



Association of Pet Dog Trainers Australia

Annual Conference

Bankstown Sports Club, Sydney

3 – 5 October 2009

Sponsorship and Exhibition Brochure

You're invited....



Dear Colleague,

You are invited to participate as a Sponsor or Exhibitor at our upcoming Annual Conference to be held at the Bankstown Sports Club, Sydney 3-5 October 2009.

One of the major benefits of the APDT Conference is the opportunity it provides to promote your products and services to a unique and influential niche market. The majority of APDT membership is made up of trainers, shelter workers, groomers, veterinary nurses and others who give advice on a daily basis to thousands of pet owners across the country. Wouldn't you like them to be recommending *your* products or services?

It is expected that over 300 delegates will be attending the conference this year, drawn by our fantastic keynote speakers, Dr Pamela J Reid from Canada and Sarah Kalnajs from USA. Profiles of both of these speakers can be found in the conference pages on our website - www.apdt.com.au

We very much appreciate the support of sponsors and exhibitors and believe the trade show to be a most important and popular part of our Conference. There will also be special times allotted to demonstrate and promote your products during conference intervals.

We welcome any suggestions you may have to make 2009 better than ever and encourage you to contact Vice President Sandy Lack by email on Sandy.Lack@apdt.com.au to discuss further how your business might best be represented at our conference.

I look forward to seeing you there.

Yours sincerely,

Karin Bridge
APDT President 2009

Why Sponsor?

Participation in the APDT Annual Conference will provide sponsors with:

- The opportunity to profile your organisation and enhance your brand.
- Excellent networking opportunities.
- Access to an influential and niche market.
- National promotion of your company in all conference promotions.
- Company logo displayed on conference screen as an exhibitor/sponsor of the event.
- Sponsorship opportunities.
- Acknowledgment as an organisation that supports excellence and innovation in the dog training industry.
- A closer association with APDT.

Sponsorship Packages

Program and Book of Abstracts Sponsor \$2000 (incl. GST)

The following entitlements apply:

- Organisation name and logo on the conference website.
- Complimentary display space with full entitlements at the trade exhibition.
- Two complimentary conference dinner tickets.
- Acknowledgement in conference printed material with full acknowledgement as sponsor and logo printed in Program and Book of Abstracts.
- Organisation brochure to be inserted in all delegate satchels.
- Logo included in screen signage which will be shown during conference sessions.
- Full page mono advertisement in conference program.

Dinner sponsor \$1800 (incl GST)

The following entitlements apply:

- Two complimentary conference dinner tickets.
- Opportunity for brief (no more than 5 min) address by company representative at the conference dinner.
- Acknowledgment of sponsorship by MC at the dinner.
- Organisation name and logo featured on menu and in conference program as dinner sponsor.
- Organisation name and logo on the conference website.
- Acknowledgement in conference printed material.
- Complimentary display space with full entitlements at the trade exhibition.
- Organisation brochure to be inserted in all delegate satchels.
- Logo included in screen signage which will be shown during conference sessions.
- Half page mono advertisement in conference program.

Namebadge or Printed Lanyard \$1,100 (incl. GST)

The following entitlements apply:

- Sponsoring organisation logo printed on namebadge or lanyard (along with APDT logo).
- Acknowledgement in conference printed material.
- Opportunity to place an item in delegate satchels.
- Organisation name and logo on the conference website.
- Logo included in screen signage which will be shown during conference sessions.

Satchel Sponsor \$1,000 (incl. GST)

The following entitlements apply:

- Sponsoring organisation logo printed on delegate satchels along with the APDT logo.
- Acknowledgement in conference printed material.
- Opportunity to place an item in delegate satchels.
- Organisation name and logo on the conference website.
- Logo included in screen signage which will be shown during conference sessions.

Satchel inserts - \$150 (incl. GST)

This sponsorship will entitle your organisation to have an article placed in delegate satchels. You will be sent a label to use on your items closer to the event and be advised of the number of articles to be provided.

In-kind Sponsorships

In-kind sponsorships might include items such as pens, novelty items for satchels, audio visual, website promotion, theming or entertainment to help reduce these expense line items for the Conference. Some of the items also noted above ie. lanyards or satchels might also be considered as an in-kind sponsorship. We would be happy to negotiate terms to suit your organisation for an in-kind sponsorship.

Trade Exhibitor Package

Registration as a trade exhibitor entitles your company to the following benefits:

- Floor space to approximate size of 3m x 3m.
- Trestle table/s and chairs, (max 3 tables to enable displays to keep within the approximate 3m x 3m floorspace allowance and to maintain a standard for all exhibitors).
- One velcro display board.
- One representative attendance for the duration of the conference includes all the benefits of delegate registration EXCEPT attendance at the conference dinner. (Attendance at the conference dinner incurs an extra cost).
- Extra representatives may attend for \$250 (incl. GST) excluding attendance at conference sessions.
- Direct access to all delegates expected to attend and a list of delegates in the conference satchel (not including contact details and not including those who have requested privacy).
- Company logo/name printed in Conference Program and Conference Proceedings and on the website.
- Company promotional item free in delegate satchels.
- Logo included in screen signage which will be shown during conference sessions.

