



## Six Sigma 2007 Strategic Insights from research and practice in lean Six Sigma Benefits for Sponsors

### **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 Six Sigma Division publications

### **Sponsor positioning & logo identification**

- Inclusion in the Six Sigma 2007 colour advertisement in *Quality Australia-The Business Improvement Journal* (the official Journal of the AOQ)
- One x full page advertisement in the Six Sigma 2007 brochure.
- Primary Banner Placement opportunity at the Six Sigma 2007 venue (sponsor to supply approved banner/sign)
- Recognition as Sponsor in all media releases
- Recognition as Sponsor on directional signage at Six Sigma 2007 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

### **Website 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 Six Sigma 2007 event
- Use of the Six Sigma sponsor logo on your marketing collateral

### **Complimentary Registrations**

- Sponsors receive a corporate registration of guests (see relevant package) at the Six Sigma 2007 Event.

### **Naming rights**

- Naming rights for the Six Sigma 2007 Conference have been sold to SGS.

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### **Investment**

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The AOQ-QLD has a series of sponsor packages for you to choose from to support The Six Sigma 2007 Conference as depicted on the following pages.



## SPONSORSHIP PACKAGES

Six Sigma 2007, the Annual one-day Six Sigma Conference of the Australian Organisation for Quality (AQ) Six Sigma Division will be staged in Melbourne, 22<sup>nd</sup> August, 2007.

Three major sponsorship packages are offered for **Six Sigma 2007**.

### **GOLD: \$5,000.00 – ONE ONLY**

All the benefits described above plus

- \* Gold Super booth in a prominent position at the Trade Exhibition (3000 x 3000 x 2100).
- \* 4 off Delegate Registrations\*.
- \* Rights to provide a presenter in a Plenary Session.
- \* 1 off accommodation at an inner city hotel for Tuesday 21<sup>st</sup> August, ie IN Tuesday 21<sup>st</sup>, OUT Wednesday 22<sup>nd</sup>.
- \* AOQ will add any names you provide to their Database for circulation of marketing information related to **Six Sigma 2007**.
- \* A list of all delegates that attend the conference.
- \* **Rights to sole sponsorship of the Six Sigma Division webpage to 30<sup>th</sup> June, 2008.**

(Total value of the Gold sponsorship package includes exposure in the market place worth thousands of dollars plus a conference package in excess of \$3,000.00)

### **SILVER: \$ 3,000.00 – ONE ONLY**

- \* Standard booth in a prominent position at the Trade Exhibition (3000 x 2100 x 2100).
- \* 3 off Delegate Registration\*.
- \* 1 off accommodation at an inner city hotel for Tuesday 21<sup>st</sup> August, ie IN Tuesday 21<sup>st</sup>, OUT Wednesday 22<sup>nd</sup>.
- \* AOQ will add any names you provide to their Database for circulation of marketing information related to **Six Sigma 2007**.
- \* A list of all delegates that attend the conference

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

### **BRONZE: \$ 2,000.00 – 2 ONLY**

- \* A table top for display in a prominent position at the Trade Exhibition.
- \* 2 off Delegate Registration\*.
- \* AOQ will add any names you provide to their Database for circulation of marketing information related to **Six Sigma 2007**
- \* A list of all delegates that attend the conference

(Total value of the Silver 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**

- \* 1 off Delegate Registration.
- \* AOQ will add any names you provide to their Database for circulation of marketing information related to **Six Sigma 2007**
- \* A list of all delegates that attend the conference

\* 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	200 .00
Satchel naming rights-satchels to be chosen in agreement between sponsor and <b>Six Sigma 2007</b> 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

**AOQ-QLD** ISO 9001:2000 Certified

**Australian Organisation for Quality – Queensland Inc** (Organisation No IA16979)

PO Box 15205, CITY EAST, QUEENSLAND 4002

Telephone: +61 7 3816 2255; Facsimile: +61 7 3816 2288; Email: [aoq.qld@aoq.org.au](mailto:aoq.qld@aoq.org.au); Web Site: [www.aoq.org.au](http://www.aoq.org.au)

## Trade Exhibition at Six Sigma 2007

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 Six Sigma Quality 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 – Six Sigma 2007 in Melbourne on 22<sup>nd</sup> August, 2007.

The Trade Exhibition will consist of 6 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, \$1665.00 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 booth attendant	@ \$1250.00 each, members, \$1415.00 non-members*
Poster Boards or Table Top Display	1000mm wide x 2100mm high	@ \$ 875.00 each, members, \$1040.00 non-members*

(Poster Boards DO NOT include a Conference Registration) or booth attendant.  
Prices include GST

Additional Booth attendants @ \$495.00 each

\* Please download, complete and forward membership Application Form-  
[www.aq.org.au/PDF/Membership-Application.pdf](http://www.aq.org.au/PDF/Membership-Application.pdf)

If you are a member of an AOQ anywhere just complete your contact details and tick the Six Sigma Division box

Positions in the exhibit hall for Six Sigma 2007 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 15<sup>th</sup> August, 2007.

**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.aq.org.au/sixsigma2007.htm](http://www.aq.org.au/sixsigma2007.htm) and during the conference.**

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



Mario S Pennisi  
Convenor Six Sigma 2007

AOQ-QLD ISO 9001:2000 Certified

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The Sponsorship Convener  
**Six Sigma 2007**  
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 **Six Sigma 2007**, in Melbourne on 22<sup>nd</sup> August, 2007 as outlined in your package.

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

- Gold @ \$5,000.00     Silver @ \$3,000.00     Bronze @ \$2,000.00  
 \$1,000.00     Satchel Insert @ \$200.00     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 @ 500.00

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

- Gold Booth @ \$1500.00 members (\$1650.00)  
 Standard Booth @ \$1250.00 members (\$1415.00 non members)  
 Table Top Display @ \$875.00 members (\$1040.00 non-members)  
 Poster Board @ \$875.00 members (\$1040.00 non-members)

I enclose a cheque for \$ \_\_\_\_\_ (50% of cost) as a non-refundable deposit, or please charge my credit card: Remainder payable on 15<sup>th</sup> August, 2007. A tax invoice will be provided.

Card name:  AMEX,  MasterCard,  Visa.

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, Acclaim Conference and Events Management, *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

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