



AUSTRALIAN  
LOCAL GOVERNMENT  
ASSOCIATION



# EXHIBITION & SPONSORSHIP 2020 PROSPECTUS

National General Assembly  
of Local Government

[alga.asn.au](http://alga.asn.au) <

# INVITATION

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THE LARGEST, most influential Local Government conference in Australia occurs just once a year.

The Australian Local Government Association's National General Assembly, held in Canberra, attracts representatives from Australia's 537 councils spread across all states and territories.

These councils employ nearly 190,000 people and manage non-financial assets valued at around \$408 billion. They provide an extensive range of services to residents and ratepayers – from pools, libraries, children's playgrounds, and youth drop-in centres, to housing and community amenities, local roads and bridges.

Councils also administer large procurement programs; they contract out services to large and small providers, maintain extensive equipment assets, and run substantial vehicle, road-making and landscape maintenance fleets.

The National General Assembly provides a unique opportunity for service and asset providers to engage with the people who direct this spending – mayors, councillors and CEOs.

This can be done either by sponsoring the event or by becoming an exhibitor.

To meet the people who influence how and where Local Government spends its multi-billion dollar yearly budgets is not difficult. However, to find them together in one place at one time is rare.

The National General Assembly offers unparalleled one-one-one access to the most influential decision-makers in Australia's third tier of government, as past sponsors and exhibitors have indicated in their feedback.

With national media attention and upwards of 800 delegates, NGA sponsorship and exhibitor opportunities will be limited.



# Important Dates

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Registrations open	Jan 2020
Early bird registrations close	Early May 2020
Exhibitor forms due back	Mid May 2020
Standard registrations close	Early June 2020

## Contacts

### Sponsorship and Program

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01 Jill Brown, ALGA  
Phone: 02 6122 9436  
Email: [jill.brown@alga.asn.au](mailto:jill.brown@alga.asn.au)

### Exhibition and Registration

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02 Conference Co-ordinators  
Phone: 02 6292 9000  
Email: [conference@confco.com.au](mailto:conference@confco.com.au)



# Program Overview

The conference program comprises of plenary sessions, debate on motions and some breakout sessions. A basic overview of how the conference program runs is below.

All catering during the event is served in the Exhibition Hall.

DAY	KEY PROGRAM DETAILS
Sunday 14 June	Registrations Open Exhibition Bump in Welcome Reception and Exhibition Opening
Monday 15 June	Plenary Sessions/Keynote Speakers Debate on Motions Networking Dinner
Tuesday 16 June	Plenary Break out sessions Debate on Motions General Assembly Dinner
Wednesday 17 June	Plenary Debate on Motions Exhibition Bump out

## Conference Details

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Date	14 - 17 June 2020
Conference Venue	National Convention Centre 31 Constitution Avenue, Canberra ACT 2601
Exhibition Venue	Great Hall, National Convention Centre



## Conference Location

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The National General Assembly is held in Canberra, Australia's capital city, one of the few planned cities on earth. Canberra is home to many of Australia's iconic institution and treasures, the Federal Parliament of Australia, the judiciary, the Australian Public Service and the International diplomatic community.

Canberra has a population of approximately 390,000 people and is located 150km from the ocean and 281km from Sydney. Less than two hours drive to the beautiful beaches on the South Coast and with over 30 wineries producing national and international award-winning wines.

Canberra hosts an array of events throughout the year which bring people from around the country such as Floriade, the Spring flower festival, the Truffle Festival, with over 250 individual events through the Winter, and the Canberra Multicultural Festival with the whole city lined with food stalls from around the world.

