

*Sponsorship  
Opportunities  
2017*





FROM THE CHIEF EXECUTIVE OFFICER

# *Your invitation to participate*

Dear Colleagues and Friends

It is with great pleasure that we invite your business to take part in our 2017 sponsorship and event calendar. The Energy Users Association of Australia (EUAA) is the peak industry body representing Australia's major energy users. While our membership is diverse, it is united in its desire to see the evolution of efficient energy markets that deliver affordable, reliable and sustainable energy.

For those who have supported our events over the last fifteen years, you will know that the EUAA has delivered conferences, forums, roundtables and training sessions of the highest quality and relevance to major energy users.

Time and time again our events are overwhelmingly successful, with participants from across Australia gathering to listen to inspiring speakers, network with other energy users and gain an insight into the policy developments in an ever-dynamic energy sector.

The sponsorship opportunities detailed in this prospectus provide companies with the opportunity to engage and develop relationships with large energy users and key decision makers over the course of our events calendar.

Our events are specifically designed to facilitate maximum interaction with delegates as well as co-sponsors and speakers. We aim to provide your business with the ability to personally showcase your services to decision makers across the breadth of the Australian energy sector.

The EUAA believes that 2017 will be a year of significant change and opportunity with pivotal policy and regulatory reviews in the areas of climate change and energy security. Therefore it is more important than ever for energy industry stakeholders to come together and unite around common issues and objectives. Our 2017 events calendar provides a key forum for that to occur and a unique opportunity for your company to be at the centre of the most important policy and regulatory conversations of the year.

Regards,  
**Andrew Richards**  
CEO



INTRODUCTION TO

# Corporate Sponsorship 2017

*Corporate Sponsorship maximises your brand awareness, builds trust and joint understanding with key stakeholders and most importantly, shows your support of Australia's energy users.*

As Australia's largest energy user advocacy organisation, the EUAA recognises the importance of building partnerships with organisations that not only understand the energy sector but also support our members through the provision of excellent service and meaningful stakeholder engagement.

Partnerships with the EUAA through corporate sponsorship will bring tangible benefits to your company, providing significant engagement opportunities through a program with truly mutual benefits. Importantly it gives your organisation a unique opportunity to align itself to the industry organisation dedicated directly and solely to Australian energy users.

## **BENEFITS FOR SPONSORS**

- Build client loyalty, respect and goodwill
- Demonstrate shared values with Australia's energy users
- Significant exposure through our range of event communications collateral
- Ability to design specific programs to meet your business needs
- Access to some of Australia's key energy decision makers.

## **Bespoke Corporate Sponsorship Packages**

We recognize that a one-size-fits-all approach may not provide the flexibility that is required in these changing market conditions. Please contact us to negotiate a package designed to meet your specific business needs.

# Forum Sponsorship 2017

*As an alternative to Corporate Sponsorship's we also offer your business the opportunity to partner with us, as detailed in this prospectus, in the delivery of our 2017 forums program.*

Our well attended events provide an excellent overview on the latest developments in energy and environmental markets, including solutions for business to reduce energy, environmental and regulatory costs. Our concurrent trade exhibitors for energy users give forum sponsors a unique opportunity to have direct contact with our attending user members and delegates.

In addition to the forums covered by this prospectus, we are conducting our premier National 2-day Conference in Brisbane on 24 & 25 May 2017. The sponsorship opportunities for this are detailed in our National Conference Sponsorship Prospectus available on our website – [www.euaa.com.au](http://www.euaa.com.au)

## **EUAA FORUM SCHEDULE 2017**

<b>Forum</b>	<b>Date</b>
Tasmanian Energy Forum, Hobart	Thurs 23 March (Half Day)
2017 EUAA National Conference, Brisbane	Wed 24 - Thurs 25 May
Victorian Energy Forum, Melbourne	Wed 26 July
NSW Energy Forum, Sydney	Wed 20 September (Half Day)
SA Energy Forum, Adelaide	Wed 18 October

## HALF DAY FORUMS

### *Tasmanian Energy Forum*

Thursday 23 March 2017

### *New South Wales Energy Forum*

Wednesday 20 September 2017

This year we have moved our half day events to the afternoon and included a networking session at the event's completion which includes drinks and canapes, providing you with greater opportunity to further showcase your business.

