

# INVITATION to SPONSOR & EXHIBIT



## IQEC/CLEO Pacific Rim 2011

International Quantum Electronics Conference (IQEC) and  
Conference on Lasers and Electro-Optics (CLEO) Pacific Rim

Incorporating the Australasian Conference on Optics, Lasers and  
Spectroscopy and the Australian Conference on Optical Fibre Technology



**Sunday 28 August –  
Thursday 1 September 2011**

**SYDNEY CONVENTION  
AND EXHIBITION CENTRE  
AUSTRALIA**

[www.iqec-cleopr2011.com](http://www.iqec-cleopr2011.com)

Hosts



AUSTRALIAN INSTITUTE OF PHYSICS



ENGINEERS  
AUSTRALIA

# INVITATION

The 2011 IQEC / CLEO Pacific Rim Conference will be the largest meeting on lasers and their applications ever held in the Southern Hemisphere, with up to 1000 leaders in the field gathering for one week in Sydney, potentially including a Nobel Prize winner.

The work presented will cover a range of activities from fundamental science to industrial applications, and the exhibition associated with the Conference will showcase the world's latest laser technology.

This presents an enormous opportunity for potential sponsors and exhibitors both from Australia and overseas to highlight their activities to this world-wide audience. In particular it will allow Australian-based organizations a rare opportunity to achieve an international profile in this field.

I therefore encourage you to explore the sponsorship and exhibition possibilities presented here to enable your organisation to take advantage of this unique chance to have a presence at this international laser Conference.

## PROFESSOR KEN BALDWIN

General Chair, IQEC/CLEO Pacific Rim 2011

# ABOUT THE HOST BODIES



The Australian Optical Society (AOS) was formed in 1983 and is a non-profit organisation for the advancement of optics in Australia. The Society is not a professional body and includes any one contributing to or interested in optics in the widest sense.

The AOS was established:

- To provide a forum for persons in or in any way interested in optics
- To strengthen the teaching of optics in Australia
- To promote research in and other activities in optics in all its diversity
- To foster closer collaborations in optics both nationally and internationally

For more information visit:

<http://aos.physics.mq.edu.au>



AUSTRALIAN INSTITUTE OF PHYSICS

Formed in 1963, the Australian Institute of Physics (AIP) has many members and branches throughout Australia. The AIP is the largest physics organisation in this country incorporating AIP groups and cognate societies.

The role of the AIP is to promote and further the development of physics and its applications, facilitate the exchange of information and ideas amongst members and with industry and disseminate knowledge relating to physics and its applications to the broader community.

The AIP provides individuals with recognition and organisations access to a talent pool of critical importance to Australia's cultural and economic development.

For more information visit:

[www.aip.org.au](http://www.aip.org.au)



ENGINEERS  
AUSTRALIA

Engineers Australia is the national forum for the advancement of engineering and the professional development of their members.

With more than 85000 members embracing all disciplines of the engineering team, Engineers Australia is the largest and most diverse professional body for engineers in Australia. Their chartered engineers are regarded as trusted professionals not only in Australia but worldwide.

Engineers Australia seek to:

- Advance the science and practice of engineering
- Cultivate lifelong learning by our members
- Promote the contribution of the profession as widely as possible
- Champion professional and ethical conduct
- Celebrate excellence in engineering outcomes
- Sustain the integrity of the profession

For more information visit:

[www.engineersaustralia.org.au](http://www.engineersaustralia.org.au)

# ABOUT THE CONFERENCE

**DATE** Sunday 28 August – Thursday 1 September 2011

**VENUE** Sydney Convention and Exhibition Centre, Australia

## ATTENDANCE

Up to 1000 delegates are expected to attend, with a broad range of expertise from the following sectors:

- Higher education and research institutions
- Government research agencies
- Industry – manufacturing, telecommunications, biomedicine, defence, transport and electronics

The Conference combines four major national and international meetings in the field of lasers and their scientific and technological applications, including optics:

- The International Quantum Electronics Conference (IQEC)
- The Conference on Lasers and Electro-Optics (CLEO) Pacific Rim
- The Australasian Conference on Optics, Lasers and Spectroscopy (ACOLS)
- The Australian Conference on Optical Fibre Technology (ACOFT)

The event will bring together international research leaders who span the spectrum of laser development, optical devices, and photonics, with applications to such fields as optical communications, laser spectroscopy, ultrafast optics, nonlinear optics, high field physics and quantum/atom optics. A full list of the Conference topics is located on the Conference website:

[www.iqec-cleopacific2011.com](http://www.iqec-cleopacific2011.com)

IQEC rotates between Europe, North America and the Pacific Rim every two years, while CLEO Pacific Rim is held on a similar frequency within the Asia-Pacific Region. The conjunction of these two major international Conferences in Sydney in 2011, together with the two major local Conferences in this field, will make this the most significant meeting in lasers and their applications ever to have been held in Australia.

