

# STEEL

## **AUSTRALIAN STEEL CONVENTION**

10 - 12 September 2023 Sofitel Melbourne

**PARTNERSHIP PROSPECTUS** 

#### **AUSTRALIAN STEEL CONVENTION TO FLAG EXCITING CAREERS IN STEEL**

Steel as the preferred building material and why you should **Choose Steel** as a career will be key themes at this year's **Australian Steel Convention** at **Sofitel Melbourne** on **10 - 12 September 2023**.

$\Diamond$	A young achievers panel will share their career stories - and help shape a new ASI 'careers-in-steel' strategy.
$\Diamond$	Project case studies are back by demand, showcasing the innovative solutions across a myriad of project applications and steel product groups
	Popular TV personality and academic Adam Spencer will guide us through an entertaining and informative program, full of energy and valuable insights for your business.
	There will be valuable insights as to what is happening around the globe, and how these topics affect your business from a global and local perspective.

The 2023 convention will present the ASI Choose Steel campaign – an exciting promotional campaign putting steel at the forefront of the public eye as Australia's preferred building material - and how you can get involved with your steel solutions

The convention will run over three days, and will include a unique opportunity for networking, learning and celebration in a single package. Tickets on sale now.

The Australian Steel Convention partnership and exhibition packages are tailored to appeal to a wide variety of marketing objectives including:



# **EXPOSURE**

to a highly niche market of industry personnel before, during and after the convention



# **OPPORTUNITY**

to raise your company profile amongst a valuable target audience



# RECOGNITION

including acknowledgement and clear demonstration of your company's involvements, commitment, and support of the industry



# **NETWORKING**

with delegates in the exhibition area and the opportunity to maintain relationships with existing clients

## **WHO ATTENDS**

The Australian Steel Convention is the industry's premier event bringing together:

- Australian manufacturers, distributors, fabricators, roll-formers
- Australian design and structural engineers
- Detailer/modellers and constructors
- Key supply chain partners and suppliers
- Key decision-makers and influencers in local infrastructure projects
- Federal and State Government policy and decision makers



# **CONVENTION PROGRAM**

The following program is provisional and subject to change at the discretion of the Organising Committee

#### **SUNDAY, 10 SEPTEMBER 2023**

10:00 - 15:00	Exhibition Build	Grand Ballroom
15:00 - 17:00	Exhibitor Bump In	Grand Ballroom
18:30 - 21:30	Convention Welcome Reception	Old Melbourne Gaol

#### **MONDAY, 11 SEPTEMBER 2023**

07:00 - 08:00	Exhibitor Bump In	Grand Ballroom
08:00 - 17:30	Registration & Exhibition Open	Grand Ballroom
09:00 - 10:30	Convention	Arthur Streeton Theatre
10:30 - 11:00	Morning Tea (served in exhibition)	Grand Ballroom
11:00 - 12:30	Convention	Arthur Streeton Theatre
12:30 - 13:30	Lunch (served in exhibition)	Grand Ballroom
13:30 - 15:00	Convention	Arthur Streeton Theatre
15:00 - 15:30	Afternoon Tea (served in exhibition)	Grand Ballroom
15:30 - 17:00	Convention	Arthur Streeton Theatre
17:00	Day 1 Close	Arthur Streeton Theatre
19:00 - 23:00	Convention Dinner	Plaza Ballroom

## **TUESDAY, 12 SEPTEMBER 2023**

08:00 - 14:00	Registration & Exhibition Open	Grand Ballroom
08:30 - 10:30	Convention	Arthur Streeton Theatre
10:30 - 11:00	Morning Tea (served in exhibition)	Grand Ballroom
11:00 - 12:30	Convention	Arthur Streeton Theatre
12:45 - 14:00	Lunch (served in exhibition)	Grand Ballroom
14:00 - 15:30	Exhibitor Bump Out	Grand Ballroom
14:00 - 15:30	Rollformers Forum	Victoria Suite 1
14:00 - 15:30	ACMA AGM & Forum	Victoria Suite 2
15:00 - 18:00	Exhibition Dismantle	Grand Ballroom
15:00 - 16:30	Farewell Drinks	Atrium Bar



## **PARTNERSHIP OPPORTUNITIES**

All pricing is listed in AUD and exclusive of GST

# MAJOR PARTNERSHIPS PACKAGES (PLATINUM, GOLD, SILVER) \$15,000 - \$30,000 +GST

Providing a host of opportunities before, during and after the event our Convention partnership packages give organisations a variety of promotional opportunities at different price points. Packages can be tailored to suit specific objectives.

