



WCEAM
World Congress on
Engineering Asset Management

The 12th World Congress on Engineering Asset Management

Sponsorship Prospectus

2-4 August 2017
Brisbane Convention & Exhibition Centre, Australia



www.wceam.com

Sponsorship Opportunities

On behalf of the WCEAM 2017 Organising Committee, we invite you to join us as a sponsor of the 12th World Congress on Engineering Asset Management, being held at the Brisbane Convention & Exhibition Centre, Australia from the 2-4 August 2017.

The World Congress on Engineering Asset Management (www.wceam.com) is the annual meeting of the International Society of Engineering Asset Management (ISEAM, www.iseam.org). The 2017 Congress theme, *Asset Intelligence through Integration and Interoperability; from Research to Industry*, aims to bring together leading academics, industry practitioners and research scientists from around the world to:

- Advance the body of knowledge in Engineering Asset Management (EAM)
- Strengthen the link between industry, academia and research
- Promote the development and application of research
- Showcase state-of-the-art technologies

Before, during and after the event your organisation will benefit from significant exposure to an interested, relevant and influential audience. This is an excellent opportunity for your organisation to demonstrate involvement in Asset Management and promote your products and services.

Benefits of Sponsorship:

Sponsoring or exhibiting at the Congress will provide an excellent opportunity to promote your company and products and to project a high profile within engineering asset management. Early confirmation will ensure the highest level of exposure. An extensive promotional campaign including advertisements, direct mail campaigns, email broadcasts and web exposure will be implemented in the lead up to the Congress and the opportunity exists for your company to be represented as a key supporter.

- The Congress will “open doors” and facilitate networking with key decision makers
- Your representatives can network with key Congress participants to update their knowledge and understanding of your product and service offerings
- Sponsorship is the most cost effective way to reach this global audience with a comprehensive promotional campaign
- The Congress will provide the opportunity for your organisation to showcase its latest products/ services
- The Congress can also directly support your organisation’s marketing and sales efforts by offering brand positioning/image association, differentiation from competitors, target marketing, brand loyalty, and customer involvement, all of which may ultimately lead to increased sales
- Your organisation will be openly and prominently demonstrating its continued commitment to and active support of future research programs for the development of engineering asset management

The following packages are by no means limited. If you would like to negotiate a sponsorship package to meet your specific interests or requirements, or you are interested in one of the below sponsorship categories but you would like to tailor the package to better suit with your needs, please contact Ms Lauren Kerr from QUT Conferences to discuss your requirements (phone: 07 3138 9367, email: wceam@qut.edu.au).

Sponsorship Opportunities

Entitlement	Platinum	Gold AUD15,000	Silver AUD10,000	Bronze AUD5,000
Naming rights to a plenary session	1			
Naming rights to a keynote session		1		
Naming rights to a lunch session			1	
Naming rights to a concurrent session				1
Company banner at Congress Dinner	1			
Company Banner at Welcome Reception	1	1		
Logo, company profile and link to company website on WCEAM 2017 website	1	1	1	1
Sponsor logo and link to company website featured on all promotional material	1	1	1	1
Advertisement in handbook	Full page, colour, outer back cover	Full page, colour, inside handbook	Half page, colour, inside handbook	Quarter page, colour, inside handbook
6m ² exhibition booth	2	1	1	1
Logo on name badges	1			
Promotional item for satchels	2	1	1	1
Complimentary registration	8	6	4	2
Access to delegate list	1	1	1	1

Platinum Sponsor (Exclusive Opportunity)

Our Platinum Sponsor is the premier sponsor of the Congress, and will have the opportunity to work closely with the Congress Committee and organisers in the planning of their participation throughout the Congress program.

Branding Benefits

WCEAM 2017 will enable you to target delegates from around the globe, raising the profile of your brand through maximum, direct exposure to the Congress audience. The Platinum Sponsor will be acknowledged on all marketing and communication materials as the Platinum Sponsor, and as such will be positioned at the highest possible level for reader acknowledgment and viewing.

