

IESANZ CONFERENCE 2019

21 – 22 NOVEMBER 2019

MELBOURNE CONVENTION & EXHIBITION CENTRE



IESANZ

LIGHT IN FOCUS

PARTNERSHIP PROSPECTUS

+612 9431 8600 | conference@iesanz.org | www.iesanz.org

MESSAGE FROM THE PRESIDENT AND CONFERENCE CONVENOR

On behalf of the members of IES: The Lighting Society we invite you to partner with us on Light in Focus 2019.

This Conference will engage individuals and organisations from all professional fields working in the built environment. We will explore the creation and application of Human-Centred Design in lighting, or *Lighting for People*, and expand the conversation across engineering, construction, design, landscaping, product development and technology.

Lighting for People or Human-Centred Design recognizes the importance of behavioural, emotional and environmental contexts in the creation of lighting, products and usable spaces. It encourages designers to see product users as real human beings with real, complex lives, instead of just as numbers.

Human-centred design is an approach to interactive systems development that aims to make systems usable and useful by focusing on the users, their needs and requirements, by applying human factors/ergonomics, usability knowledge, and techniques. This approach enhances effectiveness and efficiency, improves human well-being, user satisfaction, accessibility and sustainability; and counteracts possible adverse effects of use on human health, safety and performance.

Using a human-centred approach to design and development has substantial economic and social benefits for users, employers and suppliers. Systems designed using these methods improve quality, for example, by:

- increasing the productivity of users and the operational efficiency of organizations;
- increasing usability for people with a wider range of capabilities and thus increasing accessibility;
- improving user experience;
- reducing discomfort and stress; and
- contributing towards sustainability objectives.

At our inaugural Conference we will explore these themes and share the knowledge and experience required to deliver a human-centred design approach. As the leading professional body for the lighting design and lighting engineering professions, we are committed to delivering a conference that will showcase cutting-edge thinking, design and technology. In doing so, we recognise the important role that industry partners play, and we invite you to partner with us for **Light in Focus** in Melbourne in November 2019.



VESSI IVANOVA BE(HONS) ELEC,
CONFERENCE CONVENOR



TRENT DUTTON
IESANZ PRESIDENT

ABOUT IES: THE LIGHTING SOCIETY



Objectives of the Society

The objectives of the Society will be showcased through this conference, including:

- To encourage, promote and preserve high standards of professional integrity and ethics amongst people active in the field of lighting.
- To develop policies to promote the highest quality standards in lighting and to advocate and represent the views of members active in the field of lighting.
- To liaise with related organisations and government on matters of common interest.
- To lead the development of National lighting standards.
- To provide a forum for the exchange of information, experiences and opinions in matters of common and particular interest to members.
- To establish lighting education standards and to set, approve and maintain standards for the delivery of lighting education and to maintain a Continuing Professional Development program.
- To encourage and support special interest groups within the field of lighting.
- To encourage research and development in lighting and lighting standards and to facilitate dissemination of information on lighting matters.
- To support and promote the societal interests of the lighting community and to encourage participation by individuals and companies through membership of the Society.
- To develop international links with similar organisations.

IES: The Lighting Society is the association for the advancement of the art and science of illumination and the dissemination of knowledge to all interested parties.

The official home of lighting professionals, the Society's diversified membership includes engineers, architects, educators, students, contractors, manufacturers and designers.

Operating under the name IES: The Lighting Society, and also known as the Illuminating Engineering Society of Australia and New Zealand Limited (IESANZ), it is an organisation with a rich history dating back to 1930. The organisation comprises six Chapters which are located in the Australian States (New South Wales/Australian Capital Territory, Queensland, South Australia/Northern Territory, Victoria/Tasmania and Western Australia) and New Zealand.



IESANZ CONFERENCE

Conference details

Date: 21 & 22 November 2019

Venue: Melbourne Convention & Exhibition Centre

Website: www.iesanz.org



The Key Benefits of the Corporate Partner Program

The goal of our Corporate Program is to establish long term relationship with our Partners, and to offer comprehensive commercial opportunities that deliver optimal branding, exposure and networking opportunities.

Why Become a Conference Partner?

- Strengthens your market position through branding and networking opportunities with key decision-makers in your target market.
- Allows you to access targeted commercial prospects in a relaxed, social, face to face environment.
- Utilise the conference marketing campaign to assist in reaching your company's marketing goals.
- Increase your company's profile to give you an advantage over competitors.
- Recruit and retain staff by positioning your company as an employer of choice that supports their professional body.
- Professional development for staff – use your allocated tickets to provide opportunities for your staff to hear the latest advances in lighting.

Who will you see there?

#LightinFocus19 will attract around 250 of the top lighting designers, engineers, specifiers and purchasing decision makers in Australia and New Zealand. If you are looking to develop or strengthen your relationships with these illumination professionals, then #LightinFocus19 is the where you need to be.

