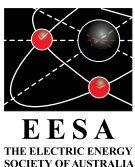


86th
**National Conference &
Trade Exhibition**

**Electric Energy Society of Australia
Sponsorship & Exhibition Opportunities**

**Watt's up...
future-proofing energy networks**



**1 - 3 September 2010
Australian Technology Park
Sydney**

EESA Sponsorship & Exhibition Opportunities



The Electric Energy Society of Australia (EESA) takes great pleasure in inviting you to participate in the EESA 2010 National Conference & Trade Exhibition, 1-3 September 2010 at the Australian Technology Park, Sydney.

This year the EESA National conference will be held at the Australian Technology Park, Eveleigh - a location which should prove to be very popular and convenient to the conference participants. We have specifically chosen a larger venue this year to allow our exhibitors to ably display their wares.

The theme for this year's conference "**Watt's Up – future proofing energy networks**" addresses the ongoing evolution in energy networks and the need to ensure they remain flexible to accommodate the emerging technologies that will change grid nature and operation. All this in an environment of changing regulatory structures, an emphasis on overall sustainability, intelligent grid applications, an uptake in embedded generation and an unprecedented public spend by NSW energy utilities to replace aging networks and still cope with ongoing growth in energy demands.

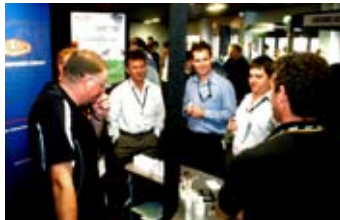
The conference will provide an invaluable opportunity to catch up with energy industry developments from a 'macro and micro' view as well as encouraging many networking opportunities with colleagues from other networks and manufacturers. A notable feature of the last conference held in NSW, was the large number of young engineers present and it is hoped that this trend continues.

Sponsoring and exhibiting at this conference will provide your organisation with an opportunity to enhance its profile and promote its services to the decision-makers of both national and international organisations. The conference program and exhibition space have been designed to offer sponsors and exhibitors maximum networking opportunity with conference delegates. All meals and refreshments will be served in the exhibition area to ensure maximum exposure for exhibitors.

Based on past attendance we anticipate 150-200 senior delegates from the electric energy industry from Australia and overseas. The conference will again include a selection of senior industry speakers and special guests, and feature parallel business and technical streams to attract the widest audience of delegates from the Electrical and Electricity Supply Industries.

I look forward to welcoming you to the conference in September.

Robert Barr, EESA National President



Date	Overview of key activities
Wednesday 1st September - Evening	Delegate registration
	Welcome Reception
	Opening of trade exhibition
Thursday 2nd September	Delegate registration
	Exhibition open
	Welcome and official opening
	Conference Sessions
Thursday 2nd September - Evening	Conference Dinner
Friday 3rd September	Delegate registration
	Exhibition open till 2pm
	Conference sessions
	Conference closing address

*program subject to change

EESA Sponsorship & Exhibition Opportunities

Who attends the conference

- Energy company chief executives
- Government department representatives and energy regulators
- Energy company general/area managers, distribution managers, asset managers and project development managers
- Consultants
- Academics
- Manufacturers and suppliers

What are the benefits of sponsoring or exhibiting at the conference?

- ✓ A targeted marketing approach directed at your potential customers
- ✓ A significant marketing advantage through relationship marketing
- ✓ Broaden the exposure of your product/service to your target market
- ✓ Enhanced company profile
- ✓ Brand awareness and acceptance
- ✓ The opportunity to demonstrate your product/service
- ✓ Networking with key industry specialists

Sponsorship options

Platinum (1 available)

\$20,000 + GST

Before the conference:

- Company name and logo displayed on all promotional material including weblink on EESA Conference web page, acknowledged as Platinum sponsor

During the conference:

- Company name and logo displayed in the main auditorium, exhibition and registration area throughout the conference (banners provided by sponsor)
- Double exhibition booth (6m x 3m)
- Opportunity for a senior representative to make a 5 minute presentation in the opening session
- Five complimentary registrations to all conference activities
- An invitation for two additional company representative to attend the conference gala dinner
- Formal acknowledgment during the opening and closing address
- Acknowledgment in the conference handbook
- Opportunity to supply handout or corporate gift to delegates (to be provided by sponsor)

Gold (2available - 3 sold)

\$15,000+ GST

Before the conference:

- Company name and logo displayed on all promotional material including weblink on EESA Conference web page, acknowledged as Gold Sponsor

During the conference:

- Company name and logo displayed in the main auditorium throughout the conference (banners provided by sponsor)
- Company banner displayed in trade exhibition area (banner provided by sponsor)
- Two complimentary registrations to all conference activities
- An additional five full registrations specifically for recent graduate engineers with under five years experience
- An invitation for two additional company representative to attend the conference gala dinner
- Formal acknowledgment during the opening and closing address
- Acknowledgment in the conference handbook
- Additional employees of the sponsoring organisation can register at "EESA Member" rates

EESA Sponsorship & Exhibition Opportunities

Silver (4 available - 1 Sold)

\$7,500 + GST

Before the conference:

- Company name and logo displayed on all promotional material including weblink on EESA Conference web page, acknowledged as Silver Sponsor

During the conference:

- Company name and logo displayed in the main auditorium throughout the conference (banners provided by sponsor)
- Two complimentary registration to all conference activities
- An invitation for one additional company representative to attend the conference gala dinner
- Formal acknowledgment in the opening and closing address
- Acknowledgment in the conference handbook

Bronze (4 available - 1 Sold)

\$3,500 + GST

Before the conference:

- Company name and logo displayed on all promotional material including weblink on EESA conference web page, acknowledged as Bronze Sponsor

During the conference:

- Company name and logo displayed in the main auditorium throughout the conference (banners provided by sponsor)
- One complimentary registration to all conference activities
- Formal acknowledgment during the opening and closing address
- Acknowledgment in the conference handbook

Dinner

SOLD

- Prominent display of sponsor signage during the dinner (sponsor to provide self standing banners)
- The opportunity for a five minute address by a senior company representative during the conference dinner
- A seat at the main table hosted by the EESA National President
- An invitation for five company representatives to attend the dinner
- The opportunity to provide the dinner guests with a company gift (to be provided by sponsor)
- Company logo on the dinner menus
- Acknowledgement within the conference brochure, conference handbook and EESA website and during the conference dinner.



2009 EESA NSW Conference Dinner

Welcome Reception

SOLD

- Opportunity to display company signage during the welcome reception (sponsor to provide self standing banners)
- Opportunity for a five minute address by a senior company representative during the welcome reception
- An invitation for three company representatives to attend the welcome reception
- Acknowledgment in the conference brochure, handbook, EESA website and during the welcome reception

EESA Sponsorship & Exhibition Opportunities

Conference satchel or compendium

SOLD

- Company logo printed on compendium or satchel (one colour logo)
- One piece of promotional literature in the conference compendium or satchel
- Acknowledgment in the conference handbook & weblink on EESA Conference web page

Internet Booths (1 available)

\$3,000 + GST (per booth)

- 1 x booth with 2 x internet stations providing complimentary internet access for delegates
- Company name on booth
- Company can also provide:
 - Branded mouse pads for use within the booth
 - Screen savers
 - 1 x staff member to assist users (staff pass includes day catering)
- Acknowledgment in the conference handbook



Conference Pads (1 available)

SOLD

- A4 conference pad over-printed with company logo and message on all pages
- Acknowledgment in the conference handbook

Water bottles (branded x 500 units -1 available)

\$ 1,800 + GST

- Company logo/name detailed on water bottles
- Refillable from water bubblers during the conference
- Acknowledgment in the conference handbook
- Return of any unused water bottles to the sponsoring company for their own use (at own expense)



Conference Pens (1 available)

SOLD

- Company logo/name detailed on conference pen
- Acknowledgment in the conference handbook

Name badges (1 available)

SOLD

- Name badges over-printed with company logo
- Acknowledgment in the conference handbook

Mints (branded x 500 units - 1 available)

\$ 1,200 + GST

- Company logo/name detailed on mint rolls
- Acknowledgment in the conference handbook
- Return of any unused mints to the sponsoring company for their own use (at own expense)



EESA Sponsorship & Exhibition Opportunities

Exhibition

This year we can offer two options for exhibition space depending on your budget

3m x 3m booth	\$2750 plus GST
2m x 1m pod stand	\$1500 plus GST
Double booths and raw space	available on request

The 3m x 3m Syma booth will include: (Spaces 1-14)

- Walls - 2.5 m high matt anodised aluminium frame with white laminated infills – custom digital printed infill available at an additional cost (number of walls depends on booth location – end booths will only have one side wall and one back wall),
 - Fascia – White laminated infill with black vinyl lettering (max 26 characters)
 - Lighting - 2 x 150-watt spotlight per booth, mounted on light track inside fascia
 - Power - 1 x 240 volts/1000 watt/4 amp general purpose outlet per booth
- *Additional furniture packages, equipment or telephone lines can be arranged at the exhibitors cost.

