

### Invitation from Concrete Institute of Australia's 27<sup>th</sup> Biennial Conference Chair

The Concrete Institute of Australia's 27th Biennial Conference (Concrete 2015) will be held at the Pullman Albert Park, Melbourne, Victoria from Sunday 30<sup>th</sup> August to Wednesday 2<sup>nd</sup> September 2015.

Concrete 2015 will be held in conjunction with the 69<sup>th</sup> RILEM Week conference. This historic joint event will provide national delegates with valuable exposure to cutting edge research and development exchanges in the international forum of RILEM Week.

Concrete 2015 will focus on the theme *Construction Innovations: Research into Practice*. The conference is dedicated to bringing together global leaders in the concrete industry, covering all aspects of concrete design improvements, research, construction, maintenance and repair of concrete projects.

Concrete 2015 will offer participants from around the world the opportunity to connect face to face and share innovative and interesting ideas on valuable research outcomes and latest construction practices. Papers are invited that are based on experimental work, research and development, practice or industry application, case studies, innovations and other relevant work of interest.

We are pleased to be able to announce some special features which will make this a great conference for attendees, participants, exhibitors and sponsors:

- Sponsorship and exhibition packages have been announced early to maximise the opportunities for our sponsors and exhibitors to be associated with the Conference, both in a public sense and also for their access to the Organising Committee.
- Our Technical Program will be highlighted by an Invited Speaker plenary session on each Conference day. Details will be listed on the website as the Invited Speakers are confirmed.
- The Technical Program will offer a comfortable time allocation for presenters of submitted papers with several parallel streams available to cater for the 100+ speakers.
- Our various associated social events will culminate in our Awards for Excellence Gala Dinner on the Tuesday.

We look forward to your participation in what we are sure will be a popular and rewarding Conference and on behalf of the Organising Committee we look forward to welcoming you to Melbourne as a valued sponsor or exhibitor at Concrete 2015.



**Professor Jay Sanjayan**  
Swinburne University of Technology  
Conference Chair



**Dr Kwesi Sagoe-Crentsil**  
CSIRO  
Technical Committee Chair



### The Institute

The Concrete Institute of Australia (the Institute) is an independent, not for profit organisation which promotes and develops excellence in concrete technology, application, design and construction throughout Australia. The Institute is governed by an Executive Committee and has branches in New South Wales, Victoria, Queensland, South Australia and Western Australia and Tasmania.

The vision of the Institute is to be the primary independent organisation related to the concrete industry in Australia and to achieve this through education, technical programs, workshops and research. The Concrete 2015 program is the premier concrete engineering event in Australia. It provides delegates with an intense learning experience and the opportunity to share research, innovation and best practice within the concrete industry.

### Organising Committee

Professor Jay Sanjayan  
**Chair**

David Millar  
**Treasurer / Marketing Committee**

Simon Hughes  
**Sponsorship Chair**

Kwesi Sagoe-Crentsil  
**Technical Chair**

#### Committee Members

Marita Berndt  
Rebecca Gravina  
Vas Haitas  
Shan Kumar  
Tuan Duc Ngo

Indubhushan Patnaikni  
Fred Andrews – Phaedonos  
Michael Samuel  
Gary Wyatt

### Technical Program

The conference is expected to attract over 300 professionals from the building and construction industry and it is anticipated a number of overseas delegates will register due to RILEM. The program will consist of plenary/invited speaker sessions, workshops, technical presentations and concurrent sessions.

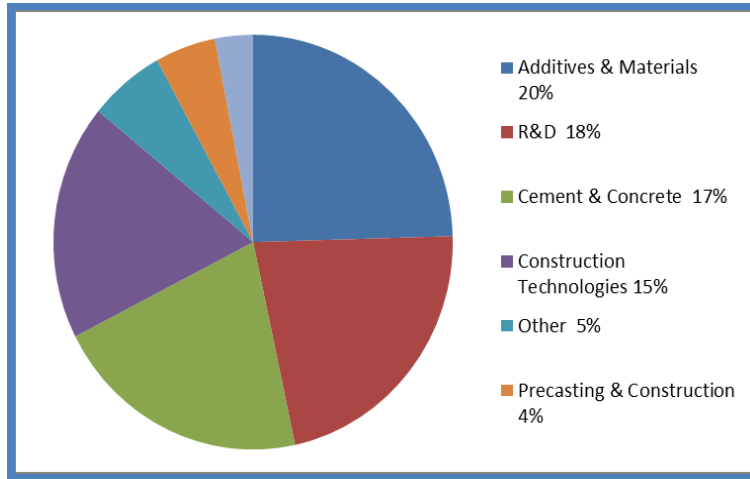
For a list of Conference themes visit the Conference website at [www.concrete2015.com.au](http://www.concrete2015.com.au)

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## Delegate Profile

Concrete 2015 is expected to attract over 300 delegates from a variety of industries as outlined in the below graph.

### Projected Delegate Demographics for 2015 | based on past conference attendance



## The Venue & City

Concrete 2015 will be held at The Pullman Melbourne Albert Park (previously Sebel Albert Park Melbourne) one of Melbourne's largest conference and event centres.

The venue is ideally located on Queens Road overlooking Albert Park Lake and the renowned Formula 1 Australian Grand Prix track. The hotel is in close proximity to the Melbourne CBD and vibrant St Kilda providing guests' access to an array of dining and leisure options.

