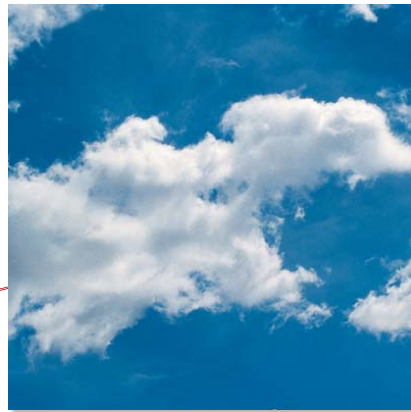




FORESTRY: A CLIMATE OF CHANGE



## Sponsorship Proposal



THE INSTITUTE OF FORESTERS OF AUSTRALIA 2009 CONFERENCE



6 - 10 September 2009 • Caloundra, Queensland, Australia



*"be at the forefront of the climate of change"*

### Message from the National President of the IFA

The IFA will host the next Institute of Foresters of Australia Conference in 2009. The Conference will be held at The Events Centre, Caloundra, Queensland, Australia from 6th - 10th September, 2009.

With at least 350 delegates expected from throughout Australia and the Asia-Pacific region, this conference provides an excellent opportunity for companies and organisations to promote their activities and demonstrate their support for the forestry profession.

The exciting and topical theme chosen for the Conference is '*Forestry: a climate of change*'.

The worldwide groundswell of public awareness that climate change is arguably the main issue facing the sustainability of life on earth has been rapid. In Australia, it became one of the major policy differences that influenced the desire for political change. Australian governments at all levels are increasingly focused on achieving large reductions in greenhouse emissions and, as a developed country of the Pacific Region, Australia is committed to assisting developing countries with the impacts of climate change.

In an environment that is moving rapidly to address previous inaction, the need for rigorous policy development by foresters and forest-based industries is critical to shaping public and government perception and action. We must provide for sustainable livelihoods from forests, and a rational inclusion of trees and forest products in carbon accounting and emissions trading schemes. We must also recognise how best to adapt forests to climate change and seize the opportunities that forestry can provide locally, nationally and internationally to mitigate the effects of global warming.

I encourage you to show your support for the Institute of Foresters of Australia by sponsoring the IFA 2009 Conference, and by taking advantage of this unique opportunity to be at the forefront of the climate of change sweeping through Australia's forests and forest-based industries.

**Dr Peter Volker**  
National President IFA RPF  
Institute of Foresters of Australia



*“reach the largest gathering of foresters”*



## Why sponsor the IFA Conference?

Australia’s forests and forest based industries are key sectors of the Australian economy with forest products being a major sector of international trade in the Pacific Rim. This is your opportunity to be associated with forestry and related industries at a time when these industries and their associated products are increasingly being talked about in terms of the positive contributions they can make to the mitigation of climate change.

- Conference sponsorship offers a rare opportunity to promote your company/organisation to the largest gathering of professional foresters in Australia that will occur in the next four years.
- Advertising prominence to foresters and their respective organisations over a concentrated 4 day Conference, with pre-Conference publicity via national newsletter, email bulletins and websites.
- Advertising prominence at Caloundra, a premier tourist and conference destination on Queensland’s Sunshine Coast located within one of Australia’s largest and most diverse forestry regions.
- An opportunity to learn about the latest developments in Australian forestry.
- With a tightening supply of foresters, exposure at the Conference will significantly increase the opportunity for you to attract to your company/organisation the best and the brightest in the profession.
- An opportunity to network with foresters and allied professionals at the Conference and on field trips.

## Program themes

Forestry: a climate of change...

- Climate change impacts and adaptation challenges for forestry
- Climate change mitigation opportunities for forestry and forest-based industries
- The changing roles of forests
- Reshaping the forestry agenda
- Promoting innovation in forest management and processing



### Potential delegates

- Softwood and hardwood plantation managers
- Native forest managers
- Forest owners and forest investment managers
- Climate modellers
- Forestry specialists, including silviculture, fire, wildlife, ecology, recreation, environmental services
- Forestry contractors
- Marketers, industry managers, product developers
- Researchers
- Educators and trainers
- Government policy makers

