

NSW ANNUAL ELECTRIC ENERGY CONFERENCE 2018



A Technical Training Initiative of the Electric Energy Society of Australia

27 November 2018, Dockside Conference Centre, Sydney

Adapting to the major changes reshaping the electric energy industry

Sponsorship & Exhibition Opportunities

The Electric Energy Society of Australia (EESA) NSW Chapter takes great pleasure in inviting you to participate in our 1 day Electric Energy Conference and Exhibition on **Tuesday 27th November 2018** with the theme – **“Adapting to the major changes reshaping the electric energy industry.”**

The conference will cover many of the key issues impacting the electric energy and associated businesses in the short to medium term and the opportunities that might be available for existing and new players.

In putting together the conference program, we have focussed on the subject areas that we believe are most relevant to people working in the electric energy businesses.

The EESA NSW Annual Electric Energy Conference will be held at the Dockside Conference Centre – on the Balcony level at Cockle Bay Wharf. This conference centre has great facilities, is centrally located in Sydney, allows easy access from public transport and there is plenty of parking available close by.

The conference sessions will be streamed live and this remote participants will be able to view the sessions live online and also ask questions of the presenters online via the session chair. There is also ample opportunity to learn from and network.

The NSW Annual Electric Energy Conference 2018 will cover the following themes:

- Session 1 – The “Internet of Things”, “smart houses”, “smart grids” and examples of the clever use of smart technologies across the electric energy area
- Session 2 – “Microgrids, new types of generation and storage developments – what is the experience of businesses in these areas?”
- Session 3 – “The changing role of engineers across the electric energy area – and the new skills required for success”

The EESA NSW Chapter is also keen to engage with companies who provide equipment and/or services to Electric Energy Businesses and thus the program has been designed to include presentations by Session Sponsors and Exhibitors.

Thus as part of each session there will be up to 2 short presentations that will provide information on a company’s latest products or services to the live and online audiences. These presentations will provide a great opportunity for attendees to understand some of the latest technologies, products or services available (or becoming available) to the electric energy industry.

Contact – Heidi Jephtha, Event Manager

Email: heidi@2em.com.au

Phone: 0402 488 111

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Sponsoring and Exhibiting at our annual NSW Conference 2018 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 approximately 200 delegates from the electric energy industry from Australia and overseas. As well as delegates in attendance, the conference will be streamed live to several sites in NSW and interstate, so your exposure is not restricted to the in-house audience.

I look forward to welcoming you to our NSW Annual Conference on 27th November 2018.

Jeff Allen – NSW Chapter Chair
EESA NSW

Who attends the EESA NSW conference?

- Energy company 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

What are the benefits of sponsoring or exhibiting at the conference?

- A targeted marketing approach directed at your potential customers
- A significant PR advantage through relationship marketing
- Broaden the exposure of your product/service to your target market
- Enhanced company profile
- Brand awareness and acceptance
- The opportunity to demonstrate your latest products/services
- Networking with key industry specialists

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Conference Sponsor (1 available) \$7,000+GST

- Opportunity for a senior representative to make a 5 to 7 minute presentation in the opening session
- Company name and logo displayed on all promotional material including web link on EESA Conference web page, acknowledged as Conference sponsor
- Company name and logo displayed in the main auditorium, exhibition and registration area throughout the conference (banners provided by sponsor)
- One Exhibition Space - table (3m x 1m) and 2 chairs
- Four complimentary registrations to the conference
- Formal acknowledgment during the opening and closing address
- Acknowledgment and 2 page company profile in the conference handbook
- Opportunity to supply handout or corporate gift to delegates (to be provided by sponsor)
- Additional employees of the sponsoring organisation can register at "EESA Member" rates

Exhibitor Presentations (6 available) - \$4,000+GST

- Opportunity for a senior representative to make a 5 to 7 minute presentation between papers in the conference sessions
- Company name and logo displayed on all promotional material including web link on EESA Conference web page
- Company name and logo displayed in the main auditorium, exhibition and registration area throughout the conference (banners provided by sponsor)
- One Exhibition Space - table (3m x 1m) and 2 chairs
- One complimentary registration to the conference, one complimentary registration for the exhibition.
- Acknowledgment and 1 page company profile in the conference handbook
- Company promotional video playing during breaks
- Opportunity to supply handout or corporate gift to delegates (to be provided by sponsor)
- Additional employees of the sponsoring organisation can register at "EESA Member" rates

Networking Function Sponsor (1 available) - \$3,000+GST

- Company name and logo displayed on all promotional material including web link on EESA Conference web page, acknowledged as Networking Sponsor
- Company banner displayed in the Exhibition Area during the function (banners provided by sponsor)
- Opportunity for a senior representative to make a 5 minute presentation at the end of the conference prior to the networking function
- One complimentary registration to the conference
- Formal acknowledgment in the opening and closing address
- Acknowledgment in the conference handbook
- Opportunity to provide delegates with a company gift at the function (to be provided by sponsor)

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Conference Handbook (1 available) - \$2,500+GST

- A4 conference pad over-printed with company logo and message throughout book
- One page company profile in the conference handbook
- Acknowledgement on EESA Conference web page

Live Streaming / Recording (1 available) - \$3,000+GST

- 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... have an Exhibition Space onsite for an additional \$1,000 + gst**

