

Australia's Dedicated Workplace Health & Safety Trade Shows

SPONSORSHIP OPPORTUNITIES

SAFETY
IN ACTION 2012

WA SAFETY SHOW
2012

THE SAFETY SHOW
SYDNEY 2012



3 Shows
25,000 Trade Visitors
1000s of Safety Solutions

PRESENTED BY



SAFETY INSTITUTE
OF AUSTRALIA LTD

MAJOR CORPORATE
SPONSOR



safety management software

High-Exposure Sponsorship Opportunities at Australia's Leading Workplace Health & Safety Trade Shows

WHY BECOME A SPONSOR?

- Maximise your exposure
- Increase your visibility
- Stand out from your competitors
- Strengthen your brand

Australian Exhibitions & Conferences (AEC) run Australia's most well-known trade shows for businesses seeking OH&S and materials handling solutions.

CAN ANYONE BE A SPONSOR?

Trade Show sponsorship packages are exclusive to Exhibitors. We recognise that Exhibitors already commit a lot of time and resources to the Shows and want to ensure that our Exhibitors have the potential to maximise their investment.

WHAT WILL IT COST?

AEC cater to all budgets based on the size of exposure you will gain from the package. The Sponsorship Packages detailed are just examples of the most popular types and can be tailor-made to suit your budget and objectives. If you cannot find anything to suit your requirements, simply contact our office to discuss your ideas and we can design a package to suit. All prices are subject to GST.

WHAT NEXT?

To book a package or discuss your requirements, please contact the Safety Team on tel 03 8672 1200 or email safety@aec.net.au



Official Showbag Sponsor

AUSTRALIAN EXHIBITIONS & CONFERENCES WILL:

- Provide one rack at each entrance to hang showbags
- Ensure that the racks are well-stocked throughout each day
- Include your company logo and the words "Official Showbag Sponsor" on floorplans onsite and in the Show Catalogue
- Display your company logo on the Show website up to 2 months after the Show
- Allow the use of the following phrase up to 2 months after the Show: "Official Showbag Sponsor of [insert show name]"

**SAFETY
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SOLD TO PREMIUM HEALTH

WA SAFETY SHOW 2012

\$3000

**THE
SAFETY
SHOW**
SYDNEY 2012

UNDER OFFER

YOU MUST PROVIDE:

- 5,000 Showbags (2,500 for WA Safety Show)
- A design that is approved by AEC
- Bags to be delivered to the Show one day prior to the Show opening



Official Lanyard Sponsor

AUSTRALIAN EXHIBITIONS & CONFERENCES WILL:

- Provide one rack at each entrance to hang lanyards
- Ensure that the racks are well-stocked throughout each day
- Include your company logo and the words "Official Lanyard Sponsor" on floorplans onsite and in the Show Catalogue
- Display your company logo on the Show website up to 2 months after the Show
- Allow the use of the following phrase up to 2 months after the Show: "Official Lanyard Sponsor of [insert show name]"

**SAFETY
IN ACTION 2012**

\$5000

**WA SAFETY SHOW
2012**

\$3000

**THE
SAFETY
SHOW
SYDNEY 2012**

UNDER OFFER

YOU MUST PROVIDE:

- 11,000 double clip lanyards (5,000 for WA Safety Show) with alligator clips
- A design that is approved by AEC
- Lanyards to be delivered to the Show one day prior to the Show opening



Major Door Prize Sponsor

AUSTRALIAN EXHIBITIONS & CONFERENCES WILL:

- Provide one competition entry box for your stand
- Provide general signage at the entrance/s to provide details of the competition
- Include your company logo and the words "Major Door Prize Sponsor" on floorplans (pre-show and onsite)
- Publish details of the competition in the 'What's On' flyer distributed at the entrance/s to the Show
- Promote the competition on the 'Special Events' page of the Show website
- Allow the use of the following phrase up to 2 months after the Show: "Major Door Prize Sponsor of [insert show name]"
- Announce the winner of the prize at the end of each day on the PA system

**SAFETY
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UNDER OFFER

**WA SAFETY SHOW
2012**

UNDER OFFER

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\$6000

YOU MAY ALSO LIKE...

