



SimTecT2010

Monday 31 May – Thursday 3 June 2010
BRISBANE CONVENTION CENTRE, BRISBANE AUSTRALIA

www.simtect.com



SimTecT 2010 is held under the auspices of the
Simulation Industry Association of Australia (SIAA) Ltd
ABN 13 087 862 619

simulation

> Improving Capability and
Reducing the Cost of Ownership

Sponsorship and Exhibition Proposal



> SPONSOR AND/OR EXHIBIT

Simulation – Improving Capability and Reducing the Cost of Ownership

This year the conference is taking a slightly different direction to focus on areas where simulation users and simulation suppliers must work together more effectively to create sustainable simulation solutions for long-term projects.

Specially selected keynote addresses will take us into the future looking at population, technology and environment in 2030 and how to prepare our simulation capability for a more sophisticated audience. We will also look back and reflect on past learning, delving into the specific challenges we are currently facing around skills shortage, platform interoperability and reducing cost of ownership.

Special presentations have been designed to explore these concepts in relation to key Defence projects AIR5428, AIR9000 Phase 7, JP3028, JP2048. A parallel session focusing on the Gorgon Gas Project will be highly beneficial for our resource and construction industry delegates.

Our popular technical program of pre-conference courses, technical and applications papers, symposia, and site visits remains a key feature of the conference. The courses earn currency unit credits towards the SIAA's Professional Certification Award, and we encourage organisations to include the conference program as part of their staff's continuing professional education process.

The **SimTecT 2010** Conference and Exhibition builds on the success of the previous fourteen SimTecTs to provide an opportunity for the simulation community to discover the latest research and product advances, and to discuss applications with developers and users.

Deanna Hutchinson
Conference Convenor

> INVITATION TO SPONSOR AND/OR EXHIBIT

The **SimTecT 2010** Conference Organising Committee invites you to participate in the **SimTecT 2010** Conference in Brisbane, 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 2010**, located at the Brisbane Convention Centre, will attract delegates who want to know more about the application of simulation in their businesses.

SimTecT 2010 will have special appeal to those interested in the areas related to simulation in:

- defence
- transportation
- emergency management
- resources/infrastructure
- manufacturing
- education, and
- health.

The conference is being promoted broadly throughout Australia and internationally under the theme: **Simulation – Improving Capability and Reducing the Cost of Ownership**.

To secure your place at **SimTecT 2010**, 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 2010** Conference Professional Organisers, Consec – Conference Management. Individual packages can also be arranged by contacting the Conference Manager to discuss your specific needs for a more personalised package.

> CONFERENCE DETAILS

Dates

Monday 31 May – Thursday 3 June 2010

Brisbane

Brisbane is an important part of Australia's simulation community. A vibrant aviation industry, RAAF and Army bases active in simulation, resources and infrastructure design and training organisations, health and emergency training facilities and major universities are located in or near Brisbane.

An attractive international tourist destination, average temperatures in the city are mild with temperatures in June ranging from 10 to 21°C.

Conference Venue

Brisbane Convention Centre

Cnr Merivale & Glenelg Street, South Bank QLD 4101

The Brisbane Convention Centre is a world-class venue over three-levels, purpose-built to provide superb flexibility and versatility under one roof. The centre is Australia's only subtropical capital city and heart of Australia's premier tourist region. The centre is in the unique South Bank riverside precinct, the city's cultural and entertainment hub.



Exhibition Floorplan

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 as well as by constant referral at conference sessions.

SimTecT 2010 Conference Program

The conference program will include:

- keynote addresses
- plenary sessions
- workshops
- panel discussions
- concurrent sessions
- site visits
- welcome reception
- conference dinner, and
- trade and invited exhibition.

