



greening

career
development



CAREER DEVELOPMENT
ASSOCIATION OF AUSTRALIA

Sponsorship and Exhibition Brochure

National Career Conference, Adelaide Hilton 7-9 April 2010

An Invitation to Sponsor

You are invited to partner with CDAA in Australia's premier national career development conference to be held in April 2010 in Adelaide, with the theme Greening Career Development.

This highly relevant and topical theme will bring together over 500 delegates and showcase the latest developments in careers practice, research and policy. Leading Australian and International practitioners will lead discussions and challenge participants to consider the new demands and opportunities for students, career changers and organisations looking to develop their workforce capacity in the context of major environmental and economic change.

Delegates to the CDAA national conference are drawn from a diverse range of backgrounds including career and enterprise educators, training organisations, private practitioners, human resource practitioners, industry leaders, small and large business, policy makers, planners and TAFE and university academics.

As a sponsor, you will have an opportunity to showcase your business and products to these groups. Sponsorship and advertising opportunities will allow you to reach out to delegates through the conference programme, exhibit space and signage, and the face to face interaction that our sponsors have found so valuable in the past. Additionally, you will gain exposure to thousands of business and industry leaders and the wider community of career practitioners through our pre-conference advertising and publicity campaign. The following packages have been developed to appeal to a wide variety of marketing objectives and can be tailored to meet particular needs.

A feature of the conference is the Trade Exhibition. Lunch each day, along with all catered breaks, are hosted in the exhibition area to maximise the exposure of delegates to exhibitors. This will provide sponsors and other organisations an excellent opportunity to promote their services and products to delegates and other invited guests.

The conference programme includes three full days of presentations together with a welcome reception for all delegates before the conference and a Gala Conference dinner.

The Conference offers opportunity for:

- Sponsorship - a range of flexible and attractive sponsorship opportunities are detailed in this package.
- High-level business contacts - it's where your customers are. Get your message out to more than 500 people who are expected to attend the conference.
- Business reputation enhancement - increase your brand awareness. The CDAA Conference is the perfect platform for profile building and broadening customer base.
- Broadening partnerships and resources - reach buyers and prospects. Conference participants are high-level decision makers involved in purchasing products and services.
- Network opportunities - conference sponsorship provides you with an opportunity to establish business relationships and increase your sales by meeting potential customers face-to-face.
- Worthwhile investment - cost-effective sponsoring ensures good value for your financial investment. Sponsoring the conference can cost less than a one-page advertisement in a trade magazine or major newspaper.
- Social events - In addition to the abovementioned sponsoring items we can offer sponsoring opportunities during a social event. Different forms of sponsoring (eg. logo on table napkins, show cards with logo) are to be determined individually upon consultation.

I warmly invite you to be part of CDAA 2010 – Greening Career Development.

Carole Brown, National President
Career Development Association of Australia Inc



EMPLOYER OF THE YEAR AWARD

The CDAA 'Employer of the Year Award' endorsement is in recognition of an organisation's commitment to implementing Career Development Initiatives in the Workplace. Current research shows that when organisations introduce Career Development initiatives within the workplace they:

- Facilitate higher productivity and profitability
- Entice higher quality applicants to advertised positions
- Contribute to lower levels of staff turnover
- Reduce staff absences due to ill health
- Produce higher levels of customer satisfaction and customer
- Enjoy loyalty through enhanced client relationships
- Foster greater creativity and innovation.

About The Endorsement

The CDAA 'Employer of the Year Award' endorsement recognises Australian organisations that have implemented comprehensive career development strategies within the workplace. The endorsement is valid for a two-year period and the organization can use the 'Employer of the Year Award' (CDAA Endorsed) logo and unique number as part of their recruiting literature and other organisational documentation. It is envisaged that the benefits of the endorsement will enhance the business profile of nominated companies or organisations in the community through extensive media coverage, which includes links to the CDAA website; coverage in the Australian Career Practitioner (ACP) Journal and fortnightly CDAA National Ezine; acknowledgment at the National CDAA Career Conference and CDAA Media releases.

Categories

There will be three award categories:

Category A: National Industry Bodies, Corporate or Government Departments

Category B: Small Business

Category C: Education/Training Organisations, Schools and Voluntary/not for profit organisations.

