

NEDC18

National Economic
Development Conference

SPONSORSHIP PROSPECTUS

NEDC is the flagship
event for EDA



Hosted By



nedc2018.com.au

16-19 OCT
2018



SUNSHINE

THE CITY OF ROCKHAMPTON - THE GATEWAY TO NORTHERN AUSTRALIA will host the 2018 National Economic Development Conference from 16-19 October at the Pilbeam Theatre in the heart of this historic city.

As the flagship event for Economic Development Australia (EDA), the peak national body for economic development practitioners, the national event will attract more than 200 economic development leaders from across Australia. The event will also host thought leaders in industry development, representatives from all levels of government and the key organisations with an interest in Australia's prosperity and economic growth.

NEDC will feature a compelling program of highly regarded thought-leaders whose knowledge and expertise will challenge delegates, and encourage robust dialogue around the conference's central themes:

WINNING IN JOB AND BUSINESS CREATION: An old game with new rules for success

DISRUPTIVE INNOVATION to diversify economic growth

NEDC 2018 INCLUDES:

Two days of informative and interactive sessions for delegates including keynote speakers, experts in fields related to the conference themes and a masterclass.

EDA's National Economic Development Awards for Excellence will announce the winners and provide an opportunity for business and professional networking, as will the welcome cocktail event, beef and bulls dinner, conference awards dinner and masterclass.

Delegates will be offered an 'Explore Rockhampton Tour' including site visits to several innovative economic development projects in the Rockhampton Region. Selected government and industry organisations will have the opportunity to exhibit at the Conference.

The masterclass will also offer delegates the opportunity to boost their knowledge and skills in economic development measurement and evaluation:
"Let the data tell the story - A guide to economic development measurement and evaluation."

ABOUT ECONOMIC DEVELOPMENT AUSTRALIA



Established in 2007, EDA is the peak national body for economic development practitioners, strengthening and promoting economic development through state and national events, professional development, advocacy and member support.

With over 420 members across Australia, EDA offers a vast array of benefits and opportunities for economic development professionals to:

- ✓ **Connect with their industry and raise their visibility**
- ✓ **Boost knowledge, skills and practice**
- ✓ **Drive the development of economic development policy**



EDA offers:

- ▶ Australia's only national accreditation scheme for economic development practitioners (ACEcD)
- ▶ A highly popular professional development webinar series
- ▶ A range of professional development conferences, workshops and thought leadership events across Australia
- ▶ The EDA International Study Tour Scholarship offering grants, up to \$5,000 for professional development
- ▶ State Practitioner Networks (SPNs) for members to connect and drive the economic discussion in their region
- ▶ On-line forums offering resources and peer support from fellow economic development practitioners across Australia
- ▶ The opportunity to shine a spotlight on members' achievements through the national Economic Development Awards for Excellence
- ▶ An online jobs directory

EDA is where the best economic development practitioners come to connect, drive the discussion, share knowledge and raise the performance of economic development throughout Australia.

CITY OF ROCKHAMPTON

ROCKHAMPTON IS RECOGNISED GLOBALLY AS THE ECONOMIC HEART OF CENTRAL QUEENSLAND.

It is home to a critical mass of residents, high quality services, facilities, health, education and a dynamic and prosperous economy driven by entrepreneurial and innovative businesses, strategic investment and international exports.

Rockhampton is poised for economic advancement due to its central location. It is positioned along major north, south and west transport and freight infrastructure routes, making it the gateway to Northern Australia. Rockhampton's proximity to major mining and resource development, coupled with its large customer base and labour force all have the potential to drive growth and prosperity.

Recognised nationally as the Beef Capital of Australia, beef produced in Rockhampton is exported across the world. In addition to beef, there are a range of emerging agricultural opportunities in the Region. The potential to increase coarse grain production for use in regional feedlots to accommodate Central Queensland's growing livestock production capacity.

The strategic location of the Fitzroy River, as well as other major water bodies and rivers in Central Queensland, uniquely positions Rockhampton to take advantage of horticultural opportunities, widely accepted as the fastest growing segment in global food production.

