

SOON

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SIMTECT 2009

SPONSORSHIP AND EXHIBITION PROPOSAL

- > **SIMULATION** > CONCEPTS, CAPABILITY & TECHNOLOGY
- > 15-18 JUNE 2009
- > ADELAIDE CONVENTION CENTRE, ADELAIDE, SA, AUSTRALIA



SimTect 2009 is held under the auspices of the Simulation Industry Association of Australia (SIAA) Ltd ABN 13 087 862 619



South Australia.
A brilliant blend.

STATE SPONSOR



> INVITATION TO SPONSOR AND/OR EXHIBIT

The **SimTect 2009 Conference** Organising Committee invites you to participate in the **SimTect 2009 Conference** in Adelaide, Australia. In making a decision to become a sponsor or exhibitor your organisation will be assured of high profile exposure to the international simulation community who have rated **SimTect** a high point in the international calendar. **SimTect 2009** will attract delegates who want to know more about the application of simulation in their business sectors and areas of specialization.

Sectors

- Defence (Concepts, Capability / Technology, Network-Centric Warfare, Command & Control)
- Transportation (Aerospace, Civil Aviation, Road, Rail, Maritime, Logistics/ Distribution)
- Emergency Management / National Security
- Heavy Industry (Mining, Construction, Infrastructure)
- Manufacturing
- Education
- Health (relating to the above)

Specialisations

- Policy and Management (VV&A, data, financing, history, standards)
- Analysis & Experimentation (lifecycle support, experimentation)
- Technologies (development, implementation, synthetic environments, distributed simulation)
- Training (ab-initio, theory, e-learning, human factors, mission rehearsal)
- Operations (planning and decision support, command and control, joint operation)
- Serious Games (formats, platforms, applications, Instructional design, evaluation and assessment)

Training

With major Australian projects such as AIR 9000 Phase 7 and AIR 5428, **SimTect 2009** will have a special emphasis on training including:

- ab-initio – fixed and rotary wing
- the contracting decision: Insource, Outsource or hybrid?
- the financing decision: Traditional contracting for buy and sustain
- private Financed or hybrid?
- developments in Flight Screening and Ground based training
- applications of simulation for ab-initio to advanced flight training
- learning management systems and operations management software; and
- global trends in Military ab-initio flight training.

The Conference is being promoted broadly throughout Australia and internationally under the theme: Simulation – Concepts, Capability & Technology. To secure your place at **SimTect 2009**, simply choose the sponsorship option or an exhibition booth that suits you best, complete the attached application form and forward it with your deposit to the **SimTect 2009 Conference Managers**, Consec – Conference Management. Individual packages can also be arranged by contacting the Conference Managers to discuss your specific needs for a more personalised package.

Conference Managers



Consec – Conference Management
PO Box 3127
BMDC ACT 2617

Telephone: +61 2 6251 0675
Facsimile: +61 2 6251 0672
Email: simtect2009@consec.com.au

Exhibition and Sponsorship Manager:
Barry Neame

Exhibition and Sponsorship Coordinator:
Michaela Andelova



> CONFERENCE DETAILS

Dates

15 to 18 June 2009

Adelaide

Adelaide is an active part of Australia's Simulation Community. The Defence Science and Technology Organisation, branches of Defence acquisition, logistics and training, automotive and general manufacturing, mining and oil and gas, and major universities are located in or near Adelaide.

An attractive international tourist destination, average temperatures in the city are mild with temperatures in June averaging 15°C.

Site visits will showcase the pick of city's simulation facilities:

- Advanced Air Defence Simulator
- South Australian Virtual Reality Centre; and
- Flinders University (Health simulation).

Conference Venue

The Adelaide Convention Centre enjoys a global reputation for excellence and is consistently ranked among the world's top convention centres.

Floorplan

The attached floorplan (page 5) has been designed to ensure good visibility and access to all stands. Maximum traffic flow will be encouraged by the placement of catering stations at key points in the exhibition areas as well as by constant referral at Conference sessions.

Conference Program

The Conference will include:

- keynote addresses
- plenary sessions
- workshops
- panel discussions
- concurrent sessions
- site visits; and
- trade and invited exhibition.

