

2020

NATIONAL ECONOMIC DEVELOPMENT AUSTRALIA CONFERENCE (NEDC20)

SPONSORSHIP AND EXHIBITION PROPOSAL
18 – 20 NOVEMBER 2020
www.edaconference.com.au

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**LIVERPOOL
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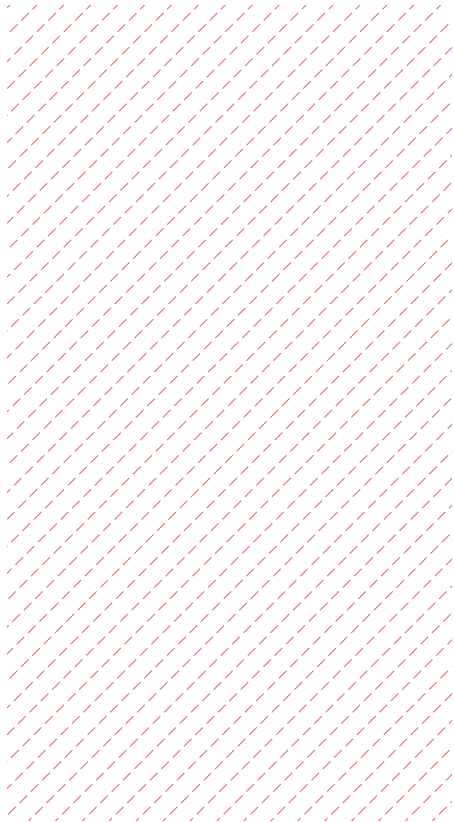
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WHY SPONSOR OR EXHIBIT

NEDC20 provides a unique opportunity to promote your business to the economic development leaders of Australia and beyond.

The NEDC20 sponsorship and exhibition packages have been designed to:

- Provide an excellent opportunity to promote your company among conference delegates, high profile personnel and key policy makers;
- Raise your company profile; and
- Provide an opportunity to develop new strategic partnerships and strengthen existing partnerships.

Early confirmation will ensure the highest level of exposure. An extensive promotional campaign including advertisements, email broadcasts and web exposure will be implemented in the lead-up to the conference and the opportunity exists for your company to be represented as a key supporter, strategically placed before your key market.

The listed packages are by no means limited and we welcome the opportunity to discuss your individual requirements.

To discuss your involvement and marketing goals further, please contact the Conference Organiser, Premier Event Concepts:

Email: shanna@premiereventconcepts.com.au
Phone: 0437 377 107

Conference format

NEDC20 will be live-streamed online to offer a safe, secure and flexible experience for our attendees to access from home, work or abroad.

Who you can expect to reach

As the flagship event for Economic Development Australia (EDA), the peak national body for economic development practitioners, this event is anticipated to attract more than 200 economic development leaders from across Australia and overseas. The event will also host thought leaders in industry development, representatives from all levels of government and key organisations with an interest in Australia's prosperity and economic growth.

What NEDC20 includes

Two full days of informative and interactive sessions for delegates including keynote speakers and experts in fields related to the conference themes.

The event will provide an opportunity for business and professional networking. Delegates will also have the opportunity to network throughout the event.

Platinum, Gold, Silver and Bronze sponsors will have a presence at the Exhibitor Marketplace, providing an opportunity to promote your business and network.

About EDA

Economic Development Australia is the national peak body for economic development professionals; building capacity, promoting excellence and providing leadership on issues that matter to our members.

Economic Development Australia's activities are underpinned by four guiding principles:

1. Fostering a community of professionals;
2. Promoting a culture of economic development excellence;
3. Delivering influence and leadership on issues that matter to our members; and
4. Operating at best-practice governance standards.

Established in 2007, EDA has over 1000 members across Australia. The organisation is represented by State Practitioner Networks in Queensland, New South Wales, Victoria, Tasmania, South Australia and Western Australia.

Membership is available for corporates and individuals.



www.edaaustralia.com.au



ABOUT LIVERPOOL, NSW

Located 40 minutes south-west of Australia's leading global city, Sydney, Liverpool is a city that ticks all the boxes.

Liverpool is a city on the move. Its population of more than 200,000 people is set to grow to more than 300,000 people over the next 20 years, complemented by increased investment in new housing, employment lands, recreation spaces and transformative infrastructure such as Western Sydney International (Nancy-Bird Walton) Airport at Badgerys Creek.

The community is young and culturally diverse. More than one in three people were born overseas, providing local links to global destinations, and more than half of residents speak a language other than English at home.