This award will be made each year to the most deserving applicant from the pool of successful CDAA 'Employer of the Year Award' applications. Each state will be represented. A company representative will be provided with one complimentary conference registration to attend the CDAA Annual Conference where the winner will be announced at the Conference Dinner. For complete assessment criteria, please access the website: <http://www.cdaa.org.au>

'The 2009 'CDAA Career Development Best Practice Award' will be announced and presented to the winner at the 2010 Annual Conference Dinner to be held at the Adelaide Hilton Hotel.

Nominations

Nominations must be made using the nomination form or copies of it, available from the website <http://www.cdaa.org.au>. For further information, please FREECALL 1800 222 390 or email cdaa@ozemail.com.au. The nomination form can also be downloaded from the CDAA Internet website at <http://www.cdaa.org.au>

Why Sponsor?

Participation in the CDAA National Career Conference will provide sponsors with:

- Acknowledgment as an organisation that supports excellence and innovation in the careers industry
- Excellent networking opportunities
- The opportunity to profile your organisation and enhance your brand
- Direct access to your target market
- Promotion in the Conference marketing material with a prominent presence in the Conference Program.

The CDAA National Career Conference is always a high profile event. A number of high profile sponsors have already indicated support for the Conference and the Conference itself has already generated interest across Australia and internationally.

Who Will Attend

Business/Industry

- Business leaders
- Rehabilitation sector and Private Practice Career Development Practitioners
- Human Resource managers and graduate recruitment managers
- Industry engaged in student workplace learning
- Managers from professional associations, recruitment organisations and employer groups
- Industry learning and development managers

Higher and Vocational Education

- Senior academics, leaders and managers involved in education development
- Curriculum developers, leaders, professors, lecturers, senior educators, teachers
- Work placement administrators, marketing and business development officers
- Students

Community

- Community leaders, representatives and advocates with an interest in career development, education and employment pathways
- Professional bodies working in career development
- Government employers, managers and policy officers

SPONSORSHIP PACKAGES AVAILABLE (All prices quoted in \$AUD and include GST)

- PLATINUM SPONSOR — this package is available for \$35,000
- DIAMOND SPONSOR — package to be negotiated
- GOLD SPONSOR — this package is available for \$20,000
- SILVER SPONSOR — this package is available for \$15,000
- BRONZE SPONSOR — this package is available for \$10,000
- CORPORATE SPONSOR — this package is available for \$6,000
- SPECIAL EVENT SPONSOR — packages available for various amounts
- TRADE EXHIBITOR — this package is available for \$1520

What is included in the Sponsorship Packages

PLATINUM SPONSOR — \$35,000 (incl. GST)

Organisation Acknowledgement

Your organisation will receive acknowledgement in the lead up to and during the Conference. This includes the following:

- Verbal acknowledgement as the Platinum Sponsor at the official opening and closing of the Conference
- Corporate logo on the Conference website with hotlink to Corporate website for 12 months
- Full page colour advertisement in the conference program
- Corporate logo to be promoted in other Conference publications in a sponsorship block including the conference daily journal (subject to confirmation of sponsorship prior to publication)
- Quarter page advertisement in four editions of the Association's National Magazine
- Corporate logo printed on Conference satchels
- Opportunity to host/participate in a relevant session or event
- Corporate logo and write-up (150 words) in the Conference program brochure
- Placement of Corporate banner in Conference foyer
- Corporate logo on PowerPoint title slide displayed in the Plenary room.

Complimentary Registration

This sponsorship package entitles you to:

- Four complimentary Conference registrations, including attendance at Conference sessions, lunches, morning and afternoon teas, the Welcome Reception, and other social functions as included in the registration package
- Premier seating at the VIP tables at social functions.

Exhibition Space

Your organisation is entitled to:

- One complimentary exhibition booth (approx 3m x 2m space) in the Trade Exhibition (equipment hire extra)
- Discounted rate for additional representatives (other than the four official Conference attendees) to attend.

Promotional Material

- Marketing material distributed with Conference registration pack

GOLD SPONSOR — \$20,000 (incl. GST)

Organisation Acknowledgement

Your organisation will receive acknowledgement in the lead up to and during the Conference. This includes the following:

- Corporate logo on the Conference website with hotlink to Corporate website for 12 months
- Opportunity to host/participate in a relevant session or event
- Full page colour advertisement in the conference program
- Corporate logo and write-up (100 words) in the Conference program brochure
- Corporate logo to be promoted in other Conference publications in a sponsorship block including the conference daily journal (subject to confirmation of sponsorship prior to publication)
- Placement of Corporate banner in Conference foyer
- Corporate logo on PowerPoint title slide displayed in the Plenary room.