Features include:

- ✓ 5 minute presentation to conference delegates on your product or service during concurrent sessions
- ✓ Acknowledgement in the conference handbook
- ✓ Conference registration for one representative including welcome reception plus day catering for one additional company representative



The 2m x 1m Pod Stands will include: (Spaces 15-20)

- Walls - 2.5 m high matt anodised aluminium frame with white laminated infills including one lockable front – custom digital printed infill available at an additional cost
 - Fascia – White laminated infill with black vinyl lettering (max 26 characters)
 - Lighting - 1 x 300 watt spotlight with arm
 - Power - 1 x 240 volts/1000 watt/4 amp general purpose outlet per booth
- *Additional furniture packages, equipment or telephone lines can be arranged at the exhibitors cost.



Features include:

- ✓ Acknowledgement in the conference handbook
- ✓ Conference registration for one representative including welcome reception.

EESA Sponsorship & Exhibition Opportunities

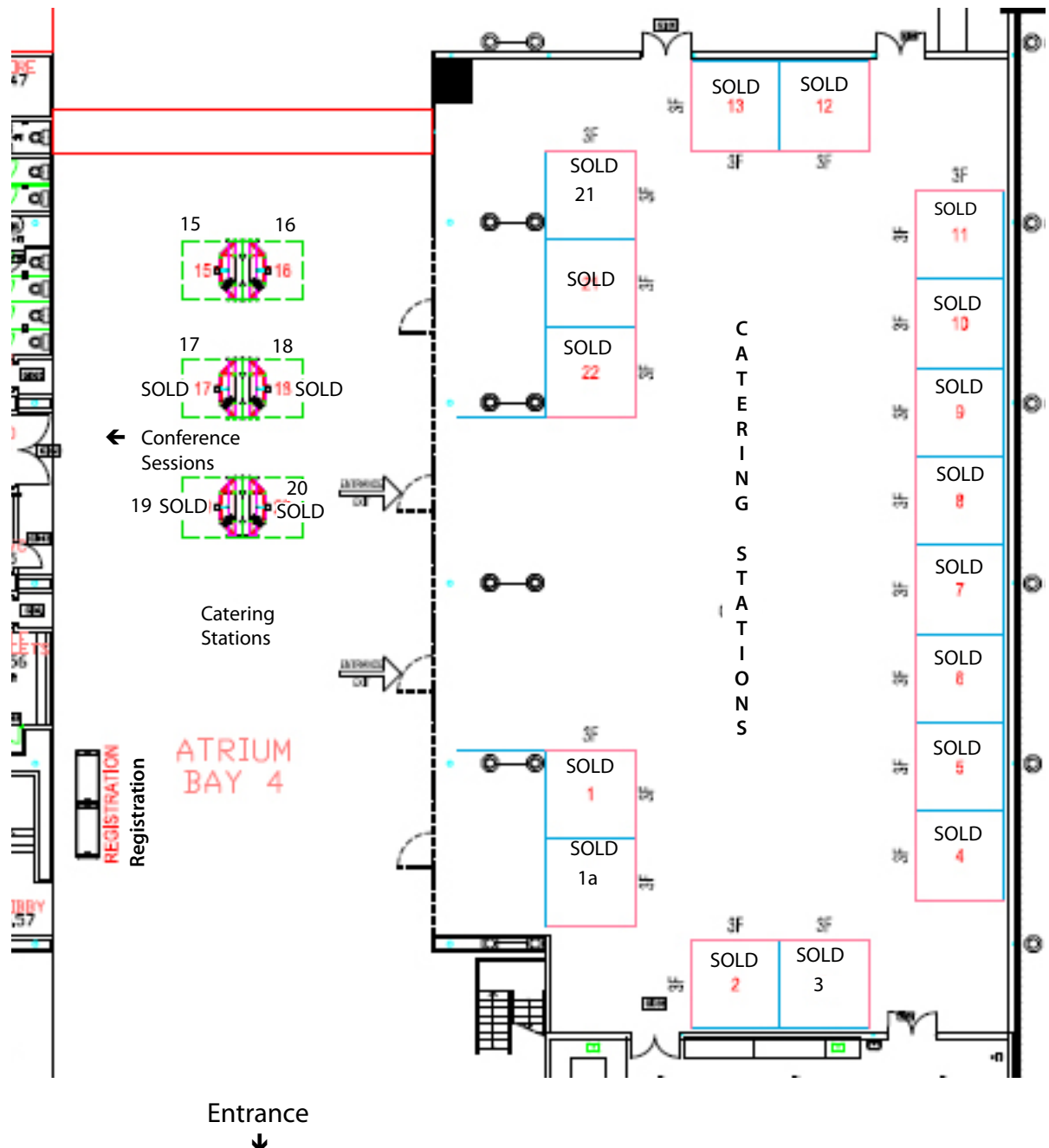
Exhibition Hours:		
Exhibition Set-up*	Wednesday 1 September	2.00pm - 4.00pm
Opening Hours	Wednesday 1 September	6.00pm - 7.30pm
	Thursday 2 September	8.30am - 5.00pm
	Friday 3 September	8.30am - 3.00pm
Exhibition pack-down	Friday 3 September	3.00pm - 5.00pm

