

Australasian Association of
Professional Organisers Inc



2012 AAPO
(Australasian Association of
Professional Organisers)
Conference &
Organising Exposition
Shooting for Goals:
Turning Vision into Action
19-21 July 2012
Melbourne, Australia

Call for Sponsorship

Introduction

The AAPO Annual Conference and Organising Exposition draws professional organisers from around Australasia and the world. It is the ideal environment to showcase the latest and greatest organising and business support products and services. The conference offers:

- **Networking opportunities** with colleagues and speakers
- **First Class speakers** and cutting-edge topics
- **Professional education** (both pre-conference and conference sessions)
- **Organising Exposition** featuring the most current productivity and efficiency products and services for commercial business and residential organising as well as general business support products and services.

The 2012 Conference Committee invites submissions from sponsors for the 6th Annual Conference and Organising Exposition of the Australasian Association of Professional Organisers (AAPO) which will be held 19-21 July 2012 in the CBD of Melbourne, Australia.

Our delegates and their clients are your potential customers/clients! We expect 80-100 delegates to attend the 2012 conference. You can become a sponsor of the AAPO conference through a variety of packages outlined in this proposal. We have made it easy and exceptionally affordable for your business to take part in this unique event.

Some statistics to consider:

- 64% of our members recommend products and services to their clients
- 81% purchase products on behalf of their clients
- 99% are small business owners
- Our members' clients cover the entire spectrum of individuals, families, and businesses. The demographics range from middle class to extremely high net worth individuals and families; and from small to large businesses in a wide cross section of industries.

Please select from the Sponsorship Packages below.

To apply for sponsorship simply fill in the form below, scan and email it with "**Sponsorship**" in the subject line to: conference@aapo.org.au

To request further information about being a Sponsor, email: conference@aapo.org.au with "**Sponsorship Query**" in the subject line.

The **Organising Exposition** component of the conference will take place on July 20th and 21st.

Upon approval of your application, you will be issued with an invoice and your payment (due on receipt) confirms your sponsorship.

Warm regards

The 2012 AAPO Conference Subcommittee

Sponsorship Packages

Platinum Sponsorship

is the top level of sponsorship and includes:

- Your business **logo on all promotional material** relating to the conference featuring your company as a Platinum Sponsor.
- Your business **logo shown as Platinum sponsor hyperlinked from the AAPO website** from date of sponsorship payment until one week after conference.
- **Naming rights** to one event, or speaker session during the conference, eg the xxxx Gala Dinner.
- **Verbal acknowledgement** of your sponsorship at appropriate times throughout the conference (minimum of 3 times per day).
- One **5-minute speaking opportunity** (at time to be scheduled) at conference.
- **Logo, company details and sponsorship level** mentioned in delegate folder and on selected signage.
- **Trade table** at Expo for display of promotional materials of your choice.
- **Promotional inserts** (product and/or literature) included in delegate packs.
- **Door prizes** – sponsor to provide 3 or more - min retail value \$100 each - Company acknowledged at time of draw.
- **Provision for company banners** to be displayed for all photo opportunities at appropriate times.
- **One complimentary gala dinner ticket**, additional tickets at \$100.
- **Access to list of (opted in)** delegates attending the conference.
- **Conference registration for one company representative**, additional registrations at normal member rates.
- **Optional full-page advertisement** in program at additional cost of \$50. Sponsor to provide all artwork to required specifications.

Investment \$1000

Gold Sponsorship

is the second level of sponsorship and includes:

- Your business **logo on all promotional material** relating to the conference featuring your company as a Sponsor – in smaller size than platinum sponsor.
- Your business **logo displayed as Gold Sponsor on the AAPO website** (not linked) from date of sponsorship payment until one week after conference.
- **Verbal Acknowledgement** of your sponsorship once a day on each day of conference.
- **Logo, Company details and sponsorship level** mentioned in delegate folder and on selected signage.
- **Trade Table** at Expo for display of promotional materials of your choice.
- **Promotional Inserts** (product and/or literature) included in delegate packs.
- **Door Prizes** – sponsor to provide 1 or more - min retail value \$100 each - Company acknowledged at time of draw.
- **Optional Half Page Advertisement** in program at additional cost of \$50. Sponsor to provide all artwork to required specifications.
- **Access to list of (opted in)** delegates attending the conference.
- **Gala Dinner Tickets** available at \$100 per ticket.
- **Conference registrations** available at member rates.

Investment of \$750

Silver Sponsorship

is the third level of sponsorship and includes

- Your business **logo as Silver Sponsor displayed on the AAPO website** (not linked) from date of sponsorship payment until one week after conference.
- **Verbal Acknowledgement** of your sponsorship once each day of conference.
- **Logo, Company details and sponsorship level** mentioned in delegate folder and on selected signage.
- **Promotional Inserts** (product and/or literature) included in delegate packs.
- **Door Prizes** – sponsor to provide 1 or more - min retail value \$100 each - Company acknowledged at time of draw.
- **Optional 1/4 Page Advertisement** in program at additional cost of \$50. Sponsor to provide all artwork to required specifications.
- **Gala Dinner Tickets** available at \$100 per ticket.
- **Conference registrations** available at member rates.

Investment of \$500

Bronze Sponsorship

- Your business **logo as Bronze Sponsor displayed on the AAPO website** (not linked) from date of sponsorship payment until one week after conference.
- **Logo, Company details and sponsorship level** mentioned in delegate folder.
- **Promotional Inserts** (product and/or literature) included in delegate packs **OR Trade Table.**
- **Door Prize** - sponsor to provide 1 or more - min retail value \$100 each - Company acknowledged at time of draw.
- **Gala Dinner Tickets** available at \$100 per ticket.
- **Conference registrations** available at member rates.