Complimentary Registration

This sponsorship package entitles you to:

- Three complimentary Conference registrations, including attendance at all Conference sessions, lunches, morning and afternoon teas, the Welcome Reception and other social functions as included in the registration package
- Premier seating at the VIP tables at social functions.

Exhibition Space

Your organisation is entitled to:

- One complimentary exhibition booth (3 x 2) in the Trade Exhibition (equipment hire extra)
- Discounted rates for additional representatives (other than the three official Conference attendees) to attend.

Promotional Material

- Marketing material distributed with Conference registration pack (maximum of five pages).

DIAMOND SPONSOR — \$22,000 and above

To be negotiated

SILVER SPONSOR — \$15,000 (GST Incl.)

Organisation Acknowledgement

Your organisation will receive acknowledgement in the lead up to and during the Conference. This includes the following:

- Corporate logo on the Conference website with hotlink to Corporate website
- Half page colour advertisement in the conference program
- Corporate logo and write-up (80 words) in the Conference program brochure
- Corporate logo to be promoted in other Conference publications in a sponsorship block including the conference daily journal (subject to confirmation of sponsorship prior to publication)
- Placement of Corporate banner in Conference foyer
- Corporate logo on PowerPoint title slide displayed in the Plenary room.

Complimentary Registration

This sponsorship package entitles you to:

- Two complimentary Conference registrations, including attendance at all Conference sessions, lunches, morning and afternoon teas, the Welcome Reception and other social functions as included in the registration package
- Premier seating at the VIP tables at social functions.

Exhibition Space

Your organisation is entitled to:

- Booth space in the Trade Exhibit (3 x 2) in prime position (equipment hire extra)
- Discounted rates for additional representatives (other than the two official Conference attendees) to attend.

Promotional Material

- Marketing material distributed with Conference registration pack (maximum of five pages).

BRONZE SPONSOR — \$10,000 (Incl. GST)

Organisation Acknowledgement

Your organisation will receive acknowledgement in the lead up to and during the Conference. This includes the following:

- Corporate logo on the Conference website with hotlink to Corporate website
- Quarter page colour advertisement in the conference program
- Paragraph about the organisation (50 words) in the Conference program brochure
- Corporate logo to be promoted in other Conference publications in a sponsorship block (subject to confirmation of sponsorship prior to publication).

Exhibition Space

Your organisation is entitled to:

- Booth space in the Trade Exhibit (3 x 2) in prime position (equipment hire extra)
- Discounted rates for additional representatives (other than the two official Conference attendees) to attend.

Complimentary Registration

This sponsorship package entitles you to:

- Two complimentary Conference registrations, including attendance at all Conference sessions, lunches, morning and afternoon teas, the Welcome Reception and social functions as included within the registration package.

Promotional Material

- Marketing material distributed with Conference registration pack (maximum of two pages).

CORPORATE SPONSOR - \$6,600 (GST Incl.)

Organisation Acknowledgement

Your organisation will receive acknowledgement in the lead up to and during the Conference. This includes the following:

- Corporate logo on the Conference website with hotlink to Corporate website
- Quarter page colour advertisement in the conference program
- Paragraph about the organisation (25 words) in the Conference program brochure
- Corporate logo to be promoted in other Conference publications in a sponsorship block (subject to confirmation of sponsorship prior to publication).

Complimentary Registration

This sponsorship package entitles you to:

- One complimentary Conference registration, including attendance at all Conference sessions, lunches, morning and afternoon teas, the Welcome Reception and social functions as included within the registration package.

Exhibition Space

Your organisation is entitled to:

- Booth space in the Trade Exhibit (3 x 2) in prime position (equipment hire extra)
- Discounted rates for additional representatives (other than the one official Conference attendee) to attend.

Promotional Material

- Marketing material distributed with Conference registration pack (One A4 page).

IN-KIND SPONSORSHIP

In-kind sponsorships might include an internet cafe or media coverage. An organisation might also consider direct sponsorship of necessary Conference items such as audio visual, transport, website, theming or entertainment to help reduce these expense line items for the Conference. We would be happy to negotiate terms to suit your organisation for an in-kind sponsorship.