Sunday, 14 June 2009	1300–	Move In
Monday, 15 June 2009	0900–1700	Pre-conference Workshops
	1730–1900	Welcome Reception
Tuesday, 16 June 2009	0900–1700	Paper Presentations
Wednesday, 17 June 2009	0900–1700	Paper Presentations
	1900–2300	Conference Dinner
Thursday, 18 June 2009	0900–1230	Paper Presentations
	1300–1500	Site Visits
	1400–	Move Out

> PROMOTION OF THE CONFERENCE AND EXHIBITION

To ensure maximum attendance, the **SimTect 2009 Conference** will be widely promoted throughout Australia and overseas by:

- distribution of the Conference main announcement and registration brochure
- **SimTect 2009** website
- direct emails
- advertising within industry related journals and magazines; and
- promotion at other industry related Conferences/meetings (Australian, European and US).

Those who will attend **SimTect 2009** include:

- defence, aerospace, aviation, mining, construction, transport, national security personnel
- private sector practitioners in the areas of modeling and simulation
- government agencies; and
- researchers.

Defence Projects

The SIAA will liaise with the Department of Defence to encourage representatives from current simulation related projects to attend SimTect, and to brief the participants. This will provide an opportunity for exhibitors to engage with project personnel.

Benefits to Your Company by Sponsoring and Exhibiting at SimTect 2009

- A significant marketing advantage
- Corporate goodwill from Conference delegates and the Government
- Relationship marketing
- Creation of brand awareness and acceptance
- Demonstration of your products / services
- Increased business potential
- Enhanced company profile
- Direct access to an audience made up of your clients, current and potential
- Broadened exposure through to May 2009 by acknowledgement in all print material, including the Conference registration brochure, Conference program and handbook with abstracts and the Conference proceedings
- Promotion in industry related journals and magazines
- Promotion on the Conference website
- Exposure at the Conference through signage and announcements

State Government Support

State Governments in SimTect's host cities have supported SimTect as the conference and exhibition aligns with their strategic development initiatives. SimTect is promoted by the government's business and internal networks – in Australia and overseas.

In return, a Minister or senior public representative formally opens the Conference, and the state government is acknowledged in promotional material.

The SIAA is grateful for the support of the South Australian Department of Trade and Economic Development.

> EXHIBITION DETAILS

The Exhibition will be held in the Adelaide Convention Centre. The attached floorplan has been designed to ensure good visibility and access to all stands. Maximum traffic flow will be encouraged by the placement of catering stations at key points in the exhibition areas. The Welcome Reception will be held in and around the Exhibition. There are a maximum of 52 exhibition booths available and all morning, afternoon teas and lunches will be held in the Exhibition areas.

Move In and Move Out Times

Sunday	14 June 2009	1300–	Move In
Thursday	18 June 2009	1400–	Move Out

EXHIBITOR STAND PACKAGE

\$3,750.00

per 3m x 3m booth [GST inclusive]

\$2,250.00

per 3m x 3m booth [GST inclusive] for the first booth for all SIAA Full Members

Specifications

Dimensions: 3m x 3m

Walls: 2.5 wall panels are covered in opal frontrunner material, framed in polished anodised aluminium. Only Velcro is to be used to attach displays to walls. Expo hire will assist any exhibitors that require heavy items to be hung from the panels.

Name & Fascia: Names using vinyl-cut uppercase lettering onto a white background, with names on all open sides.

Company name: One [1] company name per stand in computer cut vinyl standard style letters (uppercase lettering onto a white background). Max of 25 letters – Pty Ltd etc deleted. Corner stands have one [1] name.

Lights and power: 2 x 150 watt lights per stand and lights are mounted on the inside of the front fascia. One [1] single power point per stand – 1,000 watts (4 amps) capacity.

Welcome Reception

An invitation is extended by the Conference Committee, for two [2] representatives per exhibition both booked to attend the Welcome Reception as their guests on Monday 15 June 2009.

Conference Satchel

One [1] per exhibition booth, with Conference delegate list including: name, organisation and state only.

Name Badges on Stand

Name badges for two [2] representatives to staff the stand for the duration of the Conference.

