

EECON 2021

THE NEW ENERGY LANDSCAPE—
CHALLENGES AND OPPORTUNITIES

SPONSOR AND EXHIBITOR OPPORTUNITIES

NOV 22-23 | PAN PACIFIC PERTH

A PROFESSIONAL
DEVELOPMENT INITIATIVE
OF THE ELECTRIC ENERGY
SOCIETY OF AUSTRALIA



Electric Energy Society of Australia



ENGINEERS
AUSTRALIA

WWW.EESA.ORG.AU

EECON 2021

NOV 22-23 | PERTH

PAN PACIFIC PERTH HOTEL,
207 ADELAIDE TERRACE



EECON 2021: SPONSORSHIP & EXHIBITION OPPORTUNITIES

The Electric Energy Society of Australia (EESA) takes great pleasure in inviting you to participate in the EECON 2021 Conference and Trade Exhibition to be held on 22nd and 23rd November at the Pan Pacific Hotel, Perth.

The EECON 2021 Conference Organising committee is organising a really interesting program that I believe will give attendees a good understanding of many of the challenges and opportunities they are likely to see over the coming years in the rapidly changing electric energy industry.

This conference will provide attendees with an invaluable opportunity to catch up with energy industry developments from a 'macro and micro' view as well as encouraging many networking opportunities with colleagues from other network business as well as manufacturers and service providers.

Sponsoring and exhibiting at the EECON will provide your organisation with an opportunity to enhance its profile and promote its services to the decision-makers of both national and international organisations. The conference program and

exhibition space have been designed to offer sponsors and exhibitors maximum networking opportunities with conference delegates. All meals and refreshments will be served in the exhibition area to ensure maximum exposure for exhibitors.

Based on past attendance we anticipate 100–150 senior delegates from the electric energy industry from Australia and overseas. The conference will again include a selection of senior industry speakers and special guests, with business and technical streams to attract the widest audience of delegates from the electrical and electricity supply industries.

I look forward to welcoming you to the EECON 2021.

Jeff Allen
EESA National President

WHO ATTENDS THE CONFERENCE?

- Energy company chief executives
- Government department representatives and energy regulators
- Energy company general/area managers, distribution managers, asset managers, project development managers and engineers
- Consultants and contractors
- Academics and students
- Manufacturers and suppliers

THE BENEFITS OF SPONSORING OR EXHIBITING AT THE CONFERENCE?

- Engage with industry specialists and leaders
- Enhance your company profile
- Raise your brand awareness
- Take a targeted marketing approach directed at your potential customers
- Demonstrate your product/service
- Enhance the exposure of your product/service to your target market

NATIONAL ELECTRIC ENERGY CONFERENCE (EECON) OF EESA

The sponsorship packages can be tailored to suit your company needs. If you want items added or taken out of the sponsorship package that you are interested in, please contact:

Laurie Curro (Sponsorship)
E: laurie.curro@horizonpower.com.au
Steve Shearing (Exhibition)
E: steve.shearing@hitachi-powergrids.com



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SPONSORSHIP PACKAGES

PLATINUM SPONSOR

\$20,000 + GST

GOLD SPONSOR

\$15,000 + GST

(1 AVAILABLE)

BEFORE THE CONFERENCE

Company name and logo displayed on all promotional material including weblink on EESA Conference webpage, acknowledged as Platinum sponsor.

DURING THE CONFERENCE

- Company name and logo displayed in the main auditorium, exhibition and registration area throughout the conference (banners provided by sponsor)
- Double exhibition booth (6m x 3m)
- Opportunity for a senior representative to make a 5 minute presentation in the opening session
- Five complimentary registrations to all conference activities
- An invitation for two additional company representatives to attend the conference dinner
- Formal acknowledgment during the opening and closing address
- Acknowledgment in the conference handbook
- Opportunity to supply handout or corporate gift to delegates (to be provided by sponsor)

BEFORE THE CONFERENCE

Company name and logo displayed on all promotional material including weblink on EESA Conference web page, acknowledged as Gold Sponsor.

