



# franc.sydney

17 & 18 April 2024  
CommBank Stadium,  
Parramatta NSW

[www.franc.sydney](http://www.franc.sydney)



Charting the Future from Past Lessons

## **Partner with franc.sydney 2024 to be held at Commbank Stadium in April 2024**

Following on from the success of the past two franc.sydney conferences held in March 2022 and 2023, we would like to invite your organisation to participate as a Sponsor or Exhibitor at franc.sydney to be held on Wednesday 17 and Thursday 18 April 2024.

franc.sydney is well on its way in building a community who will challenge the norms of urban water management and work together to change the way the stormwater industry operates to become more future-focused, resilient, adaptive and connected.

The 2024 Conference will create a place where industry professionals, community members and key stakeholders can come together to collaborate, share knowledge, network and learn together. It will provide an opportunity for attendees to connect, discover, upskill and to be empowered.

# Sponsor or Exhibit at franc.sydney

With the Conference set to attract more than 160 delegates, this is an opportunity for your organisation to increase brand awareness, generate sales leads, develop new and existing client relationships, as well as showcase your services directly to your target market.

## The Delegates

Attendees at **franc.sydney** are a community of individuals and organisations who are, in some way, connected to or effected by urban stormwater and are passionate about changing the way the industry operates to become more future-focused, resilient, adaptive and connected. Our stakeholders include stormwater professionals, scientists, academics, researchers and advocates that recognise the need for a change that will put the health of our waterways, emissions and sustainable development above short-term political and financial interests. Most importantly we bring these people together to help us all speak with one voice.

## Our Attendees include, but are not limited to:

- Academics specialising in Hydrology
- Catchment Management Officers
- Civil and Consulting Engineers
- Drainage Engineers
- Environmental and Marine Scientists
- Environmental Engineers
- Infrastructure and Asset Officers
- Landscape Architects
- Local Government Engineers
- Planning and Environment Officers
- Policy Managers and Officers
- Research Scientists
- Services, City Strategy and Development Officers
- Sustainability Managers

## Networking Opportunities

Participation in **franc.sydney** will provide a range of opportunities for Sponsors and Exhibitors to interact with delegates throughout the event. The social program for this year will include **franc.fest** held on the evening of Wednesday 17 April 2024.

## The Proposition

The Sponsorship and Trade Exhibition packages at CommBank Stadium for **franc.sydney** 2024 have been designed to provide your business with maximum exposure to conference delegates with the option to secure your sponsorship with the items most beneficial to allow you to promote your brand.

## All Sponsors and Exhibitors will:

- Have unrivalled opportunity to meet commercial prospects face-to-face. Exhibiting will allow you to reach out to potential customers so you can explain why your company is the right choice for them. It's all about education and helping them understand what you are about.
- In a world of strong competitors that are growing at a rapid pace, your company needs to be looking for ways to be visible. Your virtual presence may be strong but to grow there also needs to be a level of real visibility.
- Have the ability to network with approximately 160+ urban water management professionals. We believe that our attendance this year will exceed the past two years.
- Add value to your marketing strategy and accelerate the buying process - this is a great opportunity to tell the industry what your organisation has been working on over a coffee, meal or just a chat at the booth.

## Further Information

For further information about any of the information contained in this prospectus, please contact Crystal Torley, Sponsorship and Exhibition Manager at GEMS Event Management at +61 2 9744 5252 or email [ctorley@gemsevents.com.au](mailto:ctorley@gemsevents.com.au)

# Sponsor Packages

In 2024 our Sponsorship packages will provide your brand with maximum exposure. Each package has been designed to ensure your organisation maximises the benefit of your investment in the Conference. Please note all prices are listed in AUD.

## Premium Sponsorship Packages at a Glance:

The table below provides an overview of the various sponsorship packages for quick reference and easy comparison. Please see the following pages for further detail, and contact us if you require further information.

	<b>SOLD</b> Platinum Sponsor (1 Available)	<b>SOLD</b> Gold Sponsor (1 Available)	<b>SOLD</b> Gold Conference Sponsor (2 Available)	Silver Conference Sponsor (1 Available)	Bronze Conference Sponsor (1 Available)
Investment	\$8,000 + GST	\$8,000 + GST	\$6,500 + GST	\$5,000 + GST	\$4,000 + GST
Single Pod Exhibition Booth	1	1	1	50% discount	25% discount
Display of Pull-up Banners	4 @ Conference Venue	4 @ Conference Venue	2 @ Conference Venue	2 @ Conference Venue	2 @ Conference Venue
Logo Placement on..	Home & Supporters page on Website and Stormwater NSW Website	Home & Supporters page on Website and Stormwater NSW Website	Supporter Page on Website and Stormwater NSW Website	Supporter Page on Website and Stormwater NSW Website	Supporter Page on Website and Stormwater NSW Website
Address to Delegates	5-minutes at Day 1 Opening Plenary	5-minutes at Day 1 Opening Plenary	5-minutes prior to panel session		
Conference App Advertisement	1 x Banner Ad on App	1 x Banner Ad on App	1 x Banner Ad on App	1 x Banner Ad on App	1 x Banner Ad on App
Full Conference Registration (Including franc.fest)	3	3	2	2	1
Additional Tickets	1 x Exhibitor Staff Pass	1 x Exhibitor Staff Pass	1 x Exhibitor Staff Pass	1 x Exhibitor Staff Pass	1 x Exhibitor Staff Pass
Promotional Email Recognition	✓	✓	✓	✓	✓
Sponsor profile on App	✓	✓	✓	✓	✓
Recognition on Conference Website and select formality PPT holding slides	✓	✓	✓	✓	
Opt-in Delegate List Provided post conference	✓	✓	✓	✓	✓
Banner Ad on Attendee App	✓	✓	✓	✓	
Inclusion in Exhibitor Passport	✓	✓	✓		