## General Chair

Professor Ken Baldwin  
(*Australian National University*)

## IQEC Program Co-Chairs

Professor John Harvey  
(*University of Auckland*)

Professor Prem Kumar  
(*Northwestern University*)

Professor Gerd Leuchs  
(*Max Planck Institute for the Science of Light, Erlangen*)

Professor Halina Rubinsztein-Dunlop  
(*University of Queensland*)

## CLEO Pacific Rim Program Co-Chairs

Professor Ben Eggleton  
(*University of Sydney*)

Professor Byoung-ho Lee  
(*Seoul National University*)

Professor Martijn de Sterke  
(*University of Sydney*)

Professor Alex Wai  
(*Hong Kong Polytechnic University*)

## Organising Committee

**Treasurer:** Professor Simon Fleming  
(*University of Sydney*)

**Exhibition Chair:** Dr Chris Vale  
(*Swinburne University of Technology*)

**Publicity Chair:** Dr Matt Davis  
(*University of Queensland*)

## International Advisory Board

Professor Bob Boyd (*Canada*)

Professor John Dudley (*France*)

Dr Wilhelm Kaenders (*Germany*)

Professor Satoshi Kawata (*Japan*)

Professor Sir Peter Knight (*UK*)

Professor Cheng-Chung Lee (*Taiwan*)

Professor Paul Lett

(*USA – IQEC 2009*)

Professor Chang Hee Nam (*Korea*)

Professor Rong Hui Qu

(*China – CPR 2009*)

Professor Mike Raymer

(*USA – IQEC 2009*)

Professor Ken-ichi Ueda

(*Japan – ICQE Chair*)

Professor Alan Willner (*USA*)

## In co-operation with:

- The Optical Society (OSA)
- Electronics Society of the Institute of Electronics, Information and Communication Engineers
- Communications Society of the Institute of Electronics, Information and Communication Engineers
- Japan Society of Applied Physics
- Optical Society of Korea
- Photonics Society of the Institute of Electrical and Electronics Engineers

# WHY SPONSOR OR EXHIBIT?

IQEC / CLEO Pacific Rim provides a unique environment dedicated to bringing together international and national experts to address a variety of topics of significant interest in laser development, optical devices, and photonics, which have applications to such fields as optical communications, laser spectroscopy, ultrafast optics, nonlinear optics, high field physics and quantum/atom optics.

Sponsorship provides an excellent opportunity to promote your organisation, support your brand(s) and to maintain a high profile within the field before, during and after the event.

- We will have many of the world's leading scientists at the event. These are key buyers and users often with high profile and large scale research and development programs that could benefit from incorporating your products. Researchers who need commercial partners to transform their discoveries into real world devices.
- We will have many of Australia's and the world's best students and postgraduate researchers at the event, who will be the future users and developers of laser related technologies.
- We will have representation from major international universities, research centers and industry.
- Your organisation will be openly and prominently demonstrating its commitment to and active support for laser development and applications in Australasia and further afield.
- Your representatives can network with delegates to update their knowledge and understanding of your products and services in an environment where they are open to listening and learning.
- Sponsorship is the most cost effective way to reach this group who will be targeted via a comprehensive promotional campaign.
- This Conference will be an excellent forum for launching a new product or service.

Early confirmation of your sponsorship will ensure the highest level of exposure. An extensive promotional campaign including advertisements, direct mail campaigns, email broadcasts and web exposure will be implemented in the lead up to the Conference and the opportunity exists for your company to be represented as a key supporter.

We will work with all sponsors to maximise the return on your investment. The packages mentioned in this document are proposals that we are happy to tailor to your specific requirements.

# PROGRAM OVERVIEW

The program has been structured as follows:

## Sunday 28 August

Workshops, Welcome Reception

## Monday 29 August

Opening, plenary and concurrent sessions, exhibition, evening poster session

## Tuesday 30 August

Plenary and concurrent sessions, exhibition, evening poster session

## Wednesday 31 August

Plenary and concurrent sessions, exhibition, evening poster session, Conference Dinner

## Thursday 1 September

Plenary and concurrent sessions, closing ceremony

Please refer to the conference website for updated program information, [www.iqec-cleopr2011.com](http://www.iqec-cleopr2011.com)

There will be seven internationally renowned plenary speakers complemented by oral presentations over seven concurrent sessions and poster presentations.

The confirmed **plenary speakers** include:

**Professor Joss Bland-Hawthorn** – *University of Sydney, Australia*

**Professor Ken-ichi Kitayama** – *Osaka University, Japan*

**Professor Ferenc Krausz** – *Max-Planck-Institut für Quantenoptik, Germany*

**Dr Ed Moses** – *National Ignition Facility, Lawrence Livermore National Laboratory, USA*

**Associate Professor Oskar Painter** – *California Institute of Technology, USA*

**Professor Jun Ye** – *University of Colorado, USA*

The **topics** covered in the program include:

### CLEO Pacific Rim topics

Applied nonlinear optics  
Fiber amplifiers, lasers, sensors and devices  
High power laser technology and high energy density physics  
Information optics, optical storage and displays  
Infrared and THz technology and astrophotonics  
Integrated and guided-wave optics and thin film optics  
Laser chemistry, biophotonics and applications  
Laser metrology and remote sensing  
Laser processing, laser microfabrication and industrial applications  
Optical communications and networking  
Semiconductor and electro-optics devices  
Solid-state laser and other lasers, and laser materials

### Joint CLEO Pacific Rim / IQEC topics

Nanophotonics  
Ultrafast laser science  
Ultrafast optics and photonics

### IQEC topics

Cold atoms and molecules  
Fundamentals of nonlinear optics  
Precision measurements and fundamental tests  
Quantum information and cryptography  
Quantum optics  
Quantum science in atoms, molecules and solids

The **symposia** include:

Green photonics  
Super resolution

The half day **workshops** are:

### Sunday 28 August morning

Modulation format to approach the Shannon limit  
Metamaterials for cloaking: fundamental curiosity or breakthrough technology?

### Sunday 28 August afternoon

Quantum computing: photons, ions or solid state?  
What is the best nonlinear material for photonics?

# SPONSORSHIP PACKAGES

Please review the packages and choose one that suits your budget and marketing strategy. Most importantly, please note that all packages are flexible – we are happy to discuss with your organisation how best we can tailor our packages to suit your marketing requirements and budget.

CATEGORIES	PRINCIPAL SPONSOR AUD \$25,000	ELITE SPONSOR AUD \$15,000	MAJOR SPONSOR AUD \$10,000	SUPPORTING SPONSOR AUD \$5,000
NUMBER AVAILABLE	2	2	3	7
<b>REGISTRATIONS</b>				
Conference Registrations (including the Welcome Reception, Refreshments, Poster Sessions and Session Attendance)				
Full Conference Registrations included	5	3	2	1
<b>EXHIBITION</b>				
	3m x 2m booth	3m x 2m booth	1 tabletop display	
<b>PRINT AND PROMOTIONAL MATERIAL</b>				
Web site	<ul style="list-style-type: none"> <li>• 300 words</li> <li>• Logo on the home page with hyperlink to your company website</li> </ul>	<ul style="list-style-type: none"> <li>• 200 words</li> <li>• Logo on the home page with hyperlink to your company website</li> </ul>	<ul style="list-style-type: none"> <li>• 100 words</li> <li>• Logo on the home page with hyperlink to your company website</li> </ul>	<ul style="list-style-type: none"> <li>• 50 words</li> <li>• Logo on the home page with hyperlink to your company website</li> </ul>
Promotional email alerts	Logo acknowledgement as a Principal sponsor	Logo acknowledgement as an Elite sponsor	Logo acknowledgement as a Major sponsor	Logo acknowledgement as a Supporting Sponsor
Delegate list (list contains delegate name, position, organisation, state/country – subject to Privacy legislation)	<ul style="list-style-type: none"> <li>• Electronic list (including e-mail address) 28 &amp; 14 days prior to the event</li> <li>• Hard copy list on-site</li> <li>• Electronic list (including e-mail address) after the event</li> </ul>	<ul style="list-style-type: none"> <li>• Pdf copy electronic list 14 days prior to the event</li> <li>• Hard copy list on-site</li> <li>• Pdf electronic list after the event</li> </ul>	<ul style="list-style-type: none"> <li>• Hard copy list on-site</li> <li>• Pdf electronic list after the event</li> </ul>	<ul style="list-style-type: none"> <li>• Hard copy list on-site</li> <li>• Pdf electronic list after the event</li> </ul>
Registration brochure* (subject to print deadlines)	<ul style="list-style-type: none"> <li>• Logo on the front cover</li> <li>• 300 word promotional paragraph (repeat of website material)</li> </ul>	<ul style="list-style-type: none"> <li>• Logo inside</li> <li>• 200 word promotional paragraph (repeat of website material)</li> </ul>	<ul style="list-style-type: none"> <li>• Logo inside</li> <li>• 100 word promotional paragraph (repeat of website material)</li> </ul>	<ul style="list-style-type: none"> <li>• Logo inside</li> <li>• 50 word promotional paragraph (repeat of website material)</li> </ul>
Handbook* (subject to print deadlines)	<ul style="list-style-type: none"> <li>• Logo on front cover</li> <li>• Logo inside with a 300 word promotional paragraph including contact details</li> <li>• Full colour A4 advertisement (inside front or back cover)</li> </ul>	<ul style="list-style-type: none"> <li>• Logo inside with a 200 word promotional paragraph including contact details</li> <li>• Full colour A5 advertisement</li> </ul>	<ul style="list-style-type: none"> <li>• Logo inside with a 100 word promotional paragraph including contact details</li> <li>• Full colour A5 advertisement</li> </ul>	<ul style="list-style-type: none"> <li>• Logo inside with a 50 word promotional paragraph including contact details</li> <li>• Full colour A5 advertisement</li> </ul>
Post Conference Proceedings (CD or USB)	<ul style="list-style-type: none"> <li>• Repeat of web site material</li> <li>• Pdf copy of up to 4 page brochure</li> </ul>	<ul style="list-style-type: none"> <li>• Repeat of web site material</li> </ul>	<ul style="list-style-type: none"> <li>• Repeat of web site material</li> </ul>	<ul style="list-style-type: none"> <li>• Repeat of web site material</li> </ul>
Satchel	Logo on satchel			

