

# STRIVING for 2012 excellence

**UDIA NATIONAL CONGRESS**

6-9 March 2012 | Perth Convention & Exhibition Centre

SPONSORSHIP PROSPECTUS

The bottom section of the page features a cityscape photograph with a green tint. The image shows several tall buildings and palm trees. Overlaid on the left side is a large red triangle pointing upwards. On the right side, there is a large orange square. The text 'SPONSORSHIP PROSPECTUS' is centered over the cityscape in a white, sans-serif font.



## From the Congress Chair

It is my pleasure to offer on behalf of the Urban Development Institute of Australia and the 2012 National Congress Organising Committee the opportunity to be a part of the 2012 UDIA National Congress. As a sponsor of this significant annual event, your organisation will be promoted to a range of industry leaders and decision makers. This Congress will incorporate a global theme, attracting participants from around the world, the nation and locally in Western Australia.

Perth has a reputation for hosting great Congresses and 2012 will be no different. The theme Striving for Excellence will be behind every topic and event throughout the week. Our promise to you is a selection of high quality, informative and educational speakers in conjunction with spectacular networking and social events that showcase what Perth has to offer.

Striving for Excellence is inspired by the 2012 Olympics and the values that underpin the world's most anticipated sporting event. Development case studies from around the globe will be showcased with delegates learning about the 'best of the best' that the urban development industry has to offer on the international stage. Congress will feature events that have an international flavour providing colour and excitement at those networking opportunities. We are determined that no matter what your field of expertise within the industry, every delegate will take home some valuable lessons learned.

Congress will be held from March 6 – 9th at the Perth Convention and Exhibition Centre. This prospectus provides a range of opportunities in which to be involved and we look forward to working with you to produce an outstanding UDIA National Congress in 2012.

Warm regards

**Cameron Shephard**

Congress Chair (2012)

## UDIA Congress

UDIA is the premier industry body that brings together the urban development industry to address critical issues and advance sustainable urban development.

Each year UDIA holds a four-day National Congress where the entire development industry from across the country comes together to expand industry knowledge and enhance industry relationships.

The 2012 UDIA National Congress is hosted by the Western Australian division of the Institute and the program is being designed to provide inspiration for Congress delegates.

The 2012 UDIA National Congress Committee is assembling an outstanding cast of international and national speakers that all have one thing in common: "Striving for Excellence".

UDIA is pleased to announce a limited number of remaining sponsorship opportunities which will provide you with a unique platform to reach a high profile and specifically targeted audience.

**The property development industry directly accounts for 975,700 full time equivalents (FTEs) directly (9.1% of the workforce) and a further 749,600 FTEs (7% of the workforce) in the broader economy.**

## The Congress Sponsors

Sponsors are integral to the success of the UDIA National Congress. The Congress Sponsors are corporate leaders who enhance the quality of this premier development industry event.

The leaders of both industry and government utilise this unique sponsorship opportunity to build brand and product awareness, consolidate industry relationships and gain face-to-face interaction with the decision-makers from the development industry. Congress Sponsors report outstanding commercial results and industry recognition.

**Sponsors will receive national recognition as congress is promoted to around 10,000 UDIA members across Australia.**

## The Target Audience

UDIA National Congress brings together a large number of industry and government professionals. It will attract 600-900 delegates from around the country. The target audience will be development industry operators specialising in:

- Masterplanned communities
- Land sub-division
- Urban Renewal
- Medium density and multi level developments
- Attached and detached housing
- Commercial, retail & industrial development
- Retirement living
- Hotels, resorts and golf courses
- Affordable and accessible housing

Delegates are senior management professionals from a range of industries including:

- Developers
- Consultants
- Contractors
- Suppliers
- Property Services
- Banking and Finance
- Legal Services
- State and Local Government
- Research and Educational Bodies
- Development Industry Stakeholders
- Management from all UDIA State Divisions

**Expected Attendance at Congress 2012 is up to 900 delegates**

## Why Sponsor?

- Be associated with the most significant event of its kind in Australia
- Opportunity to effectively brand your organisation as a key industry participant at the cutting edge and in touch with future trends
- Open access to industry and government decision makers
- Ability to position your organisation as a leader & innovator in the delivery of urban environments
- Ability to demonstrate your support for a vital and progressive industry body that encourages excellence in urban development
- Increased credibility and strengthened relationships with customers & stakeholders which translates into an increase in turnover and market share

## Striving for Excellence

An introduction to the 2012 Congress program was staged at the closure of the 2011 Congress in Adelaide, ensuring that all 500+ delegates were informed early. Resoundingly delegates indicated a keenness to experience Congress in Perth.