	Franc.fest Sponsor (1 Available)	<b>SOLD</b> Coffee Cart Sponsor	Hydrate Sponsor (1 Available)	Water Bottle Sponsor (1 Available)
Investment	\$6,000 + GST	\$5,000 + GST	\$4,500 + GST	\$4,500 + GST
Single Pod Exhibition Booth	1	50% discount	50% discount	50% discount
Display of Pull-up Banners	2 @ Conference and franc.fest Venue	2 @ Coffee Cart	1 @ Water Station Area	1 @ Conference Venue
Logo Placement on..	Supporter Page on Website and Stormwater NSW Website	Supporter Page on Website and Stormwater NSW Website	Supporter Page on Website and Stormwater NSW Website	Supporter Page on Website and Stormwater NSW Website
Address to Delegates	5-minutes at franc.fest	-	-	-
Conference App Advertisement	1 x Banner Ad on App	1 x Push Notification	1 x Banner Ad on App	-
Full Conference Registration (including franc.fest)	2	2	1	1
Additional Tickets	2 Additional tickets for franc.fest 1 x Exhibitor Staff Pass	-	-	-
Promotional Email Recognition	✓	✓	✓	✓
Sponsor profile on App	✓	✓	✓	✓
Recognition on Conference Website and select formality PPT holding slides	✓	Logo displayed on Morning Tea, Lunch & Afternoon Break holding slides	Logo displayed on Morning Tea, Lunch & Afternoon Break holding slides	Logo displayed on Morning Tea, Lunch & Afternoon Break holding slides
Opt-in Delegate List Provided post conference	✓	✓	✓	✓

# Sponsor Packages

In 2024 our Sponsorship packages will provide your brand with maximum exposure. Each package has been designed to ensure your organisation maximises the benefit of your investment in the Conference. Please note all prices are listed in AUD.

## Support Sponsor Packages at a Glance:

The table below provides an overview of the various sponsorship packages for quick reference and easy comparison.

	Lanyard Sponsor (1 Available)	Portable Charger Sponsor (1 Available)	Conference App Sponsor (1 Available)	Keynote Stream Sponsor (2 Available)
Investment	\$4,000 + GST	\$3,500 + GST	\$5,000 + GST	\$4,000 + GST
Single Pod Exhibition Booth	25% discount	25% discount	-	-
Display of Pull-up Banners	1	1	1	1
Logo Placement on..	Supporter Page on Website and Stormwater NSW Website	Supporter Page on Website and Stormwater NSW Website	Supporter Page on Website and Stormwater NSW Website	Supporter Page on Website and Stormwater NSW Website Sponsored Keynote
Address to Delegates	-	-	-	Opportunity to introduce Keynote Speaker
Conference App Advertisement	1 x Banner Ad on App	2 x Push Notifications	Logo on App Homepage 1 x Banner Ad on App	1 x Banner Ad on App
Full Conference Registration (including franc.fest)	1	1	1	1
Promotional Email Recognition	✓	✓	✓	✓
Sponsor profile on App	✓	✓	✓	✓
Recognition on Conference Website and select formality PPT holding slides	✓	✓	✓	✓
Opt-in Delegate List Provided post conference	✓	✓	✓	✓

## Add On Packages at a Glance:

The table below provides an overview of the various sponsorship packages for quick reference and easy comparison.

	Concurrent Stream Sponsor (Multiple Available)	Community Group Sponsor (Multiple Available)
Investment	\$2,000 + GST	\$2,000 + GST
Single Pod Exhibition Booth	25% discount	50% discount
Display of Pull-up Banners	1	1
Logo Placement on..	Supporter Page on Website and Stormwater NSW Website	Supporter Page on Website and Stormwater NSW Website
Address to Delegates	Opportunity to chair concurrent session	-
Conference App Advertisement	-	-
Full Conference Registration (including franc.fest)	-	-
Additional Tickets	-	-
Promotional Email Recognition	✓	✓
Sponsor profile on App	✓	✓
Recognition on Conference Website and select formality PPT holding slides	✓	✓
Opt-in Delegate List Provided post conference	✓	✓

# Platinum Conference Sponsor

## Package Fee: \$8,000 (+ GST) (Member)

## \$9,500 (+ GST) (Non-Member)

### Exclusive Package

Platinum Sponsorship gives your organisation maximum exposure at the Conference. This exclusive opportunity provides your organisation with maximum branding and promotion, program involvement and business development opportunities.

#### Entitlements include:

##### Registration

- Three (3) complimentary full Conference Registrations including a ticket to **franc.fest**
- One (1) additional Exhibitor Staff Pass (exhibition access and catering only)

##### Exhibition

- One (1) Pod Exhibition Booth. Please see page 23 for further details

##### Program Involvement

- Opportunity to provide a 5-minute address to delegates during the Opening Plenary session on Day 1 of the Conference
- Company logo displayed on select Conference Plenary PowerPoint slides
- Inclusion in the Exhibitor Passport on the Conference App

##### Company Branding and Promotion

- Recognition as the exclusive Platinum Conference Sponsor
- Four (4) Pull-up banners displayed throughout the Conference Venue (sponsor to provide)
- Logo and hyperlink on the Home page and Supporters page of the Conference Website
- Logo displayed on the Stormwater NSW Website
- Sponsor Profile on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- One (1) Logo advertisement banner on the Conference App with a hyperlink back to the organisation website (upload of Sponsor Logo)

##### Business development opportunities

- Access to delegate contact information via the Conference App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference



# Diamond Conference Sponsor

**Package Fee: \$8,000 (+ GST) (Member)**  
**\$9,500 (+ GST) (Non-Member)**

## Exclusive Package

Platinum Sponsorship gives your organisation maximum exposure at the Conference. This exclusive opportunity provides your organisation with maximum branding and promotion, program involvement and business development opportunities.

