

SPONSORSHIP OPTIONS

AUSTRALIA ICOMOS
fremantle 2006
WESTERN AUSTRALIA



Courtesy Fremantle Ports

challenge and change
IN PORTS
THEIR TOWNS AND CITIES

NATIONAL CONFERENCE

9-11 november 2006

THE CONFERENCE

Australia ICOMOS' 2006 national conference will explore challenges and changes in the context of historic port cities. As an isolated island nation ports have played a significant role in the development of Australia that has endured through changing political, economic and social fortunes.

Ports have served Australia as gateways not only for the import and export of goods but for the exchange of ideas, the migration of people both willing and unwilling, the introduction of pests and diseases and the arrival of invaders and allies. The towns and cities that grow up around them are shaped and coloured by their activities and fortunes.

- *What is the role of the modern port and how have relationships of ports to their surrounding urban environments changed?*
- *How can we balance the cultural significance of historic ports/port cities with the needs of today and how can we best manage continuing change into the future?*
- *What role does the community have in ensuring this heritage is protected?*
- *What roles do heritage professionals have in assisting communities to adapt to and harness this change?*

This conference will explore these questions with reference to issues such as adaptive reuse, economic drivers, urban and industrial expansion, evolution and development, the role of interpretation and the ongoing use of industrial sites and waterfronts.

THE AUDIENCE

The conference will attract a broad audience of delegates professionally involved in heritage as well as those more specifically interested in the variety of issues relating to ports, their cities and towns.

Participants working in the heritage industry will be drawn from a wide range of professions including archaeologists, historians, architects, planners, engineers, economists and geographers. Community groups and industry workers interested or involved in heritage and/or ports will also be invited to participate.

The conference will attract delegates from across Australia and it is anticipated there will also be a small number of international delegates.

Conference Secretariat:

Promaco Conventions Pty Ltd ABN 68 008 784 585
PO Box 890, Canning Bridge WESTERN AUSTRALIA 6153
Tel: (+61) 08 9332 2900 Fax: (+61) 08 9332 2911
Email: promaco@promaco.com.au
Conference website: www.promaco.com.au/2006/icomos

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Invitation

The organising committee of the Australia ICOMOS national conference invites your participation as a sponsor of this important event to be held in Fremantle at the Fremantle Town Hall from 9-11 November 2006.

The aim of the conference is to explore the challenges and changes in the context of historic port cities in Australia; to see how we can balance the cultural significance with the needs of today, and how we can manage continuing change into the future. Prominent national and international speakers will lead the discussion and identify current trends and emerging issues arising from the relationship modern ports have with their surrounding urban environments.

Publicity for the conference will be widespread. The conference will provide your organisation with an opportunity to promote and showcase your organisation's continuing commitment to environment and heritage concerns to both existing and potential clients.

The sponsorship prospectus has been tailored to provide you with maximum exposure to a relevant and interested audience and is an excellent medium for your organisation to demonstrate its involvement in this area.

The sponsorship packages offer a variety of marketing objectives and are flexible. If there are other avenues of involvement you would like to discuss, we are happy to receive your call.

All sponsors will be acknowledged throughout the event, with Platinum and Gold Sponsors receiving prominence prior to the conference, in printed and/or electronic material and announcements.

Organising Committee
Australia ICOMOS National Conference

ABOUT ICOMOS

Australia ICOMOS (International Council on Monuments and Sites) is the peak body of professionals working in heritage conservation.

Places of cultural significance enrich people's lives, often providing a deep and inspirational sense of connection to community and landscape to the past and to lived experiences.

Places of cultural significance reflect the diversity of our communities, telling us about who we are.

ICOMOS advocates a cautious approach to change: do as much as necessary to care for the place and to make it usable, but otherwise change it as little as possible so that its cultural significance is retained.

Please Note:

- Acceptance of sponsorship applications will be subject to committee approval. The committee reserves the right to decline applications based on any association, direct or indirect, that does not uphold the objectives of the conference.
- Acknowledgment in printed material is subject to sponsorship confirmation prior to printing deadlines.
- 30% deposit is payable with the application and balance of payment is due by 10 July 2006
- All attendees must register officially on the registration form

Cancellation Policy

In the event of withdrawal of sponsorship, please be advised that unless that particular area of sponsorship is resold, the organisers reserve the right to retain the deposit payment received.

To ensure **maximum exposure** from the sponsorship benefits listed below, a response is required as soon as possible. A 30% deposit of the sponsorship amount is required for confirmation. Sponsorship amounts include GST.

