



**From Plans  
to Places**

# ACNU 2010

**Australian Council for  
New Urbanism Congress**  
28 to 30 April 2010  
Adelaide Convention Centre

**Sponsorship  
Opportunity**

[www.alloccasionsgroup.com/ACNU2010](http://www.alloccasionsgroup.com/ACNU2010)

Join the nexus  
of new urbanism,  
where sculptors of  
urban environments  
fuse with people  
who deliver  
the vision.





## Sponsorship Benefits

We invite you to join us by participating in this high profile industry event as a Sponsor and/ or Trade Exhibitor. This is an excellent opportunity for sponsors and exhibitors to access delegates from around the country as it is expected that over 300 delegates will attend the Congress from Commonwealth, State and Local Government agencies and the private sector.

### **Sponsorship Benefits**

The Congress has several sponsorship levels providing sponsors with a choice of exposure related to financial commitment. Benefits include:

- Opportunity to create and/or enhance a national profile
- Contact opportunities with decision makers
- Extensive exposure of your organisation's logo throughout the congress and to delegates
- Demonstrated support for the planning and development sector
- Opportunity to stay abreast of key issues in planning practice today

The Congress program is currently in development and up to date information is available on the Congress website

[www.alloccasionsgroup.com/ACNU2010](http://www.alloccasionsgroup.com/ACNU2010)

The Australian Council for New Urbanism Congress 2010: From Plans to Places is being held at the Adelaide Convention Centre from 25 - 27 April 2010, continuing with the Training Course from the 28 - 30 April 2010.

The Australian Council for New Urbanism Congress 2010 is an opportunity to connect the planners of urban environments to the people who construct and live in new places and integration of social needs with economic and environmental objectives. Guest speakers, New Urbanism practitioners Stef Polyzoides and Paul Murrain will stimulate discussion, and Adelaide, known for its creative and innovative thinking, will contribute fine food and wines to stimulate the mind and senses.

### **The Venue**

The venue for ACNU 2010 is the Adelaide Convention Centre, magnificently refurbished and expanded recently, overlooking the picturesque River Torrens. The Convention Centre is only 20 minutes from the airport and a short stroll to the shopping mall. Ideally situated close to a wide range of hotel accommodation and apartments, making this centre an ideal host venue for the Australian Congress for New Urbanism 2010: From Plans to Places.

### **Trade Exhibition**

The Trade Exhibition has been designed to ensure good visibility and access to all booths. The Trade Exhibition area at the Adelaide Convention Centre is located near the session rooms. The catering will be centred around the Trade Exhibition to ensure maximum exposure for Trade Exhibitors throughout the Congress.

Congress Manager  
Shanna Sheldrick  
All Occasions Management  
41 Anderson Street  
THEBARTON SA 5031  
Phone: 08 8125 2200 / Fax: 08 8125 2233  
Email: [shanna@aoevents.com](mailto:shanna@aoevents.com)  
[www.alloccasionsgroup.com](http://www.alloccasionsgroup.com)



# Sponsorship Packages

## Diamond Sponsor

\$50,000 (inc GST)  
Sold

An exclusive opportunity to be the Diamond Sponsor at this Congress.

- Recognition as Diamond Sponsor on printed Congress documents, including Congress Satchel, Registration Brochure (if confirmed prior to print) and Congress Handbook.
- Acknowledgement as Diamond Sponsor throughout the Congress.
- Recognition as Diamond Sponsor on audio visual display in main plenary room.
- Company name / logo on delegate satchels.
- Company logo on Congress website with links to company website.
- Four Congress registrations, including tickets to the Welcome Reception, Iconic Pub Tour and Congress Dinner.
- Double 3m x 3m exhibition booth - First booth location preference guaranteed, including two trade registrations.
- One full-page colour advertisement in the Congress handbook (artwork to be supplied by sponsor).
- One A4 brochure for insertion in Congress satchels (supplied by sponsor).
- Full delegate list, with address and email (subject to permission of delegate).

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## Platinum Sponsor

\$12,500 (inc GST)  
1 remaining

A special opportunity to be one of only two Platinum Sponsors at this Congress.