The Congress is being promoted on [www.udiacongress.com.au](http://www.udiacongress.com.au) a high traffic website used by UDIA members nation wide.

Congress Partners, Sponsors and Exhibitors will be acknowledged on [www.udiacongress.com.au](http://www.udiacongress.com.au) and will gain exposure through a business directory listing and hyperlinks on the site.

Regular communications will be distributed via all UDIA State Divisions to all members, government offices and other related industry bodies.

UDIA Western Australia will conduct extensive PR and media management for state and national release.

### Congress Venue:

The Perth Convention & Exhibition Centre located on the banks of the Swan River only 20 minutes from the domestic airport and a short five minute walk from the city of Perth [www.pcec.com.au](http://www.pcec.com.au)

# Event format

Keynote presentations will provide delegates access to world class speakers across four days of Congress.

The program will provide an ideal platform to communicate corporate messages, demonstrate products and services and engage with your target audience.

Over half (56.6%) of all Australian private investment – equating to \$146 billion – is undertaken by the property development industry.

## Tuesday 6th March 2012

Pre-Congress Sporting and Social Activities  
Set up of Trade Exhibition  
Welcome Reception

## Wednesday 7th March 2012

Congress Opening and Plenary program  
Trade Exhibition  
Evening Social Event

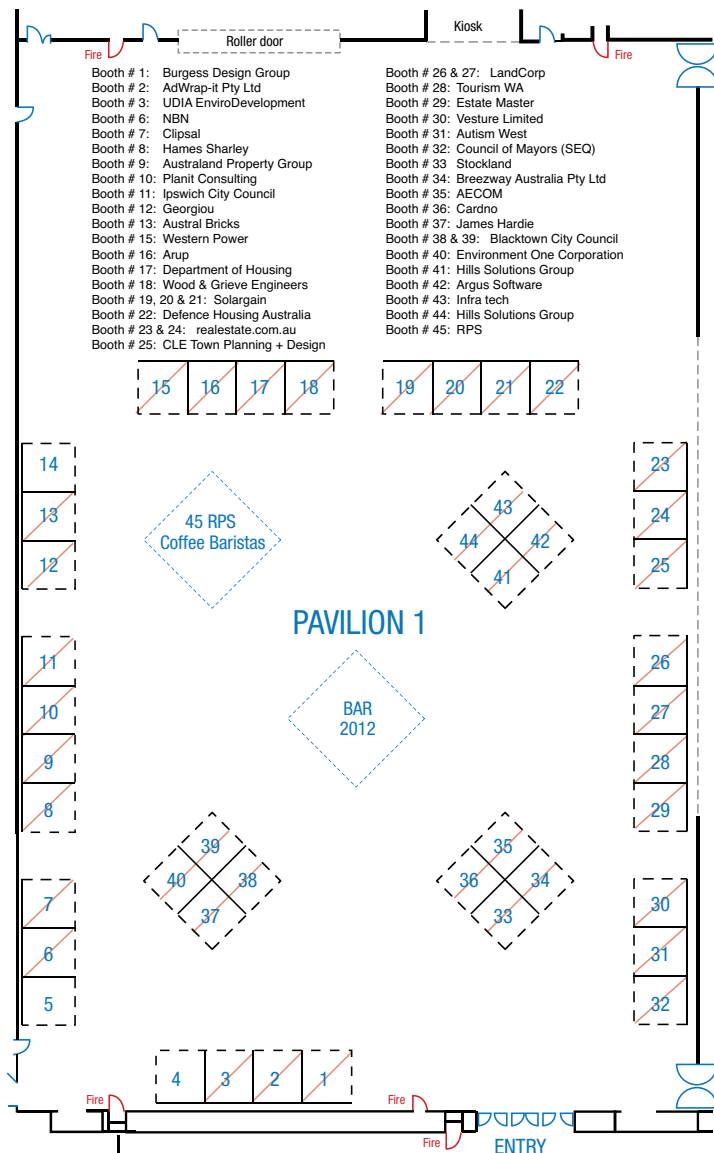
## Thursday 8th March 2012

Congress Breakfast with Guest Speaker  
Trade Exhibition  
Extensive Site Tours to Development Projects  
Free Evening

