
AusCERT2007 Sponsor Manual

20 May – 23 May 2007
Crowne Plaza Royal Pines Resort
Gold Coast, Queensland



Conference Organisers:

**MARTIN
LACK &
ASSOCIATES**

TABLE OF CONTENTS

CONTACTS	3
DEADLINES	4
CONFERENCE LOCATION	4
SPONSORSHIP PAYMENT	4
SPONSOR WORDS FOR DELEGATE HANDBOOK	4
PROMOTIONAL MATERIAL FOR DELEGATE SACHEL	5
DELEGATES/EXHIBITOR STAFF	5
DELIVERIES AND BUMP IN / BUMP OUT	6
BOOTH FOOD & BEVERAGE GIVEAWAYS	6
SPONSOR PRIZE DRAWS	6
EXHIBITION HOURS	6
BOOTH DETAILS	7
APPENDIX	8

CONTACTS

We are delighted that you are involved in AusCERT2007. We are keen to make it a win-win for all the stakeholders including Speaker, Sponsors and Delegates.

Please find below your event contact who will assist you in making this event a success:

Rebecca Cheb

Martin Lack & Associates

39 Tinarra Crescent

Kenmore Hills QLD 4069

Phone: (07) 3878 2974

Fax: (07) 3378 9513

Mobile: 0417 601 554

Email: rebecca.cheb@mlaa.com.au

DEADLINES

We want to maximise your participation in the conference, to achieve this we've provided some key deadlines. Please submit all items to **Rebecca Cheb** (unless instructed otherwise)

Submit logo (in print quality vector eps format)	12 February 2007
Pay Sponsorship Invoice	1 March 2007
Submit Sponsor Words for the delegate handbook	5 April 2007
Send Promotional Material for Delegate Satchel	4 May 2007
Register Exhibitor Staff	4 May 2007
Confirm Fascia Board signage with Pyramid Displays	4 May 2007
Confirm any special needs for power or network	4 May 2007
Pay Delegate Registration Invoices	11 May 2007
Order additional furniture for booth through Pyramid Displays	11 May 2007

CONFERENCE LOCATION

AusCERT2007 is to be held at the Crowne Plaza Royal Pines Resort, Ross Street, Ashmore on the Gold Coast from the Sunday 20th – Wednesday 23rd May 2007.

SPONSORSHIP PAYMENT

It is mandatory that all sponsorship payments are made before exhibitors enter the exhibition to setup, failure to pay may result in refusal to exhibit. If payment is not received before the Delegate Handbook goes to print your Logo and Sponsor Words will not be included.

To reward sponsors that do the right thing, any organisation that pays within two months of receipt of invoice is guaranteed the same level of sponsorship for 2008.

SPONSOR WORDS FOR DELEGATE HANDBOOK

As a sponsor you are invited to submit words for the delegate handbook. Each level of sponsorship incorporates the number of words you may submit, please refer to the below table.

Sponsorship Level	Number of Words
Platinum	300
Gold	250
Silver	200
Bronze	150

These words should be used to persuade delegates to visit your stand or meet your staff at the conference. Therefore they should describe interesting products or services you will have on display. From our experience, delegates generally know all of the sponsors, so a corporate statement is not the best use of this space. We need your words by **Thursday 5 April**.

In addition to these words please include phone, email and web address details you would like delegates to use to reach you after the conference is over. These can be for a specific person with direct phone/email OR a generic address like a call centre and info@sponsor.com.

Example

Phone: 07 3878 2974

Email: info@sponsor.com

Web: www.sponsor.com/itsecurity

PROMOTIONAL MATERIAL FOR DELEGATE SACHEL

Promotional Material for the delegate satchel is required by **Friday 4 May**. You should plan to provide **1100** sets; we will advise if this number changes substantially.

Each sponsor is entitled to supply 3 items that can be included in the satchel. Please note a folder pre-packed with inserts counts as one item. We encourage you to be creative about promotional material for the satchel and consider saving brochures for your booth.

