



**SIA 11<sup>th</sup> Biennial Conference. Hotel Realm, Canberra 7<sup>th</sup> – 9<sup>th</sup> Nov.**  
**SPONSORSHIP OPPORTUNITIES**

The SIA has continued with a range of sponsorship options 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 level of support. All sponsorship packages include the Goods and Services Tax (GST).

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

<b>Sponsorship Opportunity</b>	<b>Amount</b>
Gold Sponsor	\$40,000
Silver Sponsor	\$25,000
Bronze Sponsor	\$15,000
Dinner Sponsor	\$12,000
Q&A Sponsor	\$10,000
Conference 'Theme' Sponsor (under offer)	\$10,000
Conference Satchel Sponsor	\$8,500
Dinner Wines Sponsor	\$8,000
Conference Lanyard Sponsor	\$7,500
Name Tags	\$5,000
Coffee Van	\$7,500
Pre-Dinner Drinks Sponsor	\$2,500
Luncheon Break, Day 1	\$6,500
Luncheon Break, Day 2	\$4,500
Session Breaks (2) –Day 1	\$1,750
Session Breaks (2) - Day 2	\$1,000

## DISPLAY MATERIAL

- Banner display and Conference venue liaison coordinated by Sue Hart of CMS (E: [SIA@commercemgt.com.au](mailto:SIA@commercemgt.com.au) )
- Sponsor logos made available for display on the SIA Conference website and on various presentation slides should be emailed to:  
[SIA@commercemgt.com.au](mailto:SIA@commercemgt.com.au) cc [execmgr@submarineinstitute.com](mailto: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 premium-quality Handbook that will be provided to all delegates. Prices for advertisements remain unchanged from 2020:

- Full page (A4) \$1,350.00
- Half Page \$850.00
- Quarter Page \$550.00
- Surcharge for preferred placement \$100.00

Specifications can be downloaded on the 'Sponsorship & Advertising' page  
<https://www.submarineinstitute.com/sia-conferences/sponsorship-and-advertising.html>

## CONFERENCE GOLD SPONSORSHIP

**\$40,000**

The Gold Sponsor of the 11th SIA Biennial 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.

- High profile Conference media includes your organisation's name and logo.
- As Gold Sponsor, your logo will be included on the SIA Conference web pages - in a position superior to other Sponsors, with a dedicated sub-page with your messages relating to your company including 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.
- Complimentary full page advertisement in the 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 Conference (completion of on-line registration process is required, but no charge)
- Seven complimentary tickets to the Conference reception and Dinner (completion of on-line registration process is required, but no charge)
- Complimentary membership (or 12 month extensions to existing members) to the SIA for five people (normal membership application criteria apply)
- Corporate banner (self-supporting) displayed (and logo projected) at the Cocktail Party, Conference venue and Dinner.
- DL or A4 size promotional merchandise in delegate bags.

## CONFERENCE SILVER SPONSORSHIP

**\$25,000**

Silver Sponsors of the 11th SIA Biennial Conference will enjoy a prominent position befitting their contribution and wide exposure to senior decision-makers from Government and Industry. One Silver Sponsorship remains available

- As a Silver Sponsor, your logo will be included on the 11th SIA Biennial Conference web pages - in a position superior to other (non-Gold) Sponsors, with a dedicated sub-page with your messages relating to your company including 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 both the back cover – and inside - the Conference Handbook.
- Complimentary full page advertisement in the Conference Handbook.
- Special acknowledgement at Conference Opening and Closing addresses.
- Three complimentary registrations at the Conference (completion of on-line registration process is required, but no charge)
- Four complimentary tickets to the conference Reception and Dinner (completion of on-line registration process is required, but no charge)
- Complimentary membership (or 12 month extensions for existing members) to the SIA for three people (normal membership application criteria apply)
- Corporate banner (self-supporting) displayed at the Cocktail Party, Conference venue and Dinner.
- DL or A4 size promotional merchandise in delegate bags.

## CONFERENCE BRONZE SPONSORSHIP

**\$15,000**

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 and closing addresses.
- As a Bronze Sponsor, your logo will be included on the 11th SIA Biennial Conference web pages - in a position superior to other (non-Silver or Gold) Sponsors, with a dedicated sub-page with your messages relating to your company including 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.
- Two representatives' places at the Conference (completion of on-line registration process is requested, but no charge).
- Three complimentary tickets to the conference Reception and Dinner (completion of on-line registration process is required, but no charge)
- Complimentary membership (or twelve month extensions for existing members) to the SIA for three people (normal membership application criteria apply).
- Display of your logo inside the Conference Handbook.
- Corporate banner displayed and prominent logo projection, at the Conference venue.
- DL or A4 size promotional merchandise in delegate bags.