# SPONSORSHIP PACKAGES

CONTINUED

CATEGORIES	PRINCIPAL SPONSOR AUD \$25,000	ELITE SPONSOR AUD \$15,000	MAJOR SPONSOR AUD \$10,000	SUPPORTING SPONSOR AUD \$5,000
Endorsement	Principal Sponsor: IQEC / CLEO Pacific Rim	Elite Sponsor: IQEC / CLEO Pacific Rim	Major Sponsor: IQEC / CLEO Pacific Rim	Supporting Sponsor: IQEC / CLEO Pacific Rim

- Specific to your category, the sponsor may use the above wording in your corporate media releases, stationery etc. until 31 December 2011
- Sponsor may use IQEC / CLEO Pacific Rim 2011 logo for promotional purposes until 31 December 2011
- This entitlement is subject to approval by Conference organisers.
- Each time the logo is used, approval must be granted by the organisers before it can be published.

## NETWORKING OPPORTUNITIES

Poster Session (choose between either Monday, Tuesday OR Wednesday)	<ul style="list-style-type: none"> <li>• Logo on Conference signage</li> <li>• Acknowledgement in program</li> </ul>			
Refreshment break (choose 1 day: Monday - Thursday)	<ul style="list-style-type: none"> <li>• Logo on Conference signage</li> <li>• Acknowledgement in program</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on Conference Signage</li> <li>• Acknowledgement in program</li> </ul>		

## SCIENTIFIC/BUSINESS SESSIONS

Concurrent Sessions	<ul style="list-style-type: none"> <li>• Verbal recognition in opening session</li> <li>• One pull up banner on stage during opening</li> <li>• Logo on a "thank you sponsors slide" in all session rooms</li> </ul>	<ul style="list-style-type: none"> <li>• Verbal recognition in opening session</li> <li>• Logo on a "thank you sponsors slide" in all session rooms</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on a "thank you sponsors slide" in all session rooms</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on a "thank you sponsors slide" in all session rooms</li> </ul>
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## SIGNAGE

	Opportunity to display two freestanding banners at Conference (registration desk or entrance to exhibition)	Opportunity to display one freestanding banner at entrance to exhibition		
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\* All logos will be reproduced in the Conference colour **OR** black depending on method of print production. Print specifications and dimensions to be advised upon confirmation. The sponsor is responsible for supplying artwork for printed materials.

# ADDITIONAL OPPORTUNITIES

## Conference Dinner AUD \$10,000

### (1 opportunity)

Entitlements include:

- Acknowledgment (100 word promotional paragraph) and company logo on Conference website with hyperlink to your company website
- Acknowledgment and company logo in the registration brochure and Conference handbook (subject to printing deadlines)
- Acknowledgment on 'sponsor thank you slides' in all plenary sessions
- Your logo printed on all dinner tickets and table menus (black and white logo print only)
- Opportunity to display 2 x pull up banners during pre-dinner drinks and Conference dinner (dinner venue entrance, speaker stage)
- Opportunity to place a gift/show bag or branded chocolate for each delegate on dinner tables (to be provided by sponsor)
- Opportunity to provide a 3 minute address to the delegates at the commencement of the evening
- 10 x tickets for company personnel and/or guests to attend the Conference Dinner
- Reserved table (table of 10) in premium position
- 2 x full Conference registrations (including the Welcome Reception, Refreshments, Poster Sessions and Session Attendance)

## Espresso Coffee Cart AUD \$9,000

### (1 opportunity available)

Entitlements include:

- Coffee cart placed in a prominent location (Monday – Thursday between 8.00am – 4.00pm)
- Exposure to all registered delegates attending the Conference
- Opportunity to place pull up banner x 1 next to coffee cart
- Opportunity to provide fixed signage for coffee cart frontage (signage at sponsors expense)
- Opportunity to provide own branded take away cups
- Acknowledgment and company logo on Conference website with hyperlink to your company website
- Acknowledgment and company logo in the registration brochure and Conference handbook (subject to printing deadlines)
- Acknowledgment on 'sponsor thank you slides' in all plenary sessions
- 2 x full conference registrations (including Welcome Reception, Refreshments, Poster Sessions and Session Attendance)

Note: Conference will supply coffee cart including 2 baristas including 500 cups of coffee per day. Additional coffee is charged on consumption and at sponsor's expense.

## Symposia Sponsor AUD \$5,000

### (2 opportunities available)

Each symposium will be held one afternoon as one of the concurrent sessions, consisting of invited talks and oral presentations. For a list of Conference symposia – please visit the Conference website.

