



AMaGA National Conference

7 - 10 June 2021 Canberra

CREATING THE FUTURE:
TRUST. DIVERSITY. IMAGINATION.

Sponsorship and Exhibition
Prospectus

www.amaga2021.org.au



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AMaGA National Conference

7 - 10 June 2021 Canberra

CREATING THE FUTURE:
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INVITATION

Australian Museums and Galleries Association (AMaGA) invites you to take part in this significant national conference. Bringing together current and future leaders and decision-makers in museums, galleries and governments from across Australia and the Asia-Pacific region, the conference will be an outstanding four-day experience for all.

The conference will include a full program of invited speakers, workshops, lightning talks, social activities and tours, with multiple opportunities for interaction between delegates and sponsors and for showcasing products and services. A portion of the program will be dedicated to offsite parallel sessions and activities.

We invite you to join us in June 2021.

Supporting the AMaGA National Conference is an opportunity to:

- Build your profile and brand awareness
- Join the national GLAM conversation
- Show your commitment to the sector
- Be a part of our diverse community of organisations.

THEMES

The theme for the conference is *Creating the Future: Trust. Diversity. Imagination*. Canberra 2021 will invite new perspectives on the museum and gallery sector's role in creating the future. We are looking forward to an ambitious, imaginative and outward-looking program that questions assumptions. This is your chance to share your ideas about addressing our sector's impact on communities, ecologies and economies and building trust and empathy in the context of global challenges. We are particularly looking for papers that bring intergenerational, cross-platform, cross-cultural and intersectional perspectives to the conference. We are looking for new perspectives on the work of the sector and its role in shaping our future communities, society and world.

The conference sub themes are:

- Diversity: Inclusion, wellbeing, identity
- Future: Confidence, sustainability, reconciliation
- Imagination: Creating, challenging, learning
- Trust: Truth-telling, leadership, collaboration.



INNOVATION

In 2021 we are doing a few new things. We will be holding an Indigenous-only pre-conference meeting convened by our Indigenous national council members, and dedicated to supporting cultural safety. More information will be available as the day is co-developed. Another major initiative is the Arts Activation program. This program is an extraordinary opportunity to showcase the work of ACT artists to an influential national and international audience. This is an opportunity for ACT artists to have a profound impact on experiences of the main national event in the museums and galleries professional calendar, which will stay with delegates long after their return home.

CONFERENCE VALUES

The 2021 Conference is underpinned by a strong, published values statement that sets out our commitment to inclusion, reconciliation, transparency, environmental sustainability and corporate social responsibility. For these reasons, we are encouraging our supporters to consider recognition for their generous contribution in environmentally responsible forms. These values guide AMaGA to maximise this conference's positive contribution in the broadest sense and make this a great connection for your brand.

GET INVOLVED

This prospectus outlines many different ways in which you can support the conference, network with colleagues, and make yourselves noticed. For an out of the box tailor-made sponsorship package, please do not hesitate to contact us.

CONFERENCE INCLUSION FUND

Due to the considerable support achieved in 2019, AMaGA 2021 will continue the Conference Inclusion Fund, allowing sponsors, supporters and individuals to contribute to a pool of funds which will directly assist staff and volunteers from our smallest member organisations to attend. In 2019 this allowed potential delegates across the country to overcome the economic and geographical barriers to attending their national conference and consequently enriched the conversation, bringing a greater diversity of perspectives and experiences.

We urge you to get involved and align yourself with the Australian Museums and Galleries Association for this important and exciting event of 2021 and look forward to hearing from you.

Dr Robin Hirst PSM, President, Australian Museums and Galleries Association, National Council

Penelope Grist, National Portrait Gallery – Co-Chair

Rebecca Coronel, National Film & Sound Archive – Co-Chair

JOIN US IN THE NATION'S CAPITAL



Australian Museums and Galleries Association National Conference 2021 (AMaGA2021) will be held in Canberra, in the delightfully crisp month of June. This great city is home to national attractions, museums, galleries, parks and nature reserves, as well as a fantastic dining scene.

THE NATIONAL CONVENTION CENTRE

The multi-awarded National Convention Centre (NCC) is Canberra's leading, purpose-built meeting and events venue. With a collection of 15 spaces over two floors, the Centre features a compact and logical design with abundant natural light taking advantage of Canberra's clear skies and sunlight.

Located in the heart of the Central Business District, the NCC is a short 7km drive from the airport and easily accessible by car, taxi and public transport. The NCC is walking distance to Canberra's largest shopping precinct, restaurants and bars, and easy access to Canberra's national treasures, including the Parliament House of Australia.

