



SSE2009

23-24 April, 2009

Co-Hosts Software Systems and Engineering Division
Software Institute of Australia
Griffith Office of Commercialisation

Benefits for Sponsors

PLATINUM: \$8,000.00 – ONE ONLY

Naming rights

- Naming rights for the SSE2009 Conference in a format to be determined with the sponsor, keeping in mind that the AOQ-QLD™ name must also appear as the “owner” of the project.

Priority recognition

- Sponsors will be introduced and recognised for their support at the Opening Introduction and at the Closing Address at the event,
- Opportunity to include a presenter at the event.
- Identification as Sponsor in all promotions of the event in Software Systems Engineering Division publications

Sponsor positioning & logo identification

- Inclusion in the SSE2009 colour advertisement in ***Progressing Business*** (the official Journal of the AOQ-QLD™).
- One x full page advertisement in the SSE2009 brochure.
- Primary Banner Placement opportunity at the SSE2009 venue (sponsor to supply approved banner/sign)
- Recognition as Sponsor in all media releases
- Recognition as Sponsor on directional signage at SSE2009 venue
- Logo to appear on event PDF/email designed communications (eg registration forms)
- Logo to appear in prominent position on event printed collateral
- Logo via online promotion eg. Registration Forms

Webpage Sponsorship

- *Your organisation’s logo to appear on the SSE webpage to March 2010 – sole sponsor*

SSE2009 Webpage Promotion

- Your organisation’s logo to appear on all event promotion pages

AOQ-QLD ISO 9001:2000 Certified ABN 53 322 327 143

Australian Organisation for Quality (Queensland) Incorporated (Organisation No IA16979)

PO Box 15205, CITY EAST, QUEENSLAND 4002

Telephone: +61 7 3816 2255; Facsimile: +61 7 3816 2288; Email: info@aoq.org.au Web Site: www.aoq.org.au

- Your organisation's name, hyperlinked organisation logo and short organisation profile to be included on the Sponsor Recognition page on all event promotion pages.

Promotional Opportunities

- Approved display collateral at the entrance to the event venue at SSE2009 event
- Use of the Software Systems Engineering sponsor logo on your marketing collateral.



Complimentary Registrations

- Sponsors receive a corporate registration of five guests at the SSE2009 Event.

Other

- Super booth in a prominent position at the Trade Exhibition (3000 x 3000 x 2100).
- 5 off Delegate Registrations*.
- Rights to provide a presenter in a Plenary Session.
- 1 off accommodation at an inner city hotel for IN Day before Conference, OUT Day of Conference.
- AOQ-QLD™ will add any names you provide to their Database for circulation of marketing information related to **SSE2009**.
- A list of all delegates that attend the conference.

GOLD: \$5,000.00 – ONE ONLY

Priority recognition

- Sponsors will be introduced and recognised for their support at the Opening Introduction and at the Closing Address at the event
- Opportunity to include a presenter at the event.
- Identification as Sponsor in all promotions of the event in Software Systems Engineering Division publications

Sponsor positioning & logo identification

- Inclusion in the SSE2009 colour advertisement in **Progressing Business** (the official Journal of the AOQ-QLD™)
- One x full page advertisement in the SSE2009 brochure.
- Primary Banner Placement opportunity at the SSE2009 venue (sponsor to supply approved banner/sign).
- Recognition as Sponsor in all media releases.
- Recognition as Sponsor on directional signage at SSE2009 venue
- Logo to appear on event PDF/email designed communications (eg registration forms).
- Logo to appear in prominent position on event printed collateral.
- Logo via online promotion eg, Registration Forms.

SSE2009 Webpage Promotion

- Your organisation's logo to appear on all event promotion pages.
- Your organisation's name, hyperlinked organisation logo and short organisation profile to be included on the Sponsor Recognition page on all event promotion pages.

Promotional Opportunities

- Approved display collateral at the entrance to the event venue at SSE2009 event.
- Use of the Software Systems Engineering sponsor logo on your marketing collateral



Complimentary Registrations

- Sponsors receive a corporate registration of two guests at the SSE2009 Event.

Other

- Super booth in a prominent position at the Trade Exhibition (3000 x 3000 x 2100).

- 3 off Delegate Registrations*.
- AOQ-QLD™ will add any names you provide to their Database for circulation of marketing information related to **SSE2009**.
- A list of all delegates that attend the conference.

(Total value of the Gold sponsorship package includes exposure in the market place worth thousands of dollars plus a conference package in excess of \$2,500.00)

SILVER: \$ 3,000.00 – ONE ONLY

- As for Gold Sponsorship except for the following
 - Standard booth in a prominent position at the Trade Exhibition (3000 x 2100 x 2100).
 - 2 off Delegate Registration*.

(Total value of the Silver sponsorship package includes exposure in the market place worth thousands of dollars plus a conference package in excess of \$2,000.00)

BRONZE: \$ 2,000.00 – 2 ONLY

- As for Gold Sponsorship except for the following
 - A table top for display in a prominent position at the Trade Exhibition.
 - 2 off Delegate Registration*.

(Total value of the Bronze sponsorship package includes exposure in the market place worth thousands of dollars plus a conference package in excess of \$1,000.00)

\$ 1,000.00 - Unlimited

- As for Gold Sponsorship except for the following
 - No booth or table top display opportunity
 - 1 off Delegate Registration.