All material should be sent directly to Martin Lack & Associates and must be clearly marked with the Promotional Material Delivery Label found in the Appendix of this manual.

DELEGATES/EXHIBITOR STAFF

For security reasons each exhibiting company must register all staff members manning the stand to ensure that Exhibitor badges are prepared in advance.

Each level of sponsorship incorporates a number of free registrations for delegates and exhibitor staff, please refer to the below table.

Sponsorship Level	Number of Complimentary Delegates (Please refer to key below for entitlements)
Platinum	3 X Full Delegates(#), 3 X Day Exhibitors(*)
Gold	2 X Full Delegates(#), 3 X Day Exhibitors(*)
Silver	1 X Full Delegate(#), 3 X Day Exhibitors(*)
Bronze	1 X Three Day Exhibitor("), 2 X Day Exhibitors(*)

Please register your staff at <http://secureregistrations.com/ACERT7S> no later than **4th May 2007**. Should names change after this initial registration, you should advise Rebecca in writing at email: rebecca.cheb@mlaa.com.au

Rates for additional personnel:

Full Delegate - Member AU\$990 per person, Non Member AU\$1375 per person. This includes morning/afternoon teas, luncheons and all evening social events, golf, collateral and attendance of conference sessions, it excludes tutorials and accommodation. When registering, Members use the Delegate Earlybird – Member rate, Non Members use Delegate Earlybird 4 plus rate.

* Day Exhibitor - AU\$66.00 per person/per day. This includes morning/afternoon teas, luncheons, welcome reception and sponsor cocktail evening, it excludes conference dinner, golf, collateral, attendance of conference sessions/tutorials and accommodation.

" Three Day Exhibitor - AU\$460 per person for three days. This includes morning/afternoon teas, luncheons and evening social events and collateral, it excludes golf and attendance of conference sessions, tutorials and accommodation.

A full delegate ticket can be used by different people on different days which allows you to involve a range of staff over the whole period. Please email your list of names and specified days prior to the event to Rebecca at rebecca.cheb@mlaa.com.au

Accommodation at the Crowne Plaza Royal Pines Resort will book out fast, it is recommended that you register and book your accommodation online as early as possible. Other accommodation will be made available at offsite venues with a shuttle bus service.

Morning and afternoon teas will be provided in the Exhibition Area for Exhibition Staff and Delegates.

Exhibitor lunch catering will be available from one hour prior to Delegate breaks. Please ensure you take advantage of this time so that you can be available on your booth when delegates break.

DELIVERIES AND BUMP IN / BUMP OUT

There are 60 exhibitors at the conference so it is critical that your material is clearly marked, please use the Exhibition Material Delivery Label found in the Appendix of this manual when sending your goods directly to the Crowne Plaza Royal Pines Resort.

Bump In of Exhibitor Stands should occur from 12:00pm – 6:00pm on Sunday 20th. The delegates will be attending the Welcome Cocktail Party in the exhibition area from 6:00pm, it is important that your stand is dressed and ready by this time.

Bump Out of Exhibitor Stands can commence after the Afternoon Tea break on the 23rd May. A Bump Out Form will be supplied to each booth; this form includes information about your shipping agent and consignment notes. This form allows us to follow up with your freight company if the items have not been picked up promptly. Please complete the form and leave it with the items in your booth that require shipping. An example of this form can be found in the Appendix of this manual.

Please note:

- Exhibitors are responsible for their own shipping to and from the venue.
- Physical Security will be provided overnight in the exhibition but no commitment is implied or given. You must lock down or remove all attractive items when the booth is un-occupied.
- The members of the organising committee, AusCERT, Crowne Plaza Royal Pines Resort and Martin Lack & Associates accept no liability for personal accident nor loss or damage suffered by any participant, accompanying person, invited observer or any other person by whatever means. Neither do we accept liability for any equipment or software or other goods of whatever form brought to the Conference by delegates, speakers, sponsors or any other party.
- All sponsors are responsible for obtaining insurance for their equipment in transit to and from the Conference and at the Conference venue.

