



MORE WINS, LESS EFFORT- WITH BETTER BID RESPONSE

A 2024 Bid Winning Conference

.....

Brisbane, 28-30 May 2024

SPONSORSHIP
& EXHIBITION
PROSPECTUS

WELCOME



The Association of Proposal Management Professionals (APMP) is the global industry body for bid, proposal, tender, business development, capture and graphics professionals.

We offer:

- Membership and member services, and
- The world's only industry-recognised certification program – a global standard for demonstrating proposal management competency.

APMP has over 14,000 members across 72 countries, and 28 active Chapters (i.e. separate country- or region-specific member groups (“networks”) that are all part of the global body).

Our members are professionals from all industries who are dedicated to the process of winning business at all stages of the proposal, bid and tender lifecycle; with the APMP aiming to support with their professional and personal development, as well as increase recognition of the business development and proposal process.

Over the last 15 years, the Australia & New Zealand & other Asia Pacific locations (the ANZ Chapter) has grown 25% year on year to over 600 members in 2023. This includes 20 organisations who have joined as corporate members to support their bid and proposal teams. Some of our corporate members include Thales Australia, Aurecon Australasia, BAE Australia, NEC Australia, WSP ANZ and Downer.

ABOUT THE EVENT

The APMP ANZ Bid & Proposal Conference 2024 is Australia's largest event for the industry.

Over two full days we will connect industry professionals with content that will inspire, motivate and delight. The conference will include:

- Keynotes and other presenters covering global, industry and procurement trends
- Discussions and workshops on issues that impact the industry and our members
- Opportunities to highlight best practice including masterclasses and case studies
- Fast-paced formats that present fun and interesting information about the sales and bidding lifecycle
- Opportunities for facilitated and informal networking
- A gala dinner with APMP ANZ Awards being presented



KEY SPONSORSHIP OPPORTUNITIES



WHY SPONSOR & EXHIBIT?



Maximum exposure at the premier industry conference



Access to a broad network of industry partners from the public and private sectors



Time to **network** with industry colleagues and key decision makers



An opportunity to build and reinforce **strategic relationships**



Stay connected with industry trends and issues

PLATINUM SPONSOR

Investment: \$10,000

Opportunities: 1 ONLY

PARTNER ENTITLEMENTS

- One (1) **EXHIBITOR STAND** in prime location with overhead branding in catering area
- Option to provide **SACHEL** at own cost: co-branded with APMP and option to include other items/ materials OR option to include “**SPONSOR GIFT**” on gala tables
- **CONFERENCE WELCOME ANNOUNCEMENT** recognising support as Platinum Sponsor
- Your **COMPANY LOGO** included in conference promotional materials
- **EVENT** **SOLD** and link to home page and conference offers included in app
- Receive a **LIST OF REGISTERED DELEGATES** with contact approval
- Two (2) full conference **DELEGATE PASSES**
- Four (4) invitations to **SUPPORTERS RECEPTION EVENT / WELCOME DAY 1** (in addition to registered participants). Announcement of support. Branding included in event communications
- **NAMING RIGHTS ON AWARD** of choice and presentation of award
- One (1) **GALA EVENT INVITE** (in additional to registered attendees)
- **LEAD GENERATION** through QR codes in delegate tags
- Option to offer pre/post conference **ONLINE WORKSHOP** hosted by APMP.

KEY SPONSORSHIP OPPORTUNITIES



GOLD SPONSOR

Investment: \$7,000

Opportunities: 3 ONLY

PARTNER ENTITLEMENTS

- One (1) **EXHIBITOR STAND** in prime location with overhead branding in catering area
- **CONFERENCE WELCOME ANNOUNCEMENT** recognising support as Gold Sponsor
- Option to present **BRANDED MASTERCLASS** afternoon of DAY 2 for targeted audience
- Your **COMPANY LOGO** included in all conference promotional emails and corporate packs
- **EVENT APP** – logo, company profile and link to home page and any conference offers included in app
- Receive **LIST OF REGISTERED DELEGATES** with contact approval
- One (1) conference **DELEGATE PASS**
- Two (2) invitations to **SUPPORTERS RECEPTION EVENT / WELCOME DAY 1** (in addition to registered participants). Announcement of support. Branding included in event communications
- **NAMING RIGHTS ON AWARD** of choice (subject to the prior choice of the Platinum Sponsor)
- One (1) **GALA EVENT INVITE** (in additional to registered attendees)
- **LEAD GENERATION** through QR codes in delegate tags
- Option to offer pre/post conference **ONLINE WORKSHOP** hosted by APMP.

