



**2021
ONLINE
FLOODPLAIN
MANAGEMENT
AUSTRALIA**

**NATIONAL
CONFERENCE**

*Essential Knowledge
for a Flood Resilient
Future*

60 YEARS

**SPONSORSHIP & EXHIBITION
PROSPECTUS**



26 - 28 May 2021

www.floodplainconference.com

2021 ONLINE FLOODPLAIN MANAGEMENT AUSTRALIA

NATIONAL CONFERENCE

*Essential Knowledge for a
Flood Resilient Future*

AN INVITATION TO SPONSOR OR EXHIBIT

We are delighted to invite your organisation to participate as a valued sponsor or exhibitor at the 2021 Online Floodplain Management Australia National Conference.

The 2021 Conference marks the 60th Anniversary of FMA, and will celebrate the history of the organisation, the Members that make the network possible, and the phenomenal advances in flood risk management.

The impacts of COVID-19 with changing government public health regulations, unpredictable state border closures, lockdowns and employer limitations on professional travel make it difficult to commit to a face to face Conference. Therefore, the 2021 FMA National Conference will be held online from Wednesday 26th to Friday 28th May 2021.

With the delivery of an online Conference it will capture a new global audience and expand the overall reach of the event. Making it easier for people to network, share ideas, discuss industry topics, and connect when they are unable come together face to face.

This year's theme, "Essential Knowledge for a Flood Resilient Future", will focus on the latest developments and achievements in flood and emergency management to assist in identifying, planning for and managing flood risks, and building disaster resilient communities.

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

The Conference Committee appreciates your consideration of support for this Online 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 National Conference website: www.floodplainconference.com



Ian Dinham
President
Floodplain Management Australia



ABOUT FLOODPLAIN MANAGEMENT AUSTRALIA

2021 is an important year for FMA as it marks the "60th Anniversary" of its establishment. FMA, formerly the Floodplain Management Association and before that the Flood Mitigation Authorities of NSW, was established in 1961 when four coastal flood mitigation authorities met at the Maitland Town Hall to share ideas and technical solutions to flooding, and to explore avenues for mutual assistance.

Since that time the network has expanded nationally to include over 160 Members from all avenues of flood risk management in Australia and abroad and is the key voice for flood risk management in the nation. FMA is committed to promoting wise floodplain development and helping reduce the risks of flooding to life and property.

FMA is a network of trusted flood professionals – engineers, land use planners, technicians 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, the Netherlands and New Zealand.

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, Territory 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 2009, in partnership with the Department of Planning, Industry and Environment (formerly known as the 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.

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

ABOUT THE CONFERENCE

The 2021 Online Conference marks the 60th Anniversary of FMA, and will celebrate the history of the organisation, the Members that make the network possible, and the phenomenal advances in flood risk management.

Attendees will hear motivational and innovative presentations from outstanding keynote speakers and industry professionals.

The Online Conference is for anyone interested in making our communities more flood safe. It will bring together flood professionals and community members with interests in floodplain risk management. Participants will include Commonwealth, State and Local Government representatives, research organisations and education providers as well as consultants, engineers, land-use planners, emergency responders and community volunteer organisations.

The Online Conference will be a way for you to maintain engagement with the industry, provide updates on your organisation and have no concerns about border closures or quarantine costs.

CONFERENCE TOPICS WILL INCLUDE:

- National collaboration and coordination
- Data, devices and information management
- Modelling
- Flood prediction and warning
- Land use planning
- Infrastructure projects and asset management
- Flood policy, guidance, best practice, monetization of floods
- Social and cultural aspects
- Emergency preparedness and management, recovery
- Flood stories & case studies
- Environmental aspects – climate change, coastal hazards and adaptation

WHO WILL BE ATTENDING

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

- Mayors and councillors
- Commonwealth, State and Local Government representatives
- Researchers
- Education providers
- Consultants
- Engineers
- Land-use planners
- Architects
- Emergency responders
- Community volunteer organisations
- Equipment providers

SPONSORSHIP PACKAGES

PLATINUM SPONSOR

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

Benefits:

- Exclusive Platinum Sponsorship of the online FMA National Conference
- Opportunity to provide a pre-recorded 5 minute address to the attendees during the opening plenary session
- 30 second promotional video to be played during the online conference each day
- Organisation logo on session slides in main online plenary session
- Organisation logo on Conference website with hyperlink to your organisation homepage and 100 word organisational profile
- Full page feature article/ad in online Conference program (pdf of art work supplied by sponsor)
- Organisation logo in the online program book, alongside a 100 word organisational profile
- One (1) x 200 word article in an FMA Flyer (monthly eNews) prior to the online Conference
- Acknowledgment in all media releases issued to promote the online Conference
- The opportunity to hold a virtual trade display during the online Conference
- Attendance list emailed 2 weeks prior to the online Conference to the sponsor (in accordance with Australian Privacy legislation).
- The opportunity to personally invite and host one online networking lunch during the online Conference.
- Verbal acknowledgment at the online Conference Opening and Closing sessions
- Eight (8) complimentary online Conference Registrations for your organisation's representatives
- 1 virtual satchel insert (PDF artwork supplied by sponsor)
- Organisation logo to be displayed on e-banner

