

# 2016 Events Program Sponsorship Prospectus

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*An opportunity exists for your organisation to develop a closer involvement with the AIIA and the broader ICT community in Australia by becoming a recognised event sponsor.*

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The AIIA is committed to providing strong industry linkages between the ICT Industry, other industry sectors and Government Leaders to provide the opportunity to share information and collaborate about their respective needs and capabilities.

Our 2015/2016 program offers the opportunity for members to take part in a series of briefings designed to obtain information on key business sectors and government priorities and upcoming projects, developing a better understanding of the procurement process and the opportunity to meet with buyers.

## #TechDiversity Gala Dinner 2016

### Celebrate2Elevate

**Thursday 4 August, 2016**

The AIIA is pleased to host the 2016 #TechDiversity Gala, a diversity dinner with a very big difference.

Where most diversity dinners have speakers informing us yet again about what isn't working, the #TechDiversity dinner is showcasing what is working and the wonderful people who are behind the initiatives and driving change. We want to celebrate and elevate those diversity initiatives that are making a difference.

#TechDiversity has sought nominations for diversity leadership across education, business, government and/or advertising looking at diversity initiatives, behaviours, commitment and courage.

On the night, the leaders in each of these categories will be recognised and the #TechDiversity Champion announced, providing the opportunity to celebrate the good.

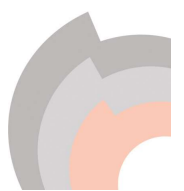
This is a time to celebrate and learn with like-minded individuals who care about supporting diversity from a positive perspective.

But you can't do that if you aren't in the room on the night so buy a ticket - while you are at it, buy one for a friend. Actually, buy an entire table for your company and bring your colleagues.

Please share this invitation with other people you know who should also be joining this celebration.

#### Featuring Guest Speakers:

- Susan Riley, Deputy Lord Mayor, City of Melbourne
- The Hon Phillip Dalidakis, Minister for Innovation, Small Business and Trade, Victorian Government
- Amanda Gome, CEO, Notable Media
- The Hon Fiona Richardson, Minister for Women and Prevention of Family Violence, Victorian Government



**EVENT DETAILS:**

Venue: Melbourne Town Hall  
Date: Thursday 4 August, 2016  
Time: 7pm 'til late  
Dress: 'After five' attire

**TICKET PRICES:**

**Single ticket prices**

\$195.00 + GST

**Table prices (tables of 10):**

\$1900.00 + GST

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## Sponsorship Benefits & Highlights

### Your Client's Peer to Peer Engagement

Invite your clients as AIIA events regularly feature the peers your clients as presenters. This peer to peer engagement is a rare opportunity for like-minded professionals to connect and learn from each other.

### Relationship development with clients

Sponsors leverage pre-event planning meetings, VIP pre-function forums, during the event activities and post-event follow-up to develop relationship with prospective and current clients at executive levels outside of a vendor sales environment.

### Brand recognition

Sponsors of AIIA events report excellent brand development outcomes through AIIA events and forums. This includes the distribution of your thought leadership material to event attendees.

### Cost Effective and Efficient Marketing Tool

Organising your own event with such high profile speakers is a heavy strain on sales and marketing budgets and resources. In those circumstances, AIIA offers a financially effective alternative through sponsoring an AIIA event which you bring your clients along to - no logistics, no last minute surprises. AIIA delivers the event to you and your client.

## For Further Information

For more information on the benefits of becoming a sponsor of the AIIA Victoria events program please contact:

Kerryn Nelson, AIIA Victoria Events Manager on 0417 035 536 or via [kerryn.nelson@bigmouth.net.au](mailto:kerryn.nelson@bigmouth.net.au) or Byron Riessen, General Manager, Stakeholder Engagement Programs, AIIA on 0407 840 315 or via [b.riessen@aiaa.com.au](mailto:b.riessen@aiaa.com.au)



## 2016 - Per Event Sponsorship Packages

| Benefit   | Platinum      | Gold          | Silver        | Bronze        |
|---|---------------|---------------|---------------|---------------|
| Exclusivity on sponsorship category (subject to availability)                                   | ✓             | 2 spots       | -             | -             |
| Pre-event planning meeting (with key note speakers where available)                             | ✓             | -             | -             | -             |
| Logo on event flyer   | ✓             | ✓             | ✓             | ✓             |
| Banner(s) in room (pull up style)   | 2             | 1             | -             | -             |
| On screen in room advertisement   | ✓             | ✓             | ✓             | ✓             |
| Recognition by MC   | ✓             | ✓             | ✓             | ✓             |
| On stage opportunity to welcome or thank keynote speaker (2 mins max)                           | ✓             | -             | -             | -             |
| Inclusion on sponsors slide   | ✓             | ✓             | ✓             | ✓             |
| Priority seating  | ✓             | ✓             | ✓             | -             |
| Attendance listings (organisation, registered attendee name & job title)                        | ✓             | ✓             | -             | -             |
| Brochures at registration desk / seats  | ✓             | ✓             | -             | -             |
| Distribution of Thought Leadership material (digital format via post-event survey if available) | ✓             | -             | -             | -             |
| Inclusion of question in post-event survey (where post-event electronic survey is available)    | ✓             | -             | -             | -             |
| Number of tickets per event on sponsor table  | 10            | 10            | 5             | 3             |
| Head table tickets (additional to sponsor table)  | 2             | 1             | -             | -             |
| Attendees at VIP session  | 2             | 1             | -             | -             |
| Post-event summary report (based on post-event survey summary report)                           | ✓             | -             | -             | -             |
| <b>Sponsorship package cost (ex GST)</b>  | <b>\$8100</b> | <b>\$6100</b> | <b>\$2900</b> | <b>\$1300</b> |

### Conditions

- All prices are quoted in Australian Dollars and exclusive of GST
- Sponsorship for AIIA Non Members attracts a premium of 50% on top of the package list price
- No panel opportunities are extended to ICT Vendors who are not AIIA Members
- Event dates are subject to change and sponsors will be advised in advance of alterations
- Additional event tickets can be purchased at the advertised rates
- Where business card draw option is utilised, sponsor is responsible for providing prize(s)
- Sponsors are responsible for shipment (before and after event) of pull-up banners
- AIIA, at its sole discretion, may choose to upgrade some components of a sponsors package