#### **MAJOR PARTNER**

**\$4,800 ex GST\***

As Major Partner of the Tasmanian or New South Wales Energy Forums, your organisation will receive the highest level of recognition and exposure.

The package includes:

- Your business logo on all promotional material relating to the Forum, acknowledging your company as a Major Partner
- Recognition on the EUAA website forum page with your organisation's logo hyperlinked
- Two complimentary Forum registrations with additional registrations at member rate
- Verbal acknowledgement of your sponsorship at various times throughout the Forum
- One 20-minute speaking opportunity (at time to be scheduled and topic to be approved by EUAA) at Forum
- Logo, company profile (150 words) and sponsorship level mentioned in delegate program
- Prominent exposure - display 3 banners at the Forum
- Access to list of (opted in) delegates attending the Forum (name, organisation and email address only)
- Complimentary advertisement material in Forum booklet

#### **SUPPORTING PARTNER**

**\$3,500 ex GST\***

- Your business logo on all promotional material relating to the Forum featuring your company as a Supporting Partner
- Recognition on the EUAA website Forum page with your organisation's logo hyperlinked
- Two complimentary Forum registrations with additional registrations at member rate
- Verbal acknowledgement of your sponsorship at appropriate times throughout the Forum
- Logo, company profile (100 words) and sponsorship level mentioned in delegate program
- Automatic participation in the Forum's concurrent exhibition
- Prominent exposure – display 2 banners at the Forum
- Complimentary advertisement in Forum booklet

#### **POST-FORUM DRINKS PARTNER**

**\$2,200 ex GST\***

- Your business logo on all promotional material relating to the Forum featuring your company as the Post-Forum Drinks Partner
- Recognition on the EUAA website Forum page with your organisation's logo hyperlinked
- One complimentary Forum registration with additional registrations at member rate
- Logo, company profile (50 words) and sponsorship level mentioned in the delegate program
- Prominent exposure - display 2 banners at the venue
- Opportunity to welcome and address delegates prior to drinks
- Complimentary advertisement in Forum booklet

\* Cost per event

## FULL DAY FORUMS

### **Victorian Energy Forum**

*Wednesday 26 July 2017 – Melbourne*

### **South Australian Energy Forum**

*Wednesday 18 October 2017 – Adelaide*

This year, our Full Day Forums include a networking session at the event's completion which includes drinks and canapés, providing you with greater opportunity to further showcase your business.

#### **MAJOR PARTNER**

**\$7,800 ex GST\***

As Major Partner of the Queensland Energy Forum and/or the Victorian Energy Forum, your organisation will receive the highest level of recognition and exposure.

- Your business logo on all promotional material relating to the Forum, acknowledging your company as a Major Partner
- Recognition on the EUAA website Forum page with your organisation's logo hyperlinked
- Three complimentary Forum registrations with additional registrations at member rate
- Verbal acknowledgement of your sponsorship at various times throughout the Forum
- One 20-minute speaking opportunity (at time to be scheduled and topic to be approved by EUAA) at Forum
- One free Exhibitor stand at the Forum
- Logo, company profile (150 words) and sponsorship level mentioned in delegate program
- Automatic participation in the Forum's concurrent exhibition
- Prominent exposure – display 3 banners at the Forum
- Access to list of (opted in) delegates attending the Forum (name, organisation and email address only)
- Complimentary advertisement material in Forum booklet

#### **SUPPORTING PARTNER**

**\$4,700 ex GST\***

- Your business logo on all promotional material relating to the Forum featuring your company as a Supporting Partner
- Recognition on the EUAA website Forum page with your organisation's logo hyperlinked
- Two complimentary Forum registrations with additional registrations at member rate
- One free Exhibitor stand at the Forum
- Verbal acknowledgement of your sponsorship at appropriate times throughout the Forum
- Logo, company profile (100 words) and sponsorship level mentioned in delegate program
- Automatic participation in the Forum's concurrent exhibition
- Prominent exposure – display 2 banners at the Forum
- Complimentary advertisement material in Forum Booklet