Promotion

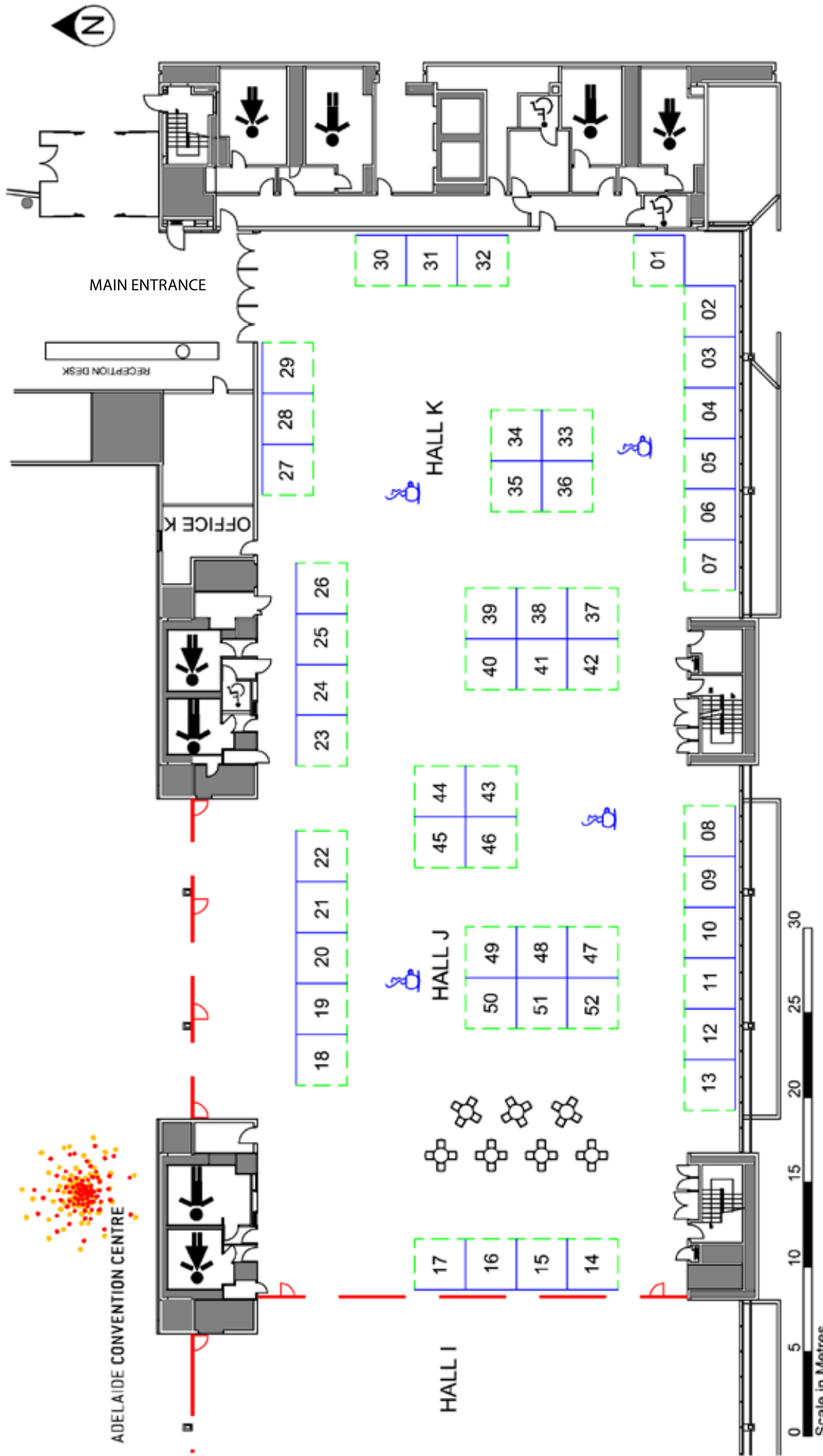
Listing of company name and website in the final Conference Program/Handbook for delegates.

Catering

Morning / afternoon teas (except Thursday – NO afternoon will be served, as program concludes with lunch) and lunches for two [2] representatives each day. If you have more than [2] representatives staffing your stand, this can be noted on the additional form (with associated costs) that will be sent out to you in your exhibitor kit, 6 weeks prior to the Conference.



> EXHIBITION FLOORPLAN
 > ADELAIDE CONVENTION CENTRE



THIS FLOORPLAN IS SUBJECT TO VENUE APPROVAL

COPYRIGHT 2008 RENNIS EXHIBITIONS

Please note: Should the exhibition floorplan require expansion or retraction, the Conference Managers reserve the right to make the necessary changes.