Liverpool's economy is as diverse as its people, with a gross regional product estimated at \$11.33 billion across myriad industries including public administration, construction, manufacturing and retail.

Anchored by a thriving health, education and research precinct, Liverpool is a walkable centre of learning and innovation for students and professionals and a vibrant hub of activity for residents. Dining options, shops and recreation spaces are all a short stroll from public transport.

Liverpool City Council proudly hosts a variety of major events and festivals throughout the year, as well as hundreds of exhibitions, intimate community events, workshops and hands-on activities, celebrating the best of Liverpool's heritage and vibrant multicultural identity through food, arts and culture.

With its proximity to the Sydney CBD and as the gateway to the future Western Sydney Airport, Liverpool is a premier destination for you to base yourself as you explore all that greater Sydney has to offer.

Visit www.liverpool.nsw.gov.au to find out what's happening in Liverpool.

We look forward to welcoming you to explore and enjoy our city once restrictions ease, and experience its unique character and vibrancy first-hand.

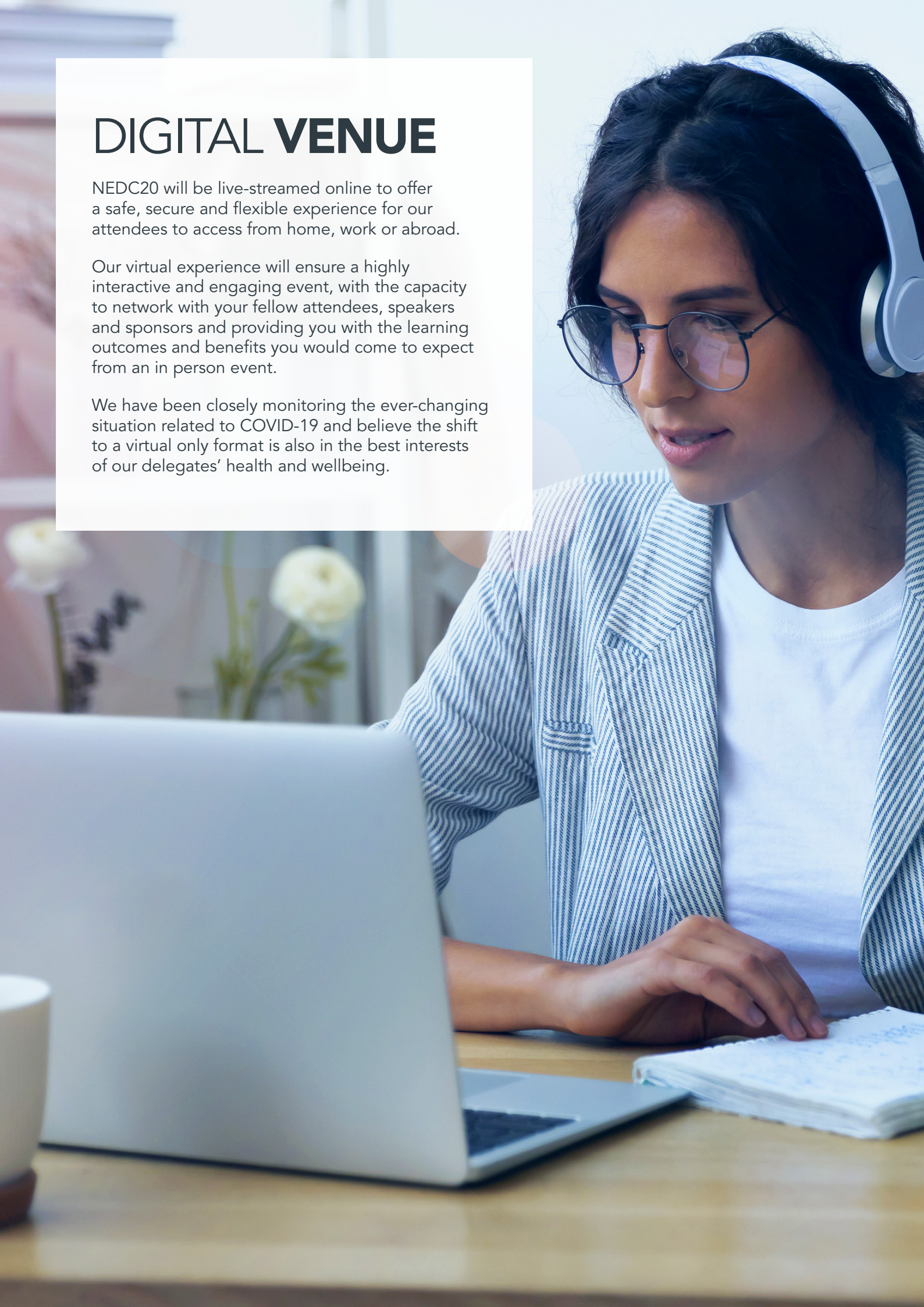


DIGITAL VENUE

NEDC20 will be live-streamed online to offer a safe, secure and flexible experience for our attendees to access from home, work or abroad.