SOLD

SILVER SPONSOR

Investment: \$5,000

Opportunities: 4 ONLY

PARTNER ENTITLEMENTS

- One (1) **EXHIBITOR TABLE** (stand/pop up branding to be self supplied as required) in premium location in catering area
- **CONFERENCE WELCOME ANNOUNCEMENT** recognising support as Silver Sponsor
- Your **COMPANY LOGO** included in all conference promotional emails and corporate packs
- **EVENT APP** – logo, company profile and link to home page and any conference offers included in app
- Receive a **LIST OF REGISTERED DELEGATES** with contact approval
- Two (2) invitations to **SUPPORTERS RECEPTION EVENT / WELCOME DAY 1** (in addition to registered participants). Announcement of support. Branding included in event communications
- Choose from one of the three following options:
 - Option A: COFFEE CART SPONSORSHIP** (Day One) + One (1) **GALA EVENT INVITE**
 - Option B: COFFEE CART SPONSORSHIP** (Day Two) + One (1) **GALA EVENT INVITE**
 - Option C: SPONSORED SPEED NETWORKING SESSION** + Two (2) **GALA EVENT INVITES**
 - Option D: SPONSORED PROPOSAL MANAGEMENT SKILLS SESSION** Two (2) **GALA EVENT INVITES**
- **LEAD GENERATION** through QR codes in delegate tags

KEY SPONSORSHIP OPPORTUNITIES



GALA EVENT MAIN SPONSOR

Investment: \$5,500

Opportunities: 1 ONLY

PARTNER ENTITLEMENTS

- Opportunity to deliver **5 MINUTE ADDRESS AT GALA EVENING**
- **EVENT APP** – logo, company profile and link to home page and any conference offers included in app
- **SOLD** additional to
- Opportunity to **DISPLAY COMPANY BANNER** at Gala Dinner
- Two (2) invitations to **SUPPORTERS RECEPTION EVENT / WELCOME DAY 1** (in addition to registered participants)
- **PHOTO-BOOTH AT THE GALA EVENT** with branded film for delegates to take home

GALA EVENT AWARDS SPONSOR

Investment: \$3,000

Opportunities: 1 ONLY

PARTNER ENTITLEMENTS

- Your **COMPANY LOGO** included in all conference and award promotional emails and corporate recognising your role as Awards Sponsor
- Your **COMPANY LOGO** and website link on Awards website page and conference website
- Corporate branding displayed on any **GALA EVENT PROGRAM**
- Opportunity to deliver **3 MINUTE AWARDS INTRODUCTION ADDRESS** at the event
- Two (2) invitations to **SUPPORTERS RECEPTION EVENT / WELCOME DAY 1**
- **REMOVED** banner at Gala Event
- Option for **NAMING RIGHTS ON AN AWARD** (subject to the prior choices of the Platinum and Gold Sponsors), including presentation of award
- Two (2) invitations to **SUPPORTERS RECEPTION EVENT/WELCOME DAY 1**. Announcement of support. Branding included in event communications
- **EVENT APP** – logo, company profile and link to home page
- **TARGETTED MARKETING** with the opportunity to connect with your audience of bid and proposal professionals

The APMP ANZ Chapter Awards recognises the achievements and contributions of our members in their careers and their contribution to the proposal industry. The awards will coincide with the 2024 Bid and Proposal Conference in Brisbane.

As the Sponsor for the Awards, you will demonstrate your organisation's commitment to the growing and impactful work-winning proposal industry.

OTHER PARTNER OPPORTUNITIES



TRADE EXHIBITOR

Investment: \$3,000

Opportunities: 25

PARTNER ENTITLEMENTS

- One (1) **EXHIBITOR TABLE** (stand/pop up branding to be self supplied as required) in premium location in catering area
- Your **COMPANY LOGO** included in all conference promotional emails and corporate packs
- **EVENT APP** – logo, company profile and link to home page
- Two (2) invitations to **SUPPORTERS RECEPTION EVENT / WELCOME DAY 1** (in addition to registered participants), Announcement of support, Branding included in event comms
- **LEAD GENERATION** through QR codes in delegate tags
- Receive a **LIST OF REGISTERED DELEGATES** with contact approval

CONFERENCE ADVOCATE

Investment: \$1,000

Opportunities: Not Limited

PARTNER ENTITLEMENTS

- Your **COMPANY LOGO** included in all conference promotional emails and corporate packs as an Advocate
- **EVENT APP** – logo, company profile and link to home page
- Receive a **LIST OF REGISTERED DELEGATES** with contact approval



SECURE YOUR PLACE TODAY!

To secure your a Sponsorship or Exhibition package, or discuss other opportunities for involvement with the APMP ANZ 2024 Conference, please contact:

Cameron Armstrong, Essential Experiences and Events
Email: apmp@essentialexperiences.com.au Phone: 07 3217 5353

OUR COMMITMENT TO YOU



Clear and timely information on Conference logistics assistance with and **leveraging the benefits** of your conference involvement



Maximising the exposure of your brand

on digital and physical Conference touchpoints per your sponsorship and exhibitor entitlements



A **dedicated point of contact** with our Conference Management team from Essential Experiences & Events



SPONSORSHIP & TRADE EXHIBITOR TERMS & CONDITIONS



These terms and conditions constitute a contract between you ('the Exhibitor/Sponsor'), APMP ANZ Chapter (ABN 79 400 608 241) and Essential Experiences Pty Ltd (ABN 31 113 451 291) ('the Conference Organisers') in relation to the sponsorship and/or use of exhibition space at the 2024 APMP ANZ Conference at the Sofitel Brisbane ('the Venue') in Brisbane, Queensland from 28-30 May 2024 ('the Conference'). By signing the application form you are indicating your acceptance of these terms and conditions.