DURING THE CONFERENCE

- Company name and logo displayed in the main auditorium throughout the
- Conference (banners provided by sponsor)
- Two complimentary registrations to all conference activities
- An additional five full registrations specifically for recent graduate engineers with under five years' experience
- An invitation for two additional company representatives to attend the conference dinner
- Formal acknowledgment during the opening and closing address
- Acknowledgment in the conference handbook
- Additional employees of the sponsoring organisation can register at "EESA Member" rates

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SPONSORSHIP PACKAGES

SILVER SPONSOR

\$7,500 + GST

CONFERENCE DINNER SPONSOR

\$7,500 + GST

(1 AVAILABLE)

BEFORE THE CONFERENCE

Company name and logo displayed on all promotional material including weblink on EESA Conference web page, acknowledged as Silver Sponsor.

DURING THE CONFERENCE

- Company name and logo displayed in the main auditorium throughout the conference (banners provided by sponsor)
- Two complimentary registrations to all conference activities
- An invitation for one additional company representatives to attend the conference dinner
- Formal acknowledgment in the opening and closing address
- Acknowledgment in the conference handbook

- Prominent display of sponsor signage during the dinner (sponsor to provide self-standing banners)
- The opportunity for a five minute address by a senior company representative during the conference dinner (Lectern and microphone will be provided. Additional AV at sponsors own expense).
- A seat at the main table hosted by the EESA National President
- An invitation for five company representatives to attend the dinner
- The opportunity to provide the dinner guests with a company gift (to be provided by sponsor)
- Company logo on the dinner menus
- Acknowledgement within the conference brochure, conference handbook and EESA website and during the conference dinner.

BRONZE SPONSOR

\$3,500 + GST

LIVE STREAMING/RECORDING \$10,000 + GST

(1 AVAILABLE)

BEFORE THE CONFERENCE

Company name and logo displayed on all promotional material including weblink on EESA Conference web page, acknowledged as Bronze Sponsor.

DURING THE CONFERENCE

- Company name and logo displayed in the main auditorium throughout the conference (banners provided by sponsor)
- One complimentary registration to all conference activities
- Formal acknowledgment in the opening and closing address
- Acknowledgment in the conference handbook

- Company logo displayed on screen throughout live streaming
 - Ongoing branding through delegate post-conference viewing of conference proceedings.
 - One page company profile in the conference handbook
 - Acknowledgement on EESA Conference web page
 - Two complimentary registrations to the conference
- NB:** Optional upgrade to an Exhibition Booth for an additional \$1,000+GST

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SPONSORSHIP PACKAGES

CONFERENCE SACHEL OR COMPENDIUM SPONSOR

\$5,000 + GST

(1 AVAILABLE)

- Company logo printed on compendium or satchel (one colour logo)
- One piece of promotional literature in the conference compendium or satchel
- Acknowledgment in the conference handbook & weblink on EESA Conference web page

HOST A DELEGATE BREAKFAST

\$4,000 + GST

(2 AVAILABLE)

- Host a breakfast for up to 40 conference delegates.
- Company logo on all conference promotion as Breakfast Sponsor
- Acknowledgment in the conference handbook & weblink on EESA Conference webpage.
- Package includes a table buffet breakfast with one hot option plus basic AV equipment screen, whiteboard or flipchart and PA system. (Catering and AV upgrades available at own expense)

CHARGING STATION

\$2,500 + GST

(1 AVAILABLE)

- Charges Station with your branding set in the exhibition hall.
- One complimentary registration to all conference activities
- Acknowledgment in the conference handbook

CONFERENCE COFFEE CART SPONSOR

\$5,500 + GST

(1 AVAILABLE)

- Maximised advertising on all conference material including; Conference website, Conference banners, Conference powerpoint display, Conference booklet EESA website and Conference coffee cups
- The barista/s will have branded shirts and aprons with your company logo.
- Insertion of your company brochure featuring your products and services into the delegate satchel insert

CONFERENCE NOTEPADS SPONSOR

\$2,500 + GST

(1 AVAILABLE)

- A4 conference pad over-printed with company logo and one key message on all pages
- Acknowledgment in the conference handbook

LANYARD SPONSOR

\$2,000 + GST

(1 AVAILABLE)

- Lanyard over-printed with company logo and/or name
- Acknowledgment in the conference handbook