## Important Dates

Call for Abstracts open	<b>14 April 2014</b>
Abstract submission deadline	<b>26 September 2014</b>
Registration opens	<b>March 2015</b>
Program Book advertising booking deadline	<b>1 October 2014</b>
Exhibition Manual available	<b>May 2015</b>
^Public Liability Certificate (exhibitors)	<b>29 June 2015</b>
^Signed Indemnity form (exhibitors)	<b>29 June 2015</b>

^ It is a requirement of the Conference Managers that all exhibitors have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of A\$10 million or above. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand. Exhibitors are required to submit a copy of their public liability insurance certificate along with their booking form. Exhibitors are also required to sign an Indemnity Form. The Indemnity Form will be located in the Exhibition Manual.

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## Benefits to Sponsors and Exhibitors

### Concrete 2015 will provide many benefits including:

- Maximum exposure at a premier Conference devoted to the building and construction industry
- The opportunity to deliver a clear message that you have a genuine commitment to the building and construction industry
- High visibility on the official Concrete 2015 website and conference marketing materials
- The opportunity to showcase concrete industry strategies and equipment Building brand awareness;
- Educating the market
- Building prospective databases
- Exposure to local and international contacts
- An ideal opportunity to launch a new product or brand to a targeted audience

## Sponsorship Entitlements

Sponsors will receive the following standard entitlements in addition to those outlined in the individual packages

- ✓ Recognition as a sponsor (with organisation logo) on the sponsor's page of the Conference program and abstract book
- ✓ Recognition as a sponsor (with organisation logo) on the sponsors' acknowledgement slide screened during and after each plenary session
- ✓ Recognition as a sponsor (with organisation logo) on the sponsors' page of the official Conference website, including a hyperlink to the organisation's home page
- ✓ Acknowledgement as a sponsor on the Conference welcome sign on site at the event
- ✓ Use of the Conference logo until end of September 2015

## Sponsor Guidelines

\* Delegate lists will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act 1988

\*\* Exposure in Conference publications/marketing materials is determined by confirmation of sponsorship prior to print deadlines

## Conference Fast Facts

<b>Date:</b>	30 August to 2 September 2015
<b>Venue:</b>	The Pullman Melbourne Albert Park (previously Sebel Albert Park)
<b>Expected delegates:</b>	300
<b>Website address:</b>	concrete2015.com.au
<b>Theme:</b>	Construction Innovations: RESEARCH INTO PRACTICE



## Sponsorship at a Glance – Major Packages

Entitlement	Conference Partner	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
<b>Price \$A (incl. GST)</b>	<b>A\$50,000</b>	<b>A\$27,500</b>	<b>A\$19,000</b>	<b>A\$12,500</b>	<b>A\$8,500</b>
<b>Availability</b>	Exclusive	Two	Four	Five	Six
<b>Delegate List</b>	At late registration cut-off date & 2 weeks prior	2 weeks prior	2 weeks prior	2 weeks prior	
<b>Advertisement in Program &amp; Abstract Book</b>	Full Page	Half Page	Quarter Page		
<b>Advertisement in Concrete in Australia</b>	Five (Full Page)	Three (Half Page)	Three (Quarter Page)		
<b>Delegate Registrations</b>	Four	Two	Two	One	One
<b>Exhibition Space</b>	Two 3m x 2m	One 3m x 2m	One 3m x 2m	One 3m x 2m	
<b>Exhibitor Registrations</b>	Two	One	One	One	
<b>Awards for Excellence Gala Dinner Tickets</b>	Eight	Five	Two	Two	Two
<b>Satchel Insert</b>	One	One	One	One	One
<b>Banner at Conference</b>	One each at Registration Desk and in Plenary Room	One at Registration Desk			
<b>Verbal Acknowledgment</b>	During Opening & Closing Sessions	During Opening & Closing Sessions			
<b>Logo &amp;/or Profile in Program &amp; Abstract Book</b>	Logo and 200 word profile	Logo and 100 word profile	Logo and 50 word profile	Logo and 50 word profile	Logo and 25 word profile
<b>Satchel</b>	Logo on satchel				
<b>Keynote Speaker</b>	Yes, first choice	Yes, second choice			
<b>Joint Welcome Reception</b>			Yes		
<b>Internet Centre/Lunch Break or USB</b>				Yes	
<b>Energy Break or Poster Award</b>					Yes

Additional Sponsorship Packages	Number Available	Price A\$
<b>Name Badge &amp; Lanyard Sponsor</b>	Exclusive	\$5,500
<b>Conference Program &amp; Abstract Book Sponsor</b>	Exclusive	\$5,500
<b>Barista Sponsor</b>	Exclusive	\$POA
<b>Notepad Sponsor</b>	Exclusive	\$2,200
<b>Pen Sponsor</b>	Exclusive	\$2,200
<b>ePresenter Sponsor</b>	Ten	\$1,900
<b>Advertising</b>	Six	From \$550
<b>Satchel Inserts</b>	Six	\$1,500



### Conference Partner Exclusive

A\$50,000 (incl. GST)

We view our Conference Partner as our associate in the successful execution of Concrete 2015 and will work alongside you to provide opportunities to promote your organisation in the lead up to and during the event.