With a resilient and stable economy, incredible health and education services, affordable

cost of living for residents and businesses, a subtropical climate and a large regional airport providing connectivity, Rockhampton holds a number of critical enablers to seize new opportunities and strengthen its economic diversity.

Rockhampton's beef value production represents one third of all Queensland production with three major abattoirs, around four million head of cattle, and over \$1bn in overall product value.

The Region also produces around 40 per cent of Queensland's coal, and is strategically located within close proximity to Queensland's major mining regions, servicing the Bowen and Galilee Basins within Central Queensland.

Rockhampton is home to one of the most advanced powerhouses in Queensland, Stanwell Power Station, which is also one of the most efficient, automated and economical coal-fired power stations in Australia.

The Region has a prosperous economy driven by its central location along major north, south and west transport and freight infrastructure routes, and proximity to major mining and resource development.

Rockhampton holds a number of critical enablers, including broadacre and intensive agriculture, and close access to pivotal transport network infrastructure, including Port Alma and the Port of Gladstone, that provide closer access to international markets than many other agricultural hubs in Australia.

Key employment sectors in the Rockhampton Regional Council area include healthcare, education and manufacturing. Major health care facilities are numerous and they are the largest employers in the Region.

With a resilient and stable economy, affordable cost of living for residents and businesses, a subtropical climate, and a large regional airport providing connectivity,

**it's no wonder
Rockhampton is quickly
becoming known as
the dynamic, strategic
backbone to advancing
Queensland's overall
business investment
attraction and liveability.**

GET

INVOLVED

NEDC PROVIDES A
UNIQUE OPPORTUNITY
TO PROMOTE
YOUR BUSINESS TO
THE ECONOMIC
DEVELOPMENT LEADERS
OF AUSTRALIA.

ROCKHAMPTON
REGIONAL COUNCIL IS
SEEKING EXPRESSIONS
OF INTEREST
FROM DYNAMIC
ORGANISATIONS
WISHING TO POSITION
THEMSELVES STRONGLY
DURING THIS NATIONAL
EVENT.

The NEDC2018 sponsorship and exhibition packages have been designed to:

- ▶ Provide an excellent opportunity to promote your company among conference delegates, high profile personnel and key policy makers
- ▶ Raise your company profile
- ▶ Provide an opportunity to develop new strategic partnerships and strengthen existing partnerships.

A limited number of sponsorship and exhibition opportunities are available at NEDC 2018.

To discuss the sponsorship package outlined in this prospectus please contact:

Advance Rockhampton
Karen Brosnan

☎ (07) 4936 8080

@ advancerockhampton@rrc.qld.gov.au

🌐 advancerockhampton.com.au

🌐 nedc2018.com.au

WHY SPONSOR?

The 2018 NEDC sponsorship and exhibition packages have been designed to:

- ▶ Provide an excellent opportunity to promote your company among conference delegates, high profile personnel and key policy makers
- ▶ Raise your company profile
- ▶ Provide an opportunity to develop new strategic partnerships and strengthen existing partnerships

Early confirmation of your sponsorship will ensure the highest level of exposure.

Sponsorship payment plans over three monthly instalments can be arranged. If you are interested in this option please indicate such on the sponsorship agreement form.

QTY	SPONSORSHIP PACKAGES	PRICE
1	Joint Event Partner	\$25,000
3	Gold Sponsor	\$10,000
1	Conference Dinner and EDA Awards	\$10,000
3	Silver Sponsor	\$8,000
1	Beef and Bulls Dinner	\$7,000
1	Explore Rockhampton Tour	\$5,000
8	Exhibition Booth	\$5,000
UNLTD	Bronze Sponsor	\$2,500