Agenda at a Glance

Sunday 30 May	1300–	Move In
Monday 31 May	0900–1700	Optional Workshops
	1730–1900	Welcome Reception
Tuesday 1 June	0900–1700	Paper Presentations
Wednesday 2 June	0900–1700	Paper Presentations
	1900–2300	Conference Dinner
Thursday 3 June	0900–1230	Paper Presentations
	1300–1500	Site Visits
	1400–	Move Out

> PROMOTION OF THE CONFERENCE AND EXHIBITION

To ensure maximum attendance, the **SimTecT 2010** Conference will be widely promoted throughout Australia and internationally by:

- distribution of the conference main announcement and registration brochure
- **SimTecT 2010** 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 2010** include:

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

> FOCUS AREAS

- Defence – capability assessment and development; operations; research and key project case studies
- Transportation – aerospace; civil aviation; road; rail; maritime and logistics/distribution
- Emergency management – national security and support to multi-agency collaborations
- Resources/infrastructure – mining; oil and gas and construction
- Manufacturing – product design and manufacturing planning and process optimisation
- Education – secondary, tertiary and VET
- Health – components relating to the above sectors (note – there is also a SimTecT Health Conference in September)

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.

> SPONSOR/EXHIBITOR BRIEFING ROOM

A room close to the exhibition will be able to be booked, free of charge, by sponsors/ exhibitors for private briefings or meetings.

Consec – Conference Management will manage the bookings to ensure that access is equitable, with priority given to the level of sponsorship or exhibition booths.

Professional Conference Organisers

consec 

Consec – Conference Management

PO Box 3127

BMDC ACT 2617

Telephone: +61 2 6251 0675

Facsimile: +61 2 6251 0672

Email: simtect2010@consec.com.au

Exhibition and Sponsorship Manager:

Barry Neame, PCO-DIR

Exhibition and Sponsorship Coordinator:

Margie Wallace, Dip Evts Mgt

> BENEFITS TO YOUR COMPANY BY SPONSORING AND EXHIBITING AT SIMTECT 2010

- A significant marketing advantage
- Corporate goodwill from conference delegates and 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 June 2010 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

> TEN REASONS TO EXHIBIT AT SIMTECT 2010

- meet new buyers and develop a quality database
- develop a personal and direct relationship with your clients
- show your full product range in real life rather than a catalogue.
- live events provide the best possible interactive marketing platform
- let buyers use all five senses to gain a full appreciation of your product
- overcome objections and accelerate the buying process
- display your products and services to key decision makers
- raise your profile in the industry and add value to your brands
- locate new agents and distributors for your products
- launch a new product and generate media interest
- get immediate feedback on your product

> WHY TRADE SHOWS WORK

Meet the decision makers

- 83% of all visitors to a trade show have the authority to purchase or are a decisive influence in the purchasing decision of the organisation
- 72% of all visitors intend to make a purchase either at the trade show or in the near future

Exhibitions are effective because ...

- 54% of visitors come specifically to see new products and services
- 48% come for information
- 40% come to keep updated with technology
- 15% come to make new business contacts

(Source: Exhibition & Events Association of Australia)



> SPONSORSHIP PACKAGES (INCL GST)

PRINCIPAL SPONSOR [MULTIPLE]

AUD\$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 2010** webpage
- 60 second CD grab at the start of each day (to be supplied by you, details advised at a later date)
- One [1] full page advertisement in the conference program/handbook (artwork 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]

AUD\$8,200*

- One [1] complimentary full registration
- One [1] complimentary exhibition booth (3m x 3m) in prime position
- Organisation acknowledgement on the **SimTecT 2010** web page
- 60 Second DVD grab at the start of each day
- Half (1/2) page advertisement in the conference program/handbook (artwork 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

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

AUD\$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 Manager)
- Complimentary full registration/s: Two [2] for exclusive; One [1] otherwise

CONFERENCE DINNER SPONSOR [ONE]

AUD\$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 Manager)
- Four [4] complimentary tickets to the Conference Dinner

WELCOME RECEPTION SPONSOR [ONE]

AUD\$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 Manager)
- Corporate logo and promotional paragraph featured in the conference program/handbook
- Four [4] complimentary tickets to the Welcome Reception

WIRELESS INTERNET ACCESS SPONSOR [ONE]

AUD\$4,400*

- Wireless internet access points will be located in the exhibition, speaker's preparation area and around the registration desk
- 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 Manager)
- Company logo on user's log-in screen

LUNCH SPONSOR [TWO]

AUD\$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 Manager)
- 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

AUD\$1,300*

- One [1] A4 full colour advertisement in final conference program/handbook (artwork to be supplied to Conference Organisers by specified date in PDF format)

Booking deadline for advertising in the conference program/handbook is 2 April 2010 and deadline for the artwork is 1 May 2010.