OTHER OPPORTUNITIES

We would be delighted to create a sponsorship package to suit your organisation's objectives. Our aim is to ensure that sponsors and exhibitors receive maximum exposure to delegates and that your attendance and participation is beneficial to your organisation and the delegates attending. If you wish to consider an opportunity not listed, please contact the Conference Organiser or the Chair of the Organising Committee.

Conference Dinner - \$11,000 or Partial Dinner Sponsorship (Drinks only) \$5,500 (To be negotiated)

The following entitlements apply for the Conference Dinner Sponsorship:

- Four complimentary conference dinner tickets
- Opportunity for brief address by company representative at the conference dinner
- Acknowledgment of sponsorship by MC at the dinner
- Organisation name and logo featured on menu and in conference program as dinner sponsor
- Acknowledgment in all conference printed material
- Organisation name and logo on the conference website Complimentary display booth at the trade exhibition
- Organisation brochure to be inserted in all delegate satchels
- Full page colour advertisement in conference program

Welcome Reception - \$5,500

The following entitlements apply:

- One complimentary delegate registration including attendance at all social functions
- Two complimentary reception tickets
- Acknowledgment of sponsorship by MC during official welcome
- Acknowledgment in all conference printed material
- Organisation name and logo on the conference website
- Organisation banner may be displayed at welcome reception
- A three minute opportunity to address delegates
- Organisation brochure to be inserted in all delegate satchels
- Full page colour advertisement in conference program

Satchels - \$4,400

This sponsorship will entitle your organisation to have your organisation logo printed on delegate satchels along with the Platinum Sponsor. The organisation is also offered an opportunity to place an item in delegate satchels.

Sponsor a Lunch break - \$2,500

This sponsorship will entitle your organisation to have a Lunch promoted as the "organisation" lunch break with promotions in the Conference program, in early Conference promotions (including the website) and at the Conference. Organisation video may be shown in the main room at the close of the session and during the lunch break on a rotation pattern. A half page advertisement is offered in conference program and one complimentary delegate registration.

USB advertisements - \$600 (non exhibitors) \$400 (exhibitors)

Delegates will be given a reusable USB tag (sponsored by education.au) which will be uploaded with a range of advertisements and product options. To take advantage of this innovation, bookings must be made and material provided to organizers prior to 15 March 2010. Advertising on the USB tags is available to exhibitors for \$400.00 (inc GST) and to non-exhibitors for \$600.00 (inc GST). Advertisements may be in html or pdf and may be up to 1 mb in folder size.

TRADE EXHIBITION \$1520 (incl. GST)

Showcase your organisation by participating in the Trade Exhibition. This Exhibition will be conducted from 9am-5pm each day of the Conference and will provide your organisation with the opportunity to interact with Conference attendees during all catered breaks and some social functions.

A Trade Exhibitor registration provides you with:

- Shell scheme display booth (approximately 3m x 2m booth)
- Table and a chair (extra furniture may be hired at your own cost)
- Lights - two spot lights per stand
- Signage - fascia sign with organisation name
- Power - one general use power point per stand
- Your Corporate Name and logo promoted in Conference publications in a Trade Exhibitor block (subject to confirmation of trade registration prior to publication)
- Attendance of one delegate from your organisation for the duration for the trade exhibition.
- Catering of morning and afternoon teas and lunches for the duration of the Conference.
- Attendance at the Conference Dinner
- Listing in Conference program brochure (if sponsorship booking form and full payment is received prior to printing)
- Opportunity to provide marketing material for distribution in the Conference registration pack at a discounted rate noted above.
- Additional representatives can attend upon payment of a nominal fee to cover administrative and catering costs, excluding the Conference dinner (\$380 incl. GST).

