



21st & 22nd August 2017

**The Ville Resort-Casino
Townsville, Qld**

**Sponsorship & Trade Exhibition
PROSPECTUS**

www.sbdc.net.au



2017 Sponsorship and Trade Exhibition Prospectus

Host Associations - BIIA, BEC Australia and NNA

The Small Business Development Conference is an annual event co-hosted by BEC Australia (BECA), Business Innovation and Incubation Australia (BIIA), and the National NEIS Association (NNA). This year will be a celebration of the 22nd Small Business Development Conference.

The conference brings together the three Associations to present a high quality conference aimed at business trainers, facilitators and mentors. The conference is an event where delegates can find inspiration and motivation by listening to entrepreneurs sharing their success, leaders in their field discussing best practice and reflecting on new ideas in the context of their own work. Opportunities are given to share experiences, wins and losses and network with peers. Attendees leave conference having picked up valuable resources, contacts and tools for use in their daily roles.

Business Enterprise Centres Australia

BEC Australia's purpose is to support the national network of Business Enterprise Centres and their 'Member' organizations. Business Enterprise Centres throughout all states and territories in Australia endeavour to work with and on behalf of the micro and small business sectors. The primary focus of BEC Australia Incorporated is to facilitate the integration of the BEC network, lift its profile and actively market its capabilities to national corporations and governments.

Business Innovation and Incubation Australia

BIIA is an association of business Incubators and people interested in business incubation which sets best practice standards for the Incubator industry in Australia and provides advice on:

- Incubator feasibility studies
- Evaluating Incubator projects
- Incubator business plans
- Networking Incubators

BIIA also maintains a register of consultants qualified to undertake Incubator work and supports its members and the Incubator industry with promotion, information and attracting external sponsorship.

The National NEIS Association

The NNA provides leadership and focus for NEIS providers in the development and delivery of the New Enterprise Incentive Scheme (NEIS) and allied enterprise development activities throughout Australia. The primary purpose of the Association is to support the Association members in their delivery of the NEIS program which supports the movement of unemployed persons back into the workforce through self-employment. The NEIS program supports more than 8,000 start-up businesses with significant training in the management of their business, development of a comprehensive business plan, income support and mentoring throughout the first year of operations.



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Taking Time for Professional Development

The majority of conference delegates are involved in the management and delivery of support, including training and mentoring services, to more than 20,000 small businesses per year. They ensure that small business owners are provided with the knowledge and skills they need to run their business within local, state and federal regulations. Assistance is provided in the areas of marketing, human resources and operations, finance and compliance to businesses in all phases of the business cycle as well as those in distress. Business owners are encouraged to take regular time out to work “on” their business, instead of “in” their business.

In 2017, the Small Business Development Conference places this focus on the organisations and individuals who work with small business clients: urging delegates to work “on” their own professional development, instead of working “in” the business of providing professional development to others. The key areas of focus will be best practice in working with entrepreneurs and innovation within our organisations and our small business clients.

The theme for SBDC 2017 is

Growing ENTRENEURSHIP through INNOVATIVE PRACTICE

Overall the conference intends to achieve the following:

- Examine the needs of the small business entrepreneur
- Investigate how we as professional advisers to the entrepreneur can support innovation in small business.
- Build collaborative practices between business facilitators, administrators and managements by sharing examples of best-practice
- Consider improvements to programs and training, especially accredited training and assessment, that can be made within the area of small business
- Advise changes to governance and compliance requirements for directors, administrators and accredited trainers
- Enhance understanding of business incubation and improvements that can be made
- Share best practice in support of the entrepreneur, and
- Network with colleagues from around Australia



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Sponsorship and Exhibition Opportunities

The conference organising committee invites Government Agencies, Industry Associations and the Corporate Sector to participate in this event. Each year the conference has received outstanding support from a range of sponsors and exhibitors.

Whilst there are many differing benefits associated with the different levels of sponsorship available the overall benefits are identified below:

- Provide the sponsor or exhibitor with an opportunity to promote to a valuable target audience of business development industry practitioners, professional organisations and government agencies before, during and after the conference. **Members of our hosting bodies work with more than 20,000 start-up, micro and small business each year.**
- Showcase the organizations products, services and programs relevant to the business development industry throughout the conference program.
- Allow staff to participate in conference activities and networking opportunities.
- Enhance public relations through networking activities and conference exposure.
- Ensure that involvement, commitment and support will be openly demonstrated and widely acknowledged.
- Access to up to 120 delegates
- Provide exposure to a national audience through association members and invited guests.
- Provide exposure to the latest thinking and practice in small business development and training and support services.
- Be seen as a non-intrusive, generous and supportive gesture whilst having excellent exposure and business opportunities.