# Sponsorship & Advertising Opportunities at a Glance

All Sponsorship opportunities can be customised to suit your requirements. If you would like to discuss sponsorship and availability please contact Jill Brown at ALGA on [jill.brown@alga.asn.au](mailto:jill.brown@alga.asn.au) or 02 6122 9436

OPPORTUNITIES	QUANTITY	PRICE (Ex. GST)
Networking Dinner	Exclusive	\$15,000 - <b>SOLD</b>
General Assembly Dinner Sponsor	Exclusive	\$25,000
Welcome Reception and Exhibition Opening	Exclusive	\$15,000
Conference App Sponsor	Exclusive	\$10,000
Internet Area Sponsor	Exclusive	\$5,000
Break Sponsor	One per break	from \$5,000
Satchel Sponsor (corporate logo printed on conference satchel)	Exclusive	\$8,000
Exhibition Booth		\$3,775
Satchel Insert (A4 size or equivalent or product sample/giveaway)		from \$1,100
Drink Bottle Sponsor	Exclusive	from \$2,000
Coffee Cup Sponsor	Exclusive	from \$2,000
Advertisement opportunities in the handbook		From \$1,500
Council Database		\$250
ALGA News advertisement		\$242 - One ad for one week \$187 - One ad for multiple weeks

*All Prices are Exclusive of GST.*

# Terms & Conditions

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## Exhibition Conditions:

- Acceptance of booth booking required by completion and signing of this Exhibition Booking Form.
- Payment for trade booths is required before any entitlements can be delivered (special arrangements can be made).
- All fees are in Australian dollars and exclude GST.
- Exhibition booths will be allocated in order of receipt of booking form and payment.
- Notice of cancellation must be submitted in writing to [nga@confco.com.au](mailto:nga@confco.com.au) and will be acknowledged by e-mail.
- Cancellation fees:  
25% cancellation fee will apply for cancellations received prior to 3 January 2020  
50% cancellation fee will apply for cancellations received prior to 2 May 2020  
75% cancellation fee will apply for cancellations received prior to 6 June 2020  
Cancellations received on or after 7 June 2020 will not be refunded.

## Sponsorship Conditions:

- Acceptance of sponsorship required by completion and signing of the Sponsorship Agreement.
- Payment for sponsorship is required two weeks prior to the conference commencement date.
- All fees are in Australian dollars and exclude GST.
- Notice of cancellation must be submitted in writing to [nga@confco.com.au](mailto:nga@confco.com.au) and will be acknowledged by e-mail.
- Cancellation fees are as per the below:  
25% cancellation fee will apply for cancellations received prior to 3 January 2020  
50% cancellation fee will apply for cancellations received prior to 2 May 2020  
75% cancellation fee will apply for cancellations received prior to 6 June 2020  
Cancellations received on or after 7 June 2020 will not be refunded.

By submitting your booking form you agree to the terms and conditions of the cancellation policy.

# SPONSORSHIP PACKAGES

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*All Prices are Exclusive of GST.*

## Welcome reception & exhibition opening

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**\$15,000**

Naming rights and branding to the two hour cocktail party held on the evening prior to the event opening – the first official social function and the official welcome.

### Package includes:

- Branding rights to the function with corporate logo and/or banner prominently displayed
- Opportunity to welcome delegates to the reception
- Opportunity to provide apparel for venue staff to wear during the reception
- One standard trade display booth measuring 3m x 3m. Site includes fascia name, velcro compatible walls, two spotlights and power supplied
- Four tickets to the Welcome Function
- Two tickets to the official dinner
- Listing in the event Program
- Inclusion of corporate brochure (maximum size A4), in delegate satchel
- One full page colour advertisement in event Handbook
- Acknowledgement on relevant printed material for the event

## Break sponsorships

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**Morning Tea \$5,000 (3 opportunities)**

**Afternoon Tea \$5,000 (2 opportunities)**

**Lunch \$7,500 (2 opportunities)**

This package gives the sponsor the opportunity to brand the conference foyer and exhibition space during the sponsored break.

