

**SUBMARINE INSTITUTE OF AUSTRALIA INC
2nd TECHNOLOGY CONFERENCE 2013
ADELAIDE CONVENTION CENTRE, ADELAIDE
13-15 OCTOBER 2013**

Reception, Technology Conference and Dinner

INVITATION TO SPONSOR

The Submarine Institute of Australia's Second Technology Conference offers an outstanding opportunity for your organisation to meet and address key Australian and International defence industry leaders and National government executives as part of an industry specific Technology Conference.

Companies are invited to support the Technology Conference as well as the Opening Reception, Pre-dinner drinks and the Dinner through their participation and display of their corporate profile in the Naval and Maritime Community with the emphasis on Submarine Matters.

Companies interested in taking advantage of the exciting opportunities described herein should contact:

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The Submarine Institute Australia Incorporated (1999)

The aim of the Submarine Institute of Australia is:

To promote informed discussion and research in the fields of submarine operations, engineering, history and commercial sub-sea engineering – otherwise known as “submarine matters”.

The Institute supports and promotes appropriate projects which meet its objective. Currently SIA is pursuing THREE projects:

- **Project SM2020.** Continuation of the Australian Submarine Arm by the introduction of a future submarine capability to enter service in or around 2020. This is known as Project SM2020;
- **Projects AE1 and AE2.** Support the search for and discovery of the wreck of submarine HMAS AE1, lost off Rabaul 14th September 1914. Protection, preservation and promotion of submarine HMAS AE2 in the Sea of Marmora with a view to ensuring that the brave feats of its crew are recognised as a part of the Anzac legend by the time of the Centenary of the Gallipoli Landings in 2015; and
- **Centenary of Submarines.** In 2014, the RAN will celebrate 100 years since the arrival of its first submarines: HMAS AE1 and AE2. Since then, with or without submarines in its Order of Battle, Australia has had an enduring relationship with these complex and capable machines. In 2014, the SIA plans to host a Conference to celebrate the centenary and, before then, to compile written and oral histories of Australian submarines.

Additionally, the SIA has these goals:

- Facilitation of an informed quality debate of the Collins class submarines which is not aligned to any of the commercial interests in the program;
- Identification, preservation and presentation of Australian submarine history. There are a number of locations where there are repositories of memorabilia or museums where submarines are on display. The Submarine Institute wishes to support the coordination and high quality presentation of these entities; and
- The intention to conduct Conferences focused on general Submarine Matters for even year Conferences and Technology Submarine Matters for odd year Conferences

The Submarine Institute of Australia Inc is a Not for Profit organisation and all funds are invested in debate and discussion on the future of Australia's undersea arena

- The theme of the SIA Technology Conference 2013 is:

**‘AUSTRALIA’S SUBMARINE ENTERPRISE – BUILDING THE SCIENCE,
TECHNOLOGY AND ENGINEERING CAPABILITY’**



SIA 2nd TECHNOLOGY CONFERENCE 13-15 OCT 2013

The SIA gives sponsors and delegates maximum exposure to visual material, discussion and debate on the latest ideas and policy considerations that will need to be developed in support of the Submarine 2020 initiative. The first such exposure was at the 2004 Conference, further Conferences were held in 2006, 2008 and 2010, 2013 and 2012: Workshops were held in the spring of 2005, 2007 and 2009. This is the next (and 2nd Technology) opportunity and it comes at a time when Government is applying significant effort towards the development of project SEA 1000 – Future Submarine Project. The SIA remains in dialogue with the SEA 1000 Project Team and continues to be consulted by the media on day to day issues related to submarine matters.

DEMOGRAPHICS

Attracting delegates from Australia and overseas, the Technology Conference provides a significant opportunity to meet with senior professionals and decision makers within:

- Department of Defence
- Capability Development Group
- Defence Materiel Organisation
- Australian Submarine Force
- DSTO
- United States Navy
- Defence Industry –
- Electronics Sector
- Communications Sector
- IT Sector
- Infrastructure Sector
- Government Agencies
- Academia

INVITED SPEAKERS

Participation in the SIA Technology Conference 2013 will give you exposure to the Conference speakers. Invitations will be extended to a number of high profile members of Government, Defence Academia and Industry. We expect to attract speakers of equal calibre to those who attended our earlier Conferences.