Entitlements include:

- Acknowledgment and company logo on Conference website with hyperlink to your company website
- Acknowledgment and company logo in the registration brochure and Conference handbook (subject to printing deadlines)
- Acknowledgment on 'sponsor thank you slides' in all plenary sessions
- Your logo on all session title slides during your symposium presentations
- Opportunity to provide one pull-up banner for the symposium session room
- Verbal acknowledgment of your sponsorship by the session chair during the sponsored session
- One half-page advertisement in the Conference handbook (subject to printing deadlines)
- 1 x full conference registrations (including Welcome Reception, Refreshments, Poster Sessions and Session Attendance)

## Welcome Reception AUD \$5,000

### (1 opportunity)

Entitlements include:

- Company logo on Conference website with hyperlink to your company website
- Acknowledgment and company logo in the registration brochure and Conference handbook (subject to printing deadlines)
- Acknowledgment on 'sponsor thank you slides' in all plenary sessions
- Opportunity to display 2 x pull up banners during the Reception
- Opportunity to provide a gift/show bag for each delegate (to be provided by sponsor)
- Opportunity to provide a 3 minute address to the delegates at the commencement of the evening
- 1 x full conference registration (including the Welcome Reception, Refreshments, Poster Sessions and Session Attendance)
- 5 x tickets for company personnel and/or guests to attend the Welcome Reception

## USB Stick or CD AUD \$10,000

### – Conference Proceedings

### (1 opportunity available)

Have your company name or logo on the major reference resource of IQEC / CLEO Pacific Rim which will be given to each delegate on arrival at the Conference.

Entitlements include:

- Company logo will be printed on the exterior of the stick
- Optional inclusion of one piece of white paper / advert per stick
- Exposure to all registered delegates attending the Conference
- Acknowledgment and company logo on Conference website with hyperlink to your website
- Acknowledgment and company logo in the registration brochure and Conference handbook (subject to printing deadlines)
- Acknowledgment on 'sponsor thank you slides' in all plenary sessions
- 2 x full conference registrations (including Welcome Reception, Refreshments, Poster Sessions and Session Attendance)

## Nobel Prize AUD \$15,000

### Plenary Speaker

### (1 opportunity available)

The Nobel Prize Winner Plenary Session will be a valuable contribution to the program. Please see the Conference website for information. The Conference will provide travel and accommodation assistance and full Conference registration for the plenary speaker.

Entitlements include:

- Acknowledgment and company logo on Conference website with hyperlink to your company website
- Acknowledgment and company logo in the registration brochure and Conference handbook (subject to printing deadlines)
- Acknowledgment on 'sponsor thank you slides' in all plenary sessions
- Opportunity to provide a pull-up banner for the session room
- Verbal acknowledgment of your sponsorship by the session chair during the sponsored session
- One half-page advertisement in the Conference handbook (subject to printing deadlines)
- 3 x full conference registrations (including Welcome Reception, Refreshments, Poster Sessions and Session Attendance)

# ADDITIONAL OPPORTUNITIES

## Plenary Speaker **AUD \$5,000** (5 opportunities available)

Plenary sessions will be held Monday – Thursday with two international renowned speakers per session. Please see the Conference website for information on plenary session speakers. The Conference will provide travel and accommodation assistance and full Conference registration for the plenary speakers.

Entitlements include:

- Acknowledgment and company logo on Conference website with hyperlink to your company website
- Acknowledgment and company logo in the registration brochure and Conference handbook (subject to printing deadlines)
- Acknowledgment on 'sponsor thank you slides' in all plenary sessions
- Opportunity to provide a pull-up banner for the session room
- Verbal acknowledgment of your sponsorship by the session chair during the sponsored session
- One half-page advertisement in the Conference handbook (subject to printing deadlines)
- 1 x full conference registration (including the Welcome Reception, Refreshments, Poster Sessions and Session Attendance)

## Sunday Workshops **AUD \$5,000** (4 opportunities available)

Workshops will be held on Sunday and they will be included in all full registrations.

Entitlements include:

- Exclusive branding rights to the workshop
- Exposure to all registered delegates attending the respective workshop
- Delegate listing of your workshop delegates attending two weeks prior to the session and again on site in pdf format (list includes name, position, organisation, state/country – subject to Privacy Law provisions)
- One half-page advertisement in the Conference handbook (subject to printing deadlines)
- Acknowledgment and company logo on Conference website with hyperlink to your company website
- Acknowledgment and company logo in the registration brochure and Conference handbook (subject to printing deadlines)
- Acknowledgment on 'sponsor thank you slides' in all plenary sessions
- 1 x full conference registration (including the Welcome Reception, Refreshments, Poster Sessions and Session Attendance)

## IQEC / CLEO Pacific Rim **AUD \$2,000** Concurrent Session Invited Speakers

Seven concurrent sessions will be held on Monday – Thursday and invited speakers will present in these sessions each day. Please refer to the Conference website for information on invited speakers.

