



14th & 15th August 2016

**The Village, NAB Building
Docklands, Melbourne**

**Sponsorship & Trade Exhibition
PROSPECTUS**

www.sbdc.net.au



2016 Sponsorship and Trade Exhibition Prospectus

Host Associations - BIIA, BEC Australia and NNA

The Small Business Development Conference is an annual event co-hosted by BEC Australia (BECA), Business Innovation and Incubation Australia (BIIA), and the National NEIS Association (NNA). This year will be a celebration of the 21st Small Business Development Conference.

The conference brings together the three Associations to present a high quality conference aimed at business trainers, facilitators and mentors. The conference is an event where delegates can find inspiration and motivation by listening to entrepreneurs sharing their success, leaders in their field discussing best practice and reflecting on new ideas in the context of their own work. Opportunities are given to share experiences, wins and losses and network with peers. Attendees leave conference having picked up valuable resources, contacts and tools for use in day-to-day work.

Business Enterprise Centres Australia

BEC Australia's purpose is to support the national network of Business Enterprise Centres and their 'Member' organizations. Business Enterprise Centres throughout all states and territories in Australia endeavour to work with and on behalf of the micro and small business sectors. The primary focus of BEC Australia Incorporated is to facilitate the integration of the BEC network, lift its profile and actively market its capabilities to national corporations and governments.

Business Innovation and Incubation Australia

BIIA is an association of business Incubators and people interested in business incubation which sets best practice standards for the Incubator industry in Australia and provides advice on:

- Incubator feasibility studies
- Evaluating Incubator projects
- Incubator business plans
- Networking Incubators

BIIA also maintains a register of consultants qualified to undertake Incubator work and supports its members and the Incubator industry with promotion, information and attracting external sponsorship.

The National NEIS Association

The NNA provides leadership and focus for Managing Agents in the development and delivery of the New Enterprise Incentive Scheme (NEIS) and allied enterprise development activities throughout Australia. The primary purpose of the Association is to represent the interests of the Association members who support the movement of unemployed persons back into the workforce through self-employment. NNA Members deliver the Certificate IV in Small Business Management and mentor new businesses in their first year of operation.



2016 Sponsorship and Trade Exhibition Prospectus

Taking Time for Professional Development

The majority of conference delegates are involved in the management and delivery of support, including training and mentoring services, to small businesses in Australia. They ensure that small business owners are provided with the knowledge and skills they need to run their business within local, state and federal regulations. Assistance is provided in the areas of marketing, human resources and operations, finance and compliance to businesses in all phases of the business cycle as well as those in distress. Business owners are encouraged to take regular time out to work “on” their business, instead of “in” their business.

In 2016, the Small Business Development Conference places this focus on the organisations and individuals who work with small business clients: urging delegates to work “on” their own professional development, instead of working “in” the business of providing professional development to others. The key areas of focus will be Governance, Compliance and Training.

As well as focussing on these streams of delivery, the overall theme of the conference will be

Innovation through Entrepreneurship in small business

Overall the conference intends to achieve the following:

- Examine the needs of the small business entrepreneur
- Investigate how we as professional advisers to the entrepreneur can support innovation in small business.
- Build collaborative practices between business facilitators, administrators and managements by sharing examples of best-practice
- Consider improvements to programs and training, especially accredited training and assessment, that can be made within the area of small business
- Advise changes to governance and compliance requirements for directors, administrators and accredited trainers
- Enhance understanding of business incubation and improvements that can be made



2016 Sponsorship and Trade Exhibition Prospectus

Sponsorship and Exhibition Opportunities

The conference committee invites Government Agencies, Industry Associations and the Corporate Sector to participate in this event. Each year the conference has received outstanding support from a range of sponsors and exhibitors.