SPONSOR PACKAGES

The SIA has introduced a range of sponsorship options: some tailored specifically to the Technology Conference, others for the long term support of the SIA. The following range of sponsorship packages has been structured to ensure your company will be identified to all delegates. Levels of exposure are related to choice of support. All sponsorship packages include the Goods and Services Tax (GST).

Sponsorship opportunities, described in detail in the following pages, are:

Sponsorship Opportunity	Amount
Technology Conference 2013 Gold Sponsor	\$35,000
Silver Sponsor (2 available)	\$20,000
Bronze Sponsor (Multiple)	\$10,000
Dinner Sponsor (Under Offer)	\$10,000
Conference Satchel accessories	\$8,000
Dinner Wines Sponsor (Under Offer)	\$6,000
Reception Sponsor	\$6,000
Conference Lanyard accessories (Under Offer)	\$5,000
Day Sponsor (3)	\$6,000
Pre-Dinner Drinks Sponsor (Under Offer)	\$4,000
Luncheon Breaks (3)	\$4,000
Session Breaks (6)	\$1,000
Corporate and SME Sponsorship Opportunities	Amount
Corporate Emerald	\$25,000
Corporate Ruby	\$12,000
Corporate Opal	\$4,500
SME Emerald	\$3,500
SME Ruby	\$2,500
SME Opal	\$1,000

~~Strikethrough~~ = No longer available



DISPLAY MATERIAL

- Banner display and Technology Conference venue liaison coordinated by David Nicholls (E: execmgr@submarineinstitute.com)
- Sponsor logos made available for display on the SIA Technology Conference website and on various presentation slides should be emailed to: execmgr@submarineinstitute.com
- Where indicated, 1 x box of Corporate promotional materials will be accepted. Delivery instructions will be advised.

ADVERTISING

Advertising opportunities are available in the high quality 40+ page document that will be provided to all delegates. Prices for advertisements remain unchanged from 2012:

- Full page (A4) \$1,450
- Half Page \$850
- Quarter Page \$550
- Surcharge for preferred placement \$100

Specifications are available on the 'Sponsorship & Advertising' page.



TECHNOLOGY CONFERENCE 2013 GOLD SPONSOR - \$35,000

The Gold Sponsor of the 2013 Technology Conference will enjoy the most prominent position - befitting its contribution - and wide exposure to senior decision-makers from Government and Industry. A single Gold Sponsorship is available.

- All Technology Conference literature includes your organisation's name and logo.
- The Gold Sponsor's logo will be included on the SIA 2013 Technology Conference Website with a direct link to the Sponsor's site in a superior position to other (non-Gold) Sponsors. Constantly updated Technology Conference information and online registration capability ensure the site is well visited before and after the Conference.
- Complimentary full page advertisement in the Technology Conference Handbook and display of logo both on the front cover and inside.
- Special acknowledgement at Conference Opening and Closing.
- Five complimentary registrations at the Technology Conference. (completion of on-line registration process is requested, but no charge)
- Complimentary tickets to the Conference reception and Dinner for ten people
- Complimentary membership to the SIA for seven people (normal membership application criteria apply)
- Corporate banner (self-supporting) displayed (and logo projected) at the Cocktail Party, Technology Conference venue and Dinner.
- DL or A4 size promotional merchandise in delegate bags.



TECHNOLOGY CONFERENCE 2013 SILVER SPONSOR - \$20,000

Silver Sponsors of the 2013 Technology Conference will enjoy a prominent position befitting their contribution and wide exposure to senior decision-makers from Government and Industry. Two Silver Sponsorships are available.

- The Silver Sponsor's logo will be included on the SIA 2013 Technology Conference Website with a direct link to the Sponsor's site. Constantly updated \ Conference information and online registration capability ensure the site is well visited before and after the Conference.
- The Silver sponsor will be prominently acknowledged on the back cover of the Technology Conference Handbook.
- Complimentary full page advertisement in the Technology Conference Handbook.
- Special acknowledgement at Technology Conference Opening and Closing.
- Four complementary registrations at the Technology Conference. (completion of on-line registration process is requested, but no charge)
- Six complementary tickets to the conference Reception and Dinner
- Complimentary membership to the SIA for five people (normal membership application criteria apply)
- Corporate banner (self-supporting) displayed at the Cocktail Party, Technology Conference venue and Dinner.
- DL or A4 size promotional merchandise in delegate bags.