- Recognition as a Platinum Sponsor on printed Congress documents, including Registration Brochure (if confirmed prior to print) and Congress Handbook, not including Congress Satchel.
- Acknowledgement as a Platinum Sponsor throughout the Congress.
- Recognition as Platinum Sponsor on audio visual display in main plenary room.
- Company logo on Congress website with links to company website.
- Two Congress registrations, including tickets to the Welcome Reception, Iconic Pub Tour and Congress Dinner.
- One 3m x 3m exhibition booth, including two trade registrations.
- One 1/2-page colour advertisement in the Congress handbook (artwork to be supplied by sponsor).
- One A4 brochure for insertion in Congress satchels (supplied by sponsor).
- Full delegate list, with address and email (subject to permission of delegate).

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## Gold Sponsor

\$7,500 (inc GST)  
2 remaining

A valuable opportunity to be recognised as a Gold Sponsor at this Congress.

- Recognition as a Gold Sponsor on printed Congress documents, including Registration Brochure (if confirmed prior to print) and Congress Handbook, not including Congress Satchel.
- Acknowledgement as Gold Sponsor throughout the Congress.
- Recognition as Gold Sponsor on audio visual display in main plenary room.
- Company logo on Congress website with links to company website.
- One Congress registration, including a ticket to the Welcome Reception, Iconic Pub Tour & Congress Dinner.
- One 3m x 3m exhibition booth, including two trade registrations.
- One 1/4-page colour advertisement in the Congress handbook (artwork to be supplied by sponsor).
- One A4 brochure for insertion in Congress satchels (supplied by sponsor).
- Full delegate list, with address and email (subject to permission of delegate).

Sponsored by



## Satchel Sponsor

\$5,000 (inc GST)  
Sold

A unique opportunity to have your company name and logo, along with that of the Diamond sponsor, on the Congress satchel, which attendees will use during the Congress and for many years after.

- Company name / logo on Congress satchels (with Diamond Sponsor).
- Recognition as the Satchel Sponsor on printed Congress documents, including Registration Brochure (if confirmed prior to print) and Congress Handbook.
- Company logo on Congress website with links to company website.
- One A4 brochure for insertion in Congress satchels (supplied by sponsor).
- Full delegate list, with address and email (subject to permission of delegate).

Sponsored by





**Welcome Reception Sponsor**  
\$5,000 (inc GST)  
Sold

A prestigious opportunity to be the Welcome Reception Sponsor and have your name recognised during the Welcome Reception.

- Recognition as the Welcome Reception Sponsor on printed Congress documents, including Registration Brochure (if confirmed prior to print) and Congress Handbook, not including Congress Satchel.
- Company logo on function ticket.
- Exclusive signage rights during the Welcome Reception.
- Acknowledgement as the Welcome Reception Sponsor during Welcome Reception.
- An opportunity to address delegates (5 minutes maximum) during the Welcome Reception.
- Company logo on Congress website with links to company website.
- Four tickets to the Welcome Reception.
- One A4 brochure for insertion in Congress satchels (supplied by sponsor).
- Full delegate list, with address and email (subject to permission of delegate).

Sponsored by



**Iconic Pub Tour Sponsor**  
\$5,000 (inc GST)  
Sold

A prestigious opportunity to be the Iconic Pub Tour Sponsor and have your name recognised during the Iconic Pub Tour.

- Recognition as the Iconic Pub Tour Sponsor on printed Congress documents, including Registration Brochure (if confirmed prior to print) and Congress Handbook, not including Congress Satchel.
- Company logo on function ticket.
- Company logo on function coupons.
- Company logo on Congress website with links to company website.
- Four tickets to the Iconic Pub Tour.
- One A4 brochure for insertion in Congress satchels (supplied by sponsor).
- Full delegate list, with address and email (subject to permission of delegate).

Sponsored by



**Congress Dinner Sponsor**  
\$5,000 (inc GST)  
Sold

A prestigious opportunity to be the Congress Dinner Sponsor and have your name recognised during the Congress Dinner.

- Recognition as the Congress Dinner Sponsor on printed Congress documents, including Registration Brochure (if confirmed prior to print) and Congress Handbook, not including Congress Satchel.
- Company logo on function ticket.
- Exclusive signage rights during the Congress Dinner.
- Acknowledgement as the Congress Dinner Sponsor during Congress Dinner.
- Company logo on Congress Dinner Menus (if applicable).
- Company logo on Congress website with links to company website.
- Four tickets to the Congress Dinner.
- One A4 brochure for insertion in Congress satchels (supplied by sponsor).
- Full delegate list, with address and email (subject to permission of delegate).

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**Silver Sponsor**  
\$4,000 (inc GST)  
5 remaining

An exceptional opportunity to be recognised as a Silver Sponsor at this Congress.

