



CCI IR Conference

Tuesday, 12 March 2013

Golden Ballroom, Pan Pacific Hotel

Sponsorship opportunities



CCI IR Conference

Event overview

Featuring presentations from some of Australia's leading experts in the industrial relations field, CCI's annual IR Conference explores current IR issues, investigates the complexity surrounding IR laws and provides essential and practical information to help delegates understand what it means for their business.

Regularly attracting audiences of over 300 people from a wide cross-section of the WA business community, this important event provides sponsors with an excellent opportunity to promote their products and services and network with delegates from all industry sectors.

Audience and exposure

In the lead up to the IR Conference, strategically planned promotional activities are undertaken to ensure the event is marketed to the correct audience. These activities provide your with organisation exposure to thousands of Western Australian businesses.

Target audience includes:

- industrial relations managers and staff;
- human resource managers and staff;
- directors;
- business owners;
- chief executive officers;
- senior executives and managers; and
- small, medium and large-sized member companies.

Logo placement on all marketing collateral including invitations, advertisements and the CCI website as well as other sponsorship benefits such as signage and networking opportunities at the event will see your organisation achieve exposure to a targeted audience.

Sponsorship opportunities

There are four sponsorship packages available for this event.

Conference sponsorship package (four available)

As a conference sponsor you will receive the following benefits and exposure in return for your contribution of \$3,300 (including 10% GST):

- Two complimentary tickets for company representatives to attend the conference – an opportunity to network with guests (valued at \$1,100).
- 15% discount on additional single tickets for the conference and 10% discount on corporate tables at the conference – an opportunity to network amongst guests.
- One standing banner in a prominent position near the main stage within the conference venue and one in the pre-function area.
- Logo on rotating loop at the event.
- Expo stand/display in foyer.
- Company logo/name mention will appear in all promotional activities including:
 - Invitations to the event distributed by post to over 5,000 prospects.
 - Invitations to the event distributed by email (HTML format) to over 8,000 prospects.
 - Conference handout cover pages distributed to delegates at the event.
 - Business Pulse, CCI's corporate magazine (mailed to 6,600 members).
 - Logo presence on CCI online event registration page.
 - Visual presentation for the main stage (sponsor logo on main header slide).
- Opportunity to provide a sample product or promotional material in delegate packs.
- Acknowledgement in the opening and closing speeches.
- Opportunity to partner with CCI, a highly respected WA brand in the business community.
- Opportunity to reach a targeted audience through the promotional activity organised for the event and networking with participants at the event.
- Certificate acknowledging sponsorship support received from your company at the end of the event.



To confirm this sponsorship agreement would you kindly sign this document in the space provided and return by email to sponsorship@cciwa.com or phone (08) 9365 7524 for more information.

Sponsor Details

Company name: _____

Contact name: _____

Position: _____

Email: _____

Phone: _____

Address: _____

Signature: _____

Date: _____