EXPAND YOUR NETWORK

Delegates will include a diverse mix of:

- Museum and gallery directors
- Exhibitions and capital works project managers
- Creative producers
- Collection managers
- Educators and public programmers
- Marketing managers
- Digital and web producers and managers
- Conservators
- Volunteers
- Managers
- Academics
- Curators
- Consultants
- Policy-makers
- Human resources professionals
- And many many more.

These are the decision-makers who will notice and remember your involvement.

PROGRAM OVERVIEW*

Monday 7 June 2021	Regional, Remote and Community Day Welcome Reception	National Gallery of Australia National Gallery of Australia
Tuesday 8 June 2021	Conference Day 1 Conference Dinner	National Convention Centre Canberra National Museum of Australia
Wednesday 9 June 2021	Conference Day 2 MAGNA & MAPDA Awards	National Convention Centre Canberra National Convention Centre Canberra
Thursday 10 June 2021	Conference Day 3 Offsite Sessions	National Convention Centre Canberra Various

*program structure subject to change



SPONSORSHIP AND EXHIBITION OPPORTUNITIES

All amounts are in \$AUD and include gst	Conference Registrations	Social Function Tickets	Exhibition Space	Speaking Opportunity*	Acknowledgement & logo placement*					Delegate List
					Website Listing	Visual Brand exposure during sessions	Satchel Insert	Company Profile	Conference App Advertisement	
Principal Partner Exclusive \$12,200 SOLD	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Conference Supporter Multiple \$8,800	✓		✓		✓	✓	✓	✓		✓
Session Sponsor Multiple \$3,300 - \$5,500	✓				✓	✓	✓	✓		✓
Keynote Speaker Sponsor Multiple \$POA	✓				✓	✓		✓		✓
Conference Dinner Sponsor Exclusive \$7,700 SOLD	✓	✓		✓	✓	✓		✓		✓
Conference Welcome Reception Sponsor Exclusive \$6,600	✓	✓		✓	✓	✓		✓		✓
Conference Inclusion Fund Contributor Exclusive Minimum of \$1,000					✓	✓	✓	✓		✓
Lunch Sponsor Three (3) \$1,900					✓	✓	✓	✓		✓
Morning/Afternoon Tea Sponsor Five (5) \$990					✓	✓	✓	✓		✓
KeepCup Sponsor Exclusive \$7,700	✓				✓	✓		✓		✓

* Speaking opportunities are subject to approval by the Program Committee



SPONSORSHIP AND EXHIBITION OPPORTUNITIES

All amounts are in \$AUD and include gst	Conference Registrations*	Social Function Tickets	Exhibition Space*	Speaking Opportunity*	Acknowledgement & logo placement*					Delegate List
					Website Listing	Visual brand exposure during sessions	Satchel Insert	Company profile	Conference App Advertisement	
Coffee Cart Sponsor Exclusive \$6,600	✓				✓	✓		✓		✓
Arts Activation Sponsor Exclusive \$5,000	✓				✓	✓		✓		✓
Satchel Sponsor Exclusive \$4,400	✓				✓	✓	✓	✓		✓
App Sponsor Exclusive \$4,400	✓				✓	✓		✓		✓
Lanyard Sponsor Exclusive \$4,400					✓	✓		✓		✓
Offsite Sessions Sponsor Multiple \$3,000 - \$5,500				✓	✓			✓		✓
Writing Pad Sponsor Exclusive \$1,100					✓	✓		✓		✓
Pen Sponsor Exclusive \$1,100					✓	✓		✓		✓
Satchel Insert* \$550							✓			
Conference App Advertising \$440									✓	
Exhibition Booth Multiple \$3,800	✓	✓	✓		✓	✓		✓		✓

* Due to our commitment to the environment, AMaGA request that you do not provide any paper flyer/brochure based satchel inserts. All inserts must be a marketing item not otherwise available for sponsorship (e.g. KeepCups or pens would not be permitted)

SPONSORSHIP OPPORTUNITIES



PRINCIPAL PARTNER

Exclusive opportunity

SOLD

\$12,200 (inc GST)

Benefits include:

Registration

- + Three complimentary full registrations including tickets to all social functions
- + Two additional tickets to the Welcome Reception and Conference Dinner for clients / guests

Exhibition

- + Two complimentary exhibition spaces in a prominent location

Speaking Opportunity

- + Opportunity to address delegates prior to one plenary session (5 minutes)

Acknowledgement / Logo Placement

- + Company logo and acknowledgement as the Principal Partner on:
 - conference website (homepage and sponsor page) with link to your homepage
 - holding slide at the commencement of plenary sessions
 - cover of the pocket program
- + 300-word company profile in the conference app
- + Verbal acknowledgement during the conference
- + Freestanding banner positioned on plenary stage and registration area for duration of conference (sponsor to provide)
- + Use of a combined AMaGA and conference logo during sponsorship period (conference to provide the specific logo to be used)

