

Asset Management Conference

MELBOURNE 2013

Melbourne Cricket Ground (MCG) | 3-6 June

Sponsorship and Exhibition Opportunities

amcouncil.com.au



Conference Delegates, Hobart 2012



ASSET MANAGEMENT COUNCIL



Principal Sponsor

Welcome to the

Asset Management Conference, Melbourne 2013

3 - 6 June 2013
MCG (Melbourne Cricket Ground)
Your Asset Management Meeting Point

Dear Colleagues,

On behalf of the Organising Committee we warmly welcome your participation in the Asset Management Conference, Melbourne 2013.

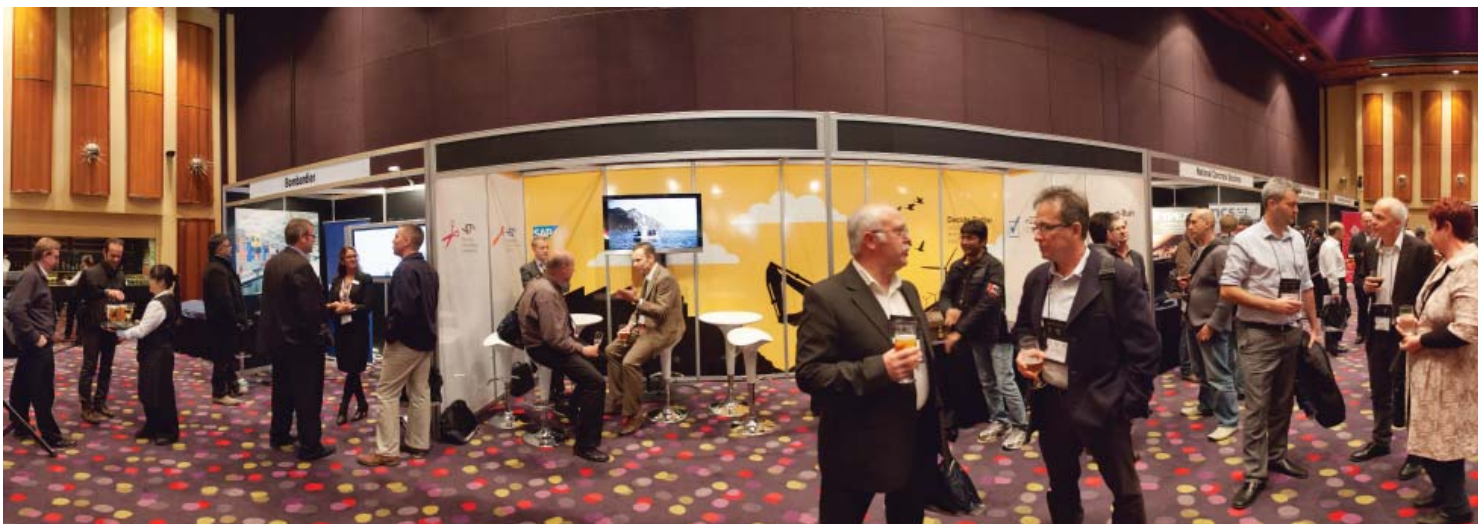
The Asset Management Conference attracts around 250 key National and International professionals in Asset Management and Maintenance Management along with corporate decision-makers from organisations in both the private and public sectors. The Conference has a unique attendance grouping including academics, Maintenance Practitioners, Asset Managers and General Managers of asset intensive organisations, as well as providers of specialist engineering services.

With a well earned a reputation within the Asset Management community we aim to provide an excellent forum for businesses to promote their latest products and services.

We look forward to presenting a unique opportunity for you to play an important role in shaping the national and international asset management landscape. Be a part of an outstanding conference in Melbourne. We hope you can join us in 2013.

John Hardwick
National Chair

Andy Webb
Melbourne Chapter Chair



WHY YOU SHOULD SPONSOR IN 2013

As 'Your Asset Management Meeting Point', the Asset Management Conference, Melbourne 2013 will play host to providing an optimal environment for Sponsors and Exhibitors to strengthen their brand and build profitable relationships with networking opportunities for the duration.

