

**SUBMARINE INSTITUTE OF AUSTRALIA INC
8th BIENNIAL CONFERENCE 2016
SHINE DOME, CANBERRA
14-16 NOVEMBER 2016**

Reception, Conference and Dinner

INVITATION TO SPONSOR

The Submarine Institute of Australia's 8TH Biennial 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 Conference.

Companies are invited to support the Conference as well as the, 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 Submarine Institute of Australia Inc is a Not for Profit organisation : all funds are invested in debate and discussion on the future of Australia's undersea arena

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 five projects:

- **SIA Five Year Strategic Plan.** Covering debate and the SIA position on FSM together with COLLINS Life Extension activity;
- **Project AE1** : Support the search for and discovery of the wreck of submarine HMAS AE1, lost off Rabaul 14th September 1914.
- **'Virtual' Australian National Submarine Museum:** Pilot project with the WAMM to identify the issues associated with creating a 'virtual' museum. 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.
- **50th Anniversary of HMAS PLATYPUS in Neutral Bay (2017).**
- **Education Project.** Covering a Massively Open On-Line Course (MOOC) on Naval Submarine Science, Technology, Engineering and Maths (STEM), incorporating the Submarine Body of Knowledge (SUBOK)

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;
- The intention to conduct conferences focused on general (strategic) Submarine Matters, for even year Conferences and Technology Submarine Matters, for odd year Conferences
- The theme of the SIA Conference 2016 is:

'FROM COLLINS TO THE FUTURE SUBMARINE – THE CHALLENGE OF SUSTAINING AN EFFECTIVE SUBMARINE CAPABILITY



SIA 8TH BIENNIAL CONFERENCE 14-16 NOVEMBER 2016

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 Future Submarine. The first such exposure was at the 2004 Conference, further Conferences were held in 2006, 2008, 2010, 2012 and 2014: Workshops were held in the spring of 2005, 2007 and 2009 and Technology-focussed conferences have been held in 2011, 2013 and 2015.

This is the eighth in the Biennial series of conferences and has a focus on the strategic and political issues associated with submarines. 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, Acquisition and Sustainment Group
 - Navy Headquarters
 - Australian Submarine Force
 - The Defence Science and Technology Group
- Defence Industry –
 - Shipbuilding & Repair
 - Electronics Sector
 - Communications Sector
 - IT Sector
 - Infrastructure Sector
- Government Agencies
- Academia

INVITED SPEAKERS

Participation in the SIA Strategic Conference 2016 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
Biennial Conference 2016 Gold Sponsor	\$40,000
Silver Sponsor (1 available)	\$25,000
Bronze Sponsor (Multiple)	\$14,000
Dinner Sponsor	\$20,000
Conference Satchel accessories	\$8,500
Dinner Wines Sponsor	\$8,000
Reception Sponsor (Sold)	\$12,000
Conference Lanyard accessories	\$7,500
Coffee Van	\$7,500
Catering All Day 2 Sponsor	\$6,000
Pre-Dinner Drinks Sponsor	\$2,500
Luncheon Break, Day 1 (Plenary) (Sold)	\$6,500
Luncheon Break, Day 2	\$4,500
Session Breaks (2), Day 1 (Plenary)	\$1,500
Session Breaks (2), Day 2	\$750
Corporate and SME Sponsorship Opportunities	Amount
Corporate Emerald	\$27,000
Corporate Ruby	\$13,500
Corporate Opal	\$6,000
SME Emerald	\$4,000
SME Ruby	\$3,000
SME Opal	\$1,500

~~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 2015:

- Full page (A4) \$1,350
- Half Page \$850
- Quarter Page \$550
- Surcharge for preferred placement \$100

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



CONFERENCE GOLD SPONSOR - \$40,000

The Gold Sponsor of the 2016 Biennial Strategic 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 Conference literature includes your organisation's name and logo.
- The Gold Sponsor's logo will be included on the SIA 2016 Conference Website Registration Page - in a position superior to other (non-Gold) Sponsors, 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.
- 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.
- A prominent speaking opportunity for 25 minutes on a theme mutually agreed between the Gold Sponsor and the SIA;
- Five complimentary registrations at the Conference.(completion of on-line registration process is requested, but no charge)
- Complimentary tickets to the Conference reception and Dinner for seven people
- Complimentary membership 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 SPONSOR - \$25,000

Silver Sponsors of the 2016 Strategic 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 2016 Conference Website Registration Page - 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 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 complementary registrations at the Conference. (completion of on-line registration process is requested, but no charge)
- Four complementary tickets to the conference Reception and Dinner
- Complimentary membership 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 SPONSOR - \$14,000

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.
- Logo on Technology Conference Website with a direct link to the Sponsor's site.
- Two representatives' places at the 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 Conference Handbook.
- Corporate banner displayed and prominent logo projection, at the Conference venue.
- DL or A4 size promotional merchandise in delegate bags.



CONFERENCE SACHEL ACCESSORY SPONSOR

\$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 Accessories offers excellent exposure, for the duration of the event and beyond.

