



9-11 April 2018 /// ADELAIDE, AUSTRALIA

THEME: THE ART, SCIENCE AND BUSINESS OF GEOSPATIAL



SPONSORSHIP DOCUMENT

STAKEHOLDERS



TWO PREMIER EVENTS, ONE GREAT LOCATION

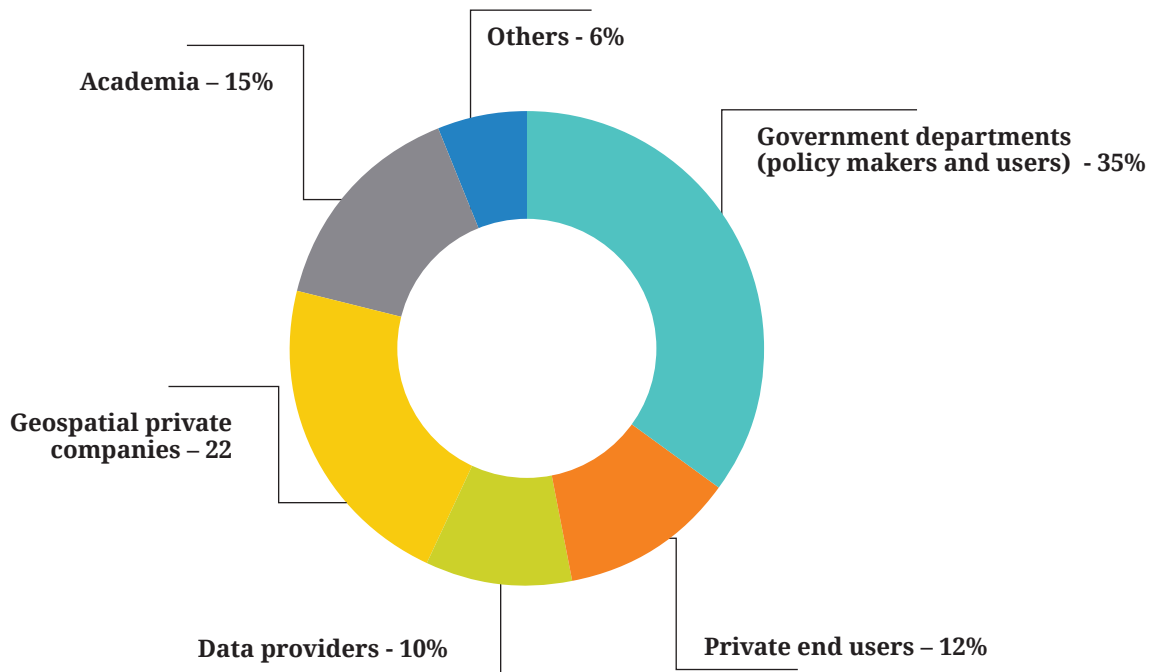
Two of the most premier spatial technology conferences of the Asia Pacific region - GeoSmart Asia and Locate, are joining hands in 2018 to create the most dynamic and powerful experience in spatial technology yet. This confluence will bring spatial technology enthusiasts from diverse sectors across Asia Pacific and globally, making it a not-to-be-missed event to consolidate your position and showcase your offerings. This captive audience will interact with your brand, meet your team and experience your products. We invite you to avail this opportunity through our various attractive sponsorship options. Choose the one most aligned with your business objectives and reach out to your target stakeholders.

GEOSMART ASIA 2018 + LOCATE'18 AT A GLANCE



*Projected participation

PARTICIPANTS' PROFILE



USER SECTORS

- Land Management & cadastre
- Urban planning & city management
- Construction & infrastructure
- Environment and natural resources
- Mineral exploration
- Utilities (water / electricity)
- Financial services
- Defence & security
- Agriculture
- Water resources
- Transportation
- ICT
- Telecom
- Governance
- Surveying & mapping
- Others