TECHNOLOGY CONFERENCE 2013 BRONZE SPONSOR - \$10,000

Bronze Sponsors will enjoy a prominent position in the Conference and will receive significant acknowledgement. Multiple Bronze Sponsorships are available.

- Sponsorship acknowledgement in the introductory address.
- Logo on Technology Conference Website with a direct link to the Sponsor's site.
- Two representatives' places at the Technology Conference (completion of on-line registration process is requested, but no charge).
- Three complementary tickets to the conference Reception and Dinner
- Complimentary membership to the SIA for three people (normal membership application criteria apply).
- Display of your logo inside the Technology Conference Handbook.
- Corporate banner displayed and prominent logo projection, at the Conference venue.
- DL or A4 size promotional merchandise in delegate bags.



TECHNOLOGY CONFERENCE 2013 SACHEL ACCESSORY SPONSOR - \$8,000

Distributed to every participant upon registration, the satchels are constantly used by delegates to carry their notes and belongings and often retained as a memento after the event. Sponsorship of the Technology Conference Accessories offers excellent exposure, for the duration of the event and beyond.

- Sponsorship acknowledgement in the introductory and closing addresses.
- Logo on Technology Conference Website with a direct link to the Sponsor's site.
- One complimentary registration at the Technology Conference (completion of on-line registration process is requested, but no charge).
- Four complimentary tickets to the conference Reception.
- Two complimentary tickets to the conference Dinner.
- Complimentary membership to the SIA for two people (normal membership application criteria apply)
- Display of your logo inside the Technology Conference Handbook
- Corporate banner displayed at the Conference venue.
- Logo displayed on conference satchels
- DL or A4 size promotional merchandise in delegate bags.



TECHNOLOGY CONFERENCE 2013 RECEPTION SPONSOR - \$6,000 (UNDER OFFER)

Sponsor of the Technology Conference 2013 Cocktail Party will enjoy a prominent position in the Technology Conference opening event and will receive significant acknowledgement. The Cocktail Party provides an excellent opportunity to informally meet industry professionals.

- Sponsorship acknowledgement in the introductory address and at the Cocktail Party.
- Logo on Technology Conference Website with a direct link to the Sponsor's site.
- One complementary registration at the Technology Conference (completion of on-line registration process is requested, but no charge).
- Four complementary tickets to the Conference Reception
- Two complementary tickets to the Conference Dinner
- Complimentary membership to the SIA for two people (normal membership application criteria apply)
- Signage (stand-up banner) and logo projection displayed at the Cocktail Party
- DL or A4 size promotional merchandise in delegate bags.



TECHNOLOGY CONFERENCE 2013 DINNER SPONSOR - \$10,000 (UNDER OFFER)

The Technology Conference Dinner will be an integral part of the Technology Conference social highlight through display and significant promotion. It also serves as the SIA Annual Dinner. This package offers an industry stakeholder excellent exposure in an audience of industry professionals.

- Sponsorship acknowledgement in the introductory conference and dinner addresses.
- Logo on Technology Conference Website with a direct link to the Sponsor's site.
- Two representatives' places at the Technology Conference (completion of on-line registration process is requested, but no charge).
- Four complementary tickets to the Conference Reception
- Six complementary tickets to the Conference Dinner
- Signage (stand-up banner) displayed at the Dinner venue
- Complimentary full page advertisement in the Technology Conference Handbook.
- Special acknowledgement at Dinner.
- Corporate name and logo overprinted on the dinner menu.
- DL or A4 size promotional merchandise in delegate bags.



TECHNOLOGY CONFERENCE 2013 DINNER WINES SPONSOR - \$6,000 (UNDER OFFER)

The sponsor of wines at the Technology Conference 2013 Dinner will enjoy a prominent position in the Technology Conference's main social event and will receive significant acknowledgement. The Dinner provides an excellent opportunity to informally meet industry professionals.

- Sponsorship acknowledgement in the Technology Conference introductory address and during the Dinner Speaker introduction.
- Logo on Technology Conference Website with a direct link to the Sponsor's site.
- One complementary registration at the Technology Conference (completion of on-line registration process is requested, but no charge).
- Two complementary tickets to the Conference Reception
- Four complementary tickets to the Conference Dinner
- Complimentary membership to the SIA for two people (normal membership application criteria apply)
- Signage (stand-up banner) displayed at the Dinner venue
- Corporate name and logo overprinted on the dinner menu.
- DL or A4 size promotional merchandise in delegate bags.

