



Complimentary
Networking
Drinks with
Delegates

2020 EAN Exhibition

15th Annual Series | 25-26 March – Luna Park



Sponsor & Exhibitor Prospectus

Australia's Largest Corporate EA & PA Conference & Exhibition



**Executive Assistant
NETWORK**
The EA Professionals

SYDNEY

Who is EAN?

Australia's Largest EA and PA Network – Reaching over 7,500 EAs and PAs Nationally

EAN is the unique professional networking group for Senior Executive Assistants (EAs) and Personal Assistants (PAs) working for high-profile senior executives in Australia's corporate arena, helping them to become more efficient and proficient in their roles.

Founded in 2005 with 140 handpicked members, many of whom worked with executives on the Business Council of Australia, we now have over 7,500 members throughout Australia, drawn from over 3,700 of the most prominent businesses in corporate Australia.

This exhibition is held in conjunction with our renowned educational conference for EAs and with its continued success over the last 14 years, we are excited to bring this event to the 21st century.

I was delighted with where our stand was positioned. We received great leads for Bridge Climb and look forward to attending the EAN Brisbane and EAN Melbourne events. Thanks guys!

*Marie Gornall
BridgeClimb*

Who is Coming?

In 2019 these were some of the companies represented:

AGL	IAG	QBE
Allianz	ING	Rabobank
American Express	Jemena	Ramsay Health Care
AMP	KPMG	Reserve Bank of Australia
ANZ	LogMeIn	Roche
ATO	McDonald's	Royal North Shore Hospital
Aurecon	Mortgage House	Salesforce
Australian Catholic University	NRL	Samsung
CBA	Nespresso	Schneider Electric
Downer EDI	ooh Media	Selleys
Ernst & Young	Oracle	Suncorp
Genworth	Peabody Energy	Sydney Trains
Goodman Fielder	Pepper Money	Teachers Mutual Bank
GSK	Pickles	THALES Australia
Hasbro	Pitcher Partners	Unilever
HCF	Pymble Ladies' College	Westpac

Why Exhibit?

Engage Face to Face with Australia's EA Influencers

We absolutely love attending EAN! Merlin Events have been exhibiting for 5+ years and have no plans to stop. EAN's unique format ensures not just a high quality clientele, but with EAN guests attending across 2 days there is more time to chat, and build strong relationships and real leads. EAs & PAs are a key market for us, and EAN offers us an amazing opportunity to get quality face to face time!

*Kirsty Esson
Events Manager
NSW Attractions – Merlin Events*

Attend what will be our Biggest Ever Exhibition in Sydney and display your business and services to hundreds of key decision makers and company stakeholders attending.

With Exhibitors rating over 95% of our attendees as high quality, you can be assured you are meeting the right people that have influence on company policy, purchasing and business decisions.

We have an active relationship with our members from interactive chat rooms and networking functions to training programs. Our members are prequalified as senior level decision makers or decision influencers and are actively seeking products and services for their organisations, gaining you access to a quality audience that you won't find anywhere else.

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Stand Options



Option 1 – PREMIUM STAND

3M X 2M Shell Scheme

\$3,750 + GST



Option 2 – STANDARD STAND

2M X 2M Shell Scheme

\$2,500 + GST

Stand Inclusions & Extras

- ★ Stand build, fascia signage, power and light
- ★ Company branding in Exhibition Guide
- ★ Marketing collateral in Satchel
- ★ Complimentary Networking Event Invite
- ★ Directory Listing on EAN Website for 12 months
- ★ Complimentary clothed table and chairs
- ★ Option to participate in Passport program

Optional Extras (at additional cost)

- ★ Swift Scanner hire – Name badge scanner
- ★ Gala Dinner Tickets
- ★ Furniture & AV Hire

Executive Assistant Network is always a really great event. They always pick a great Location and booth management is convenient. The guest list is qualified and assists in meeting business objectives and provided a great return on investment.

*Jessica Wulf
Ovolo Hotels*

BUT, HOW MUCH?

Exclusive Networking Event

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

At the end of day 1, Exhibitors will get to connect with Sydney's high-level EAs and PAs at this complimentary, fun and engaging Cocktail Party within the Expo venue.

Networking is a powerful tool to extend your reach and to build on your ROI by establishing invaluable ongoing relationships. EAs are extremely time poor and rarely have the opportunity to find time to explore new products and service providers required in their day to day role.

This exclusive event is a golden opportunity to not only meet with Delegates in a more relaxed and social basis, but to meet additional, invitation only members who will be joining us for the networking event.



Multi-Stand Bookings

Connect your business across Australia!

Do you have business in other states? Are you looking at growing your business across Australia? EAN currently hosts 5 annual Conference & Exhibitions across Australia for Senior EAs in Sydney, Melbourne, Brisbane, Canberra and Perth. If increasing your ROI on a multi-state or national basis is part of your marketing plan, why not consider joining us in other states to grow your business and reach your targets.

Multi-Stand Booking will offer you discounted rates as well as free marketing inclusions, reaching over 7,500 EAN members nationally. Discounts apply for 3 or more stands.

Contact Kirsten Thompson on 02 8402 5009 or kirsten@executiveassistant.com to get your full guide on Multi Stands and Sponsorship Opportunities.

We have been exhibiting at the EAN Exhibition for ten years. EAN enables us to meet directly with potential clients and decision makers. Each year we have been able to generate new leads and accounts. The exhibition is professionally managed, interactive and sets out to enable all exhibitors the opportunity to expose their brand to business executives and potential new clients.

*Paul O'Sullivan
Designer Gifts*

CONNECT & GROW

Why Sponsor?

Maximise your exposure, increase your ROI and gain further exposure to your target market

Sponsorship at the EAN Expo Series enables your company to have an extended exposure to those in attendance and a cutting-edge advantage for your company.