> SPONSORSHIP PACKAGES

PRINCIPAL SPONSOR [multiple]

\$15,500*

- Ten-minute [10 minute] welcome speech following the formal Conference opening
- Principal sponsor acknowledgement
- Two [2] complimentary full registrations
- Two [2] complimentary exhibition booths [3m x 3m] in a prime position
- Organisation acknowledgement on the SimTecT webpage
- 60 second CD grab at the start of each day (to be supplied by you, details advised at a later date)
- One [1] complimentary satchel insert (to be supplied by you)
- Corporate logo featured on the Conference signage
- Corporate logo featured on the cover of the registration brochure
- Corporate logo featured on the cover of the Conference program/handbook
- Corporate logo and company acknowledgement featured in the Conference proceedings – hard copy and CD version
- Corporate logo on the main Conference slide on each room

MAJOR SPONSOR [multiple]

\$8,800*

- One [1] complimentary full registration
- One [1] complimentary Exhibition booth (3m x 3m) in prime position
- Organisation acknowledgement on the SimTecT web page
- 60 Second DVD grab at the start of each day
- One [1] complimentary satchel insert (to be supplied by you)
- Corporate logo on Conference signage
- Corporate logo featured on the cover of the registration brochure
- Corporate logo featured on the cover of the Conference program/handbook
- Corporate logo and company acknowledgement featured in the Conference proceedings – hard copy and CD version

NAME CARD LANYARD SPONSOR

\$7,700* (exclusive sponsorship, one only)

\$3,850* (two available)

- Corporate logo in mono colour on the delegate and exhibitor name card lanyards
- Corporate logo in mono colour on the delegate and exhibitor name cards
- Company sign, supplied by you, displayed at the registration desk for the duration of the Conference (size and type of sign to determined by the Conference Managers)
- Complimentary full registration/s: Two [2] for exclusive; One [1] otherwise

CONFERENCE DINNER SPONSOR [one]

\$6,600*

- Introduction to Conference delegates during the Conference Dinner
- Corporate logo featured on the Conference dinner menu
- Company acknowledgement and promotional paragraph in the Conference registration brochure
- Corporate logo and promotional paragraph featured in the Conference program/handbook
- Company sign (to be supplied by you), displayed during the Conference Dinner (size and type of sign to be determined by the Conference Managers)
- Four [4] complimentary tickets to the Conference Dinner

WELCOME RECEPTION SPONSOR [one]

\$4,400*

- Corporate logo featured in the Registration Brochure
- Introduction to Conference delegates during the Welcome Reception
- Company sign, supplied by you, displayed during the Welcome Reception (size and type of sign to determined by the Conference Managers)
- Corporate logo and promotional paragraph featured in the Conference program/handbook
- Four (4) complimentary tickets to the Welcome Reception

WIRELESS INTERNET SPONSOR [one]

\$4,400*

- Wireless internet will be available in the Exhibition Hall
- Two (2) complimentary tickets to the Welcome Reception
- Corporate logo in registration brochure and company description on website
- Company sign, supplied by you, displayed in the trade exhibition area (size and type of sign to determined by the Conference Managers)
- Company logo on user's log-in screen

GOLF CHALLENGE SPONSOR [one]

\$3,300*

- Corporate logo in registration brochure and company description on website
- Company sign/banner (supplied by you) displayed at the start and the end of the Golf Challenge
- Presentation to winners during the afternoon tea on the Tuesday
- Opportunity to distribute company shirts, caps etc. on the day (supplied by you)
- Four [4] complimentary tickets to the Golf Challenge

LUNCH SPONSOR [two]

\$2,200*

- Welcome to Conference delegates during your sponsored lunch
- Company sign(s), supplied by you, displayed during your sponsored lunch (size and type of sign to determined by the Conference Managers)
- Two [2] complimentary lunch invitations for company representatives to your sponsored lunch
- 25% discount off the full price of one [1] trade exhibition booth

ADVERTISING IN THE FINAL CONFERENCE PROGRAM/HANDBOOK WITH ABSTRACTS

\$1,200*

- One [1] A4 full colour advertisement in final Conference Program/Handbook (artwork to be supplied to Conference Managers by specified date in PDF format)

Contact details

Contact Name:		
Company/Organisation:		
Position in Organisation:		
Postal Address:		
Suburb:	State:	Postcode:
Email:		
Telephone (w):	Facsimile:	
Mobile:		

Exhibition Booth

Booth Position Number: _____ Number of Booths Required: _____

I/we prefer booth position/s (as indicated on the enclosed floorplan) in order of preference

1st	2nd	3rd	4th
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I/we understand that booth/s will be allocated strictly in order of receipt of applications and deposit monies, with priority given to financial SIAA Full Members and current Conference Sponsors until 24 November 2008 and that the Conference Manager's decision will be final. Should the exhibition floorplan require expansion or retraction, the Conference Managers have the right to make the necessary changes.

I/we note that furniture, extra lighting and power can be ordered from the exhibition contractor.