This is a unique marketing opportunity and we are confident your participation at this level will provide your organisation with exceptional commercial rewards.

As the Conference Partner your organisation will receive the following entitlements

- Standard entitlements as outlined on page 5
- First right of refusal to sign on as a Conference Partner for the 2017 Conference
- Delegate list supplied at the late registration cut-off date and then each fortnight leading up to the Conference. A final list will also be provided post Conference\*
- Acknowledged as a Conference Partner in all media/press releases leading up to the conference
- Full page advertising space in the Conference Program and Abstract Book (artwork to be supplied by the sponsor)\*\*
- Five (5) full page advertising spaces in 'Concrete in Australia' magazine (artwork to be supplied by the sponsor)\*\*
- Four (4) conference delegate registrations including attendance to the Welcome Reception and Awards for Excellence Gala Dinner
- Joint sponsorship of the 2015 Awards for Excellence Gala Dinner, including eight (8) complimentary dinner tickets. These tickets are in addition to tickets included in complimentary delegate registrations
- Two (2) 3m x 2m exhibition booths located in a prominent position within the exhibition. Includes wireless access (this will be organised by the Conference Managers)
- Two (2) exhibition staff registrations including attendance to the Welcome Reception
- Promotional brochure (maximum A4 size, 4 page brochure) inserted in delegate satchels (sponsor to supply material) *Note: print material must be approved by the Organising Committee.*
- Verbal acknowledgement as the Conference Partner during the opening and closing sessions
- The sponsor may provide a freestanding banner which will be positioned in the plenary room and registration area for the duration of the conference (maximum size 2m high x 1m wide)
- Sponsor may provide delegates with a branded gift (sponsor to supply gifts)
- 200 word profile will appear on the Sponsor's page of the Conference Program and Abstract Book\*\*

Conference Partner continued.....

## Additional Major Entitlements

In addition to the entitlements outlined on the previous page, the Conference Partner will be recognised as a sponsor of the following:

### a. Conference Satchel

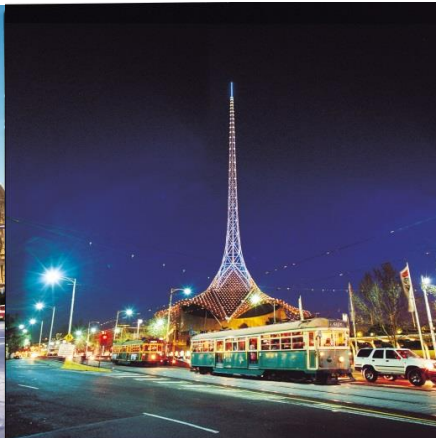
As the sponsor of the satchel your organisation's logo will be printed on the satchel alongside the Concrete 2015 logo. The Organising Committee reserves the right to source and select the satchel.

### b. Keynote Speaker

This benefit includes acknowledgement as the sponsor of a Keynote Speaker with the Conference Partner provided first choice of selection from the list of invited speakers.

Entitlements

- Opportunity for company's senior representative to Chair the sponsored Keynote Speaker's session
- Conference Partner Sponsor's logo will feature on the audio visual screen in the session room prior to and at the conclusion of the session when the Keynote Speaker is presenting
- The Sponsor may provide a freestanding banner which will be positioned in a prominent location during the session when the Keynote Speaker is presenting (maximum size 2m high x 1m wide)
- Four (4) passes for Sponsor's nominated guests to attend the session when the Keynote Speaker is presenting (these passes are for the sponsored session only, attendance to other sessions is not included).



### Platinum Sponsor Maximum: Two

A\$27,500 (incl. GST)

We view our Platinum Sponsors as our partners in the successful execution of Concrete 2015 and will work alongside you to provide opportunities to promote your organisation in the lead up and during the event.

#### Entitlements

- Standard entitlements as outlined on page 5
- Delegate list supplied two weeks prior to the Conference and final delegate list provided post Conference\*
- Half page advertising space in the Conference Program and Abstract Book (artwork to be supplied by the Sponsor)\*\*
- Three (3) half page advertising spaces in 'Concrete in Australia' magazine (artwork to be supplied by the Sponsor)\*
- Two (2) conference delegate registrations including attendance to the Welcome Reception and Awards for Excellence Gala Dinner
- Joint sponsorship of the 2015 Awards for Excellence Gala Dinner, including five (5) complimentary tickets. These are in addition to tickets included in the Conference delegate registrations
- One (1) 3m x 2m exhibition booth located in a prominent position within the exhibition
- One (1) exhibition staff registration including attendance to the Welcome Reception
- Promotional brochure (maximum A4 size, 4 page brochure) inserted in delegate satchels (sponsor to supply material) *Note: print material must be approved by the Organising Committee.*
- Verbal acknowledgement as a Platinum Sponsor during the opening and closing sessions
- The Sponsor may provide a freestanding banner which will be positioned in the registration area for the duration of the conference (maximum size 2m high x 1m wide)
- The Sponsor may provide delegates with a branded gift (sponsor to supply gifts)
- 100 word profile will appear on the Sponsor's page of the Conference Program and Abstract Book\*\*

### Keynote Speaker Sponsorship

In addition to the entitlements outlined above, Platinum Sponsors will be recognised as sponsors of a Keynote Speaker and will receive second choice from the list of invited speakers:

#### Entitlements

- The Sponsor may provide a freestanding banner which will be positioned in a prominent location in the sponsored session room (maximum size 2m high x 1m wide) for the duration of the session
- The Sponsor's logo will be displayed on the projection screen in the session room prior to and at the conclusion of the sponsored session
- Two (2) passes for nominated guests to attend the sponsored session (these passes are for the sponsored session only, attendance to other sessions is not included)

### Gold Sponsor Maximum: Four

A\$19,000 (incl. GST)

As one of the Gold Sponsors your organisation will benefit from an excellent level of exposure through the many opportunities for branding in the lead up to and during Concrete 2015.

