



FURNISHING
futures

AFA



CONFERENCE **2016**

Proudly presented by The Australian Furniture Association

Thursday 7 July – Friday 8 July 2016

Brisbane Convention and Exhibition Centre

**SPONSORSHIP &
EXHIBITION PROSPECTUS**



OPPORTUNITY OVERVIEW

BACKGROUND

FURNISHING futures 2016 will provide the latest information relating to changes in education that impact on the furniture and allied industries. The Conference will provide an opportunity for Industry Skills Councils, registered training organisations (RTOs), Australian apprenticeship support network members, established and new businesses, not-for-profit organisations, governments, vocational educators, tertiary educators, trainees and apprentices to come together to create new dialogue, new tools and new types of businesses to achieve successful social and economic outcomes.

Hosted by the Australian Furniture Association, the Conference will be held in conjunction with the FURNITEX & design expo, the only internationally recognised Australian furniture and furnishing show – for the industry, by the industry. The iconic Australian event has had many evolutions since 1989, and has now come of age to include international pavilions and leading Australian design and inspiration for the global marketplace. Set in the fastest growing state in Australia, the 2016 BRISBANE show will focus on what's new in Australia, global trends and spotlights on industry innovators leading the way during *Fashion Week for Furnishing*.

CONFERENCE DETAILS

Dates:	Thursday 7 – Friday 8 July 2016
Exhibition Venue:	Mezzanine Room 3 Brisbane Convention and Exhibition Centre
Conference Secretariat:	Conference Logistics PO Box 6150, Kingston, ACT 2604
Tel:	+61 2 6281 6624
Email:	furnishing@conlog.com.au
Conference Website:	Furnishingfutures.com.au

BENEFITS OF SPONSORSHIP

FURNISHING futures 2016 aim is to provide an excellent opportunity for your organisation to:

- Maintain a high profile with your target markets;
- Network with industry delegates and evaluate market trends to generate new business opportunities;
- Mix informally with key decision-makers, building and enhancing your relationship;
- The opportunity to build brand awareness;
- Demonstrate your involvement, commitment and support of the sector; and
- Launch new products and services



ABOUT THE ORGANISING COMMITTEE

The Australian Furniture Association (AFA) is the peak Australian industry association for the furniture sector supply chain. Collectively the industry employs more than 220,000 Australians.

The AFA is committed to helping Australian businesses with a focus on building competitive and sustainable business models and to promote the profitable growth, competitiveness, innovation, and the export readiness of its members. The AFA is the recognised voice of the Furnishing Industry by government, media and the general public, both nationally and internationally.

AFA Membership includes manufacturers, importers and exporters of residential and commercial furniture, suppliers to the industry, retailers, allied associations, key stakeholders, such as testing and training organisations, designers and individuals. AFA Members benefit from being part of a collective and respected voice and are represented by a strong organising committee in the development of the Furnishing Futures Conference Program.

SPONSORSHIP PACKAGES

PLATINUM SPONSOR

\$17,200 (inc gst)

(Exclusive Opportunity)

The Platinum Sponsor is our key partner in the successful execution of FURNISHING futures 2016, and we will work alongside you to provide opportunities to promote your organisation both in the prelude to and during the conference. This opportunity provides your organisation with exceptional commercial rewards via your participation in this prestigious networking event.

As a Platinum Sponsor, your organisation will benefit from the highest level of exposure and representation with the following entitlements:

RECOGNITION:

- As the Platinum Sponsor (with organisational logo) on the home page of the official Conference website, including a hyperlink to the organisation's home page
- As the Platinum Sponsor (with organisational logo) on the conference program, post-conference communication activities and other marketing channels (outreach 100,000 relevant impressions)
- Logo displayed on the conference PowerPoint slides at the commencement and conclusions of sessions
- Opportunity to provide a pull up banner for display at the Information Table
- Opportunity to provide one item for inclusion on the Information Table
- Opportunity to provide a sample for inclusion in conference satchel

SPEAKING:

- Opportunity for sponsors representative to provide a short introduction of the keynote speaker
- Opportunity to co present or sponsor a high-profile presentation in the conference program (45 minutes inclusive of question time)*

- Opportunity to present/arrange a workshop/ seminar* for inclusion in the conference program (Time allowance to be confirmed)

** Content and speaker is subject to approval by the Conference Program Committee and must fit within the conference theme*

BENEFITS:

- An electronic list of opt-in delegates two weeks prior to the Conference (name, organisation and state only in PDF format)
- Complimentary registration for two full delegates (inclusive of conference sessions attendance, catering, Networking and VIP Reception and AFIA Reception)
- TWO VIP all access passes to all Furnitex & design events, including ACE and AFIA Awards and three-day trade and consumer expo
- Promotional Code Discounts for your business customers to access all Furnitex & design events, including ACE and AFIA Awards and three-day trade and consumer expo. (20% discount for up to five delegates)