### Entitlements include:

#### Registration

- Three (3) complimentary full Conference Registrations including a ticket to **franc.fest**
- One (1) additional Exhibitor Staff Pass (exhibition access and catering only)

#### Exhibition

- One (1) Pod Exhibition Booth. Please see page 23 for further details

#### Program Involvement

- Opportunity to provide a 5-minute address to delegates during the Opening Plenary Session on Day 1 of the Conference
- Company logo displayed on select Conference Plenary PowerPoint slides
- Inclusion in the Exhibitor Passport on the Conference App

#### Company Branding and

#### Promotion

- Recognition as the exclusive Platinum Conference Sponsor
- Four (4) Pull-up banners displayed throughout the Conference Venue (sponsor to provide)
- Logo and hyperlink on the Home page and Supporters page of the Conference Website
- Logo displayed on the Stormwater NSW Website
- Sponsor Profile on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- One (1) Logo advertisement banner on the Conference App with a hyperlink back to the organisation website (upload of Sponsor Logo)

#### Business development opportunities

- Access to delegate contact information via the Conference App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference

# Gold Conference Sponsor

Package Fee: \$6,500 (+ GST) (Member)  
\$8,000 (+ GST) (Non-Member)

## 2 Packages Available

Gold Sponsorship gives your organisation maximum exposure at the Conference. This limited opportunity provides your organisation with maximum branding and promotion, program involvement and business development opportunities.

### Entitlements include:

#### Registration

- Two (2) complimentary full Conference Registrations including a ticket to **franc.fest**
- One (1) additional Exhibitor Staff Pass (exhibition access and catering only)

#### Exhibition

- One (1) Pod Exhibition Booth. Please see page 23 for further details

#### Program Involvement

- Opportunity to provide a 5-minute address to delegates immediately prior to the Climate Change or Indigenous Panel session at the Conference
- Opportunity to introduce the panel members
- Company logo displayed on select Conference formality PowerPoint slides
- Inclusion in the Exhibitor Passport

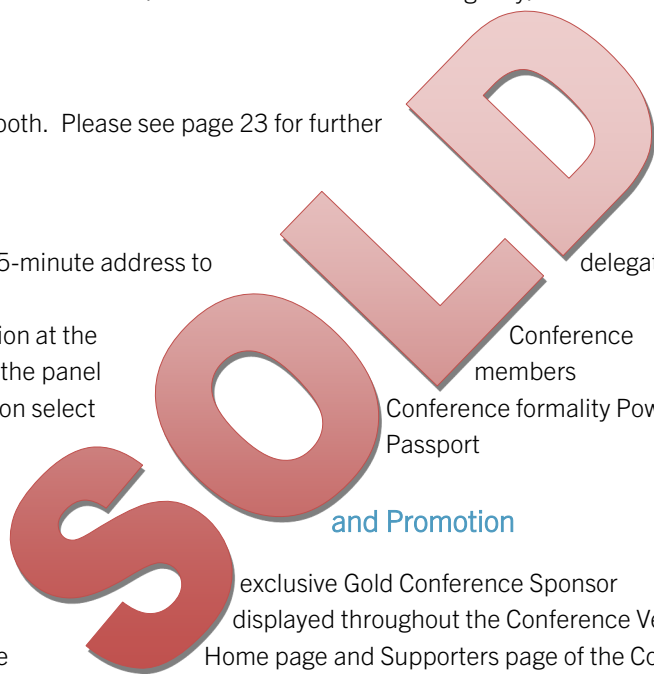
#### Company Branding

- Recognition as the exclusive Gold Conference Sponsor
- Two (2) Pull-up banners displayed throughout the Conference Venue (sponsor to provide)
- Logo and hyperlink on the Home page and Supporters page of the Conference Website
- Logo displayed on the Stormwater NSW Website
- Sponsor Profile on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- One (1) Logo advertisement banner on the Conference App with a hyperlink back to the organisation website (upload of Sponsor Logo)
- Sponsorship acknowledged in all Conference promotional emails (company logo with hyperlink)

#### and Promotion

#### Business development opportunities

- Access to delegate contact information via the Conference App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference





# Gold franc.fest Conference Sponsor

Package Fee: \$6,000 (+ GST) (Member)

\$7,500 (+ GST) (Non-Member)

## Exclusive Package

**franc.fest** will be hosted at Commbank Stadium. As the exclusive Gold **franc.fest** Sponsor, your organisation will be synonymous with the premier social event of the Conference. Get ready to partake in activities and explore the foodie haven of Parramatta.

### Entitlements include:

#### Registration

- Two (2) complimentary full Conference Registrations including a ticket to **franc.fest**
- Two (2) additional tickets to **franc.fest**
- One (1) additional Exhibitor Staff Pass (exhibition access and catering only)

#### Exhibition

- One (1) Pod Exhibition Booth. Please see page 23 for further details

#### Program Involvement

- Opportunity to provide a 5-minute address to delegates at **franc.fest**
- Company logo displayed on select Conference formality PowerPoint slides
- Inclusion in the Exhibitor Passport

#### Company Branding and Promotion

- Recognition as the exclusive **franc.fest** Sponsor
- Two (2) Pull-up banners displayed at the **franc.fest** venue and Conference Venue (sponsor to provide)
- Logo and hyperlink on the Home page and Supporters page of the Conference Website
- Logo displayed on the Stormwater NSW Website
- Sponsor Profile on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- One (1) Logo advertisement banner on the Conference App with a hyperlink back to the organisation website (upload of Sponsor Logo)
- Sponsorship acknowledged in all Conference promotional emails (company logo with hyperlink)

#### Business development opportunities

- Access to delegate contact information via the Conference App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference

# Silver Conference Sponsor

## Package Fee: \$5,000 (+ GST) (Member)

## \$6,500 (+ GST) (Non-Member)

### *Multiple Available*

Silver Sponsorship gives your organisation maximum exposure at the Conference. This limited opportunity provides your organisation with maximum branding and promotion, program involvement and business development opportunities.

