

KNOWLEDGE MANAGEMENT

Asia Pacific 2012 Congress

24 - 26 July 2012
Crystal Palace Luna Park
Sydney, Australia

Collaboration
Knowledge sharing
Communication
eLearning
Technologies

www.kmaustralia.com

Exhibition and Conference Sponsorship Document

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Ark Group Company Profile

Ark Group is a leading provider of specialist business information. We deliver objective and independent analysis, research and knowledge via a wide range of media channels in order to help our clients make a positive impact on their organisations and markets. We operate across three core divisions within which our events and publications are widely acclaimed.

It is our goal to help professionals and organisations work more intelligently by delivering reliable information and techniques that can be used to benchmark, instigate, develop and improve fundamental business processes and procedures. We believe this constant re-assessment and peer analysis is an essential part of the management process.

Operating in Europe, Asia, USA, the UK and Australia, Ark Group publishes a number of leading edge professional publications focusing on KM, legal, information technology and business management. Publications including 'Managing Partner' and 'ei', plus many other industry focused magazines, are recognised globally by knowledge management and information management specialists. Specific to knowledge management, Inside Knowledge is a magazine produced by KM professionals that is designed as a guide to ensure that KM initiatives are effective. The publication delivers on its promises by ensuring that organisations see a return on KM investments, which is why many of the world's leading organisations use Inside Knowledge magazine as a practical guide to extracting the maximum value from their intellectual assets.

Each Ark Group event is strategically designed to target senior level decision makers and provide sponsors and exhibitors with an exceptional ROI via a range of options that cover all aspects of the KM, CM and Collaboration related business space.

