

Sponsorship  
Prospectus  
2019



**2020 AND BEYOND**

FOCUS FOR THE FUTURE



## Surface Coatings Association Australia 59<sup>th</sup> Annual Conference

The Australian Event Centre  
Melbourne, Victoria  
4 - 6 September 2019



For all sponsorship related enquiries please contact: Garry Cooper [sponsorship@australian-coatings-show.com.au](mailto:sponsorship@australian-coatings-show.com.au)  
Ph: 0423 606 206

### Committee

Chair: Sue Bartlett [chairman@australian-coatings-show.com.au](mailto:chairman@australian-coatings-show.com.au)  
Registrations/Treasurer: Maree Griffiths [registrations@australian-coatings-show.com.au](mailto:registrations@australian-coatings-show.com.au)  
Technical Sub Committee: Daniel Palm [technical@australian-coatings-show.com.a](mailto:technical@australian-coatings-show.com.a)

# Welcome



## Message from Conference Chair

Our conference purpose is to provide a future focus on the technical and business aspects of the Surface Coatings Industry. This year we are investing in the growth of the conference and with a new name Australian Coatings Show we enter the International arena and open the conference to a whole new audience. As past sponsors and exhibitors will see there is a fresh approach providing exhibitors and attendees with a more engaging and interactive conference. One at which we think suppliers and manufacturers will be able to create enduring relationships and build a great future for the industry.

This year we are excited to include a number of speakers from world renown research centres showcasing advances in crucial areas that will create new opportunities for everyone industry.

As always we will have great technical papers delivering cutting edge insight into the industries direction and research that will be leading to advances that will improve processes and product.

We look forward to your support and seeing you and your colleagues at the conference.

Susan Bartlett



# 5 Reasons Why



We don't think you can afford to miss the opportunity to be part of this years' conference and here are 5 reasons why.

## 1. A New Audience

We are investing in audience acquisition this year. The attendees will be industry professionals all investing in attending, we are marketing to a bigger audience and attracting attention from all industries interested in Surface Coatings, this means new audiences for our suppliers

## 2. Create Networks

The exhibition and showcase are designed this year to provide a deeper level of engagement, we know you will want to be part of it. These engagements create fun and lasting impressions on delegates opening the door for long term relationships

## 3. Inspiration for Tomorrow's Surface Coating Finishes

This is the only time where you can get all these delegates in one room, you don't have to make appointments, compete with busy workload and workplace interruptions. Come and take advantage of this great opportunity to showcase your product with the best.

## 4. Industry Updates

Find out what is going on in the industry, hear it from industry experts so you can stay ahead of the game.

## 5. Inspiration and Focus

The investment you make in attending provides great inspiration and focus to your company. The facts, figures, learnings and connections made create synergies and opportunities that can fast track to success.



# Conference Outline



## PURPOSE

The aim of this conference is to provide value-for-money opportunities for the members and representatives in the coatings and allied industries to exchange and develop technology, innovations, ideas, and synergies among their teams and between their businesses.

## VENUE

The Australian Events Centre, Essendon Fields is Melbourne's newest event space adjacent to an innovative and growing business park, close to Tullamarine airport with Hyatt Place next door. Manicured lawns and contemporary events spaces provide a stunning backdrop for this years exciting offerings.

## CONFERENCE THEME

Building on the momentum of previous conferences and the current business environment, the theme of the conference is "**2020 and Beyond...Focus for the Future**".

## PROGRAMME & DELEGATES

The programme of the conference is designed to facilitate as much participation as possible. Combining a limited number of exhibition stalls and technical presentations with business networking and social events, the conference seeks to provide the opportunity for optimum inspiration and innovation.



# Platinum Sponsor \$18,000



A Platinum Sponsor will be a dominant sponsor of the Conference. The package includes:

- Delegates satchel
- Conference-wide acknowledgement as the dominant sponsor;
- A dominant logo representation at each of the sessions and events during the conference;
- 3 complimentary full conference registrations including the 2 day technical program, all luncheons, receptions, dinners and conference proceedings;
- Exclusive sponsorship of the Keynote Address;
- Company logo in a dominant position on the Conference Registration Brochure, pocket programme, Conference Programme and exposure throughout the journal and website in the lead up to the event;
- Website-Logo shown continuously;
- The option to act as Chair for any session of choice;
- Product literature included in the delegate satchel;
- Promotional items included in the delegate satchel;
- Complimentary trade exhibition stand 6m x 2m or 3m x 2m; and
- 50% off a single advertisement of any size in one nominated edition of the SCAA Journal.



