Local Government NSW Annual Conference 2019
Sponsorship and Trade Display Opportunities
14 – 16 October 2019
The William Inglis Hotel, Warwick Farm, NSW 2170
LGNSW – Who are we?
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 Annual 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 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.

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.

Trade Display Exhibition
Due to the nature of this year’s conference venue our trade display booths are very unique and will be in the beautiful stables used at the prestigious Inglis thoroughbred horse sales. There will be two exhibition areas. One being “The Barn” which is fully enclosed and airconditioned and offered to higher level sponsors. The other offering, “The Stables” which is covered but not air conditioned and a little more open to the elements. Catering will be served across both exhibition areas. See page 10 for full details, images and layout.

Program Snapshot

Monday 14 October
- Exhibitor set up
- Registration opens at The William Inglis Hotel
- Presidents’ Welcome Reception – The Casula Powerhouse Arts Centre

Tuesday 15 October
- Trade exhibition
- Conference business sessions/considerations of motions
- Delegate’s networking hour (TBC)
- Conference Gala Dinner

Wednesday 16 October
- ALGWA Breakfast
- Trade exhibition
- Conference business sessions/keynote speakers
- General Managers Lunch
- Exhibitor bump out
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 (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.lgsw.org.au](http://www.lgsw.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
- Two trade display booths in “The Barn” within the conference trade display area with preferential site selection offered prior to general allocation at the discretion of LGNSW
- Six full conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegate’s networking hour and evening social events
- Access to delegates during morning and afternoon teas and delegate’s networking hours
- 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 managers lunch in private function room.
- Two complimentary tickets to the ALGWA Breakfast
Premier 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 at the President’s welcome reception or Tuesday opening ceremony if applicable and a five minute video to run in the background
- 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
- Two Premium trade display booths in “The Barn” 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 hours
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).
- Six full conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegate’s networking hour and evening social events
- Two complimentary tickets to the ALGWA Breakfast
Planning Sponsor
$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 pre-opening when registration is open
- 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
- Two Premium trade display booths in “The Barn” 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 hours
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).
- Six full conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegate’s networking hour and evening social events
- Two complimentary tickets to the ALGWA Breakfast
Transport Sponsor Special Interest Delegate Lounge
$25,000 plus GST (1 only)

- Exclusivity to Transport Sponsor status
- Opportunity to act as ‘Hosts’ in the delegates retreat private pavilion (shown as “Pavilion B” on the map on page 11), and is located between the two Trade Expo areas and set as a comfortable 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 pavilion with your company merchandise (banners, promotional material etc), decorative furniture will be supplied
- Opportunity to run appointments and presentations on Wednesday in the delegates lounge whilst sessions are on
- Opportunity to run appointments and presentations on Monday pre-opening when registration is open
- Access to vehicle/transport unit/transport simulator/driverless car in prominent location adjoining the Pavilion and outside the exhibition precinct area being 6x4 metre trade display area (24 square metres - dimensions up for negotiation)
- 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.lgnd.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 hours
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).
- Six full conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegate’s networking hour and evening social events
Distinguished Sponsor – ALL 3 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 Premium trade display booth in “The Barn” 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 hours
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).
- Four full conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegate’s networking hour and evening social events
Coffee Cart Sponsor – one sold
$10,000 plus GST (three only)

There will be three separate coffee carts operating in different areas within the trade display all day Tuesday and Wednesday. 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 3 metre trade display booth adjacent 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 full conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegate’s networking hour and evening social events
- Access to delegates during morning and afternoon teas and delegate’s networking hours
- 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 200 cups per day for per stand. Additional coffee service will be at the discretion and expense of the sponsor based on $4 per cup served.

Vehicle/Equipment Sponsor
$7,000 plus GST

- 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
- 6x4 metre trade display area (24 square metres - dimensions up for negotiation) in an outdoor paved area adjacent to the trade exhibition
- Access to delegates during morning and afternoon teas and delegate’s networking hours
- Two full conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegate’s networking hour and evening social events
- Access to delegates during morning and afternoon teas and delegate’s networking hours
- 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 – pending contract
$7,000 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
- One Premium trade display booth in “The Barn” trade display area
- Signage at breakfast
- Four complimentary tickets to breakfast
- Access to delegates during morning and afternoon teas and delegate’s networking hours
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).
- Two full conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegate’s networking hour and evening social events

Valued Sponsor
$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 Premium trade display booth in “The Barn” trade display area
- Access to delegates during morning and afternoon teas and delegate’s networking hours
- Two full conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegate’s networking hour and evening social events
- Access to delegates during morning and afternoon teas and delegate’s networking hours
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).
- Two full conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegate’s networking hour and evening social events

Trade Display Site
$3,500 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 3 metre trade display booth within “The Stables” conference trade display area
- Access to delegates during morning and afternoon teas and delegate’s networking hours
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).
- Two full conference registrations inclusive of conference sessions, morning and afternoon teas, lunches, delegate’s networking hour and evening social events
Trade Display Details

Trade display ‘booths’ as described above are 3 x 3 metre stables. The stables are only used three times a year for the Inglis Premium sales and are used more for functions and events! They are very clean and quite impressive.

There are two exhibition areas. The area being used for sponsors (Valued and above) is known as “The Barn” and is fully enclosed and airconditioned. Catering will be served in this area for all breaks as well as the ALGWA Breakfast on the Wednesday morning.

Images of “The Barn” premium display booths

The Exhibition area used for standard Trade Display booths is known as “The Stables” block B. Whilst the area is covered, it is not air conditioned and somewhat open to the elements. Should you choose one of these sites, please be mindful of these conditions. Whilst the weather in October is fairly mild and predictable, we cannot guarantee the weather and by booking a stand you are deemed to have understood and accepted these conditions which may include heat, wind or rain. Should rain be predicted we will cover all entries to the stables.

Images of “The Stables” standard trade display booths

All booths come with walls as shown above and concrete floor. Whilst the concrete is neat and clean, you may elect to arrange carpet, timber floor or other floor covering options through Expo Solutions. All sites come with power, two rear-mounted spot lights and a fascia name board. Sites do not include any furniture.
Simplified Venue Layout
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 and fully understand that your display booth is a stable as described above.

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.
- Standard trade display booths are not air-conditioned and may be subject to environmental conditions (heat, cold, wind, rain etc).

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 prior to 1 August 2019.
  - Cancellations after 1 August 2019, confirmed sponsors 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 2018 Conference Secretariat
M: 0412 461 392
E: bradley@ccem.com.au