Ark Group Contact Details

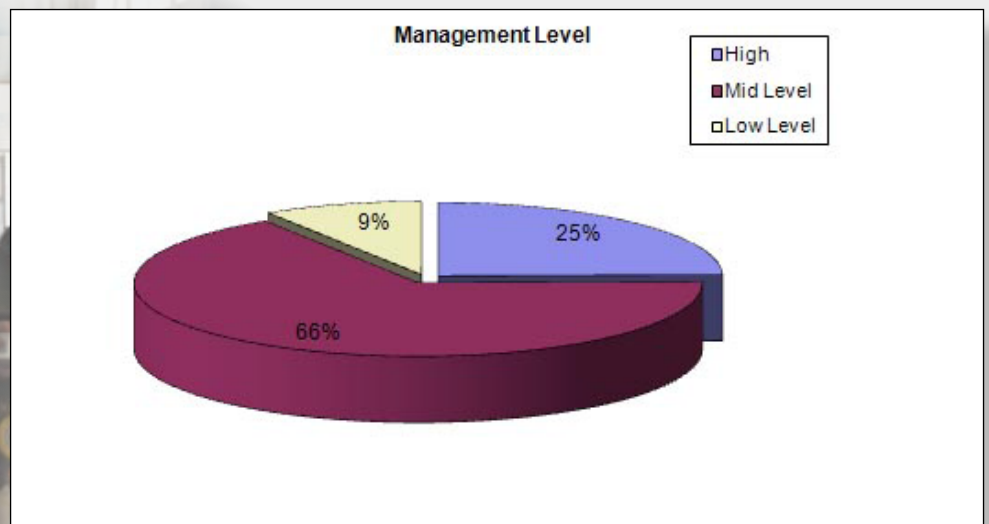
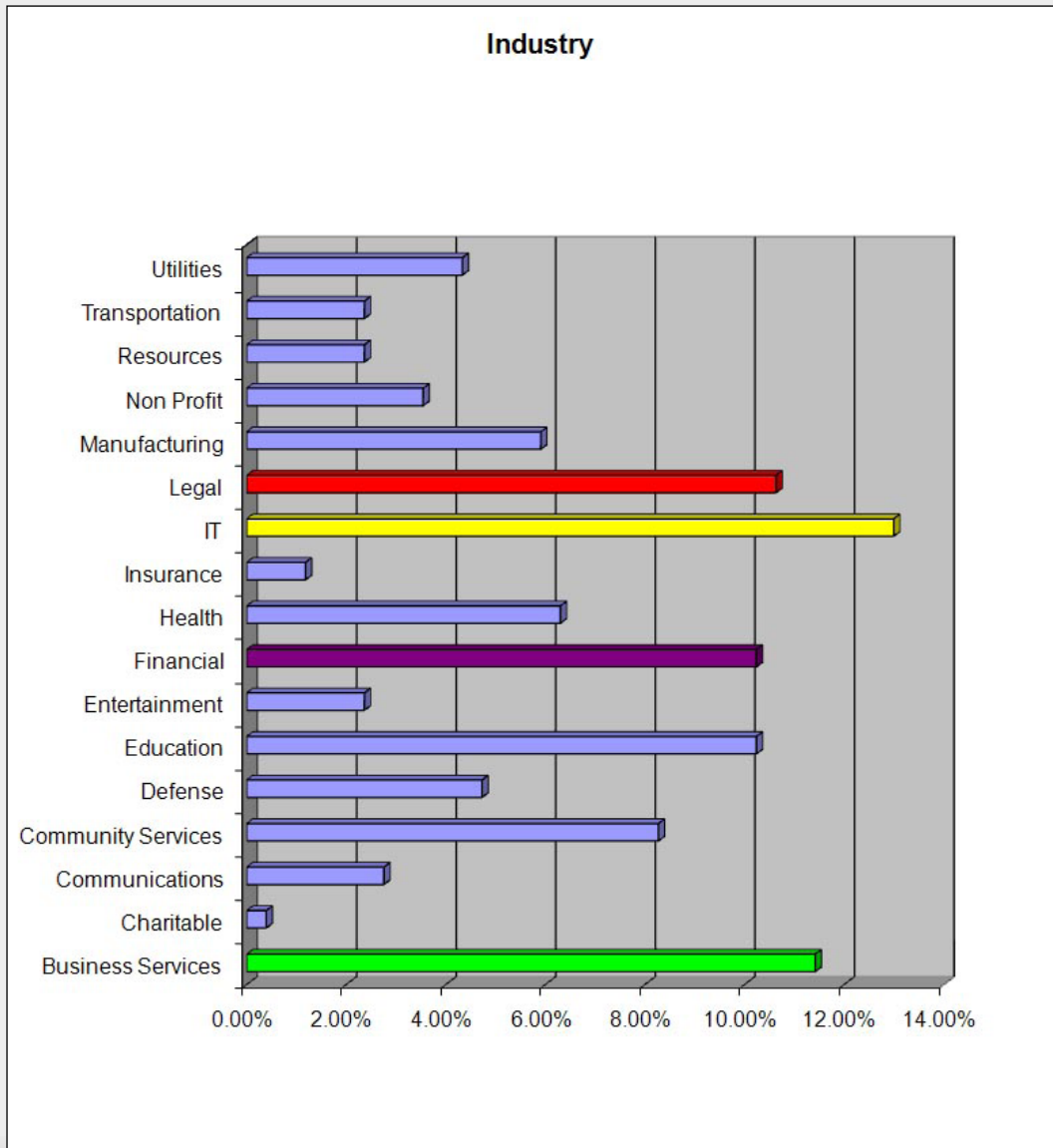
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