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SPONSORSHIP PACKAGES

WATER BOTTLE SPONSOR (BRANDED 200 UNITS)

\$2,000 + GST

(1 AVAILABLE)

- Company logo/name detailed on water bottles
- Refillable from water bubblers during the conference
- Acknowledgment in the conference handbook

CONFERENCE PEN SPONSOR

\$1,500 + GST

(1 AVAILABLE)

- Company logo/name detailed on conference pen
- Acknowledgment in the conference handbook

EXHIBITOR

\$2,000 + GST



The booths will include: 3m x 2m booth (Double booths and raw space available on request)

- Walls - 2.5 m high matt anodized aluminium frame with white laminated infills – custom digital printed infill available at an additional cost (number of walls depends on booth location – end booths will only have one side wall and one back wall)
- Fascia - White laminated infill with black vinyl lettering (max 25 characters)
- Lighting - 2 x 120-watt spotlight per booth, mounted on light track inside fascia

- Power - 1 x 240 volts/1000 watt/4 amp general purpose outlet per booth
- Acknowledgement in the conference handbook as an exhibitor
- One (1) conference registration: includes attendance to the conference sessions, conference documentation, welcome reception and conference dinner.
- 5 guest passes for your customers to view your exhibition between 2-5pm Tuesday only.
- Additional furniture packages, equipment or telephone lines can be arranged at the exhibitors cost.

*** Exhibition set up hours may vary slightly and will be confirmed in the exhibitor manual sent out prior the conference.**

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POSTER PRESENTATION SPONSORSHIP OPPORTUNITIES

WEDNESDAY 24 NOVEMBER 2021

Various sponsorship opportunities are available to suit your needs. Please review them carefully and feel free to contact Mr. Russell Ellen (russell.ellen@inet.net.au) for more information and discuss your support for the event.

PLATINUM SPONSORSHIP

\$2,000 + GST

Platinum sponsorship is limited to only one major organisation. The Platinum sponsor will be invited to deliver a short speech to the graduating students. The platinum sponsor will be able to nominate a member of the judging panel from their organisation. The platinum sponsor will also have a display promotion table, company logo banner displayed in the event area, opportunity to distribute company stationeries and brochures.

GOLD SPONSORS

\$1,500 + GST

Gold sponsorship is limited to only one major organisation. The Gold sponsor will have a display promotion table, company logo banner displayed in the event area, opportunity to distribute company stationeries and brochures. The Gold sponsor will also be able to nominate a member of the judging panel from their organisation.

AFTERNOON TEA SPONSOR

\$1,000 + GST

The afternoon tea/coffee sponsorship opportunity is available to only one sponsor. A logo display stand and welcome address opportunity from a person of your choice will be available.

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AUSTRALIA**

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GENERAL TERMS AND CONDITIONS FOR EECON 2021

Settlement of all outstanding monies is required by no later than 30 days after receipt of the tax invoice or 30 days prior to the conference, whichever is earlier. If full payment is not received within this time, the Organising Committee reserves the right to re-assign your sponsorship or trade booth without notice.

Please indicate any sensitivity of location to other companies. To ensure your sponsorship selection or the number of trade booths you require, please book early. Late bookings are possible but choices may be limited. The trade booths will be allocated on a first-come first-served basis.

Exhibitor booths are allocated on receipt of payment however, the organisers reserve the right to change the layout and allocation should the need arise in the lead up to the conference. Exhibitors will be notified if this becomes necessary.

In the event of cancellation sponsors and exhibitors are requested to inform the EECON 2021 Secretariat in writing. Unless the sponsored item or exhibition space can be resold, the organisers reserve the right to retain any monies paid. Cancellations receiving a refund will incur an administration fee of \$165.00 inc. GST.

Sponsors and exhibitors are liable for any damage they cause to the venue and/or the exhibition booths. The organiser is not liable for damages or loss to sponsor or exhibitors' property. Exhibitors must be adequately covered for Public and Product Liability Insurance. It is the responsibility of the exhibitor to arrange appropriate insurance for items within their exhibition.

Promotional activity must not impinge on or directly interfere with any other sponsor or exhibitor.