Whilst there are many differing benefits associated with the different levels of sponsorship available the overall benefits are identified below:

- Provide the sponsor or exhibitor with an opportunity to promote to a valuable target audience of business development industry practitioners, professional organisations and government agencies before, during and after the conference. Each attendee has contact with numerous small businesses over the course of the year.
- Showcase the organizations products, services and programs relevant to the business development industry throughout the conference program.
- Allow staff to participate in conference activities and networking opportunities.
- Enhance public relations through networking activities and conference exposure.
- Ensure that involvement, commitment and support will be openly demonstrated and widely acknowledged.
- Access to up to 200 delegates
- Provide exposure to a national audience through association members and invited guests.
- Provide exposure to the latest thinking and practice in small business development and training.
- Be seen as a non-intrusive, generous and supportive gesture whilst having excellent exposure and business opportunities.

Sponsorship Packages

A range of sponsorship packages are available and interested organisations should contact Reg Eustace to discuss how best you may ensure your presence at the 2016 Small Business Development Conference.

Platinum Sponsorship

- Company logo on conference materials, conference program and conference website with a link to your website
- Full sponsor rights to a plenary speaker session
- Acknowledgement as a Platinum Sponsor daily and at the conference opening and closing addresses
- Acknowledgement of Platinum sponsorship in all media releases
- Two full-page advertisements in the conference program (full material to be provided)
- Brochure, product and/or promotional item insert into the conference satchel (material provided by your company)
- Complimentary booth in prime location space for the duration of the conference
- Company signage displayed for the duration of the conference
- Six full registrations to the conference
- Additional registrations to the conference at Member registration rate
- Copy of the delegate list (subject to delegate authorisation)
- Other benefits by mutual agreement

Gold Sponsorship

- Company logo on conference materials, conference program and conference website with a link to your website
- Full sponsor rights to a keynote address at one of the keynote sessions
- Acknowledgement as a Gold Sponsor daily and at the conference opening and closing addresses
- Acknowledgement of Gold sponsorship in all media releases
- One full-page advertisement in the conference program (full material to be provided)
- Brochure, product and/or promotional item insert into the conference satchel (material provided by your company)
- Complimentary booth space for the duration of the conference
- Signage displayed for the duration of the conference
- Four full registrations to the conference
- Additional registrations to the conference at Member registration rate
- Copy of the delegate list (subject to delegate authorisation)



2016 Sponsorship and Trade Exhibition Prospectus

Silver Sponsorship

- Company logo on conference materials, conference program and conference website with a link to your website
- Acknowledgement as a Silver Sponsor daily and at the conference opening and closing addresses
- Acknowledgement of your sponsorship in all media releases
- Half page advertisement in the conference program (full material to be provided)
- Brochure or catalogue insert into the conference satchel (material provided by your company)
- Signage displayed for the duration of the conference
- Two full registrations to the conference
- Additional registrations to the conference at Member registration rate

Welcome Reception Sponsorship

- Acknowledgement as the Welcome Reception sponsor at the event opening address
- Opportunity for short address during the event
- Complimentary brochure or catalogue insert into the conference satchel (material provided by your company)
- Signage displayed for the duration of the evening
- Acknowledgement in the conference program
- Two complimentary guests at the Welcome Reception

Gala Dinner Sponsorship

- Acknowledgements as the Gala Dinner sponsor at the event opening address and Gala Dinner
- Opportunity for short address during the event
- Brochure or catalogue insert into the conference satchel (material provided by your company)
- Signage displayed for the duration of the evening
- Acknowledgement in the conference program
- Two complimentary guests at the Gala Dinner

Conference Lanyard

- Company name and/or logo printed on delegate lanyards
- Brochure or catalogue insert into the conference satchel (material provided by your company)
- Acknowledgement in conference program

Conference Satchel

Every delegate will receive a Conference Satchel. As these bags are often used after the conference, it's a great opportunity to display your logo post conference.