### Package includes:

- Opportunity to invite four representatives to network with delegates during break
- Company logo included in the event Handbook
- Listing in the event Program
- Acknowledgement of your support announced to delegates before the break
- Corporate logo and/or banner to be prominently displayed during break
- Inclusion of corporate brochure (maximum size A4) in delegate satchel



## Conference app sponsor

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**\$10,000**

This exclusive package gives the sponsor a major branding opportunity. The conference app will be used by the conference delegates for the program, exhibition map, speaker details and much more.

**Package includes:**

- Exclusive branding of the conference app
- Company logo included in the event Handbook
- Acknowledgement of your support announced to delegates during the conference
- Company logo and banner to be displayed in the app
- minimum of four ads to be displayed in the app throughout the conference
- Inclusion of corporate brochure (maximum size A4) in delegate satchel
- two complimentary registrations (excluding social functions)

## Internet area sponsor

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**\$5,000**

This package gives the sponsor the opportunity to sponsor the Internet and recharge area in the exhibition hall.

**Package includes:**

- Company logo displayed on computer home screen in internet area
- Company logo included in the event Handbook
- Company logo to be printed in the internet area
- Brochure stand to display your company brochures
- Inclusion of corporate brochure (maximum size A4) in delegate satchel
- 2 passes to the exhibition for the duration

## Dinner sponsor

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

**General Assembly Dinner \$25,000**

The sponsorship of a Dinner gives your organisation naming rights to the whole event and an opportunity to address the delegates at the dinner.

**Package includes:**

- Naming rights of the sponsored dinner
- 5 minute speaking opportunity during the dinner
- Verbal and Logo acknowledgement at the event
- Two full registrations to the event, including delegate satchels
- Two complimentary tickets to the Welcome Reception
- Four complimentary tickets to the sponsored dinner
- Listing in the event Program
- Inclusion of corporate brochure (maximum size A4) in delegate satchel
- Full page advertisement or editorial in the event Handbook (artwork to be supplied)
- Acknowledgement on relevant printed material for the event

# Eco sponsorships

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## Drink Bottle

Single use plastics are being minimised during the event, be part of this effort and benefit from brand recognition.

Bottle provided and printed for you **\$6,000**

You provide the bottle **\$2,000**

## Coffee Cup

Provide the delegates with something they will reuse over and over and benefit from brand recognition.

Cup provided and printed for you **\$7,000**

You provide the cup **\$2,000**

# Satchel sponsor

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**\$8,000**

Each delegate receives a conference satchel.

By sponsoring the satchel, your company is provided a strong presence in the conference.

### Package includes:

- Company logo printed on the conference satchel
- Inclusion of corporate brochure (maximum size A4) in dele satchel
- Company logo included in the event Handbook
- Acknowledgement on relevant printed material for the event

## Advertising Opportunities

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### Satchel Insert

A4 or equivalent or product sample/giveaway  
**from \$1,100**

### Handbook Ad

Artwork to be supplied by Sponsor

**Full page colour \$2,500**

**Half page colour \$1,500**

### ALGA News

ALGA News is emailed to more than 2,000 subscribers every week. It is also available online. Advertising in ALGA News is a very cost-effective way of getting your message to local government across Australia. You can determine an advertising schedule that works for you.

**One advertisement for one week \$242**

**One advertisement for multiple weeks \$187**

### ALGA Council Database

The Council Database is an Excel spreadsheet containing contacts for 537 Australian councils.

### Information provided includes:

- Council
- General Council contacts details (address, phone/fax, email and website)
- Mayor or Elected Representative
- CEO/General Manager

**Database Cost \$250.00 (\$115.00 for local government councils only).**

# Exhibition Package

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## **\$3,775 (plus GST) per 3m x 3m stand**

