



CITY OF
GOLDCOAST.

SPONSORSHIP & EXHIBITION PROSPECTUS



FMA

Waterways of Success:
Developing flood resilience in our communities

Floodplain Management Australia National Conference

2018

29 May - 1 June 2018

Gold Coast Convention & Exhibition Centre, Gold Coast, QLD

www.floodplainconference.com

AN INVITATION TO SPONSOR OR EXHIBIT

We are delighted to invite your organisation to participate as a valued sponsor or exhibitor at the 2018 Floodplain Management Australia National Conference.

City of Gold Coast is proud to host the National Conference which will be held at Gold Coast Convention & Exhibition Centre, Gold Coast from 29th May – 1st June 2018. The theme for the Conference is: **“Waterways of Success: Developing flood resilience in our communities”**, focussing on Australian and international achievements in flood risk management, with practical examples from the Gold Coast’s network of waterways, rivers, creeks, lakes, canals and coastline.

Contributing as a sponsor or exhibitor at the Conference provides a wonderful opportunity for your organisation to engage with a large field of influential leaders and decision-makers in various communities from all over Australia and overseas. The packages outlined in this document offer a variety of exposure levels at the Conference. The opportunity also exists to meet with attendees through complimentary attendance at the Conference and networking functions.

The Conference Committee appreciates your consideration of support for this Conference and looks forward to the opportunity to develop a mutually beneficial partnership. We can also tailor a package to suit your requirements.

Further information can be found at the Floodplain Management Australia Conference website:
www.floodplainconference.com



Ian Dinham
President
Floodplain Management Australia



ABOUT FLOODPLAIN MANAGEMENT AUSTRALIA

Floodplain Management Australia (FMA) is committed to promoting wise floodplain development and helping reduce the risks of flooding to life and property.

FMA, formerly the Floodplain Management Association, was established in 1961 as a network of New South Wales flood mitigation authorities, and has grown into an association of over 140 local government councils, catchment authorities, government agencies, businesses, and professionals involved in all aspects of urban and rural floodplain risk management.

FMA is a network of trusted flood professionals - engineers, land use planners, technicians, emergency managers and decision makers - dedicated to working with all states and territories to raise awareness and the priority of flooding. The association has links to flood related organisations in the United States, the United Kingdom and the Netherlands.

FMA promotes wise land use planning principles to guide appropriate development within floodplain areas. We support programs which manage flood risks and the impact of flooding, and reduce private and public flood losses.

We represent Members’ interests at State and Commonwealth government levels, promote public awareness of flood issues, support flood education programs and improve the knowledge and skills of floodplain management practitioners.

In partnership with the NSW Office of Environment and Heritage and the University of Technology Sydney we initiated Australia’s only industry based flood risk management course tailored to the needs of technical and land use planning staff and elected Council representatives. The course has national applicability.

FMA has Members in NSW, Queensland, ACT, Victoria, Tasmania, South Australia and USA. To learn more about FMA please visit www.floods.org.au



ABOUT THE CONFERENCE

The FMA Conference has been held annually for over 50 years and is the most respected flood risk management event held in Australia. This will be the 4th Floodplain Management Australia National Conference and it is being held in Gold Coast, QLD.

This conference will attract over 350 practitioners with interests in floodplain risk management. Attendees will include Commonwealth, State and Local Government representatives, research organisations and education providers as well as consultants, engineers, land-use planners, emergency managers and community volunteer organisations.

The conference will include outstanding Australian and international keynote speakers, plenary and concurrent presentations, a Local Government Councillors' session, field trips addressing floodplain issues in Gold Coast and the surrounding area, as well as networking events. Optional conference workshops on tropical issues will be held on the Tuesday.

Conference topics will include:

- Flood resilience and risk management
- Assessing flood hazard and risk
- Modelling
- Land use planning
- Infrastructure projects
- Adaptation to climate change
- Flood policy, guidance and best practice
- Building community resilience and engagement
- Flood emergency preparedness and management
- Recovery
- Flood stories and case studies.