# CONVENTION DINNER PARTNER \$20,000 +GST

#### 1 Available

The Convention Dinner is always a memorable evening and the social highlight of the Convention. To be he ded at the Plaza Ballroom, there is an opportunity for the exclusive returner to add many personal touches to the evening to showcase their brand, contribution and commitment to the steel industry.

# WELCOME RECEPTION PARTNER \$13,500 +GST

#### 1 Available

Hosted at The Old Melbourne Gaol the Networking Drinks will be the kick-off of the Convention and an opportunity for delegates to interact on a social well with speakers and exhibitors are evential a supportive Board, the Networking Clinks Partner is encouraged to make this function their own and discuss how the evening can be one not to be missed! Whether that through unique entertainment, activations or presentations on the night.

# SESSION / SPEAKER SPONSORSHIP \$8,000 +GST

With the program under development, we are open to discussing potential speaker and session concepts relating to the overarching convention theme. Sessions and speaking spots are priced on application and at the discretion of the Organising Committee.

# EXHIBITION BOOTHS \$3,650 +GST

It is a vibrant industry and we want to showcase it to delegates to its fullest potential. With the option to choose from a supplied standard booth or to bring their own organisations will have the opportunity at the 2023 Australian Steel Convention to put their best foot forward. Nothing is off limits – activations, competitions and interaction are all welcomed in the exhibition which will be a hub of activity across both days.

#### COFFEE CARTS \$3,650 +GST

#### 2 Available

Caffeine is an integral part of any Convention, and a borista will be on hand throughout acrobreak. Have delegates associate you brand with this must have sponsore ip item – it's 'first in, best dressed' with this one!

#### **OTHER OPPORTUNITIES**

There are several other partnership opportunities available, including but not limited to the following:

- Lanyards (\$1,000 +GST + Supply)
- Event app (\$4,000 +GST)
- Note pads OR pens (\$1,000 +GST + Supply)
- Refreshment breaks
- Delegate bag (\$1,500 +GST + Supply)
- Session filming or recording

We welcome the opportunity to discuss any of the above options in more depth and provide further pricing information.



# **PACKAGE INCLUSIONS**

All pricing is listed in AUD and exclusive of GST	PLATINUM PARTNER	GOLD PARTNER	CONVENTION DINNER	WELCOME RECEPTION	SILVER PARTNER	SSESSION / SPEAKER	EXHIBITION BOOTH	COFFEE CART
Speaking spot in program								
Session naming rights								
Banner on stage during session								
Convention Registrations (inclusive of social functions)	6	4	4	3	3	2	2	2
Welcome Reception Tickets	4	4		7				
Convention Gala Dinner Tickets	4	4	6					
3m x 2m Exhibition Booth								
TVC to be shown during break times								
Advertisement in program book								
LinkedIn post promoting involvement								
Logo and link on website								
Profile on event app								
Profile in Steel Magazine post event wrap up								
Delegate list (in line with privacy legislation)								

#### **EXHIBITION**

#### **EXHIBITION PACKAGE INCLUSIONS:**

- 2 x Convention registrations full meeting including access to sessions, trade exhibition and day catering
- Delegate list (name, state/country and registration type only) in accordance with Privacy Legislation.
- Confirmed 3m x 2m space consisting of:
  - Fascia board with company name
  - 1 x spotlight affixed to fascia board
  - 1 x power point per 9sqm of space
  - White melamine walls with anodised aluminum frames
  - Trestle table & 2 chairs (furniture upgrades available).

Tea breaks and lunches will be held in the exhibition area to ensure a maximum number of opportunities for contact between delegates and exhibitors.

Please see the floor plan on the following page.

Space is available as shell scheme booths (inclusions detailed left), or exhibitors may build their own stands.