More than ever Asset Management is crucial to achieving reliability of new and existing assets, consistency of revenue and integration between an organisation's business functions. Partnering with the Asset Management Conference is an excellent opportunity to be part of the solution and demonstrate your expertise, products and services.

Your organisation's support and contribution demonstrates a uniting commitment to assist, promote, educate and share knowledge with the Asset Management Community.

Our audience is looking for real solutions using new tools, training and technology. Update their knowledge and understanding of your product and services and ensure that the solutions they take with them are yours!

"One of the few conferences where all the 'right' asset management people and executives are in the same place. It's great for networking and meeting people."

Mick Windsor, CEO, Windsor Business Solutions

PROGRAM OVERVIEW

Monday 03 June 2013

- Exhibition Set up
- Registration
- Welcome Function

Tuesday 04 June 2013

- Opening Session
- Sessions/Exhibition
- Graduate and Student Networking Evening

Wednesday 05 June 2013

- Sessions/Exhibition
- Annual Dinner and Awards Ceremony

Thursday 06 June 2013

- Sessions/Exhibition
- Farewell Function

Friday 07 June 2013

- Workshops & Training Intensives

PACKAGES TO SUIT YOUR BUSINESS' NEEDS

With sponsorship packages tailored to suit a variety of commitment levels, there are solutions for companies of all sizes to be involved. We also welcome input from potential sponsor to ensure that our packages meet your needs and objectives.

The Exhibition Hall will be the main hub for the duration of the conference allowing maximum exposure to your products and services; it will be the meeting point for delegates as they network during breaks and functions. There will also be an opportunity for Exhibitors to connect with the audience, at the Innovators Platform, our purpose built lecturette.



BRANDING SPONSORSHIPS

Delegate Satchels \$6120

Distributed to each delegate at registration, satchels are a reminder of your company, which can be used long after the conference has finished.

Entitlements:

- Your logo printed on the outside of the satchel, accompanied by the Asset Management Council logo.
- Novelty item for delegates in Satchels
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on the Conference web page
- A link to Sponsor's logo in the Meeting Point Index
- Company profile and logo listed in the Conference edition of The Asset Journal and final program
- Company name in all preliminary conference brochures
- Company brochure insert in delegate satchels (A4 and up to 8 pages)
- 10 MB of material (PDF or flash content) in the Conference USB of the proceedings
- One complimentary full conference registration



USB of Proceedings

Sponsored in 2013 by **K2 Technology**

Internet Café \$4580

Wireless internet connection for all conference delegates as well as three computers with internet access situated in the exhibition area.

Entitlements:

- Your logo on the signage and screensavers
- Company website as homepage on all three computers
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on the Conference web page
- A link to Sponsor's logo in the Meeting Point Index
- Company profile and logo listed in the Conference edition of The Asset Journal and final program
- Company name in all preliminary conference brochures
- Company brochure insert in delegate satchels (A4 and up to 8 pages)
- 10 MB of material (PDF or flash content) in the Conference USB of the proceedings
- One complimentary full conference registration

Writing Pad & Pen

Sponsored in 2013 by **Assetivity**

Entitlements:

- Your logo printed on both the pens and the pads.
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on the Conference web page
- A link to Sponsor's logo in the Meeting Point Index
- Company profile and logo listed in the Conference edition of The Asset Journal and final program
- Company name in all preliminary conference brochures
- Company brochure insert in delegate satchels (A4 and up to 8 pages)
- 10 MB of material (PDF or flash content) in the Conference USB of the proceedings
- One complimentary full conference registration



Water Bottles

Sponsored in 2013 by **Lycopodium Asset Management**

Entitlements:

- Your logo printed on the water bottles
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on the Conference web page
- A link to Sponsor's logo in the Meeting Point Index
- Company profile and logo listed in the Conference edition of The Asset Journal and final program
- Company name in all preliminary conference brochures
- Company brochure insert in delegate satchels (A4 and up to 8 pages)
- 10 MB of material (PDF or flash content) in the Conference USB of the proceedings
- One complimentary full conference registration