Our virtual experience will ensure a highly interactive and engaging event, with the capacity to network with your fellow attendees, speakers and sponsors and providing you with the learning outcomes and benefits you would come to expect from an in person event.

We have been closely monitoring the ever-changing situation related to COVID-19 and believe the shift to a virtual only format is also in the best interests of our delegates' health and wellbeing.



NEDC AT A GLANCE

In light of the current situation, the conference will explore the theme *Breaking New Ground: Building a Resilient Future*. Australian and international experts will deliver knowledge, insights and best practice thinking around how economic development professionals can lead recovery, build resilience, and transform local economies in response to the COVID-19 pandemic, as well as other future shocks and stresses.

NB: The preliminary program (right) is indicative only and the organising committee reserves the right to alter the program at any time.

Wednesday, 18 November 2020

Virtual study tours
and online content

Thursday, 19 November 2020

Full day conference

Virtual exhibition
and networking

Friday, 20 November 2020

Full day conference

Virtual exhibition
and networking

KEYNOTE SPEAKERS

NEDC20 will feature a compelling program of highly regarded speakers whose knowledge and expertise will challenge delegates, and encourage robust dialogue around the conference.

Highlight sessions include:

- A conversation and Q&A with Shane Fitzsimmons, Resilience NSW Commissioner, to discuss NSW's world-leading disaster preparedness and recovery strategy;
- A panel discussion led by Nicki Hutley, Partner at Deloitte Access Economics, which taps into ways economic development plays a part in future-proofing the Australian workforce;
- An economic recovery masterclass run by Rod Miller, CEO of Invest Puerto Rico;
- An exploration of how transport will improve movement and shape cities of the future, led by Dr Tim Williams, Australasia Cities Leader at ARUP;
- An overview of advanced food manufacturing, logistics and sustainability technology from David Eyre, CEO at Future Food Systems;
- A panel discussion diving into tertiary education infrastructure – physical and virtual – and its part in the road to recovery, featuring Vice-Chancellors from some of Australia's leading Universities; and
- A deep-dive into the success of the City Deal planning partnership model – its purpose and how regions around Australia can secure one – featuring Elizabeth Dibbs, Western City District Commissioner at the Greater Sydney Commission.



David Eyre
Chief Executive Officer,
Future Food Systems



Elizabeth Dibbs
Western City District Commissioner,
Greater Sydney Commission



Nicki Hutley
Partner,
Deloitte Access Economics



Rod Miller
Invest Puerto Rico



Shane Fitzsimmons
Commissioner Resilience NSW



Dr Tim Williams
Australasia Cities Leader, ARUP

SPONSORSHIP OPPORTUNITIES

Visit www.liverpool.nsw.gov.au/majorevents to review Council's Incoming Sponsorship Policy.

	Platinum	Gold	Silver	Bronze	Panel Session Sponsor	Supporter	Breakout Room Sponsor
	\$20,000	\$10,000	\$7000	\$4000	\$3000	\$2500	\$5000
<i>All prices are listed in AU\$ and include GST</i>							
Recognised on all promotional e-broadcasts	√	√	√	√	√	√	√
Acknowledgement by the MC	√	√					√
Corporate video screened*	√						
Logo on promotional materials	√	√	√	√	√	√	√
Company profile in the Conference Program Handbook*	√	√	√	√			
Website acknowledgment	√	√	√	√	√	√	√
Advertisement in the Conference Program Handbook*	√	√	√				√
Virtual Conference Registration	6	4	2	1	1	1	1
Delegate list	√	√	√	√	√	√	√
Facilitate session					√		√
Company logo featured in the header of the virtual conference platform	√	√	√	√			
Space in the virtual exhibition hall	√	√	√	√			
Virtual trade registration, including the opportunity to access online meeting hub to connect with delegates and take part in virtual networking activities	Unlimited	Unlimited	Unlimited	Unlimited			Unlimited
Copy of virtual event analytics	√	√	√	√			√
Organisation's logo featured on slide transitions between speakers	√	√					
Complimentary half-page advertisement in EDA Journal	√	√					
Acknowledgement in conference app	√	√	√	√	√	√	√
Opportunity for company merchandise (to be approved by Organising Committee) distributed to delegates	√	√					

*Content/design must be approved by Council at least one month prior to the event.