Exhibition Spaces (15 available) - \$1,500+GST

- Display Space (all materials to be supplied by sponsor)
 - 3m x 1m table and 2 chairs
 - Pull up Company Signage can be placed behind/adjacent to the table
 - A laptop can be used to provide information to attendees
 - Brochures and printed information can be handed out to attendees
 - Company gifts can be made available to attendees
- Features include:
 - If you have a pre-prepared short video/audio company advertisement, this can be aired during refreshment breaks in the conference room, and online to the remote audience and/or uploaded on conference website post event.
 - One page company profile in the conference handbook
 - Acknowledgement on EESA Conference web page
- The package includes
 - One (1) conference registration: includes attendance to the conference sessions and conference documentation
 - One (1) Exhibition staff: includes day catering for the duration of the conference.
 - Refreshment breaks, lunch, and a post-event networking function in the Exhibition space to provide good interaction with conference attendees.
- Exhibition Set-up Tuesday 27th November - 7:00am – 8:00am
- Opening Hours Tuesday 27th November - 8:00am - 6:00pm
- Exhibition pack-down Tuesday 27th November - 6:00pm

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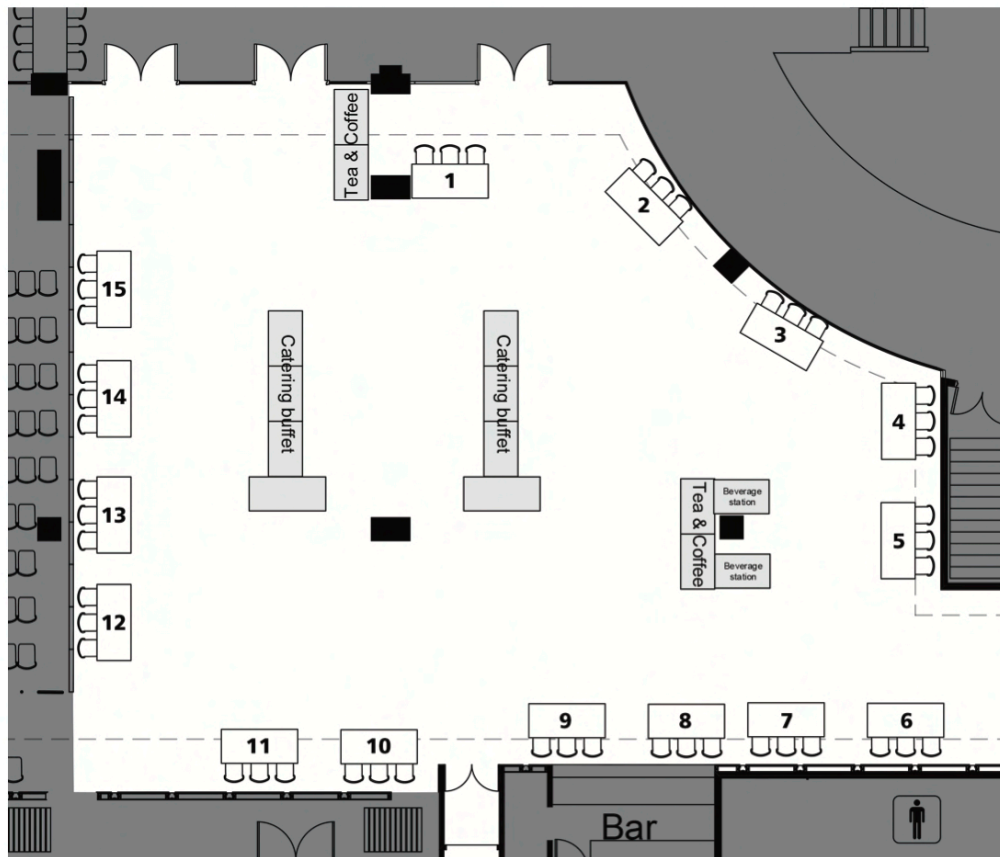


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Exhibition Floorplan



General terms and Conditions

- A 50% deposit is required to confirm the booking. The remaining amount is to be paid 60 days prior to the event.
- Exhibitor spaces 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 2em Pty Ltd in writing. Unless the sponsored item or exhibition space can be resold, the organisers reserve the right to retain any monies paid.
- Exhibits should meet the aesthetic and professional standards of the conference.
- Sponsors and exhibitors are liable for any damage they cause to the venue. 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 display.
- Promotional activity must not impinge on or directly interfere with any other sponsor or exhibitor.

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Sponsorship Booking Form

Please complete form and email to heidi@2em.com.au

General Details

Contact Name: _____

Organisation: _____

Address: _____

Position: _____

Phone: _____ Mobile: _____ Fax: _____

Email: _____

Level of Sponsorship

I agree to the Sponsorship and Exhibitor Conditions and request the following: (all prices include GST)

<input type="checkbox"/>	Conference Sponsor	\$7,700	<input type="checkbox"/>	Live Streaming / Recording	\$3,300
<input type="checkbox"/>	Exhibitor Presentations	\$4,400	<input type="checkbox"/>	Exhibition Spaces	\$1,650
<input type="checkbox"/>	Networking Function Sponsor	\$3,300			
<input type="checkbox"/>	Conference Handbook	\$2,750			

Booth Location Preference

The exhibition floor plans are included in this document on Page 5.

Please indicate your preferred space below from 1 - 3.

First choice []

Second choice []

Third choice []

Please note: Spaces will be allocated on a "first come, first served" basis on receipt of the deposit payment.

A cheque payable to zem is enclosed ☐

I would like to pay via EFT, please invoice me ☐ I wish to be invoiced for 50% ☐ or 100% ☐

Please charge the following credit card: Mastercard ☐ Visa ☐ Amex ☐
(Please note surcharge of 2.9% will apply)

I authorise payment for: \$ _____ 50% ☐ or 100% ☐

Card number

Expiry date ____ / ____ CCV No ____

Signature _____
(not valid without signature)

Cardholder name _____
(Please print)

2em Pty Ltd
ABN: 22 159 231 231