Advertising

- + Electronic advertisement in conference app
- + Opportunity to place two satchel inserts* in the conference satchel (sponsor to supply item/s)
- + 30% discount on advertising in AMaGA magazine - issue after the conference

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)

* *Due to our commitment to the environment, AMaGA request that you do not provide any paper flyer/ brochure based satchel inserts*

All inserts must be a marketing item not otherwise available for sponsorship (e.g. KeepCups or pens would not be permitted)



CONFERENCE SUPPORTER

\$8,800 (inc GST)

Multiple opportunities

Benefits include:

Registration

- + Two complimentary full registrations including tickets to all social functions

Exhibition

- + One complimentary exhibition space

Acknowledgement / Logo Placement

- + Company logo and acknowledgement as a Conference Supporter on:
 - conference website (sponsor page) with link to your homepage
 - holding slide at the commencement of plenary sessions
- + 150-word company profile in the conference app
- + Verbal acknowledgement during the conference
- + Use of a combined AMaGA and conference logo during sponsorship period (conference to provide the specific logo to be used)

Advertising

- + Opportunity to place one satchel insert* in the conference satchel (sponsor to supply item/s)
- + 30% discount on advertising in AMaGA magazine - issue after the conference

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed the two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)

* *Due to our commitment to the environment, AMaGA request that you do not provide any paper flyer/ brochure based satchel inserts*

All inserts must be a marketing item not otherwise available for sponsorship (e.g. KeepCups or pens would not be permitted)

SESSION SPONSOR: PLENARY

\$5,500 (inc GST)

Multiple opportunities

Benefits include:

Registration

- + One complimentary full registration including tickets to all social functions

Acknowledgement / Logo Placement

- + Opportunity to provide a chair for the sponsored session (committee approval required)
- + Company logo and acknowledgement as Session Sponsor on:
 - conference website (sponsor page and program page) with link to your homepage
 - on the program (in the app) next to the sponsored session
 - holding slide at the commencement of the sponsored session
- + 100-word company profile in the conference app
- + Verbal acknowledgement during the conference
- + Freestanding banner positioned on the stage in sponsored session (sponsor to supply)
- + Use of a combined AMaGA and conference logo during sponsorship period (conference to provide the specific logo to be used)

Advertising

- + Opportunity to place one satchel insert* in the conference satchel (sponsor to supply item/s)
- + 30% discount on advertising in AMaGA magazine - issue after the conference

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed the two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)

* *Due to our commitment to the environment, AMaGA request that you do not provide any paper flyer/ brochure based satchel inserts*

All inserts must be a marketing item not otherwise available for sponsorship (e.g. KeepCups or pens would not be permitted)



SESSION SPONSOR: CONCURRENT SESSION

\$3,300 (inc GST)

Multiple opportunities

Benefits include:

Registration

- + One complimentary full registration including tickets to the Welcome Reception and MAGNA & MAPDA Awards. Tickets to the Conference Dinner to be purchased separately.

Acknowledgement / Logo Placement

- + Opportunity to provide a chair for the sponsored session (committee approval required)
- + Company logo and acknowledgement as Session Sponsor on:
 - conference website (sponsor page and program page) with link to your homepage
 - on the program (in the app) next to the sponsored session
 - holding slide at the commencement of the sponsored session
- + 50-word company profile in the conference app
- + Freestanding banner positioned on the stage in sponsored session (sponsor to supply)
- + Use of a combined AMaGA and conference logo during sponsorship period (conference to provide the specific logo to be used)

Advertising

- + 30% discount on advertising in AMaGA magazine - issue after the conference

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed the two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)



KEYNOTE SPEAKER SPONSOR

\$POA

If you have any ideas for potential keynote speakers, please contact Conference Logistics on 02 6281 6624 as soon as possible as these ideas will need to be reviewed by the program committee for final decision.

Benefits include:

Registration

- + One complimentary full registration including tickets to all social functions

Acknowledgement / Logo Placement

- + Opportunity to provide a chair for the keynote session (committee approval required)
- + Company logo and acknowledgement as Keynote Speaker Sponsor on:
 - conference website (sponsor page and program page) with link to your homepage
 - on the program (in the app) next to the sponsored speaker
 - holding slide at the commencement of the relevant session
- + 75-word company profile in the conference app
- + Verbal acknowledgement during the relevant session
- + Freestanding banner positioned on the stage during the keynote session (sponsor to supply)
- + Use of a combined AMaGA and conference logo during sponsorship period (conference to provide the specific logo to be used)

Advertising

- + 30% discount on advertising in AMaGA magazine - issue after the conference

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed the two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)



CONFERENCE DINNER SPONSOR

Exclusive opportunity, subject to the Venue Partner's approval if required

SOLD

\$7,700 (inc GST)

Benefits will be determined based on the value of sponsorship, but may include:

Registration

- + One complimentary full registration including tickets to all social functions
- + Four complimentary tickets to the Conference Dinner
- + Opportunity to invite (at cost) additional clients/guests to the Conference Dinner

Acknowledgment / Logo Placement

- + Company logo and acknowledgment as Conference Dinner Sponsor on:
 - Conference Dinner tickets and menu
 - conference website (sponsor page and whenever the conference dinner is mentioned) with link to your homepage
 - holding slide at the commencement of plenary sessions
 - holding slide at Conference Dinner (if applicable)
- + Opportunity to address guests during the Conference Dinner (5 minutes)
- + Opportunity to provide company branded gift to Conference Dinner guests (sponsor to supply)
- + Free standing corporate banners may be displayed in the Conference Dinner venue (sponsor to supply)
- + 100-word company profile in the conference app
- + Use of a combined AMaGA and conference logo during sponsorship period (conference to provide the specific logo to be used)

Advertising

- + 30% discount on advertising in AMaGA magazine - issue after the conference

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed the two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)



WELCOME RECEPTION SPONSOR

\$6,600 (inc GST)

Exclusive opportunity, subject to the Venue Partner's approval if required

Benefits will be determined based on the value of sponsorship, but may include:

Registration

- + One complimentary full registration including tickets to all social functions
- + Four complimentary tickets to the Welcome Reception
- + Opportunity to invite (at cost) additional clients/guests to the Welcome Reception

Acknowledgment / Logo Placement

- + Company logo and acknowledgement as Welcome Reception Sponsor on:
 - conference website (sponsor page and whenever the Welcome Reception is mentioned) with link to your homepage
 - holding slide at the commencement of plenary sessions
 - holding slide at Welcome Reception (if applicable)
- + Opportunity to address guests during the Welcome Reception (3 minutes)
- + Free standing corporate banners may be displayed in the Welcome Reception venue (sponsor to supply)
- + 100-word company profile in the conference app
- + Use of a combined AMaGA and conference logo during sponsorship period (conference to provide the specific logo to be used)

Advertising

- + 30% discount on advertising in AMaGA magazine - issue after the conference

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed the two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)



CONFERENCE INCLUSION FUND CONTRIBUTOR

Min \$1,000 (inc GST)

Multiple opportunities

Small museums and galleries hold the heart and soul of Australia. We need your assistance to help them benefit from the experiences of the wider cultural community.

Many of Australia's smaller galleries and museums are staffed by hard-working and dedicated volunteers who protect and unlock Australia's diverse cultural heritage. Without their hard work Australia would be a much poorer place.

Those volunteers are hungry to learn from their peers and colleagues in the cultural sector, and to hear about ideas and initiatives that they could adopt. But they face the challenge of the tyranny of distance, as many such smaller institutions are in often remote regional towns and villages. They put all of their cash and resources into improving their institutions and that leaves little to enable them to travel and learn. AMaGA wants your help to change the situation.

AMaGA's national conference is the most important gathering in Australia for museum and gallery professionals to learn, to meet their peers and to exchange ideas. Smaller galleries and museums should not be denied the access to this gathering simply through distance and lack of resources. AMaGA has established a "Conference Inclusion Fund" to assist volunteers and staff working in those smaller museums and galleries attend the National conference.

We want as many smaller Gallery and Museum staff and volunteers to be able to join us in Canberra in 2021. We have set a target amount for the Conference Inclusion Fund for 2021 at \$10,000 (2019 achieved a result of over \$6,000).

Eligible member galleries and museums, their staff and volunteers, will be encouraged to apply to the fund for assistance to travel to the conference. Support from the fund will cover the cost of conference registration plus some funds towards travel and accommodation. This is anticipated to be a grant of up to \$2,000 per person.

If your company or institution believes in the importance of our cultural collection sector and believes in fairness and equity in being able to share knowledge and learn, then we ask you to please support the Conference Inclusion Fund. If you would like to find out more about AMaGA's support of smaller galleries and museums, and the Conference Inclusion Fund, please contact the AMaGA National Office (by phone at 02 6230 0346 or email info@amaga.org.au). If you would like to make a donation directly to the fund you can do so through the 2021 National Conference prospectus by contacting Conference Logistics (by phone 02 6281 6624 or email amaga@conlog.com.au).

With your support our smaller museums and galleries can learn and thrive.

Please note, donations to the Conference Inclusion Fund are tax deductible.

