



AUSTRALIAN
LOCAL GOVERNMENT
ASSOCIATION

2024

National

General

Assembly

**Exhibition & Sponsorship
Prospectus**

2 - 5 July 2024

NGA24.com.au

INVITATION

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 CEO's.

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 all in one place is rare.

The National General Assembly offers unparalleled one-on-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 1,100 delegates, NGA sponsorship and exhibitor opportunities will be limited.



CONFERENCE DETAILS

Date 2 - 5 July 2024
Conference Venue National Convention Centre Canberra
31 Constitution Avenue
Canberra ACT 2601

IMPORTANT DATES

Registrations open	Jan 2024
Early bird registrations close	May 2024
Exhibitor forms due back	April 2024
Standard registrations close	July 2024

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
TUESDAY 2 JULY	Registrations Open Regional Cooperation and Development Forum Break out sessions Exhibition Bump in Welcome Reception & Exhibition Opening
WEDNESDAY 3 JULY	Plenary Sessions/Keynote Speakers Debate on Motions General Assembly Dinner
THURSDAY 4 JULY	Plenary Debate on Motions
FRIDAY 5 JULY	ACLG Meeting Exhibition Bump out



CONFERENCE LOCATION

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 institutions and treasures, the Federal Parliament of Australia, the judiciary, the Australian Public Service and the International diplomatic community.

Canberra has a population of approximately 460,000 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 ALGA on alga@alga.asn.au or 02 6122 9400.

OPPORTUNITIES	QUANTITY	PRICE (Inc. GST)
FOUNDATION SPONSORSHIPS		
	Tailored	From \$40,000
GOLD SPONSORSHIPS		
General Assembly Dinner	Exclusive	\$20,000
Gold Sponsor	2 opportunities	\$25,000
SILVER SPONSORSHIPS		
Welcome Reception and Exhibition Opening	Exclusive	\$12,000
Satchel Sponsor (corporate logo printed on conference satchel)	Exclusive	\$10,500
Conference App	Exclusive	\$10,000
BRONZE SPONSORSHIPS		
Lanyard	Exclusive	\$5,999
Break Sponsor	4 opportunities	\$5,000
Internet Café	Exclusive	\$5,500
OTHER OPPORTUNITIES		
NGA Listening Sessions	Multiple Opportunities	\$5000
Exhibition Booth		\$4,500
Advertisement opportunities in the handbook		from \$1,500

All Prices are Inclusive of GST.

CONTACTS

Exhibition and Registration

Conference Co-ordinators
 Phone: 02 6292 9000
 Email: nga@confco.com.au

Sponsorship & Program

ALGA
 Phone: 02 6122 9400
 Email: alga@alga.asn.au

TERMS & CONDITIONS

EXHIBITION CONDITIONS

- Payment for trade booths is required before any entitlements can be delivered (special arrangements can be made).
- All fees are in Australian dollars and include 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 and will be acknowledged by e-mail.
- Cancellation fees:
 - 25% cancellation fee will apply for cancellations received prior to 19 January 2024
 - 50% cancellation fee will apply for cancellations received prior to 3 May 2024
 - 75% cancellation fee will apply for cancellations received prior to 7 June 2024
 - Cancellations received on or after 7 June 2024 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 include GST.
- Notice of cancellation must be submitted in writing to 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 19 January 2024
 - 50% cancellation fee will apply for cancellations received prior to 3 May 2024
 - 75% cancellation fee will apply for cancellations received prior to 7 June 2024
 - Cancellations received on or after 7 June 2024 will not be refunded.

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



SPONSORSHIP PACKAGES

All Prices are Inclusive of GST.

FOUNDATION SPONSORSHIPS

Prices range from \$40,000

Foundation Sponsorships are exclusive tailored packages created to suit the exact needs of the organisation. These organisations will receive exclusive inclusions as well as the following benefits.

Package includes:

- Four trade display booths measuring 3m x 3m each located in a prime location. Site includes fascia name, two spotlights and power supplied
- Exclusive branding acknowledging foundation level sponsorship which will include entry door branding, branding on stairway and banisters.
- Logo prominently displayed on the NGA 24 Website under the title "Foundation Sponsor"
- Four complimentary registrations (excluding social functions)
- Eight tickets to the Welcome Reception
- Five tickets to the General Assembly Dinner including one position on the VIP tables.
- Database with contact details of 537 Australian Councils
- Acknowledgment of sponsorship on e-newsletters sent to delegates in the lead-up to the event

GOLD SPONSORSHIPS

GENERAL ASSEMBLY DINNER SPONSOR

\$20,000 (exclusive opportunity)

Sponsoring the GA Dinner gives your organisation exposure at the largest networking function of the conference.