## Friday 9th March 2012

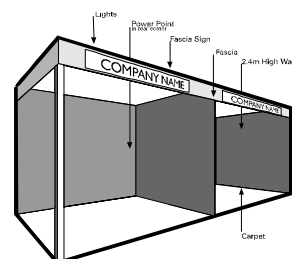
Plenary Program and Closing Session  
Trade Exhibition  
National Award Winners Presentation and Gala Dinner

# Exhibition Floor Plan



The 2012 UDIA National Congress incorporates an industry exhibition and can showcase products and services directly to a target audience of leaders and decision makers from around Australia.

The exhibition will feature 3m x 3m exhibition booths.



# Sponsorship Levels

CONGRESS PARTNER	\$50,000
PLATINUM SPONSOR	\$30,000
GOLD SPONSOR	\$15,000
SILVER SPONSOR	\$10,000
Exhibitors Only	\$5,500

Key Events & Activities being offered for the above Sponsorship levels are:

1. Tuesday Evening Welcome Party	SOLD	\$50,000	1 only
2. Wednesday Evening Social Function Joint Sponsor		\$25,000	2 only
3. Opening Keynote Speaker	SOLD	\$30,000	1 only
4. Internet Café and Business Centre		\$20,000	1 only
5. Sustainable Environment	1 AVAILABLE	\$20,000	2 only
6. Exclusive Roving Camera	SOLD	\$30,000	1 only
7. National Awards Gala Dinner Platinum Sponsor		\$30,000	1 only
8. Exclusive National Congress Breakfast	SOLD	\$15,000	1 only
9. Delegate Satchel Sponsor	SOLD	\$15,000	1 only
10. Study Tour	1 AVAILABLE	\$15,000	4 only
11. Sporting Activity		\$15,000	3 only
12. Plenary Session Sponsorship	6 AVAILABLE	\$15,000	10 only
13. Gala Dinner Awards Category Sponsor	4 AVAILABLE	\$10,000	9 only
14. Double Booth Space	1 AVAILABLE	\$10,000	4 only
15. Standard Booth Space	20 AVAILABLE	\$5,500	50 only

Prices are GST Exclusive

[Click here to view the full Sponsorship Prospectus Plan](#)