GOLD SPONSORSHIP – AUD 16,000 + GST

Brand Exposure - Pre- Conference

- Announcement as "Gold Sponsor" on the conference website and other marketing collaterals.
- Company logo on conference website, hyperlinked to the company's web homepage
- Company logo in conference brochure
- Company logo and write-up in Sponsor's page of the conference website
- Eight banner advertisements of 330 x 70 pixel size in the conference promotional e-newsletters that will be circulated to a 60,000+ global database
- Half page advertisement in conference brochure
- Press Release (one) on the sponsor's engagement with the conference to be circulated to the media

Brand Exposure: During Event

- Logo of the company shall be published in on-ground signages
- Logo of the company shall be published in plenary stage backdrop
- Opportunity to insert A4 size leaflets in the conference delegate kit. (Leaflets to be provided by the sponsor)
- Acknowledgement from the Conference Chair during the welcome and closing address as an Event Partner
- Your logo on a PowerPoint Slide display. This will be shown as guests arrive, during breaks and upon exiting all plenary and breakout sessions

Promotion through the Conference App:

- Banner advertisement that will appear multiple times a day within the Conference App in the 'Live Event Feed'
- 1 x push notification sent on your behalf to each attendee via the Conference App
- Your stand location published on the exhibition map within the Conference App
- Scan delegate lanyards to capture leads in real time
- Promote your company via the GeoSmart Asia & Locate18 'Live Feed' and offer incentives to visit your stand

Brand Exposure: Post Conference

- The Conference report will have the logo of the sponsors
- Post-conference website will feature the company logo as Sponsor, in the "Archives" section
- Your logo on event confirmation documents sent to delegates

Positioning and Showcase

- 3 Slots for company representatives to make presentations in technical sessions of the conference. The final selection of the presentation is subject to approval by the Technical Committee
- Company shall be provided 3x4 sqm exhibition space along with preference in terms of selection of booth location in the exhibition hall. However, it is expected that a decision with regard to participation in the exhibition may be made at the earliest possible

Meeting and Networking Opportunities

- The Forum will be active on social media like Facebook and Twitter, the delegates will be encouraged to be a part of it. Sponsors can utilize this platform to the best of their potential and communicate with the attendees in advance

Registrations

- 5 full registration excluding dinner & welcome reception
- 3 tickets for Welcome Reception
- 3 registrations for Gala Dinner
- 5 booth attendee passes (excluding meal coupon and literature bag)

SILVER SPONSORSHIP – AUD 13,000 + GST

Brand Exposure: Pre- Conference

- Announcement as "Silver Sponsor" on the conference website and other marketing collaterals.
- Company logo on conference website, hyperlinked to the company's web homepage
- Company logo in conference brochure
- Company logo and write-up in sponsor's page of the conference website
- 6 Banner advertisements of 330 x 70 pixels in the Conference newsletter that will be circulated to a 60,000+ global database.
- Half page Advertisement in Conference Brochure
- Press Release (one) on the sponsor's engagement with the conference to be circulated to the media

Brand Exposure: During Event

- Logo of the company shall be published in on-ground signages
- Logo of the company shall be published in plenary stage backdrop
- Acknowledgement from the Conference Chair during the welcome and closing address as an Event Partner
- Your logo on a PowerPoint Slide display. This will be shown as guests arrive, during breaks and upon exiting all plenary and breakout sessions

Brand Exposure: Post Conference

- The Conference report will have the logo of the sponsors
- Your logo on event confirmation documents sent to delegates

Positioning and Showcase

- 2 Slots for company representatives to make presentation in technical sessions of the conference. The final selection of the presentation is subject to approval by the Technical Committee
- Company shall be provided 3x3 sqm exhibition space along with preference in terms of selection of booth location in the exhibition hall. However, it is expected that a decision with regard to participation in the exhibition may be made at the earliest possible

Meeting and Networking Opportunities

- The Forum will be active on social media like Facebook and Twitter, the delegates will be encouraged to be a part of it. Sponsors can utilize this platform to the best of their potential and communicate with the attendees in advance

Registrations

- 3 full registration excluding dinner & welcome reception
- 2 tickets for Welcome Reception
- 2 tickets for Gala Dinner
- 3 booth attendee passes (excluding meal coupon and literature bag)