Marketing and Communication Strategy

#LightinFocus19 will be positioned, through ongoing marketing and communication, as the must-attend event for the Lighting profession. An integrated marketing strategy will be implemented incorporating:

- **Website** – as the home base for the conference it will include all the relevant information for the conference and will be updated regularly, with a dedicated section for our conference partners.
- **Direct marketing** – we will be undertaking direct email and mail marketing to our database of 850+ lighting and allied professionals with updates of all the latest conference information including our partners, speakers and key details.
- **Social media** – we will use social media to generate excitement about the event and share news of our exciting speakers and fabulous partners.
- **Cross Promotions** – our partnerships with many complementary industry associations will provide exposure to a wide range of decision makers across multiple sectors in the building and construction industry, and further leverage your investment.

03

MAJOR PARTNER OPPORTUNITIES

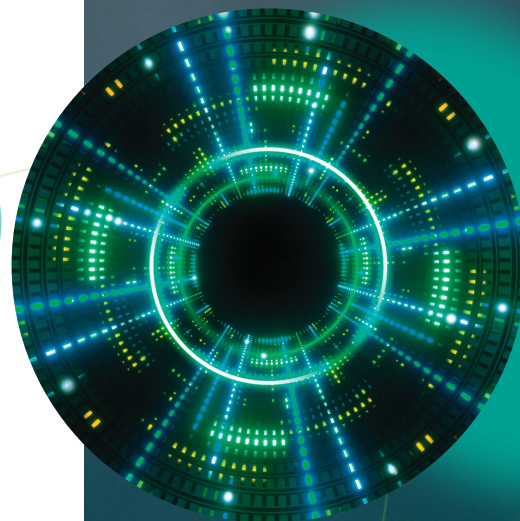
Limelight Zones \$35,000 (Ex GST)

Only 6 opportunities available

For our Lighting Product partners that want their time in the “limelight”, we have only **6 opportunities** on offer to be a premium partner. The premium partners of IESANZ 2019 will have their brand become synonymous with this event. Wherever the event is promoted or visible, so too will be the premium partners.

Our conference design provides exclusive opportunities to spend time in the limelight with your own Limelight Zone as a hub for showcasing your brand, plus access to a hospitality room in which you can contribute to hosting intimate workshop sessions held throughout the day for the duration of the conference to showcase you brand with your target audience.

Partners have the opportunity to assist the IESANZ 2019 Melbourne Planning Committee in the development of the program and are encouraged to use their Limelight Zone area for promotional displays, hospitality, teaching and demonstrations during the refreshment and lunch breaks. In addition, scheduled time will be given for the partners to conduct their own technology/educational/ marketing presentations within the program.



Included in your package

- Limelight Partner acknowledgement
- Premium 6x2m hub - “Limelight Zone” - to Showcase your brand (space allocated on a first in best dressed basis) and is space only - Additional furniture etc will be at partners cost.
- Take over the Lighting HotSpot seminar and workshop space for 60-90 minutes per day, sharing your latest product development and thought leadership with a captive audience. This could include presenting your latest research, technology or development of your most state of the art lighting products, or tell the story behind a successful project, including the what, where, why and how of your products in application.
- A Nominated Speaker Spot or Session Facilitator, (speaker content with the direction and approval of the Conference Committee)
- Partner signage next to the stage during delivery of the keynote presentation (supplied by sponsor)
- Acknowledgment as the Keynote Address Partner, with scripted verbal endorsement and a slide of corporate logo or identity shown prior to the commencement of the keynote address
- Option to supply product to the delegates attending the Keynote Address
- Full Page Advert in program book
- Eight (8) Conference Registrations Excluding social functions
- Four (4) tickets to the gala dinner
- A targeted partner information email to the IESANZ member database (IESANZ committee to have final approval), including a “Call to Action” inviting click-through to partner website
- Promotion through social media as a major conference partner
- Recognition as a Limelight Partner (with organisation logo) on the Conference Website, including hyperlink to organisation's home page.
- Recognition as a Limelight Partner (with organisation logo) on printed Conference material.
- Delegate list (name, organisation, state) in accordance with Privacy Legislation
- Acknowledgement of your Partnership and support in the Plenary session of the conference



OTHER PARTNERSHIP OPPORTUNITIES AVAILABLE

(all rates are Ex. GST)

We would also be very happy to discuss partnerships of specific conference items including the following:

Gala Dinner Major Partner - \$10,000 Ex. GST

A unique opportunity to be the major supporter of the 2019 Gala awards dinner and to promote your company to the who's who of the lighting industry