Please note;

Acknowledgement in the main announcement, registration brochure and the conference program/handbook is subject to sponsorship confirmation prior to printing deadlines. The production of banners and any promotional material is the responsibility of the sponsor.

Prime position will be dependent on availability in the floor plan when application is received.

> EXHIBITION STAND AUD\$

Exhibitor Stand Package

Dimensions	3m x 3m
Fascia	Fascia is 27cm deep and finished in blue vinyl cut lettering on white corflute
Company Name	One (1) company name per booth in computer cut vinyl standard style letters. Maximum of 25 letters – Pty Ltd etc deleted. Corner booths have one (1) name on each side.
Lights and Power	Two (2) x 150 watt track lights are mounted on the inside of the front fascia. One (1) single power point per booth – 1000 watts (4 amps) capacity.

Welcome Reception

An invitation is extended by the **SimTect 2010** Conference Committee, for two [2] representatives per exhibition booth booked to attend the Welcome Reception as their guests on Monday 31 May 2010.

Conference Satchel

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

Name Badges

Name badges for two [2] representatives to staff the booth 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 tea will be served, as the program concludes with lunch) and lunches for two [2] representatives each day. If you have more than two [2] representatives staffing your booth, 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.

Cost

AUD\$3,750.00 per 3m x 3m booth [GST inclusive]

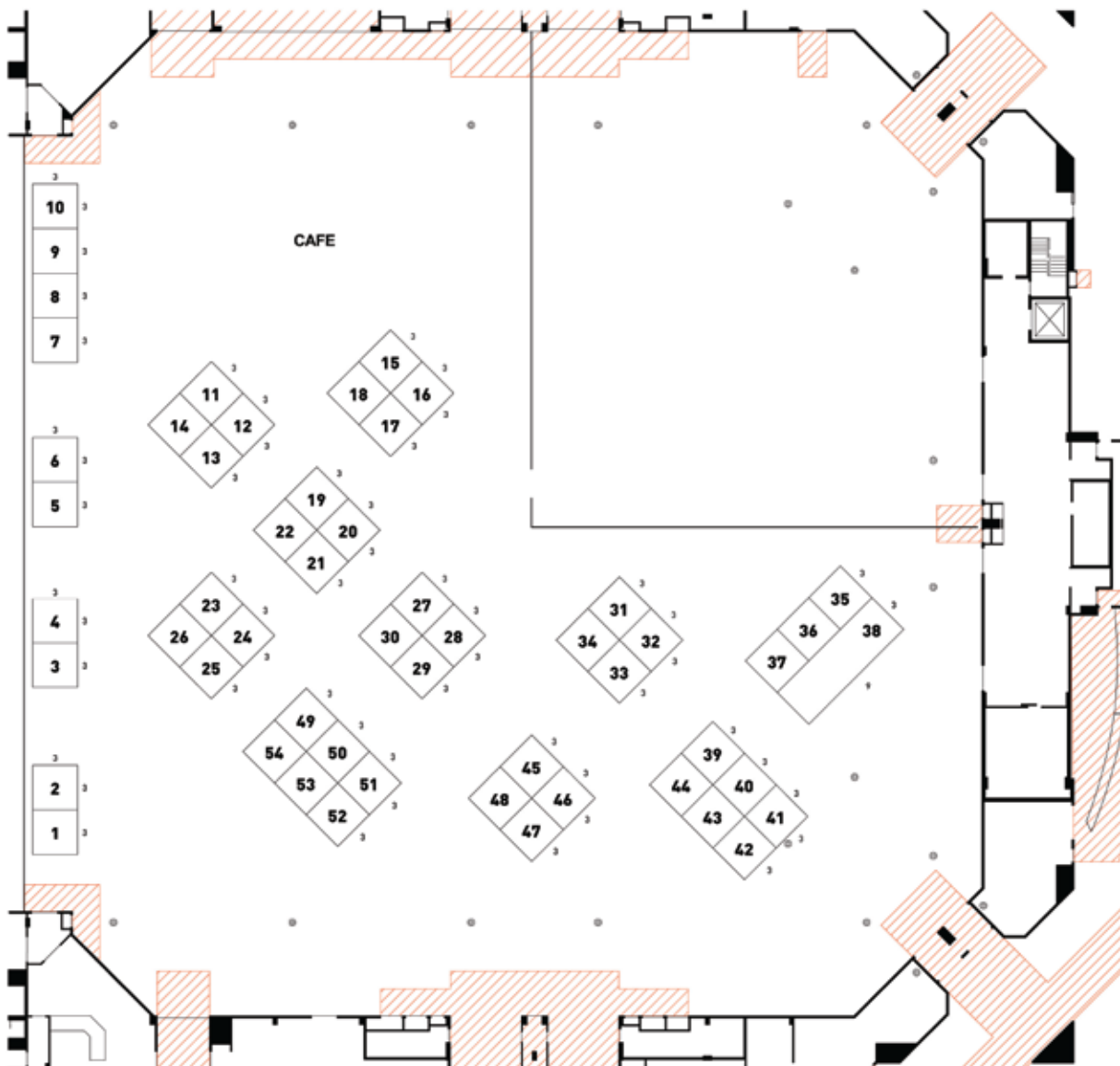
AUD\$2,250.00 per 3m x 3m booth [GST inclusive] for the first booth for all SIAA full members