## CONFERENCE SATCHEL SPONSORSHIP

**\$8,500**

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

- Sponsorship acknowledgement in the introductory and closing addresses.
- As the Satchels Sponsor, your logo will be included on the 11th SIA Biennial Conference web pages with a dedicated sub-page with your messages relating to your company including a direct link to your own site. Constantly updated Conference information and online registration capability ensure the site is well visited before and after the Conference.
- One free registration at the Conference (Completion of on-line registration process is requested, but no charge).
- Four representatives' places at the Conference Reception (completion of on-line registration process is required, but no charge)
- Two representatives' places at the Conference Dinner (completion of on-line registration process is required, but no charge)
- Complimentary membership (or twelve month extensions for existing members) to the SIA for two people (normal membership application criteria apply)
- Display of your logo on the Conference satchel
- Display of your logo inside the Conference Booklet
- Corporate banner displayed and prominent logo projection, at the Conference venue.
- DL or A4 size promotional merchandise in delegate satchels.

## CONFERENCE DINNER SPONSORSHIP

**\$12,000**

The Conference Dinner will be an integral part of the 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 and closing addresses and special feature at the dinner.
- As the Dinner Sponsor, your logo will be included on the 11th SIA Biennial Conference registration web page including a direct link to your own site. Constantly updated Conference information and online registration capability ensure the site is well visited before and after the Conference.
- One representative's place at the Conference (completion of on-line registration process is required, but no charge)
- Five representatives' places at the Reception (completion of on-line registration process is required, but no charge)
- Five representatives' places at the Dinner (completion of on-line registration process is required, but no charge)
- Complimentary full-page advertisement in the Conference Handbook.
- Signage (stand-up banner) displayed at the Dinner venue.
- Special acknowledgement at Dinner.
- Corporate name and logo overprinted on the dinner menu, in the conference booklet and on the Conference slide displays.
- DL or A4 size promotional merchandise in delegate bags.

## CONFERENCE DINNER WINES SPONSORSHIP

**\$8,000**

The sponsor of wines at the 11th SIA Biennial Conference Dinner will enjoy a prominent position in the 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 Conference introductory address and during the Dinner Speaker introduction.
- As the Dinner Wines Sponsor, your logo will be included on 11th SIA Biennial Conference web pages with a dedicated sub-page with your messages relating to your company including a direct link to your own site. Constantly updated Conference information and online registration capability ensure the site is well visited before and after the Conference.
- One representative's place at the Conference and two tickets to Dinner (completion of on-line registration process is required, but no charge)
- Complimentary membership to the SIA (or 12 month extensions to existing members) for two people (normal membership application criteria apply)
- Signage (stand-up banner) displayed at the Dinner venue
- Small version of your logo on the slide displays
- Corporate name and logo overprinted on the dinner menu
- DL or A4 size promotional merchandise in delegate bags.



## CONFERENCE PRE-DINNER DRINKS SPONSORSHIP

**\$2,500**

Sponsor of the 11th SIA Biennial Conference Pre-Dinner Drinks will enjoy a prominent position in the key social event for the 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.
- As the Pre-Dinner Sponsor, your logo will be included on 11th SIA Biennial Conference web pages with a dedicated sub-page with your messages relating to your company including a direct link to your own site. Constantly updated Conference information and online registration capability ensure the site is well visited before and after the Conference.
- Two representatives' places at the Reception and the Dinner (completion of on-line registration process is required, but no charge)
- Complimentary membership to the SIA (or 12 month extensions to existing members) for two people (normal membership application criteria apply)
- Corporate name and logo overprinted on the dinner menu.
- Signage (stand-up banner) displayed at the Dinner venue
- Small version of your logo on the slide displays
- DL or A4 size promotional merchandise in delegate bags.

## CONFERENCE LANYARD SPONSORSHIP

**\$7,500**

Distributed to every participant upon registration, the lanyards are constantly used by delegates and visible to all at the conference. Sponsorship of the Conference Lanyards offers excellent exposure, for the duration of the event and beyond.