#### Entitlements include:

##### Registration

- Two (2) complimentary full Conference Registrations including a ticket to **franc.fest**

##### Program Involvement

- Company logo displayed on select Conference formality PowerPoint slides
- Sponsorship of a concurrent session at the Conference

##### Company Branding and Promotion

- Recognition as a Silver Conference Sponsor of the Conference
- Two (2) Pull-up banners displayed throughout the Conference (sponsor to provide)
- Logo and hyperlink on the Home page and Supporters page of the Conference Website
- Logo displayed on the Stormwater NSW Website
- Sponsor Profile on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- One (1) Logo advertisement banner on the Conference App with a hyperlink back to the organisation website (upload of Sponsor Logo)
- Sponsorship acknowledged in all Conference promotional emails (company logo with hyperlink)

##### Business development opportunities

- Access to delegate contact information via the Conference App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference

#### *Package Optional Add-On*

**50% discount offer on purchase of Pod Exhibition Booth, which includes:**

- One (1) Pod Exhibition Booth
- One (1) Exhibitor Staff Pass (exhibition access and catering only)
- From your exhibition stand, you will have the opportunity to connect with attendees during all catering breaks
- Inclusion in the Exhibitor Passport

# Bronze Conference Sponsor

**Package Fee: \$2,500 (+ GST) (Member)**  
**\$4,000 (+ GST) (Non-Member)**

## *Multiple Available*

Bronze Sponsorship gives your organisation maximum exposure at the Conference. This limited opportunity provides your organisation with maximum branding and promotion, program involvement and business development opportunities.

### Entitlements include:

#### Registration

- One (1) complimentary full Conference Registration including a ticket to **franc.fest**

#### Program Involvement

- Company logo displayed on select Conference formality PowerPoint slides

#### Company Branding and Promotion

- Recognition as a Bronze Conference Sponsor
- One (1) Pull-up banners displayed throughout the Conference Venue (sponsor to provide)
- Logo and hyperlink on the Home page and Supporters page of the Conference Website
- Logo displayed on the Stormwater NSW Website
- Sponsor Profile on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- One (1) Logo advertisement banner on the Conference App with a hyperlink back to the organisation website (upload of Sponsor Logo)
- Sponsorship acknowledged in all Conference promotional emails (company logo with hyperlink)

#### Business development opportunities

- Access to delegate contact information via the Conference App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference

### Package Optional Add-On

**25% discount offer on purchase of Pod Exhibition Booth, which includes:**

- One (1) Pod Exhibition Booth
- One (1) Exhibitor Staff Pass (exhibition access and catering only)
- From your exhibition stand, you will have the opportunity to connect with attendees during all catering breaks
- Inclusion in the Exhibitor Passport

# Coffee Cart Sponsor

**Package Fee: \$5,000 (+ GST) (Member)**  
**\$6,500 (+ GST) (Non-Member)**

## *Exclusive Package*

Coffee is an integral part of every Conference delegate's experience. By becoming the Barista Coffee Cart Sponsor, your brand will be at the forefront of delegates' minds when the caffeine kicks in. A barista coffee cart will be available in the exhibition area during all catering breaks.

### Entitlements include:

#### Registration

- Two (2) complimentary full Conference Registrations including a ticket to **franc.fest**

#### Program Involvement

- Company logo displayed on select Conference formality PowerPoint slides

#### Company Branding and Promotion

- Recognition as the exclusive Barista Coffee Cart Sponsor
- Two (2) Pull-up banners displayed at the Coffee Cart location (sponsor to provide)
- Logo and hyperlink on the Home page and Supporters page of the Conference Website
- Logo displayed on the Stormwater NSW Website
- Sponsor Profile on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- One (1) push notification via the Conference App each day
- Sponsorship acknowledged in all Conference promotional emails (company logo with hyperlink)
- Logo displayed on Morning Tea, Lunch and Afternoon Tea break slides

#### Business development opportunities

- Access to delegate contact information via the Conference App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference

### Package Optional Add-On

**50% discount offer on purchase of Pod Exhibition Booth, which includes:**

- One (1) Pod Exhibition Booth
- One (1) Exhibitor Staff Pass (exhibition access and catering only)
- From your exhibition stand, you will have the opportunity to connect with attendees during all catering breaks
- Inclusion in the Exhibitor Passport competition

# Hydrate Sponsor

**Package Fee: \$4,500 (+ GST) (Member)**

**\$5,000 (+ GST) (Non-Member)**

## *Exclusive Package*

This year, **franc.sydney** is reducing our impact on the environment by using portable water stations to refill our bottles, instead of having water bottles on the table. Delegates will be able to drink purified water without impacting the environment.