BRONZE SPONSORSHIP – AUD 8,000 + GST

Brand Exposure - Pre- Conference

- Announcement as "Bronze Sponsor" on the conference website and other marketing collaterals.
- Company logo on conference website, hyperlinked to the company's web homepage
- Company logo in conference brochure
- Company logo and write-up in the Sponsor's page of the conference website
- Press Release (one) on the sponsor's engagement with the conference to be circulated to the media

Brand Exposure: During Event

- Logo of the company shall be published in on-ground signages
- Logo of the company shall be published in plenary stage backdrop
- Acknowledgement from the Conference Chair during the welcome and closing address as an Event Partner
- Your logo on a PowerPoint Slide display. This will be shown as guests arrive, during breaks and upon exiting all plenary and breakout sessions

Post Conference

- The Conference report will have the logo of the sponsors
- Post-conference website will feature the company logo as Sponsor, in the "Archives" section
- Your logo on event confirmation documents sent to delegates

Positioning and Showcase

- 1 slot for company representatives to make presentation in technical session of the conference. The final selection of the presentation is subject to approval by the Technical Committee
- Company shall be provided 3x2 sqm space in exhibition hall

Meeting and Networking Opportunities

- The Forum will be active on social media like Facebook and Twitter the delegates will be encouraged to be a part of it. Sponsors can utilize this platform to the best of their potential and communicate with the attendees in advance

Registrations

- 2 full registrations excluding dinner & welcome reception
- 2 tickets for Welcome Reception
- 2 tickets for Gala Dinner
- 2 booth attendee passes (excluding meal coupon and literature bag)

OTHER SPONSORSHIP CATEGORIES

■ LOCATE CENTRAL (1 AVAILABLE): \$25,000 + GST

Locate Central is the location for the Welcome Function, Asia Pacific Spatial Excellence Awards Pre-Dinner Drinks and the central meeting point for delegates during the expo.

Exhibition Display

- Naming rights; imagine 'Your Company Name Central' on conference programs, signage and event booklets
- A 9m x 11m Lounge Area in the middle of the exhibition floor with your logo, branding and furniture in your corporate colours
- An additional 6m x 3m exhibition display in a premium position
- VIP drinks will be held in 'Your Company Name Central' within the Geo-Smart Asia & Locate18 Expo
- Welcome Function and Pre-Dinner Drinks are held in the Central Hub within the GeoSmart Asia & Locate18 Expo
- Your team can place your brochures and information on tables within your central hub
- 4 x Company banners placed on the floor within Locate Central
- Exhibitor lunches on the days during the event

Brand Exposure: Pre-Conference

Listed as a Major Event Partner on all event marketing material including:

- Your logo, website link and contact details on the conference website
- Your logo and website link on pre-conference e-newsletters
- Your logo on event confirmation documents sent to delegates

Your brand featured within the Conference App:

- Banner advertisement that will appear multiple times a day within the Conference App in the 'Live Event Feed'
- 1 x push notification sent on your behalf to each attendee via the Conference App
- Your stand location published on the exhibition map within the Conference App
- Scan delegate lanyards to capture leads in real time
- Promote your company via the GeoSmart Asia 2018 & Locate18 'Live Feed' and offer incentives to visit your stand

Brand Exposure: During Event

Listed as an Event Partner on event material including:

- Your logo displayed in a light box (part of the plenary stage backdrop)
- Your logo (full colour) in the conference booklet
- Full page advertisement in the conference booklet
- The 'Your Company Name Central' drawn onto the exhibition floorplan within the conference booklet
- 1 x brochure (A4 maximum size) in each satchel
- 1 x promotional item in each satchel
- Acknowledgement from the Conference Chair during the welcome and closing address as an Event Partner
- Your logo on a PowerPoint Slide display. This will be shown as guests arrive, during breaks and upon exiting all plenary and breakout sessions
- 10 minute presentation on the Industry Theatre Stage during Open Day

Conference Registration:

- 4 full registrations excluding dinner & welcome reception
- 3 registrations for Welcome Reception
- 3 registrations for Gala Dinner
- 5 booth attendee passes (excluding meal coupon and literature bag)

■ POP UP CAFÉ: AUD 20,000 + GST

Be the Locate Legend by providing fresh, barista-made coffee.