PLATINUM SPONSOR

\$20,000

EXCLUSIVE OPPORTUNITY

Be recognised as the Platinum Sponsor:

- On all promotional e-broadcasts in the lead up to the Conference;
- On the Conference website, including your company logo, 250-word profile and link to your company website; and
- During the opening address by the MC.

Be featured:

- Three (3) minute corporate video screened during the opening address;
- Company logo on Conference marketing and promotional materials including: inside front cover of the Conference Program Handbook, the header of the virtual conference platform, on slide transitions between speakers and included in the Conference app;
- 250-word company profile in the Conference Program Handbook; and
- Full-page advertisement included in the Conference Program Handbook.

Be seen:

- An opportunity to have a space in the virtual exhibition hall, which includes options for:
 - Multiple staff managing virtual attendee queues;
 - Recording of video messages;
 - Exchanging of contact details;
 - Downloadable documents e.g. organisation's e-brochure; and
 - Capability for 'video calls' or scheduled one-on-one appointments.

Be present:

- Six (6) Virtual Conference registrations, including attendance to all sessions; and
- Unlimited number of virtual trade registrations, including the opportunity to access the online meeting hub to connect with delegates and take part in virtual networking activities.

Bonus:

- Complimentary half-page advertisement (valued at \$1500) in a special NEDC edition of the EDA Journal, Australia's leading economic development industry publication which provides more than 2000 economic development professionals across the globe with in-depth articles, case studies and expert commentary from global experts;
- Receive a copy of the virtual event analytics;
- Full (electronic) delegate list with name, organisation and email address (subject to permission of the delegate); and
- Opportunity for company merchandise (to be approved by Organising Committee) distributed to delegates.

GOLD SPONSOR

\$10,000

FOUR (4) OPPORTUNITIES

Be recognised as a Gold Sponsor:

- On all promotional e-broadcasts in the lead up to the Conference;
- On the Conference website, including your company logo, 150-word profile and link to your company website; and
- During the opening address by the MC.

Be featured:

- Company logo on Conference marketing and promotional materials including: inside front cover of the Conference Program Handbook, the header of the virtual conference platform, on slide transitions between speakers and included in the Conference app;
- 150-word company profile in the Conference Program Handbook; and
- Half-page advertisement included in the Conference Program Handbook

Be seen:

- An opportunity to have a space in the virtual exhibition hall, which includes options for:
 - Multiple staff managing virtual attendee queues;
 - Recording of video messages;
 - Exchanging of contact details;
 - Downloadable documents e.g. organisation's e-brochure; and
 - Capability for 'video calls' or scheduled one-on-one appointments.

Be present:

- Four (4) Virtual Conference registrations, including attendance to all sessions; and
- Unlimited number of virtual trade registrations, including the opportunity to access the online meeting hub to connect with delegates and take part in virtual networking activities.

Bonus:

- Complimentary half-page advertisement (valued at \$1500) in a special NEDC edition of the EDA Journal, Australia's leading economic development industry publication which provides more than 2000 economic development professionals across the globe with in-depth articles, case studies and expert commentary from global experts;
- Receive a copy of the virtual event analytics;
- Full (electronic) delegate list with name, organisation and email address (subject to permission of the delegate; and
- Opportunity for company merchandise (to be approved by Organising Committee) distributed to delegates.

SILVER SPONSOR

\$7000

EIGHT (8) OPPORTUNITIES

Be recognised as a Silver Sponsor:

- On all promotional e-broadcasts in the lead up to the Conference; and
- On the Conference website, including your company logo, 100-word profile and link to your company website.

Be featured:

- Company logo on Conference marketing and promotional materials including: inside front cover of the Conference Program Handbook, the header of the virtual conference platform and included in the Conference app;
- 100-word company profile in the Conference Program Handbook; and
- Quarter-page advertisement included in the Conference Program Handbook.

Be seen:

- An opportunity to have a space in the virtual exhibition hall, which includes options for:
 - Multiple staff managing virtual attendee queues;
 - Recording of video messages;
 - Exchanging of contact details;
 - Downloadable documents e.g. organisation's e-brochure; and
 - Capability for 'video calls' or scheduled one-on-one appointments.