UPGRADED OFFER FOR ADDITIONAL \$4,400:

- Opportunity to provide conference satchel co-branded with FURNISHING futures Conference 2016 and organisational logo

GOLD SPONSOR

(3 Opportunities Available)

\$10,800 (inc gst)

RECOGNITION:

- As a Gold Sponsor (with organisational logo) on the official Conference website, including a hyperlink to the organisation's home page
- As a Gold Sponsor (with organisational logo) on the conference program, post-conference communication activities and other marketing channels (outreach 100,000 relevant impressions)
- Logo displayed on the conference PowerPoint slides at the commencement and conclusions of sessions
- Opportunity to provide a pull up banner for display at the Speakers Information Table
- Opportunity to provide one item for inclusion on the Speakers Information Table

SPEAKING:

- Opportunity to co present or sponsor a high-profile presentation in the conference program (45 minutes inclusive of question time)*

* Content and speaker is subject to approval by the Conference Program Committee and must fit within the conference theme

BENEFITS:

- An electronic list of opt-in delegates two weeks prior to the Conference (name, organisation and state only in PDF format)
- Complimentary registration for two full delegates (inclusive of conference sessions attendance, catering, Networking and VIP Reception and AFIA Reception)
- ONE VIP all access pass to all Furnitex & design events, including ACE and AFIA Awards and three-day trade and consumer expo.
- Promotional Code Discounts for your business customers to access all Furnitex & design events, including ACE and AFIA Awards and three-day trade and consumer expo. (20% discount for up to four delegates)

UPGRADED OFFER FOR ADDITIONAL \$4,400:

- Opportunity to provide conference satchel co-branded with FURNISHING futures Conference 2016 and organisational logo (subject to availability)

SILVER SPONSOR

\$7,500 (inc gst)

RECOGNITION:

- As a Silver Sponsor (with organisational logo) on the official Conference website, including a hyperlink to the organisation's home page
- As a Silver Sponsor (with organisational logo) on the conference program, post-conference communication activities and other marketing channels (outreach 100,000 relevant impressions)
- Logo displayed on the conference PowerPoint slides at the commencement and conclusions of sessions

BENEFITS:

- An electronic list of opt-in delegates two weeks prior to the Conference (name, organisation and state only in PDF format)
- Complimentary registration for one full delegate (inclusive of conference sessions attendance, catering, Networking and VIP Reception and AFIA Reception)
- Promotional Code Discounts for your business customers to access all Furnitex & design events, including ACE and AFIA Awards and three-day trade and consumer expo. (20% discount for up to three delegates)

BRONZE SPONSOR

\$4,300 (inc gst)

RECOGNITION:

- As a Bronze Sponsor (with organisational logo) on the official Conference website, including a hyperlink to the organisation's home page
- As a Bronze Sponsor (with organisational logo) on the conference program
- Logo displayed on the conference PowerPoint slides at the commencement and conclusions of sessions

BENEFITS:

- An electronic list of opt-in delegates two weeks prior to the Conference (name, organisation and state only in PDF format)
- Complimentary registration for one full delegate (inclusive of conference sessions attendance, catering, Networking and VIP Reception and AFIA Reception)
- Promotional Code Discounts for your business customers to access all Furnitex & design events, including ACE and AFIA Awards and three-day trade and consumer expo. (20% discount for up to two delegates)

CATERING SPONSOR

From **\$880** (inc gst)

OPPORTUNITIES:

• Morning Tea Sponsor	\$880
• Lunch Sponsor	\$1,100
• Afternoon Tea Sponsor	\$880
• Networking and VIP Reception Sponsor	\$2,200
• Exclusive Conference Catering Sponsor (inclusive of all above opportunities)	\$6,600

BENEFITS:

- As a Catering Sponsor (with organisational logo) on the official Conference website, including a hyperlink to the organisation's home page
- As a Catering Sponsor (with organisational logo) on the conference program
- Logo displayed on the conference PowerPoint holding slides directly prior to the sponsored catering break

ADDITIONAL BENEFITS FOR EXCLUSIVE CATERING SPONSOR:

- An electronic list of opt-in delegates two weeks prior to the Conference (name, organisation and state only in PDF format)
- Complimentary registration for one full delegate (inclusive of conference sessions attendance, catering, Networking and VIP Reception and AFIA Reception)
- Promotional Code Discounts for your business customers to access all Furnitex & design events, including ACE and AFIA Awards and three-day trade and consumer expo. (20% discount for up to two delegates)



GENERAL INFORMATION FOR SPONSORS

PUBLIC LIABILITY:

It is a requirement of FURNISHING futures 2016, Conference Logistics and the Brisbane Convention and Exhibition Centre that all sponsors have adequate Public and Product Liability Insurance. Sponsors are required to submit their public liability certificate along with their booking form.