- Organisation logo on the partner's page of the official Conference Website, including a hyperlink to the organisation's home page
- Partner listing in the final Program Book
- Full page advertisement in final Program Book
- A 2-minute promotional video or talk during the opening of the dinner
- Prime position of your logo on the holding slide during the dinner
- Prime position of your logo on the dinner menu
- Option to provide themed gifts (partner to provide and to be approved by committee)
- Complimentary reserved table of 10

Gala Dinner Supporters - \$5,000 Ex. GST

- Organisation logo on the partner's page of the official Conference Website, including a hyperlink to the organisation's home page
- Partner listing in the final Program Book
- Half page advertisement in final Program Book
- logo on the holding slide during the dinner
- 10 complimentary dinner tickets

Conference App - \$6,000 Ex. GST

- Organisation logo on the partner's page of the official Conference Website, including a hyperlink to the organisation's home page
- Inclusion in event poster on home screen/splash page
- Profile listing with unlimited number of document uploads
- Multiple ads to be displayed within event feed with links to profile listing
- 2 push notifications on each day of the event
- A live poll on the topic of your choice
- A question in survey to achieve engagement with attendees
- Two (2) complimentary full registrations
- Acknowledgement during opening of conference



Nutrition Break Sponsor - \$6,000 Ex. GST (1 Per Day)

- Acknowledgement as the morning and afternoon break sponsor
- Prominent signage during the break
- Organisation logo (with a link back to your website) and profile
- Sponsor listing in program book
- Flyer distributed during the break (at cost to sponsor)
- Satchel insert (sponsor to supply) limited to 1 A4 flyer
- Delegate list (receive a list of conference attendees)
- Sponsor listing in conference app
- One (1) conference registrations
- Sponsor may provide delegates with a branded gift (sponsor to supply gift)
- Delegate list (name, organisation, state) in accordance with Privacy Legislation

OTHER PARTNERSHIP OPPORTUNITIES AVAILABLE

Welcome Reception Sponsor - \$6,000 Ex. GST

- Naming rights for the welcome reception
- Logo recognition in program as welcome reception sponsor
- Welcome reception sponsor's opening address. A representative from your organisation will be invited to address the delegation during the welcome reception for a maximum of five (5) minute
- Company banner displayed at welcome reception
- Option to brand the welcome reception venue (at sponsor's expense – subject to committee approval)
- Option to supply small merchandise at own cost at welcome reception
- Option to supply a branded T-shirt, apron, or cap for the wait staff to wear (subject to venue's approval)
- Five complimentary tickets for welcome reception only
- Delegate list (name, organisation, state) in accordance with Privacy Legislation



Coffee Cart Sponsor - \$5,500 Ex. GST

- Organisation logo (with a link back to your website) and profile
- Sponsor listing in program book
- Company banner to be displayed next to the conference coffee station (sponsor to supply)
- Theming of the coffee cart (sponsor to provide themed napkins and/or cups)
- Satchel insert (sponsor to supply) limited to 1 A4 flyer
- Option to supply a branded T-shirt, apron or cap for the barista to wear (subject to venues approval)
- Sponsor listing in conference app
- Delegate list (name, organisation, state) in accordance with Privacy Legislation

Additional Cost to partner

- Please note the coffe cart, coffee and additional items (milk sugar etc) are not included.

Concurrent Session Sponsors - \$4,500 Ex. GST

- Opportunity to introduce your brand before the session starts (2 minutes)
- Opportunity to provide a sample, brochure or gift bag to all session seats
- Banner on display during the session
- Organisation logo (with a link back to your website) and profile
- Sponsor listing in program book
- Satchel insert (sponsor to supply) limited to 1 A4 flyer
- Delegate list (name, organisation, state) in accordance with Privacy Legislation
- Sponsor listing in conference app

Lanyard Sponsor - \$4,000 Ex. GST

- Company logo displayed on delegate's name badges, worn by delegates for the Conference duration
- Sponsor acknowledgement and logo inclusion on all pre-event marketing
- Sponsor acknowledgement during Conference opening
- Branding of organisation logo on sponsor holding slide displayed throughout the Conference
- Delegate list (name, organisation, state) in accordance with Privacy Legislation

Additional costs to Sponsor

- Sponsor to source and supply sufficient quantity of lanyards (Organising Committee to approve style)



OTHER PARTNERSHIP OPPORTUNITIES AVAILABLE

Satchel Sponsor – \$4,000 Ex. GST

- Visibility of company at event with all delegates having and using sponsor satchels/bags (supplied by sponsor)
- Sponsor acknowledgement and logo inclusion on all pre-event marketing
- Sponsor acknowledgement during Conference opening
- Branding of organisation logo on sponsor holding slide displayed throughout the Conference
- Delegate list (name, organisation, state) in accordance with Privacy Legislation

Additional cost to partner

- Sponsor to source and supply sufficient quantity of satchels (Organising Committee to approve style)

