



# Canberra Congress Sponsorship & Exhibition Prospectus

**12th Anniversary**  
of the Most Highly-Acclaimed  
Forum for EAs and PAs in Australia  
24-25 July, QT Canberra

Our biggest  
ever show  
in Canberra

*For Exhibition Stand Bookings and Sponsorship  
Opportunities Please Contact:*

**JULIA TURNER**

EXECUTIVE ASSISTANT NETWORK

02 8402 5000

[julia@executiveassistant.com](mailto:julia@executiveassistant.com)

# INTRODUCTION

## INTRODUCTION TO THE EXECUTIVE ASSISTANT NETWORK (EAN)

24-25 July  
QT Canberra



**E**AN is the unique professional networking group with an online resource centre for senior Executive Assistants (EAs) and Personal Assistants (PAs) working for leading executives in Australia's top companies. EAN's goal is to provide its members with high quality support services, education and website based tools and to facilitate them becoming more efficient and proficient in their roles.

Founded in August 2005 with 140 handpicked members, many of whom worked with executives on the Business Council of Australia, we now have over 7,000 members throughout Australia, drawn from over 3200 of the most prominent businesses in the corporate Australia.

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The EAN Exhibition gave our company a great opportunity to grow brand awareness with potential clients from across the ACT and beyond.

*Gareth Anderson,  
Asaleo Care (Tork)*

The EAN is the first network of its kind in Australia to solely target the successful development of EAs and PAs and is a key player in providing high level training with a focus on valuable information and resources on this ever changing role. This continuous development within the industry is enabling EAs and PAs to become a strong influence on company policy, purchasing and business decisions.

Following the great success of this program in Canberra over the last seven years and on the back of the success of the 2017 event, we are anticipating an even bigger 8th annual Canberra Congress in 2018.



The quality of interest in Next Hotels from the attendees was great and we feel we can generate additional and new business from these leads.

*Kristina Kulchar, Next Hotels*

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We were so impressed with the attendees at the exhibition. They were all engaged and wanted to know more about our products and how they could help be more efficient and organised in their work environment.

**Yvette Knapp**  
*Avery Products*

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# WHO

## WHO ATTENDS THE CONFERENCE ?

24-26 July  
QT Canberra



At the Canberra 2017 conference an extensive number of delegates and expo visitors attended from a variety of companies within both the private and public sectors including:

- Aerosafe Risk Management
- Airservices Australia
- Amazon
- ATO
- Australian Bureau of Statistics
- Calvary Hospital
- Deloitte
- Department of Education and Training
- Department of Foreign Affairs and Trade
- Icon Water
- IP Australia
- Leidos
- Medicines Australia
- MinterEllison
- National Archives of Australia
- Plant Biosecurity Co Op Research Centre
- Private Healthcare Australia
- Raytheon Australia
- Royal Australian Mint
- The Treasury
- Universities Australia
- University of Canberra
- University of New England

This event represents a unique opportunity make new contacts, engage face to face and connect with your existing contacts as well as to make personal connections and develop valuable long term business relationships.

## BENEFITS

### REACHING A CAPTIVE AUDIENCE OF INFLUENCERS

**O**ur exhibition, sponsorship and advertising packages enable you to tailor a combined PR/communication, marketing, sales and relationship building strategy, that will see your profile rise dramatically within Australia's largest corporations and drive new sales leads and opportunities in ways no other approach can.

Prominent advertisements, event branding, marketing collateral distributions and most importantly the opportunity to interact face to face with your target market decision mak-ers, ensures all EAN members will automatically recognise your brand and identify with the key criteria you want your brand to stand for.

**AS AN EXHIBITOR OR SPONSOR YOU WILL BE SHOWCASING YOUR COMPANY AS A KEY PLAYER IN YOUR FIELD, WITH STRONG INITIATIVE TO RECOGNISE A GREAT NETWORKING AND PROMOTIONAL OPPORTUNITY.**

Our prospectus provides specific information on the tangible features of sponsorship. All features are specifically designed to enhance your profile whilst also reflecting a professional image of the conference vision. Our Gold and Silver Sponsors will have a big impact on the conference with their capacity to influence the priorities and outcomes for all those that participate.

