



ADOPTING & ADAPTING

RMAA - 25th International Convention

Sponsorship & Exhibition

7th-10th September 2008, Sydney - Australia



www.rmaa.com.au

PROGRAM

This Convention is the RMAA's 25th and being the Silver Anniversary ensures that this will be an event not to miss. The theme Adopting and Adapting is one that affects everyone working in the records and information industry regardless of their environment (eg Government, Private, Mining, Health, etc).

Presentations will discuss the ways in which records & information Managers adopt new methodologies and processes as they adapt to new technologies in an effort to maintain their knowledge in a fast changing and dynamic environment and the challenges that face them in doing so.

Convention Venue

The Sydney Convention and Exhibition Centre is a massive purpose built venue conveniently located at Darling Harbour in the heart of the Sydney CBD.

It is within walking distance of all major hotels and banks, surrounded by the city's café, shops, museums, theatres and nightlife, sights and is right on the waterfront giving the venue breathtaking views over the harbour.

To discuss these sponsorship and exhibition opportunities please contact Records Management Association of Australasia's Marketing & Event Manager, Kristen Keley.

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DIAMOND SPONSOR

As the sole Diamond Sponsor we would like to offer you the following high profile opportunities:

- All that Glitters themed Official Dinner - be the host that delegates acknowledge for the fine food, wine and entertainment. Your company will be identified as the sponsor of the Official Dinner. Your logo will be prominently displayed at the dinner and will appear on each menu on every table. Your company will have an opportunity to address delegates at the Official Dinner for five (5) minutes.
- Each dinner guest will receive a photo of their table to remember the evening and it will be presented in a brushed aluminium frame featuring the Convention information and your logo.
- Guest of honour status. Includes four (4) complimentary seats at the official dinner
- Branding rights acknowledging your company as the sole Diamond sponsor on all promotional material
- Two (2) of your high quality brochures inserted in the convention satchel
- Company logo will be displayed throughout the convention on slides in all sessions
- One (1) Exhibition sponsorship and associated benefits
- Logo and company identification on the sponsor board
- Hyperlink access from the convention website to the Company website
- A full page advertisement within the RMAA's Magazine InfoRMAA Quarterly (IQ) August 2008 edition

**Minimum cost of this high profile sponsorship package is
\$25,000 + GST = \$27,500**



PLATINUM SPONSOR

As the sole Platinum Sponsor we would like to offer you the following high profile opportunity:

Welcome Cocktail Reception

This is an excellent opportunity for the Sponsor to promote their Company Name at the Opening Event of the Convention.

An exciting welcome cocktail reception will be held at the Sydney Convention & Exhibition Centre's Grand Bayside Foyer overlooking the beautiful Darling Harbour to open the convention. All delegates attend this event for a networking evening and your company logo will be displayed around the venue. Your company will be given an opportunity to address delegates (5 minute address) at this function.

In addition you will also be given:

- Guest of honour status. Includes two (2) complimentary seats at the official dinner
- One of your high quality brochures inserted in the convention satchel
- Logo and company identification on the sponsor board as the sole Platinum sponsor.
- Hyperlink access from the convention website to the Company website
- A half page advertisement within the RMAA's Magazine InfoRMAA Quarterly (IQ) August 2008 edition

**Cost of this high profile sponsorship package is
\$15,000 + GST = \$16,500**



GOLD SPONSOR

As a Gold Sponsor we would like to offer you one of the following high profile opportunities:

Internet Café

This is an excellent opportunity for the Sponsor to Brand the Company Name at an Internet Café that will operate each day of the Convention. The Café will be named after your Company (ie SPONSOR Internet Café) and your Company website will be the default homepage on the five (5) computers.

Convention Satchel

Presented to each delegate attending the convention this quality satchel will be branded with your company logo on the front. Carried by every delegate throughout the period of the convention, your company will be exposed at all times and will continue to stay in the mind of delegates after the convention as they continue to use their satchel for years to come.