### Entitlements include:

#### Registration

- One (1) complimentary full Conference Registration

#### Program Involvement

- Recognition on the Website as the Official Hydrate Sponsor
- Company logo displayed on Morning Tea, Lunch and Afternoon Tea holding slides

#### Company Branding and Promotion

- Recognition as the exclusive Hydrate Sponsor
- One (1) Pull-up banner to be displayed near main water station
- Logo and hyperlink on the Home page and Supporters page of the Conference Website
- Logo displayed on the Stormwater NSW Website
- Sponsor Profile on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- One (1) Banner Ad on the Conference App
- Sponsorship acknowledged in all Conference promotional emails (company logo with hyperlink)

#### Business development opportunities

- Access to delegate contact information via the Conference App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference

### Package Optional Add-On

**50% discount offer on purchase of Pod Exhibition Booth, which includes:**

- One (1) Pod Exhibition Booth
- One (1) Exhibitor Staff Pass (exhibition access and catering only)
- From your exhibition stand, you will have the opportunity to connect with attendees during all catering breaks
- Inclusion in the Exhibitor Passport

# Water Bottle Sponsor

**Package Fee: \$4,500 (+ GST) (Member)**  
**\$5,000 (+ GST) (Non-Member)**

## *Exclusive Package*

This year, **franc.sydney** is reducing our impact on the environment by using portable water stations to refill our bottles, instead of having water bottles on the table. As the exclusive Water Bottle Sponsor, you will be able to contribute to reducing our environmental impact by supplying all Delegates with a Water Bottle.

### Entitlements include:

#### Registration

- One (1) complimentary full Conference Registration

#### Program Involvement

- Recognition on the Website as the Official Water Bottle Sponsor
- Company logo displayed on Morning Tea, Lunch and Afternoon Tea holding slides

#### Company Branding and Promotion

- Recognition as the exclusive Water Bottle Sponsor
- One (1) Pull-up banner to be displayed at Conference Venue
- Logo and hyperlink on the Home page and Supporters page of the Conference Website
- Logo displayed on the Stormwater NSW Website
- Sponsor Profile on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- One (1) Banner Ad on the Conference App
- Sponsorship acknowledged in all Conference promotional emails (company logo with hyperlink)

#### Business development opportunities

- Access to delegate contact information via the Conference App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference

### Package Optional Add-On

**50% discount offer on purchase of Pod Exhibition Booth, which includes:**

- One (1) Pod Exhibition Booth
- One (1) Exhibitor Staff Pass (exhibition access and catering only)
- From your exhibition stand, you will have the opportunity to connect with attendees during all catering breaks
- Inclusion in the Exhibitor Passport

# Lanyard Sponsor

## Custom Design

**Package Fee: \$4,000 (+ GST) (Member)**

**\$5,000 (+ GST) (Non-Member)**

## Sponsor Supplied

**Package Fee: \$2,000 (+ GST) (Member)**

**\$3,500 (+ GST) (Non-Member)**

## *Exclusive Package*

To gain access to the Conference, all delegates are required to wear the official name badge. This is an opportunity to have your organisation logo printed on all lanyards alongside the conference logo and gain considerable exposure throughout **franc.sydney** 2024.

## Entitlements include:

### Registration

- One (1) complimentary full Conference Registration including a ticket to **franc.fest**

### Program Involvement

- Recognition on the Website as the Official Lanyard Sponsor
- One pull-up banner to be displayed at Conference Venue

### Company Branding and Promotion

- Recognition as the exclusive Lanyard Sponsor
- One (1) Pull-up banner to be displayed at Conference Venue
- Logo and hyperlink on the Home page and Supporters page of the Conference Website
- Logo displayed on the Stormwater NSW Website
- Sponsor Profile on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- One (1) Banner Ad on the Conference App
- Sponsorship acknowledged in all Conference promotional emails (company logo with hyperlink)

### Business development opportunities

- Access to delegate contact information via the Conference App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference

## Package Optional Add-On

**25% discount offer on purchase of Pod Exhibition Booth, which includes:**

- One (1) Pod Exhibition Booth
- One (1) Exhibitor Staff Pass (exhibition access and catering only)
- From your exhibition stand, you will have the opportunity to connect with attendees during all catering breaks
- Inclusion in the Exhibitor Passport

# Portable Charger Sponsor

**Package Fee: \$3,500 (+ GST) (Member)**  
**\$5,000 (+ GST) (Non-Member)**

## *Exclusive Package*

Technology is an important part of our life. By becoming the Portable Charger Sponsor, you will help all delegates be able to recharge their batteries so they are able to post everything franc on Social Media using#franc.2024.

### Entitlements include:

#### Registration

- One (1) complimentary full Conference Registration

#### Program Involvement

- Company logo displayed on selected Conference formality PowerPoint slides

#### Company Branding and Promotion

- Recognition as the exclusive Portable Charger Sponsor
- One (1) Pull-up banner to be displayed at Conference Venue
- Logo and hyperlink on the Home page and Supporters page of the Conference Website
- Logo displayed on the Stormwater NSW Website
- Sponsor Profile on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- One (1) Banner Ad on the Conference App
- Sponsorship acknowledged in all Conference promotional emails (company logo with hyperlink)

#### Business development opportunities

- Access to delegate contact information via the Conference App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference

### Package Optional Add-On

**25% discount offer on purchase of Pod Exhibition Booth, which includes:**

- One (1) Pod Exhibition Booth
- One (1) Exhibitor Staff Pass (exhibition access and catering only)
- From your exhibition stand, you will have the opportunity to connect with attendees during all catering breaks
- Inclusion in the Exhibitor Passport



# Conference App Sponsor

**Package Fee: \$3,000 (+ GST) (Member)**  
**\$4,500 (+ GST) (Non-Member)**

## *Exclusive Package*

Gone are the days of delegates walking around holding a 50-page delegate workbook. With no physical workbook or program provided to attendees, the Conference App has all important conference information in the palm of each delegate's hand. The Conference App will be a valuable resource onsite for all attendees, providing excellent exposure for your organisation.

