct deposit, bank deposit details will be provided on your tax invoice.)

Credit Card Payment - ALL CREDIT CARD PAYMENTS WILL INCUR A SURCHARGE:

Amex: 1.65%

Mastercard and Visa: 1.5%

Please contact GEMS Event Management on +61 2 9744 5252 to make payment via credit card.

Trade Exhibition/Sponsorship Booking

Please complete the last three pages of this document and return via email to Peta Webster at GEMS Event Management Australia to pwebster@gemsevents.com.au. Upon receipt, confirmation of your sponsorship or exhibition booking will be advised by return email.

Cancellations

Sponsorship cancellations received in writing by the Event Organisers, will only be accepted if the sponsoring company has not yet received coverage in any promotional emails or marketing documents. In this instance, all fees will be refunded less an AUD\$550 administration fee. Sponsorship cancellations received after the sponsoring company has received the above mentioned acknowledgements, cannot be accepted and will not be refunded. Trade Exhibition cancellations received in writing by the Conference Organisers by Monday, 5 March, 2019 will be accepted and all fees refunded less an AUD\$550 administration fee. Trade Exhibition cancellations received after this date will not be eligible for a refund. Please sign to confirm you have read and agree to the above Sponsorship and Trade Exhibition Payment and Cancellation terms.

Signed _____ Full Name _____