Be present:

- Two (2) Virtual Conference registrations, including attendance to all sessions; and
- Unlimited number of virtual trade registrations, including the opportunity to access the online meeting hub to connect with delegates and take part in virtual networking activities.

Bonus:

- Receive a copy of the virtual event analytics; and
- Full (electronic) delegate list with name, organisation and email address (subject to permission of the delegate).

SPONSORSHIP

BRONZE SPONSOR

\$4000

NINE (9) OPPORTUNITIES

Be recognised as a Bronze Sponsor:

- On all promotional e-broadcasts in the lead up to the Conference; and
- On the Conference website, including your company logo, 75-word profile and link to your company website.

Be featured:

- Company logo on Conference marketing and promotional materials including: inside front cover of the Conference Program Handbook, the header of the virtual conference platform and included in the Conference app;
- 75-word company profile in the Conference Program Handbook

Be seen:

- An opportunity to have a space in the virtual exhibition hall, which includes options for:
 - Multiple staff managing virtual attendee queues;
 - Recording of video messages;
 - Exchanging of contact details;
 - Downloadable documents e.g. organisation's e-brochure; and
 - Capability for 'video calls' or scheduled one-on-one appointments.

Be present:

- One (1) Virtual Conference registration, including attendance to all sessions; and
- Unlimited number of virtual trade registrations, including the opportunity to access the online meeting hub to connect with delegates and take part in virtual networking activities.

Bonus:

- Receive a copy of the virtual event analytics; and
- Full (electronic) delegate list with name, organisation and email address (subject to permission of the delegate).

SUPPORTER

\$2500

UNLIMITED OPPORTUNITIES

Be recognised as a Supporter:

- On all promotional e-broadcasts in the lead up to the Conference; and
- On the Conference website, including your company logo, 75-word profile and link to your company website.

Be featured:

- Company logo on Conference marketing and promotional materials including: inside front cover of the Conference Program Handbook and included in the Conference app.

Be present:

- One (1) Virtual Conference registrations, including attendance to all sessions.

Bonus:

- Full (electronic) delegate list with name, organisation and email address (subject to permission of the delegate).

BREAKOUT SPONSOR

\$5000

Be recognised as a Breakout Session Sponsor:

- On all promotional e-broadcasts in the lead up to the Conference;
- On the Conference website, including your company logo, 75-word profile and link to your company website; and
- During the opening address by the MC.

Be featured:

- Company logo on Conference marketing and promotional materials including: inside front cover of the Conference Program Handbook and included in the Conference app; and
- Quarter-page advertisement included in the Conference Program Handbook.

Be present:

- One (1) Virtual Conference registration, including attendance to all sessions;
- Unlimited number of virtual trade registrations, including the opportunity to access the online meeting hub to connect with delegates and take part in virtual networking activities; and
- Opportunity to nominate a company representative to facilitate a breakout session.

Bonus:

- Receive a copy of the virtual event analytics; and
- Full (electronic) delegate list with name, organisation and email address (subject to permission of the delegate).

PANEL SESSION SPONSOR

\$3000

TWO (2) OPPORTUNITIES

Be recognised as a Panel Session Sponsor:

- On all promotional e-broadcasts in the lead up to the Conference; and
- On the Conference website, including your company logo and link to your company website.

Be featured:

- Company logo included in the Conference app.

Be present:

- Opportunity to nominate a company representative to facilitate the chosen panel session; and
- One (1) Virtual Conference registration, including attendance to all sessions.

Bonus:

- Full (electronic) delegate list with name, organisation and email address (subject to permission of the delegate).

SPONSORSHIP



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SPONSORSHIP TERMS AND CONDITIONS

To confirm sponsorship

- To book a sponsorship package, please visit the sponsorship booking portal at: **pecbookings.eventsair.com/nedc20/sponsorship**
- Enter your company information (including uploading your company logo, profile and weblink), select the package, and read and accept the sponsorship terms and conditions.
- The grant of Sponsorship is subject to, and conditional upon, Liverpool City Council CEO/Executive Management approval and satisfaction of Council's sponsorship policy conditions. Once approved, a confirmation letter and tax invoice will be sent.
- Your sponsorship package will be confirmed once the sponsorship agreement has been accepted and the deposit payment of 50% has been paid. Payment instructions will be highlighted in the booking portal.

BOOK NOW

pecbookings.eventsair.com/nedc20/sponsorship

FOR FURTHER INFORMATION:

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