Acknowledgment / Logo Placement

- + Company logo and acknowledgement as a Conference Inclusion Fund Contributor on:
 - conference website (sponsor and program pages) with link to your homepage
- + 25-word company profile in the conference app

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed the two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)



LUNCH SPONSOR

\$1,900 (inc GST)

3 opportunities available, Monday, Tuesday or Wednesday

MORNING / AFTERNOON TEA SPONSOR

\$900 (inc GST)

5 opportunities available, Monday, Tuesday or Wednesday

Benefits for both opportunities include:

Acknowledgment / Logo Placement

- + Company logo and acknowledgement as a Lunch or Morning / Afternoon Tea Sponsor on:
 - conference website (sponsor and program pages) with link to your homepage
 - holding slide at the commencement of sessions immediately prior to sponsored break
- + 25-word company profile in the conference app
- + Corporate material may be displayed in hospitality area, during sponsored break, including brochures, freestanding banners and small table signs (supplied by sponsor)
- + Verbal acknowledgement by chair at sessions directly before and after the sponsored hospitality break

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed the two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)



KEEPCUP SPONSOR

\$7,700 (inc GST)

Exclusive opportunity

Reduce waste both during and after the conference by providing delegates with a reusable take away coffee cup.

Benefits include:

Registration

- + One complimentary full registration including tickets to the Welcome Reception and MAGNA & MAPDA Awards. Tickets to the Conference Dinner to be purchased separately

Acknowledgment / Logo Placement

- + Company logo and acknowledgement as the KeepCup Sponsor on:
 - conference website (sponsor page) with link to your homepage
 - holding slide at the commencement of plenary sessions
- + 100-word company profile in the conference app

Advertising

- + Branded KeepCup provided in the delegate satchels

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed the two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)

COFFEE CART SPONSOR

\$6,600 (inc GST)

Exclusive opportunity

With no tea and coffee available on arrival at the conference, this portable coffee cart will be one of the popular spots for meeting and networking as well as selling good coffee.

Benefits include:

- + Branded coffee cart will be open throughout the conference

Registration

- + One complimentary full registration including tickets to the Welcome Reception and MAGNA & MAPDA Awards.. Tickets to the Conference Dinner to be purchased separately

Acknowledgment / Logo Placement

- + Company logo and acknowledgement as the Coffee Cart Sponsor on:
 - conference website (sponsor page) with link to your homepage
 - holding slide at the commencement of plenary sessions
- + Corporate material may be displayed in coffee cart area, including brochures, freestanding banners and small table signs (sponsor to supply)
- + 100-word company profile in the conference app

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed the two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)

ARTS ACTIVATION SPONSOR

\$5,000 (inc GST)

Exclusive opportunity

This is an extraordinary opportunity to showcase the work of ACT artists to an influential national and international audience. We want to enliven the National Convention Centre Canberra space through and installation and interactive works of art. This is an exciting new initiative.

Benefits include:

Registration

- + One complimentary full registration including tickets to the Welcome Reception and MAGNA & MAPDA Awards. Tickets to the Conference Dinner to be purchased separately

Acknowledgment / Logo Placement

- + Company logo and acknowledgement as the Arts Activation Sponsor on:
 - conference website (sponsor page) with link to your homepage
 - holding slide at the commencement of plenary sessions
- + Corporate material may be displayed in arts activation area, including brochures, freestanding banners and small table signs (sponsor to supply)
- + 100-word company profile in the conference app

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed the two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)

SATCHEL SPONSOR

\$4,400 (inc GST)

Exclusive opportunity

Benefits include:

Registration

- + One complimentary full registration including tickets to the Welcome Reception and MAGNA & MAPDA Awards. Tickets to the Conference Dinner to be purchased separately

Acknowledgment / Logo Placement

- + Company logo and acknowledgement as the Satchel Sponsor on:
 - conference website (sponsor page) with link to your homepage
 - holding slide at the commencement of plenary sessions
- + 75-word company profile in the conference app

Advertising

- + Co-branded conference satchels provided to all conference delegates
- + Opportunity to place one satchel insert* in the conference satchel (sponsor to supply item)

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed the two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)

* *Due to our commitment to the environment, AMaGA request that you do not provide any paper flyer/brochure based satchel inserts*

All inserts must be a marketing item not otherwise available for sponsorship (e.g. KeepCups or pens would not be permitted)



APP SPONSOR

\$4,400 (inc GST)

Exclusive opportunity



Museum and gallery staff are tech savvy and many will be utilising social media. This conference app will enable delegates to be organised and up to date at the touch of their fingertips. With no handbook being developed in 2021, this is the go to platform for all conference information. *Please note the conference app will be designed and developed by the Conference Organising Committee.*

Benefits include:

Registration

- + One complimentary full registration including tickets to the Welcome Reception and MAGNA & MAPDA Awards. Tickets to the Conference Dinner to be purchased separately

Acknowledgment / Logo Placement

- + Company logo and acknowledgement as the App Sponsor on:
 - the splash page on the Conference App (subject to approval by the organising committee)
 - conference website (sponsor page) with link to your homepage
 - holding slide at the commencement of plenary sessions
 - banner advertisements throughout the app
- + 75-word company profile in the conference app

