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**ADVANCING**  
OUR PROFESSION

**8th IPEd National Editors Conference**

**13–15 September 2017, Brisbane**

**Sponsorship and Exhibition**

**Prospectus**

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## Invitation

The Institute of Professional Editors (IPEd) is the peak national body for Australian editors. It exists to advance the profession of editing and to support and promote Australian editors. Our members are individual editors working in the writing, editing and publishing industry; those with an interest in editing, publishing or a related field; and organisations that employ editors. The IPEd homepage can be found at <http://iped-editors.org>.

IPEd hosts its national conference every two years. The 8th IPEd National Editors Conference, titled Advancing Our Profession, will be hosted by Editors Queensland on behalf of IPEd and will be held at the Brisbane Convention and Exhibition Centre, South Bank, Brisbane, 13–15 September 2017. The conference will explore the future work of editors in the ever-changing writing, editing and publishing industry. The conference homepage can be found at <http://iped-conf2017.org.au/home/>.

The conference will provide excellent opportunities for your organisation or company to support IPEd and our work, and to promote your products, services or activities among our members. We invite you to consider the range of options for sponsorship of the 8th IPEd National Editors Conference.

## Who will attend the conference?

Our membership includes editors engaged in any aspect of editing for online and print publishing, and anyone with an interest in editing, publishing or related fields. We anticipate attendance of 275–300 editors and other delegates who currently work, or are interested, in the editing profession. Delegates will include publishers, in-house and freelance editors, small businesses involved in publishing or editing, writers, distributors, designers, communication specialists, indexers, and database developers from Australia and New Zealand.

## Benefits of sponsorship and exhibition

The conference will include workshops, plenary sessions, concurrent lectures and panel discussions. There will also be plenty of social interaction in breaks between sessions during the day and at the welcome reception and conference dinner at night. These can provide various settings for you to interact with delegates, to promote your organisation or company and to establish networks with IPEd members.

Details of sponsorship and exhibition options can be found on the following pages and at <http://iped-conf2017.org.au/sponsorship-and-exhibition/>.

## Exposure

Conference website views: 5000 views per month leading up to the conference, peaking at 7000 during the conference, giving a total of 30,000 views (based on previous conferences).

Conference attendees: 275–300 expected.

The conference will be actively promoted through the IPEd website and through social media including Facebook, Twitter and LinkedIn.

If you wish to discuss sponsorship options for the 8th IPEd National Editors Conference, please contact:

Nicole Murphy, Conference Coordinator

Conference Logistics

PO Box 6150 Kingston ACT 2604

T 02 6281 6624 | F 02 6285 1336

Email [nicole@conlog.com.au](mailto:nicole@conlog.com.au) | Website [www.conferencelogistics.com.au](http://www.conferencelogistics.com.au)



OUR PROFESSION

8th IPEd National Editors Conference

13–15 September 2017, Brisbane

## Preliminary program

Date and time	Activity
13 September	Four half-day workshops
	Welcome reception (evening)
14 September	Conference Day 1
	Conference dinner (evening)
15 September	Conference Day 2

## Summary of sponsorship and exhibition options

Sponsorship level	Number available	Price (\$ including GST)
Gold sponsor	3	3000
Silver sponsor	5	1750
Bronze sponsor	Unlimited	1000
Conference program ads	Unlimited	300–880*
Keynote speakers	3	1500*
Conference program	1	3000 or in-kind
Conference session	24	500*
Workshop session	4	500*
Lunch	2	1000*
Tea/coffee break	4	250*
Welcome reception	1	2000
Conference dinner	1	4500
Conference app	4	2000
Mobile device charging station	1	3000
Delegate bags	1	4500
Delegate bag inserts	Unlimited	100
Name badges and lanyards	1	3000
Conference notepads and pens	1	2000
Opportunity to sell books	Unlimited	10% commission
Exhibition table	Unlimited	500*

\*The prices are per unit; for example, \$500 for one conference session.

## Details of sponsorship and exhibition packages

### Gold level \$3000 (limit of 3)

- Logo in conference program and on conference website with link to your website
- Onsite signage
- Trade/exhibition space at conference (includes trestle table, one power plug and one poster board)
- Advertisement on conference website
- One half-page advertisement in conference program
- Inclusion in conference advertising
- Two pieces of promotional material in delegate satchels
- Two complimentary passes to the conference including two tickets to the conference dinner

### Silver level \$1750 (limit of 5)

- Logo in conference program and on conference website with link to your website
- Onsite signage
- Trade/exhibition space at conference (includes trestle table, one power plug and one poster board)
- One quarter-page advertisement in conference program
- Inclusion in conference advertising
- One piece of promotional material in delegate satchels
- One complimentary pass to the conference including one ticket to the conference dinner
- One exhibitor registration (includes catering but does not include access to conference sessions)

### Bronze level \$1000 (unlimited)

- Logo in conference program and on conference website with link to your website
- Onsite signage
- Trade/exhibition space at conference (includes trestle table, one power plug and one poster board)
- One piece of promotional material in delegate satchels
- One exhibitor registration (includes catering but does not include access to conference sessions)

### Sponsorship of a specific aspect of the conference with cost per unit (number available)

**Keynote speaker \$1500 (3):** sponsorship of travel, accommodation and/or speaker fee for an invited keynote speaker will be acknowledged in the conference program, on the sponsorship page and on a slide during the speaker's session

**Conference program \$3000 or in-kind (1):** sponsor's corporate name and logo to appear on the inside front cover; sponsor's ad to appear on the back page (full page, one colour)