Custom Booths

Companies intending to install custom designed booths must submit full specifications and drawings direct to Consec – Conference Management before 23 April 2010 to facilitate the required approval process by the Brisbane Convention Centre.

> EXHIBITION FLOORPLAN

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





> TRADE EXHIBITION DETAILS

The **SimTecT 2010** Exhibition will be held in the Brisbane 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 Conference Welcome Reception will be held in and around the exhibition. All morning, afternoon teas and lunches will be held in the exhibition areas.

Move In and Move Out Times

Sunday	30 May 2010	1300	Move In
Thursday	3 June 2010	1400 -	Move Out

Consec will work with ExpoHire (the exhibition build contractors) to design the best high traffic exhibit layout as possible. To increase the number of delegates attending your exhibit, think about enhancing your booth, through a raffle or giveaway, a colourful display or perhaps something interactive.

Please note all booths must be show ready by 8.00am on Monday 31 May. No installation will take place on Monday 31 May through to Thursday 3 June. All booths must remain in place until 2.00pm on Thursday 3 June.

> GENERAL INFORMATION

Accommodation

Block bookings have been made at a number of properties near the Brisbane Convention Centre. As a sponsor and/or exhibitor, you will be emailed an exhibitor kit which will include an exhibitor accommodation booking form with accommodation details.

Car Parking

The centre provides undercover parking for 1500 vehicles, with direct lift access to the centre's convention and exhibition facilities.

- 24 hour undercover parking
- On site car park manager
- On site security
- Auto pay machines located on Exhibition Concourse, foyer level and at exit of car park
- Staffed exit booths during business hours and events
- Visa and Mastercard accepted at pay machines and manned exit booths
- Car park entrances in Merivale and Melbourne Streets
- Specially designated accessible parking bays for disabled located next to lifts for easy access

For all car park enquiries please contact David on 07 3308 3487 or davide@bcec.com.au

Please note (at time of printing) that due to construction of BCEC on Grey Street, the entrance to the car park from Grey Street is closed until further notice. Car Park entrances via Merivale and Melbourne Streets are fully operational.

Liability Waiver

The Simulation Industry Association of Australia (SIAA), Brisbane Convention Centre, Consec – Conference Management and the trade exhibition supply company will not be liable for injuries to any person or damages to property owned or controlled by exhibitors. Regarding claims for damages or injuries that may arise from or be in any way connected with exhibitor occupation or display space, the exhibitor agrees to defend indemnity and hold the **SimTecT 2010** Organising Committee harmless against all such claims. The exhibitor agrees to insure itself at its own expense against property loss or damage and against liability or personal injury and liability for property damage.