All prices are ex GST

SPONSORSHIP BENEFITS

JOINT EVENT PARTNER \$25,000 x1

- ▶ Announcement by MC acknowledging Joint Event Partner
- ▶ Three-minute corporate video screened for audience or two-minute scripted announcement by MC
- ▶ Key positioning of name and logo on all event promotional material and correspondence, including event registration brochure, advertising and signage, as well as digital projection of the sponsor logo at appropriate times throughout the event
- ▶ Key positioning of name and logo on the event website including hyperlink to your organisation's website
- ▶ Complimentary delegate registrations: three tickets to all conference events, Welcome Event, Masterclass, 2018 NEDC Conference, Explore Rockhampton Tour, Beef and Bulls Dinner, EDA Annual Awards for Excellence and Conference Dinner
- ▶ Dedicated media release/email broadcast and social media posts to announce the sponsorship
- ▶ Opportunity to provide comment in post event media release/email broadcast
- ▶ Option to contribute promotional material to delegate show bags
- ▶ Exhibition booth at the conference (optional)

GOLD SPONSOR \$10,000 x3

- ▶ Announcement by MC acknowledging Gold Sponsorship
- ▶ Key positioning of name and logo on all event promotional material and correspondence, including event registration brochure, advertising and signage, as well as digital projection of the sponsor logo at appropriate times throughout the event
- ▶ Key positioning of name and logo on the event website including hyperlink to your organisation's website
- ▶ Complimentary delegate registrations: two tickets to all conference events, Welcome Event, Masterclass, 2018 NEDC Conference, Explore Rockhampton Tour, Beef and Bulls Dinner, EDA Annual Awards for Excellence and Conference Dinner
- ▶ Option to contribute promotional material to delegate show bags

CONFERENCE DINNER & EDA AWARDS \$10,000 x1

- ▶ Acknowledgement at the commencement of the Conference Dinner
- ▶ Logo on Conference Dinner menu
- ▶ Opportunity to erect a pull-up banner at the Conference Dinner
- ▶ Sponsorship acknowledgement on all event promotional material and correspondence, including event registration brochure, advertising and signage, as well as digital projection of the sponsor logo at appropriate times throughout the event
- ▶ Sponsorship acknowledgement on the event website including hyperlink to your website
- ▶ Complimentary delegate registrations including two tickets to Conference Welcome Event, Masterclass, 2018 NEDC Conference, Explore Rockhampton Tour, Beef and Bulls Dinner, EDA Annual Awards for Excellence and Conference Dinner
- ▶ Option to contribute promotional material to delegate show bags

SPONSORSHIP BENEFITS

SILVER SPONSOR \$8,000 x3

- ▶ Announcement by MC acknowledging Silver Sponsorship
- ▶ Sponsorship acknowledgement on all event promotional material and correspondence including event registration brochure, advertising and signage, as well as digital projection of the sponsor logo at appropriate times throughout the event
- ▶ Sponsorship acknowledgement on the event website including hyperlink to your organisation's website
- ▶ Complimentary delegate registrations: two tickets to all conference events, Welcome Event, Masterclass, 2018 NEDC Conference, Explore Rockhampton Tour, Beef and Bulls Dinner, EDA Annual Awards for Excellence and Conference Dinner
- ▶ Option to contribute promotional material to delegate show bags

BEEF AND BULLS DINNER \$7,000 x1

- ▶ Acknowledgement at the commencement of the Beef and Bulls Dinner
- ▶ Opportunity to erect a pull-up banner at the Beef & Bulls Dinner
- ▶ Sponsorship acknowledgement on naming rights to rodeo chute and announcements from MC throughout the night
- ▶ Sponsorship acknowledgement on the event website including hyperlink to your website
- ▶ Complimentary delegate registrations including two tickets to Conference Welcome Event, Masterclass, 2018 NEDC Conference, Explore Rockhampton Tour, Beef and Bulls Dinner, EDA Annual Awards for Excellence and Conference Dinner
- ▶ Option to contribute promotional material to delegate show bags

BRONZE SPONSOR \$2,500 (UNLTD)

- ▶ Sponsorship acknowledgement at appropriate times throughout the event
- ▶ Sponsorship acknowledgement on the event website including hyperlink to your organisation's website
- ▶ Option to contribute promotional material to delegate show bags

EXPLORE ROCKHAMPTON TOUR \$5,000 x1

- ▶ Acknowledgement at the commencement of the Explore Rockhampton Tour
- ▶ Sponsorship acknowledgement at appropriate times throughout the event
- ▶ Sponsorship acknowledgement on the event website including hyperlink to your website
- ▶ Complimentary delegate registration including one ticket to Conference Welcome Event, Masterclass, 2018 NEDC Conference, Explore Rockhampton Tour, Beef and Bulls Dinner, EDA Annual Awards for Excellence and Conference Dinner
- ▶ Option to contribute promotional material to delegate show bags