- Recognition as a Silver Sponsor on printed Congress documents, including Registration Brochure (if confirmed prior to print) and Congress Handbook, not including Congress Satchel.
- Acknowledgement as a Silver Sponsor throughout the Congress.
- Recognition as a Silver Sponsor on audio visual display in main plenary room.
- Company logo on Congress website with links to company website.
- One 1/4-page A4 brochure for insertion in delegate satchels (four pages maximum, supplied by company).
- One A4 brochure for insertion in Congress satchels (supplied by sponsor).
- Full delegate list, with address and email (subject to permission of delegate).

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**Masterclass Sponsor**  
\$2,500 (inc GST)  
Unlimited

An exceptional opportunity to be recognised as a Masterclass Sponsor at this Congress.

- Recognition as a Masterclass Sponsor on printed Masterclass documents.
- Recognition as a Masterclass Sponsor on audio visual display in main plenary room during the Masterclass.
- Company logo on Congress website with links to company website.
- One A4 brochure for insertion in Congress satchels (supplied by sponsor).
- Full delegate list, with address and email (subject to permission of delegate).

**Charrette Course Sponsor**  
\$2,500 (inc GST)  
Unlimited

An exceptional opportunity to be recognised as a Charrette Course Sponsor at this Congress.

- Recognition as a Charrette Course Sponsor on printed Charrette Course documents.
- Recognition as a Charrette Course Sponsor on audio visual display in main plenary room during the Charrette Course.
- Company logo on Congress website with links to company website.
- One A4 brochure for insertion in Congress satchels (supplied by sponsor).
- Full delegate list, with address and email (subject to permission of delegate).

**Trade Exhibition**  
\$2,500 (inc GST)  
15 only

This exhibition has been developed to provide you with a valuable and noteworthy integrated experience.

- Shell scheme display booth package:
  - Size - 3m x 3m
  - Walls - 2.4m high finished in velcro compatible fabric.
  - Lights - Two x 150 watt spot lights per stand.
  - Signage - Fascia sign with company name.
  - Power - One general use power point and Furniture.
  - One trestle table (clothed) and two chairs as they are part of the Shell scheme display booth package.
- Two trade registrations.
- Company profile (max 100 words), logo and contact details to be printed in the Congress Handbook.

- Full delegate list, with address, phone and email (subject to permission of delegate). All booths will be allocated on a first come first served basis (with the exception of the Diamond, Platinum & Gold sponsors who will have first choice).

**Congress Note Pad / Pen**  
\$550 (inc GST)  
1 only

- Recognition as a Note Pad or Pen Sponsor on the Congress Handbook.
- One company note pad or pen for insertion in Congress satchels (supplied by sponsor).

**Satchel Insert**  
\$550 (inc GST)  
Unlimited

- One A4 brochure for insertion in Congress satchels (supplied by sponsor).



# Sponsorship Conditions

## Acceptance and allocation

The Congress Organising Committee reserves the right to accept or reject any application for sponsorship at its absolute and unfettered discretion with the return of any deposit paid. Sponsorship packages will be generally allocated to those organisations who apply earliest. Allocation of sponsorship packages is at the discretion of The Congress Organising Committee, whose decision will be final.

## Application and payment

Complete the Application Form and return it to the Congress Manager. On receipt of the form, confirmation will be sent with a tax invoice 50% of the total amount due. Final payment of the remaining 50% is due by 26 March 2010 with a tax invoice to be sent to you. If your payment is not received by the due date, the sponsorship will become available to other interested organisations.

## Booth Rules

- (a) No advertising material, such as banners are allowed outside the designated booth area.
- (b) Excessive noise that inconveniences other exhibitors or the Congress will not be allowed.
- (c) No obstruction of any form in the aisles and walkways.
- (d) While companies are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other companies or detracting from the exhibition will be discouraged.

## Cancellation policy

In the case of your cancellation of sponsorship, notification in writing should be sent to the Congress Manager. If the cancellation is received up to 3 months before the event, an administration fee of 25% of the total price is retained. If the cancellation is received within 3 months, no refund is applicable.

## Consequential Damage

The Organiser will not be liable for any indirect or consequential damages arising out of a breach of this Exhibition/Sponsorship contract.

## Detailed requirements

The Congress Organising Committee's 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 in a confirmation letter at a later date.

## Exceptional circumstances

The Congress Organising Committee reserves the right to change the venue and duration if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force as long as the Sponsor is informed at least one month before the planned Congress. The Sponsorship Manager will use reasonable endeavours to remedy the impact of exceptional circumstances.

