

# KM & COLLABORATION AUSTRALIA

21 - 23 July 2010  
Crystal Palace Luna Park  
Sydney

## Exhibition and Conference Sponsorship Document

Ark Group Australia  
1300 550 662  
[aga@arkgroupasia.com](mailto:aga@arkgroupasia.com)

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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

Ark Group Australia Pty Ltd  
Main Floor, 83 Walker Street  
North Sydney  
New South Wales  
Australia 2060

## Sponsorship & Exhibition Enquiries

Bhuwan Rai  
Sponsorship Manager



## 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 supported by a continuum based marketing campaign that ensures that the event and its sponsors are engaged with Ark's online audience on a day-to-day basis - via event updates, special offers, media releases and related news from a number of professional sectors. This campaign is grounded primarily within a number of social media groups and marketing partners working in collaboration with Ark Group events within a number of online spaces including Facebook, Twitter, LinkedIn, Scribd and community newsletters (see page 8 for a full list of partners). Our online marketing efforts will be supported offline through established media partnerships with leading industry magazines and newspapers. Our media touchpoints are utilised to their full extent through a number of formats including - online and print banners and adverts, published media releases and unique offers tailored to the event by our media partners.

The event and sponsor 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 - targeted mailing campaigns utilising Ark Group's international, third party and purchased data, with the aim of generating delegates in a personalised delivery format. Company names and position titles are available upon request.
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 that the audience is delivered to our sponsors. This approach is coupled by the inclusion of news items, announcements and DQ activities designed to engage targeted audiences with the KM conference as well as sponsorship products and solutions.
4. Online community networks (social media) - we will position and promote the event and its sponsors to a number of dedicated audiences within online communities hosted by the Ark Group. This includes access to over 50 LinkedIn Groups, 7 Twitters as well as Scribd and Face book spaces dedicated to the event.
5. Advertising - through our suite of publications: Intranet Strategist, Content Management Focus and Knowledge Management.
6. Industry support - we will work closely with over 30 supporting organisations to enhance event exposure and credibility in order to attract participation at the highest level from communities in a number of lines of business.
7. Delegate incentives - we will implement a discount strategy that will be offered through partnering sponsors and exhibitors encouraging delegates to register early.
8. 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.
9. 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.
10. Sponsor 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.

### 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
6. Marketing collateral included in delegate bags

### POST EVENT

1. Ongoing branding exercises - through our websites, social media outlets, event CD's and recordings. Partners will be branded on the event website for a period of at least 7 months following the event date.

# ***KM & Collaboration Australia***

**21 - 20 July 2010**  
**Crystal Palace, Luna Park, Sydney**

This year's event will address a range of crucial issues associated with managing and retaining knowledge and information and effectively collaborating across your enterprise. The direction and content of each component will provide you with useful, practical and timely lessons that you'll be able to implement within your organisation as soon as you return to the office!

You'll be aided with information that will enable you to effectively achieve your business objectives, work towards innovation and gain a sustainable competitive advantage by sharing information across your entire organisation.

The event will feature renowned and respected international keynote presenters and Australian industry practitioners who will explore prospects and challenges in networking and collaboration, social media and Web 2.0, sustainability and profitability, and will outline and explain best practice tools, techniques and advancements in these critical areas.

*KM & Collaboration Australia* will provide opportunities to:

- Identify and examine information and collaborative tools and their practical application within the business
- Hear knowledge management experts delve into the issues of sustainability and prosperity, enterprise-wide collaboration, social networks and Web 2.0, and knowledge transfer and continuity
- Gain practical advice from Australian private and public sector practitioner case studies that will equip you with innovative and effective strategies
- Learn through client case studies how solutions providers have applied their technologies within organisations
- Share experiences by getting involved in interactive sessions and post-conference workshop
- Enjoy our spacious event layout including cabaret seating
- Gain one on one expert advice from our international KM experts during our interactive post-conference workshops

## **International keynote presenters:**

Howard J Hill, Legal + Compliance & Ethics, American Express General Counsel's Office (USA)