Entitlements include:

- Verbal acknowledgement of your sponsorship by the session chair during the sponsored session
- Opportunity to provide a pull-up banner for the session room
- Acknowledgment and company logo in the Conference handbook
- Acknowledgment and company logo on Conference website with hyperlink to your company website

## SPECIAL OFFER

Purchase the Delegate Name Badges & Lanyards together with the Pocket Program at a total cost of AUD \$8,000

## Delegate Name Badges & Lanyards **AUD \$5,000** (1 opportunity available)

All delegates receive a name badge to be worn for the duration of the Conference. Have your branding on each name badge and lanyard – and after the Conference take away recycled lanyards for future use.

Entitlements include:

- Acknowledgment and company logo on Conference website with hyperlink to your company website
- Acknowledgment and company logo in the registration brochure and Conference handbook (subject to printing deadlines)
- Acknowledgment on 'sponsor thank you slides' in all plenary sessions
- Your company logo along with the Conference branding on all delegate name badges and lanyards
- Delegates will be asked to recycle all lanyards at the conclusion of the Conference for your re-use

## Pocket Program **AUD \$5,000** (1 opportunity available)

Entitlements include:

- Exposure to all registered delegates attending the Conference
- Sponsors company logo on front page of pocket program
- One half-page advertisement in the Conference handbook (subject to printing deadlines)
- Acknowledgment and company logo on Conference website with hyperlink to your company website
- Acknowledgment and company logo in the registration brochure and Conference handbook (subject to printing deadlines)
- Acknowledgment on 'sponsor thank you slides' in all plenary sessions

## Bottled Water **AUD \$6,000** (1 opportunity available)

Ensure your delegates stay hydrated and alert throughout the Conference by supplying them with fresh water.

Sponsor to provide 2,500 x 600ml branded bottles of pure drinking water.

Entitlements include:

- Exposure to all registered delegates attending the Conference
- Option to have bottle labeling customized with your logo (at sponsors cost)
- Acknowledgment and company logo on Conference website with hyperlink to your website
- Acknowledgment and company logo in the registration brochure and Conference handbook (subject to printing deadlines)
- Acknowledgment on 'sponsor thank you slides' in all plenary sessions

## Satchel Insert **AUD \$1,000**

Provision of a lightweight (up to 4 pages; A4) brochure or corporate gift (subject to prior approval by organising committee) in delegate satchels.

## Notepads and/or Pens **AUD \$1,000 each** (1 opportunity available per item)

Have your branded stationary available for delegates use during the Conference – your pads and pens will be inserted into all delegate satchels and also be available for delegate use at the registration desk (subject to prior approval by organizing committee). Stock supplied by sponsor.

## Advertising – Conference Handbook

Full page (A4 portrait) colour	<b>AUD \$2,750</b>
Half page (A5 landscape) colour	<b>AUD \$1,750</b>
Full page (A4 portrait) mono	<b>AUD \$2,200</b>
Half page (A5 landscape) mono	<b>AUD \$1,100</b>

Advertiser to provide finished artwork in correct format by 30 June 2011.

# EXHIBITION

The venue for the Conference and Exhibition is the Sydney Convention and Exhibition Centre situated along the picturesque Darling Harbour.

Sessions will be held in the Bayside rooms on level 1, with the exhibition in the Bayside Gallery on level 1. The poster display will be located in the Bayside Terrace on level 2.

The exhibition will be the venue for morning tea and afternoon tea each day. Exhibitors will receive maximum exposure and extensive opportunities for networking with delegates.

## EXHIBITION HOURS

Please note that these opening times are tentative and are designed to act as a guide only. Delegates will be viewing the exhibition during morning and afternoon tea. Between these times most delegates will be in Conference sessions or at lunch.