- Sponsorship acknowledgement in the introductory and closing addresses.
- As the Lanyards Sponsor, your logo will be included on the 11th SIA Biennial Conference web pages with a dedicated sub-page with your messages relating to your company including a direct link to your own site. Constantly updated Conference information and online registration capability ensure the site is well visited before and after the Conference.
- One free registration at the Conference (Completion of on-line registration process is required, but no charge).
- Two representatives' places at the Conference Reception (completion of on-line registration process is required, but no charge)
- Two representatives' places at the Conference Dinner (completion of on-line registration process is required, but no charge)
- Complimentary membership to the SIA (or 12 month extensions to existing members) for two people (normal membership application criteria apply)
- Display of your logo on the Conference lanyard
- Display of your logo inside the Conference Booklet
- Small version of your logo on the slide displays
- DL or A4 size promotional merchandise in delegate satchels.

## **CONFERENCE COFFEE VAN SPONSORSHIP**

### **\$7,500**

This opportunity provides sponsorship of a coffee van throughout each day at the conference, giving constant exposure at the Coffee Van site.

- Sponsorship acknowledgement daily in the opening remarks
- As the Coffee Van Sponsor, your logo will be included on the 11th SIA Biennial Conference web pages with a dedicated sub-page with your messages relating to your company including a direct link to your own site. Constantly updated Conference information and online registration capability ensure the site is well visited before and after the Conference.
- All coffee cups from the Barista van(s) printed with your company brand.
- One representative's place at the Conference (completion of on-line registration process is required, but no charge)
- Two representatives' places at the Reception (completion of on-line registration process is required, but no charge)
- Two representatives' places at the Dinner (completion of on-line registration process is required, but no charge)
- Complimentary membership to the SIA (or 12 month extensions to existing members) for two people (normal membership application criteria apply)
- Stand-up banner displayed at the Coffee van site
- Company logo printed inside Conference Booklet.

## **Q&A SPONSORSHIP**

### **\$10,000**

This opportunity provides sponsorship of the "On-Line" Q&A throughout each day at the conference, giving constant 'on-line' exposure

- Sponsorship acknowledgement daily in the opening remarks
- As the Q&A Sponsor, your logo will be included on the 11th SIA Biennial Conference web pages with a dedicated sub-page with your messages relating to your company including a direct link to your own site. Constantly updated Conference information and online registration capability ensure the site is well visited before and after the Conference.
- Logo on all Q&A (Pigeonhole) pages
- Two representative's place at the Conference (completion of on-line registration process is required, but no charge)
- Two representatives' places at the Reception (completion of on-line registration process is required, but no charge)
- Two representatives' places at the Dinner (completion of on-line registration process is required, but no charge)
- Complimentary membership to the SIA (or 12 month extensions to existing members) for two people (normal membership application criteria apply)
- Stand-up banner displayed at the
- Company logo printed inside Conference Booklet.

## **CONFERENCE 'THEME' SPONSORSHIP \$10,000**

This opportunity provides sponsorship of the conference 'Theme' throughout each day at the conference, giving constant corporate exposure

- A speaking opportunity to provide the sponsor's recognition of the conference theme
- Sponsorship acknowledgement daily in the opening remarks
- As the conference 'Theme' Sponsor, your logo will be included on the 11th SIA Biennial Conference web pages with a dedicated sub-page with your messages relating to your company including a direct link to your own site. Constantly updated Conference information and online registration capability ensure the site is well visited before and after the Conference.
- Logo on all conference 'Theme' related areas.
- Two representative's place at the Conference (completion of on-line registration process is required, but no charge)
- Two representatives' places at the Reception (completion of on-line registration process is required, but no charge)
- Two representatives' places at the Dinner (completion of on-line registration process is required, but no charge)
- Complimentary membership to the SIA (or 12 month extensions to existing members) for two people (normal membership application criteria apply)
- Stand-up banner displayed at the
- Company logo printed inside Conference Booklet.

## **NAME TAG SPONSORSHIP**

**\$5000**

Your company logo will be on the back of the name tag worn by all delegates

- Sponsorship acknowledgement in the introductory and closing addresses.
- As the Name Tags Sponsor, your logo will be included on the 11th SIA Biennial Conference web pages with a dedicated sub-page with your messages relating to your company including a direct link to your own site. Constantly updated Conference information and online registration capability ensure the site is well visited before and after the Conference.
- Logo displayed on the Main Screen
- Two representatives' places at the Reception (completion of on-line registration process is required, but no charge)
- Two representatives' places at the Dinner (completion of on-line registration process is required, but no charge)
- Complimentary membership to the SIA (or 12 month extensions to existing members) for two people (normal membership application criteria apply)
- Stand-up banner displayed at the Conference Venue
- Company logo printed inside Conference Booklet
- DL or A4 size promotional merchandise in delegate satchels

## DAY 1 LUNCHEON BREAK SPONSORSHIP

**\$6,500**

This opportunity provides sponsorship of luncheon on the Conference Day 1. With exposure to plenary speakers, this offers maximum exposure to key decision-makers.