To register as an exhibitor, please complete and return the registration form on the next page to On Q Conference Support.

Terms and Conditions

1. Acceptance of table exhibitors, trade exhibitors and satchel inserts is subject to approval by APDT.
2. All sponsorships will only be confirmed on receipt of a signed application form on the back page. A tax invoice will be issued for all cash sponsorships.
3. APDT reserves the right to amend the sponsorship program or tailor sponsorship packages to benefit the sponsor and/or the event. Every effort will be made to maximise sponsor benefits as well as the delegates' experience.
4. APDT reserves the right to vary the quoted prices in accordance with any change to the legislated rate of the GST which is currently 10% and is applicable to all goods and services offered by the Conference. All prices in this document are inclusive of GST and GST will be noted in the invoice issued.
5. To secure your booking, please complete the registration form and return it together with your deposit as soon as possible.
6. APDT reserves the right to alter these conditions if warranted due to changed circumstances and with prior notice to the exhibitor. The Conference Committee will have final determination of any display content or arrangements in so far as it may affect the overall presentation and conduct of the exhibition.
7. Payment must accompany all registrations. All applications must be accompanied by a 50% deposit. An invoice for the balance will be issued and final payment must be received by 1 September 2009.
8. APDT and the Conference Manager (On Q Conference Support) shall be indemnified and held harmless in respect of all costs, claims, demands and expenses to which they may be subject as a result of loss, injury, damage arising to any person or equipment during the duration of the trade exhibition, including set up and dismantle times. Please therefore ensure that your insurance will cover your involvement in this exhibition.
9. Cancellations must be in writing and received by On Q Conference Support by 5 September 2009. 50% fee is payable if cancellation is within six months of the exhibition. Full fee is payable if less than one month's notice is given.

More information on the Conference can be found on the website

<http://www.apdt.com.au>

or please contact

On Q Conference Support

Telephone: (02) 6288 3998 Facsimile: (02) 6161 4719

PO Box 3711, Weston Creek ACT 2611

Email: apdt@onqconferences.com.au

Association of Pet Dog Trainers Australia

3-5 October 2009 Bankstown Sports Club, Sydney NSW

TRADE EXHIBITION / SPONSORSHIP REGISTRATION FORM

OFFICE USE ONLY: ID no. _____ Reg no. _____ Date: _____

Please return your completed form together with payment to: Doreen Culliver, On Q Conference Support,
PO Box 3711, Weston ACT 2611 Tel: 02 6161 9024 Fax: 02 6161 4719 Email: apdt@onqconferences.com.au

1. Registration Details

Organisation: _____ Position: _____

Title: _____ Name: _____ Surname: _____

Representative 1 - Name to appear on name badge: _____

Mailing Address: _____

City: _____ State: _____ Postcode: _____

Country: _____ Email: _____

Tel: _____ Fax: _____

Please note any special requirements (dietary/disability): _____

I will be providing a satchel insert as part of my exhibition package

Additional Representative (@\$250 per person, incl. GST) Please photocopy form if more than two representatives are attending

Title: _____ Name: _____ Surname: _____

Name to appear on name badge: _____

Position: _____ Tel: _____

Please note any special requirements (dietary/disability): _____

Places in streamed sessions are limited and allocated in order of registrations received.

2. Category Prices include GST

- Yes I wish to register for:
- Program and Book of Abstracts (\$2,000)
 - Dinner Sponsor - including an exhibition space and associated benefits (\$1,800)
 - Name Badge or Printed Lanyard (\$1,100)* conditions apply - please discuss with Organiser
 - Satchel Sponsor (\$1,000)
 - New Exhibitor (AUD\$580) - Total number of tables required (max 3): _____
 - Return Exhibitor (AUD\$480) - Total number of tables required (max 3): _____
 - Satchel Inserts - I am not exhibiting at the conference but would like to insert an item in satchels (\$150)
 - I wish to offer an in-kind sponsorship. Please call me on _____ to discuss further.

3. Payment Details *(Payment must be in Australian dollars)*

I/we understand that full payment is required to register for sponsorships. A deposit of \$300 is required to register for an exhibition booth with balance required by 1 Sept 2009

Please tick payment type:

VISA MASTERCARD CHEQUE *(to be made payable to On Q Conference Support)* DIRECT DEPOSIT

Credit Card Number: _____ / _____ / _____ / _____

Name of Cardholder: _____

Signature of Cardholder: _____

Expiry Date: _____ / _____ AMOUNT ENCLOSED: \$ _____

BSB: 062 912
ACCOUNT No: 1015 3163
On Q Conference Support