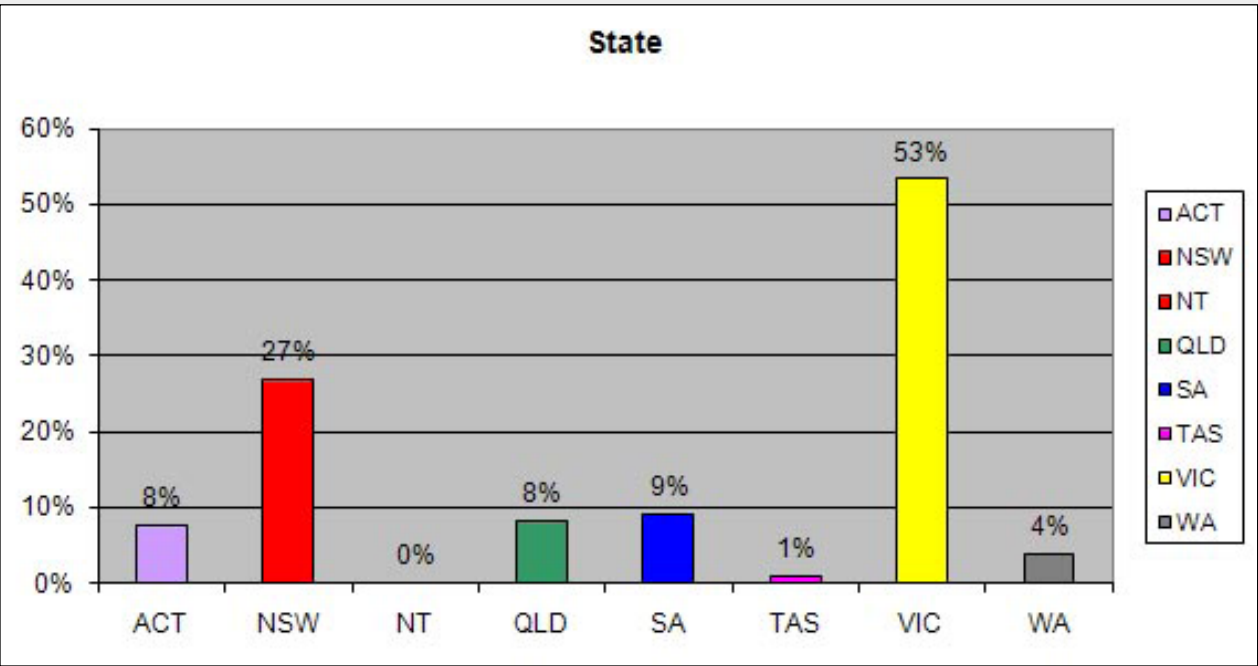
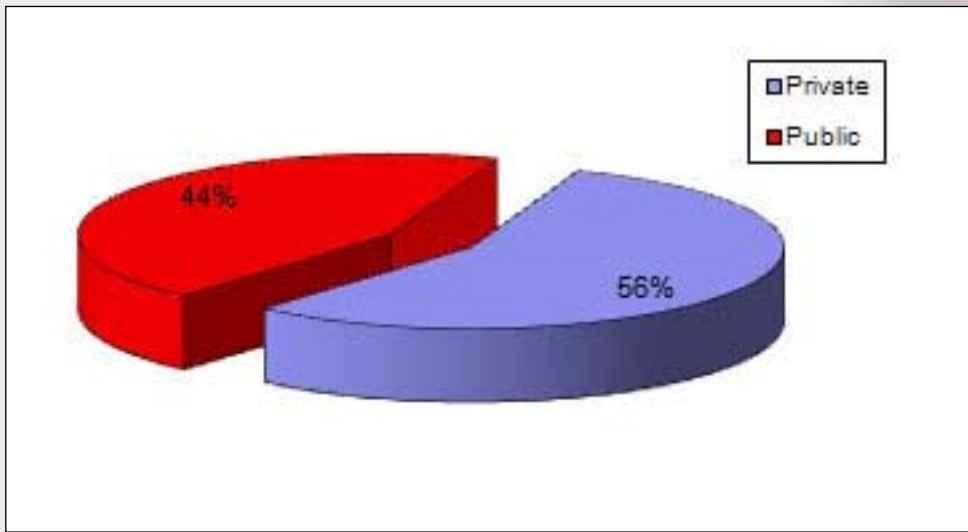
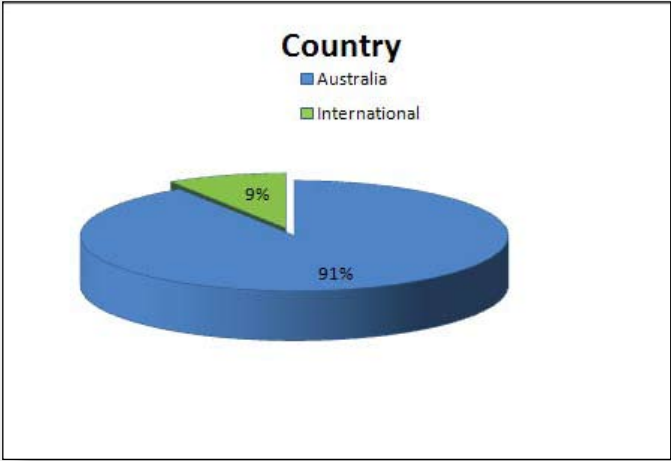
Sponsorship & Exhibition Enquiries