#### Entitlements

- Standard entitlements as outlined on page 5
- Delegate list supplied two weeks prior to the conference and final delegate list provided post Conference\*
- Quarter page advertising space in the Conference Program and Abstract Book (artwork to be supplied by the sponsor)\*\*
- Three (3) quarter page advertising spaces in 'Concrete in Australia' magazine (artwork to be supplied by the sponsor)\*\*
- Two (2) conference delegate registrations including attendance to the Welcome Reception and Awards for Excellence Gala Dinner
- Two (2) additional complimentary tickets to the Awards for Excellence Gala Dinner
- One (1) 3m x 2m exhibition booth
- One (1) Exhibitor Registration including attendance to the Welcome Reception
- Promotional brochure (maximum A4 size, 4 page brochure) inserted in delegate satchels (sponsor to supply material) *Note: print material must be approved by the Organising Committee.*
- 50 word profile will appear on the Sponsor's page of the Conference Program and Abstract Book\*\*

### Joint Welcome Reception Sponsorship

In addition to the package outlined above, each Gold Sponsor will receive recognition as joint Sponsors of the Welcome Reception.

The Welcome Reception will be held on Sunday 30<sup>th</sup> August 2015 and is a fantastic opportunity for delegates, speakers, sponsors and exhibitors to network in a relaxed environment.

As a joint sponsor of the Welcome Reception each organisation will receive the following entitlements

- The Sponsor may provide a freestanding banner which will be positioned in a prominent location at the Welcome Reception (maximum size 2m high x 1m wide)
- The Sponsor may provide Welcome Reception guests with a branded gift (sponsor to supply gifts, subject to the approval of the Organising Committee)
- Four (4) invitations for organisation representatives to attend the Welcome Reception. These tickets are in addition to tickets included in above conference delegate registrations



### Silver Sponsor Maximum: Five

A\$12,500 (incl. GST)

As a Silver Sponsor your organisation will enjoy alignment with the conference through the many opportunities for branding in the lead up to and during Concrete 2015.

#### Entitlements

- Standard entitlements as outlined on page 5
- Delegate list supplied two weeks prior to the Conference and final delegate list provided post Conference\*
- One (1) conference delegate registration including attendance to the Welcome Reception and Awards for Excellence Gala Dinner
- Two (2) complimentary tickets to the Awards for Excellence Gala Dinner
- One (1) 3m x 2m exhibition booth
- One (1) Exhibitor Registration including attendance to the Welcome Reception
- Promotional brochure (maximum A4 size, 4 page brochure) inserted in delegate satchels (sponsor to supply material) *Note: print material must be approved by the Organising Committee.*
- 50 word profile will appear on the Sponsor's page of the Conference Program and Abstract Book\*\*

In addition to the package outlined above, each Silver Sponsor may choose one of the following options to add to their package. The preferred option must be selected by the Sponsor at the time of submitting their booking form.

#### Option 1: Internet Centre Sponsor

Delegates will be able to keep in touch with their office via email in a well-equipped Internet Centre. The Internet Centre will be available for the exclusive use of all conference attendees.

#### Entitlements

- A 6m x 3m space within the exhibition area with computer terminals for delegate use. The terminals and internet connections will be provided by the Conference Managers
- The computer terminals will be placed on computer stands supplied by the Conference Managers. The Sponsor has the option to brand the front of the stands with their logo. This is at an additional cost and can be arranged by the Conference Managers
- The Sponsor may provide a freestanding banner which will be positioned in a prominent location in the Internet Centre (maximum size 2m high x 1m wide)
- Corporate literature may be displayed in the Internet Centre (sponsor to supply)
- Opportunity to place branded computer accessories such as mouse pads, note pads and pens within the Internet Centre (materials to be provided by Sponsor)
- Opportunity to provide a branded screen saver to be displayed on the Internet Centre monitors

## Silver Sponsor continued.....

### Option 2: Lunch Break Sponsor

By sponsoring a nominated lunch break, your organisation will have the opportunity to demonstrate their hospitality and receive a high level of exposure.

#### Entitlements

- Verbal acknowledgement by Chairperson at the session directly before and after the sponsored lunch break
- Corporate literature may be displayed at a nominated lunch station (sponsor to supply)
- Two (2) passes for nominated guests to attend the sponsored lunch break (these passes are for the sponsored break only, attendance to other sessions is not included)
- The Sponsor may provide a freestanding banner which will be positioned in a prominent location in the lunch area (maximum size 2m high x 1m wide)

### Option 3: USB Sponsor

The Conference abstracts will be available on USB and distributed to all delegates in the satchel. The USB will be an essential reference tool, containing speaker presentation materials and will provide attendees with an efficient and convenient method of retrieving important conference information.