Session Sponsor \$2100.00 (Multiple Opportunities)

Sponsored in 2013 **Teak Yew**

Allowing company exposure during the session

- Your company supplied banner prominently displayed during the session
- Company representative to co-chair the session
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on the Conference web page
- A link to Sponsor's logo in the Meeting Point Index
- Company profile and logo listed in the Conference edition of The Asset Journal and final program
- Company name in all preliminary conference brochures
- Company brochure insert in delegate satchels (A4 and up to 8 pages)
- 10 MB of material (PDF or flash content) in the Conference USB of the proceedings
- One complimentary full conference registration

Please note, sessions do not include during Keynote Sessions

Typical Attendee Job Titles

Area Manager, Asset Condition Engineer, Asset Engineer, Asset Integrity Group Manager, Asset Management Engineer, Asset Plans Manager, Asset Policy & Governance Coordinator, Asset Services Delivery Manager, Asset Strategy & Infrastructure Manager, Asset Strategy Leader, Asset Systems Engineer, Assets Whole of Life Analyst, Assistant Director, Business Development Manager, CEO, Consulting Engineer, Contracts Management & Operations Co-ordinator, Director, Engineer, Executive General Manager, Group General Manager, HV Plant Engineering Officer, Group Executive Operations Performance & Improvement, ILS Manager, Integrated Planning and Logistic Support Manager, Logistic Engineering Manager, Logistics Support Director, Maintenance & Materials Optimisation Manager, Maintenance Strategy Leader, Managing Director, Manufacturing Services and Facilities Manager, Marketing Manager, Mechanical Engineer, Network Performance and Strategies Manager, Operational IT Coordinator, Operations Investment Engineer, Owner/Manager, PhD Candidate, Portfolio Asset Manager, Principal Reliability Engineer, Principal Water Engineer, Professor, Project Manager, Reliability Engineer, Research Fellow, Section Manager, Senior Lecturer/Co-ordinator, Senior Planning Engineer, Senior Reliability Engineer, Senior Research Engineer, State Manager WA, Strategic Asset Planner, Strategy & Development Manager, Team Leader Plant Support, Wastewater Treatment Manager ...

HOSTING SPONSORSHIPS

Annual Dinner and Awards Night

Sponsored in 2013 by **Leighton Contractors**

Entitlements:

- Brief company presentation at dinner (5 minutes)
- Logo recognition on dinner menu
- One complimentary full conference registration
- One guest at the Annual Dinner and Awards Night
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on the Conference web page
- Company profile and logo listed in the Conference edition of The Asset Journal and final program
- Company name in all preliminary conference brochures
- Company brochure insert in delegate satchels (A4 and up to 8 pages)
- 10 MB of material (PDF or flash content) in the Conference USB of the proceedings
- Sponsor supplied banner prominently displayed during event

Welcome Function

Sponsored in 2013 by **Institute of Quality Asset Management**

Entitlements:

- Brief company presentation at reception
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on the Conference web page
- Company profile and logo listed in the Conference edition of The Asset Journal and final program
- Company name in all preliminary conference brochures
- Company brochure insert in delegate satchels (A4 and up to 8 pages)
- 10 MB of material (PDF or flash content) in the Conference USB of the proceedings
- Sponsor supplied banner prominently displayed during event

Graduate & Student Networking Evening \$3230 (Exclusive Opportunity)

This sponsorship package offers university students a great opportunity to kick-start their careers by networking and presenting posters to key professionals in the field. The social event is one of the most animated networking functions of the conference. Delegates have an opportunity to share a drink and exchange opinions while students can forge connections to launch their careers.

Entitlements:

- Brief company presentation at the event
- A dinner ticket for one of your graduates
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on the Conference web page
- Company profile and logo listed in the Conference edition of The Asset Journal and final program
- Company name in all preliminary conference brochures
- Company brochure insert in delegate satchels (A4 and up to 8 pages)
- 10 MB of material (PDF or flash content) in the Conference USB of the proceedings
- Sponsor supplied banner prominently displayed during event

Farewell Function \$1620 (Exclusive Opportunity)

A one hour cocktail reception to thank delegates for their participation, announce the People's Choice Best Presentation winner and thank conference organisers.

