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.
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.
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.
## Major Partner Opportunities

<table>
<thead>
<tr>
<th>Principal Sponsors</th>
<th>Platinum (2 Available) $18,000</th>
<th>Gold (4 Available) $12,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company logo on the conference website, digital marketing and final program book</td>
<td>✅</td>
<td></td>
</tr>
<tr>
<td>One exhibition booth (3m x 3m)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A Nominated Key Note/Invited Speaker Spot, and Session Facilitator speaker content</td>
<td>✅</td>
<td>N/A</td>
</tr>
<tr>
<td>with the direction and approval of the Conference Committee) (flights and travel at</td>
<td></td>
<td></td>
</tr>
<tr>
<td>sponsors expense)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner signage next to the stage during delivery of the keynote/Invited speaker</td>
<td>✅</td>
<td>N/A</td>
</tr>
<tr>
<td>presentation (supplied by sponsor)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor registration passes (includes access to sessions, day catering, welcome</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>reception and gala dinner)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insert in the delegate satchel (no larger than A4)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Final program book advertisement (sponsor to provide artwork to be printed in black</td>
<td>Full page</td>
<td>Half page</td>
</tr>
<tr>
<td>and white)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference satchel/ lanyard sponsorship – (1 per Platinum sponsor with choice based</td>
<td>✅</td>
<td>N/A</td>
</tr>
<tr>
<td>on order of applications)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notepad, pen, coffee cup or water bottle sponsorship (1 per gold sponsor with choice</td>
<td>N/A</td>
<td>✅</td>
</tr>
<tr>
<td>based on order of applications) – sponsor to supply branded materials to be</td>
<td></td>
<td></td>
</tr>
<tr>
<td>distributed in delegate satchels and in each session room</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reserved table at the Awards and Gala Dinner including 10 dinner tickets</td>
<td>2 tables</td>
<td>1 table</td>
</tr>
<tr>
<td>One targeted partner information email to the IESANZ member database (IESANZ</td>
<td>✅</td>
<td>N/A</td>
</tr>
<tr>
<td>committee to have final approval), including a Call to Action inviting click-through to</td>
<td></td>
<td></td>
</tr>
<tr>
<td>partner database</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option to supply product to the delegates attending the Keynote Address</td>
<td>✅</td>
<td>N/A</td>
</tr>
<tr>
<td>Recognition as a Limelight Partner (with organisation logo) on the Conference</td>
<td>✅</td>
<td></td>
</tr>
<tr>
<td>Website, including hyperlink to organisation’s home page.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion through social media as a major conference partner</td>
<td>✅</td>
<td></td>
</tr>
<tr>
<td>Digital copy of the delegate list one-week prior to the conference</td>
<td>✅</td>
<td></td>
</tr>
<tr>
<td>(in accordance with privacy laws)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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:

Awards & Gala Dinner Major Partner
$10,000 Ex. GST (4 available)

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

- One exhibition booth (3m x 3m)
- 2 x Sponsor registration passes (includes access to sessions, day catering, welcome reception and gala dinner)
- 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)
- Reserved table at the Gala dinner including 10 dinner tickets
- Promotion through social media as a major conference partner
- Digital copy of the delegate list one-week prior to the conference (in accordance with privacy laws)

Conference and Awards Gala Dinner Supporter
$7,500 Ex. GST (4 available)

- One exhibition booth (3m x 3m)
- 2 x Sponsor registration passes (includes access to sessions, day catering, welcome reception and gala dinner)
- 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
- Complimentary reserved table of 10 at Awards & Gala Dinner

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
**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) minutes
- 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 venue’s approval)
- Sponsor listing in conference app
- Delegate list (name, organisation, state) in accordance with Privacy Legislation

**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: 

Major Partners - Limelight Zones

☐ Platinum - 2 Available  $18,000 + GST
☐ Gold - 4 Available  $12,000 + GST

Sponsorship Opportunities
(please tick your preference)

☐ Awards & Gala Dinner Major Partner - 4 Available  $10,000 + GST
☐ Conference and Awards Gala Dinner Supporter - 4 Available  $7,500 +GST
☐ Conference Mobile App - 1 Available  $6,000 + GST
☐ Welcome Reception Sponsor - 1 Available  $6,000 + GST
☐ Coffee Cart Sponsor - 1 Available  $5,500 + GST
☐ Concurrent Session sponsors  $4,500 + GST
☐ Lanyard Sponsor - 1 Available  $3,000 + GST
☐ Satchel Sponsor - 1 Available  $3,000 + GST
☐ Gala Dinner Photo Booth - 1 Available  $3,000 + GST
☐ Session Door Prize  $2,500 + GST
☐ Speakers Gifts  $2,500 + GST
☐ Phone Charging Station Sponsor  $2,200 + GST
☐ IESANZ Merchandise Partner - (Prices from)  $2000 + GST
☐ 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.

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