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed the two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)

LANYARD SPONSOR

\$4,400 (inc GST)

Exclusive opportunity

Benefits include:

Acknowledgment / Logo Placement

- + Company logo and acknowledgement as the Lanyard Sponsor on:
 - conference website (sponsor page) with link to your homepage
 - holding slide at the commencement of plenary sessions
- + 25-word company profile in the conference app

Advertising

- + Branded lanyards to be provided to all conference delegates (opportunity for sponsor to supply at a discounted rate)

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed the two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)

OFFSITE SESSIONS SPONSOR

\$3,300 - \$5,500 (inc GST)

Multiple opportunities – choice of one of the offsite parallel sessions to sponsor

The morning of Thursday 10 June 2021 is reserved for offsite parallel sessions – where delegates will disperse across the ACT to experience the exceptional behind-the-scenes access we can offer to national institutions here in Canberra and the extraordinary diverse practices in history and art within the ACT. This is a new and very exciting opportunity, and the experiences will prove to be highly memorable to delegates.

Benefits include:

Acknowledgment / Logo Placement

- + 1x ticket to the sponsored Offsite Session
- + Opportunity to address delegates at the start of the offsite session (3 minutes)
- + Company logo and acknowledgement as an Offsite Session Sponsor on:
 - conference website (sponsor page) with link to your homepage
 - holding slide at the commencement of plenary sessions
- + 25-word company profile in the conference app

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed the two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)

WRITING PAD SPONSOR

\$1,100 (inc GST)

Exclusive opportunity

Benefits include:

Acknowledgment / Logo Placement

- + Company logo and acknowledgement as the Writing Pad Sponsor on:
 - conference website (sponsor page) with link to your homepage
 - holding slide at the commencement of plenary sessions
- + 25-word company profile in the conference app

Advertising

- + Writing pad to be available throughout the conference venue (sponsor to supply writing pads)

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed the two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)



PEN SPONSOR

\$1,100 (inc GST)

Exclusive opportunity



Benefits include:

Acknowledgment / Logo Placement

- + Company logo and acknowledgement as the Pen Sponsor on:
 - conference website (sponsor page) with link to your homepage
 - holding slide at the commencement of plenary sessions
- + 25-word company profile in the conference app
- + Pens to be available throughout the conference venue (sponsor to supply pens)

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed the two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)
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SATCHEL INSERT

\$550 (inc GST) EACH

Benefits include:

Acknowledgment / Logo Placement

- + Opportunity to place one satchel insert in the conference satchel (sponsor to supply item).

Note: Rather than hard copy advertising, all satchel inserts must be a promotional item or marketing item e.g. reusable water bottle, phone power pack. Please contact Conference Logistics to check availability. Conference Logistics may also assist with sourcing and ordering products.

ADVERTISING IN THE CONFERENCE APP

\$440 (inc GST)

Banner ad

Advertisements are to be supplied to the Conference Secretariat in high resolution eps format by March 2021.

OTHER PROMOTIONAL PRODUCT SPONSOR \$POA

Please contact Conference Logistics on 02 6281 6624 to discuss the wide range of options available to meet your needs and contribute to the success of the Conference.



EXHIBITION OPPORTUNITIES

The trade exhibition will be held in the Exhibition Hall at the National Convention Centre Canberra and will be the venue for all catering throughout the conference to ensure the maximum exposure and opportunities for contact between delegates and exhibitors.

The networking portion of the MAGNA & MAPDA Awards will be held in the exhibition area. This will be a great time to network and enhance relationships with key stakeholders.

Exhibitors will be expected to display at the conference for a minimum of two (2) days, as detailed below.

Bump in: Monday 7 June 2021 (timing TBA)

Exhibition open: Tuesday 9 and Wednesday 10 June 2021

Bump out: Wednesday 10 June 2021, after MAGNA & MAPDA Awards (timing TBA)



EXHIBITION BOOTH

\$3,800 (inc GST)

Benefits include:

Exhibition Booth

- + One complimentary exhibition space (total of 3x3m space) including
 - Exhibition booth frame with white laminate infill
 - Corporate signage on fascia (uppercase lettering on a white background, with names on open sides)
 - 2 x 150 watt track lights attached to the fascia
 - Access to reasonable power
 - Furniture to be arranged separately

Registration

- + Two complimentary full registrations including tickets to the Welcome Reception and MAGNA & MAPDA Awards. Tickets to the Conference Dinner are an additional cost
- + Attendance as a delegate to the Thursday offsite sessions