EXHIBITION BOOTH SPONSOR \$5,000 x8

- ▶ Exhibition booth at the conference
- ▶ Sponsorship acknowledgement at appropriate times throughout the event
- ▶ Sponsorship acknowledgement on the event website including hyperlink to your website
- ▶ Complimentary delegate registration including one ticket to Conference Welcome Event, Masterclass, 2018 NEDC Conference, Explore Rockhampton Tour, Beef and Bulls Dinner, EDA Annual Awards for Excellence and Conference Dinner
- ▶ Option to contribute promotional material to delegate show bags
- ▶ Opportunity to distribute promotional material during networking breaks

SUMMARY OF SPONSORSHIP BENEFITS

	JOINT EVENT PARTNER	GOLD SPONSOR	EDA AWARDS & CONFERENCE DINNER	SILVER SPONSOR	BEEF AND BULS DINNER	EXPLORE ROCKHAMPTON TOURS	EXHIBITOR	BRONZE SPONSOR
MC acknowledgement	✓	✓	Conf Dinner	✓	✓			
Corporate DVD	3 minutes							
Scripted announcement	✓	✓	✓					
Logo on advertising	✓	✓	✓	✓	✓			
Logo on website	✓	✓	✓	✓	✓	✓		
Complimentary registration	3	2	2	2		1		
Media/social media announcements	✓	✓	✓	✓				
Comment in post-event MR	✓							
Contribute promotional material for show bags	✓	✓	✓	✓	✓	✓	✓	✓
Exhibition booth	✓	✓		✓				
Key benefits	3-minute video advertisement and dedicated media release	2-minute scripted announcement by MC. Key positioning of logo and website hyperlink to organisation website	Logo on menu/pull-up banner. Sponsorship acknowledgement and website hyperlink to organisation website	Sponsorship acknowledgement and website hyperlink to organisation website	Pull-up banner at event. Sponsorship acknowledgement and website hyperlink to organisation website	Sponsorship acknowledgement and website hyperlink to organisation website	Exhibition booth	Sponsorship acknowledgement on all promotional material

SPONSORSHIP AGREEMENT

Thank you for your consideration of a sponsorship opportunity at the 2018 National Economic Development Conference

Please complete the details below:

Company name _____

Physical address _____

Postal address _____

Phone _____

Email _____

Exhibition contact _____

Position _____

Email _____

AGREEMENT

I _____ being an authorised representative of _____
agree to sponsor the 2018 National Economic Development Australia
Conference.

Our level of sponsorship is (please tick). *All prices are excluding GST*

- | | | | |
|---|----------|---|---------|
| <input type="checkbox"/> Joint Event Partner | \$25,000 | <input type="checkbox"/> Beef & Bulls Dinner | \$7,000 |
| <input type="checkbox"/> Gold Sponsor | \$10,000 | <input type="checkbox"/> Explore Rockhampton Tour | \$5,000 |
| <input type="checkbox"/> Conference & Awards Dinner | \$10,000 | <input type="checkbox"/> Exhibition Booth | \$5,000 |
| <input type="checkbox"/> Silver Sponsor | \$8,000 | <input type="checkbox"/> Bronze Sponsor | \$2,500 |

I acknowledge that we will be invoiced for \$_____ for our part in
sponsorship of this event and that I have read the terms and conditions and agree
to abide by them. Sponsorship payment plans over three monthly instalments can
be arranged.

Refer to the website at nedc2018.com.au
or email advancerockhampton@rrc.qld.gov.au.

Signature _____

Name _____ Date _____

Email form to the event co-ordinator OR TO DISCUSS THE SPONSORSHIP
PACKAGE OUTLINED IN THIS PROSPECTUS, CONTACT:

Advance Rockhampton

Karen Brosnan

☎ (07) 4936 8080

@ advancerockhampton@rrc.qld.gov.au



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