

# EXPAND



*Join AACCI Down Under*  
5-6 June 2012



AUSTRALIA  
ARAB CHAMBER  
OF COMMERCE  
& INDUSTRY

غرفة التجارة والصناعة  
الأسترالية - العربية

AUSTRALIA ARAB BUSINESS

FORUM **EXPO** 2012

# AUSTRALIA ARAB BUSINESS FORUM & EXPO 2012

SPONSORSHIP PROSPECTUS



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# Event Overview

Following the success of the Inaugural Australia Arab Business Forum and Expo in 2011, the Australia Arab Chamber of Commerce and Industry (AACCI) is planning to run a similar event in 2012. The Australia Arab Business Forum and Expo will be held from Tuesday 5 June to Wednesday 6 June 2012 at the Sheraton on the Park, Sydney.

The event is driven by AACCI's principal objective of promoting and facilitating two-way trade and investment between Australia and the Arab countries. A selection of expert speakers will communicate their views and analyses on building future business prospects and bilateral trade opportunities between Australia and the Arab World.

This event will highlight the importance of Australia's links with Arab countries and provide an information resource for Australian and Arab companies planning to expand their horizons and business opportunities. The 2012 Forum and Expo is expected to attract an extensive range of Arab business and official visitors to Australia. It will also provide a unique opportunity for Australian and Arab companies to exhibit their products and services, network with potential clients, and gain access to valuable commercial intelligence, including identification of the potential for two-way investment and knowledge transfer.

## Event Topics

**The proposed themes for the 2012 Forum and Expo are:**

- Finance and Investment
- Food Security and Agribusiness
- Infrastructure and Construction (with a special session on the Qatar 2022 FIFA World Cup and related opportunities)
- Country specific presentations by each of the resident Arab missions in Australia

## Event Program

The event will comprise two days of conference sessions on Tuesday 5 and Wednesday 6 June, launched by a Welcome Reception on Monday 4 June and featuring an Awards Dinner on Tuesday 5 June. An exhibition will run parallel to the Forum and business matching meetings will be organized upon request.

## Event Objectives

The objectives of the 2012 Forum and Expo are to:

- Highlight the importance of Australia's trade links with the Middle East and North Africa (MENA) region
- Promote stronger trade and investment partnerships between Australia and the Arab world
- Expand the horizons of Australian and Arab businesses by presenting high-quality commercial intelligence
- Create unique opportunities for networking between the Australian and Arab business communities.



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# Sponsorship Packages

## GALA DINNER SPONSORSHIP

Value: A\$25,000

### Benefits:

- Exclusive sponsorship of the Gala Dinner (allowing for an Emirates representative to speak for a few minutes)
- Opportunity to speak at the Gala Dinner
- Half-page advertisement in printed conference program
- Acknowledgement in the printed conference program
- Verbal acknowledgment by the Conference Convener during the dinner
- Logo on all pre-event promotional material, including media releases
- Logo on Forum and Expo website with a hyperlink to sponsor's own website
- A4 insert in delegate satchel (provided by sponsor)
- 4 Corporate banners to be displayed at the Dinner (sponsor to provide banners or these can be ordered at a cost of A\$695 per banner)
- Podium signage for Gala Dinner with sponsor logo
- 10 Complimentary tickets to the Gala Dinner
- 1 Complimentary registration to the 2012 Forum (includes Gala Dinner)
- Opportunity to attend scheduled meetings with visiting dignitaries
- Benefit from spin-off media coverage relating to the 2012 Forum and Expo

## WELCOME RECEPTION

Value: A\$25,000

### Benefits:

- Exclusive sponsorship of the Welcome Reception
- Half-page advertisement in printed conference program
- Acknowledgement in the printed conference program
- Verbal acknowledgment by the Conference Convener during the event
- Logo on all pre-event promotional material, including media releases
- Logo on 2012 Forum and Expo website with a hyperlink to sponsor's own website
- A4 insert in delegate satchel (provided by sponsor)
- Logo displayed at the Forum on audio visual screens
- 2 Corporate banners to be displayed at the Forum (sponsor to provide banners or these can be ordered at a cost of A\$695 per banner)
- Signage at the entrance to the Forum venue
- Podium signage for Welcome Reception with sponsor's logo
- 4 Complimentary registrations to the 2012 Forum (includes Gala Dinner)
- 5 Additional complimentary tickets to the Welcome Reception
- Opportunity to attend scheduled meetings with visiting dignitaries
- Benefit from spin-off media coverage relating to the 2012 Forum and Expo

## GOLD SPONSORSHIP

Value: A\$20,000

### Benefits:

- Half-page advertisement in printed conference program
- Acknowledgement in the printed conference program
- Verbal acknowledgment by the Conference Convener during the event
- Logo on all pre-event promotional material, including media releases
- Logo on Forum and Expo website with a hyperlink to sponsor's own website
- A4 insert in delegate satchel (provided by sponsor)
- Logo displayed at the Forum on audio visual screens
- 2 Corporate banners to be displayed at the Forum (sponsor to provide banners or these can be ordered at a cost of A\$695 per banner)
- Signage at the entrance to the Forum venue
- Complimentary single trade booth at the exhibition
- 4 Complimentary tickets to the Gala Dinner
- 5 Complimentary registrations to the 2012 Forum (excludes Gala Dinner)
- Opportunity to attend scheduled meetings with visiting dignitaries