Jean Marc-David, Advanced Projects & Master Plan at the Engineering, Quality & Purchasing IS Department, Renault

## **International practitioner case study:**

Siew Hoong Aw, Knowledge Management Advisor, Shell Global Solutions (Malaysia)

## **Event contributors:**

Knowledge Management Roundtable (KMRT)

Intelligent Answers

Parsons Brinckerhoff Australia

## **International workshop facilitator:**

Stan Garfield, Knowledge Manager, Deloitte (USA)

Hear the following Australian case studies:

National Australia Bank (NAB)

Australia Nuclear Science & Technology Organisation (ANSTO)

Arup

Sustainability Victoria

CPA Australia

Parsons Brinckerhoff Australia

# **KM & COLLABORATION**

# **AUSTRALIA**

## **Key event differentiators designed to deliver meetings:**

1. Proven business matching services:
  - Pre-arranged one to one meetings with attending conference delegates/companies
  - Keynote speaking opportunities for senior sponsors
  - Vendor-led presentation streams
  - Targeted networking opportunities
  - Exceptional lead generation
  
2. Truly independent KM exhibition:
  - Largest KM conference and trade show in Australasian history
  - Keynote presentations by world-renowned KM experts
  - Practitioner-led case study presentations
  - Two day solution provider exhibition
  - Expert led interactive workshops
  - Expected audience of 200+ delegates at the trade show for maximum sales lead potential
  - More decision makers than ever before

**KM Australia is a unique opportunity for sponsors to align themselves alongside the world's leading KM experts, and to position themselves as leaders in the Australasian KM business space.**

## Previous Sponsors & 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)

## PLATINUM Sponsor

(Only 1 Available)

### Leadership – secure credibility & educate your audience.

- Conference Chairperson on both days of the conference. The Conference Chairperson is a high profile position and is responsible for facilitating the flow of the conference.
- 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

- 10 x one on one privately selected 15 minute meetings with your most desired delegates at the conference
- 27 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 delegate 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 5 x A4 pages of marketing collaterals included in the conference delegate bag
- 2 x freestanding banners (supplied by sponsor) situated either side of the entrance to the conference hall
- 2 x freestanding banners (supplied by sponsor) situated either side of the entrance to the exhibition hall
- 500 word company description in Exhibition Manual
- Link on official show website

### Networking – develop partners

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

Platinum Sponsorship investment is:

\$38,500 + GST

Note: signed contract bookings returned **before April 1** receive a 10% DISCOUNT off the regular price.

## DIAMOND Sponsor

(Only 1 available)

### Leadership – secure credibility & educate your audience.

- Keynote Speaking Opportunity – forty five minute (45) presentation (mandatory: must be a client or casestudy presentation and meet with the conference producer's approval)

### Marketing and lead generation – maximise exposure

- 7 x one on one privately selected 15 minute meetings with conference delegates / companies
- 18 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
- 1 x A5 page advert in conference brochure (supplied by sponsor)
- Up to 4 x A4 pages of marketing collaterals included in the conference delegate bag
- 1 x freestanding banner (supplied by sponsor) situated at the conference hall entrance
- 1 x freestanding banner (supplied by sponsor) situated at the exhibition hall entrance
- 200 word company description in Exhibition Manual
- Link on official show website
- Logo on front of conference brochure

### Networking – develop partners

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

Diamond Sponsorship investment is:

\$27,500+ GST

Note: signed contract bookings returned **before April 1** receive a 10% DISCOUNT off the regular price.