Entitlements:

- Brief company presentation at the event
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on the Conference web page
- Company profile and logo listed in the Conference edition of The Asset Journal and final program
- Company name in all preliminary conference brochures
- Company brochure insert in delegate satchels (A4 and up to 8 pages)
- 10 MB of material (PDF or flash content) in the Conference USB of the proceedings
- Sponsor supplied banner prominently displayed during event

Networking Lunches \$970 (Three Opportunities)

This sponsorship package offers exposure during the buffet lunches that are provided in the exhibition area.

Entitlements:

- Recognition announcements prior and post the lunch
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on the Conference web page
- Company profile and logo listed in the Conference edition of The Asset Journal and final program
- Company name in all preliminary conference brochures
- Company brochure insert in delegate satchels (A4 and up to 8 pages)
- 10 MB of material (PDF or flash content) in the Conference USB of the proceedings
- Sponsor supplied banner prominently displayed during event

Morning & Afternoon Teas \$480 (Six Opportunities)

These are available on your choice of three days; Tuesday, Wednesday or Thursday.

Entitlements:

- Recognition announcements prior and post the sponsored tea
- Company logo rotated on the Asset Management Council home page
- Company logo, name and web link on the Conference web page
- Company profile and logo listed in the Conference edition of The Asset Journal and final program
- Company name in all preliminary conference brochures
- Company brochure insert in delegate satchels (A4 and up to 8 pages)
- 10 MB of material (PDF or flash content) in the Conference USB of the proceedings
- Sponsor supplied banner prominently displayed during event



Our delegates have included representatives from

AMQ International, APA Group, ARMS Reliability Engineers, ASC, Assetivity, Aurecon Australia, Ausgrid, Australia Post, B & B Power, BHP Billiton Iron Ore, Bombardier, Brisbane Motorways, Broadcast Australia, Bureau Veritas Australia, CASWA, CitiPower and Powercor Australia, Conneq Industrial Infrastructure Services (Australia), CS Energy, Curtin University of Technology, Degremont, Department of Defence, Ergon Energy, Fluid Conveyancing, GHD, ICD Asia Pacific, Indeptech Solutions, Ingenia, Institute of Quality Asset Management, ITSr, John Holland, K2Technology, KDR Creative Software, Laing O'Rourke, Lance W. Wheatland & Associates, Landing Helicopter Dock, Sustainment Office, Defence Materiel Organisation, Lockheed Martin Aust. Electronic Systems, Logica, Lycopodium, Lyell McEwin Hospital, MACE Consulting, Mainpac, Maintenance Systems Solutions, Mayne Pharma International, Melbourne Water, Mighty River Power, Monash University, Moreland City Council, Mulgrave Engineers, National Concrete Solutions, Newcrest Mining, NRX, Oceaneering, OMCS International, Pacific Hydro, Parsons Brinckerhoff, Peerless Industrial Systems, Power and Water Corporation, Public Transport Authority, Project Performance International, QUT, RailCorp, Relegen, ROM-Control, Royal Australian Navy, Rylson, Santos, SAP, Sharp Business Solutions, Shell Global, Sinclair Knight Merz, Sirf Roundtables, SKF Australia, Spotless Services Australia, State Water Corporation, Sunwater, Sydney Water Corporation, SYPAQ Systems, Thales, The Asset Partnership, The Online Workshop, Transend Networks, Transfield Services, UGL Services, UMS Group Asia Pacific, United Group Services, United Water, University of Adelaide, University of Toronto, Vemco Australia, Veolia Water Australia, Vipac Engineers & Scientists, Water Corporation, Western Power, Windsor Business Solutions, Woodside Energy, Worley Parsons . . .

TRADE EXHIBITION

Venue

The trade exhibition for the Asset Management Conference will be located in the Olympic Room of the MCG. All morning teas, lunches and afternoon teas will be served to conference delegates in this room ensuring the flow of delegates through the exhibition area where they will spend a considerable amount of time.

