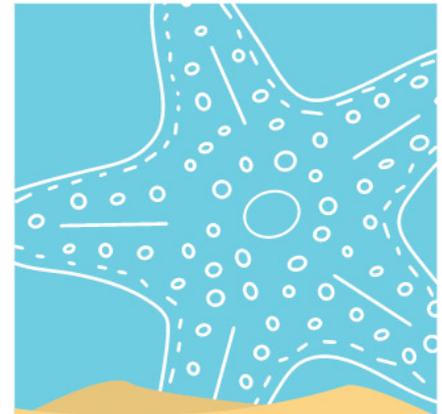


# Sponsorship and Trade Prospectus



## 26<sup>th</sup> ANNUAL NSW COASTAL CONFERENCE

*The Next Wave*

8-10 NOVEMBER 2017  
SHOAL BAY COUNTRY CLUB  
PORT STEPHENS, NSW

HOSTED BY



PORT STEPHENS  
COUNCIL



## AN INVITATION TO SPONSOR OR EXHIBIT

---

We are delighted to invite your organisation to participate as a valued sponsor or exhibitor at the 26th Annual NSW Coastal Conference. The Conference is hosted this year by Port Stephens Council and will be held at the Shoal Bay Country Club, Port Stephens, 8<sup>th</sup> - 10<sup>th</sup> November 2017.

This year we focus on the idea of potential and new beginnings for our coastal environments. We hit 2017 with a new legislative framework that promises to reshape the way we look after our coastal environments. We've chalked up 25 years of NSW coastal conferences and collectively possess considerable experience in managing coastal problems. It's now time to put it all into practice and make this next wave, if not the perfect ride, then as good as we can manage. We're always striving to be better, work smarter and implement everything we've learned – and the thing that binds us together is our love for the coast in all its forms. Doing it together is more fun, so we warmly invite you to join us on The Next Wave and make this year's conference the new high water mark in best practice coastal management

The theme for the 2017 Conference is: **The Next Wave**

### **The conference topics include:**

- Getting Dirty
- Confronting the Past
- Facing the Future
- Alternative Facts
- Risky Business

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 across the state. The packages outlined in this document offer a variety of exposure levels at the Conference. The opportunity also exists to meet with delegates 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.

Further information can be found at [www.coastalconference.com](http://www.coastalconference.com)

## **ABOUT THE CONFERENCE**

---

The NSW Coastal Conference is Australia's oldest and longest running annual coastal conference which attracts up to 250 delegates interested in or working within the field of coastal and estuary management research, education and service provision and policy, as well as representatives from government, industry, business, user groups and community volunteer organisations.

The conference is a three-day event which comprises of plenary sessions, concurrent sessions, panel discussions, field trips (addressing some of the local coastal, estuary and marine management issues), networking events and the Annual NSW Coastal Management Awards.

The Annual NSW Coastal Conference is to be held at the Shoal Bay Country Club, Port Stephens, NSW from the 8<sup>th</sup> – 10<sup>th</sup> November 2017. The conference will utilise the conference facilities for plenary sessions, breakout sessions, poster exhibitions and a trade display area.

## **ABOUT THE MAJOR SPONSOR – OFFICE OF ENVIRONMENT AND HERITAGE**

---

OEH is working with the community to care for and protect NSW's environment and heritage, which includes the natural environment, Aboriginal country, culture and heritage, and our built heritage. OEH supports the community, business and government in protecting, strengthening and making the most of a healthy environment and economy in NSW and managing NSW national parks and reserves.

As the lead agency for coastal zone management in NSW, OEH has driven the NSW Government's coastal reform agenda. OEH works closely with local councils, public authorities, the NSW Coastal Panel, the new Coastal Council (when the Coastal Management Act 2016 commences) and communities to promote management of the diverse coastal zone and the four coastal management areas – coastal wetlands and littoral rainforests, coastal vulnerability areas, coastal environment areas and coastal use areas. OEH provides technical advice and financial assistance to help manage the coastal zone supporting the implication of coastal management programs, coastal zone management plans and estuary management plans.

Visit [www.environment.nsw.gov.au/water/coastandfloodplain.htm](http://www.environment.nsw.gov.au/water/coastandfloodplain.htm) for more information.



## GREENER CONFERENCE

---

This conference will once again be a **"bottled water free conference"** and we will again be encouraging a **"plastic-free conference"**. We would really appreciate your support with this during the conference as it is essential for the coastal conference community to lead the way. If this can please be reflected and incorporated into the Conference materials that you will be developing it would be greatly appreciated.