## **GOLD Sponsor**

(Only 2 available)

### **Leadership – secure credibility & educate your audience.**

- Speaking Opportunity – forty minute (40) presentation on Day 1 Conference streams (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 privately selected 15 minute meetings with conference delegates / companies
- 18 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
- 1 x A5 page advert in conference brochure (supplied by sponsor)
- Up to 4 x A4 pages of marketing collaterals included in the conference delegate bag
- 1 x freestanding banner (supplied by sponsor) situated at the conference hall entrance
- 1 x freestanding banner (supplied by sponsor) situated at the exhibition hall entrance
- 200 word company description in Exhibition Manual
- Link on official show website
- Logo on front of conference brochure

### **Networking – develop partners**

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

GOLD sponsorship investment is:

\$19,800 + GST

Note: signed contract bookings returned **before April 1** receive a 10% DISCOUNT off the regular price.

## Silver Sponsor

(Only 1 available)

### **Leadership – secure credibility & educate your audience.**

- Speaking Opportunity – thirty five minutes(35) presentation at the conference. (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 privately selected 15 minute meetings with conference delegates / companies
- 12 sqm exhibition space / stand (shell scheme or space only)
- Full electronic delegate list, post event (excluding email addresses)
- 1 x A5 page adverts within the Exhibitor's Manual
- 1 x A6 page advert in conference brochure (supplied by sponsor)
- Up to 3 x A4 pages of marketing collaterals included in the conference delegate bag
- 1 x freestanding banner (supplied by sponsor) situated in main conference room
- 1 x freestanding banner (supplied by sponsor) situated at exhibition entrance
- 100 word company description in Exhibition Manual
- Link on official show web-site
- Logo on front of conference brochure

### **Networking – develop partners**

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

Silver Sponsorship investment is:

\$15,950 + GST

Note: signed contract bookings returned **before April 1** receive a 10% DISCOUNT off the regular price.

## Bronze Sponsor

(Only 1 available)

### **Leadership – secure credibility & educate your audience.**

- Speaking Opportunity – thirty minute (30) presentation on day 2 of the conference. (mandatory: must be a client or case-study presentation and meet with the conference producer's approval)

### **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 A6 page adverts within the Exhibitor's Manual
- 1 x A4 pages of marketing collaterals included in the conference delegate bag
- 1 x freestanding banner (supplied by sponsor) situated in main conference room
- 50 word company description in Exhibition Manual
- Link on official show website
- Logo on front of conference brochure

### **Networking – develop partners**

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

Bronze Sponsorship investment is:

\$12,000 + GST

Note: signed contract bookings returned **before April 1** receive a 10% DISCOUNT off the regular price.

## Exhibitor

(Only 3 available)

### 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:

\$7,000 + GST

Note: signed contract bookings returned **before April 1** get a 10% DISCOUNT off the regular price.

## Exhibition Space Prices

### Sponsor and Exhibit at KM Australia - From Diverse Perspectives

PLATINUM	\$38,500 + GST
DIAMOND	\$27,500 + GST
GOLD	\$19,800 + GST
SILVER	\$15,950 + GST
BRONZE	\$12,000 + GST
EXHIBITOR	\$ 7,000 + GST

### 10% Early Bird Discount applies to signed bookings made before April 1st, 2009

9 SQM	\$ 7,000 + GST
12 SQM	\$ 8,000 + GST
18 SQM	\$12,000 + GST
27 SQM	\$17,000 + GST
36 SQM	\$24,000 + GST

Pricing is inclusive of 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 9 sqm 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
- 150 watt spotlight behind nameboard
- Single powerpoint connection with every 9 sqm of floor space

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

## Individual Sponsorship Options

### Lanyard Sponsor - 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 = \$5000 + GST

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### Cocktail Event sponsor- *KM Australia - From Diverse Perspectives*

Sponsor of the Cocktail function will receive the following benefits:

1. Official recognition by ARK of the cocktail function and sponsor company at the close of Day 1
2. Opportunity to display banners within the Cocktail area
3. Food and beverage for delegates during function
4. Recognition of cocktail party, sponsor company and signage at the ARK registration area
5. Corporate logo on event website, as cocktail sponsor
6. Opportunity to make a short company presentation during the Cocktail function
7. 1 x A4 Marketing collateral in each delegate bag
8. 3 x complimentary tickets to the conference

Investment = \$10000 + GST

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### Company Logo on screen in conference room

- Company logo on screen during breaks of the conference

Investment = \$5000+ GST

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### Survey to delegates

- Exclusive right to survey all the delegates. Survey given upon registration and collected at the end of the conference.