Terms and Conditions

1. Acceptance of table exhibitors, trade exhibitors and satchel inserts is subject to approval by CDAA.
2. All sponsorships will only be confirmed on receipt of a signed application form. A tax invoice will be issued for all cash sponsorships.
3. CDAA reserves the right to amend the sponsorship program or tailor sponsorship packages to benefit the sponsor and/or the event. Every effort will be made to maximise sponsor benefits as well as the delegates' experience.
4. CDAA reserves the right to vary the quoted prices in accordance with any change to the legislated rate of the GST which is currently 10% and is applicable to all goods and services offered by the Conference. All prices in this document are inclusive of GST and GST will be noted in the invoice issued.
5. To secure your booking, please complete the registration form and return it together with your deposit as soon as possible.
6. CDAA reserves the right to alter these conditions if warranted due to changed circumstances and with prior notice to the exhibitor. The Conference Committee will have final determination of any display content or arrangements in so far as it may affect the overall presentation and conduct of the exhibition.
7. Payment must accompany all registrations. All applications must be accompanied by a 50% deposit. An invoice for the balance will be issued and final payment must be received by 1 April 2010.
8. The Exhibit company, CDAA and the Conference Manager (On Q Conference Support) shall be indemnified and held harmless in respect of all costs, claims, demands and expenses to which they may be subject as a result of loss, injury, damage arising to any person or equipment during the duration of the exhibition, including set up and dismantle times. Please therefore ensure that your insurance will cover your involvement in this exhibition.
9. Colour reproduction with advertisements will be as close to the specified colour as practical. Advertisements to be provided as full colour separations. Any costs incurred with colour separations in the printing of adverts to be borne by the sponsor.
10. The Exhibit company constructing the trade exhibition booths will forward a furniture catalogue on receipt of your deposit by On Q Conference Support.
11. Cancellations must be in writing and received by On Q Conference Support by 28 February 2010. 50% fee is payable if cancellation is within six months of the exhibition. Full fee is payable if less than one month's notice is given.

SPONSORSHIP APPLICATION FORM (All prices quoted in \$AUD)

I am interested in applying for sponsorship of the CDAA Conference 2010

7-9 April, Adelaide Hilton Hotel, Adelaide South Australia

Organisation _____
Contact person _____
Position _____
Address _____
_____ Postcode _____
Telephone _____ Facsimile _____
Email _____

TAX INVOICE

CDAA Inc
ABN 81 053 778 740



Sponsorship Packages Please tick your level of sponsorship (All amounts are inclusive of GST)

- Platinum Sponsor \$35,000 Diamond Sponsor Gold Sponsor \$20,000
 Silver Sponsor \$10,000 Bronze Sponsor \$5,000 Corporate Sponsor \$6,600

Other Sponsorship Opportunities:

- Conference Dinner \$11,000 Dinner Drinks \$5,500 Satchels \$4,400
 Conference Lunch \$2,500 Trade Exhibition Booth \$1520 USB advertisement _____

Please let us know what you would like to sponsor, particularly if it is in-kind or not noted above:

If you have requested an Exhibition Booth, we will be in touch to obtain the name of your representative and any "extra" representatives you may wish to attend at a discounted rate of \$380.

Payment

Enclosed is a cheque/money order for \$ _____ made out to CDAA Inc

OR

Please debit my Credit Card listed below for \$ _____

- VISA MASTERCARD DINERS AMEX
(Please note a 3% bank fee will be charged to Diners/Amex transactions)

Credit card number

Card holders name _____ Expiry date _____

Signature _____ Date _____

OR

By electronic transfer funds (EFT)

TO - Bank: Commonwealth Bank of Australia
Bank Account Number: 1006 6100
BSB: 067 102
Account Name: CDAA Inc

Please email cdaa@onqconferences.com.au or fax with a copy of the remittance advice and/or reference invoice number

Agreement:

I agree to abide by the rules and regulations of the CDAA National Career Conference 2010. 50% deposit of the total cost is included with my application for Sponsorship. I understand this deposit must be received by CDAA before Sponsorship or booking can be confirmed.

Signed: _____

Date: _____

Exhibition space will be confirmed and a tax invoice issued. All communications will be by email. We appreciate your cooperation in securing your exhibition space.

Cancellation Policy: 50% fee is payable if cancellation is within six months of the exhibition. Full fee is payable if less than one month's notice is given.

Please MAIL or FAX completed form to address below:

CDAA10
c/- On Q Conference Support
PO Box 3711
Weston Creek ACT 2611

Tel: (02) 6288 3998
Fax: (02) 6161 4719

Email:
cdaa@onqconferences.com.au



For more information please contact:
On Q Conference Support
PO Box 3711, Weston ACT 2611
Tel: + 61 (2) 6288 3998
Fax: + 61 (2) 6161 4719
Email: cdaa@onqconferences.com.au

or

CDAA National Office
PO Box 5084
Adelaide SA 5013
Tel: 1800 222 390
Fax: +61 (8) 8341 1635
Email: executiveofficer@cdaa.org.au

www.cdaa.org.au