Brand Exposure: Pre-Conference

Listed as an Event Partner on all event marketing material including:

- Your logo, website link and contact details on the conference website
- Your Company Profile within the Conference App including your logo, website link and contact details

Brand Exposure: During Event:

Listed as an Event Partner on event material including:

- Your logo will be displayed on conference backdrop
- Your logo (full colour) in the conference booklet
- Full page advertisement in the conference booklet
- The 'Your Company Name Pop Up Café' drawn onto the exhibition floorplan within the conference booklet
- 1 x brochure (A4 maximum size) in each satchel
- 1 x promotional item in each satchel
- Acknowledgement from the Conference Chair during the welcome and closing address as an Event Partner
- Your logo on a PowerPoint Slide display. This will be shown as guests arrive, during breaks and upon exiting all plenary and breakout sessions

Conference Registration:

- 3 full registrations excluding dinner & welcome reception
- 2 registrations for Welcome Reception
- 3 registrations for Gala Dinner
- 3 booth attendee passes (excluding meal coupon and literature bag)

■ LITERATURE BAG SPONSOR: AUD 15,000 + GST (MAXIMUM ONE)

Make a lasting impression as attendees receive an attractive conference bag upon arrival. About 800+ delegates are expected to participate in Conference and organizers shall provide a very good quality bag to all conference delegates

Benefits:

- Sponsors Logo printed on the bag
- 2 full registration excluding dinner & welcome reception
- 2 registrations for Welcome Reception
- 2 registrations for Gala Dinner
- 2 booth attendee passes (excluding meal coupon and literature bag)

■ LANYARD SPONSOR: AUD 10,000 + GST (MAXIMUM ONE SPONSOR)

We invite companies to sponsor the conference lanyards, which shall be given to each conference attendee as part of the conference badge. Attendees wear the badge at all times during the conference, and as such the lanyard is a highly attractive option to enhance your brands' visibility.

Benefits:

- Company Logo to be printed on Lanyards
- 2 full registration excluding dinner & welcome reception
- 2 welcome reception
- 2 gala dinner
- 2 booth attendee passes (excluding meal coupon)

TEA/COFFEE SPONSORSHIP: AUD 2,000 + GST

Each Coffee break shall be sponsored by a different company, organizers shall place a branding signage in front of coffee stands, and this sponsorship is only available with purchase of exhibition stand.

EXHIBITION

There is no more effective way for attendees to learn about the latest in technologies than hands-on exposure, and speak to the people behind the technology. Own your space in exhibition area to interact first hand with the attendees and explain your offerings in detail.

WHY EXHIBIT

→ **Gain exposure for your products and services:**

The event offers unique opportunity to meet the leaders and avid users of geospatial technology from different parts of the world.

→ **Market research:**

Get first-hand feedback from your target audience on new ideas and upcoming products.

→ **Business development:**

There are going to be 'n' number of opportunities to network with peers, formulate new partnerships, and discuss ideas.

→ **Product launch and demonstration platform:**

Use the opportunity to introduce new products in a high profile environment, witnessed by global delegations at a dedicated 'demonstration area' within the exhibition hall.

→ **Online visibility:**

Your company profile and website will be included on our official website, and it will be accessible by our website visitors.

EXHIBITION FEES AUD 400 PER SQ MTRS + GST

For shell scheme booth

Exhibition benefits*

- Built up shell scheme booth along with table, chairs, 2- 150 watt spot light, 1 power point and 1 dustbin
- 2 full complimentary registrations excluding dinner & welcome reception
- 2 Welcome reception
- 1 gala dinner ticket
- 2 booth attendee passes (excluding meal coupon and literature bag)

*The above benefits are for 3x3 sqm exhibition space. The benefits will increase with the increase in exhibition space size.