# Sponsorship Packages and Benefits

	All Amounts are GST exclusive	Number of opportunities available	Trade Booth	Exhibitor Passes	Congress Registration	Additional Welcome Reception Tickets	Additional Social Function Tickets	Website Recognition	Website Link	Logo in National Awards Book	Logo in Registration Brochure	Logo in Congress Program Book	Logo on Congress Signage in Venue	Logo on Screen	Advertisement in Congress Program Book	Acknowledgement by MC during Congress	30 Sec DVD to be shown	Speaking Opportunity	Satchel Insert	Additional Signage	Door Prize	Delegate List	Prominent Table Position	Additional
<b>CONGRESS PARTNERS</b>																								
Exclusive Welcome Reception Sponsor	\$50,000	One	3x6	2	4	2		Yes	Yes	Yes	Yes	Yes	Yes	Plenary	A4	Yes	Welcome Reception	Welcome Reception	2	Welcome Reception	Welcome Reception	Yes	Gala Dinner	
Wednesday Evening Exclusive Social Function Sponsor	\$25,000	Two	3x3	2	2	2	2	Yes	Yes	Yes	Yes	Yes	Yes	Plenary	A4	Yes	Social Function	Social Function	2	Social Function	Social Function	Yes	Gala Dinner	
<b>PLATINUM SPONSORS</b>																								
Exclusive Opening Keynote Speaker Sponsor	\$30,000	One	3x3	2	2		2	Yes	Yes	Yes	Yes	Yes	Yes	Plenary	A4	Yes	Keynote Session		2		During Congress	Yes	Gala Dinner	Exclusive audience with Keynote at appropriate time during Congress
Exclusive Naming Rights and Sponsorship of Internet Café	\$30,000	One	3x3	2	2	2	2	Yes	Yes	Yes	Yes	Yes	Yes	Plenary	A5	Yes			2		During Congress	Yes	Gala Dinner	
Roving Camera Sponsor	\$30,000	One	3x3	2	2	2	2	Yes	Yes	Yes	Yes	Yes	Yes	Plenary	A4	Yes			2		During Congress	Yes	Gala Dinner	Exclusive filming of Congress Corporate T-shirts / Attire – For camera crew at Sponsor's expense
National Awards Gala Dinner	\$30,000	One	3x3	2	2	2	[10] Gala Dinner	Yes	Yes	Yes	Yes	Yes	Yes	Gala Dinner Plenary	A4	Yes	Gala Dinner	Gala Dinner	2		Gala Dinner	Yes	Gala Dinner	
<b>GOLD SPONSORS</b>																								
Sustainable Environment Sponsor	\$20,000	Two	3x3	2	1		2	Yes	Yes	Yes	Yes	Yes	Yes			Yes			1			Yes		
Congress Satchel Sponsor	\$15,000	One	3x3	2	1		2	Yes	Yes	Yes	Yes	Yes	Yes		A4	Yes			1		During Congress	Yes		
National Congress Breakfast	\$15,000	One	3x3	2	1		2	Yes	Yes	Yes	Yes	Yes	Yes		A4	Yes			1	Congress Breakfast	Congress Breakfast	Yes		
Plenary Session Sponsor	\$15,000	Ten	3x3	2	1		2	Yes	Yes	Yes	Yes	Yes	Yes			Yes			1		During Congress	Yes		
Study Tour Sponsor	\$15,000	Four	3x3	2	1		2	Yes	Yes	Yes	Yes	Yes	Yes			Yes			1		During Congress	Yes		
Sporting Activity Sponsor	\$15,000	Three	3x3	2	1		2	Yes	Yes	Yes	Yes	Yes	Yes			Yes			1		During Congress	Yes		
Exclusive Meeting Point Sponsor	\$15,000	One	3x3	2	1		2	Yes	Yes	Yes	Yes	Yes	Yes			Yes			1	Meeting Point	During Congress	Yes		Exclusive signage plus opportunity for a staffed display booth
<b>SILVER SPONSORS</b>																								
National Gala Dinner Award Sponsor	\$10,000	Eight					(10) Gala Dinner	Yes	Yes	Book + Magazine	Yes	Yes	Yes	Gala Dinner		Yes	Gala Dinner	Present Award	1		Gala Dinner	Yes	Gala Dinner	
Exclusive Legal Partner	\$10,000	One						Yes	Yes	Yes	Yes	Yes	Yes			Yes			1		During Congress	Yes		
Refreshment Break Sponsor	\$5,000	Two						Yes	Yes	Yes	Yes	Yes	Yes			Yes			1	During Morning Tea, Lunch + Afternoon Tea (One Sponsor each day)	Yes			Corporate literature on catering stations on selected day Wait staff to wear corporate branded attire during breaks
<b>OTHER SPONSORSHIP OPPORTUNITIES</b>																								
Congress Hotel Sponsor	\$5,000	One						Yes	Yes	Yes	Yes	Yes	Yes			Yes			1			Yes		
Satchel Insert	\$1,500	Multiple																	1					
<b>ADVERTISING IN THE CONGRESS PROGRAM BOOK</b>																								
One full page full colour	\$1,500	Multiple													A4									
One half page full colour	\$1,000	Multiple													A5									
One full page mono	\$1,050	Multiple													A4									
One half page mono	\$700	Multiple													A5									
<b>TRADE EXHIBITOR</b>																								
Trade Exhibitor	\$5,500	Multiple	3x3	2				Yes	Yes										1					25 word listing in Congress Program Book



The property development industry directly accounts for 7.3% of GDP and, taking into account indirect impacts on the rest of the economy delivers an additional 6.2% of national output.

## Sponsorship Conditions

### Payment terms:

First instalment (50%) on confirmation of sponsorship  
Final instalment (50%) required by 1st February 2012

### Cancellation Policy:

If the event is cancelled by the organiser less than 12 months prior to the scheduled date, the sponsor is entitled to a 75% refund. If the event is rescheduled by the organiser, and the sponsors can reasonably demonstrate their inability to participate it will be entitled to a full refund.

In the event of sponsor or exhibitor cancellation, UDIA WA reserves the right to retain monies paid in full unless resold. Any cancellations must be advised in writing.



## Sponsorship Enquiries

Contact Angela Carman, 2012 UDIA Congress Sponsorship Manager to discuss in more detail:

### Angela Carman

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