



Sydney EA & PA Expo

Sponsor & Exhibitor Prospectus

Australia's largest Corporate
EA & PA Conference &
Exhibition

20-21 March, 2019
Luna Park Sydney

Complimentary
Networking
Drinks with
Delegates



Kirsten Thompson T: 02 8402 5000
kirsten@executiveassistant.com

EA Network has Australia's largest EA & PA Membership currently with over 7,000 EA/PA members

EXECUTIVE ASSISTANT NETWORK

AUSTRALIA'S LARGEST EA AND PA NETWORK - REACHING OVER 7,000 EAs and PAs NATIONALLY

EAN
EXHIBITION
SERIES

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EAN is the unique professional networking group with an online resource centre for Senior

Executive Assistants (EAs) and Personal Assistants (PAs) working for high-profile senior executives in Australia's corporate arena.

EAN provides members with high quality support services, education and website based tools that 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 corporate Australia.

It was our first time being a part of EA Network and it was an extremely busy two days!

The quality of the delegates and visitors was amazing; as they all wanted to find out more about what our products and services were.

Looking forward to producing some solid ROI for this event!

Jeannie Vo,
Fairfax Media

The EAN is the first network of its kind in Australia to solely target the successful development of EAs and PAs. EAN Academy offers on and offline training with a focus on valuable information and resources on this ever changing role. This continuous development within the industry is enabling Senior EAs and PAs to become highly influential in determining company policy, purchasing and business decisions. Following the great success of this Congress and Exhibition Series in Sydney over the last Twelve years and on the back of the success of the 2018 event, we are anticipating an even bigger 13th Annual Sydney Congress in 2019.



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

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

Exhibition Stand and Sponsorship Enquiries
Kirsten Thompson E: kirsten@ExecutiveAssistant.com
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WHO WILL YOU MEET?

ENGAGE FACE TO FACE AND MEET MELBOURNE'S EAINFLUENCERS

At the Sydney 2018 Conference, hundreds of delegates and additional Expo visitors attended from a variety of companies within both the private and public sectors including;

- Abbotsleigh
- ABE
- Advisian
- AGL
- Air New Zealand
- Alexion Pharmaceuticals
- Amgen
- AMP
- ANZ
- Australian Catholic University
- Baker McKenzie
- BT Financial Group
- Catholic Education
- CBHS Health Fund
- CHEP Australia
- Clubs NSW
- Commonwealth Bank
- Dematic
- Ernst & Young
- Focal Communications
- Hewlett Packard
- Hunter Water Corporation
- IAG
- Jacobs Douwe Egberts AU Pty Ltd
- Janssen
- Jemena
- Laing O'Rourke
- Lendlease
- Lovatts Media Group
- Macquarie
- Medline
- Mortgage House
- OneSchool Global
- Optus
- Peabody Energy
- Pymble Ladies College
- Raytheon Australia
- RMIT University
- ServiceFirst
- State Super Financial Services
- Stewart Investors
- Stryker
- Suncorp
- Sydney Fish Market
- Sydney Motorway Corporation
- Sydney Trains
- Telstra
- Thales Australia
- The University of Sydney
- Transgrid
- UBT
- United Franchise Group
- Uniting Church in Australia
- UNSW
- UTS
- Vodafone
- Westpac

..... AND MANY MORE

BECOME A SPONSOR

GAIN FURTHER EXPOSURE TO YOUR TARGET MARKET

Our Exhibition and Sponsorship packages enable you to reach these influencers effectively to build new sales leads and personalise your business approach.

Prominent advertisements, event branding, marketing collateral distribution and most importantly the opportunity to interact face to face with your target market decision makers, ensures all EAN members will automatically recognise your brand and have a personal connection to your company.

Exhibitors and Sponsors can showcase your products and services to hundreds of Executive Assistants and Personal Assistants.

The prospectus outlines below the Sponsorship benefits that are designed to enhance your profile and extend your reach with increased brand awareness.

VENUE SPONSOR



SHELL SCHEME / FURNITURE HIRE



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SPONSORSHIP

EXTEND YOUR PARTICIPATION

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| 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 THE GALA DINNER

NOTE 3

SPONSORSHIPS ARE LIMITED TO ONE PER INDUSTRY PER EVENT

NOTE 4

BANNERS TO BE DISPLAYED DURING YOUR DESIGNATED SESSION

SPONSORSHIP

EXPOSE YOUR BRAND AND MAKE AN IMPACT

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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
- You may provide A4 pads and pens for all congress attendees with your logo printed on them

Exhibition Stand and Sponsorship Enquiries
Kirsten Thompson E: kirsten@ExecutiveAssistant.com
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STAND OPTIONS

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OPTIMIZE YOUR ENGAGEMENT

| 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 |

STAND INCLUSIONS

INCLUDED IN STAND COST: PVC WHITE LAMINATE WALLS, FASCIA SIGN WITH COMPANY NAME AND BOOTH NUMBER, 150 WATT MOUNTED SPOTLIGHT, 1X240V/4AMP POWER SOCKET

- Your company listed in the Exhibition Guide includes your company logo and a 50 word company description plus your full contact details
- Include one Satchel insert into the Delegate and Visitor satchels. If providing printed material, maximum page number is 16 pages, however, any additional pages provided will be reviewed case by case by the EAN Event Manager. Other promotional items may be considered
- Free Directory Listing. This includes logo, website link and 50 words about your business within the EAN website Supplier Directory for one year from the conference

Complimentary Drinks for Exhibitors to meet and mingle with EAs & PAs

Meet with hundreds of Sydney's High-Level EAs & PAs at a fun and engaging Cocktail Party after the Expo on Day 1.