*Exhibition set up hours may vary slightly and will be confirmed in the exhibitor manual sent out prior to the conference.

Registration:

One registration to the conference sessions and welcome reception is included in the exhibitor package. Tickets to the conference dinner can be purchased separately.

Exhibition floor plan....



EESA Sponsorship & Exhibition Opportunities

General terms and conditions

- A 50% deposit is required to confirm the booking, the remaining amount to be paid 30 days prior to the event (2 August 2010).
- Exhibitor booths are allocated on receipt of payment however, the organisers reserve the right to change the layout and allocation should the need arise in the lead up to the conference. Exhibitors will be notified if this becomes necessary.
- In the event of cancellation sponsors and exhibitors are requested to inform The Meetings Manager Pty Ltd in writing. Unless the sponsored item or exhibition space can be resold, the organisers reserve the right to retain any monies paid.
- Sponsors and exhibitors are liable for any damage they cause to the venue and/or the exhibition booths. The organiser is not liable for damages or loss to sponsor or exhibitors' property. Exhibitors must be adequately covered for Public and Product Liability Insurance. It is the responsibility of the exhibitor to arrange appropriate insurance for items within their exhibition.
- Promotional activity must not impinge on or directly interfere with any other sponsor or exhibitor

Our Privacy Policy

By registering for this conference, relevant details will be held on a database by EESA and The Meetings Manager. An attendee list will be provided to all participants (name, position and organisation only). If you do not wish your information to be used in this manner, please advise The Meetings Manager.

Contact details

For all queries regarding sponsorship and exhibition, please contact.....



the meetings manager

ABN 81 065 192

145/2-18 Buchanan Street

Balmain NSW 2041

Tel: +61 2 9810 7322

Fax: +61 2 9810 7320

Email: meetings@tmm.com.au

EESA Sponsorship & Exhibition Opportunities

Please complete and fax to The Meetings Manager on +61 2 9810 7320
or scan and email to meetings@tmm.com.au

General Details

Contact Name: _____

Organisation: _____

Address: _____

Position: _____

Phone: _____ Mobile: _____ Fax: _____

Email: _____

Level of Sponsorship

I agree to the Sponsorship and Exhibitor Conditions and request the following: (all prices include GST)

<input type="checkbox"/> Platinum Sponsor	\$22,000	<input type="checkbox"/> Conference Compendium	\$4,950
<input type="checkbox"/> Gold Sponsor	\$16,500	<input type="checkbox"/> Internet Booth	\$3,300
<input type="checkbox"/> Silver Sponsor	\$8,250	<input type="checkbox"/> Conference Pads	\$2,750
<input type="checkbox"/> Bronze Sponsor	\$3,850	<input type="checkbox"/> Conference Pens	\$1,650
<input type="checkbox"/> Dinner	SOLD	<input type="checkbox"/> Water Bottles	\$1,980
<input type="checkbox"/> Welcome Reception	SOLD	<input type="checkbox"/> Name Badges	SOLD
<input type="checkbox"/> Exhibition Booth (3m x 3m)	\$3,025	<input type="checkbox"/> Mints	\$1,320
<input type="checkbox"/> Pod Stand (2m x 1m)	\$1,650		

Booth Location Preference

The exhibition floor plan is attached. Please indicate your preferred booth number

Booth number/s: First choice ()
 Second choice ()
 Third choice ()

Please note:

Booths will be allocated on a "first come, first served" basis on receipt of the deposit payment

Payment Details

I authorise payment for: \$ _____

Please note: A 50% deposit is required to confirm the booking, with the remaining amount to be paid 30 days prior to the event.

Please note: all prices include 10% GST.

A cheque payable to The Meetings Manager Pty Ltd is enclosed

Please charge the following credit card: Mastercard Visa Amex

Card number

Expiry date ____/____ CCV No ____

Signature _____ Cardholder name _____

(credit card payment not valid without signature)

(Please print)



the meetings manager

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