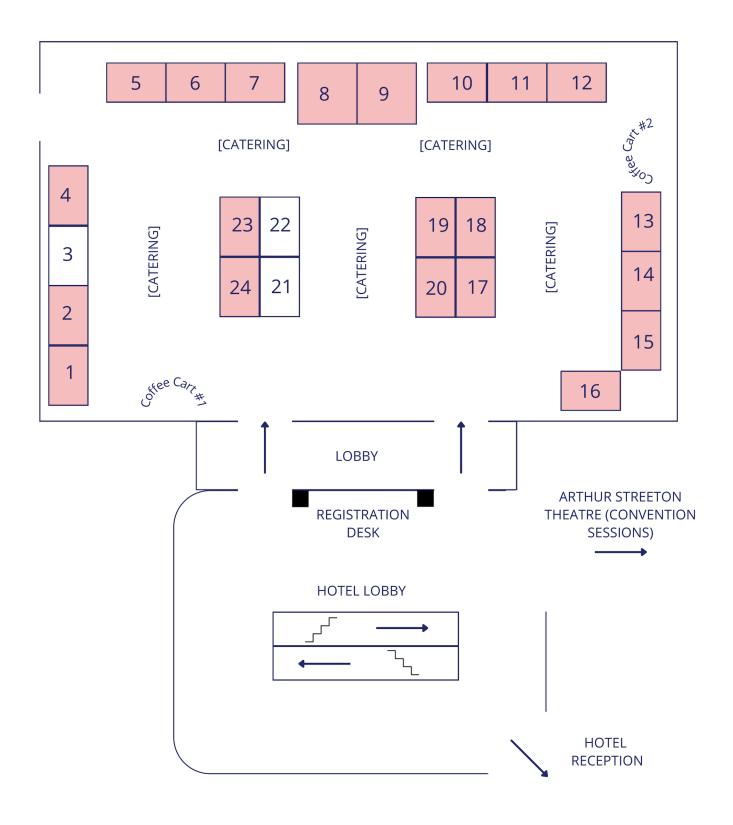
Custom built display designs must be approved in advance by the Organising Committee and venue.

Booths are allocated on a first come, first serve basis, after major partners have selected positions. Booth preferences are to be noted on the booking form.





# **FLOOR PLAN**



# **BOOTH ALLOCATIONS**

1	ASI	13	Baumann Sideloaders
2	Ramset	14	Infrabuild / Liberty
3		15	Infrabuild / Liberty
4	FICEP	16	StruMIS
5	ASI - Choose Steel	17	Australian Super
6	Choice Energy	18	C.R Kennedy
7	ACRS	19	GS1 Australia
8	BlueScope	20	CombiLift
9	BlueScope	21	
10	ASI - Career Hub	22	
11	GridBeyond	23	Tremco
12	Impact Machinery	24	Altex
Coffe #1	United Steel	Coffee #2	Baumann Sideloaders Australia

Complete the below form and return to jessicaa@steel.org.au to secure your Convention booking

# **BOOKING FORM**

Sponsorship, exhibition and participation in the Australian Steel Convention is open to current members of the Institute. Non-member participation at the Convention is at the discretion of ASI management.

CONTACT INFORMATION	
Contact Name:	
Organisation:	
Email:	Phone:
BILLING DETAILS (if different from contact info	rmation)
Contact Name:	
Organisation:	
Address:	
Email:	Phone:
AUSTRALIAN STEEL CONVENTION 2022 PART	NERSHIP OPPORTUNITIES
Please indicate your selection below:	
Platinum Partner \$30,000 +GST Gold Partner \$20,000 +GST Silver Partner \$15,000 +GST Convention Dinner Sponsor \$20,000 +GST Welcome Reception Sponsor \$13,500 +GST Speaker OR Session Sponsor \$8,000 +GST	Exhibition Booth (3m x 2m) \$3,650 +GST  Coffee Cart + Exhibition Booth \$6,500 +GST  Coffee Cart \$3,650 +GST  Bag / lanyard / notepad / pen \$1,000+GST  Other:
Total: \$	
BOOTH PREFERENCE: 1st:	2nd: 3rd:
I/We intend on having a: Supplied shoot	
Booth positions are allocated in order of receipt of pay Custom booth related costs (including design, build an No booth or space is confirmed until payment is received.	ment after major sponsor selection . d installation) are the responsibility of the Partner.
AUTHORISED BY	SIGNATURE
DATE	