### Entitlements include:

#### Registration

- One (1) complimentary full Conference Registration

#### Program Involvement

- Company logo displayed on select Conference formality PowerPoint slides

#### Company Branding and Promotion

- Recognition as the exclusive Conference App Sponsor
- Logo and hyperlink on the Home page and Supporters page of the Conference Website
- Logo displayed on the Stormwater NSW Website
- One (1) Pull-up Banner to be displayed at Conference Venue
- Logo on Homepage of the Conference App
- Sponsor Profile on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- One (1) Logo advertisement banner on the Conference App with a hyperlink back to organisation website (upload of sponsor logo)
- Sponsorship acknowledged in all Conference promotional emails (company logo with hyperlink)

#### Business development opportunities

- Access to delegate contact information via the Conference App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference

#### Package Optional Add-On

**20% discount offer on purchase of Pod Exhibition Booth, which includes:**

- One (1) Pod Exhibition Booth
- One (1) Exhibitor Staff Pass (exhibition access and catering only)
- From your exhibition stand, you will have the opportunity to connect with attendees during all catering breaks
- Inclusion in the Exhibitor Passport

# Keynote Sponsor

**Package Fee: \$3,000 (+ GST) (Member)**

**\$4,000 (+ GST) (Non-Member)**

## 2 Packages Available

Your organisation will be exposed to the full Conference audience who will associate your organisation with industry leaders and best practice. Please visit our conference website for more information on our confirmed program.

*This opportunity is subject to approval by the Committee.*

### Entitlements include:

#### Registration

- One (1) complimentary full Conference Registration

#### Program Involvement

- Recognition within the program next to the Keynote being sponsored
- Opportunity to introduce your sponsored Keynote session/presenter
- Company logo displayed on sponsor and sponsored session formality PowerPoint slides

#### Company Branding and Promotion

- Recognition as the exclusive Keynote Speaker Sponsor
- Logo and hyperlink on the Home page and Supporters page of the Conference Website
- Logo displayed on the Stormwater NSW Website
- One (1) Pull-up Banner to be displayed at Conference Venue
- Sponsor Profile on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- Sponsorship acknowledged in all Conference promotional emails (company logo with hyperlink)

#### Business development opportunities

- Access to delegate contact information via the Conference App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference

#### Package Optional Add-On

**25% discount offer on purchase of Pod Exhibition Booth, which includes:**

- One (1) Pod Exhibition Booth
- One (1) Exhibitor Staff Pass (exhibition access and catering only)
- From your exhibition stand, you will have the opportunity to connect with attendees during all catering breaks
- Inclusion in the Exhibitor Passport

# Concurrent Stream Sponsor

**Package Fee: \$2,000 (+ GST) (Member)**  
**\$2,750 (+ GST) (Non-Member)**

## 3 Packages Available

Your organisation will be exposed to a large audience who will associate your organisation with industry leaders and best practice. Please visit our conference website for more information on our confirmed program.

*This opportunity is subject to approval by the Committee.*

### Entitlements include:

#### Registration

- One (1) complimentary full Conference Registration

#### Program Involvement

- Recognition within the program next to the Concurrent Stream being sponsored
- Opportunity to Chair your sponsored concurrent stream
- Company logo displayed on sponsor and sponsored session formality PowerPoint slides

#### Company Branding and Promotion

- Recognition as a Concurrent Stream Sponsor
- One (1) Banner displayed at Conference Venue
- Logo and hyperlink on the Supporters page of the Conference Website
- Logo displayed on the Stormwater NSW Website
- Sponsor Profile on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- Sponsorship acknowledged in all Conference promotional emails (company logo with hyperlink)

#### Business development opportunities

- Access to delegate contact information via the Conference App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference

### Package Optional Add-On

**25% discount offer on purchase of Pod Exhibition Booth, which includes:**

- One (1) Pod Exhibition Booth
- One (1) Exhibitor Staff Pass (exhibition access and catering only)
- From your exhibition stand, you will have the opportunity to connect with attendees during all catering breaks
- Inclusion in the Exhibitor Passport

# Community Group Support Sponsor

Package Fee: \$2,000 (+ GST) (Member)

\$3,000 (+ GST) (Non-Member)

## *Multiple Packages Available*

In order to support local Community Groups and enable them to participate at **franc.sydney**, we are encouraging sponsorship from organisations who support the work of community volunteers protecting our environment and our waterways. Your support will cover registration for 2 community groups or student participants at **franc.sydney**.

### Entitlements include:

#### Company Branding and Promotion

- Recognition as a Community Group Support Sponsor
- Logo and hyperlink on the Supporters page of the Conference Website
- Logo displayed on the Stormwater NSW Website
- One (1) Pull-up Banner displayed at Conference Venue
- Sponsor Profile on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- Sponsorship acknowledged in all Conference promotional emails (company logo with hyperlink)

#### Business development opportunities

- Access to delegate contact information via the Conference App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference

### Package Optional Add-On

**50% discount offer on purchase of Pod Exhibition Booth, which includes:**

- One (1) Pod Exhibition Booth
- One (1) Exhibitor Staff Pass (exhibition access and catering only)
- From your exhibition stand, you will have the opportunity to connect with attendees during all catering breaks
- Inclusion in the Exhibitor Passport

## Do you need a custom package?

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 **franc.sydney 2024** Conference

## Trade Exhibitor Insurance

Exhibitors should consult their own insurance companies 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 on the evening of Tuesday 16th April 2024 until the completion of bump-out on the evening of Thursday 18th April 2024.

## Floorplan

The 2024 exhibition floor plan will be available in early 2024. Premium sponsors will be given first booth preferences (limited time only) followed by other exhibiting companies in order that booking forms are received by GEMS.