ABOUT THE GOLD COAST

Australia's Gold Coast is a diverse city, offering action-packed days and fun-filled nights enjoyed by more than 11 million visitors each year. The 57 kilometres of sand and surf, 100,000 hectares of World Heritage-listed rainforest, award winning dining, active pursuits and an ever-evolving events calendar and more than 300 days of sunshine annually confirm the Gold Coast as a year-round destination of choice.

What many people don't know about the Gold Coast is that it has nine times more waterways than Venice with over 260 kilometres of navigable waterways within the City. The Gold Coast is home to a spectacular network of waterways which are made up of five main rivers, numerous creeks, lakes, canals and the magnificent Broadwater, culminating to create a haven of fun-filled pursuits.

The Gold Coast has developed into a diverse, cosmopolitan, forward-thinking city with a future full of promise. As host city for the Commonwealth Games™ in 2018, the Gold Coast is embracing transformative civic projects like never before, with more than \$13.5 billion in major infrastructure projects planned or underway set to change the face of our city in a way that is distinctly our own.



GOLD COAST CONVENTION AND EXHIBITION CENTRE (GCCEC)



The Conference will take place at the Gold Coast Convention and Exhibition Centre which is conveniently located in the heart of Broadbeach, just 500 metres from pristine white sand beaches.

WHO WILL BE ATTENDING

Attendees will be from both the public and private sectors, including:

- Mayors and Councilors
- Commonwealth State and Local Government Representatives
- Researchers
- Education Providers
- Consultants
- Engineers
- Land-Use Planners
- Emergency Managers
- Community Volunteer Organisations
- Equipment Providers

SPONSORSHIP PACKAGES

A. PLATINUM SPONSOR

TOTAL INVESTMENT **\$25,000** (plus GST)

Benefits:

- Recognition as the Platinum Sponsor in Conference printed material
- Company logo on conference satchel
- Company logo on screen in main plenary room
- Company logo on Conference website with hyperlink to your company homepage & 100 word organisational profile.
- Company signage on the main stage of the plenary room for the duration of the conference (provided by sponsor)
- Opportunity to address the attendees during a plenary for 5 minutes.
- Full page feature article/ad in conference program (pdf of art work supplied by sponsor)
- Organisation Logo in the program book, alongside a 100 word organisational profile.
- Organisation Logo on the cover of program book and recognition as the Platinum Sponsor.
- One (1) x 200 word article in an FMA Flyer (monthly eNews) prior to the conference.
- Acknowledgment on all media releases issued to promote the conference
- The opportunity to hold a double trade display booth (6m x 2m) in a prominent location within the conference trade display area. The trade display Includes lights, power, trestle table, 2 chairs and fascia name
- The opportunity to develop links with a diverse range of attendees from the various areas of floodplain management
- Verbal acknowledgment at the Conference Opening and Closing
- One Company promotional material included in Conference satchels
- Ten (10) complimentary Full Conference Registrations for your company's representatives which includes all social functions

B. GOLD SPONSOR (2 ONLY)

TOTAL INVESTMENT **\$19,000** (plus GST)

Benefits:

- Recognition as a Gold Sponsor in Conference printed material
- Company logo on screen in main plenary room
- Company logo on Conference website with hyperlink to your company homepage
- Company signage on the main stage of the plenary room for the duration of the conference (provided by sponsor)
- Opportunity to address the attendees during a plenary for 5 minutes.
- Full page feature article/ad in conference program (pdf of art work supplied by sponsor)
- Acknowledgment on all media releases issued to promote the conference
- The opportunity to hold a trade display booth (3m x 2m) in a prominent location within the conference trade display area. The trade display Includes lights, power, trestle table, 2 chairs and fascia name
- The opportunity to develop links with a diverse range of attendees from the various areas of floodplain management
- Verbal acknowledgment at the Conference Opening and Closing
- One Company promotional material included in Conference satchels
- Eight (8) complimentary Full Conference Registrations for your company's representatives which includes all social functions

C. SILVER SPONSOR (2 ONLY)

TOTAL INVESTMENT **\$10,000** (plus GST)