#### Entitlements

- Logo printed on the front of the USB alongside the Conference logo
- One-page editorial or advertisement within the USB\*\* *Note: text must be approved by the Organising Committee*





### **Bronze Sponsor** **Maximum: Six**

**A\$8,500 (incl. GST)**

As a Bronze Sponsor your organisation will experience a solid alignment with the Conference through the many opportunities for branding and exposure prior to and during Concrete 2015.

#### Entitlements

- Standard entitlements as outlined on page 5
- One (1) conference delegate registration includes attendance to the Welcome Reception and Awards for Excellence Gala Dinner
- Two (2) complimentary tickets to the Awards for Excellence Gala Dinner
- Promotional brochure (maximum A4 size, 4 page brochure) inserted in delegate satchels (sponsor to supply material) *Note: print material must be approved by the Organising Committee.*
- 25 word profile will appear on the Sponsor's page of the Conference Program and Abstract Book\*\*

**In addition to the package outlined above, each Bronze Sponsor may choose one "Energy Break" (morning or afternoon tea) to add to their package. The preferred break must be selected by the Sponsor at the time of submitting their booking form.**

#### Entitlements

- Verbal acknowledgement by Chairperson at the session directly before and after the sponsored energy break on your nominated day
- Corporate literature may be displayed at the sponsored energy break station on your nominated day (sponsor to supply)
- Sponsor may provide a freestanding banner which will be positioned in a prominent location in the energy break area on your nominated day (maximum size 2m high x 1m wide)

## **Additional Sponsorship Packages**

### **Name Badge Sponsor** **Exclusive**

**A\$5,500 (incl. GST)**

To gain access to the conference all delegates are required to wear the official name badge and lanyard. This is an opportunity to have your organisation logo printed on all name badges and lanyards alongside the conference logo and gain considerable exposure throughout the conference.

#### Entitlements

- Standard entitlements as outlined on page 5
- Logo to appear on all name badges alongside the Concrete 2015 logo
- Promotional brochure (maximum A4 size, 4 page brochure) inserted in delegate satchels (sponsor to supply material) *Note: print material must be approved by the Organising Committee.*



## Conference Program and Abstract Book Sponsor

### Exclusive

**A\$5,500 (incl. GST)**

The Conference Program and Abstract Book will include all general information and the Scientific and Social Program. This publication will be a valuable reference tool used by all attendees during and after the Conference.

#### Entitlements

- Standard entitlements as outlined on page 5
- Full page advertising space on the outside back cover of the Conference Program and Abstract Book (artwork to be supplied by sponsor)\*\*
- Logo printed on the cover of the Conference Program and Abstract Book alongside the Conference logo

## Barista Sponsor

### Exclusive

**A\$POA**

This is an opportunity to provide hospitality to delegates attending the Conference. A coffee service will be available during the morning and afternoon tea breaks. The coffee machine and barista will be provided by the Conference Managers.

#### Entitlements

- Standard entitlements as outlined on page 5
- Opportunity for the Sponsor to provide branded merchandise such as t-shirts, caps etc for barista staff to wear
- The sponsor may provide a freestanding banner which will be positioned next to the barista station for the duration of the conference (maximum size 2m high x 1m wide). The station will be located in the exhibition area

## Notepad Sponsor

### Exclusive

**A\$2,200 (incl. GST)**

A marketing opportunity is available to provide delegates with branded notepads in the satchel. This is an opportunity to provide your organisation with exposure that exceeds the duration of the Conference. Notepads are to be supplied by the Sponsor.

- Entitlements Standard entitlements as outlined on page 5
- Notepads provided by the Sponsor will be included in the satchel



## Pen Sponsor Exclusive

**A\$2,200 (incl. GST)**

A marketing opportunity is available to provide delegates with branded pens in the satchel. This is an opportunity to provide your organisation with exposure that exceeds the duration of the Conference. Pens are to be supplied by the Sponsor.

Entitlements

- Standard entitlements as outlined on page 5
- Pens provided by the Sponsor will be included in the satchel

## ePresenter Sponsor Maximum: Ten

**A\$1,900 (incl. GST)**

ePresenter is an electronic poster management system, allowing posters to be submitted, reviewed and viewed electronically. The system is fully searchable and is seen by organising committees, authors and delegates as the future of the Scientific Poster program. The ePresenter system will also be accessible via the internet after the Conference providing the Sponsor with superior levels of exposure both during and well beyond the event.

The ePresenter area will be located within the exhibition.

Entitlements

- Standard entitlements as outlined on page 5
- The Sponsor's logo will be uploaded onto the ePresenter computer monitors
- The Sponsor's logo may be included as a 'screen saver' on the ePresenter monitors

## Advertising Opportunities

### Conference Program and Abstract Book Advertising

The Conference Program and Abstract Book will be a valuable reference tool used by delegates throughout the Conference and will contain full details covering the scientific program, exhibition and sessions as well as information on the social events.

<b>Booking deadline: 1 June 2015</b>	<b>Artwork submission date: 1 July 2015</b>
<b>Size</b>	<b>Cost (incl. GST)</b>
• Full Page	A\$2,000
• Half Page	A\$1,000
• Quarter Page	A\$550

### Satchel Insert

**A\$1,500 (incl. GST)**

Your organisation may provide promotional material which will be included in all delegate satchels. Size: maximum A4 / 4 page brochure.