## ABOUT PORT STEPHENS

---

Port Stephens is known for its wonderful beaches and beautiful sheltered bays, perfect for swimming, snorkelling and kayaking. The ocean beaches here are sublime and great for surfing and beach walks.

With 26 golden beaches, a vast blue bay and many beautiful inlets, Port Stephens is an idyllic beach getaway. Its winning combination of sandy beaches, national parklands and rugged coastlines, Port Stephens is the perfect place to get in touch with nature.

The Tomaree National Park encompasses coastal bushland, sand dunes, heathland forests, over 20 kilometres of dramatic rocky coastline and stunning, white, sandy beaches.

One of Australia's most extraordinary marine playgrounds, the Port Stephens – Great Lakes Marine Park is something to behold, all 98,000 hectares of it. The park is home to many species; dolphins, turtles, fish, seabirds, sponge gardens, mangroves, salt marshes, as well as some very special threatened species and indigenous heritage sites.

## SPONSORSHIP AND TRADE EXHIBITORS PACKAGES

---

*We invite your consideration of the following opportunities for your organisation to be involved with this conference.*

<b>Level</b>	<b># available</b>	<b>Value (plus GST)</b>	<b>Details on page:</b>
A. Gold	1	\$12,000	6
B. Silver	1	\$9,000	6
C. Bronze	2 (1x Welcome Reception; 1x Conference Dinner)	\$5,000	7
D. Morning Coffee	1	\$3,500	8
E. Field Trip	1	\$2,500	8
F. Keynote Session	Approximately 2 (Depending on final program structure)	\$2,500	9
G. Wifi Sponsor	1	\$2,500	9
H. Conference Stationery	1 (Pens & Pads)	\$2,000	9
I. Drink Bottle	1	\$2,000	10
J. Lanyard	1	\$1,800	10
K. Trade Exhibitor	10	\$1,200	10
L. Satchel Insert Only	5	\$500	10



# SPONSORSHIP PACKAGES

---

## A. Gold Sponsor (\$12,000 + GST)

*The Gold Sponsor holds a high profile and as such, will be given every opportunity to showcase itself to delegates.*

### Benefits:

- Opportunity to present a 5 minute address to delegates during the plenary session
  - Prominent display of company signage in main Conference room
  - Trade display for the duration of the conference – floor space with trestle table and display board
  - Five (5) complimentary full conference registrations for your company's representatives which includes all social functions
  - Sponsorship of a plenary conference session
  - Company logo on all conference promotional material
  - Company logo on conference website with hyperlink to your company website.
  - Recognition as gold sponsor in conference printed material
  - Verbal acknowledgment as the gold sponsor during the opening and closing sessions
  - One company promotional material included in Conference satchels
  - The opportunity to develop links with a diverse range of delegates from the various areas of coastal management
- 

## B. Silver Sponsor (\$9,000 + GST)

*The Silver Sponsor holds a high profile throughout the conference and as such, will be given every opportunity to showcase itself to delegates.*

### Benefits:

- Opportunity to present a 5 minute address to delegates during a plenary session
  - Trade display for the duration of the conference – floor space with trestle table and display board
  - Four (4) complimentary full conference registrations for your company's representatives, which includes all social functions
  - Company logo on all conference promotional material
  - Company logo on conference website with hyperlink to your company page
  - Recognition as silver sponsor in conference printed material
  - Verbal acknowledgment as the silver sponsor during the opening and closing sessions
  - One company promotional material included in conference satchels
  - The opportunity to develop links with a diverse range of delegates from the various areas of coastal management
- 



## C. Bronze Sponsor (\$5,000 + GST each)

*There are two Bronze Sponsor packages available at this year's conference – one which highlights the Welcome Reception and the other the Conference Dinner – both are key networking functions.*

### **Bronze Sponsor (Welcome Reception)**

#### **Benefits:**

- The opportunity to exclusively host the welcome reception which will take place on the evening of Wednesday 8<sup>th</sup> November 2017
  - Prominent display of company signage or visual display during the Welcome Reception
  - Opportunity to present a 5 minute address to delegates during the welcome reception
  - Trade display for the duration of the Conference – floor space with trestle table and display board
  - Two (2) complimentary full conference registrations for your company's representatives which includes all social functions
  - Six (6) additional complimentary tickets, for your company's representatives, to welcome reception
  - Company logo on all Conference promotional material
  - Company logo on Conference website with hyperlink to your company page
  - Verbal acknowledgment as the bronze sponsor during the opening and closing sessions
  - One Company promotional material included in conference satchels
  - Sponsorship of a concurrent conference session
  - Recognition as bronze sponsor in conference printed material
  - The opportunity to develop links with a diverse range of delegates from the various areas of coastal management
- 