Benefits:

- Recognition as Silver Sponsor in Conference printed material
- Company logo on Conference website with hyperlink to your company homepage.
- Opportunity to address the attendees during a plenary for 5 minutes
- Half page feature/ad in conference program (pdf of art work supplied by sponsor)
- The opportunity to hold a trade display booth (3m x 2m) in a prominent location within the conference trade display area. The trade display Includes lights, power, trestle table, 2 chairs and fascia name
- The opportunity to develop links with a diverse range of attendees from the various areas of floodplain management
- Verbal acknowledgment at the Conference Opening and Closing
- One Company promotional material included in Conference satchel
- Four (4) complimentary Full Conference Registrations for your company's representatives which includes all social functions

SPONSORSHIP PACKAGES

D. BRONZE SPONSORS (4 ONLY) TOTAL INVESTMENT \$6,000 (plus GST)

WELCOME RECEPTION

Benefits:

- The opportunity to exclusively host the Welcome Reception which will take place on the evening of Tuesday 29th May in the trade area of the GCCEC.
- Recognition as Welcome Reception Sponsor in Conference printed material
- Company logo on Conference website with hyperlink to your company homepage
- Quarter page vertical feature/ad in conference program (pdf of art work supplied by sponsor)
- Prominent display of company signage or visual display during the Welcome Reception
- The opportunity to provide a 5 minute address at the Welcome Reception
- The opportunity to hold a trade display booth (3m x 2m) in a prominent location within the conference trade display area. The trade display Includes lights, power, trestle table, 2 chairs and fascia name
- One Company promotional material included in Conference satchels
- The opportunity to develop links with a diverse range of attendees from the various areas of floodplain management
- One (1) complimentary Full Conference Registration for your company's representatives which includes all social functions
- Three (3) additional complimentary tickets, for your company's representatives, to the Welcome Reception

CASUAL DINNER

Benefits:

- The opportunity to exclusively host the Casual Dinner which will take place on the evening of Wednesday 30th May
- Recognition as the Casual Dinner Sponsor in Conference printed material
- Company logo on Conference website with hyperlink to your company homepage
- Quarter page vertical feature/ad in conference program (pdf of art work supplied by sponsor)
- Prominent display of company signage or visual display during the Casual Dinner
- The opportunity to provide a 5 minute address at the Casual Dinner
- The opportunity to hold a trade display booth (3m x 2m) in a prominent location within the conference trade display area. The trade display Includes lights, power, trestle table, 2 chairs and fascia name
- The opportunity to develop links with a diverse range of attendees from the various areas of floodplain management
- One Company promotional material included in Conference satchels
- One (1) complimentary Full Conference Registration for your company's representatives which includes all social functions
- Three (3) additional complimentary tickets, for your company's representatives, to the Casual Dinner

CONFERENCE DINNER

Benefits:

- The opportunity to exclusively host the Conference Dinner which will take place on Thursday 31st May
- Recognition as the Conference Dinner Sponsor in Conference printed material
- Company logo on Conference website with hyperlink to your company homepage
- Quarter page vertical feature/ad in conference program (pdf of art work supplied by sponsor)
- Prominent display of company signage or visual display during the Conference Dinner
- The opportunity to provide a 5 minute address at the Conference Dinner
- The opportunity to hold a trade display booth (3m x 2m) in a prominent location within the conference trade display area. The trade display Includes lights, power, trestle table, 2 chairs and fascia name
- The opportunity to develop links with a diverse range of attendees from the various areas of floodplain management
- One Company promotional material included in Conference satchels
- One (1) complimentary Full Conference Registration for your company's representatives which includes all social functions
- Two (2) additional complimentary tickets, for your company's representatives, to the Conference Dinner

MORNING COFFEE CART

Benefits:

- The opportunity to sponsor the morning coffee cart (approx 8.00am – 9.00am) for the duration of the conference: Wednesday 30th, Thursday 31st May and Friday 1st June. If you would like the coffee cart to be available all day the additional costs would be to the sponsor.
- Recognition as the Coffee Cart Sponsor in Conference printed material
- Company logo on Conference website with hyperlink to your company homepage
- One company promotional material included in Conference satchels
- Quarter page vertical feature/as in conference program (pdf of art work supplied by sponsor)
- Prominent display of company signage at the Coffee Cart
- Logo on Disposable Coffee Cups
- The opportunity to hold a trade display booth (3m x 2m) in a prominent location within the conference trade display area. The trade display Includes lights, power, trestle table, 2 chairs and fascia name
- The opportunity to develop links with a diverse range of attendees from the various areas of floodplain management
- One (1) complimentary Full Conference Registration for your company's representatives which includes all social functions

SPONSORSHIP PACKAGES

E. FIELD TRIP SPONSOR (3 ONLY)

TOTAL INVESTMENT **\$4,000** (plus GST)

Benefits:

- Recognition as the Field Trip Sponsor in Conference printed material
- Company logo on Conference website with hyperlink to your company homepage
- The opportunity to hold a trade display booth (3m x 2m) in a prominent location within the conference trade display area. The trade display includes lights, power, trestle table, 2 chairs and fascia name
- Opportunity to display company promotional material in the field trip buses
- The opportunity to provide 5 minute presentation during field trip
- Opportunity to contribute to field trip itinerary (pending conference committee approval and conference committee also reserves the right to the final say on itinerary and inclusions)
- The opportunity to develop links with a diverse range of attendees from the various areas of floodplain management.
- One (1) complimentary Full Conference Registration for your company's representative which includes all social functions

F. KEYNOTE SESSION SPONSOR (3 ONLY)

TOTAL INVESTMENT **\$2,500** (plus GST)

Benefits:

- Recognition as the Keynote Session Sponsor in Conference printed material
- Recognition as the Session Sponsor by the Session Chairperson prior to the keynote address
- Opportunity to display company promotional material during this keynote session
- Company logo on Conference website with hyperlink to your company homepage
- The opportunity to develop links with a diverse range of attendees from the various areas of floodplain management
- One Company promotional material included in Conference satchels
- One (1) complimentary Full Conference Registration for your company's representative which includes all social functions

G. TRADE EXHIBITOR

TOTAL INVESTMENT **\$3,000** (plus GST)

Benefits:

- Recognition as a Trade Exhibitor in Conference printed material
- Company logo on Conference website with hyperlink to your company homepage
- The opportunity to hold a trade display booth (3m x 2m) in a prominent location within the conference trade display area. The trade display includes lights, power, trestle table, 2 chairs and fascia name
- The opportunity to develop links with a diverse range of attendees from the various areas of floodplain management
- One (1) complimentary Full Conference Registration for your company's representative which includes all social functions.

H. LANYARD SPONSOR

TOTAL INVESTMENT **\$2,700** (plus GST)

Benefits:

- Recognition as a Lanyard Sponsor in Conference printed material
- Organisation logo on lanyard (1 colour print) and colour of lanyards decided by committee
- Company logo on Conference website with hyperlink to your company homepage
- The opportunity to develop links with a diverse range of attendees from the various areas of floodplain management

I. DRINK BOTTLE SPONSOR

TOTAL INVESTMENT **\$2,500** (plus GST)

Benefits:

- Company logo on the attendee drink bottles which will be used for the conference and field trips
- Company logo on Conference website with hyperlink to your company homepage
- Recognition as a drink bottle sponsor in conference printed material

J. CONFERENCE STATIONERY SPONSOR

(1 ONLY)

TOTAL INVESTMENT **\$2,000** (plus GST)

Benefits:

- Recognition as a Conference Stationery Sponsor in Conference printed material

- You have the opportunity to sponsor the stationery that is used by all attendees at the conference (pen and pad supplied by sponsor)
- Company logo on Conference website with hyperlink to your company homepage
- One (1) complimentary Full Conference Registration for your company's representative which includes all social functions.
- The opportunity to develop links with a diverse range of attendees from the various areas of floodplain management
- Company stationery (pens and pads) included in Conference satchels