Material to be provided by the due date as advised by the Conference Managers.

*All print materials must be approved by the Organising Committee*

### Trade Exhibition

The Concrete 2015 trade exhibition will run in conjunction with the Conference. The trade exhibition has been designed to provide the best possible promotional opportunities for participating organisations.

### The Venue

The trade exhibition will be held in the Grand Ballroom foyer of the Pullman Albert Park Hotel. The exhibition area will be adjacent to all Conference session rooms which means exhibits will be in full view of delegates as they enter sessions each day. All catering breaks, the Conference registration desk and the internet centre will also be located within the exhibition area.

### Reasons to Exhibit

#### Exhibiting at Concrete 2015 will provide many major benefits including

- Maximum exposure at a premier Conference devoted to the building and construction industry
- The opportunity to deliver a clear message that you have a genuine commitment to the building and construction industry
- High visibility on the official Concrete 2015 website and Conference marketing materials
- The chance to showcase concrete industry strategies and equipment
- Building brand awareness
- Educating the market
- Building prospect databases
- Exposure to local and international contacts
- Ideal opportunity to launch a new product or brand to a targeted audience

#### Exhibition Costs & Details **A\$4,400.00 (incl GST)**

#### Shell Scheme Stand Package per 3m x 2m (6m<sup>2</sup>) stand

#### Each Shell Scheme stand package includes the following

- Stand 3m wide x 2m deep (6m<sup>2</sup>)
- White octanorm panels 2.4m high (posters are to be affixed with either double sided tape or velcro)
- Organisation name in vinyl lettering on fascia board (maximum of 30 characters per board)
- Two (2) x 150 watt spotlights
- One (1) x 4 amp power point
- The venue is carpeted

### Entitlements - all exhibiting companies will receive:

- An exhibition manual approximately three months prior the Conference. The manual will contain exhibition staff registration details, the bump-in/bump-out schedule and supplier contact details
- Organisation name listed on the exhibition page of the Conference website
- 50 word company/service profile will appear in the Conference Program and Abstract Book. Exposure in Conference publications is determined by confirmation of participation prior to print deadlines. Profiles must be emailed to the Conference Managers prior to **1 June 2015**
- Two (2) exhibition staff passes which entitles each holder to:
  - ✓ Name badge and attendance to the exhibition
  - ✓ Attendance to all sessions
  - ✓ Attendance to the Welcome Reception
  - ✓ Morning and afternoon refreshment breaks and lunch
  - ✓ Conference satchel, including the Conference Program and Abstract Book
  - ✓ Delegate List (the list will be provided after the Conference. The list will exclude any delegates who have withheld permission to publish their details in accordance with the Australia Privacy Act 1988)

### Additional Staff Passes are available for purchase from the Conference Managers at a cost of \$450.00 per person

The additional staff pass will include all the above entitlements except attendance to sessions. Additional exhibition staff wishing to attend Conference sessions must register as a Conference delegate and pay the applicable registration fee.

Attendance to the Awards for Excellence Gala Dinner is not included in the exhibition staff registration category, however tickets will be available for purchase from the Conference Managers.

Day passes will be available for purchase (at \$45.00 per person) for industry representatives who wish to visit the exhibition and have not registered for the conference

### Stand Upgrade Design Assistance

We encourage exhibitors to be innovative with their displays and to offer live demonstrations and hands-on technical sessions. Giveaways, stand design, competitions and signage are all ways to improve the look and appeal of your promotion.

If you would like to install a custom stand and are concerned about costs and design concepts, the Conference Managers have developed a series of cost effective stand upgrade packages to suit all budgets. To further discuss your needs contact the Concrete 2015 Senior Sponsorship & Exhibitions Manager. *Note: the cost for a stand upgrade is in addition to the exhibition shell scheme cost.*