BOOTH FOOD & BEVERAGE GIVEAWAYS

The exhibition takes place within a hotel which has strict regulations in regards to alcohol and food which it has to adhere to. Exhibitors wishing to provide food or beverage giveaways from their booth must seek approval from Martin Lack & Associates. Please email Rebecca with your requests rebecca.cheb@mlaa.com.au

SPONSOR PRIZE DRAWS

We can announce the winners of any prize draws undertaken at your booth. Please fill in the Sponsor Prize Draw Details Form which can be found in the Appendix of this manual and return it to the Registration Desk. This will allow us to announce the winner over the PA system during the breaks. Extra copies of the Sponsor Prize Draw Details Form will be available at the Registration Desk. Be aware the last reasonable opportunity for announcements is lunch time on Wednesday.

EXHIBITION HOURS

The Exhibition hours are as follows:

Sunday	20 May	6:00pm to 8:00pm
Monday	21 May	8:00am to 8:00pm
Tuesday	22 May	8:00am to 5:00pm
Wednesday	23 May	8:00am to 3:30pm

BOOTH DETAILS

All booths come with:

- Simple Shell Scheme
- Fascia Board with Company Name
- Power
- Internet Connection – hard wired
- Clothed Table
- 2 X Chairs

Wireless base stations are actively discouraged, please let Martin Lack & Associates know if you are even slightly thinking about installing one of these.

If you have any special needs for high power or special telecoms please let Martin Lack & Associates by **4 May 2007**.

You should budget for the costs of installing a booth to your own design, any special furniture you require and any special accessories like brochure displays. You are at complete liberty to use your own suppliers for all your display, however shown below are the local companies we use ourselves.

If you require audio visual equipment for your stand, contact:

Avantage

Contact: Adam Albrecht

Phone: (07) 5597 8491

Email: av@rpr.com.au

Should you wish to hire additional furniture (ie bookshelf, stools, brochure stands) you can make an online request for quotation or to upgrade or customise your booth please contact:

Pyramid Displays

Contact: Bruce McEwen

Phone: (07) 5522 1133

Email: info@pyramiddisplays.com.au

Web: www.pyramiddisplays.com.au

APPENDIX

1. Promotional Material Delivery Label (Goods for Delegate Satchel)
2. Exhibition Material Delivery Label (Goods for stand at Exhibition)
3. Sponsor Prize Draw Details Form
4. Bump Out Form

PROMOTIONAL MATERIAL

Exhibitor Name:

Attention AusCERT2007

c/- Martin Lack & Associates

39 Tinarra Crescent

Kenmore Hills Qld 4069

Phone (07) 3878 2974

Box _____ of _____

A copy of this form should be affixed to every box of promotional material you send to Martin Lack & Associates for inclusion in the delegate satchel.

EXHIBITION MATERIAL

Exhibitor Name:

Attention AusCERT2007 for use 19 May 2007

c/- Banquets

Crowne Plaza Royal Pines Resort

Ross Street

Ashmore, Queensland, Australia

Phone (07) 5597 1111

Box _____ of _____

A copy of this form should be affixed to every box you send to the conference.

AUSCERT2007 BUMP OUT

As you know couriers often turn up with incomplete information. We can help you help them if you fill in the following details about the goods you are dispatching.

Who is sending it?	
Name	
Organisation	
Phone	
Email	

Who is the freight company?	
Courier Company	
Booking Reference	
Phone	
Booked Pickup Date and Time	
Number of Items	

Who is receiving it?	
Destination 1	Name: Organisation: Street: Suburb: State: Number of Items:
Destination 2	Name: Organisation: Street: Suburb: State: Number of Items:
Destination 3	Name: Organisation: Street: Suburb: State: Number of Items:

This form should be left in the booth with all the items you are despatching from the conference exhibition.