Acknowledgment / Logo Placement

- + Logo and 50-word company listing included in conference app
- + Company logo and acknowledgement as an Exhibitor on:
 - conference website (exhibitor page) with link to your homepage
 - holding slide at the commencement of plenary sessions
- + Use of a combined AMaGA and conference logo during sponsorship period (conference to provide the specific logo to be used)

Advertising

- + 30% discount on advertising in AMaGA magazine - issue after the conference

Delegate Information

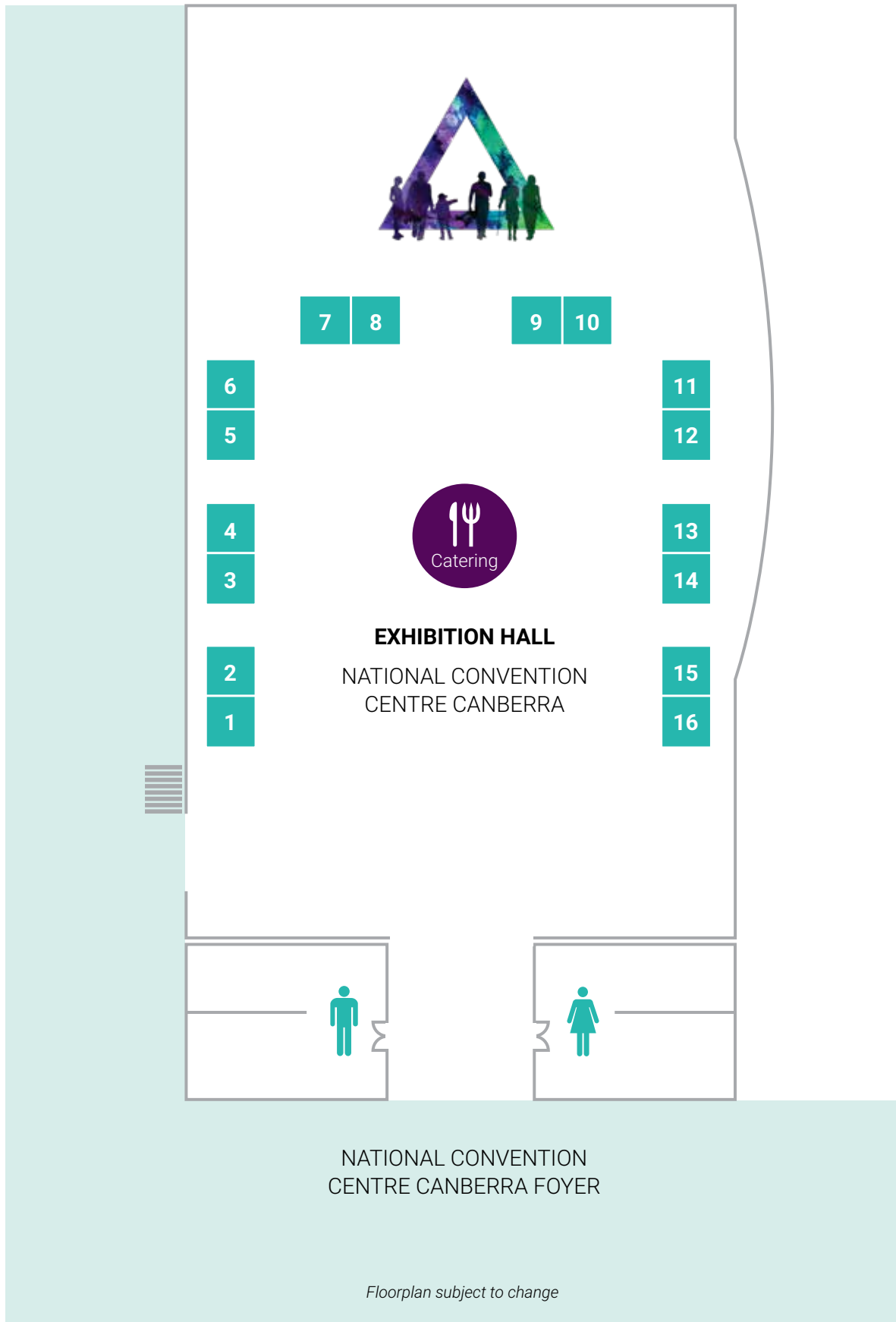
- + A delegate list in accordance with Privacy Legislation 2001 distributed the two weeks prior to the conference, and an updated list post conference, in PDF format (name, organisation, State only)

EXTRA EXHIBITOR STAFF

\$250 (inc GST)

If you require other members of staff to be at your booth for the duration of the exhibition, an Extra Exhibitor Staff fee of \$250 per staff member applies. This cost covers the tea breaks, lunches, one MAGNA & MAPDA Awards ticket and a name tag. Tickets to the Conference Dinner are an additional cost.

EXHIBITION FLOORPLAN



TERMS AND CONDITIONS

AMaGA2021 Committee and Conference Logistics will hereafter be referred to as 'the Organisers'.

