

SPONSORSHIP PROSPECTUS

NEXUS POLICING CONFERENCE: BINDING RESEARCH TO PRACTICE

May 26 – 28, 2008

WELCOME

The Nexus conference promises to be an exciting and high profile event. Victoria Police has developed one of the largest applied research programs in the world of policing. In all, over the past six years, the program has involved partnerships with no less than nineteen universities, both across Australia and abroad, and a total number of seventy two researchers, ranging from professors to PhD students. The disciplines involved include criminology, anthropology, organisational behaviour, forensic science, and applied ethics. The outcomes of the research will impact on how Victoria Police does its business, and, through this conference, and through networks and publishing, it will have a positive impact upon policing generally, both here in Australia and internationally. We look forward to your sponsorship.

INTRODUCING: Nexus Policing 2008

Monday 26 – Wednesday 28 May, 2008

This conference brings police practitioners, police leaders, and key stakeholders together with academic researchers. The aim is to explore how the future of policing policies and practices, both in Australia and internationally, are increasingly being informed by research-generated knowledge. Through keynote speakers and panel presenters, a range of cutting-edge research projects from Australia, New Zealand, North America, South Africa and the United Kingdom will be examined.

WHY YOU SHOULD SPONSOR

As a sponsor, you will gain valuable access and exposure to these delegates for discussion and professional networking. Much of the work presented will have implications for your Company's products and services and their future development

Some important benefits of sponsorship are:

- Enhance your brand and image positioning at this premier educational event
- Differentiate from your competitors with innovative event sponsorship and brand placement
- Target your marketing through competitions, events and your branding
- Access prominent decision-makers
- Plan for flow-on effect to sales from your Conference exposure.

Delegate Demographics

Over 250 delegates are expected to attend this event. All delegates are involved from the fields of Victoria Police, academic researchers and key stakeholders and include:

- Police Service Area (PSA) and other mid-level managers
- Senior police managers including the Chief Commissioner and Deputy Commissioners.
- Senior managers from community partners: government agencies, not-for-profit organisations, and businesses who are vital state-wide safety partners
- Select politicians/ministers and advisors
- A range of academics who work collaboratively with police as well as academic institutions.
- Select representatives of relevant police foundations/organisations at the Commonwealth of Australia level
- International academics and police.
- Members of the public

Marketing and PR plan

A comprehensive marketing strategy has been put in place that encompasses:

- *email marketing* - including regular email blasts promoting program updates, key dates and featured speakers
- *website* - will be used as the main information distribution channel, and as such, will be regularly updated and refreshed with latest updates
- *print collateral* - including brochures and flyers will be used at industry events to stimulate interest and provide key details
- *advertising and editorials* - are planned to appear in publications and journals at key times to promote key aspects of the conference such as featured speakers and program initiatives
- *media exposure* - will be a key aspect of the marketing mix, drawing on both specialist and general media outlets with key international speakers showcased in the local and national media.
- *promotional activities* - are scheduled for all major international / national conferences and events so as to keep the target market informed of progress and to stimulate interest in the conference

CONFERENCE ORGANISERS

The Meeting Planners brings over 18 years of experience in management, organisation and marketing of national and international conferences and exhibitions. With a successful track record, The Meeting Planners looks forward to working with you to maximize your participation in NEXUS 2008 in Melbourne.

NEXUS presents a unique opportunity for your organisation to gain widespread exposure to both Australian and international markets.

The opportunities on the following pages outline the many options available to companies to support the conference and to promote their products and services. We look forward to working with our corporate sponsors!

HOST CITY & VENUE INFORMATION

Melbourne, the capital of Victoria, is known as Australia's Garden State. It is situated on the picturesque tree-lined banks of the Yarra River. Melbourne is a thriving cosmopolitan city with a unique balance of graceful old and new architecture, surrounded by parks and gardens. Melbourne is Australia's leader in theatre, sport and fashion and has some of the finest restaurants in the country.

A consistent winner of many prestigious 'Awards in Excellence', the Melbourne Convention Centre is renowned for providing delegates with the highest standards of personal service and conference facilities under one roof.

Dates

Monday 26 May– Wednesday 28 May 2008

Conference Venue

Melbourne Convention Centre (MCC)

Corner Spencer and Flinders Street, Melbourne VIC 3000

Phone: +613 9235 8000

Fax: +613 9235 8001

Email: enquiries@mecc.com.au

Web: www.mecc.com.au

SPONSORSHIP & EXHIBITION CONTACT

The Meeting Planners

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SPONSORSHIP OPPORTUNITIES

BENEFITS	<i>Gold</i> Sponsor \$25,000	<i>Silver</i> Sponsors \$15,000	<i>Bronze</i> Sponsors \$10,000
The Inclusion of company name on the front cover of the registration brochure and final program.	✓		
Recognised as a sponsor of the welcome reception with sponsor logo predominantly displayed on printed material for the function	✓		
Exposure and acknowledgment as a sponsor of the Meeting in the Registration brochure and final program	✓	✓	✓
Recognition from the Meeting chair during opening sessions and at appropriate times throughout the Meeting	✓	✓	✓
Inclusion of your logo and company name on the Meeting Website with a link to your own website	✓	✓	✓
Inclusion of an advertisement in the final program (art work to be supplied by sponsor)	Full Page	½ Page	
Recognised as the sponsor for all morning and afternoon tea breaks	✓		
Opportunity to include a promotional insert in the delegate Meeting satchel (A4 double sided flyer)	2	1	1
Acknowledgment on the Sponsor Slide to be shown at the beginning of all Plenary Sessions	✓	✓	✓
Full Conference Registrations	4	2	1
Invitations to the welcome reception	4	2	1
Invitations to the Conference Dinner	4	2	1

All prices quoted are in Australian Dollars and are exclusive of the Australian Goods and Services Tax (GST).