**Conference session \$500 (24):** sponsorship of a 45-minute conference session acknowledged at the start of the session (including logo on session slide) and in the registration brochure and conference program

**Workshop session \$500 (4):** sponsorship of a half-day pre-conference workshop acknowledged at the start of the session (including logo on session slide) and in the registration brochure and program; company banner may be displayed during the session

**Lunch \$1000 (2):** company brochure in delegate satchels, corporate logo in the program and on slide in sessions prior to the break, formal acknowledgement during the lunch, company logo on signage on catering tables; company banner may be displayed during lunch

**Tea/coffee break \$250 (4):** corporate logo in the program, formal acknowledgement during the break, company logo on signage on catering tables; company banner may be displayed during the break

**Welcome reception \$2000 (1):** one pull-up banner to be placed in welcome reception, one piece of promotional material in delegate satchels, company logo in conference program and on conference website with link to website

**Conference dinner \$4500 (1):** two pull-up banners to be placed at dinner, logo on dinner menu, logo wherever dinner is mentioned, recognition by dinner MC, two tickets to the dinner, logo in conference program and on conference website with link to website

**Conference app \$2000 (4):** logo on app splash page, logo on app main page, either own page on app or exclusive rolling ad with link to website, one piece of promotional material in delegate satchels, logo in conference program and on conference website with link to website

**Mobile device charging station \$3000 (1):** logo on charging station, one piece of promotional material in delegate satchels, logo in conference program and on conference website with link to website

**Delegate bags \$4500 (1):** logo on delegate satchel, one piece of promotional material in delegate satchels, logo in conference program and on conference website with link to website

**Delegate bag inserts \$100 (unlimited):** one piece of promotional material (no larger than A4 size and no more than 4 pages); other items as approved by the conference committee

**Name badges and lanyards \$3000 (1):** logo on lanyard and conference name badges, logo in conference program and on conference website with link to website

**Conference notepads and pens \$2000 (1):** logo on conference notepads and pens, logo in conference program and on conference website with link to website

### Conference program advertisement

Full page	\$880
Half page	\$500
Quarter page	\$300

Advertisements will be full colour; specifications will be available closer to the conference.

### Donor

**A donation** of any amount (or in-kind) from any individual, company or organisation will be gratefully acknowledged on the sponsors' page in the conference program.

## Exhibition

The exhibition area will be the venue for all catering throughout the conference to ensure maximum exposure and opportunities for contact between delegates and exhibitors.

Exhibitors will be expected to display at the conference for both days, as detailed below:

Bump in: Wednesday 13 September, timing TBC

Bump out: Friday 15 September following the conference afternoon tea break

Exhibition will be open:

8.30 am–5.00 pm Thursday 14 September

8.30 am–3.00 pm Friday 15 September

### Bookstore 10% commission (limit of 1)

Opportunity to sell books at the conference bookshop. The space and set up will be free (two trestle tables and chairs, poster board, power and two exhibitor registrations) and the cost will be 10% commission on all sales.

### Exhibition table \$500

- Trestle table and two chairs
- Poster board
- Power
- One exhibitor registration (includes catering, but does not include entry to conference sessions)
- Logo in conference program and on conference website

### Additional exhibition staff \$250

If you require other members of staff to be on your stand for the duration of the exhibition, an additional exhibition staff fee of \$250 per staff member applies. This fee covers catering but not entry to conference sessions.

## Sponsorship Application Form

Company name \_\_\_\_\_ Contact person \_\_\_\_\_  
 Address \_\_\_\_\_  
 Suburb \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_  
 Country \_\_\_\_\_ Website \_\_\_\_\_  
 Email \_\_\_\_\_  
 Work phone \_\_\_\_\_ Mobile \_\_\_\_\_

### Sponsorship options

Please tick the appropriate box(es) or indicate the number of items below

Gold sponsor	\$3000	Conference dinner	\$4500
Silver sponsor	\$1750	Charging station	\$3000
Bronze sponsor	\$1000	Delegate bags	\$4500
Keynote speaker	\$1500	Name badges/lanyards	\$3000
Conference program	\$3000 (or in-kind)	Notepads/pens	\$2000
Conference session	\$500	Delegate bag insert	\$100
Workshop session	\$500	Donation	
Lunch	\$1000	Bookstore	Commission
Tea/coffee break	\$250	Exhibition table	\$500
Welcome reception	\$2000	Additional exhibitor	\$250

*All prices are quoted in Australian dollars and are inclusive of 10% GST*

### Payment summary

Sponsorship total: \$ \_\_\_\_\_  
 Exhibition table: \$ \_\_\_\_\_  
 Additional exhibitor staff \$ \_\_\_\_\_  
 Total amount to be invoiced: \$ \_\_\_\_\_

50% deposit is required at time of booking. Balance of payment is due by 11 August 2017.



## Payment Details

I enclose **cheque** payable to IPEd National Conference 2017

I wish to pay by **Electronic Funds Transfer** (an invoice that contains bank details will be sent for processing)

I wish to pay by **credit card** and I hereby authorise you to charge the amount of \$ plus the credit card surcharge fee to my credit card

Please charge my:      MasterCard                      Visa

Card Number:                                      Expiry Date:                      CCV:

Card Holder Name:                              Card Holder Signature:

Please send completed form with payment to: Conference Logistics  
PO Box 6150, Kingston ACT 2604  
Fax: +61 2 6285 1336  
E: [conference@conlog.com.au](mailto:conference@conlog.com.au)