### **Bronze Sponsor (Conference Dinner)**

#### **Benefits:**

- The opportunity to exclusively host and address the conference dinner which will take place on Thursday 9<sup>th</sup> November 2017
- Prominent display of company signage during conference dinner
- Trade display for the duration of the conference – floor space with trestle table and display board
- Two (2) complimentary full conference registration for your company's representatives which includes all social functions
- Four (4) additional complimentary tickets, for your company's representatives, the conference dinner
- Company logo on all conference promotional material
- Company logo on conference website with hyperlink to your company page
- Verbal acknowledgment as the bronze sponsor during the opening and closing sessions
- One Company promotional material included in conference satchels
- Sponsorship of a concurrent conference session
- Recognition as bronze sponsor in conference printed material
- The opportunity to develop links with a diverse range of delegates from the various areas of coastal management



## D. Morning Coffee Sponsor (1 Only) (\$3,500 + GST)

### Benefits:

- Recognition as the Coffee Sponsor in Conference printed material
  - Company logo on Conference website with hyperlink to your company page
  - Opportunity to display a pull up banner beside the coffee cart
  - One (1) complimentary Full Conference Registrations for your company's representatives which includes all social functions
  - Trade display for the duration of the conference – floor space with trestle table and display board
  - The opportunity to develop links with a diverse range of delegates from the various areas of coastal management
- 

## E. Field Trip Sponsor (1 Only) (\$2,500 + GST)

*The local Field Trips are a very popular draw card of the conference and you will have the opportunity to be the Field Trip Sponsor.*

### Benefits:

- Recognition as the Field Trip Sponsor in Conference printed material
  - Company logo on Conference website with hyperlink to your company page
  - Opportunity to display company promotional material in the field trip buses.
  - Opportunity to contribute to a field trip itinerary (pending conference committee approval and conference committee also reserves the right to the final say on itinerary and inclusions).
  - One (1) complimentary Full Conference Registrations for your company's representatives which includes all social functions
  - Trade display for the duration of the conference – floor space with trestle table and display board
  - One Company promotional material included in Conference satchels
  - The opportunity to develop links with a diverse range of delegates from the various areas of coastal management
- 

## F. Keynote Session Sponsor (3 Only) (\$2,500 + GST)

*A major highlight of the Conference Program is the high quality of the Keynote Speakers.*

**Benefits:**

- Verbal recognition as the session sponsor by the chairperson prior and at the conclusion of the keynote address
  - Trade display for the duration of the conference – floor space with trestle table and display board
  - One (1) complimentary full conference registration for your company's representative which includes all social functions
  - Company logo on session slide for the keynote sponsored session
  - Company logo on conference website with hyperlink to your company page
  - One Company promotional material included in conference satchels
  - Recognition as keynote session sponsor in conference printed material
  - Opportunity to display a free standing banner in the session room when the sponsored keynote is presenting
  - The opportunity to develop links with a diverse range of delegates from the various areas of coastal management
- 

## **G. Wifi Sponsor** (\$2,500 + GST)

*\* Please note this sponsorship is only discounted for the 2017 Conference, as it is the first time run. .*

**Benefits:**

- Sponsor the conference wifi – set the network name and password to get people thinking about your brand
  - Send users straight to your website to see a spike in traffic, this will also assist in boosting your google ranking
  - One (1) complimentary full conference registration for your company's representative which includes all social functions
  - Recognition as the conference wifi sponsor in conference printed material
  - The opportunity to develop links with a diverse range of delegates from the various areas of coastal management
- 

## **H. Conference Stationery Sponsor** (\$2,000 + GST)

**Benefits:**

- Company stationery (pens and pads) are included in conference satchels. Pens provided by sponsor and note pads can either be supplied by sponsor or logo included on printed conference note pad
- One (1) complimentary full conference registration for your company's representative which includes all social functions
- Recognition as a conference stationery sponsor in conference printed material
- The opportunity to develop links with a diverse range of delegates from the various areas of coastal management