SPONSORSHIP BENEFITS

	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
	\$12,100	\$8,250	\$5,500	\$2,200
	Premium Sponsor Package			
The inclusion of "Proudly sponsored by (your company)" on the front cover of the registration brochure	✓			
The inclusion of "Proudly sponsored by (your company)" on the front cover of the conference program	✓			
The inclusion of your company logo on name badges provided to delegates and speakers	✓			
The inclusion of an advertisement (at size specified) for your company in the registration brochure and conference program (finished artwork to be supplied by sponsor)	✓ (Full page)	✓ (Half page)	✓ (Quarter page)	
At the conference, your banner will be on prominent display (to be supplied by sponsor)	✓	✓	✓	
The inclusion of "Proudly sponsored by (your company)" on the conference journal advertisements	✓	✓	✓ (major adverts only)	✓ (major adverts only)
The inclusion of your company logo on the conference web page	✓	✓	✓	✓
Invitation to welcome reception	✓✓✓✓	✓✓	✓✓	✓✓
Invitation to conference dinner	✓✓✓✓	✓✓	✓	✓
Complimentary registration to conference	✓✓✓	✓✓	✓	✓
The inclusion of "Proudly sponsored by (your company)" in the conference proceedings	✓	✓	✓	✓
The inclusion of your company logo on the inside cover of the registration brochure and conference program	✓	✓	✓	✓
During the conference, a powerpoint presentation will be shown acknowledging your company as a sponsor	✓ (Platinum)	✓ (Gold)	✓ (Silver)	✓ (Bronze)
The inclusion of your company brochure or selected literature in the conference satchels	✓	✓	✓	✓
Acknowledgement during the opening ceremony	✓	✓	✓	✓

Conference Dinner

The conference dinner, always a prestigious event is ideal for the promotion of your company. In return for sponsorship of the event, your company brochure will be included in the delegate satchel, acknowledgement will be given in the conference program, on the dinner ticket and menu and with formal acknowledgement at the dinner. Your company signage or banner will also be displayed at the dinner venue. The dinner may have multiple sponsors. Four complimentary tickets will be provided for the company director.

SPONSORSHIP \$5,500

Welcome Reception

The welcome reception is a great way to start the conference and the opportunity to get your name up front. Acknowledgement will be given in the conference program and your company signage or banner will be displayed at the reception venue. Four complimentary tickets to the welcome reception will be provided for your guests.

SPONSORSHIP \$3,300

In addition to the Platinum, Gold, Silver and Bronze sponsorship options, the items/functions below can also be sponsored with benefits as outlined. All sponsorship amounts include GST. All sponsors will be acknowledged on the Sponsors Board. All supplied promotional material must be approved by the organising committee.

Conference Satchels

The conference will have attractive and practical satchels. As the sponsor, your company name and logo will feature on the outside. Satchels are one of the most useful and lasting articles from the conference. This is a sure way of having your company logo in front of all delegates. In addition, you will be acknowledged in the conference program.

SPONSORSHIP \$3,300

Advertisements

Advertising will be offered in the registration brochure, conference program and proceedings. One colour and full colour options will be available (finished artwork is to be supplied by the sponsor).

**SPONSORSHIP \$1,100 full colour
special position: inside covers \$1,650
back cover \$2,200**

Note-Pads and Pens

A complimentary duo used during and after the conference, this is an excellent way to promote your company. Sponsoring company is to supply the required number of pads and/or pens. (First-come, first-served per item.)

SPONSORSHIP \$550 per item

Satchel Inserts

A limited number of satchel inserts will be allowed, so be quick, first-come, first-served with your brochure. A maximum of 5 x A4 pages per insert will be accepted. Other promotional items such as caps, key rings, mouse pads, gifts etc can be included.

SPONSORSHIP \$550

KEYNOTE SPEAKERS

A number of keynote speakers are being pursued. Sponsorship of speaker costs such as airfares, will be acknowledged in the conference program and during the speaker's session. Speakers may be available for functions organised by sponsors.

SPONSORSHIP P.O.A.

Talk to us about other opportunities relevant to your company

How can YOUR organisation participate in this exciting opportunity with Australia ICOMOS 2006?

Complete and **fax** this sheet to the Conference Secretariat on **08 9332 2911** or **mail** to the address below.

Contact:

Organisation / Company:

Postal Address:

State:

Telephone:

Facsimile:

Email:

* Cheques to be made payable to Promaco Conventions Pty Ltd

- Cheque attached*
- Charge credit card:
- BANKCARD
- MASTERCARD
- VISA
- AMEX

Cardholder

Expiry

Signature

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A Tax Invoice will be supplied for payments made.

CONFERENCE SECRETARIAT:

Promaco Conventions Pty Ltd

ABN 68 008 784 585

PO Box 890, Canning Bridge

WESTERN AUSTRALIA 6153

Tel: (+61) 08 9332 2900

Fax: (+61) 08 9332 2911

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Please confirm my booking for:

SPONSORSHIP

- PLATINUM \$12,100** (inc \$1100 GST)
 - GOLD \$8,250** (inc \$750 GST)
 - SILVER \$5,500** (inc \$500 GST)
 - BRONZE \$2,200** (inc \$200 GST)
 - DINNER \$5,500** (inc \$500 GST)
 - RECEPTION \$3,300** (\$300 GST)
 - SATCHELS \$3,300** (inc \$300 GST)
 - NOTE-PADS/PENS \$550ea** (inc \$50 GST)
 - SATCHEL INSERT \$550** (inc \$50 GST)
 - ADVERTISEMENTS \$1,100** (inc \$100 GST)
 - KEYNOTE SPEAKERS P.O.A.**
- FULL amount 30% deposit