Investment of \$250

Door Prize Only

- **Door Prize** - Minimum value \$100.
- **Company acknowledged** at time of draw.

Gratefully accepted

Product Samples for Delegate Bags Only

- **Samples for insert into Delegate Bags** - Minimum 100 products supplied.

Gratefully accepted

Morning and Afternoon Teas will be served in Trade Exposition area to ensure maximum attendance at Trade Tables. Delegates will be rewarded for visiting trade tables with prizes and other incentives to ensure each delegate visits each trade table. Trade Table Passports will be issued at registration. Sponsors are invited to share in refreshments.

	Platinum	Gold	Silver	Bronze	Door Prize	Product Sample
Logo on all promotional material	✓	✓				
Logo on AAPO website	hyperlinked	✓	✓	✓		
Naming rights to one event	✓					
Verbal acknowledgement	X 6	X 2	X 2		X 1	
5-minute speaking opportunity	✓					
Logo, company details & sponsor level in delegate folder	✓	✓	✓	✓		
Trade table	✓	✓		choose one		
Promotional inserts	✓	✓	✓			
Door prizes	X 3	X 1	X 1	X 1	X 1	
Provision for company banners	✓					
One complimentary Gala dinner ticket	✓					
Access to list of opted in delegates	✓	✓				
Conference registration	X 1	@ member rate	@ member rate	@ member rate		
Optional advertisement (additional costs apply)	Full page	Half page	Quarter page			
Product Samples (minimum 100)						✓
Investment	\$1000	\$750	\$500	\$250	\$0	\$0

Additional Information for each Sponsor Level:

- Please email your logo and Company Description to conference@aapo.org.au.
- Please email information about what you will be displaying or selling to conference@aapo.org.au.
- Platinum Speaking opportunity to be specified once program is finalised.
- Please note that the earlier sponsorship application and payment is received the sooner your logo and sponsorship will be displayed on the AAPO website. The website has traffic of around 100 unique visitors per day and is growing. Website presence will cease one week after the conference.

APPLICATION FOR SPONSORSHIP

Company Name	
Postal Address	
Contact Name	
Position	
Telephone	
Email address	
Level of Sponsorship	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze – Trade Table <input type="checkbox"/> Bronze – Promotional Inserts <input type="checkbox"/> Door Prize
Other Requirements (please add any additional requirements as needed)	<input type="checkbox"/> Number of Gala Tickets required <input type="checkbox"/> Number of Conference Registrations required <input type="checkbox"/> Number of prizes to be donated <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/> I agree to the Terms and Conditions of Sponsorship as set out in this document.	

Terms and Conditions of Sponsorship

- Application for Sponsorship is subject to an approval process and AAPO reserves the right to deny sponsorship at its discretion.
- Sponsorship in any category does not ensure exclusive rights over any other product/service of a similar nature. This is subject to review and change annually.
- On payment by the Sponsor of the appropriate fee for sponsorship as set out in the Sponsorship Proposal, the Sponsor agrees to comply with these Terms and Conditions and the conditions pertaining to sponsorship more fully set out in the Sponsorship Proposal.
- Any promotional material supplied for the delegate gift bags must be targeted to the Professional Organising industry and/or small business owner. AAPO reserves the right of removal and refusal of inappropriate content.
- The Sponsor warrants that it has the right to authorise AAPO's use of its promotional material.
- The Sponsor warrants that the above-mentioned promotional material and its use by AAPO do not infringe the intellectual property rights or moral rights of any person or corporation.
- The Sponsor will, at its own expense, arrange for the supply and delivery of any specified promotional inserts to AAPO (min 100) before 31 May 2012.
- To the extent permitted by law, all express or implied representations, conditions, warranties and provisions, whether based in common law, statute or otherwise, that are not contained in this agreement, are excluded.
- The signatory to this agreement warrants that he/she is authorised to sign this agreement on behalf of the company that he/she represents.
- Sponsors are responsible for set up, pack down and staffing of trade tables and any other displays as approved and required by venue management.
- Trade tables must be staffed during all breaks and any loss, theft or damage to items is responsibility of sponsor. Standard size trestle will be supplied. Additional tables will incur an extra charge to be determined. Please advise of any special requirements at time of application, charges may apply.
- While certain level sponsors will have access to delegates information, this of course is subject to delegate opt in as required by privacy legislation.
- Door Prizes are to be wrapped in clear cellophane with sponsor's details and contents clearly displayed.

I understand and agree to the terms and conditions of this application for sponsorship of the AAPO Conference and Organising Exposition to be held on 19-21 July 2012.

Name (please print) _____

Signature: _____

Date: _____

Please email your completed application with "**Sponsorship**" in the subject line to conference@aapo.org.au.

AAPO PRIVACY STATEMENT

In this Privacy Statement, "personal information" has the same meaning as in the Privacy Act 1988 (Cth). The Australasian Association of Professional Organisers (AAPO, (ABN 42 238 502 235)) is committed to protecting the privacy and security of the Personal Information that it holds about you.

AAPO may disclose the Personal Information that you provide us within this Form to external service providers to whom AAPO has contracted out functions, such as printers and mailing houses, but only for the purpose of processing your sponsorship application.

You have the right to access any Personal Information which AAPO holds about you, subject to the exceptions in the Privacy Act 1988. You may also request the correction of information that is inaccurate. Access and/or correction requests can be made through the AAPO Head Office.

AAPO is the only professional body representing Professional Organisers in the Australasian Region and is a not-for-profit member-based organisation. AAPO is recognised as the peak professional body for Professional Organisers.

It is dedicated to actively promote the standing of the profession and to increase the competence and effectiveness of its members.



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