Human Rhythms Drumming Workshop

An invigorating and energising motivational session at the beginning of Day 3, delegates enter the auditorium and are greeted with the sounds of drumming from the Human Rhythms team. As they sit they are drawn into the rhythm and begin to play along. The Human Rhythms team will orchestrate these individual contributions into one unified rhythm, through the use of layering and sound dynamics, the group is led through warm-up stretches and light-hearted moves designed to amuse, loosen and relax.

As the session ends the delegates continue the final day of the convention, laughing and joking, re-enthused, elated, and ready for what lies ahead, having bonded from the experience. This will be a memorable experience for the delegates and each delegate will receive a small drum to keep with your logo printed on the drum. Long after the Convention you will be remembered as being the sponsor of a different and invigorating experience.

In addition to your choice of one of the above you will also be given all of these extra benefits.

- Guest of Honour status includes one complimentary seat at the Official Dinner
- One high quality brochure insert in the satchel
- Logo and company identification on sponsor board

**Cost of this high profile sponsorship package is
\$10,000 + GST = \$11,000**

SILVER SPONSOR

As a Silver Sponsor we would like to offer you one of the following high profile opportunities:

Conference Neck Wallet Lanyard

Every delegate will wear a conference neck wallet with the sponsors name prominently displayed.

Logo Naming Rights on Proceedings Memory Stick

The proceedings will be produced at the conclusion of the conference and be available to all delegates on Memory Stick. Your logo and company name will brand these items and you will have the opportunity to place an advertisement on the item along with the proceedings.

Farewell Function

This is an excellent opportunity for the Sponsor to Brand the Company Name at the Closing Event of the Convention. A farewell cocktail party will be held to close the conference. Many delegates attend this event for a final chance to network and your company logo will be displayed around the venue. Your company will be given an opportunity to address delegates (3 minute address) at this function.

In addition to your choice of one of the above you will also be given all of these extra benefits.

- Logo and company identification on sponsor board
- Opportunity to place one high quality brochure in the satchel

**The cost of this high profile sponsorship package is
\$7,500 + GST = \$8,250**



BRONZE SPONSOR

As a Bronze Sponsor we would like to offer you one of the following high profile opportunities:

Hypothetical – Discovery

What are the issues when it comes to legal discovery? Is your organisation at risk when good records are not maintained? Who in the organisation is affected? Will your case be materially damaged if only some documents are unable to be produced or records have been destroyed? What are the main technological issues and pitfalls in the discovery process? Learn the answers to these and other questions as a panel of professionals from the information, legal, accounting and governance fields debate and discuss the issues in a "hypothetical-style" presentation. As sponsor of the Hypothetical your logo will appear in the program and you will be acknowledged as the sponsor (eg Hypothetical on Legal Discovery presented by SPONSOR).

T-Shirts

Every delegate will be given a black Convention T-Shirt featuring the Convention information and theme as well as your logo prominently displayed.

Program at a Glance

A small program displaying the time schedule of the Convention will be provided for all delegates. The sponsor may brand this by inserting the Company logo and name on the back cover.

Notepad & Pen

Every delegate will receive a notepad and pen in their delegate satchel. As the sponsor, your logo and company name will be featured on these items which the delegates will use long after the Convention finishes.

In addition to your choice of one of the above you will also be given all of these extra benefits:

- Opportunity to place one high quality brochure in the satchel
- Logo and company identification on sponsor board

**Cost of this networking sponsorship package is
\$5,000 + GST = \$5,500**

EXHIBITION SPONSOR

Being an exhibitor is an effective way to communicate with your prospective clients or existing customers. This opportunity promotes free and clear exchange of information and an unparalleled means of displaying your product or service.