For as little as \$2K up to a Gold Sponsor for \$10K – this is an opportunity not to be missed!

Just some of the opportunities include...

- ★ Maximise brand awareness
- ★ Display your company logo
- ★ Prominent stand location
- ★ 3 minute address to attendees
- ★ Gala Dinner Ticket

and many more...



Sponsorship Opportunities

Become a Sponsor today and get maximum exposure at the event!

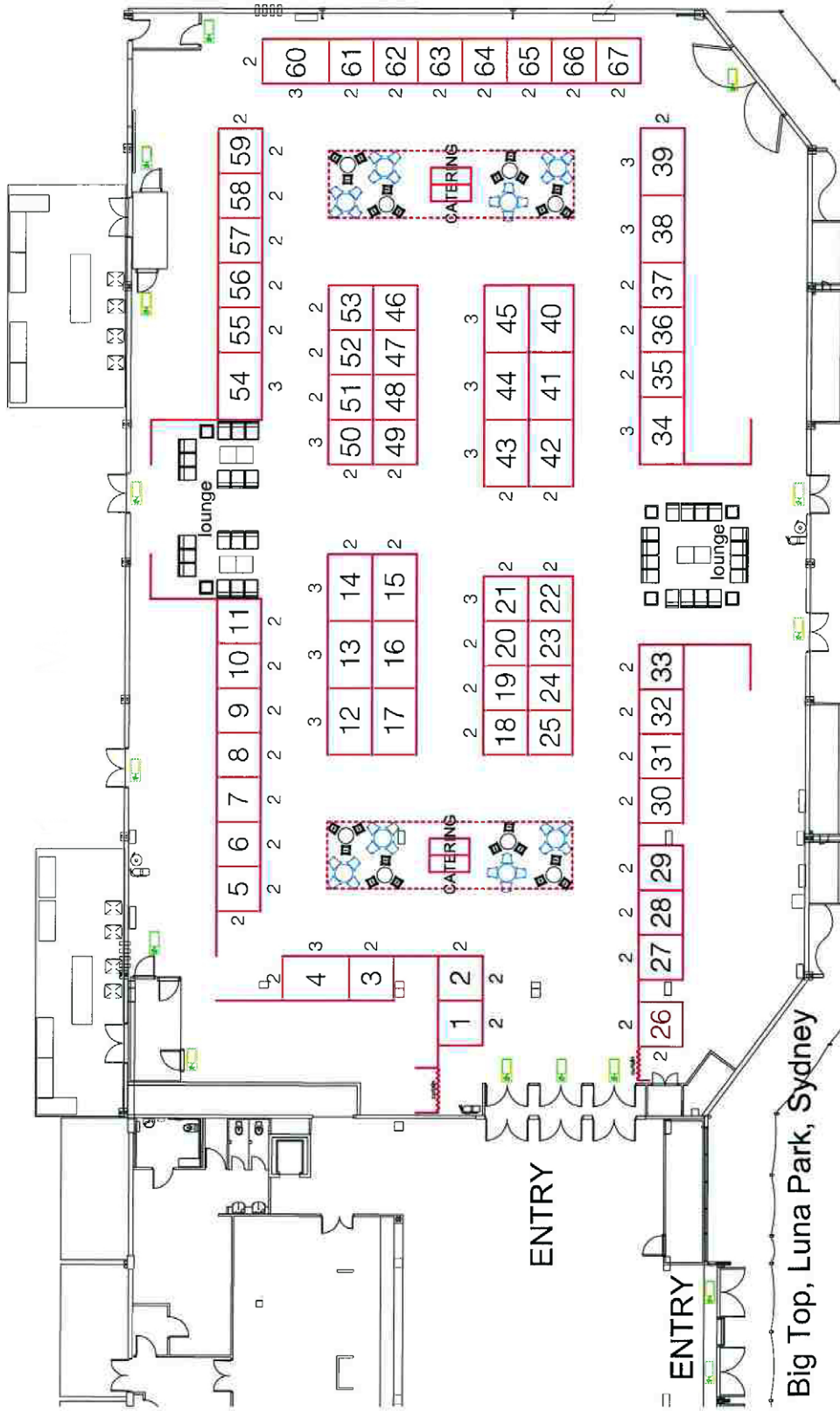
What Sponsorships are Available?

- | | |
|-----------------|---------------|
| ★ GOLD | ★ SILVER |
| ★ DINNER | ★ LUNCH |
| ★ COCKTAILS | ★ LANYARDS |
| ★ ENTERTAINMENT | ★ PADS & PENS |

Ask the team today and ensure an even greater return on your investment at the event!

Contact Kirsten Thompson on 02 8402 5000 or kirsten@executiveassistant.com to get your full Sponsorship Opportunities Guide

EXECUTIVE ASSISTANT NETWORK EXPO



PICK A SPOT

Booking Form - 25th & 26th March, Luna Park Sydney

EXHIBITION STAND AND SPONSORSHIP

Contact:		
Position:		
Company:		
Address:		
Suburb:		
State:		Postcode:
Telephone (BH):		
Mobile:		
Email:		
Accounts Payable Contact Name:		

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: ☐ Swift 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.

☐ Melbourne 14 & 15 Nov 2019
 ☐ Sydney 25 & 26 March 2020
 ☐ Perth 20 & 21 May 2020
 ☐ Canberra
 ☐ Brisbane

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: / /

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"/>			

Contact Kirsten Thompson on 02 8402 5000 or kirsten@executiveassistant.com for more info on multi stands or sponsorship opportunities

CC Authorisation

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.

THE NECESSITIES

Exhibitor Agreement

TERMS & CONDITIONS

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