Package includes:

- Verbal acknowledgment of company and any senior staff during the event
- Logo prominently displayed at the event
- Acknowledgment on relevant printed material for the event
- Listing in the event Program
- One trade display booth measuring 3m x 3m. Site includes fascia name, two spotlights and power.
- Two full registrations to the event, including delegate satchel
- Four tickets to the Welcome Reception
- Six complimentary tickets to the NGA Dinner including two seats on a VIP table
- Logo prominently displayed on advertising material (decals, posters and handbook) under the title "Gold Sponsor"
- Logo prominently displayed on the NGA 24 Website under the title "Gold Sponsor"
- Acknowledgment of sponsorship on e-newsletters sent to delegates in the lead-up to the event
- Exclusive branding acknowledging gold level sponsorship which will include entry door branding, branding on stairway and banisters.
- Listing in the event Program
- Logo prominently displayed on NGA 24 website as a Gold Sponsor
- Logo prominently displayed on NGA 24 e-newsletter as a Gold Sponsor

GENERAL GOLD SPONSOR

\$25,000 (two opportunities)

Two Key Sponsorship Opportunities

Package includes:

- Four trade display booths measuring 3m x 3m each located in a prime location. Site includes fascia name, two spotlights and power supplied
- Two full registrations to the event, including delegate satchel
- Exclusive branding acknowledging foundation level sponsorship which will include entry door branding, branding on stairway and banisters.
- Logo prominently displayed on the NGA 24 Website under the title "Gold Sponsor"
- Four tickets to the Welcome Reception
- Two complimentary tickets to the General Assembly dinner including one seat at a VIP table
- Acknowledgment of sponsorship on e-newsletters sent to delegates in the lead-up to the event

SILVER SPONSORSHIPS

WELCOME RECEPTION & EXHIBITION OPENING

\$12,000 (exclusive opportunity)

Naming rights and branding of 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
- Corporate video to be played in exhibition hall during event
- One standard trade display booth measuring 3m x 3m. Site includes fascia name, two spotlights and power supplied
- Six tickets to the Welcome Reception
- Two tickets to the General Assembly Dinner
- Listing in the event Program
- One full page advertisement in event Handbook
- Acknowledgment on relevant printed material for the event

SATCHEL SPONSOR

\$10,500

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
- Company logo included in the event Handbook
- Acknowledgment on relevant printed material for the event

CONFERENCE APP SPONSOR

\$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
- Acknowledgment 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
- Two complimentary registrations (excluding social functions)

BRONZE SPONSORSHIPS

LANYARD SPONSOR

\$5,999 (exclusive opportunity)

Each delegate receives a lanyard with their name badge, this gives your company a strong presence during the entire event.

Package includes:

- Company logo printed on the conference lanyard
- Company logo included in the event Handbook
- Acknowledgment on relevant printed material for the event

CATERING BREAKS

Breaks are all a 1 hour duration

\$5,000 or \$4,000 if sold with an exhibition booth (4 opportunities)

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

Package includes:

- Acknowledgment of your support announced to delegates before the break
- Opportunity to invite four representatives to trade area (catering space) during sponsored break
- Corporate logo and/or banner to be prominently displayed during break
- Corporate video to be played in exhibition hall during sponsored break
- Company logo included in the event Handbook
- Listing in the event Program

INTERNET CAFÉ SPONSOR

\$5,500

This package gives you the opportunity to sponsor the Internet/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
- Two passes to the exhibition for the duration

NGA LISTENING SESSIONS

\$5,000 (multiple opportunities)

The 2024 National General Assembly will include four major breakout sessions titled “Listening Sessions” on the afternoon of Tuesday 2 July. These sessions are a forum to generate meaningful discussion between senior Government officials, industry, and local government representatives about current and proposed policies and programs across a broad range of topics.

These sessions will be run by professional facilitators who will plan, coordinate and conduct each session, working closely with participants in the lead up to the event, and producing a report upon completion for public consumption.