Sponsorship Packages

A range of sponsorship packages are available and interested organisations should contact Reg Eustace (Mobile: 0412 324 831, Email: reust@optusnet.com.au) to discuss how best you may ensure your presence at the 2017 Small Business Development Conference.

Platinum Sponsorship



The National Australia Bank has taken up Platinum Sponsorship in 2017

Silver Sponsorship

\$8,800 (including GST)

- Company logo on conference materials, conference program and conference website with a link to your website
- Acknowledgement as a Silver Sponsor daily and at the conference opening and closing addresses
- Acknowledgement of Silver sponsorship in all media releases
- One full-page advertisement in the conference program (full material to be provided)
- Brochure, product and/or promotional item insert into the conference satchel (material provided by your company)
- Complimentary booth space for the duration of the conference
- Signage displayed for the duration of the conference
- Two full registrations to the conference
- Additional registrations to the conference at Member registration rate
- Copy of the delegate list (subject to delegate authorisation)

Conference dinners and lunches

Gala Dinner Sponsorship

\$6,600 (including GST)

- Acknowledgements as the Gala Dinner sponsor at the event opening address and Gala Dinner
- Opportunity for short address during the event
- Brochure or catalogue insert into the conference satchel (material provided by your company)
- Signage displayed for the duration of the evening
- Acknowledgement in the conference program
- Four complimentary guests at the Gala Dinner.

Delegates Lunch

Price dependant on option chosen

Conference delegates will enjoy lunch on both days of the conference and sponsors can chose between;

- a table service dinner at which the opportunity will be available to make a presentation, or
- a buffet lunch with food stations set in the trade exhibition area.

This package will also include;

- Company logo on the main screen during lunch
- MC to acknowledge before start of lunch break
- Signage
- Acknowledgement in conference program
- Brochure or catalogue insert into the conference satchel (material provided by your company)



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Exhibitor Package

\$2,500 (including GST)

The conference organising committee provides the opportunity for organisations with the capacity to value-add to the services provided through our members to exhibit at our conference.

To encourage the maximum number of delegates into the exhibition area, arrival coffee, morning tea, lunch and afternoon tea will be served on all days of the conference with the exhibitors.

This package includes;

- A 3.5m x 2m fully installed Octanorm exhibition booth
- Signage, lighting and power as per Stand Specifications attached
- Table and 2 chairs
- Onsite costs such as cleaning, electricity, construction and dismantling
- On-call management assistance before and during the conference
- Promotion on the SBDC website
- Promotion in the conference program
- Brochure or catalogue insert in the conference satchel (material provided by your company)

Other opportunities are available including;

- **Conference satchel**
- **Satchel inserts**
- **Other social events to be confirmed**

Prices and options available on request.

For further information regarding sponsorship opportunities at the 2017 Small Business Development Conference contact;

Reg Eustace

2017 Conference Organiser

RegE Consulting

Mobil: 0412 324 831 **Email:** reust@optusnet.com.au



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Terms and Conditions

Sponsors & Exhibitors

Payment of sponsorship agreements within 14 days of signing agreement

Artwork

Within 14 days of signing the agreement you will provide

- Your logo in EPS and jpeg format
- An 80 word company description

All deadlines for logos, artwork and signage must be met. The conference management company cannot guarantee the accuracy or delivery of materials delivered outside the agreed deadlines.

Proofing and Sign-Off

All proofs must be returned within five working days of receipt of artwork.

Safety

Exhibitors must agree to comply with the venue's safety requirements.

Bump in and bump out is at the times specified by the conference organiser and venue management.

Furniture hire

All furniture and exhibits within the exhibition space is to be provided by the exhibitor. The official stand provider for the exhibition can assist with furniture hire and customised fit out.

Insurance

All exhibitors are responsible for public and products liability insurance. In addition they must also effect workers compensation insurance to insure their servants, agents, contractors and subcontractors against any damage, loss or injury sustained while in conference venue during the event.

Stand specifications

Stand Size	3.5m x 2m (external)
Walls	White melamine board in an anodised aluminium frame. 2.5 high
Fascia	White melamine board 200mm deep.
Signage	Company names will be installed over each open aisle fascia. Lettering will be computer cut black vinyl on a white backing board. Each sign will be a maximum of 30 characters including spaces.
Lighting	2 x LED Arm light
Power	1 x 4amp power point per stand regardless of size
Flooring	The existing venue flooring will constitute the flooring of your stand.
Items which can be used on walls	When attaching anything to walls, exhibitors are asked to use Velcro, staples, pins or order wall-mounted shelving.
Items not to be used on walls	Screws, nails, bolts, glue, paint and doubled-sided adhesive tape will permanently damage the panels and exhibitors are requested not to use them. Charges will apply for <u>ALL</u> damaged panels.