### **BOOKING TERMS & CONDITIONS**

- **1.** For the purpose of this contract, the term Management shall include the Australian Steel Institute.
- 2. Management agrees to provide the Exhibitor with the agreed inclusions as outlined in the original Exhibition and Partnership Prospectus and Exhibition Manual. Any additional requirements will be at the Exhibitor's expense.
- 3. The Exhibitor agrees to abide by all rules and regulations adopted by the Management in the best interests of the Exhibition and agree that Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during or after the Exhibition.
- **4.** The Exhibitor agrees to abide by the payment schedule as outlined by Management.
- 5. The Exhibitor will be liable for and will indemnify and hold Management harmless from any loss or damages whatsoever directly or indirectly occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, the Exhibitor, other Exhibitors and members of the public attending the Exhibition, either on the said space or elsewhere if said loss or damage arose from or was in any way directly or indirectly connected with the Exhibitor's occupancy of the said space.
- 6. Management reserves the right, at its sole discretion, to change the date or dates upon which the Exhibition is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, Management shall not be liable in damages or otherwise for failure to carry out the terms of the Agreement in whole or in any part where caused directly or indirectly by or in consequence of fire, flood, storm, war, rebellion, insurrection, riot, strike or any cause whatever beyond the control of Management whether similar or dissimilar from the causes enumerated herein. If the exhibit space to be used by the Exhibitor should be in any way rendered unusable, this contract shall not be binding.
- 7. The contract may be cancelled by either party provided written notice is received more than 60 days prior to the first day of the Exhibition, a refund will be issued minus 50% cancellation fee. If the Exhibitor cancels within 60 days of the first day of the Exhibition, the Exhibitor will be liable for 100% of the total contracted cost. Space abandoned or not occupied at the start of the Exhibition may be repossessed without indemnity and reassigned by Management for exhibits and other uses. Exhibitors which have not fully paid for their stands 60 days out from the event will not be permitted to participate in the exhibition and their stands may be re-allocated.
- **8.** Management reserves the right to alter or change the space assigned to the Exhibitor, and the exhibition floor plan.
- 9. Management reserves the right to alter or remove exhibits or part thereof and to expel Exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other Exhibition participants.

- **10.** The Exhibitor agrees to confine their presentation within the contracted space only and to maintain staff in the booth space during Exhibition hours.
- **11.** The Exhibitor agrees that any contract with the Press on Exhibition premises shall be by arrangement with Management officials.
- **12.** The Exhibitor is responsible for the placement and cost of insurance related to his/her participation in the Exhibition.
- **13.** There will be limited provisions for storing materials at the Convention venue prior and during the Exhibition. Exhibitors are strongly encouraged to make arrangements with the official company handling storage and shipping for the exhibition.
- 14. The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between Management, official contractors serving companies and the building in which the Exhibition will take place and according to the labour laws of the jurisdiction in which the building is located.
- **15.** The Exhibitor agrees that no display may be dismantled, or goods removed during the entire run of the Exhibition but must remain intact until the closing hour of the last day of the Exhibition. The Exhibitor also agrees to be entirely responsible for the moving-in, assembly, maintenance, disassembly and removal of the exhibit, equipment and belongings to and from the Exhibition building, or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.
- **16.** The Exhibitor agrees not to cause any damage to the walls, floors and ceilings in connection with the erection of the exhibition stand or the utilisation of the exhibited products.
- 17. The Exhibition area will be secured during off-hours. Exhibitors with special security needs should contact the Management. Every precaution will be made to prevent losses due to pilfering, but the Management will not accept liability for loses of any kind.
- **18.** The Exhibitor agrees to obtain any necessary permits or approvals required from any Federal, State or Local Government for the display of products.
- **19.** The Exhibitor must seek permission from the Organising Committee if they wish to hold any live demonstrations at their exhibition stand.

#### **AGREEMENT**

I/We agree to abide by the said Contractual Obligations as written above.

COMPANY	NAME:	

SIGNATURE:

DATE:

For all Convention enquiries please contact:

Jessica Abbey
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E: jessica@steel.org.au
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W: www.steel.org.au