The National Convention Centre will hereafter be referred to as 'the venue'.

1. Sponsor and exhibition packages will be allocated in order of receipt of booking forms.
2. The Organisers accept no liability for damage to exhibits by loss, damage, theft, fire, water, storms, strikes, riots or any cause whatsoever. Sponsors and exhibitors are advised to insure against such liability.
3. The Organisers reserve the right to change the venue and duration if circumstances demand at their discretion. The sponsor will indemnify the Organisers in respect of any claims and demands in respect thereof. The sponsor must take out adequate insurance in respect of all claims.
4. The Organisers reserve the right to alter the exhibition floorplan at their discretion.
5. Exhibits must not be removed, and displays must not be dismantled either partly or in total before closing time on the last day of the exhibition.
6. Sponsors may only conduct competitions or offer prizes with the permission of the Organisers.
7. The sponsor undertakes that they will not hold any events, educational or social functions at the same time as official conference program sessions or social functions.

Payment Details

1. An invoice will be sent on receipt of the booking form.
2. If payment is not received within 30 days of receipt of the invoice your booking may be cancelled.
3. For cancellation of sponsorship and/or exhibition at least 2 months prior to the commencement of the conference, full payments will only be refundable if the Organisers are able to re-sell the package.
4. For cancellations less than 2 months prior to the commencement of the exhibition, all payments are non-refundable.
5. All prices include Goods and Services Tax (GST).



BOOKING FORM



Contact name: _____

Position: _____

Organisation: _____

Postal Address: _____

State: _____

Postcode: _____

Phone: _____

Mobile: _____

Email: _____

SPONSORSHIP BOOKING

Please tick the preferred sponsorship opportunity

- | | | | | | |
|--|----------|--|-----------|--|---------------|
| <input type="checkbox"/> Principal Partner | \$12,200 | <input type="checkbox"/> Coffee Cart Sponsor | \$6,600 | <input type="checkbox"/> Banner Ad | \$440 |
| <input type="checkbox"/> Conference Supporter | \$8,800 | <input type="checkbox"/> Arts Activation Sponsor | \$5,000 | Other Promotional Products | \$POA |
| <input type="checkbox"/> Session Sponsor Plenary | \$5,500 | <input type="checkbox"/> Satchel Sponsor | \$4,400 | <input type="checkbox"/> Please describe: | _____ |
| <input type="checkbox"/> Session Sponsor Concurrent | \$3,300 | <input type="checkbox"/> App Sponsor | \$4,400 | _____ | |
| <input type="checkbox"/> Keynote Speaker Sponsor | \$POA | <input type="checkbox"/> Lanyard Sponsor | \$4,400 | | |
| <input type="checkbox"/> Conference Dinner Sponsor | \$7,700 | <input type="checkbox"/> Offsite Session Sponsor | \$3,300 - | | |
| <input type="checkbox"/> Welcome Reception Sponsor | \$6,600 | | \$5,500 | <input type="checkbox"/> Conference Inclusion Fund Sponsor | \$1,000 (min) |
| <input type="checkbox"/> Lunch Sponsor | \$1,900 | <input type="checkbox"/> Writing Pad Sponsor | \$1,100 | | |
| <input type="checkbox"/> Morning / Afternoon Tea Sponsor | \$990 | <input type="checkbox"/> Pen Sponsor | \$1,100 | | |
| <input type="checkbox"/> KeepCup Sponsor | \$7,700 | <input type="checkbox"/> Satchel Insert | \$550 | | |

EXHIBITION BOOKING

- Exhibition booth Quantity _____ @ \$3,800 each
- Additional Exhibitor Staff @ \$250 Please book a place for _____ additional representative(s)

Names of representative(s) are: _____

PAYMENT SUMMARY

SPONSORSHIP TOTAL \$ _____

EXHIBITION BOOTH \$ _____

ADDITIONAL EXHIBITOR STAFF \$ _____

TOTAL AMOUNT TO BE INVOICED \$ _____

50% deposit is required at time of booking.
The balance of payment is due by 15 February 2021.

Please send completed form with payment to:

Conference Logistics: PO Box 6150, KINGSTON ACT 2604
F: +61 2 6285 1336 E: conference@conlog.com.au

PAYMENT DETAILS

- I enclose cheque payable to: AMaGA2021
- I wish to pay by Electronic Funds Transfer (an invoice will be sent for processing which will contact bank details)
- I wish to pay by Credit Card and I hereby authorise you to charge the amount of \$ _____ to my credit card. All credit card transactions will incur a 2% credit card fee.

Please Charge my: MasterCard Visa

Card Number: _____ CCV: _____ Exp Date: _____

Card Holder Name: _____

Card Holder Signature: _____