Naming Rights

Naming rights to a plenary session:

- Platinum Sponsors to be recognised as the naming rights sponsor of a plenary session at the Congress
- Verbal recognition of sponsorship at start and end of plenary presentation
- Logo to appear on all of the title slides within that sponsored session
- Company representative to chair the session (including brief company message / slide of logo during introduction)
- Opportunity to provide two free-standing banners to appear in the plenary session room for the duration of the Congress, allowing for direct exposure to the WCEAM 2017 Congress delegates (banners to be supplied by Platinum Sponsor)

Advertising and Promotional Material

- Prominent logo display, company profile and link on WCEAM 2017 website
- Platinum Sponsor logo, linked to the company's corporate home page, will appear on all WCEAM 2017 promotional email campaigns. In addition, Platinum Sponsor logo will appear on all printed and electronic promotional materials, from the time of confirmation
- Opportunity to provide one free-standing corporate banner at all social functions (banners to be supplied by Platinum Sponsor)

Congress Handbook Advertisement

The Platinum Sponsor receives a complimentary full page, full colour advertisement on the back cover of the Congress handbook (artwork to be supplied by sponsor).

Platinum Sponsor cont'd

Trade Exhibition

The Platinum Sponsor will receive a prominently positioned exhibition booth for the duration of the Congress. This includes 2 x complimentary 3m x 2m exhibition spaces (12m²), personalised fascia signage, lighting and power. The exhibition will allow your organisation to directly interact with the Congress delegates throughout the event. Catering and the poster presentations will take place in the exhibition area to ensure maximum exposure for our exhibitors.

Congress Merchandise

- The Platinum Sponsor company logo to be printed on Congress name badges (exclusive to the Platinum Sponsor)
- The Platinum Sponsor has the opportunity to provide two promotional items (e.g. brochure up to four pages or small corporate gift) to be included in the Congress satchels

Registration Entitlements

The Platinum Sponsor is entitled to 8 x complimentary Congress registrations, including attendance at the Welcome Reception, plenary Sessions and breakout sessions, Congress Dinner and Congress exhibition.

Delegate List

The Platinum Sponsor will be provided with a copy of the delegate list, supplied in accordance with Australian Privacy & Anti-Spam Legislation.

Gold Sponsor (2 Available)

AUD15,000 inc GST

Gold Sponsors are major sponsors of the Congress, and will have the opportunity to work closely with the Congress Committee and Congress organisers in the planning of their participation throughout the Congress program.

Branding Benefits

As a Gold Sponsor your brand will be exposed to the WCEAM 2017 delegates, prior to, during and after the 2017 event, through the numerous benefits listed below.

Naming Rights

Naming rights to a keynote session:

- Gold Sponsors to be recognised as the naming rights sponsor of a keynote session at the Congress (subject to Committee approval)
- Logo to appear on title slides within sponsored session
- Company representative to chair the session (including brief company message / slide of logo during introduction)
- Opportunity to provide one free-standing banner to appear in the keynote session room for the duration of the sponsored session, allowing for direct exposure to the WCEAM 2017 Congress delegates (banner to be supplied by Sponsor)

Social Events

Gold Sponsors have the opportunity to provide one free-standing corporate banner at the Welcome Reception (banner to be supplied by Sponsor)

Advertising and Promotional Material

- Logo display, company profile and link to company's corporate home page on WCEAM 2017 website
- Sponsor logo linked to the company's corporate home page will appear on all WCEAM 2017 promotional email campaigns

Congress Handbook Advertisement

Sponsor receives a complimentary full page, full colour advertisement in the Congress handbook (artwork to be supplied by Sponsor).

Gold Sponsor cont'd

Trade Exhibition

Gold Sponsors will receive a prominently positioned exhibition booth for the duration of the Congress. This includes 1 x complimentary 3m x 2m exhibition space, personalised fascia signage, lighting and power. The exhibition will allow your organisation to directly interact with the Congress delegates through the event. Catering and the poster presentations will take place in the exhibition area to ensure maximum exposure for our exhibitors.