Gala Dinner Photobooth Sponsor - \$3,000 Ex. GST

- Organisation logo on the partner's page of the official Conference Website, including a hyperlink to the organisation's home page
- Acknowledgement as the Photo Booth Partner
- Partner listing in the final Program Book
- Banner displayed next to booth
- One (1) complimentary full registration
- Partner Logo on photos

Additional cost to partner

- Photo booth hire not included



Session Door Prize Partner - \$2,500 Ex. GST (1 Per Day)

- Acknowledgement as the speaker/session partner
- Prominent signage during the session
- Organisation logo on the partner's page of the official Conference Website, including a hyperlink to the organisation's home page
- Flyer distributed during session
- Delegate list (name, organisation, state) in accordance with Privacy Legislation
- One (1) complimentary full registration
- Partner Logo on photos

Additional cost to partner

- Photo booth hire not included



Speaker Gifts Partner - \$2,500

- Gifts to be distributed to all speakers on-site with registration pack
- Partner listing in final Program Book
- Organisation logo on the partner's page of the official Conference Website, including a hyperlink to the organisation's home page

Additional cost to partner

- Speaker gifts to be supplied by partner

OTHER PARTNERSHIP OPPORTUNITIES AVAILABLE

Phone Charging Station Sponsor – \$2,200

- Organisation logo (with a link back to your website) and profile
- Sponsor listing in program book
- Bag insert (sponsor to supply) limited to 1 A4 flyer
- Delegate list (name, organisation, state) in accordance with Privacy Legislation
- Sponsor listing in conference app

Additional costs to Sponsor

- Please note the charging station is not included in the costs

IESANZ Merchandise Partner – Price Starting From \$2,000

Get creative, brand and distribute a unique take-away for all IESANZ delegates

- Visibility of company at event with all delegates having and using branded merchandise i.e. water bottles, reusable coffee cups, pens and notepads etc. (Items to be supplied by sponsor)
- Organisation logo on the partner's page of the official Conference Website, including a hyperlink to the organisation's home page
- Branding of organisation logo on partner holding slide displayed throughout the Conference.



Full Page Advertisement in Final Program Book - \$900

- Full page advertisement in final Program Book
- Partner listing in final Program Book
- Organisation logo on the partner's page of the official Conference Website, including a hyperlink to the organisation's home page



IESANZ 2019 NATIONAL CONFERENCE APPLICATION FORM

(all rates are Ex. GST)

Contact Person:

Position:

Company:

Address:

Suburb:

State:

Postcode:

Telephone:

Mobile:

Email:

**Please complete and forward
application to:**

IESANZ 2019 Partnership Manager
C/- The Association Specialists Pty Ltd
PO Box 576,
Crows Nest NSW 1585 AUSTRALIA
Tel: +61 2 9431 8628

Email: conference@iesanz.org

Major Partners

☐ Limelight Partner - 6 available \$35,000 + GST

Sponsorship Opportunities

(please tick your preference)

<input type="checkbox"/> Gala Dinner Major Sponsor – 1 Available	\$10,000 + GST
<input type="checkbox"/> Keynote Address partner	\$8,000 + GST
<input type="checkbox"/> Conference Mobile App - 1 Available	\$6,000 + GST
<input type="checkbox"/> Nutrition Break Sponsor – 2 Available	\$6,000 + GST
<input type="checkbox"/> Welcome Reception Sponsor – 1 Available	\$6,000 + GST
<input type="checkbox"/> Coffee Cart Sponsor - 1 Available	\$5,500 + GST
<input type="checkbox"/> Gala Dinner Supporters	\$5,000 + GST
<input type="checkbox"/> Concurrent Session sponsors (x available)	\$4,500 + GST
<input type="checkbox"/> Lanyard Sponsor – 1 Available	\$3,000 + GST
<input type="checkbox"/> Satchel Sponsor – 1 Available	\$3,000 + GST
<input type="checkbox"/> Gala Dinner Photo Booth – 1 Available	\$3,000 + GST
<input type="checkbox"/> Session Door Prize	\$2,500 + GST
<input type="checkbox"/> Speakers Gifts	\$2,500 + GST
<input type="checkbox"/> Phone Charging Station Sponsor	\$2,200 + GST
<input type="checkbox"/> IESANZ Merchandise Partner - (Prices from)	\$2000 + GST
<input type="checkbox"/> Full Page Advertisement in final program book	\$900 + GST

Signed:

Date:

Terms and Conditions: Partnerships will only be allocated on receipt of the signed partnership application form. A letter of confirmation will be provided to confirm the booking, together with a Tax Invoice for the total amount of the partnerships, which must be paid prior to the Conference. In the event of cancellation, a service fee of 25% applies for cancellations prior to the 2nd September 2019. No refunds will be made for cancellations after this date.