TECHNOLOGY CONFERENCE 2013 PRE-DINNER DRINKS SPONSOR - \$4,000 (UNDER OFFER)

Sponsor of the Technology Conference 2013 Pre-Dinner Drinks will enjoy a prominent position in the key social event for the Technology Conference and will receive significant acknowledgement. The Pre-Dinner Drinks provide an excellent opportunity to informally meet industry professionals.

- Sponsorship acknowledgement in the Dinner address.
- Logo on Technology Conference Website with a direct link to the Sponsor's site.
- One complementary registration at the Technology Conference (completion of on-line registration process is requested, but no charge).
- Two complementary tickets to the Conference Reception
- Two complementary tickets to the Conference Dinner



<ul style="list-style-type: none"> • Complimentary membership to the SIA for two people (normal membership application criteria apply)
<ul style="list-style-type: none"> • Signage (stand-up banner) displayed at the Dinner venue
<ul style="list-style-type: none"> • Corporate name and logo overprinted on the dinner menu.
<ul style="list-style-type: none"> • DL or A4 size promotional merchandise in delegate bags.

TECHNOLOGY CONFERENCE 2013 LANYARD SPONSOR - \$5,000 (UNDER OFFER)

Distributed to every participant upon registration, the lanyards are constantly used by delegates to display their ID and registration details. Sponsorship of the Technology Conference Lanyard accessory offers excellent exposure, for the duration of the event.

- Sponsorship acknowledgement in the introductory and closing addresses.
- Logo on Technology Conference Website with a direct link to the Sponsor's site.
- One registration at the Technology Conference (completion of on-line registration process is requested, but no charge).
- Two complementary tickets to the conference Reception and Dinner
- Complimentary membership to the SIA for two people (normal membership application criteria apply)
- Display of your logo inside the Technology Conference Handbook
- Lanyard, with sponsor's logo, issued to and displayed by, every conference delegate
- DL or A4 size promotional merchandise in delegate bags.



FULL DAY SPONSOR - \$6,000 PER DAY

Opportunities exist for sponsorship of full catering for each of the three days during the Technology Conference. These provide an affordable opportunity for full day exposure.

- Sponsorship acknowledgement before Morning Tea, Lunch and Afternoon Tea on the relevant day
- Logo on Technology Conference Website with a direct link to the Sponsor's site.
- Logo displayed on the Main Screen before and after Breaks and Lunch
- One complimentary registration at the Technology Conference (completion of on-line registration process is requested, but no charge).
- Two complimentary tickets to the Conference Reception
- Four complimentary tickets to the Conference Dinner
- Complimentary membership to the SIA for two people (normal membership application criteria apply)
- Company logo printed inside Technology Conference Handbook.
- Signage (stand-up banner) displayed in the 'Break-Out' area on the day.
- DL or A4 size promotional merchandise in delegate bags.



SPONSOR LUNCHEON BREAKS - \$4,000 EACH

Opportunities exist for sponsorship of three luncheon breaks during the Technology Conference. These provide an affordable opportunity for exposure.

- Sponsorship acknowledgement before each break for which you are the sponsor.
- Logo on Technology Conference Website.
- Logo displayed on the Main Screen before and after Lunch
- One complementary registration at the Technology Conference (completion of on-line registration process is requested, but no charge).
- One complementary ticket to the Conference Reception and Conference Dinner
- Complimentary membership to the SIA for two people (normal membership application criteria apply)
- Company logo printed inside Technology Conference Handbook.
- Signage (stand-up banner) displayed in the 'Break-Out' area

SPONSOR SESSION BREAKS - \$1,000 EACH

Opportunities exist for sponsorship of six session breaks during the Technology Conference. These provide an affordable opportunity for exposure.

- Sponsorship acknowledgement before each break for which you are the sponsor.
- Logo on Technology Conference Website.
- Logo displayed on the Main Screen before and after Session Break being sponsored.
- One complementary ticket to the Conference Reception and Conference Dinner
- Complimentary membership to the SIA for one person (normal membership application criteria apply)
- Company logo printed inside Technology Conference Handbook.
- Signage (stand-up banner) displayed in the 'Break-Out' area for the session break



SIA CORPORATE AND SME SPONSORSHIP PACKAGES

SIA CORPORATE EMERALD SPONSOR \$25,000 Annually

Corporate sponsorship of the SIA at the Emerald level provides high level ongoing exposure to a broad national and international audience.