### Program overview

- |                             |  |
|-----------------------------|--|
| Sunday 6 September, 2009    | - Exhibitor Set-up<br>- Delegate Registration<br>- Welcome Reception   |
| Monday 7 September, 2009    | - Delegate Registration<br>- Opening Ceremony<br>- Conference Sessions<br>- Exhibition   |
| Tuesday 8 September, 2009   | - Delegate Registration<br>- Conference Sessions<br>- Exhibition<br>- IFA President's Sponsor Thank you Function<br>- Exhibitor 'bump out' |
| Wednesday 9 September, 2009 | - Conference Field Day<br>- Conference Dinner  |
| Thursday 10 September, 2009 | - Delegate Registration<br>- Conference Sessions<br>- Poster Session<br>- Closing Ceremony   |

### Sponsorship packages

#### Platinum sponsor \$20,000 (\$AUD)

A unique opportunity to be the principal sponsor at this Conference

- Recognition as Platinum sponsor on all printed Conference documents, including Registration Brochure and Conference Program.
- Acknowledgement as Platinum sponsor throughout the Conference.
- Exclusive signage rights in main Conference room during Conference sessions and signage rights in auxiliary rooms.
- Exhibition space at Platinum level in Conference common area (also see note on “exhibition space” and “Sponsorship conditions”).
- Joint signage rights with Gold sponsors at Registration.
- Joint signage rights with Gold sponsors (and one other) at Conference Dinner.
- Company logo on name tags, satchels (with one other), cover of Conference Program, audio visual display acknowledgements, and within Conference Program.
- Three complimentary Conference registrations, including passes to Welcome Reception, Conference Dinner and IFA President’s Sponsor Thank you Function.
- Two complimentary trade/exhibitor registrations.
- Complimentary full-page advertising space (one colour) in Conference Program (artwork to be supplied by company).
- Complimentary brochure for insertion in delegate satchels (four pages maximum supplied by company).
- Full delegate list, with address, phone and email (subject to permission of delegate).
- Pre-Conference publicity: *The Forester* IFA national newsletter - one page in three issues and logos in Conference publicity, announcement of sponsorship in national email bulletin, and company logo on IFA website with links to company website.

#### Gold sponsor \$10,000 (\$AUD)

A special opportunity to be one of four major sponsors at this Conference

- Recognition as Gold sponsor on all printed Conference documents, including Registration Brochure and Conference Program.
- Acknowledgement as Gold sponsor throughout the Conference.
- Signage rights in auxiliary rooms along with Platinum sponsor.
- Exhibition space at Gold level in Conference common area (also see note on “exhibition space” and “Sponsorship conditions”).
- Joint signage rights with Platinum sponsor at Registration.
- Joint signage rights with Platinum sponsor (and one other) at Conference Dinner.
- Company logo on audio visual display acknowledgements and within Conference Program.
- Two complimentary Conference registrations, including passes to Welcome Reception, Conference Dinner and IFA President’s Sponsor Thank you Function.
- Two complimentary trade/exhibitor registrations.
- Complimentary half-page advertising space (one colour) in Conference Program (artwork to be supplied by company).
- Complimentary brochure for insertion in delegate satchels (four pages maximum supplied by company).
- Full delegate list, with address, phone and email (subject to permission of delegate).
- Pre-Conference publicity: logos in Conference publicity in *The Forester* IFA national newsletter, announcement of sponsorship in national email bulletin and company logo on IFA website with links to company website.

### **Silver sponsor \$5,000 (\$AUD)**

Ten valuable opportunities to be recognised as a special sponsor at this Conference

- Recognition as Silver sponsor on all printed Conference documents, including Registration Brochure and Conference Program.
- Acknowledgement as Silver sponsor throughout the conference.
- Exhibition space at Silver level in Conference common area (also see note on “exhibition space” and “Sponsorship conditions”).
- Company logo on audio visual display acknowledgements and within Conference Program.
- One complimentary Conference registration, including pass to Welcome Reception, Conference Dinner and IFA President’s Sponsor Thank you Function.
- One complimentary trade/exhibitor registration.
- Complimentary brochure for insertion in delegate satchels (four pages maximum supplied by company).
- Full delegate list, with address, phone and email (subject to permission of delegate).
- Pre-Conference publicity: logos in Conference publicity in *The Forester* IFA national newsletter and company logo on IFA website with links to company website.

### **Naming rights on conference satchel \$5,000 (\$AUD)**

- A unique opportunity to have your company name and logo, along with that of the Platinum sponsor, on the Conference satchel, which attendees will use during the Conference and for many years after. Also acknowledgement in the Conference Program and listing on the IFA website.
- One complimentary pass to Welcome Reception, Conference Dinner and IFA President’s Sponsor Thank you Function.