Details of the exhibition build company contracted for this event will be outlined in the Exhibitor Manual provided to each confirmed exhibitor approximately 4 weeks prior to the event. They can assist with stand design and have a wide range of accessories for hire. There is limited three phase power available at the venue. Please contact the Conference Manager as soon as possible if this is required.

Freight and Storage: Early delivery and storage is available. It is recommended that your freight forwarding company is used to assist with arrangements for delivery and pickup of your goods.

Security: The exhibition area will be locked each evening. It is suggested that no easily removed valuable items be left overnight or unattended. No responsibility can be taken for any loss or damage to equipment and display materials.

Disclaimer: Every effort has been made to present, as accurately as possible, all the information contained in this document. The Organising Committee and its Agents act only to procure and arrange these activities and do not accept responsibility for any act or omission on the part of the service providers. No liability is accepted for any inaccuracy or mis-description, nor for delay or damage, including personal injury or death, howsoever caused resulting from or arising out of reliance upon any general or specific information published in this document. In the event of unforeseen circumstances, the Organising Committee reserves the right to change any or all of these details.

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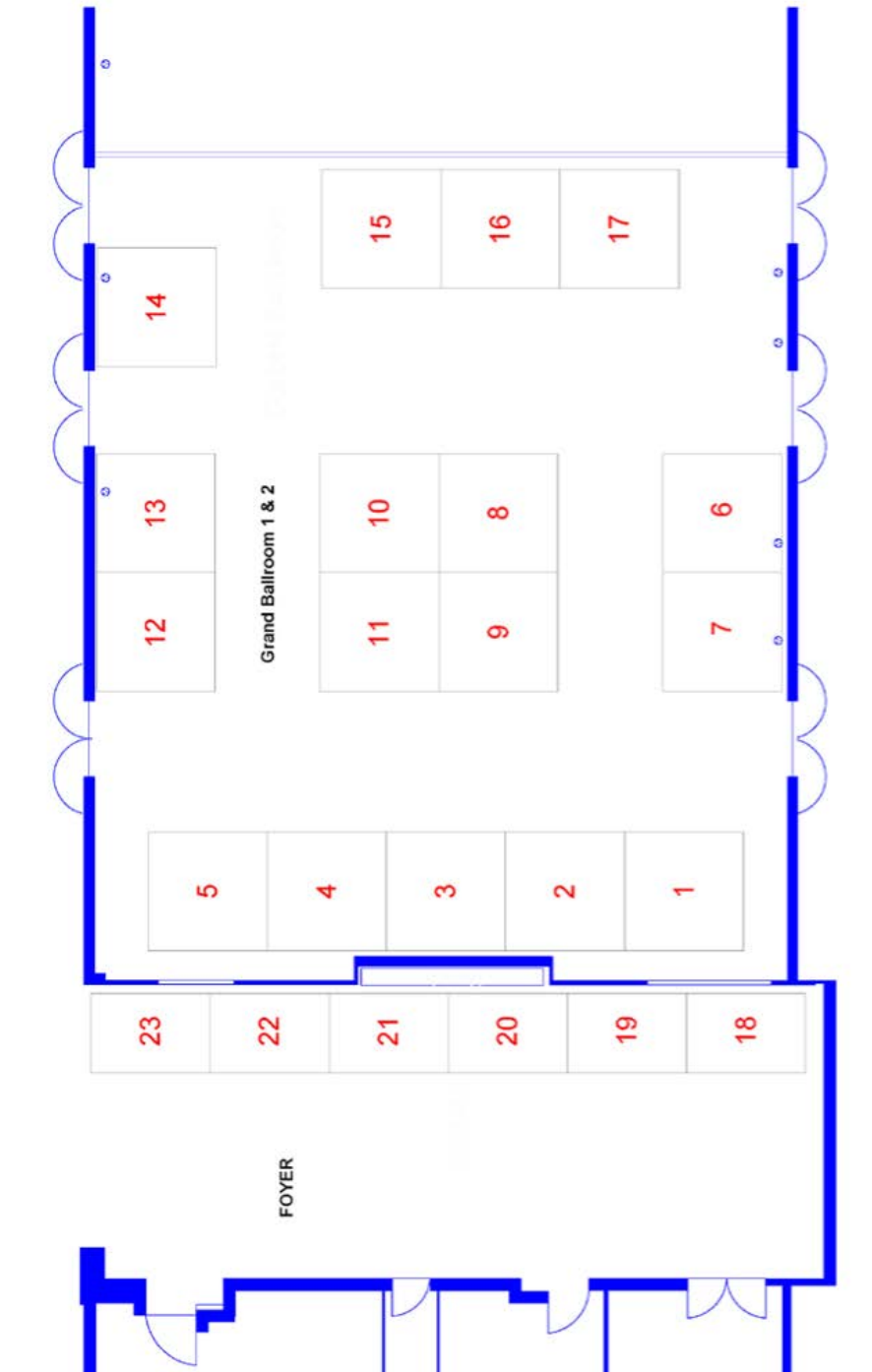
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EXHIBITION FLOORPLAN