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# SPONSORSHIP

EXTEND YOUR PARTICIPATION

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EAN  
EXHIBITION  
SERIES

SPONSORSHIP FEATURES	GOLD SPONSOR	SILVER SPONSOR	DINNER SPONSOR	LUNCH SPONSOR (both days)
SPONSORSHIP AMOUNTS (EXCLUDE GST)	\$10,000	\$6,000	\$3,000	\$2,000
PROMINENT AND COMPLIMENTARY EXHIBITION BOOTH	● 3 X 2M	● 2 X 2M		
ACKNOWLEDGEMENT AS A MAJOR SPONSOR OF THE EVENT, INCLUDING COMPANY LOGO ON ALL MARKETING COLLATERAL	●			
COMPANY LOGO IN THE REGISTRATION BROCHURE	●			
COMPANY LOGO INCLUDED IN DELEGATE MATERIALS	●			
OPPORTUNITY TO INCLUDE ARTICLES IN THE EA NEWSLETTER WITHIN THE FOLLOWING 12 MONTHS (NOTE 1)	● X 6	● X 3		
COMPLIMENTARY DELEGATE REGISTRATION TO THE CONFERENCE	● X 2	● X 1		
OPPORTUNITY TO PROVIDE A 3 MINUTE ADDRESS TO THE CONFERENCE DELEGATES (NOTE 2)	●		●	
COMPLIMENTARY CONFERENCE DINNER TICKETS	● X 2	● X 1	● X 2	
VERBAL ACKNOWLEDGEMENT AS A SPONSOR DURING THE LUNCH PERIOD				●
COMPANY BANNER ALLOWED TO BE DISPLAYED	●	●	●	●
RECEIVE DIRECTORY LISTING AND ADVERTISING PACKAGE	●	●	●	●
INCLUSION OF BROCHURE IN THE CONFERENCE SACHEL	●	●	●	●
COMPANY LOGO DISPLAYED ON CONFERENCE SCREEN	●	●	●	●

NOTE 1

EAN NEWSLETTER "THE ASSISTANT" WILL ONLY ACCEPT EDUCATIONAL AND PROMOTIONAL NATURED MATERIAL

NOTE 2

GOLD ADDRESS IS DURING CONFERENCE PROGRAM AS SCHEDULED, WHERE THE DINNER ADDRESS IS DURING GALA DINNER

NOTE 3

SPONSORSHIPS ARE LIMITED TO ONE PER INDUSTRY PER EVENT

NOTE

BANNERS TO BE DISPLAYED DURING YOUR DESIGNATED SESSION

# SPONSORSHIPS

EXPOSE YOUR BRAND

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## NETWORKING COCKTAILS

\$2,500 plus GST

- Limited to One Supplier only
- Opportunity to provide banners or other signage within the cocktail function area
- Two additional tickets for guests to attend the Cocktail Reception

## LANYARDS

\$3,000 plus GST

- Limited to One Supplier only
- Your logo included on the lanyards attached to the name badge holders used for all Congress Attendees, Speakers, Sponsors, Exhibitors and Exhibition Visitors

## ENTERTAINMENT

\$2,500 plus GST

- Verbal Acknowledgment at Gala Dinner
- 1 x Complimentary Ticket to the Gala Dinner. Limited to One Supplier only

## PADS AND PENS

\$3,000 plus GST

- Limited to One Supplier only
- Provision of A4 pads and pens for all congress attendees with your logo printed on them

It was great to be able to get Dialogue's name out there to so many people at once! Definitely helped us with our business.

Alexandra, Dialogue

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# BOOTH OPTIONS

OPTIMIZE YOUR ENGAGEMENT

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BOOTH	SIZE	COST
PREMIUM	3 X 2 METRE SHELL SCHEME	\$3,750 PLUS GST
STANDARD	2 X 2 METRE SHELL SCHEME	\$2,500 PLUS GST

**INCLUSIONS:** WHITE MELAMINE PANELS, WALL ELEMENTS, FASCIA BOARD WITH COMPANY NAME AND BOOTH NUMBER, 50W SPOTLIGHT, 1X240V POWER SOCKET.

