



'ONE' IS SIGNIFICANT

Conference Partnership Opportunity

Marriott Resort Surfers Paradise

Thursday 16th to Saturday 18th February, 2012

The AFMA/IAAA Conference 2012, which is the first combined AFMA/IAAA Conference, is positioned to enable our service partners to provide product launches, profile branding, promotion, product placement and business to decision maker engagement.

By partnering with AFMA/IAAA on this event you are aligning your Organisation with a fast growing industry sector and maintaining a high profile amongst a valuable target market - Authorised Representatives.

Why Sponsor?

- Exposure and networking opportunities amongst relevant and influential decision makers
- Visual representation of Company name and logo on tickets/menus, programs, brochures, lobby signage and AFMA/IAAA website
- Opportunity to distribute samples, program book advertisements and product information
- Access to approximately 150 authorised representatives during the event
- Opportunity for your company to launch new products and services or reinforce existing ones
- Run promotions in event space providing marketing and merchandising goods

Event details:

The AFMA/IAAA Conference is an annual event where members of the 187 Authorised Representative members of AFMA/IAAA gather to hear from industry leaders willing to share their views on current issues in the industry and those affecting authorised representatives.

Comments from delegates and Sponsors involved in 2011 confirmed the AFMA/IAAA Conference success:

'Congratulations to the Organisers for a well run Conference. Our strategy was to build brand awareness and we succeeded.'

'AFMA/IAAA could not have done more for our business exposure. Thank you.'

'The Exhibitor stands worked really well and the entertainment was excellent.'

Demographic of delegates:

Over 100 delegates from around Australia attended the AFMA/IAAA Conference in 2011 from the following sectors:

- Directors
- Principals
- General Managers / Managers
- Underwriters
- Authorised Representatives
- Lawyers
- Service Providers
- Claims Professionals

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SPONSORSHIP INVESTMENT

Benefits at a Glance	Platinum Partner \$33,000 (excl. GST)	Gold Partner \$16,000 (excl. GST)	Silver Partner \$8,000 (excl. GST)	Bronze Partner \$4,000 (excl. GST)
Dinner seating preference for your company	✓			
Opportunity to address audience (2 minutes)	✓			
Opportunity to run 4 x 20 minute breakout sessions on an approved topic	✓	✓		
Opportunity for first right of refusal for next Conference	✓	✓		
Company name, logo and hyperlink of your website to appear on the AFMA/IAAA website	✓	✓	✓	
Contact list of delegates prior to the event	✓	✓	✓	✓
Verbal acknowledgement at the event	✓	✓	✓	
Company banner in event space: foyer and in room (banner placement will be based on sponsorship level)	✓	✓	✓	
Number of attendance tickets (including dinners and lunches but excluding accommodation and travel)	4	3	2	1
Invitation to the President's Sponsors and Exhibitors Cocktail event	8	6	4	2
Opportunity to exhibit throughout the event using a promotional booth/table in designated Trade Stand area (max 24 stands)	✓	✓	✓	✓
Company name/ logo to appear on event promotional goods - menu card and PowerPoint presentation	✓	✓	✓	✓
Extensive networking opportunities	✓	✓	✓	✓
Accommodation at member rates	✓	✓	✓	✓

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SPONSORSHIP APPLICATION

To confirm your interest in sponsoring the AFMA/IAAA Conference please send the completed form to Mark Silveira by fax (61 3 98578058) or email msilveira@afmaiaaa.com.au

Contact Name:

Company Name:

Position: _____

Telephone: _____ Email: _____

Please indicate your category of sponsorship:

Platinum Partner Gold Partner Silver Partner Bronze Partner

I wish to secure this opportunity for the following years at the 2012 rate:

Year 2013 Year 2014 Year 2015

Signed _____ Date _____

TERMS AND CONDITIONS

Confirmation:

- i) Exclusive sponsorship opportunities will be allocated on a “first come, first served basis.”
- ii) To confirm your acceptance please complete the *Sponsorship Application* form and return it to msilveira@afmaiaaa.com.au or fax to (03) 98578058
- iii) On receipt of the form, confirmation will be sent with a tax invoice for the sponsorship amount.
- iv) Specific details regarding the artwork for logos and advertisements, specifications and delivery details for signage and delivery of satchel inserts can be forwarded to Jacqui@kgis.com.au

Cancellation Policy:

In the event of withdrawal of sponsorship, please be advised that unless that particular sponsorship is resold, the Organiser reserves the right to retain the payment received to date.

Reservation:

The organising committee reserves the right to accept or reject any application for sponsorship in its absolute discretion.

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