## SILVER SPONSORSHIP

Value: A\$15,000

### Benefits:

- Half-page advertisement in printed conference program
- Acknowledgement in the printed conference program
- Verbal acknowledgment by the Conference Convener during the event
- Logo on all pre-event promotional material, including media releases
- Logo on Forum and Expo website with a hyperlink to sponsor's own website
- A4 insert in delegate satchel (provided by sponsor)
- Logo displayed at the Forum on audio visual screens
- 2 Corporate banners to be displayed at the Forum (sponsor to provide banners or these can be ordered at a cost of A\$695 per banner)
- Signage at the entrance to the Forum venue
- Complimentary single trade booth at the exhibition
- 2 Complimentary tickets to the Gala Dinner
- 2 Complimentary registrations to the 2012 Forum (excludes Gala Dinner)
- Opportunity to attend scheduled meetings with visiting dignitaries

## BRONZE SPONSORSHIP

Value: A\$10,000

### Benefits:

- Half-page advertisement in printed conference program
- Acknowledgement in the printed conference program
- Verbal acknowledgment by the Conference Convener during the event
- Logo on all pre-event promotional material, including media releases
- Logo on Forum and Expo website with a hyperlink to sponsor's own website
- A4 insert in delegate satchel (provided by sponsor)
- Logo displayed at the Forum on audio visual screens
- Signage at the entrance to the Forum venue
- 2 Complimentary tickets to the Gala Dinner
- 1 Complimentary registration to the 2012 Forum (excludes Gala Dinner)

## MEDIA SPONSORSHIP

### Benefits:

- Half-page advertisement in printed conference program
- Acknowledgement in the printed conference program
- Verbal acknowledgment by the Conference Convener during the event
- Logo on all pre-event promotional material, including media releases
- Logo on Forum and Expo website with a hyperlink to sponsor's own website
- Logo displayed at the Forum on audio visual screens
- Signage at the entrance to the Forum venue
- Complimentary single trade booth at the exhibition
- 2 Complimentary tickets to the Gala Dinner
- 1 Complimentary registration to the 2012 Forum (excludes Gala Dinner)

### Media Requirements for AACCI:

- Complimentary full-page colour advertisement in printed issue of publication
- Complimentary banner advertising on the media sponsor's e-newsletter until the Forum commences
- Online news story announcing the media partnership with the 2012 Forum and Expo
- Online news story four weeks out from the Forum highlighting the event program and benefits of attending
- Complimentary flash banner on media sponsor's website with a link to the Forum website

## DELEGATE SACHEL SPONSORSHIP

Value: \$10,000

### Benefits:

- Acknowledgement in the printed conference program
- Verbal acknowledgment by the Conference Convener during the event
- Logo on all pre-event promotional material, including media releases
- Logo on Forum and Expo website with a hyperlink to sponsor's own website
- A4 insert in delegate satchel (provided by sponsor)
- Logo displayed at the Forum on audio visual screens
- 1 Complimentary registration to the 2012 Forum
- Name and company logo on delegate satchel distributed to 450 Forum delegates

## USB SPONSORSHIP

Value: A\$8,000

### Benefits:

- Acknowledgement in the printed conference program
- Verbal acknowledgment by the Conference Convener during the event
- Logo on all promotional material, including media releases
- Logo on Forum and Expo website with a hyperlink to sponsor's own website
- A4 insert in delegate satchel (provided by sponsor)
- Logo displayed at the Forum on audio visual screens
- 1 Complimentary registration to the 2012 Forum
- Name and company logo on USB distributed to 450 Forum delegates

## BADGES AND LANYARDS SPONSORSHIP

Value: A\$6,000

### Benefits:

- Acknowledgement in the printed conference program
- Verbal acknowledgment by the Conference Convener during the event
- Logo on all promotional material, including media releases
- Logo on Forum and Expo website with a hyperlink to sponsor's own website
- A4 insert in delegate satchel (provided by sponsor)
- Logo displayed at the Forum on audio visual screens
- 1 Complimentary registration to the 2012 Forum
- Name and company logo on name badges and lanyards distributed to 450 Forum delegates

## LUNCH SPONSORSHIP

Value: A\$5,500

### Benefits:

- Acknowledgement in the printed conference program
- Verbal acknowledgment by the Conference Convener during the event
- Logo on all promotional material, including media releases
- Logo on Forum and Expo website with a hyperlink to sponsor's own website
- A4 insert in delegate satchel (provided by sponsor)
- Logo displayed at the Forum on audio visual screens
- 1 Complimentary registration to the 2012 Forum
- Banner and table displays during lunch breaks (sponsor to provide own banners and signage)
- Opportunity to do a video presentation during lunch

## SESSION SPONSORSHIP

Value: A\$5,000

### Benefits:

- Acknowledgement in the printed conference program
- Verbal acknowledgment by the Conference Convener during the event
- Logo on all promotional material, including media releases
- Logo on Forum and Expo website with a hyperlink to sponsor's own website
- A4 insert in delegate satchel (provided by sponsor)
- Logo displayed at the Forum on audio visual screens
- 2 Corporate banners to be displayed at the Forum (sponsor to provide banners or these can be ordered at a cost of A\$695 per banner)
- 1 Complimentary registration to the 2012 Forum
- Opportunity to provide a session speaker for the Forum (sponsor to cover all travel/hotel expenses)
- Opportunity to attend scheduled meetings with visiting dignitaries

Interested in sponsorship opportunities at the 2012 Forum or would like additional information, please email Leanne Zeid at [.zeid@austarab.com.au](mailto:.zeid@austarab.com.au)