ACCEPTANCE AND ALLOCATION

APMP ANZ Chapter, reserves the right to accept or reject any application at its absolute and unfettered discretion with the return of any deposit paid in the event of a rejection. Sponsorship and Exhibition packages, which may be limited in number, will be generally allocated in the order of the receipt of application forms. Allocation of sponsorship packages and trade table exhibits regardless of the preference indicated, and alteration of the floor plan is at the discretion of APMP ANZ Chapter, whose decision will be final.

APPLICATION AND PAYMENT

To confirm your acceptance of a Sponsorship or Exhibition package please contact **Essential Experiences & Events: Cameron Armstrong** email apmp@essentialexperiences.com.au or phone: **07 3217 5353**. A confirmation letter will then be sent to you outlining the exhibitor or sponsorship details, along with a tax invoice due within 21 days. If payment is not received by this date, the package will be released for re-sale. Please note that sponsorship and exhibitor spaces are strictly limited, and available on a first-come, first-served basis. You will be contacted with a confirmation letter to confirm your acceptance as a Sponsor/Exhibitor.

CANCELLATION POLICY

Cancellations will be accepted in writing only. A cancellation notice received 3 months or further prior to the Conference start date will be subject to a 50% cancellation fee. A cancellation notice received within 3 months of the Conference start date will be subject to a 100% cancellation fee.

LEGAL RESPONSIBILITY

The Conference Organisers and the Venue accept no responsibility for any act, omission or other default on the part of the Exhibitor/Sponsor during or in connection with the Conference that results directly or indirectly in any loss, damage, personal injury or death. The Exhibitor/Sponsor agrees to indemnify the Conference Organisers in respect of any claim and demands in respect thereof. The Exhibitor/Sponsor acknowledges that the Conference Organisers are not responsible for any loss or

damage to the Exhibitor/Sponsors' property and that all Exhibitor/Sponsor material and equipment is the sole responsibility of the Exhibitor/Sponsor. The Organisers will not be liable for any indirect or consequential damages arising out of a breach of this Exhibition/ Sponsorship contract. In the event that the Conference or Exhibition is cancelled or delayed through no fault of the Conference Organisers, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the Sponsor/Exhibitor shall not be entitled to any refund or any claim for any loss of damage.

EXHIBITOR TRADE TABLE DISPLAY RULES

The Conference Organisers shall determine the hours during which the Exhibition shall be conducted and the hours of access for Exhibitors, including any variations of access times as may be necessary.

The allocated exhibition trade table must be staffed at all times during the conference and removal of any exhibition display must not commence until after the last catering break of the final day. All advertising material, such as a banner must be displayed within the designated trade table area. Excessive noise that inconveniences other exhibitors or the Conference must be avoided. Exhibitors must not obstruct thoroughfares, catering areas and/or exits. While Exhibitors are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other exhibitors or detracting from the Exhibition are not permitted.

CUSTOM EXHIBITION TRADE TABLE

All custom trade table exhibits must be approved by the Conference Organisers and the Venue.

DETAILED REQUIREMENTS AND DUE DATES:

The Conference Organisers requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts or other arrangements will be sent to you at a later date with relevant due dates.

Logos will be requested in both .jpg and .eps format, high resolution 300dpi. If logos in other formats are received, the Organisers are not responsible for the quality of the logos displayed in any of the promotional material. In the event that materials, information or artwork required by the Conference Organisers are not received by the designated due date, their use for their intended purpose cannot be guaranteed, the Organisers are not responsible for any losses sustained as a result.

SPONSORSHIPS

Nothing contained in the agreement will be deemed to constitute a joint venture or agency relationship between you and Conference Organisers. You must not do anything where you will, in any way, be represented that you are a partner of the Conference Organisers or APMP ANZ Chapter.

REGISTRATIONS

Conference Registrations offered as part of a Sponsorship Package do not include social event tickets (Cocktail Function or Gala Dinner). Sponsors/Exhibitors are not permitted to attend Conference Sessions or Networking Functions unless the relevant tickets are offered as part of the particular Sponsorship or Trade Table Exhibition package. Should Sponsors/Exhibitors wish to attend the Conference as a delegate or attend Networking Functions, the appropriate registration must be purchased. Specific Sponsor/Exhibitor registration online link will be sent out at a later date.

SPONSORSHIP AND TRADE TABLE EXHIBITION PACKAGES

Please refer to the Sponsorship packages in this Sponsorship & Exhibition Proposal document. Any variations to the description of each package must be as agreed in writing with the Conference Organisers. Sponsorship and Trade Table Exhibition entitlements will not commence until the Booking Form and payment is received by the Conference Organisers.

VENUE

The Sponsor/Exhibitor and the servants, agents, contractors and invitees of the Sponsor/Exhibitor are also to observe the rules, regulations and procedures as prescribed by the Venue.