#### **LUNCH PARTNER**

**\$3,000 ex GST\***

- Opportunity to welcome and address delegates at lunch break
- Recognition on the EUAA website Forum page with your organisation's logo hyperlinked
- One complimentary Forum registration with additional registrations at member rate
- One free Exhibitor stand at the Forum
- Your business logo on all promotional material relating to the Forum featuring your company as the Lunch Partner
- Logo, company profile (75 words) and sponsorship level mentioned in delegate program
- Prominent exposure – display 2 banners at the Forum

\* Cost per event

**SESSION PARTNER**                      \$4,150 ex GST\*

We are offering businesses with the right qualifications the opportunity to sponsor one of 2 sessions on either Electricity or Gas Markets. Your business must be suitably qualified and recognised in the market as an expert commentator in your field with appropriate credentials.

- Chairperson for the session and question panel on either Gas or Electricity Markets including a 20-minute speaking opportunity on either Gas or Electricity Market pricing at Forum
- One free Exhibitor stand at the Forum
- Your business logo on all promotional material relating to the Forum featuring your company as a Session Partner
- Recognition on the EUAA website Forum page with your organisation's logo hyperlinked
- One complimentary Forum registration with additional registrations at member rate
- Verbal acknowledgement of your sponsorship at appropriate times throughout the Forum
- Logo, company profile (75 words) and sponsorship level mentioned in delegate program
- Automatic participation in the Forum's concurrent exhibition
- Prominent exposure – display 2 banners at the Forum
- Complimentary advertisement material in Forum Booklet

**POST FORUM DRINKS  
PARTNER**                                      \$2,400 ex GST\*

- Your business logo on all promotional material relating to the Forum featuring your company as the Post Forum Drinks Partner
- Recognition on the EUAA website Forum page with your organisation's logo hyperlinked
- One complimentary Forum registration with additional registrations at member rate
- Logo, company profile (50 words) and sponsorship level mentioned in delegate program
- Provision for company banners to be displayed during the Forum
- Opportunity to welcome and address delegates prior to drinks
- Complimentary advertisement material in Forum Booklet

**EXHIBITOR PARTNER**                      \$1,500 ex GST\*

- Display area including trestle table and 2 chairs – Signage space beside table
- Logo company profile (50 words) and sponsorship level mentioned in delegate program
- One free Forum registration with additional registrations at member rate
- Recognition on the EUAA website Forum page with your organisation's logo hyperlinked
- Morning tea, lunch and afternoon tea is provided
- Access to delegates and promotion as an exhibitor

FORUM SPONSORSHIP 2017

# Booking Form

## ORGANISATION DETAILS

Organisation Name

Contact Person

Position

Address

Suburb

State

Postcode

Phone

Email

## SPONSORSHIP OPPORTUNITIES (all prices exclude GST)

Please tick relevant box(es)

TAS Energy Forum	NSW Energy Forum	VIC Energy Forum	SA Energy Forum
<input type="checkbox"/> Major \$4,800	<input type="checkbox"/> Major \$4,800	<input type="checkbox"/> Major \$7,800	<input type="checkbox"/> Major \$7,800
<input type="checkbox"/> Supporting \$3,500	<input type="checkbox"/> Supporting \$3,500	<input type="checkbox"/> Supporting \$4,700	<input type="checkbox"/> Supporting \$4,700
<input type="checkbox"/> Drinks \$2,200	<input type="checkbox"/> Drinks \$2,200	<input type="checkbox"/> Lunch \$3,000	<input type="checkbox"/> Lunch \$3,000
		<input type="checkbox"/> Session \$4,150	<input type="checkbox"/> Session \$4,150
		<input type="checkbox"/> Drinks \$2,400	<input type="checkbox"/> Drinks \$2,400
		<input type="checkbox"/> Exhibitor \$1,500	<input type="checkbox"/> Exhibitor \$1,500

## PAYMENT METHOD

### Option 1

Please forward a Tax Invoice

Tax Invoice will include GST amount, any discount applied, as well as details for payment by bank transfer or cheque.