## EXHIBITOR INCLUSIONS

- Exhibitor listing in the final program with space for a company logo and a 50 word company description.
- Entitlement to include one insert in the attendee satchels (if providing printed material, pages are limited to 16, however any additional pages provided will be reviewed by the event committee)
- Receive promotional and branding opportunities beyond the exhibition. Take advantage of this offer to receive a directory listing. This includes logo, website link and 50 words about your business within the EAN website business directory for one year from the conference.

## EXTEND YOUR REACH

### TAILORED PARTNERSHIPS & MULTI-STAND BOOKINGS?

EA Network invites key providers to participate in our State and National Partnership Program. This offers a tailored 365 day marketing strategy for leading suppliers of products and services.

*Packages give you discounted rates*

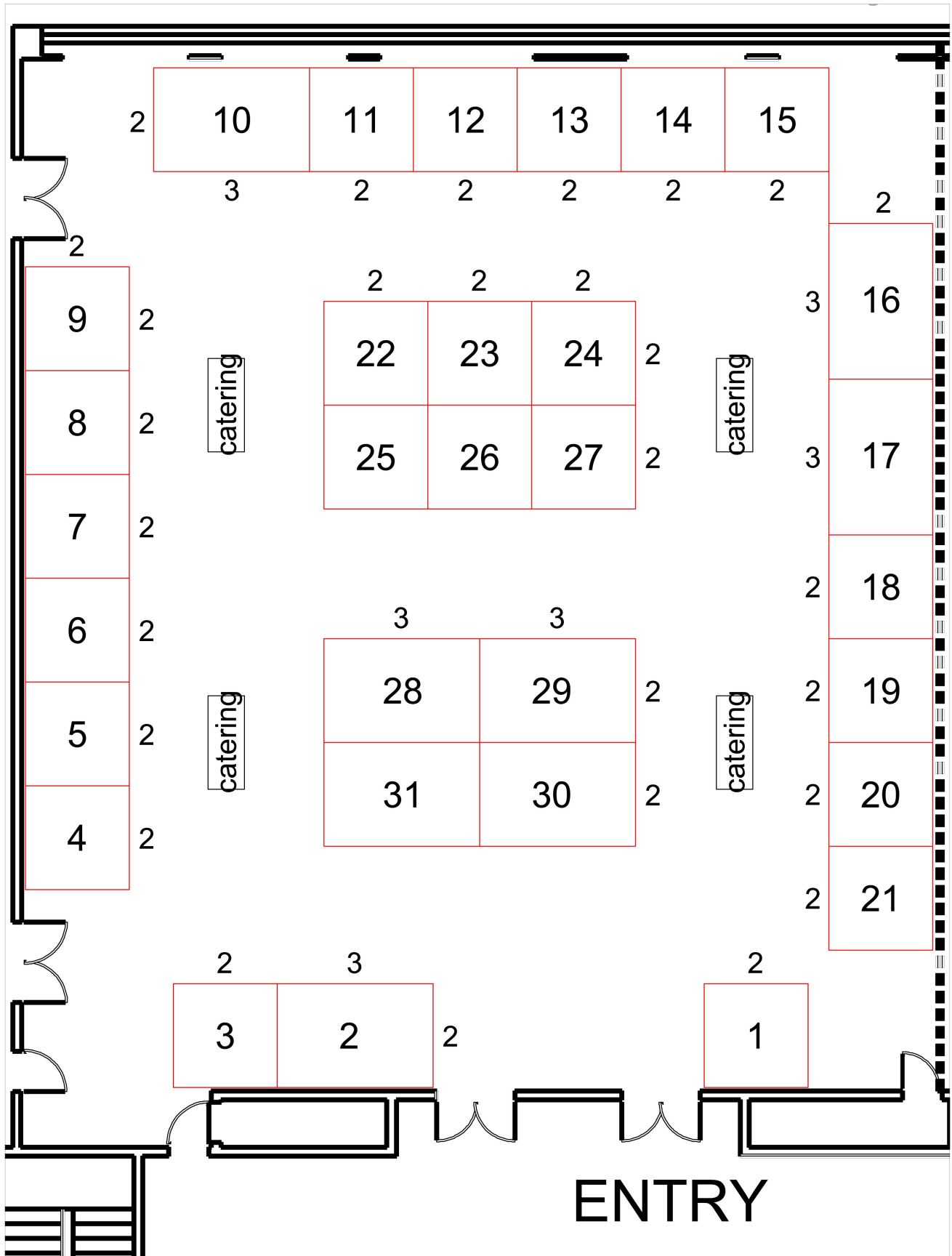
Packages give you discounted rates for Multi-Stand Bookings. So you can Exhibit and reach members and EA's and PA's in Sydney, Canberra, Brisbane, Melbourne or Perth.