### **Conference dinner sponsor \$5,000 (\$AUD)**

- A prestigious opportunity to have your name recognised at the Conference with signage in the Conference Dinner room, along with Platinum and Gold sponsors, and special acknowledgement during the Conference Dinner. Also acknowledgement in the Conference Program and listing on the IFA website.
- Two complimentary passes to Conference Dinner and one complimentary pass to IFA President’s Sponsor Thank you Function.

### **Sponsorship of lunches and tea breaks on a Conference day \$2,500 (\$AUD)**

- Sponsors have signage and acknowledgement at lunch, morning and afternoon teas in the luncheon and tea break areas, for a single Conference day. Also acknowledgement in the Conference Program and listing on the IFA website. There are three Conference days so there are three opportunities.
- One complimentary pass to IFA President’s Sponsor Thank you Function.

### **Field trip sponsor \$1,000 (\$AUD)**

- An excellent opportunity to show your support for the Conference, through signage and handout material on one field trip. Four field trips are planned so there are four opportunities to sponsor. If any additional trips occur there will be additional opportunities. Also acknowledgement in the Conference Program.
- One complimentary pass to IFA President’s Sponsor Thank you Function.

### **Exhibition space at the Conference \$1,500 (\$AUD)**

- Company information and products may be exhibited in the common area at the Conference where delegates will browse and take refreshments at the Welcome Reception and during all refreshment breaks between sessions on the first two days of the conference. Company representatives may attend their areas. Limited to five sponsors, in addition to Platinum, Gold and Silver sponsors. After final allocations are made, if additional space is available more exhibitor sponsors may be accepted. Details on the size, location and type of static display for Platinum, Gold and Silver sponsorship levels and other static display sponsorships, will be developed in consultation with sponsors. Higher levels of sponsorship will have opportunities for a larger area and priority for location. Also acknowledgement in the Conference Program. See also "Sponsorship conditions".
- One complimentary trade/exhibitor registration.
- One complimentary pass to IFA President's Sponsor Thank you Function.

### **Half-page advertisement in Conference Program \$600 (\$AUD)**

- The Conference Program, including presentation papers and poster abstracts, is distributed to all attendees and referred to during and after the Conference. Five sponsorship opportunities are available.
- One complimentary pass to IFA President's Sponsor Thank you Function.

### **Satchel insert of company information \$500 (\$AUD)**

- Complimentary brochure for insertion in delegate satchels. Four pages maximum supplied by company. Four sponsorship opportunities are available in addition to Platinum, Gold and Silver sponsors.
- One complimentary pass to IFA President's Sponsor Thank you Function.

### **Additional sponsors**

- Additional sponsorship package opportunities may be negotiated in relation to the Welcome Reception, Opening/Closing Ceremonies and Poster Session, consistent with the signage and acknowledgement rights and benefits already provided for under Platinum, Gold and Silver sponsorship packages.
- Specific sponsorship opportunities may be negotiated for the donation of speaker gifts.

***Please note that all sponsorship amounts listed are in \$AUD, are inclusive of GST and are required to be paid in \$AUD.***

## Contact details

For further information, or to arrange sponsorship, please contact our Conference Manager:

Shanna Sheldrick  
All Occasions Management  
41 Anderson St, THEBARTON SA 5031  
Phone : +61 8 8354 2285  
Fax : +61 8 8354 1456  
Email: [shanna@aomevents.com](mailto:shanna@aomevents.com)

### Sponsorship conditions

**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.

**Responsibility:** The Conference Organising Committee, Conference Manager and The Events 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.

**Application and payment:** Complete the Application Form and return it together with a deposit of 50% of total payment due. On receipt of the form and payment, confirmation will be sent with a tax invoice for the remaining sponsorship amount. Final payment of the remaining 50% is due by 7 August 2009 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.

**Exceptional circumstances:** The Sponsorship Manager 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 Conference. The Sponsorship Manager will use reasonable endeavours to remedy the impact of exceptional circumstances.

**Cancellation policy:** In the case of your cancellation of sponsorship, notification in writing should be sent to the Conference Manager. Unless that particular area of sponsorship is resold, the Sponsorship Manager reserves the right to retain deposit monies received.

**Acceptance and allocation:** The Sponsorship Manager 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 Sponsorship Manager, whose decision will be final.