Please note: Exhibition floor plan is subject to change.



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SPONSORSHIP TRADE & EXHIBITION FORM

To apply, complete this form and email to heidi@2em.com.au

Your organisation inclusions will be confirmed in writing and will become effective once agreed payment has been received.

ORGANISATION DETAILS—Please nominate the main person for communication within your organisation			
Title (Please circle)	Mr / Mrs / Ms / Miss / Dr / Prof		
Given Name:			
Family Name:			
Position:			
Organisation Name:			
Address:			
	State:	Country:	Postcode:
Email:	Telephone:		
Fax:	Website:		

Please select your package			
Sponsorship Packages	Platinum Sponsor	<input type="checkbox"/> 20,000	Conference Notepads Sponsor <input type="checkbox"/> 2,500
	Gold Sponsor	<input type="checkbox"/> 15,000	Lanyard Sponsor <input type="checkbox"/> 2,000
	Silver Sponsor	<input type="checkbox"/> 7,500	Water Bottle Sponsor <input type="checkbox"/> 2,000
	Conference Dinner Sponsor	<input type="checkbox"/> 7,500	Conference Pen Sponsor <input type="checkbox"/> 1,500
	Bronze Sponsor	<input type="checkbox"/> 3,500	Exhibitor <input type="checkbox"/> 2,000
	Livestreaming/Recording	<input type="checkbox"/> 10,000	Poster Presentation: Platinum Sponsorship <input type="checkbox"/> 2,000
	Conference Satchel or Compendium Sponsor	<input type="checkbox"/> 5,000	Poster Presentation: Gold Sponsor <input type="checkbox"/> 1,500
	Host a delegate breakfast	<input type="checkbox"/> 4,000	Poster Presentation: Afternoon Tea Sponsor <input type="checkbox"/> 1,000
	Charging Station	<input type="checkbox"/> 2,500	
	Conference Coffee Cart Sponsor	<input type="checkbox"/> 5,500	

TERMS AND CONDITIONS	
<p>Settlement of all outstanding monies is required by no later than 30 days after receipt of the tax invoice or 30 days prior to the conference, whichever is earlier. If full payment is not received within this time, the Organising Committee reserves the right to reassign your sponsorship without notice.</p>	<p>In the event of cancellation sponsors and exhibitors are requested to inform the EECON 2021 Secretariat in writing. Unless the sponsorship or exhibition space can be resold, the organisers reserve the right to retain any monies paid. Cancellations receiving a refund will incur an administration fee of \$250 including GST.</p>

PAYMENT METHODS (please tick your chosen method)	
Credit card: charges as per this form are to be debited to:	<input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <p><i>Please note an 1.8% surcharge applies to credit card payments</i></p>
Card holder's name:	Expiry:
Credit card number:	CCV:
Signature:	
<input type="checkbox"/> Request Tax Invoice If you would like to discuss further payment options please contact Conference Organiser, Heidi Jephtha at heidi@2em.com.au	

PAYMENT METHODS (please tick your chosen method)	
I am authorised to sign documents on behalf of the organisation and have read the terms and conditions governing the sponsorship and comply with these and fully understand that this application is subject to the approval of the Organising Committee.	Insert TOTAL \$ amount payable inc GST
Name:	\$
Signature:	
Date:	