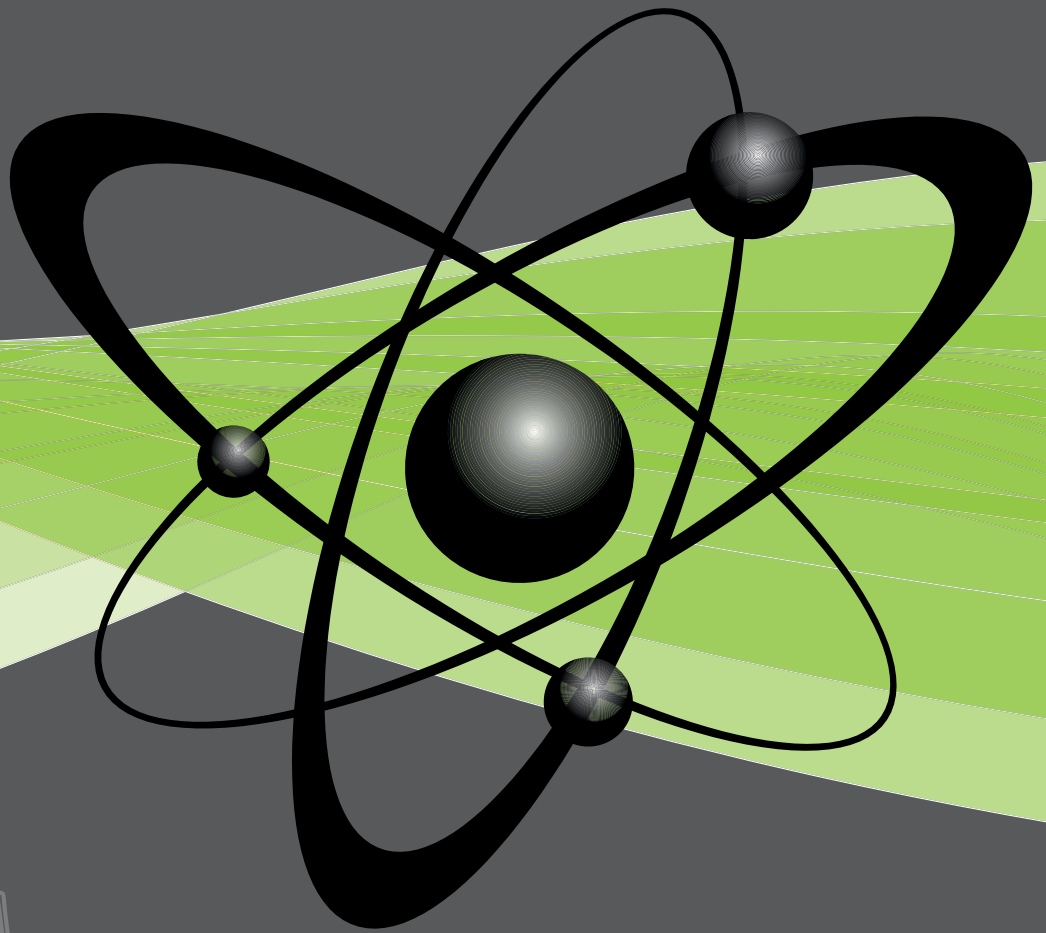


2012 YEAR OF
**THE REGIONAL
ENGINEERING TEAM**
REGIONAL AUSTRALIA: THE HEART OF ENGINEERING

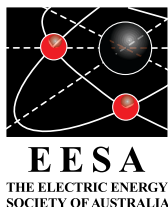
EECON VIC 2012

Showcasing the Heart of Regional Energy Engineering

Sponsorship & Exhibition Opportunities



29 - 30 March 2012 : Ballarat, Victoria
Mercure Ballarat Hotel & Convention Centre



EECON VIC 2012: Sponsorship & Exhibition Opportunities



It is my pleasure to invite you to participate in the EECON VIC 2012 Conference & Trade Exhibition, 29 – 30 March at the Ballarat Hotel and Convention Centre, Ballarat.

I am very excited by this conference as it sees the coming together of the Electric Energy Society of Australia, Engineers Australia Victorian Division and the Regional Chairs Group to deliver on all of the four strategic objectives of the 'Year of the Regional Engineering Team'. The conference

- » will provide access for CPD for regional based members;
- » increase the awareness of engineering opportunities in regional areas;
- » promote equity for all members of Engineers Australia; and
- » generate an understanding of the value of the regional engineering team.

This conference will also resort back to our tradition of holding conferences in regional areas as well major city locations.