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Knowledge Management Asia Pacific Participants Profile





Trade Show Paradigm

Knowledge Management Asia Pacific 2012 Congress

24 - 26 July 2012
Sydney, Australia

The Knowledge Management Asia Pacific 2011 Congress provides the ideal showcase for sponsors and exhibitors to centralise their business development efforts and networking activities. Extended breaks throughout the day will allow delegates time to source answers to their KM solution needs, and for sponsors and exhibitors to build business relationships. With the world's leading information and knowledge management professionals all under one roof, the Knowledge Management Asia Pacific 2011 Congress is the definitive source for KM business generation in the APAC marketplace in 2011.

Key event differentiators:

1. Proven business matching services:

- Facilitated networking
- Pre-arranged one-to-one meetings with attending conference companies
- Keynote speaking opportunities for senior sponsors
- Vendor-led presentations
- Targeted networking opportunities
- Exceptional lead generation

2. Truly independent KM exhibition:

- Largest KM conference and trade show in APAC
- Keynote presentations by world renowned experts
- Practitioner-led case study presentations
- Two day solution provider exhibition
- Interactive workshops facilitated by international thought leaders
- Expected audience of 100+ delegates at the trade show for maximum sales lead potential
- See the latest trends and products from leading providers in our exhibition space

This is a unique opportunity for partners to align themselves with the world's leading KM professionals, and to position themselves as leaders in the APAC KM and IM business space.



Integrated marketing communications

The marketing plan is built around both online and offline marketing media. We will use our extensive email databases and those of our media partners to initiate a preliminary groundswell of interest. This initiative is preceded by a brochure based marketing and telesales campaign.

The delegate promotion campaign will target top Australian executives who are responsible for reviewing and purchasing solutions and products.

The campaign will include:

PRE EVENT

1. Direct mail - multiple targeted mailing campaigns through media and Ark Group's international data to generate delegates for the event. This includes exposure in the form of brochure inserts hosted by a number of publication media partners.
2. Email broadcasting - extensive and targeted broadcasting will focus on the delegate community throughout Asia Pacific to raise awareness, reinforce attendance benefits and to ensure we deliver the audience to you.
3. Advertising - through our suite of publications and third party event supporters.
4. Industry support - we will work closely with supporting organisations to enhance event exposure and credibility in order to attract participation at the highest level from the community.
5. Delegate incentives - we will implement a compelling discount strategy that will be offered through partnering sponsors and exhibitors encouraging delegates to register early.
6. Tele-sales team - focused telesales campaign will kick in anywhere between 3-4 months prior to the event targeting key executives across departments and functions in order to maximise decision makers and influencers from the one company.
7. Media exposure / Trade Publications - we will undertake PR, running interviews and articles with media partners pre, during and post event to communicate participation benefits to the target audience.
8. Partnership - we will work closely with our major sponsors to promote event participation to their clients with the aim of maximising attendance and ensuring a successful event outcome.
9. Social Media announcements and exposure aimed at delivering awareness around sponsor participation with the congress. This includes announcements made to six twitters, two specialised facebook groups and over fifty LinkedIn Groups

DURING EVENT

1. Pre arranged one to one meetings with selected delegates
2. Facilitated Networking (Trivia Hunt)
3. Presentation Assistance
4. Exhibition Consulting
5. Networking Drinks
5. Delegate incentives - we will implement a compelling discount strategy that will be offered through partnering sponsors and exhibitors encouraging delegates to register early.
6. Tele-sales team - focused telesales campaign will kick in anywhere between 3-4 months prior to the event targeting key executives across departments and functions in order to maximise decision makers and influencers from the one company.
7. Media exposure / Trade Publications - we will undertake PR, running interviews and articles with media partners
8. Twitter announcements, updates and live discussions throughout the congress and exhibition

Previous Partners & Exhibitors

(note: examples only – not complete list)

