



AusCERT2008 Sponsor Manual

**18 May – 23 May 2008
Crowne Plaza Royal Pines Resort
Gold Coast, Queensland**

Version 4, updated 29 March with details about Green Brochures.

Conference Organisers:

**MARTIN
LACK &
ASSOCIATES** |

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CONTACTS

We are delighted that you are involved in AusCERT2008. We are keen to make it a win-win for all the stakeholders including Speakers, Sponsors and Delegates.

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

Kristina Martin & Martin Lack

Martin Lack & Associates
39 Tinarra Crescent
Kenmore Hills QLD 4069
Phone: (07) 3878 2974
Fax: (07) 3378 9513
Email: auscertsponsors@mlaa.com.au

DEADLINES

We want to maximise your participation in the conference, so 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)	18 February 2008
Pay Sponsorship Invoice	7 March 2008
Submit Sponsor Words for the delegate handbook	4 April 2008
Submit Title, Abstract and Bio for Presentation (Platinum, Gold & Silver Sponsors Only)	4 April 2008
Save the planet and provide us with electronic copies of your delegate brochures. These will be distributed on the delegate 2Gb USB drive. Your budget is 40Mb for Platinum, 30Mb for Gold, 20Mb for Silver and 10M for Bronze and Associate sponsors.	8 April 2008
Send Promotional Material for Delegate Satchel	2 May 2008
Register Exhibitor Staff	2 May 2008
Confirm Fascia Board signage with Pyramid Displays	2 May 2008
Confirm any special needs for power or network	2 May 2008
Pay Delegate Registration Invoices	9 May 2008
Order additional furniture for booth through Pyramid Displays	9 May 2008

CONFERENCE LOCATION

AusCERT2008 is to be held at the Crowne Plaza Royal Pines Resort, Ross Street, Ashmore on the Gold Coast from Sunday 18 to Wednesday 21 May 2008. Platinum, Gold, Silver and Bronze Sponsors will exhibit during these dates.

Tutorials will be held from Thursday 22 to Friday 23 May which is when Associate Sponsors will exhibit.

SPONSORSHIP PAYMENT

If a sponsorship invoice has NOT been paid by March 18 2008, your participation may be forfeited and the spot offered to other vendors. All decisions about speaker slots, branding and upgrades will be based on the date your sponsorship invoice is paid. It is mandatory that all payments are made before the handbook goes to print.

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
Associates	80

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 **Friday 4 April**.

In addition to these words please include phone, email and web address details (in the format shown below) for delegates 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 such as info@sponsor.com.

Example

Phone: 07 3878 2974

Email: info@sponsor.com

Web: www.sponsor.com/itsecurity

PROMOTIONAL MATERIAL FOR DELEGATE SACHEL

Save the planet and provide us with electronic copies of your delegate brochures. These will be distributed on the delegate 2Gb USB drive. Your budget is 40Mb for Platinum, 30Mb for Gold, 20Mb for Silver and 10M for Bronze and Associate sponsors. At least they'll be taken back to the office! Required by **Tuesday 8 April**.

In addition, all planet-savers will have a special symbol against their company name in the handbook. You can also provide us with a slide for 5 second display at the start of each day. Let's go green!

Alternatively, promotional Material for the delegate satchel is required by **Friday 2 May**. You should plan to provide **1100** sets; we will advise if this number changes substantially.

Each sponsor is entitled to supply items to be included in the satchel. Platinum, Gold, Silver and Bronze sponsors can supply up to 3 items, Associate sponsors can supply 1 item. Please note a folder pre-packed with inserts counts as one item. However, we do 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(#) and 9 X Exhibitor-Day-Passes(*)
Gold	2 X Full Delegates(#) and 9 X Exhibitor-Day-Passes (*)
Silver	1 X Full Delegate(#) and 9 X Exhibitor-Day-Passes (*)
Bronze	1 X Exhibitor-Three-Day-Pass(“) and 6 X Exhibitor-Day-Passes (*)
Associate	2 X Associate Exhibitor(~)

Please register your staff at <http://secureregistrations.com/ACERT8S> no later than **2 May 2008**. Should names change after this initial registration, you should advise in writing at email: auscertsponsors@mlaa.com.au

Rates for additional personnel:

Full Delegate - Member AU\$1089 per person (Select the Earlybird Member rate), Non Member AU\$1507 per person (Select the 4Plus Non-Member rate) – Monday to Wednesday inclusive. The Earlybird rate will be allowed even after the Earlybird closes.

INCLUSIONS: morning/afternoon teas, luncheons and all evening social events, golf, collateral and attendance of conference sessions.

EXCLUSIONS: tutorials and accommodation.

* Exhibitor-Day-Pass - AU\$66.00 per person/per day.

INCLUSIONS: morning/afternoon teas, luncheons, welcome reception and sponsor cocktail evening.

EXCLUSIONS: conference dinner, golf, collateral, attendance of conference sessions/tutorials and accommodation.

- “ Exhibitor-Three-Day-Pass - AU\$460 per person – Monday to Wednesday inclusive.
INCLUSIONS: morning/afternoon teas, luncheons and evening social events and collateral.
EXCLUSIONS: golf, attendance of conference sessions, tutorials and accommodation.
- ~ Associate Exhibitor – AU\$66.00 per person/per day – Thursday and Friday ONLY.
INCLUSIONS: morning/afternoon teas and lunch.
EXCLUSIONS: collateral, attendance of tutorials and accommodation.

Accommodation at the Crowne Plaza Royal Pines Resort will book out rapidly. 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 complimentary 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 in the undercover tennis courts from one hour prior to Delegate breaks. Please ensure you take advantage of this time so that you can be available at 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 to 5:30pm on Sunday 18 May. The delegates will be attending the Welcome Cocktail Party in the exhibition area from 6:00pm; it is important your stand is dressed and ready by this time.

Bump Out of Exhibitor Stands can commence **after** the Afternoon Tea break on Wednesday 21 May. A Bump Out Form will be supplied to each booth; this form includes information about your shipping agent and consignment notes. This form assists in the 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.

Associates Bump In at 7:00am on Thursday 22 May; Bump Out after afternoon tea Friday 23 May.

Please note:

- Exhibitors are responsible for arranging and payment of 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 not 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 as well as 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 must adhere to. Exhibitors wishing to provide food or beverage giveaways from their booth must first seek approval from Martin Lack & Associates. Please email with your requests auscertsponsors@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 on Wednesday or Friday is lunch time.

PLEASE NOTE we will only announce winners of prize draws. Promotion of prize draws is the responsibility of the exhibitor.

EXHIBITION HOURS

The Exhibition hours are as follows:

Conference

Sunday	18 May	6:00pm to 8:00pm
Monday	19 May	8:00am to 8:00pm
Tuesday	20 May	8:00am to 5:00pm
Wednesday	21 May	8:00am to 3:30pm

Associates

Thursday	22 May	8:00am to 3:30pm
Friday	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 know by **2 May 2008**.

You should budget for the costs of installing a custom designed booth (if this is what you prefer), any special furniture you require and any special accessories such as 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.

AV Equipment Hire

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

Consol

Contact: Bill Kariatiana

Phone: (07) 5571 2852

Email: info@con-sol.com.au

Web: www.con-sol.com.au/

Furniture Display Hire

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 AusCERT2008

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 AusCERT2008 for use 18 May 2008

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.

AUSCERT2008 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.