- Sponsorship acknowledgement in the introductory and closing addresses.
- Logo on conference Website with a direct link to the Sponsor's site.
- One free registration at the Conference (Completion of on-line registration process is requested, but no charge).
- Four representatives' places at the Conference Reception
- Two representatives' places at the Conference Dinner
- Complimentary membership 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 SPONSOR

\$20,000

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.
- Logo on conference Website
- Two representatives' places at the Conference
- Four representatives' places at the Reception
- Six representatives' places at the Dinner
- Complimentary full page advertisement in the Conference Handbook.
- Signage (stand-up banner) displayed at the Dinner venue and main 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 SPONSOR

\$8,000

The sponsor of wines at the Conference 2016 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.
- Logo on conference Website
- One representative's place at the Conference and two tickets to Dinner
- Complimentary membership to the SIA for two people (normal membership application criteria apply)
- Small version of your logo on the slide displays
- Corporate name and logo overprinted on the dinner menu, in the conference booklet.
- DL or A4 size promotional merchandise in delegate bags.



CONFERENCE PRE-DINNER DRINKS SPONSOR

\$2,500

Sponsor of the Conference 2016 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.
- Logo on conference Website
- Two representatives' places at the Reception and the Dinner
- Complimentary membership to the SIA for two people (normal membership application criteria apply)
- Corporate name and logo overprinted on the dinner menu.
- Small version of your logo on the slide displays
- DL or A4 size promotional merchandise in delegate bags.



CONFERENCE LANYARD ACCESSORY SPONSOR

\$7,500

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

- Sponsorship acknowledgement in the introductory and closing addresses.
- Logo on conference Website with a direct link to the Sponsor's site.
- One free registration at the Conference (Completion of on-line registration process is requested, but no charge).
- Two representatives' places at the Conference Reception
- Two representatives' places at the Conference Dinner
- Complimentary membership to the SIA 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 - \$7500

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
- Logo on Conference Website.
- One representative's place at the Conference
- Two representatives' places at the Reception
- Two representatives' places at the Dinner
- Complimentary membership to the SIA for two people (normal membership application criteria apply)
- Stand-up banner displayed at the Coffee van site
- Company logo printed inside Conference Booklet.



DAY 2 FULL DAY CATERING SPONSOR

\$6,000

This opportunity provides sponsorship of the full day's catering on Conference Day 2.

- Sponsorship acknowledgement in the introductory and closing addresses.
- Logo on Conference Website.
- Logo displayed on the Main Screen before Session Breaks and Lunch on Day 2
- One representative's place at the Conference
- Three representatives' places at the Reception
- Three representatives' places at the Dinner
- Complimentary membership to the SIA for four people (normal membership application criteria apply)
- Stand-up banner displayed during the day of sponsorship
- Company logo printed inside Conference Booklet.
- DL or A4 size promotional merchandise in delegate satchels.



DAY 1 (PLENARY) LUNCHEON BREAK SPONSORSHIP

\$6,500

This opportunity provides sponsorship of luncheon on the Conference Plenary Day. With exposure to plenary speakers.

- Sponsorship acknowledgement before the lunch break on Day 1
- Logo on Conference Website.
- Logo displayed on the Main Screen before Lunch on Day 1
- One representative's place at the Conference
- One representative's place at the Reception
- One representative's place at the Dinner
- Complimentary membership to the SIA for two people (normal membership application criteria apply)
- Stand-up banner displayed during lunch
- Company logo printed inside Conference Booklet.



DAY 2 SPONSOR LUNCHEON BREAK \$4,500
This opportunity provides sponsorship of luncheon on Conference Day 2.
<ul style="list-style-type: none"> • Sponsorship acknowledgement before the lunch break on Day 2
<ul style="list-style-type: none"> • Logo on Conference Website.
<ul style="list-style-type: none"> • Logo displayed on the Main Screen before Lunch on Day 2
<ul style="list-style-type: none"> • One representative's place at the Conference
<ul style="list-style-type: none"> • One representative's place at the Reception
<ul style="list-style-type: none"> • One representative's place at the 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"> • Stand-up banner displayed during lunch
<ul style="list-style-type: none"> • Company logo printed inside Conference Booklet.



DAY 1 (PLENARY) SESSION BREAKS

\$1,500

Opportunities exist for sponsorship of two session breaks during the Plenary Day of the Conference. These provide an affordable opportunity for exposure.

- Sponsorship acknowledgement before each break for which you are the sponsor.
- Logo on Conference Website.
- Logo displayed on the Main Screen before each 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 Conference Handbook.
- Signage (stand-up banner) displayed in the 'Break-Out' area for the session break



DAY 2 SESSION BREAKS

\$750

Opportunities exist for sponsorship of two session breaks during the Day 2 of the Conference. These provide an affordable opportunity for exposure.

- Sponsorship acknowledgement before each break for which you are the sponsor.
- Logo on Conference Website.
- Logo displayed on the Main Screen before and after Session Break being sponsored.
- One complimentary 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 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 \$27,000 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.
- Regularly updated information on progress of SIA Projects
- 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 \$13,500 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.
- Regularly updated information on progress of SIA Projects
- 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 \$6,000 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.
- Regularly updated information on progress of SIA Projects
- 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 \$4,000 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.
- Regularly updated information on progress of SIA Projects
- 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 \$3,000 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 \$1,500 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).