GOLD SPONSOR (2 ONLY)

TOTAL INVESTMENT **\$8,000** (plus GST)

Benefits:

- Gold Sponsorship of the online FMA National Conference
- Opportunity to provide a pre-recorded 5 minute address to the attendees during a plenary session
- 30 second promotional video to be played during the online conference each day
- Organisation logo on session slides in main online plenary stream
- Organisation logo on Conference website with hyperlink to your organisation homepage
- Full page feature article/ad in online Conference program (pdf of art work supplied by sponsor)
- Acknowledgment in all media releases issued to promote the online Conference
- The opportunity to hold a virtual trade display during the online Conference
- Attendance list emailed 2 weeks prior to the online Conference to the sponsor (in accordance with Australian Privacy legislation).
- The opportunity to personally invite and host one online networking lunch during the online Conference.
- Opportunity for organisation to be an answer of a poll question, during the Conference (limited polls available)
- Six (6) complimentary online Conference Registrations for your organisation's representatives
- 1 virtual satchel insert (PDF artwork supplied by sponsor)
- Organisation logo to be displayed on e-banner
- Recognition as a Gold Sponsor in an FMA Flyer (monthly e-news)

SILVER SPONSOR (2 ONLY)

TOTAL INVESTMENT **\$6,000** (plus GST)

Benefits:

- Silver Sponsorship of the online FMA National Conference
- Opportunity to provide a pre-recorded 5 minute address to the attendees during a plenary session
- 30 second promotional video to be played during the online Conference each day
- Organisation logo on session slides in main online plenary stream
- Organisation logo on Conference website with hyperlink to your organisation homepage
- Half page article/ad in online Conference program (pdf of art work supplied by sponsor)
- The opportunity to hold a virtual trade display during the online Conference
- Attendance list emailed 2 weeks prior to the online Conference to the sponsor (in accordance with Australian Privacy legislation).
- Verbal acknowledgment at the Conference opening and closing session
- Opportunity for organisation to provide a Trivia Question
- Three (3) complimentary online Conference Registrations for your organisation's representatives
- Recognition as a Silver Sponsor in an FMA Flyer (monthly e-news)

SPONSORSHIP PACKAGES

BRONZE SPONSORS (3 ONLY)

TOTAL INVESTMENT **\$5,000** (plus GST)

**(3 x Face to Face Dinner Locations
Sydney / Brisbane / Melbourne)**

Benefits:

- The opportunity to exclusively host a Pre-Conference dinner which will take place on the evening of Tuesday 25 May 2021.
- A Pre-Conference Dinner will be held in Sydney, Brisbane & Melbourne. Only one Bronze Sponsor in each destination. Please note this function will be subject to COVID-19 restrictions and limited attendee numbers. Please remain flexible and work in partnership with us during this unprecedented time.
- Organisation logo on Conference website with hyperlink to your organisation homepage
- Quarter page vertical feature/ad in online Conference program (pdf of art work supplied by sponsor)
- Prominent display of organisation signage or visual display during the Pre-Conference dinner
- The opportunity to provide a 5 minute address at the Pre-Conference dinner
- The opportunity to hold a virtual trade display during the Conference
- Attendance list emailed 2 weeks prior to the online Conference to the sponsor (in accordance with Australian Privacy legislation)
- Verbal acknowledgment at the Conference opening and closing session
- Two (2) complimentary online Conference registrations for your organisation's representatives
- Two (2) complimentary tickets, for your organisation's representatives, to Pre-Conference dinner you sponsored
- Recognition as a Bronze Sponsor in an FMA Flyer (monthly e-news)

YOUNG FLOODPLAIN MANAGER FUNCTION SPONSOR

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

Benefits:

- The opportunity to exclusively host the Young Floodplain Manager dinner which will take place on the evening of Thursday 27th May 2021
- A Young Floodplain Manager Dinner will be held in Sydney, Brisbane & Melbourne. Only one Sponsor in each destination. Please note this function will be subject to COVID-19 restrictions and limited attendee numbers. Please remain flexible and work in partnership with us during this unprecedented time.
- Organisation logo on Conference website with hyperlink to your organisation homepage
- Prominent display of organisation signage or visual display during the Young Floodplain Manager dinner
- The opportunity to provide a 5 minute address at the Young Floodplain Manager dinner
- Verbal acknowledgment at the Conference opening and closing session
- Two (2) complimentary online Conference registrations for your organisation's representatives
- Two (2) complimentary tickets, for your organisation's representatives, to the Young Floodplain Manager dinner