Contact **JULIA TURNER** on 02 8402 5000

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# FLOORPLAN

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# BOOKING FORM

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## EXHIBITION STAND AND SPONSORSHIP

Contact:	<input type="text"/>		
Position:	<input type="text"/>		
Company:	<input type="text"/>		
Address:	<input type="text"/>		
Suburb:	<input type="text"/>		
State:	<input type="text"/>	Postcode:	<input type="text"/>
Telephone (BH):	<input type="text"/>		
Mobile:	<input type="text"/>		
Email:	<input type="text"/>		
Accounts Payable Contact Name:	<input type="text"/>		

### SPONSORSHIP OPPORTUNITIES ALL PRICES EXCLUDING GST

Gold Sponsor .....	\$10,000	<input type="checkbox"/>	Exhibition Cocktail Sponsor .....	\$2,500	<input type="checkbox"/>
Silver Sponsor .....	\$6,000	<input type="checkbox"/>	Lanyard Sponsor .....	\$3,000	<input type="checkbox"/>
Dinner Sponsor .....	\$3,000	<input type="checkbox"/>	Pads & Pens Sponsor .....	\$3,000	<input type="checkbox"/>
Lunch Sponsor .....	\$2,000	<input type="checkbox"/>			

### EXHIBITION OPPORTUNITIES ALL PRICES EXCLUDING GST

<input type="checkbox"/>	Premium Booth	(3 x 2m)	\$3,750
<input type="checkbox"/>	Standard Booth	(2 x 2m)	\$2,500

Optional Extras:  Name Badge Scanner \$160 + gst  Gala Dinner Ticket \$150 inc gst

Please give your top three booth number preferences below:

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

All sponsorship and exhibition prices exclude GST. The Executive Assistant Network will confirm your participation with a confirmation email, tax invoice and Exhibitor Manual for completion.

### EAN EVENTS - MULTI-STAND BOOKING OPTION

If you would like to participate in any upcoming EAN congress and exhibition events, please tick the appropriate box or boxes below. You will then be contacted to discuss your multi-stand booking and additional marketing benefits.

- |   |  |   |   |   |
|---|--|---|---|---|
| <input type="checkbox"/> Perth<br>15 & 16 Feb<br>2018 | <input type="checkbox"/> Sydney<br>14 & 15 March<br>2018 | <input type="checkbox"/> Canberra<br>24 & 25 July<br>2018 | <input type="checkbox"/> Brisbane<br>5 & 6 Sept<br>2018 | <input type="checkbox"/> Melbourne<br>28 & 29 Nov<br>2018 |
|---|--|---|---|---|

**Multi - Stand booking discounts- 3 stands 7.5%, 4 stands 12.5%, 5 stands 15%**

**NOTE:** by signing below you agree to all the Terms and Conditions listed within the Exhibitor Agreement/Contract.

**SIGNED:**

**DATE:**     /     /

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# CC AUTHORISATION

## EXHIBITION CREDIT CARD AUTHORISATION FORM

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QT Canberra



Invoice will be forwarded upon collection of this form, however the below credit card authorisation form must be completed.

Should EAN not have received payment of cleared funds into its prior nominated account within 14 days of issuance of invoice or 1 week prior to the event (whichever is first),

I \_\_\_\_\_ being a duly authorised representative of

\_\_\_\_\_ hereby authorise Executive Assistant Network to charge my credit card the sum of my selected stands and/or sponsorship as per the booking form and exhibitors contract.