The four topics covered are:

- Roads and Transport
- Energy Transition
- Disaster Resilience and Recovery; and
- National Housing and Community Infrastructure

As these sessions are non-exclusive sponsors have the option of supporting multiple sessions. The package includes:

- Announcement of your company as a sponsor at session commencement
- A 3-5 minute speaking opportunity
- Active involvement in group discussions on the session topic
- Company logo to be displayed in the event Handbook
- One complimentary registration to the event, including delegate satchel
- One complimentary ticket to the General Assembly dinner

ADVERTISING OPPORTUNITIES

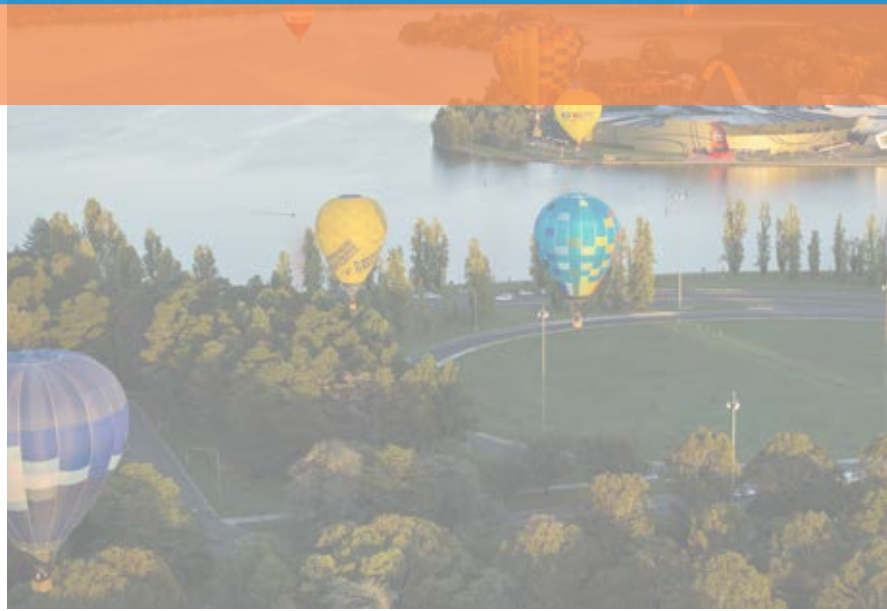
HANDBOOK AD

Artwork to be supplied by Sponsor

Full page colour \$2,500

Half page colour \$1,500

EXHIBITION PACKAGES



\$4,500 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 WHITE panels with white fascia and company names in black.

Package includes:

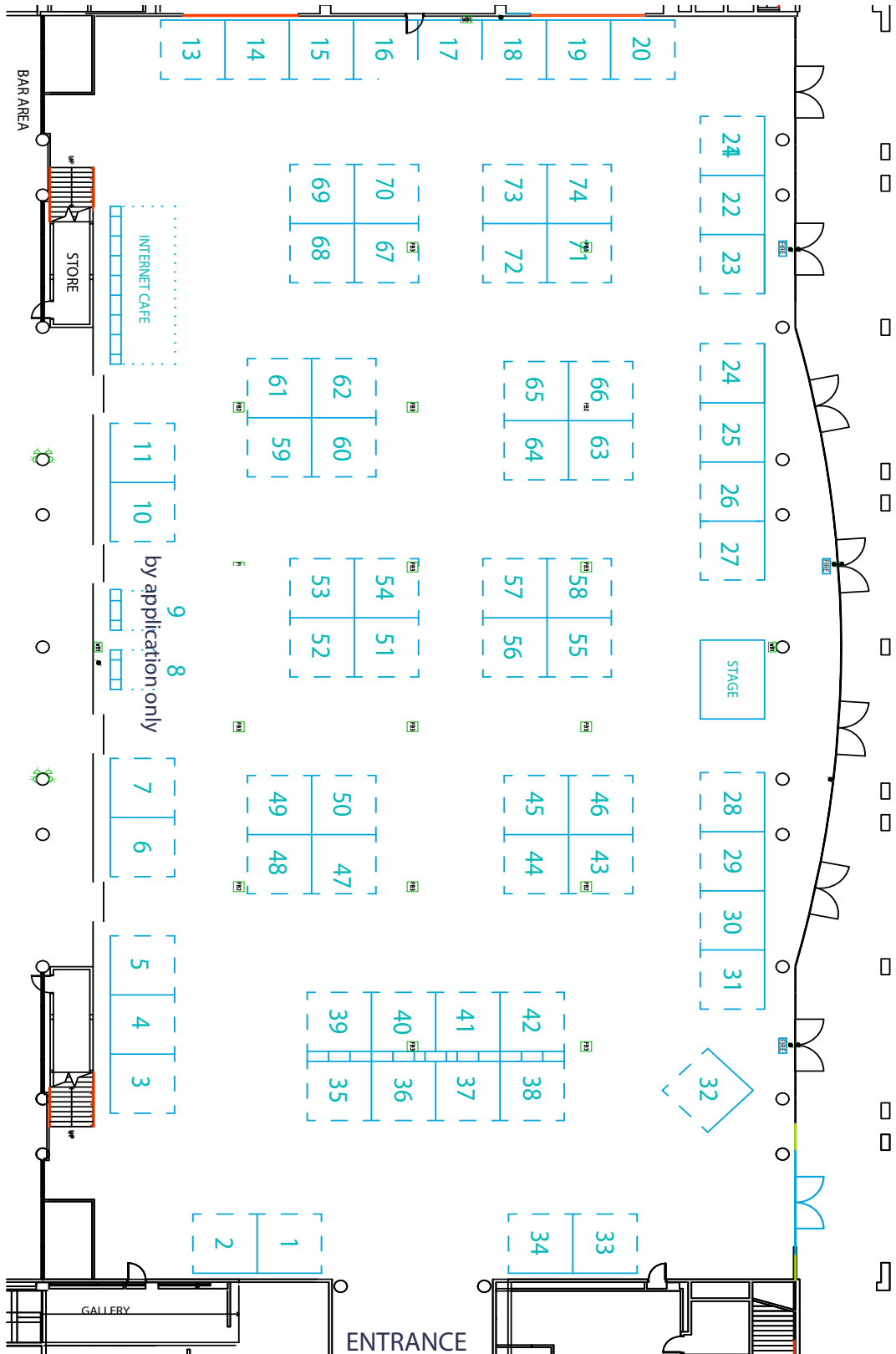
- 3m x 3m booth. Walls are 2.5m high WHITE panels
- Company name on the stand fascia (white fascia, lettering in black) across aisle frontages
- Two spot lights per stand mounted on light track inside fascia
- One 4 amp general purpose power point per stand
- Company profile and full contact details listed in the Assembly handbook issued to all delegates
- All breaks 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 Assembly Dinner
- One General Assembly satchel per stand, including name badges
- Listed as an exhibitor on the National General Assembly website, which will be linked to your company website

**NGO booth options now available by
application only: 02 6292 9000 | nga@confco.com.au**



EXHIBITION FLOOR PLAN

Please email nga@confco.com.au for booth availability.



EXHIBITION BOOKING FORM

We wish to exhibit at the 2024 National General Assembly of Local Government.

COMPANY DETAILS

Contact Name

Position

Organisation

Postal Address

..... State Postcode

Telephone Mobile

Email

Company web address:
(for listing on ALGA website)

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

1st Preference 2nd Preference 3rd 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:

National General Assembly Exhibition

C/- Conference Co-ordinators

PO Box 905, WODEN ACT 2606

Email: nga@confco.com.au

Phone: 02 6292 9000

SPONSORSHIP BOOKING FORM

We wish to participate in the 2024 National General Assembly of Local Government.

COMPANY DETAILS

Contact Name

Position

Organisation

Postal Address

State Postcode

Telephone Mobile

Email

Company web address:
(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

COMPLETE AND RETURN TO:

National General Assembly Exhibition
C/- Conference Co-ordinators
PO Box 905, WODEN ACT 2606
Email: nga@confco.com.au
Phone: 02 6292 9000




AUSTRALIAN
LOCAL GOVERNMENT
ASSOCIATION

2024 National General Assembly of Local Government

Sponsorship & Program

 8 Geils Court
Deakin ACT 2600

 (02) 6122 9416

 alga@alga.asn.au

 www.alga.com.au

Exhibition & Registration

 (02) 6292 9000

 nga@confco.com.au

 www.nga24.com.au