The theme for this conference, 'Showcasing the Heart of Regional Energy Engineering' will highlight the challenges being faced by the regional engineering team and showcase some of their recent achievements.

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 opportunities with conference delegates. All meals and refreshments will be served in the exhibition area to ensure maximum exposure for exhibitors.

We anticipate 100-120 senior delegates from the electric energy industry from Victoria and interstate. The conference will include an excellent selection of national and local speakers who will address a wide spectrum of issues covering supply, distribution and use of electric energy in a regional setting. Water and infrastructure based projects will be presented to give a glimpse at securing our water supply and improvements for our infrastructure after the prolonged drought we have been facing.

I look forward to welcoming you to EECON VIC in September 2012.

Dr Robert Barr
EESA National President



Day	Overview of key activities
Thursday - Conference Day	Delegate registration
	Exhibition open
	Conference Sessions
Thursday - Evening	Conference Dinner
Friday - Conference Day	Delegate registration
	Exhibition open
	Conference sessions
	Conference closing address

*program subject to change

EECON VIC 2012: 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, project development managers and engineers
- Consultants and contractors
- Academics and students
- 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 & Exhibition Opportunities...

Sponsorship Item	Number available	Price (excluding GST)
Platinum	Exclusive (1)	\$15,000.00
Gold	Five (5)	\$10,000.00
Silver	Five (5)	\$5,000.00
Conference Dinner	Exclusive (1)	\$7,500.00
Conference Satchel/Compendium	Exclusive (1 each)	\$5,000.00
Host a breakfast for delegates	Exclusive (1)	\$4,000.00
Bronze	Five (5)	\$3,000.00
Conference Pads	Exclusive (1)	\$2,500.00
Name Badges	Exclusive (1)	\$2,000.00
Water Bottles (Branded)	Exclusive (1)	\$1,800.00
Conference Pens	Exclusive (1)	\$1,500.00
Exhibition Booths (3m x 3m)	Approximately 17	\$2000.00

Your point of contact...

EESA VIC Division has engaged The Meetings Manager to manage EECON VIC 2012. Sponsorship & Exhibition Opportunities are included in this prospectus and if you have any question please don't hesitate to contact us.

Claire Warner, Events Coordinator
The Meetings Manager
E: meetings@tmm.com.au
T: +61 2 9810 7322



the meetings manager



ECON VIC 2012: Sponsorship & Exhibition Opportunities

Platinum (1 available)

\$15,000 + 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 representatives 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)
- Additional employees of the sponsoring organisation can register at "EESA Member" rates

Gold (5 available)

\$10,000 + 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)
- 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 representatives 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



ECON VIC 2012: Sponsorship & Exhibition Opportunities

Silver (5 available)

\$5,000 + 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 registrations to all conference activities
- An invitation for one additional company representatives to attend the conference gala dinner
- Formal acknowledgment in the opening and closing address
- Acknowledgment in the conference handbook

Dinner (1 available)

\$7,500 + gst

- 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 (Lectern and microphone will be provided. Additional AV at sponsors own expense).
- 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.

2011 EESA National Conference Dinner



Bronze (5 available)

\$3,000 + 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 in the opening and closing address
- Acknowledgment in the conference handbook



EECON VIC 2012: Sponsorship & Exhibition Opportunities

Conference satchel or compendium (1 each available) \$5,000 + gst

- 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

Host a Breakfast for delegates (1 available) \$ 4,000 + gst

Host a breakfast for up to 40 conference delegates

- Company logo on all conference promotion as Breakfast Sponsor
- Acknowledgment in the conference handbook & weblink on EESA Conference web page. Package includes a table buffet breakfast with one hot option plus basic AV equipment screen, whiteboard or flipchart and PA system. (Catering and AV upgrades available at own expense)

Conference Pads (1 available) \$2,500 + gst

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

Name badges \$2,000 + gst

- Name badges over-printed with company logo
- 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 \$1,500 + gst

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



EECON VIC 2012: Sponsorship & Exhibition Opportunities

Exhibition

Exhibition Booths...