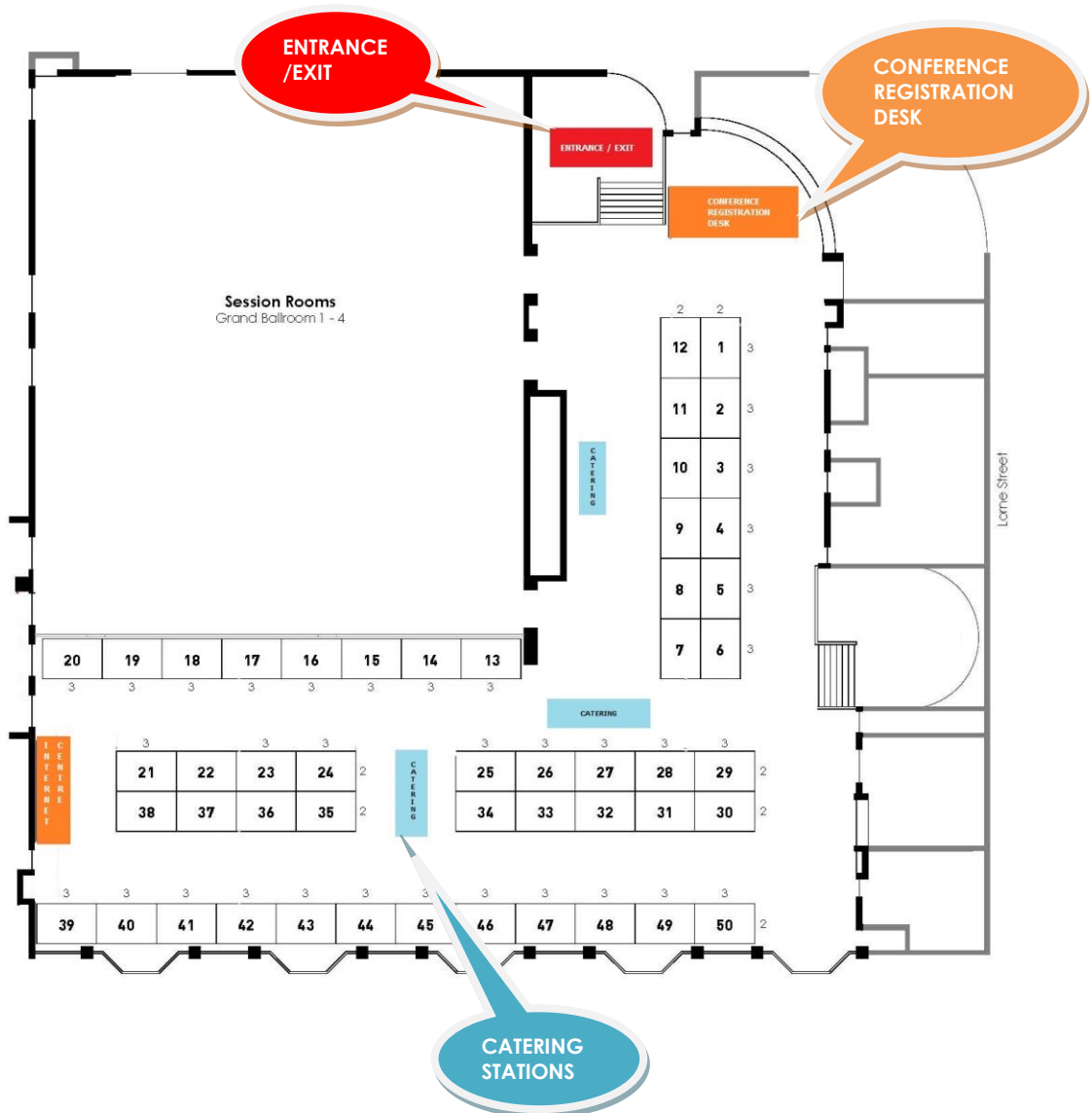
## Preliminary Exhibition Timetable

Sunday 30 August 2015	Stand contractor access	0600 to 1200
Sunday 30 August 2015	Exhibition staff bump-in	1200 to 1700
	Welcome Reception	1700 to 1900
Monday 31 August to	Exhibition open	0930 to 1600
Wednesday 2 September 2015	Exhibition open	0930 to 1600
	Exhibition closed	1600
	Exhibition staff bump-out	1600 to 1800
	Stand contractor access	1800 to 2400

*Note: this is a preliminary timetable and is subject to change.*

## Exhibition Floor Plan

NB: the floor plan is subject to change





### Public and Product Liability Insurance

It is a requirement of the Conference Managers that all exhibitors have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of A\$10 million or above. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand. Exhibitors are required to submit a copy of their public liability insurance certificate along with their booking form. To assist you in locating your certificate within your organisation it can often be found with the accounts or finance departments and is also often referred to as 'Broadform'.

### Conference Managers

**Arinex Pty Ltd** is the official Professional Conference Organiser (PCO) and looks forward to delivering an inspiring experience for Concrete 2015.

Contact:

Sponsorship & Exhibitions Account Manager  
Concrete 2015

**Arinex Pty Ltd**

Address: Level 10, 51 Druitt Street  
SYDNEY NSW 2000 AUSTRALIA

Tel: + 61 2 9265 0700

Fax: + 61 2 9267 5443

Email: [sponsorship@arinex.com.au](mailto:sponsorship@arinex.com.au)

Website: [www.concrete2015.com.au](http://www.concrete2015.com.au)



## SPONSORSHIP / EXHIBITION / ADVERTISING BOOKING FORM

**Complete and return to:**

Sponsorship & Exhibitions Account Manager  
Concrete 2015

**Arinex Pty Ltd**

Level 10, 51 Druitt Street  
SYDNEY NSW 2000 Australia

Tel: +61 2 9265 0776  
Fax: +61 2 9267 5443  
Email: [sponsorship@arinex.com.au](mailto:sponsorship@arinex.com.au)  
Web: [www.concrete2015.com.au](http://www.concrete2015.com.au)

A. SPONSORSHIP PACKAGE(S) REQUESTED	COST A\$
1. ....	.....
2. ....	.....

**B. EXHIBITION** (tick relevant box):

3m x 2m (6m<sup>2</sup>) single booth A\$4,400 (incl. GST) # \_\_\_\_\_ booths required: A\$ \_\_\_\_\_

We require the shell scheme or  We have a custom stand and require space only

**Preferred Booth Position** (refer to floor plan) 1<sup>st</sup> choice \_\_\_\_\_ 2<sup>nd</sup> choice \_\_\_\_\_ 3<sup>rd</sup> choice \_\_\_\_\_

Are there any companies you do not wish to be placed near: .....