### CREDIT CARD DETAILS

MasterCard

Visa

AMEX (3% surcharge, plus GST, applies)

Card Number

Expiry (DD/MM)

/

Cardholder Name

Signature

### AUTHORISED BY:

Name

Date

/ /

Position

Signature

Please return your completed booking form to:

Jodie Haigh, Energy Users Association of Australia

Email: [euaa@euaa.com.au](mailto:euaa@euaa.com.au)

# Terms & Conditions

Sponsors and exhibitors participate in EUAA conference/forum on the understanding that:

1. By returning the signed Booking Form ('Agreement'), you agree to be a Sponsor or Exhibitor of an EUAA event or conference in 2017 on the following terms and conditions.
2. Sponsorship entitlements will not commence until the fee has been paid in full.
3. The fee paid is non-refundable.
4. All amounts stipulated in this Agreement exclude 10% goods and services tax (GST).
5. Please note that your requested category of sponsorship may have a limit to the number of sponsors. Applications will be processed strictly in order of receipt of application form and full payment. The EUAA will notify you if you are unable to participate in your requested category.
6. The EUAA may at its discretion use your logo, symbol, trade mark or registered mark in acknowledging your sponsorship in the Conference literature where this is offered as part of your sponsorship package and no payment shall be made to you for such use.
7. You will be responsible for forwarding your logo, symbol, trade mark or registered mark by the notified deadline. We request that all logos be supplied in an EPS and JPEG format. Should an alternative format be received, the EUAA cannot be held responsible for the quality of the logo displayed in any of the promotional material.
8. Provision of banners, including delivery, their erection, dismantling and return to you along with any other promotional material is the responsibility of the sponsor and exhibitor.
9. The Conference logo is available for sponsors and exhibitors to use in their own promotions. However, all use must follow the strict guidelines as set by the conference/forum organiser and is subject to approval.
10. A sponsorship schedule will be provided to all sponsors and exhibitors. The schedule will cover details relating to deadlines for receipt of advertising content, information on available catering, audiovisual requirements and general information.
11. The EUAA, its conference/forum organising committee and the conference/forum managers shall be indemnified and held harmless in respect of all costs, claims, demands and expenses to which they may be subject because of loss, injury, damage arising to any party, person or equipment during the duration of the conference/forum, including set up and dismantle times, which might be caused in part or whole by you, your staff, contractors or any other person under your instruction. Please ensure that your insurance will cover your involvement in this exhibition.
12. The Exhibitor shall take out a Third-Party Policy with a reputable insurer containing public liability cover. This should be for an amount not less than \$10,000,000 and the conference/forum organiser/s shall be entitled, but not obliged, to inspect such a certificate of clearance from your insurer, prior to the Exhibitor obtaining access to the Venue
13. The conference/forum organiser/s shall not be under any responsibility or liability whatsoever for damages to exhibits by loss, damage, theft, water, storms, strikes, riots or any other cause whatsoever. The Sponsor or Exhibitor must arrange their own insurance of their property to cover loss or damage.
14. The venue will be providing Exhibitors with a table and chairs for use with their exhibit, however the Exhibitor will be liable for any damages to this equipment or the venue in which they exhibit and shall not damage, paint or otherwise alter any floors, wall or other fabrics.
15. **Force Majeure** - If either party hereto is prevented in the performance of any act required hereunder by reason of act of God, fire, flood, or other natural disaster, malicious injury, strikes, lock-outs, or other labour troubles, riots, insurrection, war or other reason of like nature not the fault of the Conference Organiser or Venue in performing under this agreement, then performance of such act shall be excused for the period of the delay. If performance of this agreement is not possible, due to such an event, in part or whole, no refund of fees will be made by the Conference Organiser.
16. Information provided in the Invitation to Sponsor and Exhibit document is correct at time of print. However, the document is subject to change. Please note, all sponsors and exhibitors will be notified of any changes.