As a Major Door Prize Sponsor, you also have the option to:

- Provide one staff member per day to distribute entry forms at each entrance
- Promote the competition through your own pre-show marketing
- Use signage and/or branding on your stand to promote details of the competition

YOUR RESPONSIBILITIES:

As a Major Door Prize sponsor, you must:

- Ensure that the competition meets State Legislation, as well as obtain and display any necessary permits
- Provide competition entry forms, detailing how and where to enter the competition, and deliver these to the Show during appropriate 'move in' times
- Provide the necessary space and pens/pencils at your stand for entrants to complete their entry forms
- Collect the entry forms at your stand, using the competition entry box provided
- Supply one prize worth no less than \$4,000 + gst per Show



Meeting Point Café Sponsor

AUSTRALIAN EXHIBITIONS & CONFERENCES WILL:

- Provide, set up and operate the Meeting Point Café in a central location on the Show floor
- Adhere your logo to each corner of the floor in the café area
- Include your company logo and the words "Meeting Point Café Sponsor" on floorplans (pre-show and onsite)
- Include your logo on one free standing sign placed at the Meeting Point Café (970mm x 2355mm)
- Display your company logo on the Show website
- Allow the use of the following phrase up to 2 months after the Show: "Meeting Point Café Sponsor of [insert show name]"
- Hang a banner (provided by you) above the Meeting Point Café (subject to max. 3m wide)

SAFETY
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\$5000

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\$5000

YOU MAY ALSO LIKE...

As a Meeting Point Café Sponsor, you also have the option to:

- Provide branded disposable cups, cup holders or napkins for use by the Café
- Provide small centre-pieces for each café table
- Provide branded polo shirts / caps / aprons for café staff to wear



Live Demonstration Stage Sponsor

AUSTRALIAN EXHIBITIONS & CONFERENCES WILL:

- Give you exclusive naming rights to the Live Demonstration Stage. For example, “(insert company name) Demonstration Stage”
- Provide, set up and operate the Live Demonstration Stage on the trade show floor
- Provide a host to announce and promote each session
- Provide audio visual equipment with an operator
- Include your logo on each holding slide to be displayed before and after each presentation
- Include your company logo and the words “Live Demonstration Stage Sponsor” on floorplans (pre-show and onsite)
- Include your logo on all published Demonstration Stage timetables, including one large free-standing sign at the Show
- Guarantee your company a minimum of two 20 minute demonstrations per day of the Show
- Display your company logo on the Show website up to 2 months after the Show
- Allow the use of the following phrase until 2 months after the Show: “Live Demonstration Stage Sponsor of [insert show name]”
- Hang a banner (provided by you) above the Live Demonstration Stage (subject to max. 3m wide)
- Provide a free standing brochure holder for your marketing material (suitable for A4 and smaller items)

SAFETY
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\$4000

WA SAFETY SHOW
2012

NOT AVAILABLE

THE SAFETY SHOW
SYDNEY 2012

\$4000

YOU MAY ALSO LIKE...

As a Live Demonstration Stage Sponsor, you also have the option to:

- Place marketing material on each chair at the stage
- Provide a polo / cap / uniform for the Host to wear



VIP Platinum Lounge Sponsor

AUSTRALIAN EXHIBITIONS & CONFERENCES WILL:

- Provide, set up and operate the VIP Platinum Lounge within the Show
- Provide staff for the welcome desk located at the Lounge during peak periods
- Provide you with 50 passes to the VIP Platinum Lounge
- Include your logo on signage placed at the entrance of the Lounge
- Include your company logo and the words "VIP Platinum Lounge Sponsor" on floorplans (pre-show and onsite)
- Provide a display holder for your marketing material (suitable for A4 & smaller items)
- Display your company logo on the Show website up to 2 months after the Show
- Allow the use of the following phrase up to 2 months after the Show: "VIP Platinum Lounge Sponsor of [insert show name]"

SAFETY
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\$3000

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\$3000

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\$3000

YOU MAY ALSO LIKE...

As a Platinum Lounge Sponsor, you also have the option to:

- Provide branded disposable cups, cup holders or napkins for use in the Lounge
- Provide small centre-pieces for each table
- Provide branded polo shirts for host staff to wear
- Provide staff to host guests in the Lounge



Registration Pen Sponsor

A COST EFFECTIVE WAY TO GET GREAT BRANDING

An average of 1,500 (900 at WA Safety Show) visitors register on arrival and complete a registration form. As the Pen Sponsor your brand will be the first thing they see. Many visitors will also take their pens back to their workplace.

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\$2500

**WA SAFETY SHOW
2012**

\$1500

**THE
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SHOW
SYDNEY 2012**

\$2500

AUSTRALIAN EXHIBITIONS & CONFERENCES WILL:

- Ensure that the pens are distributed at registration and kept stocked throughout each day of the Show
- Include your company logo and the words “Official Pen Sponsor” on floorplans (onsite)
- Display your company logo on the Show website up to 2 months after the Show
- Allow the use of the following phrase up to 2 months after the Show: “Official Pen Sponsor of [insert show name]”

YOUR RESPONSIBILITIES:

- 1,000 branded pens (500 for WA Safety Show)
- A design that is approved by AEC
- Pens to be delivered to the Show one day prior to the Show opening



To combine your investment in the Show with a sponsorship package, contact the Safety Team on 03 8672 1200 or email safety@aec.net.au

ORGANISER

Australian
EXHIBITIONS
& Conferences

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