As an exhibitor you will receive:

- quality designed exhibition stand of 3m x 3m, including:
 - Back & side walls
 - 1 set 75w spotlights (directional)
 - 1 x standard company sign for aisle frontage
 - 1 x 4 amp power supply
- Morning and Afternoon Teas and Lunch supplied for two (2) of your company representatives – a great opportunity to network with conference delegates.
- Welcome Reception, Official Dinner and Farewell Reception tickets supplied for two (2) of your company representatives – another great opportunity to network with delegates in a relaxed atmosphere.
- One insert in the delegates satchel.
- Opportunity to hand out promotional material to delegates from your exhibition stand.
- Free cleaning and stand security for the duration of the convention.

Space will be made available to companies who will require larger space than the modular unit and tailor design exhibition stands may be arranged with the exhibition contractor.

See floor plan to nominate the space you require. An exhibition kit will be forwarded to you on acknowledgement of confirming exhibition space. Space will not be reserved until a deposit of at least \$500 is received, with the remainder due no later than 1st September 2008.

Cost of this high profile package is \$4,000 + GST = \$4,400

Trade Exhibition – Additional People

Additional exhibitor staff will be allowed at the cost of \$250 incl GST (for 3 days). This covers the cost of catering lunch and morning & afternoon teas only, it does not entitle them to satchels, entry into the speaker sessions or social events.

OTHER OPPORTUNITIES

BROCHURE INSERT IN SATCHEL

Offers exposure for your company to all delegates

Cost:

\$1,100 incl GST

BREAKFAST - USER GROUP FORUM

On Wednesday 10th September why not host a user group breakfast meeting (7.30am-9.00am) for your product whilst your key audience are in Sydney. There are 5 rooms available (hold 40-100 people seated at tables) which are provided with:

- Your choice of Stand Up Buffet Breakfast or Seated Breakfast
- Microphone, lectern, screen, internet connection and data projector (provide your own laptop)
- Room Signag

In addition you receive:

- Signage
- Advertising of your event the RMAA Convention website
- Event listing in the Registration Programme
- RMAA will take bookings and manage the event on your behalf
- The choice of either running the event for free or charging a small fee to help offset your costs (if you charge a fee a 15% admin fee on the cost will be payable to the RMAA).

Cost of hosting a breakfast is as follows:

\$1,200 + GST (to cover room hire and AV costs) plus your choice of

Stand Up Buffet Breakfast - \$28ph +GST

Seated Breakfast - \$40ph +GST

Eg Stand Up Breakfast for 50 = \$2,600 +GST

Sit Down Breakfast for 25 = \$2,200 +GST

Note: This offer closes strictly on 10th March 2008.

No rooms will be held after this date.



VENDOR PRESENTATIONS

Use your Convention 'quiet time' effectively. The Exhibition area is open to the public and so are the Vendor Presentations, invite potential and current clients along to view your presentation which will be held while delegates are in session, thereby increasing your potential exposure.

The presentation area seats 80 people, is purpose built and is located within the Exhibition area. There are twenty (20) session times available with each presentation time being thirty (30) minutes. Presentations will be advertised on the RMAA Convention website and on the Program.

Cost:

\$500 + GST with purchase of trade stand

\$1,500 + GST without trade stand

PRESENTATION TIMES

Monday 8 th Sept	Tuesday 9 th Sept	Wednesday 10 th Sept
	9.00am – 9.30am	9.15am- 9.45am
	9.45am – 10.15am	10.00am – 10.30am
11.00am – 11.30am	11.00am – 11.30am	11.15am – 11.45am
11.45am – 12.15pm	11.45am – 12.15pm	12.00pm – 12.30pm
1.30pm – 2.00pm	1.30pm – 2.00pm	1.30pm – 2.00pm
2.15pm- 2.45pm	2.15pm- 2.45pm	2.15pm – 2.45pm
3.30pm – 4.00pm	3.30pm – 4.00pm	
4.15pm – 4.45pm	4.15pm – 4.45pm	




EXHIBITION FLOOR PLAN



LEVEL 1 FOYER
 _drawing type
 _Revision 1.0

IMPORTANT
 This information is Critical to the drawing

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