Congress Merchandise

Gold Sponsors have the opportunity to provide one promotional item (e.g. brochure up to four pages or small corporate gift) to be included in the Congress satchels

Registration Entitlements

Gold Sponsors are entitled to 6 x complimentary Congress registrations, including attendance at the Welcome Reception, plenary sessions and breakout sessions, Congress Dinner and Congress exhibition.

Delegate List

Sponsors will be provided with a copy of the delegate list, supplied in accordance with Australian Privacy & Anti-Spam Legislation.

Silver Sponsor (3 Available)

AUD10,000 inc GST

Silver Sponsors are valued sponsors of the Congress and will receive wide exposure throughout the Congress.

Branding Benefits

As a Silver Sponsor your brand will be exposed to the WCEAM 2017 delegates, prior to, during and after the 2017 event, through the numerous benefits listed below.

Naming Rights

Naming rights to a Congress lunch session:

- Silver Sponsors to be recognised as the naming rights sponsor of a lunch session at the Congress (subject to Committee approval)
- Opportunity to provide one free-standing company banner at the sponsored lunch session (banner to be supplied by Sponsor)

Advertising and Promotional Material

- Logo display, company profile and link to the company's corporate home page on WCEAM 2017 website.
- Sponsor logo, linked to the company's corporate home page, will appear on all WCEAM 2017 promotional email campaigns

Congress Handbook Advertisement

Sponsor receives a complimentary half page, full colour advertisement in the Congress handbook (artwork to be supplied by Sponsor).

Trade Exhibition

Silver Sponsors will receive an exhibition booth for the duration of the Congress. This includes 1 x complimentary 3m x 2m exhibition space, personalised fascia signage, lighting and power. The exhibition will allow your organisation to directly interact with the Congress delegates through the event. Catering and the poster presentations will take place in the exhibition area to ensure maximum exposure for our exhibitors.

Congress Merchandise

Silver Sponsors have the opportunity to provide one promotional item (e.g. brochure up to four pages or small corporate gift) to be included in the Congress satchels.



Silver Sponsor cont'd

Registration Entitlements

Silver Sponsors are entitled to 4 x complimentary Congress registration, including attendance at the Welcome Reception, plenary sessions and breakout sessions, Congress Dinner and Congress exhibition.

Delegate List

Sponsors will be provided with a copy of the delegate list, supplied in accordance with Australian Privacy & Anti-Spam Legislation.

Bronze Sponsor (Multiple Opportunities)

AUD5,000 inc GST

Bronze Sponsors are valued sponsors of the Congress, and will receive wide exposure throughout the Congress.

Branding Benefits

As a Bronze Sponsor your brand will be exposed to the WCEAM 2017 delegates, prior to, during and after the 2017 event, through the numerous benefits listed below.

Naming Rights

Naming rights to a concurrent session:

- Bronze Sponsors to be recognised as the naming rights sponsor of a concurrent session at the Congress (subject to Committee approval)
- Opportunity to provide one free-standing company banner at the sponsored concurrent session (banner to be supplied by Sponsor)

Advertising and Promotional Material

- Logo display, company profile and link to the company's corporate home page on WCEAM 2017 Website.
- Sponsor logo, linked to the company's corporate home page, will appear on all WCEAM 2017 promotional email campaigns.

Congress Handbook Advertisement

Sponsor receives a complimentary quarter page, full colour advertisement in the Congress handbook (artwork to be supplied by Sponsor).

Trade Exhibition

Silver Sponsors will receive an exhibition booth for the duration of the Congress. This includes 1 x complimentary 3m x 2m exhibition space, personalised fascia signage, lighting and power.

Congress Merchandise

Bronze Sponsors have the opportunity to provide one promotional item (e.g. brochure up to four pages or small corporate gift) to be included in the Congress satchels

Registration Entitlements

Bronze Sponsors are entitled to 2 x complimentary Congress registration, including attendance at the Welcome Reception, plenary sessions and breakout sessions, Congress Dinner and Congress exhibition.