Innovators Platform

A great platform to promote your product or service, the purpose built lecturette will offer Exhibitors an exclusive opportunity to demonstrate their product or service. The program for the Innovators Platform will be displayed on the Conference web page, printed in the Conference edition of The Asset Journal and final program. It will be accessible via the Conference Mobile Site and notice board with individual talks announced during sessions.

The lecturette will be equipped with a data projector and screen. A company supplied banner can be displayed during the presentation.

Your fifteen-minute time-slot can be chosen at the time of booking with preference given according to order of receipt of booking form and deposit.

Exhibition Booth Package, \$3,500 (GST Inclusive)

- 3m wide x 2m deep x 2.4m high shell structure booth including:
- Covered back and side walls
- Company name on fascia
- 1 120 watt spotlight
- 1 power board with 4 outlets
- Clothed table and 2 chairs

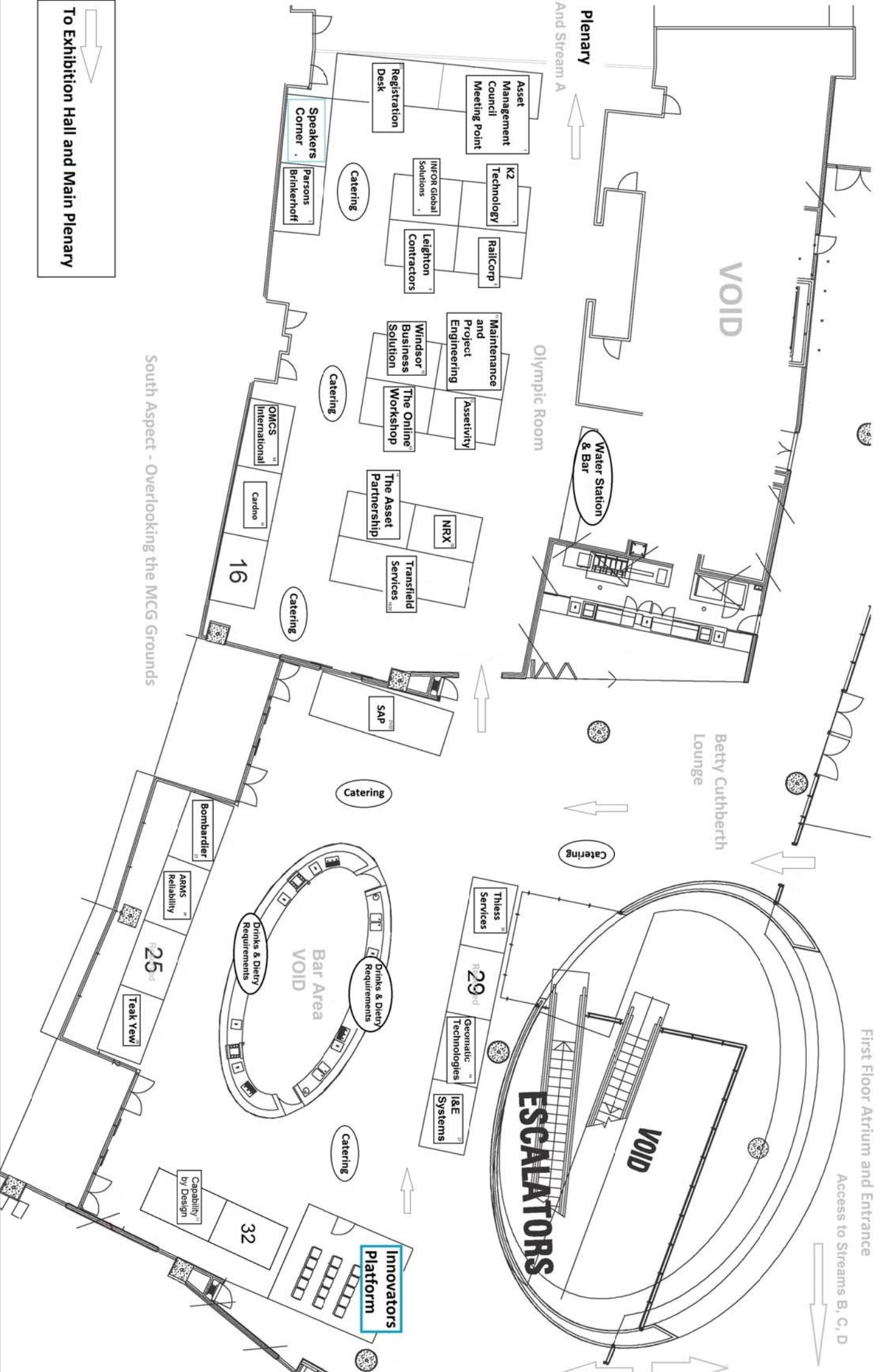
Additional entitlements:

- One complimentary registration
- Booth location and company name shown on the floor plan printed in the Conference edition of The Asset Journal and final program
- Company logo, name and web link on the Conference web page
- Company profile and logo listed in the Conference edition of The Asset Journal and final program
- Company name in all preliminary conference brochures
- Company brochure insert in delegate satchels (A4 and up to 8 pages)
- 10 MB of material (PDF or flash content) in the Conference USB of the proceedings
- An electronic copy of the permissions based delegate list forwarded after the Conference
- Opportunity to present at the Innovators Platform

You are able to register a second Exhibition Booth attendant the special rate of \$800 applies. This includes Full Conference Registration entitlements.

Conference Secretariat

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Hawthorn Victoria 3122
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F: +613 9819 2615



South Aspect - Overlooking the MCG Grounds

To Exhibition Hall and Main Plenary

First Floor Atrium and Entrance

Access to Streams B, C, D

Booking Form

Company Name: _____ Booking Contact's Name: _____

Postal Address: _____

Suburb/Town/City: _____ State: _____ Postcode: _____

Telephone: _____ Email: _____

Wording for Publicity and Booth Facia: _____

Company Representative Attending Conference _____

Telephone: _____ Email: _____

➤ Sponsorship (prices stated are inclusive of GST)

Choice/s: _____

➤ Exhibition booth (\$3,500 inc GST)

Number of sites/booths required: _____

Preference 1: _____

Preference 2: _____

Preference 3: _____

Yes, I would like to be contacted by Harry the Hirer about additional furniture/customisation of the booth

Second Booth Attendee:

Yes, we wish to have a second booth attendant registered at the special rate of \$790

Yes, we may wish to register a second booth attendant at the special rate, and will confirm later

➤ Innovators Platform Day & Time (Title of presentation can be confirmed nearer the time)

Preference 1: _____

Preference 2: _____

Preference 3: _____

| Break | Tuesday | Wednesday | Thursday |
|---------------|-----------------------|---------------------|----------------------------|
| Morning Tea | The Asset Partnership | Transfield Services | INFOR |
| Lunch A | RailCorp | I&E Systems | ARMS Reliability |
| Lunch B | Bombardier | MPE | Organisation Title Speaker |
| Afternoon Tea | NRX | Teak Yew | Organisation Title Speaker |

Payment Summary

Sponsorship Total: \$

Exhibition Total: \$

Second Booth Attendee \$

Total: \$

Payment Terms: A payment of 50% of the sponsorship package and/or Exhibition fee must accompany your completed Booking Form. The balance is to be paid by April 1st 2013.

Cancellation Policy: A full refund less the non-refundable \$570 booking fee will be given to cancellations received in writing prior to April 1st 2013. No refund will granted after this date. For Branding Sponsorships requiring logo printing on items, cancellation must be received prior to March 18 2013. A full refund less the non-refundable \$570 booking fee will be given. No refund will granted after this date.

Payment Options

I authorise - 50% deposit Full payment, by
 EFT Visa MasterCard Amex Diners

Card Holder: _____

Card Number: _____

Expiry Date: _____ CVV: _____

Signature: _____

Date: _____ Ref: _____

EFT Info BSB: 633-000 Account Number: 139147284
 Account Name: Asset Management Council Ltd
 Swift code: bendau3B