IBM	Inkomi	Sun Microsystems
Convera	Microsoft	DoctuS,
RedDot Solutions	Entopia	Autonomy
Fujitsu	Gammasite	Verity
Kcentrix Software	KM Pro	Vignette
Hummingbird	Meta4	FAST
Objective Corporation	Oracle	QinetiQ Ltd
Ratio One	Sveiby Knowledge Associates	Semagix
SER Solutions	Silverpeas	SiteScape Inc
Solcara	Swets Blackwell Ltd	Symtrax
Symularity Ltd	Textology	TFPL Ltd
TTSO	Copenhagen Business School	WizSoft
European Commission	Tower Software	CORMA
European KM Forum – BIBA	Planet Ernst & Young	KT Web
Rodan Systems SA	BOC ITC GmbH	British Council
CrimsonLogic	CSS Software	Dialog
Documentum Inc	ERoom Technology	Factiva
Fuji Xerox	Inxight	IdeaMart
IKMS	ILOG	Insighful Corporation
KM Surgery	LexisNexis Asia Pacific	NZ Knowledge Navigators
OpenText Corporation	Oracle Corporation Singapore Siemens	Singapore Institute of Management
SPRING Singapore	Getronics	Antipolis
Fujitsu Consulting	Thoughtweb Incorporated	Stellent
VistaPortal Software	WebEx Communications Inc	World knowledge Forum
Albert	Adobe	OpenText Corporation,
BoC	Bureau van DIJK	CoreMedia
CoreMedia AG	Inxight Software	Learning Lab Denmark
Crystal	Decisions	ELegal Logistics
Empiricom Knowledge Technology	Hyperware	Sophos
Interwoven	Knowledge Associates	The Knowledge Refinery
Computer Associates	Obtree	OpenText Coporation
Percussion Software	Primus Knowledge Solutions	EIS/PWS/IT Accent
Sapiens	British Telecom (BT)	Butterworth-Heineman
Avand	Hyperwave	Celemi
Convera	FT.com	Getronics
Sopheon	EMC	CGEY
Meta4	OneSource	Faulkner
EASA	CognIT A.S	Netcat

Previous Supporters and Media Partners

(note: examples only – not complete list)

Media Partners

Wall Street Journal Asia
Harvard Business Review
Financial Times
ZDNET Asia
ZDNET Australia
Builderau.com.au
CMS Watch
FutureGov
Government News
Gurteen
IDM
IT Toolbox
Strategic Path
The Content Wrangler

Supporters

ActKM Forum
Arab Knowledge Management Society (AKMS)
Association of Commonwealth Archivist
Association of Knowledge Work (AOK)
Australasian Association for Information Systems (AAIS)
Australia Computer Society (ACS)
Australia Information Society (AIS)
Australian Business Analysts Association
Australian Information Industry Association (AIIA)
Australian Interactive Media Industry Association (AIMIA)
Australian Library and Information Association (ALIA)
Australian Society for Technical Communication (ASTC)
Chief Officer (CO)
Data Management Association (DAMA)
Data Warehouse Association Australia (DWAA)
Hong Kong Knowledge Management Society (HKKMS)
Information and Knowledge Management Society (iKMS)
Institute of Information Management (IIM)
Kcommunity India
KM Adelaide Forum
KM Talk
KMLF Melbourne
KMPodcasts.com
Knowledge Management Development Centre (HKDC)
Knowledge Management Professional Society (KMPro)
Knowledge Management Roundtable (KMRT)
New Zealand Knowledge Management (NZKM)
NSW KM Forum
Queensland Knowledge Management Forum (QKM)
Records Management Association Australasia (RMAA)
Society of Business Communicators
SOLA
Technical Communicators of Australia and New Zealand (TCANZ)

Lead Corporate Partner

(Only 1 Available)

Leadership – secure credibility & educate your audience.

- Keynote speaking opportunity – forty five minute (45) presentation, MORNING day 1, after first international keynote (mandatory: must be a client or case study presentation and meet with the conference producer's approval)

Marketing and lead generation – maximise exposure

- 7 x one-on-one 15 minute private meetings with the conference delegates / companies
- 12 sqm exhibition space / stand (shell scheme or space only) in prime location
- 2 x freestanding banners (supplied by sponsor) situated on stage in the conference hall
- Above the title logo branding on the front of the exhibitor's manual, conference brochures, delegate pack and all advertising and marketing material
- Full electronic delegating list, post event, excluding email addresses
- Lectern banner (supplied by sponsor) on stage in the conference hall
- 2 x A4 page adverts within the exhibitor's manual (supplied by sponsor)
- 1 x A4 page advert in conference brochure (supplied by sponsor)
- Up to five A4 pages of marketing collaterals included in the conference delegate bag
- 1 x freestanding banners (supplied by sponsor) situated either side of the entrance to the exhibition hall
- 500 word company description in exhibition manual
- Logo and link on official show website
- Web banner ad placed on official show website

Networking – develop partners

- 5 x delegate tickets to the conference (non transferable)
- Additional delegate tickets available at 50% discount

Lead Corporate Partner investment is:

\$25,000 AUD + GST

Note: Signed bookings received before the 20 April 2012 will receive a 10% discount off the regular price

Executive Partner

(Only 1 available)

Leadership – secure credibility & educate your audience.