## Exhibition space sponsorships

All sponsors taking up exhibition space sponsorships will be required to:

- Acknowledge that the Congress Organising Committee, Congress Manager and The Adelaide Convention Centre will not be responsible for any loss or damage to the exhibitor's property and that all exhibitor material and equipment is the sole responsibility of the exhibitor.
- Recognise that sound amplification will only be permitted as long as it causes no annoyance to neighbouring exhibitors or Congress attendees. The Sponsorship Manager will be the sole judge as to whether there is an annoyance.

## Hours

The Organiser shall determine the hours during which the Exhibitors shall be conducted and as to hours of access for Exhibitors including variations of such times as shall be necessary.

## Responsibility

The Congress Organising Committee, Congress Manager and The Adelaide Convention Centre accept no responsibility for any act, accidents, omissions on the part of service providers, the accuracy or content of any written or oral statements by speakers in connection with this event, delay, damage, personal injury or death.

## Security

Adelaide Convention Centre (ACC) Security conducts regular patrols of the complex 24 hours per day, 7 days per week and will be present for the duration of the move in and move out of your exhibition. Whilst ACC Security will endeavour to maintain the venue as a safe and secure place, it is the responsibility of the individual to ensure items are not left unattended and are secure at all times. Sponsorship opportunities: Please refer to the sponsorship opportunities in the section headed "Sponsorship packages". Any variations to the description of each package must be as agreed in writing with the Sponsorship Manager.

## Unavoidable Occurrences

In the event that the Congress/Exhibition is cancelled or delayed through no fault of the Organiser, the Venue Manager, Congress Organising Committee including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slow downs or disputes, or other similar events then the Exhibitor/Sponsor shall not be entitled to any refund or claim for any loss of damage.



# Booking form

Tax Invoice to be issued by the Australian Council for New Urbanism Limited.  
 ABN 54 138 475 626

## Sponsor / Exhibitor Details

Company \_\_\_\_\_

Contact Name \* \_\_\_\_\_

Contact Position \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

Facsimile \_\_\_\_\_

Mobile \_\_\_\_\_

Email (please print) \_\_\_\_\_

Product/Service Offered \_\_\_\_\_

\* All correspondence will be forwarded to this person.

## Level of Sponsorship (please mark with X)

- Diamond Sponsor \_\_\_\_\_ \$50,000 inc GST
- Platinum Sponsor \_\_\_\_\_ \$12,500 inc GST
- Gold Sponsor \_\_\_\_\_ \$7,500 inc GST
- Satchel Sponsor \_\_\_\_\_ \$5,000 inc GST
- Welcome Reception Sponsor \_\_\_\_\_ \$5,000 inc GST
- Iconic Pub Tour Sponsor \_\_\_\_\_ \$5,000 inc GST
- Congress Dinner Sponsor \_\_\_\_\_ \$5,000 inc GST
- Silver Sponsor \_\_\_\_\_ \$4,000 inc GST
- Masterclass Sponsor \_\_\_\_\_ \$2,500 inc GST
- Charrette Course Sponsor \_\_\_\_\_ \$2,500 inc GST
- Trade Exhibition \_\_\_\_\_ \$2,500 inc GST
- Congress Note Pads \_\_\_\_\_ \$550 inc GST
- Congress Pens \_\_\_\_\_ \$550 inc GST
- Satchel Insert \_\_\_\_\_ \$550 inc GST

**Sponsorship / Exhibition Total Amount:** \$ \_\_\_\_\_

**Deposit Amount (50% of total):** \$ \_\_\_\_\_

**PLEASE NOTE:** Once an application form is received and confirmation letter and tax invoice is forwarded by the Congress Organisers, the requested item is deemed to be booked and the booking organisation is liable for full payment.

Your signature below is taken as confirmation of your booking, acceptance of the relevant sponsorship/trade exhibition entitlements, and acceptance of these conditions.

## I agree to the terms and conditions of the Sponsorship / Exhibition Booking

Signed \_\_\_\_\_

Print Name \_\_\_\_\_

Position \_\_\_\_\_

Organisation \_\_\_\_\_

Date \_\_\_\_\_

Please return the completed form with your deposit to:  
 Australian Congress for New Urbanism  
 C/- All Occasions Management  
 41 Anderson Street, THEBARTON SA 5031

Phone: 08 8125 2200  
 Fax: 08 8125 2233  
 Email: shanna@aomevents.com