## Exhibitor Information Portal

2 months prior to the event, exhibitors will be provided with login details to a dedicated Exhibitor Portal, where you will be required to complete the following:

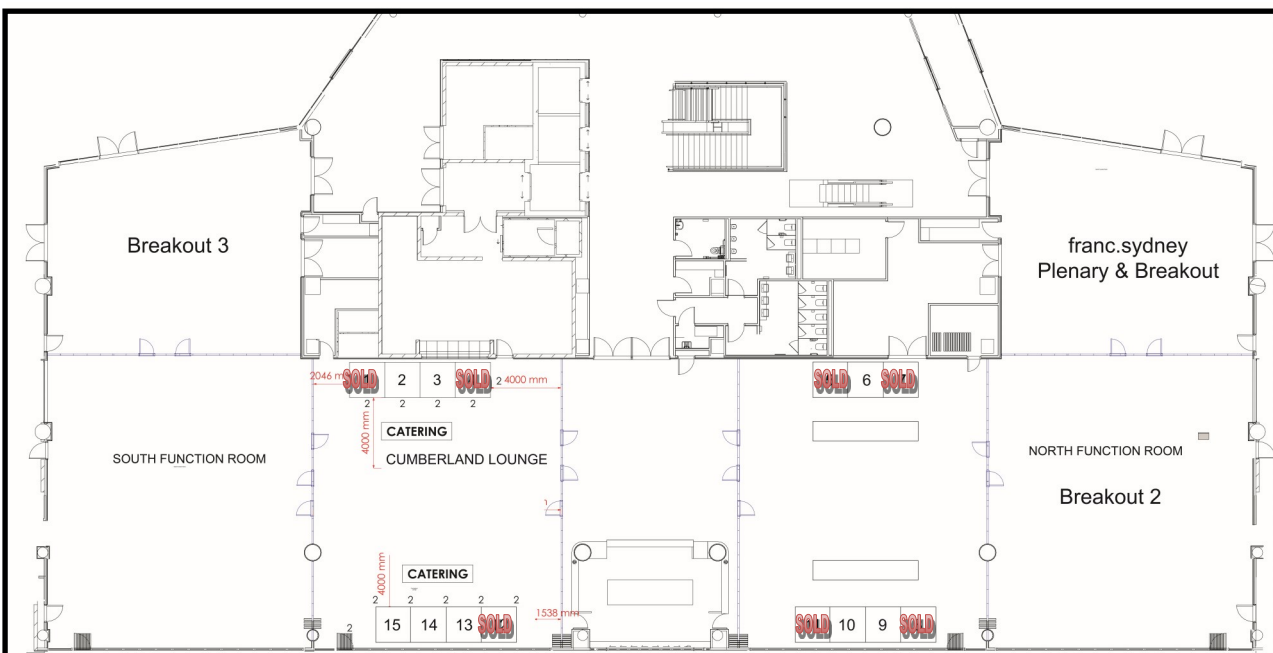
- Upload of company logo (jpg format)
- Custom fascia signage for your booth
- Upload a 250-word company profile
- Upload Promotional brochures/videos
- Upload Public Liability Insurance
- Exhibitor Passport Q&A
- Any Exhibitor Passport prize donation/s
- Exhibitor staff passes
- Any complimentary registrations

Within the portal you will have access to the detailed Information for Exhibitors document, providing you with all the information needed in order to plan for your attendance as a Trade Exhibitor at **franc.sydney 2024**. You will also have access to the final exhibition floor plan.

## Pod Upgrades

This year, this is an opportunity to purchase a pod upgrade to full panel printing, at an additional fee. If you wish to proceed with this option, please select this on your booking form.

If selected, we will be in contact you with for further information, including artwork and submission deadlines.



**Crystal Torley**  
Sponsorship and Exhibition Manager  
GEMS Event Management Australia  
+61 2 9744 5252 [ctorley@gemsevents.com.au](mailto:ctorley@gemsevents.com.au)

# 'Pod' Exhibition

**Package Fee: \$3,750 (+ GST) (Member)**

**\$4,750 (+ GST) (Non-Member)**

## *Multiple Packages Available*

The 'Pod' Booth opens up your exhibition space and puts your Organisation directly in front of delegates. Graphic panel upgrades are available to brand your pod for maximum visual effect, showcasing your branding in a bigger and better way than ever before. Furniture package upgrades are also available for you to add tables, chairs and brochure stands to extend your presence beyond your pod.

The trade exhibition runs from 8.30 am on Wednesday, 17 April until the conclusion of the program on Thursday, 18 April and will be located in the Pre-function space in the Cumberland Lounge at CommBank Stadium. All delegate catering will be served amongst the Trade Exhibition Area.

### Pod Booth Inclusions

- Pod Booth (within 2m x 2m space)
- 1 built-in cupboard
- 1 x LED arm light
- 1 x 4amp power outlet

### Pod Booth Inclusions

- One (1) complimentary Exhibitor Staff Pass (exhibition access and catering only)  
Note: So that all members of staff can enjoy Morning Tea, Lunch and Afternoon Tea with Delegates, the exhibiting company will be charged \$85.00 per day for any additional staff member who is working at the Exhibition, to cover the catering fees charged by the venue.