Investment = \$5000 +GST

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### Ferris Wheel Sponsor

- Sponsorship of the Ferris Wheel Ride for one hour. A novel way for networking

Investment = \$3000 +GST



## Individual Sponsorship Options

### Gift upon registration

- Exclusive right to give each delegate a gift upon registration, and drive traffic to your stand.  
Investment = \$3000 + GST

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### Freestanding Banner in Conference Hall

- Positioned inside the conference hall (side or back of room)
  - Banner supplied by sponsor
- Investment: \$2,500 (plus GST)

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### Flying Banner in Exhibition Halls

- Hung from rigging points above your stand
  - Banner supplied by sponsor
- Investment: \$2,500 (plus GST)

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### Brochure Inserts in Show bag

- A4 marketing collateral included in the show-bag
- Investment: \$1,500 per A4 page (plus GST)

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### Show bag Branding

- Brand yourself on the conference show bag
- Investment: \$5,000+ GST

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### Conference Give-Away

- Stand out by having a gift or promotional item placed on the delegate's chairs on day 1 or 2 of the conference
  - Gift or promotional items placed on the delegate's chairs during lunch break
  - Gift of promotional items supplied by sponsor
- Investment: \$3,000 (plus GST)

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### Name Tags

- Stand out by branding yourself on all the delegate's name-tags
- Investment: \$3,000 (plus GST)

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### Corporate Video

- Stand out by having your company corporate video looping on a TV situated near the tea and coffee tables in the pre-function area
  - Corporate video supplied by sponsor
- Investment: \$5,000 (plus GST)

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### Directional Signage

- Stand out by branding yourself on all directional signage leading to the conference
- Investment: \$3,500 plus production (plus GST)

## Individual Sponsorship Options

### Advert in Individual Conference Brochure (KM Australia - From Diverse Perspectives)

- A3 \$7,500 (plus GST)
  - A4 \$5,000 (plus GST)
  - A5 \$3,500 (plus GST)
  - A6 \$2,500 (plus GST)
- 

### Advert in Conference Brochure (KM Australia - From Diverse Perspectives)

- A3 \$10,00 (plus GST)
  - A4 \$7,500 (plus GST)
  - A5 \$5,000 (plus GST)
  - A6 \$4,000 (plus GST)
- 

### Advert in Exhibitor Manual (KM Australia - From Diverse Perspectives)

- A3 \$3,500 (plus GST)
  - A4 \$2,500 (plus GST)
  - A5 \$2,000 (plus GST)
  - A6 \$1,500 (plus GST)
- 

### Advert in the Exhibitor Manual (KM Australia - From Diverse Perspectives)

- A3 \$5,000 (plus GST)
  - A4 \$4,000 (plus GST)
  - A5 \$3,500 (plus GST)
  - A6 \$2,500 (plus GST)
- 

### Tea & Coffee Area

- Stand out by branding yourself as the official sponsor of all the Tea & Coffee areas throughout the exhibition
- 2 x free standing banners + 1 hanging banner at each of the Tea & Coffee Stations
- Tea and Coffee Stations are positioned around the Platinum and Gold Sponsors stands (in a VERY high traffic area)
- Banners supplied by sponsors.

Investment: \$5,000 (plus GST)

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### Screen Banner (KM Australia - From Diverse Perspectives)

- Stand out by having your specially designed banner in full view during the entire conference
- Banner hangs front and centre (below the projection screen)
- Banner supplied by sponsor

Investment: \$10,000 (plus GST)

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### CD ROM / Conference Notes

- Name branding on cover of CD Rom
- Company profile and logo within the CD Rom content
- Link off the CD to your company web site

Investment: \$5,000 (plus GST)

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[www.kmaustralia.com](http://www.kmaustralia.com)