



AFIF 2018



Australian Federation of International Forwarders National Conference



Sponsorship & Exhibition Prospectus

Novotel Sydney, Brighton Beach
Friday, May 25th 2018



INTRODUCTION TO AFIF 2018

The Australian Federation of International Forwarders (AFIF) has held an Annual National Conference each year since 2000, which has become a key calendar event for the freight and logistics industry in Australia.

Service providers are a vital component of international trade facilitation and the many entities that make up this fascinating industry. These various components together at this event each year are part of the latest developments and trends in the business and to network and engage with industry colleagues.

AFIF's philosophy is that the conference is an event for the members and not a revenue raising activity. Funds raised are directed back into the Conference to deliver a quality event, further education and provide an event for members and guests to enjoy. AFIF recognises and appreciates that most importantly, you as sponsors are an integral and vital aspect of this industry and desire to make the conference an important event for your business too.

We are pleased to present the following options for sponsorship and exhibition packages in 2018.

KEY REASONS TO SPONSOR AND EXHIBIT

- Maximise your brand exposure with a cost effective package at a premier conference dedicated to freight forwarders and logistics
- The opportunity to deliver a clear message about your commitment to the industry
- Inform and update this niche sector about your products and services
- Increase exposure to sales and consumption of your products and services
- Build brand awareness
- Draw your target market to you in one place at one time



SPONSORSHIP OPPORTUNITIES

Our Major Sponsors are priority partners and we seek to ensure that you receive the highest brand exposure and return for your investment. Signing up early will provide you with the highest degree of exposure for your company, brand and product and avoid missing out on some key advertising benefits.

Following on from the successful 'build your own sponsorship package' model used for previous years, the AFIF Organising Committee have kept this concept running for 2018 and would like to encourage their supporters to build their own sponsorship packages. Please see below the monetary value assigned to each major sponsorship type. We would like to encourage you to select items listed on pages 4 – 7 in order to create your personalised package adding up to a certain monetary amount and qualifying for one of the major sponsorships listed below.

Please note all prices in this document exclude GST.

Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Negotiable	\$7,500	\$5,000	\$3,000

AFIF is confident that your participation in this conference will provide your company with exceptional commercial reward.

Once you have chosen your sponsorship package and qualified for one of the sponsorship types listed above you are instantly entitled to the following:

- Complimentary full registration to all conference sessions including refreshments and access to social functions (accommodation not included)
- Platinum registrations are negotiable; 3 registrations for gold sponsors; 2 registrations for silver sponsors; 1 registration for bronze sponsors
- 1 company flyer, brochure, CD or another marketing product (subject to the committee's approval) to be inserted in all delegates' satchels
- Company logo and acknowledgement as major sponsors on all printed material, the conference webpage and on sponsor holding screen during sessions. Opportunity to supply a 45 second video to be displayed at various intervals throughout the conference on the plenary session screen

You will also get any additional entitlements listed in your selected items.

Should you not fall into the sponsorship categories listed above you will be classified as an AFIF 2018 'Supporter'.

Supporters are entitled to:

- 1 x company flyer, brochure, CD or another marketing product (subject to the committee's approval) to be inserted in all delegates' satchels
- Company logo and acknowledgement as an AFIF Supporter on all printed material, the conference webpage and on sponsor holding screen during sessions

Please select your sponsorship items from the following list:

Exhibition Opportunities

Trade Display Space

\$950

3m x 2m reserved space (no shell scheme) with trestle table & 2 chairs

Opportunity to create your own design (cost to be covered by the exhibitor)

1 complimentary registration to all conference sessions including refreshments and access to the social functions

Space allocation will be offered to the major sponsors first and then to others according to the level of their sponsorship.

Refreshments, Breaks and Session Sponsorship

Coffee Station Sponsor

1 Available \$3,250

Company banner to be displayed next to the conference coffee station (sponsor to provide)

Company logo on cups and napkins (sponsor to provide)

1 complimentary registration to all conference sessions including refreshments and access to the social functions

Morning or Afternoon Tea Sponsor

2 Available \$2,750

Exclusive naming rights to break session within the conference program. Banners, provided by the sponsor will be displayed at this time. NB: breaks are allocated on a first come, first served basis

1 complimentary registration to all conference sessions including refreshments and access to the social functions

Lunch Sponsor

1 Available \$3,750

Exclusive naming rights to one lunch within the conference program. Banners, provided by the sponsor, will be displayed at this time

Opportunity to briefly address the delegates during lunch

1 complimentary registration to all conference sessions including refreshments and access to the social functions

SOLD

Program Session Sponsor

\$1,750

Exclusive naming rights to one plenary session within the conference program. Banners, provided by the sponsor will be displayed during the period between breaks within which the sponsored session falls. NB: plenary sessions are allocated on a first come, first served basis

