

Local Government NSW Special Conference 2022 Sponsorship and Trade Display Opportunities

28 February – 2 March 2022
Hyatt Regency, Sydney
161 Sussex Street, Sydney NSW 2000

About **LGNSW** – Local Government NSW (LGNSW) is the peak body for councils in NSW, representing general-purpose councils and associate members including 12 special-purpose county councils. LGNSW facilitates the development of an effective community-based system of local government in NSW.

LGNSW Special Conference – the event

This conference is the annual policy-making event for all NSW councils and our 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. All NSW councils, regional, country and metropolitan, meet with an anticipated 800 attendees from across the state, inclusive of mayors, councillors, general managers and senior staff. This year's conference will be co-hosted by The City of Sydney at Hyatt Regency, Sydney.

Benefits of sponsoring

Sponsoring the conference will provide an outstanding networking opportunity through structured events, allowing you to profile and promote your business, products and services to key staff within the local government sector.

Sponsors will receive acknowledgement, benefits and entitlements according to their level of sponsorship contribution. These will include verbal and signage recognition, logos on conference material and the conference website.

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 delegate contact list will not be provided as part of any sponsorship package, however a nametag scanning facility will be available on site for sponsors/exhibitors to 'scan' delegates resulting in delegate contact details going straight to the nominated sponsor/exhibitor. It is the responsibility of the exhibitor to attract delegates to their stand for the purpose of scanning nametags for contact details. All delegates must be made aware that the scanning process will result in the delegates contact details being made available to the exhibitor.

Program Snapshot

Monday 28 February

- Exhibitor set up
- Registration opens at Hyatt Regency, Sydney
- Politicians' forum
- Presidents Welcome Reception – at Hyatt Regency

Tuesday 1 March

- Trade exhibition
- Conference business sessions/considerations of motions
- Delegate's networking in trade area
- Conference Gala Dinner at Fullerton Hotel Sydney
- General Managers Lunch

Wednesday 2 March

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

[APPLY FOR YOUR SPONSORSHIP HERE](#)

PACKAGES

Elite Sponsor – **SOLD**

- Exclusivity to Elite Sponsor status
- Naming rights sponsor and signage at the Gala Dinner
- Speaking opportunity for at least ten minutes at the Gala Dinner or within the conference program at the discretion of the LGNSW (may be chairing a concurrent topic stream)
- Gala dinner entertainment acknowledged sponsor
- Opportunity to place signage/branding within the venue (Sponsor to supply. All signage and branding must be approved by LGNSW)
- Logo on cover of conference program
- Logo on cover of registration brochure
- Logo on gala dinner menu
- Logo and line listing in the conference program
- Logo and company link on conference page of website: www.lgnsw.org.au
- Whole slide identification of sponsorship 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 sponsor)
- Full page feature article/advertisement in conference program
- Acknowledgement on all media releases issued to promote the conference
- 6 x 2 metre double trade display booth within the conference trade display area 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, delegate's 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 delegate's networking function
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).
- Input into the table seating plan at the dinner with regard to head tables and invited guests
- Opportunity to host a general manager's lunch in private function room.
- Two complimentary tickets to the ALGWA Breakfast

Politicians Forum Sponsor \$25,000 plus GST (1 only)

- Acknowledged sponsor of the Politicians Forum
- Opportunity for company to provide a five-minute address as part of the opening of the Politicians Forum in the main plenary hall
- Visual video loop whilst delegates enter the room
- Signage and general branding at the forum
- One 3 x 2 metre Premium trade display booths within the trade area with preferential site selection offered prior to general allocation at the discretion of LGNSW
- Half page feature article/advertisement in the conference program
- Opportunity to display company promotional material around the function area of the main conference
- Logo and line listing in the conference program
- Logo in the registration brochure
- Logo and company link on conference page of website: www.lgnsw.org.au
- Identification of sponsorship 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 delegate's 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, delegate's networking hour and the President's Welcome Reception

Presidents Welcome Reception Sponsor **SOLD**
\$25,000 plus GST (1 only)

- Acknowledged sponsor 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
- One 3 x 2 metre Premium trade display booths within the trade area with preferential site selection offered prior to general allocation at the discretion of LGNSW
- Half page feature article/advertisement in the conference program
- Opportunity to display company promotional material around the function area of the main conference
- Logo and line listing in the conference program
- Logo in the registration brochure
- Logo and company link on conference page of website: www.lgnsw.org.au
- Identification of sponsorship 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 delegate's 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, delegate's networking hour and the President's Welcome Reception

Planning Sponsor SOLD
\$25,000 plus GST (1 only)

- Exclusivity to Planning Sponsor status
- A five-minute address by a company spokesperson during the business sessions (exclusive offer – day and time to be negotiated)
- Opportunity to run appointments and presentations on Monday and Tuesday in a private meeting room
- Opportunity to use the app to promote appointments or sessions
- Use of social media/tweet to visit the pre-conference appointment session
- Logo and line listing in the conference program
- Logo in the registration brochure
- Logo and company link on conference page of website: www.lgnsw.org.au
- Identification of sponsorship 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 sponsor)
- One half page feature article/advertisement in the conference program
- One 3 x 2 metre Premium trade display booths within the trade display area with preferential site selection offered prior to general allocation at the discretion of LGNSW
- Access to delegates during morning and afternoon teas and delegate's 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, delegate's networking hour and the President's Welcome Reception