E-POSTER SPONSOR

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

Benefits:

- Exclusive Sponsorship of online poster session
- Organisation logo on poster session portal
- Acknowledgement as an e-poster sponsor in digital program book
- Organisation logo to be displayed during poster session
- Recognition as an e-poster sponsor in an FMA Flyer (monthly e-news).
- Organisation logo on Conference website with hyperlink to your organisation homepage
- Attendee list emailed – in accordance with Australian Privacy legislation, both prior to and at the conclusion of the online Conference
- Two (2) complimentary online Conference registration for your organisation's representatives

KEYNOTE SPEAKER SPONSOR

(2 ONLY)

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

Benefits:

- Sponsorship of one keynote speaker
- Recognition as a keynote speaker sponsor by the session chairperson
- Acknowledgement as keynote sponsor in digital program book
- Opportunity to provide a 30 sec pre-recorded video to be played during online conference
- Organisation logo to be displayed during keynote session
- Organisation logo on Conference website with hyperlink to your organisation homepage
- Attendance list emailed 2 weeks prior to the online Conference to the sponsor (in accordance with Australian Privacy legislation).
- Two (2) complimentary online Conference registration for your organisation's representatives

SPONSORSHIP PACKAGES

CONCURRENT STREAM SPONSOR

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

Benefits:

- Sponsorship of one online concurrent stream
- Recognition as a session sponsor by the session chairperson
- Organisation logo on sponsored concurrent session slide
- Acknowledgement as Stream Sponsor in Program Book
- Opportunity to provide a 30 sec pre-recorded video prior to the commencement of the sponsored concurrent session
- Organisation Logo to be displayed during sponsored stream
- Recognition as a concurrent stream sponsor in an FMA Flyer (monthly e-news)
- Organisation logo on Conference website with hyperlink to your organisation homepage
- One (1) complimentary online Conference registration for your organisation's representatives

VIRTUAL TRADE EXHIBITOR

TOTAL INVESTMENT **\$1,500** (plus GST)

Benefits:

- Recognition as a virtual trade exhibitor in digital program book
- Organisation logo on Conference website with hyperlink to your organisation homepage
- The opportunity to hold a virtual trade display during the Conference
- Attendee list provided – in accordance with Australian Privacy legislation, both prior to and at the conclusion of the online Conference
- 30 Second pre-recorded sponsor video to be played during the online Conference (provided by organisation)
- Organisation logo to be displayed on e-banner
- Recognition as a trade exhibitor in an FMA Flyer (monthly e-news).
- Post event reporting on everyone who left their contact details at your virtual trade booth
- Ability to display downloadable resources in trade display area (marketing brochures, product information etc)
- Ability to provide downloadable promotional video or presentation in trade display area
- One (1) complimentary online Conference registration for your organisation's representatives

FULL PAGE AD IN DIGITAL PROGRAM BOOK

TOTAL INVESTMENT **\$800** (plus GST)

Benefits:

- One full page colour advert in digital Program and Abstract Book (PDF artwork supplied by sponsor)

VIRTUAL SATCHEL INSERT

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

Benefits:

- The virtual Conference satchel will be available on the Conference website pre and post Conference. Sponsors will have the opportunity to provide one PDF flyer up to 10 pages to be displayed in the virtual satchel (PDF artwork supplied by sponsor)

SPONSORSHIP TERMS

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

Complimentary Online Conference Registration

Includes 3 day access to online Conference and digital conference program.

Digital Conference Program

All sponsorship packages include sponsor recognition in the digital Conference program. The program will include a detailed agenda, information about presenters, sponsors and trade exhibitors. If sponsorship is not confirmed and payment received in full there is no guarantee that sponsors will be included. It is the responsibility of the sponsor to ensure material is sent to the Conference Managers well in advance of the design deadline to ensure they are included.

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 30 days from the online Conference will incur a 20% cancellation fee of the total sponsorship amount. Sponsorship/trade displays cancelled within 30 days of the online Conference will not be eligible for refunds and all committed funds due.

Digital Signage

All digital signage, collateral, advertisements, and any other artwork must be provided to the organiser for approval at least 1 week prior to the online conference. The organiser reserves the right to reject anything that it considers inappropriate.

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 2nd April 2021.

Disclaimer and Changes

Every effort has been made to present all the information accurately, however no liability is accepted for any inaccuracy and the Organisers reserve the right to change any published information. The organisers reserve the right to amend, update or delete sponsorship and exhibition packages.

To confirm sponsorship: Please complete the 'Sponsorship Confirmation Agreement' and scan and email to amy@eastcoastconferences.com.au.

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

NATIONAL CONFERENCE

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FURTHER INFORMATION:

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Australia National Conference

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