Participation in the exhibition does not imply any endorsement or approval by SIAA. SIAA takes no responsibility in relation to displays, products, representations or promotional material of the participants. SIAA has not assessed, endorsed or approved any display, product, representation or promotional material.

Insurance

Exhibitors are strongly advised to insure goods during transit and while on display against damage/loss, however caused, as well as public liability. In addition, the exhibitor acknowledges that SIAA, Consec – Conference Management and the trade exhibition company do not maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain liability, business interruption and property damage insurance covering such loss by an exhibitor.

All exhibitors must have a current public liability insurance cover for their exhibition booth. Exhibitors may be required to submit their public liability insurance certificate along with their booking form.

Personal Insurance

Participants shall be regarded in every aspect as carrying their own risk for injury to person or property, including baggage, during the conference. We strongly recommend that at the time of booking you take out a travel insurance policy of your choice. The policy taken should include the loss of deposit through cancellation, medical insurance, loss or damage to personal property, financial loss incurred through disruption due to strikes or other industrial action. The organisers are in no way responsible for any claims concerning insurance.

How to Book and Details of Payment Deadlines

Sponsorship

In order to confirm your sponsorship, we will require the Application to Sponsor Form and 50% deposit payment to be forwarded by return mail. The balance payment will be required by **15 March 2010**.

Exhibition

In order to confirm your exhibition space, we will require the Application to Exhibit Form and 50% deposit payment to be forwarded by return mail. The balance will be required by **15 March 2010**. Early booking is necessary, as space is limited. Booths will be allocated strictly in order of the date the deposit payment and Application to Exhibit form is received.

Cancellation Policy

In the event of the withdrawal of an exhibition booth(s)/sponsorship booking, Consec – Conference Management should be notified in writing as soon as possible. Please note that a refund of fees paid (less a cancellation fee of 50% of the value) will be made to an exhibitor/sponsor cancelling before or on 15 March 2010. No refunds will be made after that date. In the case of exhibition booths this only applies if all the space in the exhibition floor plan is sold.

> **APPLICATION TO EXHIBIT** ABN: 1308 786 2619

Complete this form and return with payment to Consec – Conference Management

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
<input type="checkbox"/> 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 19 November 2009 and that the Conference Manager's decision will be final. Should the exhibition floorplan require alteration, expansion or retraction, the Conference Manager has the right to make the necessary changes.			
<input type="checkbox"/> I/we note that furniture, extra lighting and power is to be ordered from the exhibition contractor.			
<p>Cancellation Policy</p> 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.

Deposit Deadline: 50% required at the time of booking the booth/s to secure your trade booth at the exhibition. **Balance Deadline: 15 March 2010**

We accept the terms and conditions as outlined in this **SimTect 2010** Exhibition and Sponsorship Proposal and enclose/attach our payment of \$_____ to secure our booth at the **SimTect 2010** Conference Trade Exhibition.

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 2010 Conference and mail to: SimTect 2010 Conference Professional Conference Organisers Consec – Conference Management* PO Box 3127 BMDC ACT 2617 <small>*Consec – Conference Management as agent for SimTect 2010</small>	<input type="checkbox"/> Credit Card * Please note: all payments made by credit card attract a 3% processing fee <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Amex Please provide credit card details in the spaces below: Cardholder's Name: <input style="width:100%;" type="text"/> Card Number: <input style="width:25%;" type="text"/> <input style="width:25%;" type="text"/> <input style="width:25%;" type="text"/> <input style="width:25%;" type="text"/> Expiry Date: <input style="width:25%;" type="text"/> <input style="width:25%;" type="text"/> Signature: <input style="width:100%;" type="text"/>	<input type="checkbox"/> Electronic Funds Transfer Name of Account: SimTect 2010 Conference Bank: National Australia Bank BSB number: 082 902 Account Number: 159 926 331 Location: Canberra City, ACT Transaction Reference Number:* _____ <small>* Please note: A remittance advice must be faxed to +61 2 6251 0672 once payment has been processed. Include invoice number and company name as a point of reference please.</small>
--	---	--