- All SIA literature includes your organisation's name and logo, throughout the year.
- The Emerald Sponsor's logo will be included on the SIA Website (in a position superior to lesser sponsors) with a direct link to the Sponsor's site.
- Framed Sponsorship Certificate.
- Acknowledgment of sponsorship by mutually agreed news release.
- Constantly updated information on progress of Project SM2020.
- Special acknowledgement at SIA Events Opening and Closing.
- Conference registration for five delegates.
- Conference Reception and Dinner for ten delegates.
- Corporate banner displayed and prominent logo projection, at the Cocktail Party, Conference venue and Dinner.
- A complementary full page advertisement in the Conference programme
- DL or A4 size promotional merchandise in delegate bags.
- Complimentary membership subscriptions for up to twenty employees (normal membership application processes apply).



SIA CORPORATE RUBY SPONSOR \$12,000 Annually

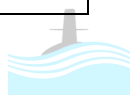
Corporate sponsorship of the SIA at the Ruby level provides ongoing exposure to a broad national and international audience.

- All SIA literature includes your organisation's name and logo, all year.
- The Ruby Sponsor's logo will be included on the SIA website with a direct link to the Sponsors site.
- Framed Sponsorship Certificate.
- Acknowledgment of sponsorship by mutually agreed news release.
- Special acknowledgement at SIA Events Opening and Closing.
- Complementary Conference registration, Reception and Dinner for three delegates.
- Corporate banner displayed and prominent logo projection at the Conference venue.
- DL or A4 size promotional merchandise in delegate bags.
- Complimentary membership subscriptions for up to ten employees (normal membership application processes apply).

SIA CORPORATE OPAL SPONSOR \$4,500 Annually

Corporate sponsorship of the SIA at the Opal level provides ongoing exposure to a broad national and international audience.

- A direct link to the Opal Sponsor's website will be included on the SIA web.
- Conference registration for one delegate.
- Conference Reception and Dinner for two delegates.
- Logo projected at the Conference venue.
- Framed Sponsorship Certificate.
- Regular updates of information on the progress of Project SM 2020.
- DL or A4 size promotional merchandise in delegate bags at selected events.
- Company logo printed inside document folders at selected events.
- Complimentary SIA membership subscriptions for up to five employees (normal membership application processes apply).



SIA SME EMERALD SPONSOR \$3,500 Annually

SME sponsorship of the SIA at the Emerald level provides ongoing exposure to a broad national and international audience.

- All SIA literature includes your organisation's name and logo.
- The SME Emerald Sponsor's logo will be included on the SIA Website with a direct link to the Sponsor's site.
- Framed Sponsorship Certificate.
- Acknowledgment of sponsorship by mutually agreed news release.
- Constantly updated information on progress of Project SM2020.
- Special acknowledgement at SIA Events Opening and Closing.
- Conference registration for one delegate.
- Conference Reception and Dinner for two delegates.
- Corporate banner displayed at the Conference venue.
- DL or A4 size promotional merchandise in delegate bags.
- Complimentary SIA membership subscriptions for four employees (normal membership application processes apply).



SIA SME RUBY SPONSOR \$2,500 Annually

SME sponsorship of the SIA at the Ruby level provides ongoing exposure to a broad national and international audience.

- A direct link to the Ruby Sponsor's website will be included on the SIA website.
- Framed Sponsorship Certificate.
- Acknowledgment of sponsorship by mutually agreed news release.
- Conference registration for one delegate.
- Conference Reception and Dinner for one delegate.
- Corporate banner displayed at the Conference venue.
- DL or A4 size promotional merchandise in delegate bags.
- Complimentary SIA membership subscriptions for two employees (normal membership application processes apply).

SIA SME OPAL SPONSOR \$1,000 Annually

SME sponsorship of the SIA at the Opal level provides ongoing exposure to a broad national and international audience.

- A direct link to the Ruby Sponsor's website will be included on the SIA website.
- Framed Sponsorship Certificate.
- Acknowledgment of sponsorship by mutually agreed news release.
- Conference Reception and Dinner for one delegate.
- DL or A4 size promotional merchandise in delegate bags.
- Complimentary SIA membership subscription for one person (normal membership application processes apply).