K. FULL PAGE ADVERT IN PROGRAM & ABSTRACT BOOK

TOTAL INVESTMENT **\$1,000** (plus GST)

Benefits:

- One full page colour advert in Program & Abstract Book (pdf artwork supplied by sponsor)
- Company logo featured on conference website with link to homepage

L. HALF PAGE ADVERT IN PROGRAM & ABSTRACT BOOK

TOTAL INVESTMENT **\$600** (plus GST)

Benefits:

- Half full page colour advert in Program & Abstract Book (pdf artwork supplied by sponsor)
- Company logo featured on conference website with link to homepage

M. SACHEL INSERT

TOTAL INVESTMENT **\$600** (plus GST)

Benefits:

- Recognition as an Industry Supporter in Conference printed material
- Opportunity to include one promotional flyer or brochure (A4 size or smaller) for associated businesses and organisations in the satchels that all delegates will receive when registering for this Conference
- We encourage non paper items to support the intention of running an environmentally friendly conference

SPONSORSHIP TERMS

Following are explanations of the various elements contained within our sponsorship packages.

Complimentary Full Conference Registration

'Full Conference Registration' includes lunches, morning and afternoon teas, conference program and material, name badge, conference satchel, Welcome Reception, Casual Dinner and Conference Dinner. One additional trade representative (above the sponsorship entitlement) will be at a Discounted Rate of \$660 (including Welcome Reception only) and only one additional available for each trade booth.

Conference Promotional Material

A full-colour electronic version of the conference brochure will be produced and will include colour logos from sponsors. If sponsorship is not confirmed and payment received in full there is no guarantee that logos will be included. It is the responsibility of the sponsor to ensure logos are sent to the Conference Managers well in advance of the design deadline to ensure they are included (jpeg or eps format).

Conference Program

All sponsorship packages include sponsor recognition in the conference program. The program will include a detailed agenda, information about presenters, sponsors and trade exhibitors, attendee's lists and function details.

Company Signage

The type of company signage to be displayed is dependent on the space and physical constraints at the venue. Every effort will be made to accommodate sponsors' requests.

Trade Display

Trade display includes a trade display booth (3m x 2m, octanorm aluminium frame system) in a prominent location within the conference trade display area. Includes lights, power, trestle table, 2 chairs and fascia name. All trade exhibitors agree to abide by the 'Terms and Conditions' for exhibitors which will be forwarded with confirmation and will have a minimum of \$10M in Public Liability insurance.

Satchel Insert

Quantity: Minimum of 350 pieces (one A4 or DL size flyer, brochure or similar). We encourage non paper items to support the intention of running an environmentally friendly conference. Details of shipping information to be provided.

Site Allocation

Sponsors will be given first choice of preferred site location at the conference venue; all other site locations will be allocated by the conference managers just prior to the commencement of the conference, however, preference will be given to those organisations who confirm their participation early.

Cancellation Policy

Once a booking form has been received for Sponsorship or Trade Exhibition Opportunities, any cancellation must be advised in writing. Confirmed sponsorship/trade displays that are cancelled more than 60 days from the conference will incur a 20% cancellation fee of the total sponsorship amount will be payable. Sponsorship/trade displays cancelled within 60 days of the conference will not be eligible for refunds and all committed funds due.

Terms and conditions

The Conference host and organiser will take all diligent care to fulfil the listed commitments. The Sponsors are responsible for providing all promotional material and to make full payment no later than Friday 9th March 2018.

TO CONFIRM SPONSORSHIP:

Please complete the 'Sponsorship Confirmation Agreement' and fax back to (02) 6650 9700 or scan and email to amy@eastcoastconferences.com.au.

A Tax Invoice will then be prepared and forwarded for your processing, as well as a letter confirming sponsorship level and benefits.

FURTHER INFORMATION:

East Coast Conferences -
Amy McIntosh, Jayne Hindle,
Jasmine Durbidge

Conference Managers
2018 Floodplain Management Australia
National Conference

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