



# **ANNUAL CONFERENCE 2023**

**Partnership & Trade Display  
Opportunities**

12 - 14 November 2023  
Rosehill Gardens Racecourse



**ONE VOICE  
FOR COUNCILS**



# About Local Government NSW

Local Government NSW (LGNSW) is an independent organisation that supports and advocates on behalf of NSW general and special purpose councils to help strengthen and protect an effective democratic system of local government.

## LGNSW IS RESPONSIBLE FOR:

- Representing the views of local government to our colleagues at the state and federal levels
- Providing policy advice, management support and grants application assistance
- Empowering our elected Councillors and council staff to deliver the quality services and infrastructure their communities deserve
- Representing the employer interests of local government in NSW

- Delivering responsive and accountable leadership on sector-wide policy issues, and
- Working to enhance public awareness about the challenges and opportunities of local government – the closest, most trusted and most representative level of government to the community.



## About The Event

This conference is the annual policy-making event for all NSW councils and associate members. It is the pre-eminent event of the local government year where local Councillors and Mayors come together to share ideas and debate issues that shape the way we are governed.

An anticipated 800-plus attendees from across NSW, inclusive of Mayors, Councillors, General Managers and senior staff are expected in 2023. This year's conference will be co-hosted by the City of Parramatta at Rosehill Gardens Racecourse.

**SPECIAL MESSAGE FROM 2023 ANNUAL CONFERENCE HOST**



**LIVE WHERE IT'S AT**

**WATCH HERE**

# Benefits of Partnering

Partnering with LGNSW will provide an outstanding networking opportunity, allowing you to profile and promote your business, products and services to key staff within the local government sector.

Partners will receive acknowledgement, benefits and entitlements according to their level of partnership. These will include verbal and signage recognition, logos on conference material and digital opportunities.

In the months leading up to the event, the conference will be promoted through internal LGNSW channels including the weekly newsletter, on the LGNSW website, media releases, LinkedIn and Twitter. A scanning facility will be available on site for partners/exhibitors to capture delegate contact details.



**EVENT HIGHLIGHTS**

## Program Snapshot

### Sunday 12 November

- Exhibitor set-up
- Registration opens
- Meet the Politicians Forum
- President's Welcome Reception

### Monday 13 November

- Trade exhibition
- Conference business sessions/ considerations of motions
- Delegates' networking in trade area
- Conference Gala Dinner
- General Managers' Lunch
- LGNSW Board elections

### Tuesday 14 November

- ALGWA Breakfast
- Trade exhibition
- Conference business sessions/ keynote speakers
- Exhibitors' bump out

# Partnership Packages

## Elite Partner

**SOLD**

**\$47,500**  
+GST (1 ONLY)

- Exclusivity to Elite Partner status
- Naming rights and signage at the Gala Dinner
- Speaking opportunity for five minutes within the conference program at the discretion of LGNSW (may be chairing a concurrent topic stream)
- Gala dinner entertainment acknowledged partner
- Opportunity to place signage/ branding within the venue (partner to supply. All signage and branding must be approved by LGNSW)
- Logo on cover of digital downloadable conference program
- Logo on gala dinner menu
- Logo and line listing in the digital downloadable conference program
- Logo and company link on conference page of website: [www.lgnsw.org.au](http://www.lgnsw.org.au)
- Whole slide identification of partnership level on introductory PowerPoint presentation
- Signage at the entry foyer of the conference venue for the duration of the conference (Signage to be freestanding and supplied by partner)
- Full page feature article/ advertisement in digital downloadable conference program
- Acknowledgement on all media releases issued to promote the conference
- Double trade display space within the conference trade exhibition with preferential site selection offered prior to general allocation, at the discretion of LGNSW
- Six conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegates' networking hour and the President's Welcome Reception
- Six complimentary tickets to the Gala Dinner
- Access to delegates during lunch, morning and afternoon teas and delegates' networking function
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).
- Four editorial pieces (250 words) in The Weekly

## Premier Partner

**SOLD**

**\$30,000**  
+GST (1 ONLY)

- Exclusivity as Premier Partner
- Eight conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegates' networking hour and the President's Welcome Reception
- Opportunity to host a general managers' lunch in private function room (sponsor to pay additional lunch cost). Opportunity to bring and pay for additional staff with a maximum of two staff per table of 10 (total)
- Logo and line listing in the conference program
- Logo in the registration brochure and line listing
- Logo and company link on conference page of website: [www.lgnsw.org.au](http://www.lgnsw.org.au)
- Identification of sponsorship level on opening PowerPoint slide show
- Half page feature advertisement in digital conference program
- Access to delegates during morning and afternoon teas and delegates' networking function
- Opportunity to use the delegate app
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details)
- Two editorial pieces (250 words) in The Weekly Newsletter