3m x 2m booth \$2000.00 plus GST

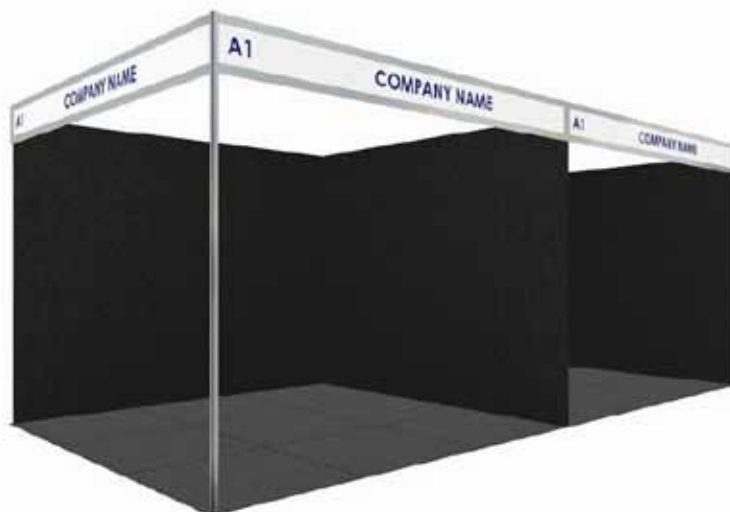
The 3m x 2m Corinthian booth will include:

- Walls - 2.4 m high velcro compatible walls – (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 30 characters including spaces)
- Lighting - 2 x 120-watt spotlight per booth, mounted on light track inside fascia
- Power - 1 x 4 amp general purpose outlet per booth

*Additional furniture packages, equipment or telephone lines can be arranged at the exhibitors cost.

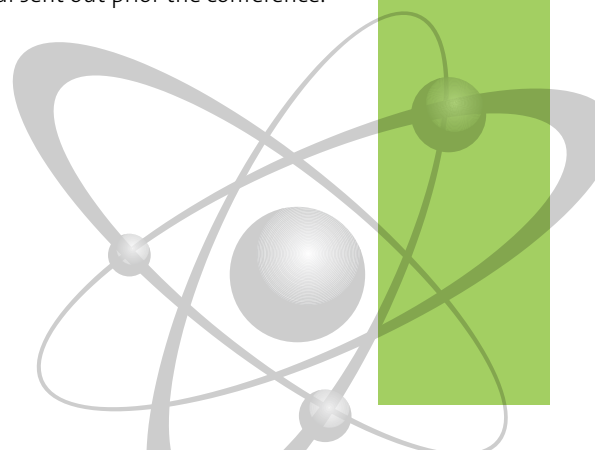
Features include:

- ✓ Acknowledgement in the conference handbook
- ✓ One (1) conference registration: includes attendance to the conference sessions, conference documentation and conference functions.
- ✓ One (1) Exhibition staff: includes day catering for the duration of the conference



Exhibition Set-up*	Wednesday	4.00pm - 6.00pm
Opening Hours	Thursday	8.30am - 5.00pm
	Friday	8.30am - 3.00pm
Exhibition pack-down*	Friday	3.00pm - 5.00pm

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



EECON VIC 2012: Sponsorship & Exhibition Opportunities

VIC Exhibition floor plan

Please note: Exhibition floor plan is subject to change.



Sponsorship & Exhibition Special Offer....

Sponsorship & Exhibition Opportunities are also available for EECON QLD & NSW. If you book 2 sponsorship or exhibition items together you will receive a 10% discount.

Don't miss out.... Please contact The Meetings Manager for more details!!

General terms and conditions for VIC....

- Full payment is required 30 days prior to the event to secure the booking (27 February 2012).
- 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

EECON VIC 2012: Sponsorship & Exhibition Registration form

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	\$16,500
<input type="checkbox"/>	Gold	\$11,000
<input type="checkbox"/>	Silver	\$5,500
<input type="checkbox"/>	Conference Dinner	\$8,250
<input type="checkbox"/>	Bronze	\$3,300
<input type="checkbox"/>	Conference Satchel/Compendium	\$5,500

<input type="checkbox"/>	Host a breakfast	\$4,400
<input type="checkbox"/>	Conference Pads	\$2,750
<input type="checkbox"/>	Water Bottles (Branded)	\$1,980
<input type="checkbox"/>	Conference Pens	\$1,650
<input type="checkbox"/>	Name Badges	\$2,200
<input type="checkbox"/>	Exhibition Booths (3m x 2m)	\$2,200

Please note: all prices include 10% GST.

Booth Location Preference

The exhibition floor plans are included in this document. Please indicate your preferred booth number below from 1 - 3.
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: Full payment is required 30 days prior to the event to secure the booking.

A cheque payable to The Meetings Manager Pty Ltd is enclosed

I would like to pay via EFT, please invoice me

Please charge the following credit card: Mastercard Visa Amex

Card number

Expiry date ____ / ____ CCV No ____

Signature _____
(not valid without signature)

Cardholder name _____
(Please print)



the meetings manager

Suite 16/7 Rosebery Place
Balmain NSW 2041

Tel: +61 2 9810 7322

Fax: +61 2 9810 7320

Email: meetings@tmm.com.au