Satchel Sponsor

\$10,000

- Company logo present on all delegate satchels
 - Organisation's profile in the final program (maximum of 50 words)
 - Acknowledgement in the final program
 - Organisation's logo and web link on the Conference website
- *If a sponsor wants to provide a better bag than the one selected, they may do so if they are prepared to provide additional funds to cover the cost*

Conference Dinner

\$8,000

Entitlements include:

- Company name and logo displayed on all relevant signage
- Two minute speaking opportunity at the dinner
- Opportunity to insert one A4 flyer into delegate satchels
- Organisation's profile in the final program (maximum of 50 words)
- Acknowledgement in the final program
- Organisation's logo and web link on the Conference website

Welcome Reception

\$7,000

Entitlements include:

- Company name and logo displayed on all relevant signage for the reception
- Opportunity to provide us with company banners which will be assembled in the reception room
- Opportunity to insert one A4 flyer into delegate satchels
- Organisation's profile in the final program (maximum of 50 words)
- Acknowledgement in the final program
- Organisation's logo and web link on the Conference website

Lanyards

\$5,000

- Company name or logo present on lanyard
- Organisation's profile in the final program (maximum of 50 words)
- Acknowledgement in the final program
- Organisation's logo and web link on the Conference website

Key Note Speaker

\$5,000

Entitlements include:

- Display of Organisation's power point slide at the commencement of the Speaker session;
- One page A4 satchel insert (or equivalent) for inclusion in delegate satchels (to be provided by the sponsor and subject to committee approval)
- Acknowledgement in the final program
- Organisation's logo and web link on the Conference website

Conference Pads and Pens

\$2,000

Organisations will reach delegates directly by providing a pad and/or pen to be inserted into the Conference satchels.

- All pads and pens must be approved by the committee
- The sponsor will be responsible for the purchasing and overprinting the pads and pens
- A pad and pen will be inserted into the Conference satchel of every delegate

Satchel Insert

\$1,000 per item

Organisations will reach all delegates directly by providing inserts in the Conference satchels, which will be given to full registered delegates.

All inserts must be approved by the committee.

- Inserts may take the form of a brochure/flyer or sample, promoting your product or service. This insert is A4 in size and can be double sided

Advertising

\$2,000

Companies are invited to purchase a full A4 page advertisement in the Conference final program.

Specifications and dates for receiving advertisements will be advised closer to the Conference

All sponsorship opportunities are sold on a first come, first serve basis. Don't miss out on your opportunity to support this event!

BOOKING FORM

Tax Invoice

96 116 350 120

Please return this page to the conference office
NB. All prices stated are inclusive of a 10% GST

<input type="checkbox"/> Gold Sponsor	\$25,000	<input type="checkbox"/> Conference Dinner	\$8,000
<input type="checkbox"/> Silver Sponsor	\$15,000	<input type="checkbox"/> Welcome Reception	\$7,000
<input type="checkbox"/> Bronze Sponsor	\$10,000	<input type="checkbox"/> Name Tags & Lanyards	\$5,000
<input type="checkbox"/> Conference Satchel	\$10,000	<input type="checkbox"/> Keynote speaker	\$5,000
		<input type="checkbox"/> Conference Pads and Pens	\$2,000

ADVERTISING

- Satchel Inserts \$1,000
 Advertisement in Final Program (full pg) \$1,500 (½ pg) \$500

1st Preference _____ 2nd Preference _____ 3rd Preference _____

SPONSORSHIP PAYMENT

- 100% deposit must be forwarded with this application form

Cheques must be made payable to: "NEXUS 2008" and forwarded to the conference office:

The Meeting Planners, GPO Box 128, Sydney NSW 2001

Email: exhibition@meetingplanners.com.au Ph: +61 3 9417 0888 Fax: +61 3 9417 0899

The Organising Committee reserves the right of refusal of any application.

Organisation Name _____

Address _____

Contact Person _____

Position _____

Telephone _____ Facsimile _____

Email _____

Signed _____ Date _____

Sponsorship Terms and Conditions:

- The Organising Committee reserves the right to reject an application at any time.
- Applications will be processed in strict order of receipt.
- Applications will only be processed upon receipt of 100% deposit and the deposit is non refundable.
- Sponsorship of Conference Satchel, Final Program, Nametags and Lanyards, and Pads and Pens is exclusive ie. Only available to one Sponsor per package.
- Prior to going to print Full Payment is required for inclusion in the Final Program.
- All artwork is to be approved by the committee prior to printing