## **I. Drink Bottle Sponsor** (\$2,000 + GST)



**Benefits:**

- Company logo on the delegate drink bottles which will be used for the conference and field trips
  - Recognition as a drink bottle sponsor in conference printed material and conference website
- 

## J. Lanyard Sponsor (\$1,800 + GST)

**Benefits:**

- Company logo on the delegate lanyard
  - Recognition as a lanyard sponsor in conference printed material and conference website
- 

## K. Trade Exhibitor (\$1,200 + GST)

*There are opportunities for a limited number of organisations and businesses to hold trade displays at the Conference.*

**Benefits:**

- The opportunity to hold a trade display for the duration of the conference - floor space with trestle table and access to power if requested
  - The opportunity to develop links with a diverse range of delegates from the various areas of coastal management
  - One (1) complimentary full conference registration for your company's representative which includes all social functions
  - Recognition as a trade exhibitor in the conference program
- 

## L. Satchel Insert (\$500 + GST)

**Benefits:**

- 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
  - Recognition as an industry supporter in the conference program
-

## SPONSORSHIP TERMS

Following are explanations of the various elements contained with 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 and Conference Dinner. Additional company representatives (above the sponsorship entitlement) will be at regular registration rates.

### 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 floor space with a covered trestle table, 2 chairs, plus space for pop-up style company promotional banner/ display. 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 250 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.

### 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 6<sup>th</sup> October 2017.

**To confirm sponsorship:** Please complete the 'Sponsorship Confirmation Agreement' and email [amy@eastcoastconferences.com.au](mailto:amy@eastcoastconferences.com.au) or fax back to (02) 6650 9700. A Tax Invoice will then be prepared and forwarded for your processing, as well as a letter confirming sponsorship level and benefits.

### FURTHER INFORMATION:

---

**Amy McIntosh, Jayne Hindle, Jasmine Durbidge, Jodie McCormick**  
East Coast Conferences – 2017 NSW Coastal Conference  
PO Box 848 Coffs Harbour, NSW 2450  
T: (02) 6650 9800 F: (02) 6650 9700 M: 0408 220 188  
E: [amy@eastcoastconferences.com.au](mailto:amy@eastcoastconferences.com.au) W: [www.coastalconference.com](http://www.coastalconference.com)

## SPONSORSHIP AND TRADE CONFIRMATION AGREEMENT

Company Name: .....

Contact Person (admin): .....

Address: .....

Town:.....State:..... Post code:.....

Phone: ..... Email:.....

Name of representative attending: .....

Contact Details of representative: Email:.....Mobile: .....

For Trade Exhibitors:

Is **power** required  Yes /  No

Other request(s): .....

### Agreement

I have read and understand the terms of sponsorship and would like to request confirmation of the following sponsorship package(s):

✓		<b>Cost (+ GST)</b>
	<b>A. Gold Sponsor</b>	\$12,000 + GST
	<b>B. Silver Sponsor</b>	\$9,000 + GST
	<b>C. Bronze Sponsor (Welcome Reception Wednesday)</b>	\$5,000 + GST
	<b>Bronze Sponsor (Conference Dinner Thursday)</b>	\$5,000 + GST
	<b>D. Morning Coffee Cart Sponsor</b>	\$3,500 + GST
	<b>E. Field Trip Sponsor</b>	\$2,500 + GST
	<b>F. Keynote Session</b>	\$2,500 + GST
	<b>G. Wifi Sponsor</b>	\$2,500 + GST
	<b>H. Conference Stationery</b>	\$2,000 + GST
	<b>I. Drink Bottle Sponsor</b>	\$2,000 + GST
	<b>J. Lanyard Sponsor</b>	\$1,800 + GST
	<b>K. Trade Exhibitor</b>	\$1,200 + GST
	<b>L. Satchel insert</b>	\$500 + GST

Signature: ..... Date: .....

Please return completed form (via fax, email or post) to:

Amy McIntosh, Jayne Hindle, Jasmine Durbidge, Jodie McCormick  
*Conference Managers – 26<sup>th</sup> NSW Coastal Conference*  
 East Coast Conferences, PO Box 848 Coffs Harbour NSW 2450 ABN 56 515 955 798  
 T: (02) 6650 9800 F: (02) 6650 9700 M: 0408 220 188 E: [amy@eastcoastconferences.com.au](mailto:amy@eastcoastconferences.com.au)

*Thank you!*