MULTI-STAND BOOKINGS

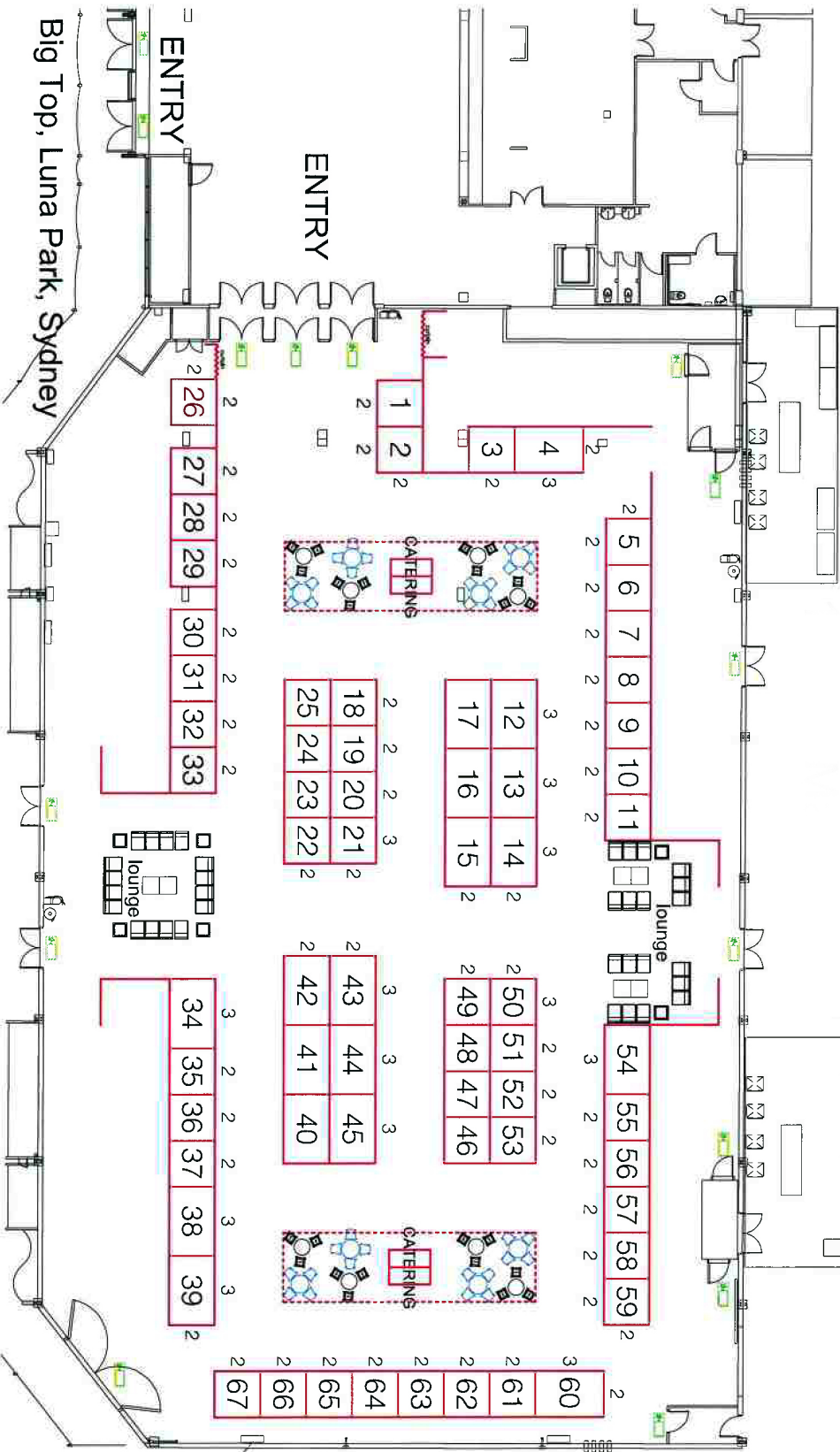
REACH SENIOR EAs IN NSW, ACT, WA, QLD AND VIC AT ALL EAN ANNUAL EXHIBITION EVENTS

GAIN DISCOUNTED RATES

Multi-Stand Bookings will offer you discounted rates as well as free marketing inclusions, reaching over 7,000 EAN members nationally. Reach EAs and PAs in Sydney, Canberra, Brisbane, Melbourne & Perth every year.

Contact **Kirsten Thompson** on 02 8402 5000 or kirsten@executiveassistant.com

EXECUTIVE ASSISTANT NETWORK EXPO



Big Top, Luna Park, Sydney

BOOKING FORM

20-21 March, 2019
Luna Park Sydney

EAN
EXHIBITION
SERIES

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"/> Canberra 23 & 24 July 2019 | <input type="checkbox"/> Brisbane 4 & 5 Sept 2019 | <input type="checkbox"/> Melbourne 28 & 29 Nov 2018 | <input type="checkbox"/> Perth 13 & 14 Feb 2019 | <input type="checkbox"/> Sydney 20 & 21 March 2019 |
|-----------------------------------------------------------|---------------------------------------------------------|-----------------------------------------------------------|-------------------------------------------------------|----------------------------------------------------------|

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: / /

Exhibition Stand and Sponsorship Enquiries Kirsten
Thompson E: kirsten@ExecutiveAssistant.com
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CC AUTHORISATION

20-21 March, 2019
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EXHIBITOR CREDIT CARD AUTHORISATION FORM

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 Agreement/Contract.

CREDIT CARD Please select one

MasterCard

American Express

Visa

TOTAL DUE \$ _____ **(Incl. 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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EXHIBITOR 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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