Delegate List

Sponsors will be provided with a copy of the delegate list, supplied in accordance with Australian Privacy & Anti-Spam Legislation.

Congress Dinner Sponsor

AUD7,000 inc GST

The Congress Dinner sponsor is a valued sponsor of the Congress, and will receive great exposure throughout the Congress.

Branding Benefits

As the Congress Dinner Sponsor your brand will be exposed to the WCEAM 2017 delegates, prior to, during and after the 2017 event, through the numerous benefits listed below.

Naming Rights

Naming rights to the Congress Dinner:

- Congress Dinner Sponsor to be recognised as the naming rights sponsor of the Congress Dinner.
- Company logo printed on all social function dinner tickets, menus etc.

Opportunity to Address Delegates

- Opportunity to present a five minute welcome presentation at the Congress Dinner

Advertising and Promotional Material

- Logo display, company profile and link to the company's corporate home page on WCEAM 2017 Website.
- Sponsor logo, linked to the company's corporate home page, will appear on all WCEAM 2017 promotional email campaigns.
- Opportunity to provide up to four free-standing banners to be displayed at the Congress Dinner.

Registration Entitlements

Congress Dinner Sponsors are entitled to 2 x complimentary Congress registrations, including attendance at the Welcome Reception, plenary sessions and breakout sessions, Congress Dinner and Congress exhibition.

Delegate List

Sponsors will be provided with a copy of the delegate list, supplied in accordance with Australian Privacy & Anti-Spam Legislation.

Welcome Reception Sponsor

AUD3,500 inc GST

The Welcome Reception sponsor is a valued sponsor of the Congress, and will receive great exposure throughout the Congress.

Branding Benefits

As the Welcome Reception Sponsor your brand will be exposed to the WCEAM 2017 delegates, prior to, during and after the 2017 event, through the numerous benefits listed below.

Naming Rights

- Welcome Reception Sponsor to be recognised as the naming rights sponsor of the Congress Welcome Reception.

Opportunity to Address Delegates

- Opportunity to present a three minute presentation at the Welcome Reception.

Advertising and Promotional Material

- Logo display, company profile and link to the company's corporate home page on WCEAM 2017 Website.
- Sponsor logo, linked to the company's corporate home page, will appear on all WCEAM 2017 promotional email campaigns
- Opportunity to provide up to four free-standing banners to be displayed at the Welcome Reception venue.

Registration Entitlements

Welcome Reception Sponsors are entitled to 1 x complimentary Congress registration, including attendance at the Welcome Reception, plenary sessions and breakout sessions, Congress Dinner and Congress exhibition.

Delegate List

Sponsors will be provided with a copy of the delegate list, supplied in accordance with Australian Privacy & Anti-Spam Legislation.

Tea Break Sponsor (Multiple Opportunities)

AUD2,000 inc GST

Tea Break Sponsors are valued sponsors of the Congress, and will receive great exposure throughout the Congress.

Branding Benefits

As a Tea Break Sponsor your brand will be exposed to the WCEAM 2017 delegates, prior to, during and after the 2017 event, through the numerous benefits listed below.

Naming Rights

Naming rights to either a morning tea or afternoon tea session:

- Tea Break Sponsors to be recognised as the naming rights sponsor of a morning or afternoon tea session at the Congress (subject to Committee approval)
- Opportunity to provide one free-standing company banner at the sponsored break (banner to be supplied by Sponsor)

Advertising and Promotional Material

- Logo display, company profile and link to the company's corporate home page on WCEAM 2017 Website.
- Sponsor logo, linked to the company's corporate home page, will appear on all WCEAM 2017 promotional email campaigns.

Registration Entitlements

Tea Break Sponsors are entitled to 1 x complimentary Congress registration, including attendance at the Welcome Reception, plenary sessions and breakout sessions, Congress Dinner and Congress exhibition.

Delegate List

Sponsors will be provided with a copy of the delegate list, supplied in accordance with Australian Privacy & Anti-Spam Legislation.