Special Interest Delegate Lounge **SOLD**
\$25,000 plus GST (1 only)

- Opportunity to act as 'Hosts' in the unique delegates retreat which will be located 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 whilst 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 conference program
- Logo in the registration brochure and line listing regarding appointments/sessions
- Logo and company link on conference page of website: 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 delegate's 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, delegate's networking hour and the President's Welcome Reception

Distinguished Sponsor **ALL SOLD** **\$20,000 plus GST (3 only)**

- Acknowledged sponsor of either a morning or afternoon tea or lunch or delegate's networking hour during the conference or a combination of these
- A five-minute address by a company spokesperson in the business sessions (day and time at the discretion of the LGNSW)
- Opportunity to display company promotional material around the function area during your sponsored break
- Opportunity to dress food and beverage staff in your corporate promotional wear during your sponsored break
- Opportunity to use the delegate app to promote appointments via the event manager to visit your stand
- Logo and line listing in the conference program
- Logo in the registration brochure
- Logo and company link on conference page of website: www.lgnsw.org.au
- Identification of sponsorship 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 sponsor)
- Half page feature article/advertisement in the conference program
- One 3 x 2 metre Premium trade display booth within the trade display area with preferential site selection offered prior to general allocation at the discretion of LGNSW
- Access to delegates during morning and afternoon teas and delegate's 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, delegate's networking hour and the President's Welcome Reception

Coffee Cart Sponsor

\$10,000 plus GST each (two available) SOLD

\$17,500 plus GST (for both) SOLD

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 (sponsors to supply)
- Logo on environmentally friendly coffee cups (either quality reusable cups that delegates would keep or recyclable throw away cups) supplied by sponsors at the discretion of LGNSW
- Logo and line listing in the conference program
- Logo in the registration brochure
- Logo and company link on conference page on website: www.lgnsw.org.au
- Signage and promotional material to be displayed around cappuccino areas
- One 3 x 2 metre trade display booth adjacent/near to the coffee cart
- One-quarter page feature article/advertisement in the conference program
- Access to delegates during tea breaks, lunches and delegate's networking hours
- Four conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegate's networking hour and the President's Welcome Reception
- Access to delegates during morning and afternoon teas and delegate's networking function
- 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 for per stand. Additional coffee service will be at the discretion and expense of the sponsor based on \$5 per cup served.

Keynote Speaker Sponsor

\$10,000 plus 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 on the official program
- Logo and link on official conference website event page as Keynote Speaker Sponsor
- Logo and line listing in the conference program
- One-quarter page advertisement in the official program
- Two conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegate's networking hour and the President's Welcome Reception

This package does not include a booth but can be purchased separately.

Vehicle/Clear Space Sponsor

\$8,000 plus GST (one only) SOLD

- Logo and line listing in the conference program
- Logo in registration brochure
- Logo and company link on conference page of website: www.lgnsw.org.au
- Identification of sponsorship level on introductory PowerPoint presentation
- One-quarter page feature article/advertisement in the conference program
- 4x4 metre trade display area (16 square metres - dimensions up for negotiation) prominently located in the conference foyer
- Access to delegates during morning and afternoon teas and delegate's networking hours
- Two conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegate's networking hour and the President's Welcome Reception
- Access to delegates during morning and afternoon teas and delegate's networking function
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).

Breakfast Sponsor for the ALGWA Breakfast **SOLD
\$8,000 plus 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 official program to the breakfast as Breakfast Sponsor
- Logo and link on official conference website event page as Breakfast Sponsor
- Logo and line listing in the conference program
- One-quarter page advertisement in the official 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

Valued Sponsor **SOLD
\$6,000 plus GST**

- Logo and line listing in the conference program
- Logo and company link on conference page of website: www.lgnsw.org.au
- Identification of sponsorship level on introductory PowerPoint presentation
- One-quarter page feature article/advertisement in the conference program
- One 3 x 2 metre Premium trade display booth within the trade display area
- Two conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegate's networking hour and the President's Welcome Reception
- Access to delegates during morning and afternoon teas and delegate's 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 **SOLD
\$4,000 plus GST**

- Logo and line listing in the conference program
- Logo and company link on conference page of website: www.lgnsw.org.au
- One Standard 3 x 2 metre trade display booth within the trade display area
- Access to delegates during morning and afternoon teas and delegate's 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, delegate's networking hour and the President's Welcome Reception

Sponsor & Exhibitor Application Process

To apply for sponsorship or a trade display site, please go to [THIS LINK](#) to complete your application.

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 and 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 sponsorship package however a nametag scanning facility will be available on site for sponsors/exhibitors to 'scan' delegates resulting in delegate contact details going straight to the nominated sponsor/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 sponsor 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).
- All company representatives attending and participating in the conference must register and pay the nominated 'sponsor' registration fee. Some packages include sponsor registrations in which case this fee is not payable, however a completed registration form is still required.
- Sponsor registrations include a nametag, conference satchel, day catering (M/T Lunch and A/T) during conference hours and delegate's networking hour.
- A completed sponsorship application must be submitted online to initiate sponsorship. 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.
- All trade display booths are 3 x 2 metres.
- 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 sponsor 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 sponsorship 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

Mr Bradley Hayden
LGNSW Conference Secretariat
M: 0412 461 392
E: bradley@ccem.com.au