- Speaking opportunity – forty minute (40) presentation at the conference, day 1 (mandatory: must be a client or case study presentation and meet with the conference producer's approval)

Marketing and lead generation – maximise exposure

- 5 x one-on-one 15 minute private meetings with conference delegates / companies
- 9 sqm exhibition space / stand (shell scheme or space only)
- 1 x freestanding banners (supplied by sponsor) situated behind the lectern
- Full electronic delegate list, post event excluding email addresses
- 1 x A4 page adverts within the exhibitor's manual (supplied by sponsor)
- Up to four A4 pages of marketing collaterals included in the conference delegate bag
- 250 word company description in exhibition manual
- Logo and link on official show website
- Logo on conference brochure
- Web banner ad placed on official show website

Networking – develop partners

- 3 x delegate tickets to the conference (non transferable)
- Additional delegate tickets available at 50% discount

Executive Partner investment is:

\$18,000 AUD + GST

Note: Signed bookings received before the 20 April 2012 will receive a 10% discount off the regular price

Event Partner

(Only 2 available)

Leadership – secure credibility & educate your audience.

- Speaking opportunity – forty minute (40) presentation (mandatory: must be a client or case study presentation and meet with the conference producer's approval)

Marketing and lead generation – maximise exposure

- 3 x one-on-one 15 minute private meetings with conference delegates / companies
- 9 sqm exhibition space / stand (shell scheme or space only)
- 1 x freestanding banners (supplied by sponsor) situated behind the lectern
- Full electronic delegate list, post event excluding email addresses
- 1 x A4 page adverts within the exhibitor's manuals (supplied by sponsor)
- Up to four A4 pages of marketing collaterals included in the conference delegate bag
- 200 word company description in exhibition manual
- Logo and Link on official show website
- Logo on conference brochure

Networking – develop partners

- 1 x delegate tickets to the conference (non transferable)
- Additional delegate tickets available at 50% discount

Event Partner investment is:

\$12,000 AUD + GST

Note: Signed bookings received before the 20 April 2011 will receive a 10% discount off the regular price

Exhibitor

Marketing and lead generation- maximise exposure

- 9 sqm exhibition space / stand (shell scheme or space only)
- Full electronic delegate list, post event (excluding email addresses)
- 1 x A4 pages of marketing collaterals included in the conference delegate bag
- 50 word company description in Exhibition Manual
- Link on official show web-site
- Logo on front of conference brochure

Networking – develop partners

- 1 x delegate tickets to the conference (non transferable).
- Additional delegate tickets available at 50% discount.

Exhibitor investment is:

\$8,000 + GST

Note: signed contract bookings returned 20 April 2012 get a 10% Discount off the regular price.

Pricing is inclusive for space only exhibition bookings (where you build / provide your own stand) or for shell scheme stand bookings (where you are provided with walls, fascia, signage, power-point etc).

Each stand booking comes with a single free delegate ticket to the conference (non-transferable). With additional delegate tickets available for exhibitors at a 50% discount if booked at time of contract.

Sample (shell-scheme) stand design



Each exhibition stand booking comes with:

- Wall panels
- Nameboard with company name and stand number
- Spotlight behind nameboard
- Single powerpoint connection with every 9 sqm of floor space

Note: Broadband, phone line, hanging banner, etc, are not included in standard booking price, but may be purchased as an add-on.

Individual partnership options

Lanyard partner - one company only

The sole sponsor of this will receive the following benefits:

- Exclusive rights for company name to appear on the conference lanyard. Each delegate will receive this.

Investment = \$4,000 AUD + GST

Brochure inserts in Show-bag

- A4 marketing collateral included in the Showbag

Investment = \$1,000 AUD per A4 page (plus GST)