Monday 29 August 2011 1000–1700 hours\*

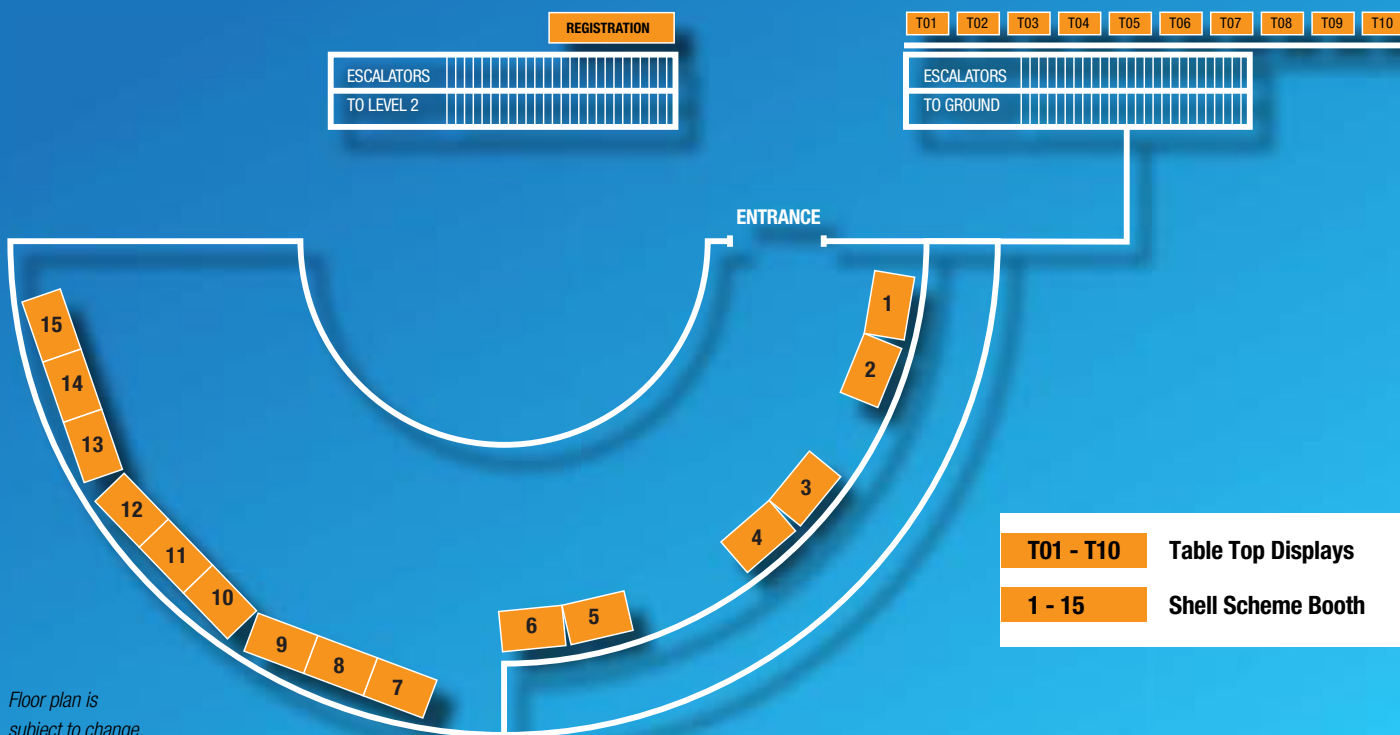
Tuesday 30 August 2011 0830–1700 hours\*

Wednesday 31 August 2011 0830–1700 hours\*

Thursday 1 September 2011 0830–1600 hours

\* You will be advised in advance if poster presentations will be allocated in the exhibition space. If this is the case, Poster Sessions will continue in this area until 1930hrs on Monday – Wednesday.

## FLOOR PLAN



Floor plan is subject to change.

## Shell Scheme Exhibition Booths

AUD \$4,000

Package includes:

- Carpeted floor space
- Back & side Velcro compatible walls – 3m (W) x 2m (L) x 2.4m (H)
- Exhibitor name on fascia panel
- Two 150w spotlights
- One 4amp power point
- One full Conference registration: (including Welcome Reception, Refreshments, Poster Sessions and Session Attendance)
- Company name, display location, website address listed in Conference handbook
- Company name, display location, website address listed on Conference website
- A delegate list will be provided at the Conference (delegates' name, position, organisation and state/country –subject to Privacy Law provisions)

## Table Top Displays

AUD \$2,500

Package includes:

- Rear Velcro compatible "Poster board" style wall – approximate size 1.8m (w) x 1.2 (h)
- Standard sign at the top of the board
- One standard, clothed trestle table
- 2 chairs
- 1 x power outlet
- One full Conference registration: (including Welcome Reception, Refreshments, Poster Sessions and Session Attendance)
- Company name, display location, website address listed in Conference handbook
- Company name, display location, website address listed on Conference website
- A delegate list will be provided at the Conference (delegates' name, position, organisation and state/country –subject to Privacy Law provisions)

Additional furniture or displays (except one pull up banner) will not be allowed as part of a table top display.

## Extra Exhibitor Staff Registrations

- Your booth / display price includes one full Conference registration
- For security purposes ALL exhibitor staff manning booths must be registered and wear an exhibitor badge at all times whilst at the Conference
- Extra staff on the exhibition booth will have access to a reduced exhibitor registration fee of AUD \$500 per person.

Price of \$500 includes:

- Name badge
- Morning/afternoon teas
- Welcome reception ticket – Sunday
- Poster Sessions Monday – Wednesday
- DOES NOT INCLUDE: Session Attendance, Conference Proceedings, Conference Satchel and Satchel contents

## Payment Policy

All prices include Australian Goods and Services Tax (GST) of 10%.

Method of payment:

1. Direct bank transfer (Electronic Funds Transfer) – see the application form for bank account details

2. Cheque – cheques not made out as requested may be returned (International organisations not paying by Electronic Funds Transfer (EFT) are required to pay by international bank cheque in Australian dollars only, which must be drawn on any major Australian bank)

A 50% deposit payment is required on receipt of the application (a tax invoice can be issued to facilitate payment). Balance payments due by 31 March 2011. If full payment is not received by this date the Conference has the option to consider this sponsorship or exhibition forfeited.