### Company branding and Promotion

- Sponsor Profile on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- Logo and Hyperlink on Supporters page of the Conference Website
- Inclusion in the Exhibitor Passport
- 1 Pull-up banner (supplied by sponsor) to be placed throughout the venue

### Business development opportunities

- Access to delegate contact information via the Conference App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference

# Sponsorship/Exhibition Booking Form

Please complete this Booking Form and return to [ctorley@gemsevents.com.au](mailto:ctorley@gemsevents.com.au)

Contact Person	
Position	
Company	
Postal Address	
Mobile	
Email	
Website	

## Sponsorship/Exhibition Options

Exhibition Package	Cost excl. GST	Quantity	Sub -Total
Exhibition Booth (2.0m x 2.0m)	\$3,750 (Member) \$4,750 (Non-member)		
Exhibition Booth Upgrade to Full Panel Printing			
Sponsorship Package	Cost excl. GST	Quantity	Sub -Total
Platinum Conference Sponsor	\$8,000 (Member) \$9,500 (Non-member)		
Diamond Conference Sponsor	\$8,000 (Member) \$9,500 (Non Member)		
Gold Conference Sponsor	\$6,500 (Member) \$8,000 (Non-member)		
Silver Conference Sponsor	\$5,000 (Member) \$6,500 (Non-member)		
Bronze Conference Sponsor	\$2,500 (Member) \$4,000 (Non-member)		
franc.fest Sponsor	\$6,000 (Member) \$7,500 (Non-member)		
Barista Coffee Cart Sponsor	\$5,000 (Member) \$6,500 (Non-member)		
Hydrate Sponsor	\$4,500 (Member) \$5,000 (Non-member)		
Water Bottle Sponsor	\$4,500 (Member) \$5,000 (Non-member)		

# Sponsorship/Exhibition Booking Form

Please complete this Booking Form and return to [ctorley@gemsevents.com.au](mailto:ctorley@gemsevents.com.au)

## Sponsorship/Exhibition Options

Sponsorship Package	Cost excl. GST	Quantity	Sub -Total
Lanyard Sponsor (Custom Design)	\$4,000 (Member) \$5,500 (Non-member)		
Lanyard Sponsor (Sponsor Supplied)	\$2,000 (Member) \$3,500 (Non-member)		
Portable Charger Sponsor	\$3,500 (Member) \$4,500 (Non-member)		
Conference App Sponsor	\$3,000 (Member) \$4,500 (Non-member)		
Concurrent Stream Sponsor	\$2,000 (Member) \$2,750 (Non-member)		
Keynote Sponsor	\$3,000 (Member) \$4,000 (Non-member)		
Community Group Support Sponsor	\$2,000 (Member) \$3,000 (Non-member)		

I/We wish to sponsor/exhibit at **franc.sydney** 2024 and apply 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. We/I 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: \_\_\_\_\_



# Terms and Conditions

- Exhibition space will be allocated on a 'first in, first served' basis. Booths will be allocated in order of receipt of booking forms.
- Payment does not have to accompany the booking form; however, payment terms and conditions must be adhered to, or else the booth may be released for sale to another exhibitor.
- Upon receipt of the signed booking form, the Conference Organiser will confirm entitlements in writing and forward a booking confirmation along with a tax invoice.
- The full amount of the booking must be paid within 30 days from the date of invoice and no later than 2 weeks prior to the Conference.
- For late bookings, the full amount of the booking must be finalised prior to the conference commencement date. No exhibitor will be allowed to occupy the exhibition space until all monies owing to the Conference Organiser are paid in full.
- All amounts are payable in Australian Dollars. Direct Debits are to be made out to the account number on the bottom of the Tax invoice.
- All credit card payments will incur a credit card processing fee. Fees (as at 1st January 2023) are: American Express 1.73% + \$0.20 Transaction Fee, Mastercard: 0.87% and Visa 0.9%. All payments must include 10% Goods and Services Tax.
- Acceptance of sponsorship and exhibition bookings is at the discretion of the Conference Organising Committee.
- Sponsors/Exhibitors are not permitted to assign, sublet or apportion the whole or any part of their package/ booked space unless prior consent in writing from the Conference Organisers is provided.
- Placement of all sponsor and other purchased advertisements on the Conference App is at the discretion of the committee.
- Choice of lanyard is at the discretion of the committee.
- All exhibitors must produce a valid Public Liability Insurance Certificate of Currency for the period of the exhibition and must be submitted to the Conference Organiser by the allocated date.
- The Conference Organiser reserves the right in unforeseen circumstances to amend or alter the exact site or location of the stand and the exhibitor undertakes to agree to any alteration to the site or the space reallocated by the Conference Organiser.
- The Conference Organiser reserves the right to change the exhibition floor layout if necessary.
- A completed booking form is required to confirm your sponsorship of trade exhibition booth booking.
- The Conference Organiser agrees to provide the exhibitor with an Exhibition Manual prior to the exhibition for the purpose of communicating required actions on part of the exhibitor.
- The Conference Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents entry to the exhibition if they do not hold a Conference name badge.
- The Conference Organiser will arrange security onsite, if required by the venue, during the period of the exhibition but will accept no liability for loss or damage.
- The Conference Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally, the Conference Organiser will not be accountable for the level of commercial activity generated.
- The exhibitor must comply with all the directions/requests issued by the Conference Organiser including those outlined in the Exhibition Manual.
- The exhibitor will not display or exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.
- The exhibitor agrees to adhere to all Conference venue rules and regulations.
- Official contractors will be appointed by the Conference Organiser to undertake stand construction, freight forwarding (if applicable) supply of furniture, electrics and IT Equipment. This is for insurance and security reasons.
- Discounts for any entitlements not used or required will not be provided.
- The exhibitor must submit plans and visuals of custom-designed exhibits, if applicable, to the Conference Organiser by no later than Friday, 9th February 2024. Exhibitors failing to do so may be denied access to the exhibition to build or may be required to cease building.
- All bookings are subject to approval by the Conference Committee.

## Cancellation Policy

- 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.
- Cancellations received after the sponsoring company has received the above-mentioned acknowledgements, cannot be accepted, and will not be refunded.
- Cancellations received in writing by the Conference Organisers by Monday 29th January 2024 will be accepted, and all fees refunded less an AUD\$550 administration fee. Cancellations received after this date will not be eligible for a refund.

I/We agree to adhere to the Terms and Conditions and Cancellation Policy laid out in the Sponsorship and Exhibition Prospectus.

Signed:

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Name (Print):

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Position:

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Date:

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