Your logo displayed on the holding slide throughout the session

Opportunity to briefly introduce your assigned speaker

1 complimentary registration to all conference sessions including refreshments and access to the social functions

Social Program Sponsorship

Gala Dinner Pre-dinner Drinks Sponsor

1 Available \$5,500

Freestanding banner(s) – maximum size 2m high x 1m wide, number to be determined depending on venue logistics, which will be positioned in prominent locations during pre-dinner drinks (sponsor to supply)

5 complimentary tickets for company representatives to attend the Gala Dinner

Gala Dinner Photo Booth Sponsor

1 Available \$3,750

Freestanding banner(s) – maximum size 2m high x 1m wide, number to be determined depending on venue logistics, which will be positioned in a prominent location next to the Photo Booth in the Gala Dinner Venue

Photo Booth Hire (including transport costs)

4 complimentary tickets for company representatives to attend the Gala Dinner

SOLD



Gala Dinner Sponsor

1 Available \$15,000

Freestanding banner(s) – maximum size 2m high x 1m wide, (quantity to be determined depending on venue logistics), to be positioned in prominent locations at the Gala Dinner (sponsor to provide)

10 complimentary tickets for company representatives to attend the Gala Dinner (with VIP seating)

Company logo displayed on dinner menus

Opportunity to make a 5 minute speech at the beginning of the Gala Dinner

1 complimentary exhibition space

Opportunity to offer Gala Dinner Prize (at own expense)

NB: Please note, the pre-dinner drinks are sold as a separate sponsorship

Gala Dinner Table Sponsor

\$ 1,750

8 Gala Dinner tickets for your guests (valued at \$150 each)

Company logo displayed on the table

Additional Sponsorship Opportunities

Conference Satchel Sponsor

1 Available \$3,750

Company logo displayed on each conference satchel given to delegates upon arrival at conference

2 company flyers, brochure, CD or other marketing products (subject to the committee's approval) to be inserted in all delegates satchels

Choice of satchel design (initial selection chosen by the organising committee)

Product included in cost

Delegate Name Tag Lanyard

1 Available \$3,250

Company logo displayed on delegate's lanyards worn by all delegates for the conference duration

Product included in cost

Conference Note Journal

1 Available \$3,500

Company logo displayed on front cover, together with AFIF2018 logo

The Note Journal will be placed in delegate satchel

Product included in cost

SOLD

Conference Writing Pen

1 Available \$3,250

Company logo displayed on conference stationery writing pen

The pen will be placed on each delegate's desk top and replenished daily

Product included in cost

Speaker Gifts Sponsor

1 Available \$2,250

Company logo displayed on 'Thank-you' note attached to speaker gift

Acknowledgement as speaker gift sponsor each time a gift is given

Product included in cost

SOLD

Satchel Insert (sponsor to provide)

\$395

2 company flyer, brochure, CD or other marketing products (subject to the committees approval) to be inserted in all delegates satchels

Final Program Book Advertisement

\$395

Opportunity to display a half page advertisement in the final program book. The advert will be landscape, A5 and full colour (sponsor to supply artwork)

If the above opportunities do not meet your company's needs, we will gladly discuss alternative suggestions. For further information, contact the AFIF 2018 Conference Secretariat on email at jodie@afif.asn.au

AFIF 2018 APPLICATION FORM

Contact Name: _____
 Position: _____
 Company: _____
 Address: _____
 Suburb: _____ State: _____ Postcode: _____
 Telephone: _____ Mobile: _____
 Email: _____

Exhibition Opportunities

Exhibition Space & Table / Chairs \$950

Refreshments, Breaks and Session Sponsorship

Coffee Station Sponsor \$3,250

Morning Tea Sponsor \$2,750

Afternoon Tea Sponsor \$2,750

Lunch Sponsor \$3,750 **SOLD**

Program Session Sponsor \$1,750

Social Program Sponsorship

Gala Dinner Pre-dinner Drinks \$5,500

Gala Dinner Photo Booth \$3,750 **SOLD**

Gala Dinner \$15,000 **SOLD**

Gala Dinner Table \$1,750

Additional Sponsorship Opportunities

Conference Satchels \$3,750 **SOLD**

Delegate Lanyards/Name Tags \$3,250 **SOLD**

Conference Note Journal \$3,500 **SOLD**

Conference Writing Pen \$3,250

Speaker Gifts \$2,250 **SOLD**

Satchel Insert \$395

Final Program Book Advert \$395

Total Sponsorship spend:

NB: GST will be added to the above prices

Platinum Sponsor
 Negotiable

SOLD

Gold Sponsor
 \$7,500

Silver Sponsor
 \$5,000

Bronze Sponsor
 \$3,000

The AFIF 2018 Secretariat will confirm your participation with a confirmation email, tax invoice and contract.

Signed: _____ Date: _____

Please complete and forward application to:

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 Eastgardens NSW 2036 Tel: +61 2 9314 3055 Email: jodie@afif.asn.au