## Presidents Welcome Reception Partner

**SOLD**

**\$27,500**  
+GST (1 ONLY)

- Acknowledged partner of the President's Welcome Reception
- Opportunity for company to provide a five-minute address prior to the President's Welcome Reception in the main plenary hall and a looping video to run on the screens during the reception
- Opportunity to display company promotional material around the function area during the President's Welcome Reception
- Opportunity to dress food and beverage staff in your corporate promotional wear during the President's Welcome Reception
- Signage and general branding at the President's Welcome Reception
- Trade display space within the trade exhibition with preferential site selection offered prior to general allocation at the discretion of LGNSW
- Half page feature article/ advertisement in the digital downloadable conference program
- Opportunity to display company promotional material around the function area of the main conference
- Logo and line listing in the digital downloadable conference program
- Logo and company link on conference page of website: [www.lgnsw.org.au](http://www.lgnsw.org.au)
- Identification of partnership level on introductory PowerPoint presentation
- Signage and general branding at the conference
- Signage at the entry foyer of the conference venue for the duration of the conference (signage to be freestanding and supplied by sponsor)
- Access to delegates during morning and afternoon teas and delegates' networking function
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details)
- Six conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegates' networking hour and the President's Welcome Reception



### Special Interest Delegate Lounge

**APPLY NOW**

**\$25,000**  
+GST (1 ONLY)

- Opportunity to act as “Hosts” in the unique delegates’ retreat, which will be in a prominent area adjacent to the Trade Expo and set as a comfortably furnished area for delegates to “retreat” to and chat. The area will include a “charge station” for recharging of mobile phones, iPads etc.
- Opportunity to “theme” the lounge with your company merchandise (banners, promotional material etc), decorative furniture will be supplied (limitations apply)
- Opportunity to run appointments in the delegates’ lounge while sessions are on
- Opportunity to use the delegate app to promote appointments or sessions
- Use of social media/tweet to visit the pre-conference appointment session
- Logo and line listing in the digital conference program
- Logo in the digital registration brochure and line listing regarding appointments/sessions
- Logo and company link on conference page of website: [www.lgnsw.org.au](http://www.lgnsw.org.au)
- Identification of sponsorship level on opening PowerPoint slide show
- Half page feature advertisement in conference program
- Access to delegates during morning and afternoon teas and delegates’ networking function
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).
- Six conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegates’ networking hour and the President’s Welcome Reception



## Distinguished Partner

**APPLY NOW**

**\$22,000**  
+GST (4 ONLY)

- Acknowledged partner of either a morning or afternoon tea, or lunch, or delegates' networking hour
- Digital activations including two editorial pieces in the Weekly Newsletter (reaching 8000+ NSW council recipients)
- Opportunity to display company promotional material around the function area during your allocated partnership break
- Opportunity to dress food and beverage staff in your corporate promotional wear during your allocated partnership break
- Opportunity to use the delegate app to promote appointments via the event manager to visit your stand
- Logo and line listing in the digital downloadable conference program
- Logo and company link on conference page of website: [www.lgnsw.org.au](http://www.lgnsw.org.au)
- Identification of partnership level on introductory PowerPoint presentation
- Signage and general branding at the allocated event
- Signage at the entry foyer of the conference venue for the duration of the conference (signage to be freestanding and supplied by partner)
- Half page feature article/ advertisement in the digital downloadable conference program
- Trade display space within the trade exhibition with preferential site selection offered before general allocation, at the discretion of LGNSW
- Access to delegates during morning and afternoon teas and delegates' networking function
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).
- Four conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegates' networking hour and the President's Welcome Reception





### Coffee Cart Partner

**SOLD**

**\$11,000**  
+GST (2 AVAILABLE)

**\$18,000**  
+GST (FOR BOTH)

- There will be two separate coffee carts operating in different areas within the trade display all day Monday and Tuesday. You have the opportunity to promote your organisation through this area, with the coffee cart incorporated into your trade stand.
- Opportunity for barista's to be dressed in your branded shirts and/or caps (partners to supply)
- Logo on environmentally friendly coffee cups (either quality reusable cups that delegates would keep or recyclable throw away cups) supplied by partners at the discretion of LGNSW
- Logo and line listing in the digital downloadable conference program
- Logo and company link on conference page of website: [www.lgnsw.org.au](http://www.lgnsw.org.au)
- Signage and promotional material to be displayed around cappuccino areas
- Trade display space adjacent/ near to the coffee cart
- One-quarter page feature article/ advertisement in the digital downloadable conference program
- Access to delegates during tea breaks, lunches and delegates' networking hours
- Two conference registrations (for one individual sponsorship or for both) inclusive of conference sessions, morning and afternoon teas, lunches, delegates' networking hour and the President's Welcome Reception
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).

**Note:** Package includes the service of 300 cups per day per stand. Additional coffee service will be at the discretion and expense of the sponsor based on \$5 per cup served.

### Keynote Speaker Partner

**APPLY NOW**

**\$10,000**  
+GST (2 ONLY)

- Opportunity to address the attendees by introducing the keynote speaker (5 minutes) – see website for details
- Company name and logo on PowerPoint slide appearing regularly throughout the conference
- Logo and link on conference website event page as Keynote Speaker Partner
- Logo and line listing in the digital downloadable conference program
- One-quarter page advertisement in the digital downloadable conference program
- Two conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegates' networking hour and the President's Welcome Reception

This package does not include trade space but can be purchased separately.