CONFIRMATION:

To secure sponsorship opportunities, please complete and return the form at the end of this document. As sponsorship packages will be sold on a 'first come, first served' basis, please secure your package by making a 50% payment of fees to the Conference Secretariat as this will generate a confirmation letter and tax invoice. The Conference Secretariat will be in touch with you in order to ensure that your benefits are delivered. All amounts include GST.

ACCOMMODATION:

Sponsors will be able to book accommodation at the Conference hotels where competitive room rates have been negotiated. Further details will be provided with registration information.

DELEGATE DETAILS:

Provision of delegate details is subject to privacy laws—participants can choose not to be listed. Listed delegate details will include name, organisation and state only, in PDF format.

CANCELLATION POLICY:

Please read the sponsorship conditions below, which outline the payments terms and cancellation policy. By submitting the attached sponsorship booking form you acknowledge and accept the terms and conditions.

CONDITIONS OF SPONSORSHIP:

The organisers reserve the right to change the venue and duration if exceptional circumstances demand. In the event of change of venue and/or duration, the agreement to participate will remain in force so long as the sponsor is informed at least one month before the Conference.

In the case of cancellation by the Sponsor, notification in writing should be sent to the Conference Secretariat. A refund of fees paid (less a cancellation fee of 50% of the value of the sponsorship) will be made to any Sponsor cancelling before or on 25 March 2016. After that date refunds may not be possible.

50% payment of fees must be made within seven (7) days of receipt of invoice.

Full payment must be made before 5 June 2016.

Sponsors must obtain the permission of the Local Organising Committee (contact the Conference Secretariat) when planning to promote the Sponsor's involvement in the Conference.

Thursday 7 July – Friday 8 July 2016 | Brisbane Convention and Exhibition Centre

SPONSORSHIP BOOKING FORM

PERSONAL DETAILS

Title: _____ First Name: _____ Surname: _____
 Position: _____ Organisation: _____
 Address: _____
 Phone / Mobile: _____ Email: _____
 Website: _____

SPONSORSHIP BOOKING

I would like to purchase the following sponsorship packages:

- | | |
|--|--|
| <input type="checkbox"/> Platinum Sponsorship at \$17,200 (inc GST) | <input type="checkbox"/> Morning Tea at \$880 (inc GST) Day: _____ |
| <input type="checkbox"/> Upgrade offer at and additional \$4,400 (inc GST) | <input type="checkbox"/> Lunch at \$1,100 (inc GST) Day: _____ |
| <input type="checkbox"/> Gold Sponsorship at \$10,800 (inc GST) | <input type="checkbox"/> Afternoon Tea at \$880 (inc GST) Day: _____ |
| <input type="checkbox"/> Upgrade offer at and additional \$4,400 (inc GST) | <input type="checkbox"/> Networking and VIP Reception \$2,200 (inc GST) |
| <input type="checkbox"/> Silver Sponsorship at \$7,500 (inc GST) | <input type="checkbox"/> Exclusive Catering Sponsor at \$6,600 (inc GST) |
| <input type="checkbox"/> Bronze Sponsorship at \$4,300 (inc GST) | |

REGISTRATION

I would like to purchase the following additional registrations:*

- 20% Discount on Full Delegate @ **\$234.60** (inclusive of day catering, Networking and VIP Reception, AFIA Awards Reception and access to the FURNITEX Expo)
- Full Delegate @ **\$293.25** (inclusive of day catering, Networking and VIP Reception, AFIA Awards Reception and access to the FURNITEX Expo)
- Thursday Only @ **\$190.35** (inclusive of day catering and Networking and VIP Reception)
- Friday Only @ **\$190.35** (inclusive of day catering and Networking and VIP Reception)

PAYMENT SUMMARY

SPONSORSHIP TOTAL \$ _____
 ADDITIONAL REGISTRATIONS \$ _____
 TOTAL AMOUNT TO BE INVOICED (inc GST) \$ _____

CONDITIONS

I/we accept the terms and conditions of undertaking sponsorship of FURNISHING futures 2016.

Name: _____
 Signature: _____ Date: _____

PAYMENT DETAILS

- I enclose a cheque payable to FURNISHING Futures 2016
- I wish to pay by Electronic Funds Transfer. Bank details will be provided on your invoice.
- I wish to pay by credit card and hereby authorise Conference Logistics to charge the amount of \$_____ to my credit card.

Credit card number: _____ Mastercard Visa
 Name on credit card: _____ Expiry date: _____
 Signed: _____ Date: _____

Please return the completed form to samantha@conlog.com.au