* Includes the 2 delegate registration normally attached to a standard booth

Minor sponsorships available

Sponsorship – Based on 50-75 attendees	\$ Each Includes GST
Satchel inserts-1 off	250 .00
Satchel naming rights-satchels to be chosen in agreement between sponsor and SSE2009 committee.	1,000.00
Name Tags naming rights.	500.00
Refreshment Breaks 2 off available. Naming rights am and pm @250 each	250.00 each
Lunch naming rights	1000.00
Speakers Gifts 14 off naming rights Either supply gifts acceptable to committee or money	Total 350.00
Proceedings (CD) Advertising:	400.00
Non tied sponsorships ie donation, minimum of	275.00

Trade Exhibition at SSE2009

An affiliation with the “Australian Organisation for Quality-(Qld)-AOQ-QLD is a unique opportunity for your Organisation to advertise your product/service to an expected 50-75 willing and excited Software Systems Engineering Practitioners and middle and senior managers from all over Australia.

You won't find a better way to become a market leader and make yourself known than at The Trade Exhibition – SSE2009 in Brisbane 12th March, 2009.

The Trade Exhibition will consist of up to 10 HIGH QUALITY BOOTHS.

Investment Opportunities

High Quality Gold size Booths	3000mm in (length) x 3000mm (wide) x 2100mm (high) and one (1) Full Registration (valued at \$495.00), plus booth attendant	@ \$1,500.00 each, members, \$1695.00 non-members*
High Quality Standard Booth	3000mm in (length) x 2100mm (wide) x 2100mm (high) and one (1) Full Registration (valued at \$495.00), plus	@ \$1250.00 each, members, \$1445.00 non-

AOQ-QLD ISO 9001:2000 Certified ABN 53 322 327 143

Australian Organisation for Quality (Queensland) Incorporated (Organisation No IA16979)

PO Box 15205, CITY EAST, QUEENSLAND 4002

Telephone: +61 7 3816 2255; Facsimile: +61 7 3816 2288; Email: info@aoq.org.au Web Site: www.aoq.org.au

	booth attendant	members*
Poster Boards or Table Top Display	1000mm wide x 2100mm high-Does not include a registration or booth attendant	@ \$ 875.00 each, members, \$1090.00 non- members*

Additional Booth attendants @ \$495.00 each
All Prices include GST

* Please download, complete and forward membership Application Form-
www.aog.org.au/PDF/Membership-Application.pdf

If you are a member of an AOQ anywhere just complete your contact details and tick the
Software Systems Engineering Division box

Positions in the exhibit hall for SSE2009 will be offered in the order that acceptance forms are
received.

In all instances, we require 50% deposit on acceptance, and the final 50% on or before 30th
February, 2009.

**SAVE! When you select a major sponsorship only one payment is necessary to pay for the
sponsorship, trade exhibit, delegate registration and accommodation AND free publicity
on all conference publications throughout Australasia and the Web Site
www.aog.org.au/SSE2009.htm.**

Please complete the enclosed **Sponsorship/Trade Exhibit Acceptance Form** and return with
your deposit.



The Sponsorship Convener
SSE2009
PO Box 15205
CITY EAST
QUEENSLAND 4002

SPONSORSHIP/TRADE EXHIBIT ACCEPTANCE FORM

Dear Sponsorship Convener,

Yes, I wish to take a Sponsorship and/or Trade Exhibit at SSE2009, in Brisbane on 12th March, 2009 as outlined in your package.

I have chosen the following Sponsorship (inclusive of GST):

- Platinum @ \$8,000.00 Gold @ \$5,000.00 Silver @ \$3,000.00
 Bronze @ \$2,000.00 \$1,000.00 Satchel Insert @ \$250.00
 Satchel Naming Rights @ \$1,000.00 Name Tag Naming Rights @ \$500.00
 Refreshment Breaks Naming rights for AM or PM @\$250.00 each
 Lunch naming rights for @ \$1000.00 Speakers Gifts naming rights @ 350.00

I require the following Trade Exhibit Booth (inclusive of GST):

- Gold Booth @ \$1500.00 members (\$1695.00 non-members)
 Standard Booth @ \$1250.00 members (\$1445.00 non-members)
 Table Top Display @ \$875.00 members (\$1040.00 non-members)
 Poster Board @ \$875.00 members (\$1090.00 non-members)

I enclose a cheque for \$ _____ (50% of cost) as a non-refundable deposit, or please charge my credit card: Remainder payable on 28th February, 2009. A tax invoice will be provided.

Card name: AMEX, MasterCard, Visa (please add 2.5% if paying by Credit Card).

Name on card: _____ Signature: _____

Card number: _____ Expiry Date: _____

Company Name: _____ Telephone: _____

Address: _____ Facsimile _____

_____ Post Code: _____

Email: _____

Contact: Last Name: _____ First Name: _____

Position: _____ Telephone: _____

FINE

I understand that sponsorships will be allocated in the order the Sponsorship Acceptance Forms and/or Cheques are received by the Convener. Further, I understand my rights are as outlined in your letter. I will be given ample opportunity to publicise my Company's name and products during the conference.

PRINT

The Committee and members of the Australian Organisation for Quality (Qld) Inc, World Conference Systems, *Improving Business* and the sponsoring bodies accept no liability to any person for loss, injury or damage whether arising directly or indirectly, from any action or cause undertaken, organised, or sponsored by the Australian Organisation for Quality (Qld) Inc. Force majeure applies.

Yours Sincerely,

(Signed Public Officer)

Date

AOQ-QLD ISO 9001:2000 Certified ABN 53 322 327 143
Australian Organisation for Quality (Queensland) Incorporated (Organisation No IA16979)
PO Box 15205, CITY EAST, QUEENSLAND 4002
Telephone: +61 7 3816 2255; Facsimile: +61 7 3816 2288; Email: info@aoq.org.au Web Site: www.aoq.org.au