### ALGWA Breakfast Partner

**SOLD**

**\$10,000**  
+GST (1 ONLY)

- Opportunity to address the attendees by introducing the keynote speaker at Breakfast
- Opportunity to provide print collateral at breakfast
- Company name and logo on PowerPoint slide appearing regularly throughout the conference
- Logo on the digital downloadable conference program as Breakfast Sponsor
- Logo and link on official conference website event page as Breakfast Sponsor
- Logo and line listing in the digital downloadable conference program
- Trade display space within the conference trade exhibition
- One-quarter page advertisement in the digital downloadable conference program
- Signage at breakfast
- Four complimentary tickets to breakfast
- Two conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegate's networking hour and the President's Welcome Reception
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).

### Clear Space Partner

**APPLY NOW**

**\$9,000**  
+GST

- Logo and line listing in the digital downloadable conference program
- Logo and company link on conference page of website: [www.lgnsw.org.au](http://www.lgnsw.org.au)
- Identification of partnership level on introductory PowerPoint presentation
- One-quarter page feature article/ advertisement in the digital downloadable conference program
- 6 x 4 metres prominently located in the trade area
- Two conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegates' networking hour and the President's Welcome Reception
- Access to delegates during morning and afternoon teas and delegates' networking function
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).

### Valued Partner

**APPLY NOW**

**\$7,000**  
+GST (1 ONLY)

- Logo and line listing in the digital downloadable conference program
- Logo and company link on conference page of website: [www.lgnsw.org.au](http://www.lgnsw.org.au)
- Identification of sponsorship level on introductory PowerPoint presentation
- One-quarter page feature article/ advertisement in the digital downloadable conference program
- Trade display space within the conference trade exhibition
- Two conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegates' networking hour and the President's Welcome Reception
- Access to delegates during morning and afternoon teas and delegates' networking function
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).

### Trade Display Site

**APPLY NOW**

**\$4,500**  
+GST

- Logo and line listing in the digital downloadable conference program
- Logo and company link on conference page of website: [www.lgnsw.org.au](http://www.lgnsw.org.au)
- Trade display space within the conference trade exhibition
- Access to delegates during morning and afternoon teas and delegates' networking function
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).
- Two conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegates' networking hour and the President's Welcome Reception

# Partner & Exhibitor Application Process

## APPLY NOW

### Payment Details

Payment is not required with the application. Once your application has been accepted you will be sent confirmation details and an invoice. By submitting an application, you are deemed to have read and accepted the terms and conditions below.

### Terms & Conditions

- The details in this document are correct at the time of printing. Local Government NSW (LGNSW) does not accept responsibility for any changes that may occur.
- A delegate contact list will not be provided as part of any partnership package however a nametag scanning facility will be available on site for partners/exhibitors to 'scan' delegates resulting in delegate contact details going straight to the nominated partner/exhibitor. It is the responsibility of the exhibitor to attract delegates to their stand for the purpose of scanning nametags for contact details. In the process, all delegates must be made aware that the scanning process will result in the delegates contact details being made available to you.
- Placement and size of logos included in the conference material will be at the discretion of LGNSW and will reflect the level of support given by your organisation. All signage will be designed to suit the requirements of the venue.
- LGNSW requests that each partner who is provided with a hyperlink from the conference website, respond with a reciprocal link from your organisation's website to the conference website.
- All company representatives must complete a conference registration form (for name tag purposes).
- Partner registrations include a nametag, day catering (M/T Lunch and A/T) during conference hours and delegate's networking hour.
- A completed partnership application must be submitted online to initiate partnership. A tax invoice will be provided upon acceptance of application.
- Placement within the conference trade display area is at the discretion of the organisers who may make changes at any time due to logistics and safety reasons or otherwise.
- Where a force majeure event occurs, the parties will work

together in good faith to agree a mutually agreeable course of action with regard for the delivery of the Services (or the non-delivery of the Services in the case of conference cancellation). If the agreement is terminated as a result of force majeure event the partner is entitled to a full refund of any payments made less an agreed amount deducted for value of services that may have already been received.

### Cancellation Policy

\*Once partnership is confirmed:

- Due to the considerable administration associated with this conference, a cancellation fee equivalent to 25% of the full payment amount will be incurred should confirmed agreements be cancelled more than 90 days out from the first day of the conference.
- Cancellations made between 90 days and 31 days from the first day of the conference will pay a cancellation fee equal to 50% of the full payment amount of the confirmed agreement.
- Cancellations within 30 days from the start of the conference incur 100% cancellation fee.
- All requests for cancellations must be made in writing to the LGNSW Conference Secretariat (details below).

### Sustainability Policy

LGNSW supports the principles of sustainable event management with a range of event planning and delivery options. These include the use of sustainable materials and production, recycled paper and fair-trade supply, the banning of bottled water, control of waste management, energy efficiency and monitoring, amongst a range of initiatives. Our [Sustainable Events Policy](#) is on our website. We ask you to strictly abide by this policy.

#### More Information

More information can be found on [www.lgnsw.org.au](http://www.lgnsw.org.au)

#### MICHELLE AUBERT

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#### MR BRADLEY HAYDEN

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