Networking drinks

Drinks to be held at the end of day one at the Deck Bar located at Luna Park

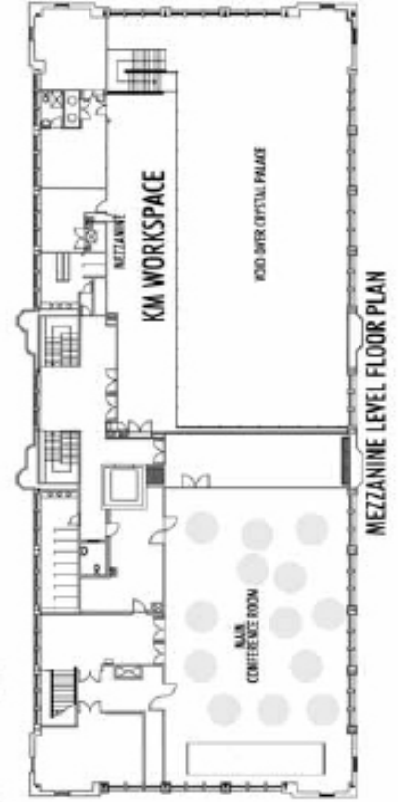
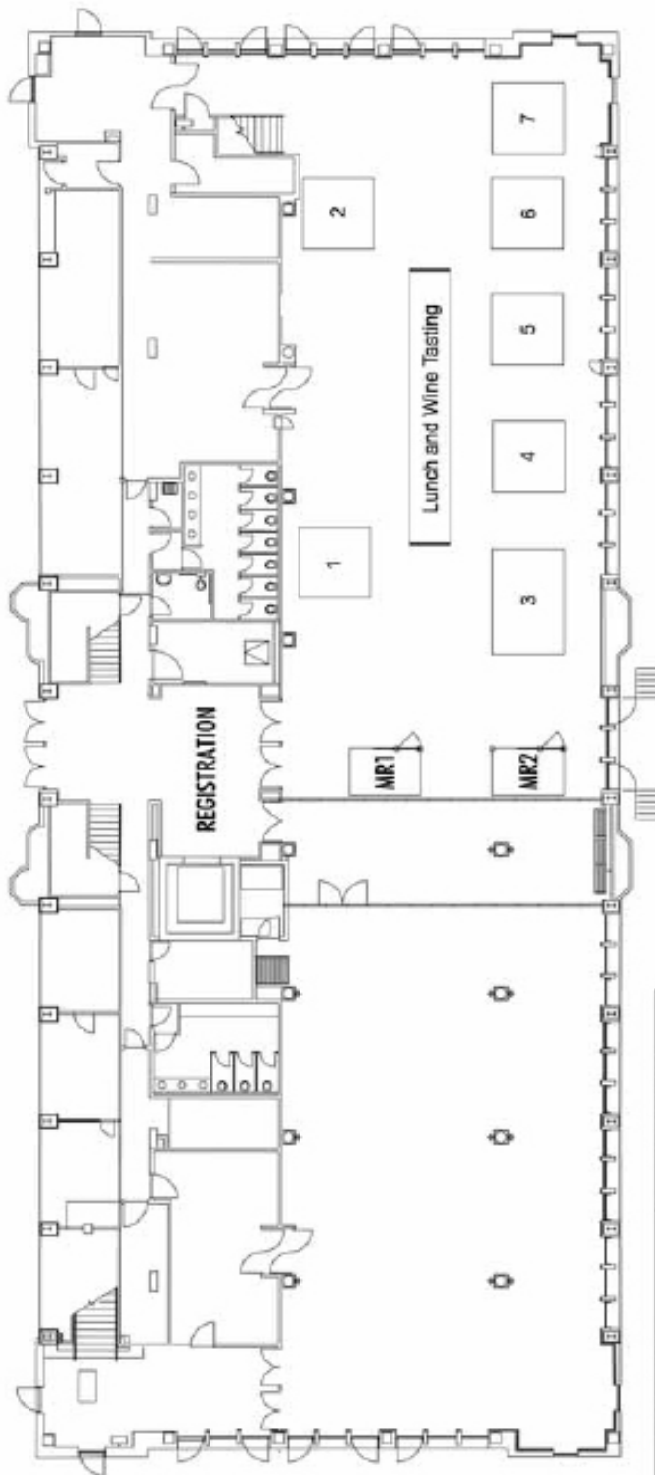
Investment = \$4,000 AUD + F&B





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STAND NO	ORGANISATION	SPONSOR LEVEL
1	ARK GROUP AUSTRALIA	EVENT ORGANISER
2		EVENT PARTNER
3		LEAD CORPORATE PARTNER
4		EVENT PARTNER
5		EVENT PARTNER
6		EXHIBITOR
7		WINE SPONSOR
MR1	MEETING ROOM 1	
MR2	MEETING ROOM 2	



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