**Detailed requirements:** The Sponsorship Manager’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.

**Exhibition space sponsorships:** All sponsors taking up exhibitions space sponsorships will be required to:

- Acknowledge that the Conference Organising Committee, Conference Manager and The Events 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.
- Cover their public risk liability in respect of the site by an appropriate insurance policy for a minimum cover of one million dollars (\$AUD 1 million).
- Recognise that sound amplification will only be permitted as long as it causes no annoyance to neighbouring exhibitors or Conference attendees. The Sponsorship Manager will be the sole judge as to whether there is an annoyance.

**IFA 2009 Conference - summary of sponsorship entitlements**

Sponsor Packages										
	Platinum	Gold	Silver	Satchel	Dinner	Lunch & Tea Breaks	Field Trips	Exhibition Space	Half-page Ad	Satchel Insert
<b>Sponsor Entitlements</b> <i>To be read in conjunction with Sponsorship Packages and Sponsorship Conditions set out on pages 5-8 of Sponsorship Proposal</i>										
<b>Package level:</b>										
Sponsorship package amount (including GST)	\$20,000	\$10,000	\$5,000	\$5,000	\$5,000	\$2,500	\$1,000	\$1,500	\$600	\$500
Number of packages available	1	4	10	1	1	3	4+	5+	5	4
<b>Package Entitlements:</b>										
Exclusive signage in main Conference room	√									
One page in three issues of <i>The Forester</i> IFA newsletter	√									
Full-page advertisement in Conference Program	√									
Announcement of sponsorship in national email bulletin	√	√								
Signage in auxiliary rooms	√	√								
Signage at Registration	√	√								
Signage at Conference Dinner	√	√		√	√					
Acknowledgement throughout the Conference	√	√	√							
Recognition on all printed Conference documents	√	√	√							
Delegate list, with address, phone and email	√	√	√							
Exhibition space in Conference common area	√	√	√					√		
Satchel brochure insert	√	√	√							√
Acknowledgement in Conference Program	√	√	√	√	√	√	√	√		
Listing on IFA website	√	√	√	√	√	√				
Half-page advertisement in Conference Program		√							√	
Special acknowledgement at Conference Dinner					√					
Signage/acknowledgement in lunch/tea-break area						√				
Signage and handout material on one field trip							√			
<b>Company logo:</b>										
• on delegate name tags	√									
• on cover of Conference Program	√									
• on delegate satchels	√									√
• on IFA website with link to company website	√	√	√							
• in Conference publicity in <i>The Forester</i> IFA newsletter	√	√	√							
• within Conference Program	√	√	√							
• on audio visual display acknowledgements	√	√	√							
<b>Complimentary:</b>										
• Registration (for all sessions, lunches/teas, field trips etc)	3	2	1							
• Welcome Reception	3	2	1	1						
• Conference Dinner	3	2	1	1	2					
• Trade/exhibitor registration	2	2	1	1				1		
• IFA President's Sponsor Thank you Function	3	2	1	1	1	1	1	1	1	1

**Sponsorship application form**

Tax Invoice to be issued by The Institute of Foresters of Australia

ABN 48 083 197 586

**Sponsors details**

Title (e.g. Mr/Mrs/Miss/Ms/Dr) .....

Given name .....

Surname .....

Position .....

Organisation .....

ABN .....

Postal address .....

City/town/suburb .....

State ..... Postcode .....

Country .....

Phone ..... Fax .....

Mobile .....

Email .....

**Level of sponsorship** (please mark with X)

- Platinum Conference Sponsor
- Gold Conference Sponsor
- Silver Conference Sponsor
- Conference Dinner Sponsor
- Satchel Naming Rights Sponsor
- Lunch & Morning / Afternoon teas Sponsor
- Field Trip Sponsor
- Exhibition Space
- Insert to Satchels
- Full Page Advertisement in Conference program
- Half Page Advertisement in Conference program
- Other Packages .....

For which date/s (if applicable) .....

Any special requirements? .....

**Payment details**

Full sponsorship investment amount: \$AUD .....

Deposit amount (50% of total): \$AUD .....

**Payment options** (please mark with X)

- Cheque  
Make cheques payable to "All Occasions Management - IFA"
- Electronic Funds Transfer  
Commonwealth Bank, Hindmarsh, SA  
BSB 065-112 Account Number 1012 2078

**Sponsorship agreement**

I/we agree with the Sponsorship Conditions of the Sponsorship Package.

Signature ..... Date .....

Please return this form with your deposit to:

**IFA 2009 Conference**  
All Occasions Management  
41 Anderson St  
THEBARTON SA 5031  
Fax: +61 8 8354 1456