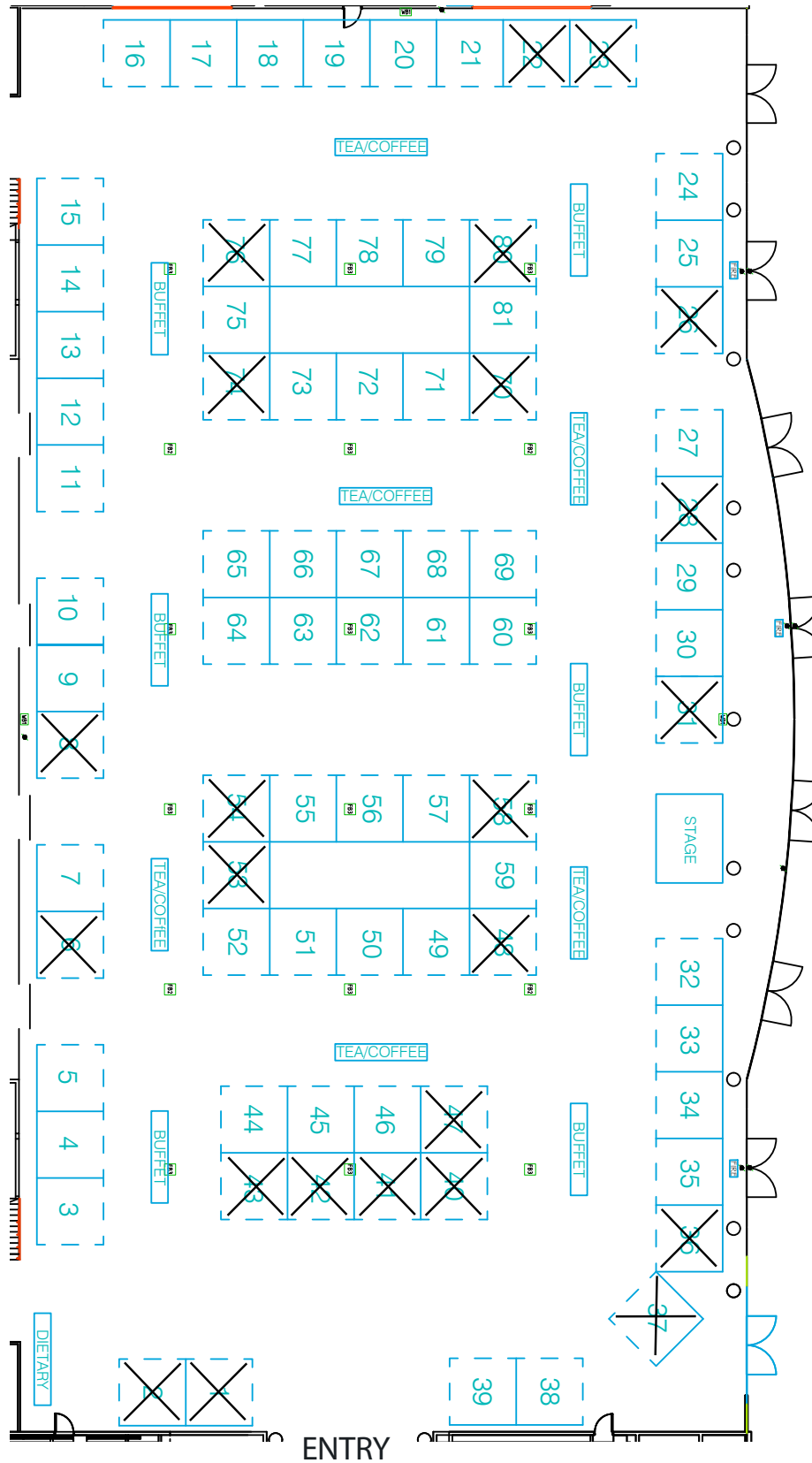
All exhibition booths will be located in one area. Morning tea, afternoon tea and most importantly lunch will be held within the same space to ensure maximum exposure. Exhibition stands will be BLACK velcro compatible panels with white fascia and company names in black.