### CANCELLATION POLICY

All cancellations must be received in writing to the Conference Office. Cancellations will not be refunded unless the Conference can resell the space or sponsorship item – less a 20% handling fee. Any refunds will be made after the Conference. No refunds will be made at all after 31 March 2011. The organisation will not be entitled to any interest that the organiser may have derived from deposits paid. All bank charges, including senders and receiver's charges, resulting from a refund related to cancellation of a sponsorship/exhibition items will be passed on to the sponsor/exhibitor.

### Conditions of Sponsoring & Exhibiting

- Please note that the details in this prospectus are correct at the time of printing and may be changed without notice
- The IQEC / CLEO Pacific Rim 2011 organising committee, the host bodies and WALDRONSMITH Management do not accept responsibility for any errors, omissions or changes that may occur
- Please refer to: [www.iqec-cleopr2011.com](http://www.iqec-cleopr2011.com) for the most current terms and conditions
- 10% GST is included in all sponsorship and exhibition rates and may be claimed as input tax credits by corporate entities registered in Australia
- WALDRONSMITH Management will issue a tax invoice.

### Sponsorship

- No Sponsors' funds are used for the supply of food, beverage or entertainment which may be incidental to the activities of the Conference. On this basis, sponsorship monies should be tax-deductible, but check with your accountant
- Levels of sponsorship and their entitlements will be allocated in order of receipt of the Sponsorship Application form and 50% deposit payment.

### Exhibition

- The organisers will confirm booth allocations on receipt of 50% deposit payment and following allocation of space to sponsors
- The decision of the organisers is final regarding booth allocation
- Please note that changes to the floor plan may occur without notice.

# APPLICATION *to* SPONSOR

Sunday 28 August – Thursday 1 September 2011  
Sydney Convention and Exhibition Centre, Australia

[www.iqec-cleopr2011.com](http://www.iqec-cleopr2011.com)

ABN: 59 115 015 953



## IQEC/CLEO Pacific Rim 2011

**Complete & return this form to:**

**IQEC / CLEO Pacific Rim Conference Office:**

**WALDRONSMITH Management**

Helen McGowan

Sponsorship & Exhibition Manager

61 Danks Street West

Port Melbourne

Victoria 3207

Australia

Tel: +61 (0) 3 9645 6311

Fax: +61 (0) 3 9645 6322

Email: [helen@wsm.com.au](mailto:helen@wsm.com.au)

Onsite contact person

Onsite Mobile

Title (Prof/Dr/Mr/Ms)      Given Name

Family Name

Organisation

Business Type

Position

Address

Suburb/City

State

Country

Postcode

Tel (      )

Fax (      )

Mobile

Email

Website

I/we would like to take up the following Sponsorship package(s):

Principal AUD \$25,000

Elite AUD \$15,000

Major AUD \$10,000

Supporting Sponsor AUD \$5,000

Additional Opportunities:

**Exhibition booth/s:** *(insert the number of booths required)*

**Booth number:**

**Shell Scheme:**

booths @ AUD \$4,000

Total AUD

**Tabletop Display/s**

tabletop display/s @ AUD \$2,500

Total AUD

**Fascia signage to read:**

## Extra Exhibitor Staff Registrations – \$500 per person

To register all extra exhibition staff for IQEC / CLEO Pacific Rim, please refer to the exhibition manual which will be sent out approximately 8 weeks prior to the Conference.

## Cancellations

All cancellations must be received in writing to the Conference Office. Cancellations will not be refunded unless the Conference can resell the space or sponsorship item – less a 20% handling fee. Any refunds will be made after the Conference. No refunds will be made at all after 31 March 2011. The organisation will not be entitled to any interest that the organiser may have derived from deposits paid. All bank charges, including senders and receiver's charges, resulting from a refund related to cancellation of a sponsorship/exhibition items will be passed on to the sponsor/exhibitor.

## Payment method

50% deposit due immediately with balance due by 31 March 2011

Australian Cheque (payable to WALDRONSMITH Management – IQEC/CLEO PR 2011)

Electronic Funds Transfer (EFT) into the following bank account: Transfers must be free of all charges.

This means that the total transfer amount must cover your sponsorship payment as well as any fees charged by your bank.

Bank: Commonwealth Bank of Australia

Account name: WALDRONSMITH Management

– IQEC/CLEO PR 2011

BSB number: 063 587

Account number: 1045 3131

SWIFT number: CTBAAU2S

I have forwarded a remittance advice to [helen@wsm.com.au](mailto:helen@wsm.com.au) or faxed to +61 (0) 3 9645 6322

## Declaration

- I have read the IQEC / CLEO Pacific Rim 2011 Prospectus and agree to all of the terms and conditions outlined in the document and on the conference website.
- I declare that I am authorised to make this commitment on behalf of my organisation.
- I understand the entitlements offered, and agree to be invoiced for the total amount of the items listed above.

**Amount paid TOTAL AUD**

Signature

Position

Date

# Contact Details

## **IQEC / CLEO Pacific Rim Conference Office:**

### **WALDRONSMITH Management**

Helen McGowan  
Sponsorship and Exhibition Manager  
61 Danks Street West  
Port Melbourne  
Victoria 3207  
Australia

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