# Gold Sponsor \$12,000 three available



Gold Sponsors will be a featured sponsor throughout the conference. This package includes:

- 2 complimentary full conference registrations including the 2 day technical program, all luncheons, receptions, dinners and conference proceedings;
- Compendium with each Gold sponsor naming rights;
- Exclusive sponsorship of a programme session (or session break) of choice;
- Product literature included in the delegate satchel;
- Promotional item included in the delegate satchel;
- Company logo in the Conference Registration brochure, pocket programme, Conference programme plus exposure in the journal and website in the lead up to the conference;
- Website-Logo shown approx every 60 seconds;
- Logo representation throughout the conference;
- Complimentary trade exhibition stand 3m x 2m;
- 50% off a single advertisement of any size in one nominated edition of the SCAA Journal; and
- Coffee Keep Cups with logo.



# Silver Sponsor \$6,000 multiple positions



A Silver Sponsor will be able to select from one (1) of the following items for exclusive sponsorship.

- Delegate Tags and Lanyards
- Welcome Function(Wednesday night)
- Gala Dinner & Entertainment (Thursday night)
- Farewell drinks & light meal. (Friday night). More details on request.
- Sustainable Carbon Neutral Package
- Perpetual Award for Technical Excellence

This will include company logo to be the predominant feature clearly displayed on the item, or in the case of events, have predominant visual exposure.

- 1 complimentary full conference registration including the 2 day technical program, all luncheons, receptions, dinners and conference proceedings;
- Shared signage at conference sessions; and
- 50% off a single advertisement of any size in one nominated edition of the SCAA Journal.





# Trade Exhibition Booth



## Inclusions:

- Back & side walls
- Header panels with company name
- 2 energy efficient spotlights
- 1 x 40 amp powerpoint
- 50% discount on an advertisement in the journal

The walls of the booth are flush to allow full printing of the back and sides.

Other stand sizes are available on request and we welcome discussion for custom stands and activations.

Please contact Garry Cooper for further details.

[sponsorship@australian-coatings-show.com.au](mailto:sponsorship@australian-coatings-show.com.au)

[u](#)

Ph: 0423 606 206



# Activation Sponsorship under \$2,000



Create an engaging and interactive presence at the conference in 2019 with some of these fun, crowd pleasing ideas

## Grab Booth

Step into the booth and grab a ticket, the ticket corresponds to a giveaway. Cost does not include giveaway items.



## 3 Minute Angels

3 Angels on your booth for the 3 days of the conference. Have your delegates energised, focussed and engaged



## Charge Bar

Make your stand the place to be to get charged. Branded for your company



# Activation Sponsorship \$5,000 +



Create an engaging and interactive presence at the conference in 2019 with some of these fun, crowd pleasing ideas, other options are available - talk to us!

## VR Pit Stop Challenge

Speed and accuracy will be put to the test like never before in this virtual reality experience, with two players going head-to-head to see who is the pit stop expert!



## Personalised Products

A staffed foil stamping machine creating personalised products with your companies logo. Phone covers, leather notebooks, key rings, available.



The Light Painting Booth uses custom light painting tools for guests to draw in mid-air with light and see their masterpiece form before their very own eyes



# Da Vinci Lounge Sponsor \$5,000



- Naming rights to the Lounge
- Option to host one function in the Lounge during conference at sponsors cost
- Product literature included in the delegate satchel
- Promotional items included in the delegate satchel; and
- Company logo in the Conference Registration brochure, pocket programme, Conference programme

The Da Vinci Lounge will be a space away from the conference floor where delegates and exhibitors can meet and discuss business.



# Additional Activation Sponsorships



This category contains features which enhance the conference making the delegate, exhibitors and sponsors time at the conference memorable.

1. Drink Bottles \$3,000
2. One day Coffee cart \$2,000 - sponsor may add custom coffee keep cups (2 spots available)
3. In-house room drops to guests at Hyatt Place - gift to be supplied \$price on application
4. Charity Activation - delegate use tokens to vote, Donations of \$1,000 to the No 1 Charity, \$500 to No 2, \$100 to No 3 - sponsor to choose charities in conjunction with committee. Can use Sponsors branded containers to collect the donations. \$2,200
5. Airfares to America Coat, China Coat or European Coating Show 2020 \$price on application



# Conditions



All prices nominated are excluding GST.

## Payment Terms

- 50% deposit on acceptance.
- Balance by 30 June 2019.

*The Conference Committee would like to thank you for your continued support of the Surface Coatings Association Australia and for your consideration to sponsor this event. We look forward to hosting you in September 2019.*



# Expression of Interest



Please complete this form and return to [sponsorship@australian-coatings-show.com.au](mailto:sponsorship@australian-coatings-show.com.au) and we will be in contact to confirm your companies participation in the Australian Coatings Show.

Company: \_\_\_\_\_

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Sponsorship Type: \_\_\_\_\_

Booth Size:            3m x 2m                      6m x 2m                      Custom

Activation: \_\_\_\_\_





Thank you