### **Package includes:**

- 3m x 3m booth. Walls are 2.5m high velcro compatible panels
- Company name on the stand fascia (white fascia, lettering in black) across aisle frontages
- Two spot lights per stand mounted on light track inside fascia
- One 4 amp general purpose power point per stand
- Company profile and full contact details listed in the Assembly handbook issued to all delegates
- Morning/afternoon tea and lunch as per the conference program for two representatives
- Two complimentary tickets to the Welcome Cocktail function in the Exhibition area
- One complimentary ticket to the General Assembly Dinner OR Networking Dinner
- One General Assembly satchel per stand, including name badges
- Listed as an exhibitor on the Australian Local Government Association website, listing can also be a link to your company website

# EXHIBITION FLOORPLAN



# Exhibition Booking Form

We wish to exhibit at the 2020 National General Assembly of Local Government.

## COMPANY DETAILS

Contact Name .....

Position .....

Organisation .....

Postal Address .....

..... State ..... Postcode .....

Telephone ..... Mobile .....

Email .....

Company URL: .....

(for listing on ALGA website)

For my complimentary dinner ticket we would like to attend: ☐ Monday night Networking Dinner ☐ Tuesday night NGA Dinner

Please indicate your choice of stand number(s) in order of preference (refer to floorplan):

1<sup>st</sup> Preference ..... 2<sup>nd</sup> Preference ..... 3<sup>rd</sup> Preference ..... Amount \$ .....

☐ I/We understand that booths will be allocated in order of receipt of booking form and payment.

☐ I/We agree to the sponsorship terms and conditions (refer to terms on page 7)

☐ I/We note that furniture, extra lighting and power is to be ordered from the Exhibition Contractor.

Signed .....

Date .....

## PAYMENT DETAILS

☐ Please issue an invoice

☐ I have transacted an Electronic Funds Transfer to the ALGA Conference Account

**Name of Account:** ALGA Conference Account **Bank:** Commonwealth

**Branch:** Curtin, ACT **BSB No:** 062905 **Account No:** 1009 7760

Your Receipt No: .....

☐ Please charge my credit card ☐ Mastercard ☐ Visa

Card number

Exp Date ..... Amount \$ .....

Is this a corporate card? YES/NO

Card holders name

Signature

## COMPLETE AND RETURN TO:

2020 National General Assembly Exhibition

C/- Conference Co-ordinators

PO Box 4994, CHISHOLM ACT 2905

Email: [nga@confco.com.au](mailto:nga@confco.com.au)

Phone: 02 6292 9000 Fax: 02 6292 9002



# Sponsorship Booking Form

We wish to participate in the 2020 National General Assembly of Local Government.

## COMPANY DETAILS

Contact Name .....

Position .....

## Organisation .....

Postal Address .....

..... State ..... Postcode .....

Telephone ..... Mobile .....

Email .....

Company URL: .....

(for listing on ALGA website)

## I/WE WISH TO SPONSOR THE FOLLOWING:

Sponsorship Package: ..... Amount \$ .....

☐ I/We agree to the sponsorship terms and conditions (refer to terms on page 7)

Signed

Date \_\_\_\_\_

## PAYMENT DETAILS

☐ Please issue an invoice

☐ I have transacted an Electronic Funds Transfer to the ALGA Conference Account

Name of Account: ALGA Conference Account Bank: Commonwealth

Branch: Curtin, ACT      BSB No: 062905      Account No: 1009 7760

Your Receipt No:.....

☐ Please charge my credit card   ☐ Mastercard   ☐ Visa

Card number

Exp Date ..... Amount \$ .....

Is this a corporate card? YES/NO

Card holders name

Signature

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PO Box 4994, CHISHOLM ACT 2905

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Phone: 02 6292 9000

Fax: 02 6292 9002

# Contact Us

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Email [alga@alga.asn.au](mailto:alga@alga.asn.au) | Web [www.alga.asn.au](http://www.alga.asn.au)



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