Cancellation Policy
In the case of cancellation of a booth/s please be advised that unless the organisers are able to resell the booth/s there will be no refund on monies paid. If the balance is NOT received by the due date as mentioned below, the allocated booth/s will be cancelled.

Cost

Cost: \$3,750.00 [GST inclusive] per exhibition booth, \$2,250.00 [GST inclusive] for first booth for all SIAA Full Members.

Note: credit card payments attract a 3% surcharge.

Deposit Deadline: 50% required at the time of booking the booth/s to secure your trade booth at the exhibition.

Balance Deadline: 6 March 2009.

We accept the terms and conditions as outlined in this Exhibition and Sponsorship Proposal and enclose/attach out payment of \$_____ to secure our booth at the **SimTect 2009 Conference** Trade Exhibition (credit card payments attract a 3% surcharge).

Signed: _____ Date: _____
(on behalf of the listed above)

Method of Payment

<p><input type="checkbox"/> Cheque</p> <p>Please make cheque payable in Australian dollars to the SimTect 2009 Conference and mail to:</p> <p>SimTect 2009 Conference Managers Consec – Conference Managers* PO Box 3127 Belconnen Mail Delivery Centre ACT 2617</p> <p><small>*Conference Managers: Consec – Conference Management as agent for SimTect 2009</small></p>	<p><input type="checkbox"/> Credit Card*</p> <p>* Credit card payments attract a 3% surcharge</p> <p><input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Amex <input type="checkbox"/> Diners</p> <p>Please provide credit card details in the spaces below:</p> <table border="1"> <tr> <td>Cardholder Name:</td> <td><input type="text"/></td> </tr> <tr> <td>Card Number:</td> <td><input type="text"/></td> </tr> <tr> <td>Expiry Date:</td> <td><input type="text"/></td> </tr> <tr> <td>Signature:</td> <td><input type="text"/></td> </tr> </table>	Cardholder Name:	<input type="text"/>	Card Number:	<input type="text"/>	Expiry Date:	<input type="text"/>	Signature:	<input type="text"/>	<p><input type="checkbox"/> Electronic Funds Transfer</p> <p>Name of Account: SimTect Conference 2009</p> <p>Bank: National Australia Bank</p> <p>BSB number: 082 902</p> <p>Account Number: 8140 89569</p> <p>Location: Canberra City, ACT</p>
Cardholder Name:	<input type="text"/>									
Card Number:	<input type="text"/>									
Expiry Date:	<input type="text"/>									
Signature:	<input type="text"/>									

Contact details

Contact Name:		
Company/Organisation:		
Position in Organisation:		
Postal Address:		
Suburb:	State:	Postcode:
Email:		
Telephone (w):	Facsimile:	
Mobile:		

Sponsorship Package Preferences

I/we would like to take up the following sponsorship package/s:	
1st	Total Cost \$
2nd	Total Cost \$
3rd	Total Cost \$
<input type="checkbox"/> I/we understand that the sponsorship packages will be strictly in order of receipt of application form and deposit	

Cancellation Policy

In the case of withdrawal of a sponsorship package/s, please be advised that unless that particular area of sponsorship is resold the organisers will reserve the right to retain monies received. Deposit Deadline: 50% required at the time of booking your sponsorship package to for security. **Balance Deadline: 6 March 2009.**

We accept the terms and conditions as outlined in this Exhibition and Sponsorship Proposal and enclose/attach out payment of \$_____ to secure our sponsorship package at the **SimTecT 2009 Conference. Note: credit card payments attract a 3% surcharge.**

Signed: _____ Date: _____
 (on behalf of the listed above)

Method of Payment

<input type="checkbox"/> Cheque Please make cheque payable in Australian dollars to the SimTecT 2009 Conference and mail to: SimTecT 2009 Conference Managers Consec – Conference Managers* PO Box 3127 Belconnen Mail Delivery Centre ACT 2617 <small>*Conference Managers: Consec – Conference Management as agent for SimTecT 2009</small>	<input type="checkbox"/> Credit Card* * Credit card payments attract a 3% surcharge <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Amex <input type="checkbox"/> Diners Please provide credit card details in the spaces below: Cardholder Name: <input type="text"/> Card Number: <input type="text"/> Expiry Date: <input type="text"/> Signature: <input type="text"/>	<input type="checkbox"/> Electronic Funds Transfer Name of Account: SimTecT Conference 2009 Bank: National Australia Bank BSB number: 082 902 Account Number: 8140 89569 Location: Canberra City, ACT
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