### CREDIT CARD Please select one

MasterCard

American Express

Visa

**TOTAL DUE \$** \_\_\_\_\_ **(Plus GST)**

**Card Number**

**Security Code**

**Expiry Date**

Cardholder Name

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

\_\_\_\_\_

**UPON CONFIRMATION OF YOUR BOOKING FORM AN INVOICE WILL BE ISSUED. IF THE INVOICE IS NOT PAID IN FULL EITHER WITHIN 14 DAYS OF ISSUANCE OR 1 WEEK PRIOR TO EVENT (WHICHEVER IS FIRST) THEN YOU AUTHORISE EAN TO DEDUCT THE FULL AMOUNT BY CREDIT CARD.**

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# AGREEMENT

## TERMS & CONDITIONS

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1. For the purpose of this contract, the term Management refers to the Executive Assistant Network (EAN).
2. Management agrees to provide the Exhibitor with the agreed inclusions as outlined in the original sponsorship/exhibition package and Exhibition Manual. Any additional requirements will be at the Exhibitor's expense.
3. The Exhibitor agrees to abide by all rules and regulations adopted by the Management in the best interests of the Exhibition and agree that Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during or after the Exhibition.
4. The Exhibitor agrees to abide by the payment schedule as outlined by Management.
5. The Exhibitor will be liable for and will indemnify and hold Management harmless from any loss or damages whatsoever directly or indirectly occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, the Exhibitor, other Exhibitors and members of the public attending the Exhibition, either on the said space or elsewhere if said loss or damage arose from or was in any way directly or indirectly connected with the Exhibitor's occupancy of the said space.
6. Management reserves the right, at its sole discretion, to change the date or dates upon which the Exhibition is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, Management shall not be liable in damages or otherwise for failure to carry out the terms of the Agreement in whole or in any part where caused directly or indirectly by or in consequence of fire, flood, storm, war, rebellion, insurrection, riot, strike or any cause whatever beyond the control of Management whether similar or dissimilar from the causes enumerated herein. In the event that the exhibit space to be used by the Exhibitor should be in any way rendered unusable, this contract shall not be binding.
7. The contract may be cancelled by either party provided written notice is received 180 days prior to the first day of the Exhibition, contracts cancelled after this date will be liable for 100% of the total contracted cost. Space abandoned or not occupied at the start of the Exhibition may be repossessed without indemnity and reassigned by Management for exhibits and other uses.
8. Management reserves the right to alter or change the space assigned to the Exhibitor, and the exhibition floor plan.
9. Management reserves the right to alter or remove exhibits or part thereof and to expel Exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other Exhibition participants.
10. The Exhibitor agrees to confine their presentation within the contracted space only and to maintain staff in the exhibition space during Exhibition hours.
11. The Exhibitor agrees that any contract with the Press on Exhibition premises shall be by arrangement with Management officials.
12. The Exhibitor is responsible for the placement and cost of insurance related to his/her participation in the Exhibition.
13. The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between Management, official contractors serving companies and the building in which the Exhibition will take place and according to the labour laws of the jurisdiction in which the building is located.
14. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the Exhibition, but must remain intact until the closing hour of the last day of the Exhibition. The Exhibitor also agrees to be entirely responsible for the moving-in, assembly, maintenance, disassembly and removal of the exhibit, equipment and belongings to and from the Exhibition building, or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.
15. The Exhibitor agrees not to cause any damage to the walls, floors and ceilings in connection with the erection of the exhibition stand or the utilisation of the exhibited products.
16. Every precaution will be made to prevent losses due to pilfering, but the Management will not accept liability for losses of any kind. Exhibitors with special security needs should contact the Management.
17. The Exhibitor agrees to obtain any necessary permits or approvals required from any Federal, State or Local Government for the display of products.
18. All Exhibitor invoices and additional costs such as exhibitor catering will be paid according to the invoice payment terms.
19. The Exhibitor agrees to facilitate credit card payment for any outstanding amounts should they not be made prior to commencement of the event.
20. Management reserves the right to refuse entry to an exhibitor if outstanding payment obligations have not been met by the Exhibitor in full prior to the event.
21. Payment to be made within 14 days of receipt of invoice

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