Other Opportunities

Satchel Sponsor — (One Only)

AUD5,000 inc GST

- Company name and/or logo printed on the satchel in one colour
- Opportunity to provide one promotional item (e.g. brochure up to four pages or small corporate gift) to be included in the Congress satchels
- Logo display, company profile and link on WCEAM 2017 website
- Sponsor logo linked to the company's corporate home page will appear on all WCEAM 2017 promotional email campaigns
- Sponsor logo included in sponsor list in Congress handbook
- Company listing and links on WCEAM Congress website
- 1 x complimentary Congress registration, including attendance at the Welcome Reception, plenary sessions and breakout sessions, Congress Dinner and Congress exhibition

Satchel Insert Sponsor — (Multiple Opportunities)

AUD1,000 inc GST

Opportunity to provide one promotional item (e.g. brochure up to four pages or small corporate gift) to be included in the Congress satchels

Full Page Handbook Advertisement — (Multiple Opportunities)

AUD1,500 inc GST

Advertising space is available in the Congress handbook, to promote your organisation to Congress delegates. All delegates, speakers and sponsors receive a copy of the handbook, making this an excellent way to reach your target market. Congress handbook advertisers have the opportunity to purchase 1 x full page, full colour advertisement in the Congress handbook.

Half Page Handbook Advertisement — (Multiple Opportunities)

AUD800 inc GST

Advertising space is available in the Congress handbook, to promote your organisation to Congress delegates. All delegates, speakers and sponsors receive a copy of the handbook, making this an excellent way to reach your target market. Congress handbook advertisers have the opportunity to purchase 1 x half page, full colour advertisement in the Congress handbook.



Sponsorship Agreement Form

CONTACT DETAILS

Organisation: _____

ABN: _____ Contact person: _____

Position: _____

Address: _____

Suburb: _____

State: _____ Postcode: _____

Country: _____ Telephone: _____

Email: _____

SPONSORSHIP TYPE

- | | | |
|--------------------------|---------------------------|--------------|
| <input type="checkbox"/> | Platinum Sponsor | |
| <input type="checkbox"/> | Gold Sponsor | AUD \$15,000 |
| <input type="checkbox"/> | Silver Sponsor | AUD \$10,000 |
| <input type="checkbox"/> | Bronze Sponsor | AUD \$5,000 |
| <input type="checkbox"/> | Congress Dinner Sponsor | AUD \$7,000 |
| <input type="checkbox"/> | Welcome Reception Sponsor | AUD \$3,500 |
| <input type="checkbox"/> | Tea Break Sponsor | AUD \$2,000 |
| <input type="checkbox"/> | Satchel Sponsor | AUD \$5,000 |
| <input type="checkbox"/> | Satchel Insert Sponsor | AUD \$1,000 |
| <input type="checkbox"/> | Handbook Advertisement | AUD \$1,500 |
| <input type="checkbox"/> | Handbook Advertisement | AUD \$800 |

Total _____

INFORMATION REQUIRED

To ensure you receive maximum exposure on our website, please email the following to wceam@qut.edu.au as soon as possible:

Corporate logo - EPS & high resolution JPEG

Corporate profile & company's hyperlink as per your sponsorship type.

SPONSORSHIP CONDITIONS

- Acceptance of sponsorship requirement by completion of this Sponsor Agreement Form
- Payment for sponsorship is required before any entitlements can be delivered (special arrangements can be made at the time of agreement)
- Notice of cancellation must be submitted in writing prior to 9 June 2017. A 50% cancellation fee will apply
- Cancellations received after 9 June 2017 will not be refunded

DECLARATION I have read the Sponsorship Prospectus and agree to the sponsorship conditions outlined on this form. I declare that I am authorised to make this commitment on behalf of my organisation.

Name: _____

Signature: _____

Enquiries to: Lauren Kerr, email wceam@qut.edu.au or tel +61 (0)7 3138 9367

To secure your sponsorship, please return this completed form to:

WCEAM 2017, c/- QUT Conferences, GPO Box 2434, Brisbane QLD 4001

Email: wceam@qut.edu.au