<b>AMOUNT PAYABLE A &amp; B</b>	A\$
50% deposit payable 30 days from invoice date <b>(Balance due: 29 May 2015 (incl. GST))</b>	A\$

Organisation name (for marketing purposes): \_\_\_\_\_

Organisation name (for invoicing purposes): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Post Code: \_\_\_\_\_

Country: \_\_\_\_\_

Main Sponsor / Exhibitor Contact (Name): \_\_\_\_\_

Position: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

I have read and agree to the booking terms and conditions on the following page.

Booking authorised by: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please note your booking will not be processed unless all sections above are completed.

**PAYMENT DETAILS (please tick)**

We wish to pay via company cheque. Note all cheques must be made payable to: Arinex Pty Ltd on behalf of Concrete 2015, and should be forwarded to the Conference Managers at the above address.

We wish to pay via EFT. Bank details will be provided by the Conference Managers with your tax invoice.

MasterCard       VISA       American Express

Credit Card Number \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiry Date \_\_\_\_\_ / \_\_\_\_\_ CCV \_\_\_\_\_

Name on Card \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

**NOTE: ALL BOOKINGS OF \$5,000 AND UNDER, PAID VIA CREDIT CARD, THE CARD WILL BE DEBITED FOR THE FULL AMOUNT.**

SEE OVER FOR BOOKING TERMS AND CONDITIONS ►

### SPONSORSHIP & ADVERTISING BOOKING TERMS & CONDITIONS

Where appropriate, Goods & Services Tax (GST) is applicable to all goods and services offered by the Conference Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The Conference Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.

1. Sponsorship will be allocated only on receipt of a signed Booking Form and Booking Terms & Conditions. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by **29 May 2015**. Applications received after **29 May 2015** must include full payment.
2. **All monies are payable in Australian dollars.** Cheques should be made payable to ARINEX PTY LTD on behalf of **Concrete 2015** and must be drawn on an Australian bank.
3. All monies due and payable must be received (and cheques cleared) by the Conference Managers prior to the event. No organisation will be listed as a Sponsor in any official meeting material until full payment and a booking form have been received by the Conference Managers.
4. **CANCELLATION POLICY:** In the event of cancellation, a service fee of 50% of total fees applies for cancellations prior to 3 February 2015. No refunds will be made for cancellations after this date. Should a cancellation be made prior to receipt of payment, the aforementioned cancellation policy will apply and the Conference Managers will issue an invoice which will be payable within seven (7) days from the invoice date. After Sponsorship has been confirmed and accepted, a reduction in Sponsorship is considered a cancellation and will be governed by the above cancellation policy.
5. No Sponsor shall assign, sublet or apportion the whole or any part of their Sponsorship package except upon prior written consent of the Conference Managers.
6. Sponsorship monies will facilitate towards the successful planning and promotion of the Conference in addition to subsidising the cost of management, communication, invited speakers, program and publications. Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the Conference.
7. Sponsorship entitlements including organisation logo on the Conference website and other marketing material will be delivered upon receipt of the required deposit or full payment.
8. Privacy Statement – YES I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by ARINEX PTY LTD.  
[  ] NO, I do not consent.



### EXHIBITION BOOKING TERMS & CONDITIONS

1. Where appropriate, Goods & Services Tax (GST) is applicable to all goods and services offered by the Conference Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The Conference Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Exhibition booths will be allocated only on receipt of a signed Booking Form and Booking Terms & Conditions. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by 29 May 2015. Applications received after 3 February 2015, must include full payment.
3. **All monies are payable in Australian dollars.** Cheques should be made payable to ARINEX PTY LTD on behalf of **Concrete 2015** and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the Conference Managers prior to the event. No exhibitor will be allowed to begin move-in operations or be listed as an exhibitor in the on-site publications until full payment and a booking form have been received by the Conference Managers.
5. Public Liability insurance to a minimum of A\$10 million must be taken out by each exhibitor at their own expense. A copy of the organisation's public and product liability certificate must be submitted to the Conference Managers at the time of submitting their booking form or by no later than **29 June 2015**.
6. **CANCELLATION POLICY:** In the event of cancellation, a service fee of A\$1,000.00 applies per 9 square metre stand booking to cancellations on or before **29 May 2015**. No refunds will be made for cancellations after this date. Should a cancellation be made prior to receipt of payment, the cancellation fee will apply and the Conference Managers will issue an invoice which will be payable within seven (7) days. After space has been confirmed and accepted, a reduction in space is considered a cancellation and will be governed by the above cancellation policy. Reduction in space can result in relocation of exhibit space at the discretion of the Conference Managers. Any booth not claimed and occupied before **1700 on Sunday 30 August 2015** will be reassigned without refund.
7. The Conference Managers reserve the right to rearrange the floor plan and / or relocate any exhibit without notice. The Conference Managers will not discount or refund for any facilities not used or required.
8. If any exhibitor intends to install a custom built stand, the Conference Managers must be advised and such advice must include full details and stand dimensions. This information must be received no later than **1 July 2015**. All display construction requires the approval of the Conference Managers and venue management. A pro rata fee will apply if any construction occupies space outside the specified space as indicated on the floor plan.
9. No exhibitor shall assign, sublet or apportion the whole or any part of their booked space except upon prior written consent of the Conference Managers. \
10. Privacy Statement – YES I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by ARINEX PTY LTD. [  ] NO, I do not consent.