- Sponsorship acknowledgement before the lunch break on Day 1
- As the Luncheon Break Sponsor, your logo will be included on the 11th SIA Biennial Conference web pages with a dedicated sub-page with your messages relating to your company including a direct link to your own site. Constantly updated Conference information and online registration capability ensure the site is well visited before and after the Conference.
- Opportunity for short company introduction immediately prior to the Luncheon Break for which you are the sponsor
- Logo displayed on the Main Screen before Lunch on day 1
- One representative's place at the Conference (completion of on-line registration process is required, but no charge)
- One representative's place at the Reception (completion of on-line registration process is required, but no charge)
- One representative's place at the Dinner (completion of on-line registration process is required, but no charge)
- Complimentary membership to the SIA (or 12 month extensions to existing members) for two people (normal membership application criteria apply)
- Stand-up banner displayed during lunch.
- Company logo printed inside Conference Booklet.

## DAY 2 LUNCHEON BREAK SPONSORSHIP

**\$4,500**

This opportunity provides sponsorship of luncheon on day 2

- Sponsorship acknowledgement before the lunch break on day 2 Nov
- As the Luncheon Sponsor, your logo will be included on the 11th SIA Biennial Conference web pages with a dedicated sub-page with your messages relating to your company including a direct link to your own site. Constantly updated Conference information and online registration capability ensure the site is well visited before and after the Conference.
- Opportunity for short company introduction immediately prior to the Luncheon break for which you are sponsor.
- Logo displayed on the Main Screen before Lunch on day 2
- One representative's place at the Conference (completion of on-line registration process is required, but no charge)
- One representative's place at the Reception (completion of on-line registration process is required, but no charge)
- One representative's place at the Dinner (completion of on-line registration process is required, but no charge)
- Complimentary membership to the SIA (or 12 month extensions to existing members) for two people (normal membership application criteria apply)
- Stand-up banner displayed during lunch
- Company logo printed inside Conference Booklet.



## DAY 1 SESSION BREAKS SPONSORSHIP

**\$1,750**

Opportunities are under offer for sponsorship of the morning and afternoon session breaks during the the first day of the Conference. These provide an affordable opportunity for exposure.

- Sponsorship acknowledgement before the break for which you are the sponsor.
- As a Session Break Sponsor, your logo will be included on the 11th SIA Biennial Conference web pages with a dedicated sub-page with your messages relating to your company including a direct link to your own site. Constantly updated Conference information and online registration capability ensure the site is well visited before and after the Conference.
- Opportunity for a short company introduction immediately prior to the Session Break for which you are the sponsor.
- Logo displayed on the Main Screen before each Session Break being sponsored.
- One complimentary ticket to the Conference Reception and Conference Dinner (completion of on-line registration process is required, but no charge)
- Complimentary membership to the SIA (or 12 month extensions to existing members) for one person (normal membership application criteria apply)
- Company logo printed inside Conference Handbook.
- Signage (stand-up banner) displayed in the 'Break-Out' area for the session break

## DAY 2 SESSION BREAKS SPONSORSHIP

**\$1,000**

Opportunities exist for sponsorship of the morning and afternoon session breaks during day 2 of the Conference. This provides an affordable opportunity for exposure.

- Sponsorship acknowledgement and an opportunity to make a short (3 minute) company overview presentation before the break for which you are the sponsor.
- As a Session Break Sponsor, your logo will be included on the 11th SIA Biennial Conference web pages with a dedicated sub-page with your messages relating to your company including a direct link to your own site. Constantly updated Conference information and online registration capability ensure the site is well visited before and after the Conference.
- Opportunity for a short company introduction immediately prior to the session break for which you are the sponsor.
- Logo displayed on the Main Screen before and after Session Break being sponsored.
- One complimentary ticket to the Conference Reception and Conference Dinner (completion of on-line registration process is required, but no charge)
- Complimentary membership to the SIA (or 12 month extensions to existing members) for one person (normal membership application criteria apply)
- Company logo printed inside Conference Handbook.
- Signage (stand-up banner) displayed in the 'Break-Out' area for the session break