- Company name displayed on the outside of the bag – 2 colours
- Acknowledgement and logo displayed on the conference program
- Advertising or merchandise insert in the bag (material provided by your company)



2016 Sponsorship and Trade Exhibition Prospectus

Delegates Lunch \$1,500 + GST

Delegates at the conference will enjoy a buffet lunch on both days with food stations set in the trade exhibition area.

- Company Logo on main screen prior to lunch
- MC to acknowledge before start of lunch
- Signage on all tables at lunch
- Acknowledgement on conference program
- Brochure or catalogue insert into the conference satchel (material provided by your company)

Delegates Morning and Afternoon Tea

Delegates at the Convention will enjoy a morning and afternoon tea on Monday and Tuesday. Food stations will be located in the trade exhibition area.

- Logo on the main screen at the convention prior to and following breaks
- Signage on each of the food stations
- Logo in the conference program
- MC acknowledgement of sponsorship prior to and after the break
- Brochure or catalogue insert into the conference satchel (material provided by your company)

Delegate Satchel Insert

- Brochure or catalogue insert into the conference satchel (material provided by your company)



2016 Sponsorship and Trade Exhibition Prospectus

Exhibitor Package

The conference organising committee provides the opportunity for organisations with the capacity to value-add to the services provided through our members to exhibit at our conference. In 2016, the trade stands will also be accessible by NAB Business Bankers who also assist clients throughout Australia.

To encourage the maximum number of delegates into the exhibition area, morning tea, lunch and afternoon tea will be served on all days of the conference with the exhibitors.

- A 3m x 2m fully installed exhibition booth
- One fascia board sign with your company name
- One power board installed
- One spotlight track installed
- Onsite costs such as cleaning, electricity, construction and dismantling
- On-call management assistance before and during the conference
- Promotion on the SBDC website
- Promotion on the conference program
- Brochure or catalogue insert into the conference satchel (material provided by your company)



2016 Sponsorship and Trade Exhibition Prospectus

Terms and Conditions

Sponsors & Exhibitors

Payment of sponsorship agreements within 14 days of signing agreement

Artwork

Within 14 days of signing the agreement you will provide

- Your logo in EPS and jpeg format
- An 80 word company description

All deadlines for logos, artwork and signage must be met. The conference management company cannot guarantee the accuracy or delivery of materials delivered outside the agreed deadlines.

Proofing and Sign-Off

All proofs must be returned within five working days of receipt of artwork.

Safety

Exhibitors must agree to comply with the venue's safety requirements.

Bump in and bump out is at the times specified by the conference management company

Furniture hire

All furniture and exhibits within the exhibition space is to be provided by the exhibitor. The official stand and furniture provider for the exhibition will be advised upon confirmation of participation

Insurance

All exhibitors are responsible for public and products liability insurance. In addition they must also effect workers compensation insurance to insure their servants, agents, contractors and subcontractors against any damage, loss or injury sustained while in the Area or in the Centre during convention.



2016 Sponsorship and Trade Exhibition Prospectus

Stand specifications

Stand Size	3m x 2m (external)
Walls	2.4 high Velcro compatible front runner covered walls in black
Fascia	Aluminium frame with standard black fascia board
Signage	Company names will be installed over each open aisle fascia. Lettering will be computer cut white vinyl on a black backing board. Each sign will be a maximum of 30 characters including spaces.
Lighting	2 x 120 watt track mounted spotlights per 9 square metres mounted on the light track inside the fascia.
Power	1 x 4amp power point per stand regardless of size Located in rear corner of stand unless otherwise specified.
Flooring	The existing venue flooring will constitute the flooring of your stand.
Items which can be used on walls	When attaching anything to walls, exhibitors are asked to use Velcro, staples, pins or order wall-mounted shelving.
Items not to be used on walls	Screws, nails, bolts, glue, paint and doubled-sided adhesive tape will permanently damage the panels, exhibitors are requested not to use them. Charges will apply for <u>ALL</u> damaged panels.

For further information regarding the 2016 Small Business Development Conference please contact:

Reg Eustace
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