



EXHIBITOR INFORMATION & FORM

2017

AUSTRALIAN  
smart communities  
CONFERENCE

Adelaide, Australia  
29 - 31 May 2017



## Opportunity Overview

The Australian Smart Communities Association is a not-for-profit organisation built on the premise of sharing information and advocating for the resources to assist the localised transition to a digital economy. In addition to private sector, Regional Development Australia (RDA) and Regional Organisations of Councils (RoC) that are members, more than 150 local government authorities representing more than eight million Australians are ASCA members.

Evolving from several years of Australian Smart Communities National Seminars, the inaugural conference was held in March 2016 and armed delegates with the information and insights necessary for them to begin changing our country – one community at a time.

The 2016 conference was the first of its kind in Australia, attracting delegates from a wide range of organisations – from business innovators with exciting technologies to share, to digital hero companies intent on playing their part in making Australia a connected series of smart communities through to local, state and national decision makers who drive implementation of smart projects and policies.

**Key benefits to you** in exhibiting at the 2017 conference include:

- A relationship with the leading NFP rallying governments to adopt frontier technology to drive Australia's future prosperity and productivity.
- Unparalleled national exposure to a diverse range of targeted organisations - ASCA members are driving Australia's economy by maximizing the opportunities presented through digital connectivity, including in the health sector.

- A return on investment that includes marketing, public relations and event benefits.
- Promotion online and through the media to regions in which more than eight million Australians live and work.
- Access to decision-making representatives in procurement, digital and industry development departments within up to 100 Government bodies. These ASCA members operate in all states, and represent Federal and State Government bodies as well as larger Councils.
- Opportunity to reach out to remote area Councils where connectivity is paramount to the mining and resources industries.
- An introduction to the seven universities and other smart organisations (such as the CSIRO) which have chosen to become ASCA members.
- A ground-level investment, with first right of refusal.
- Implemented success measures that match the sponsorship in which you have invested.



## What is a Smart Community?

Smart communities use information communication technologies and data to be more efficient. They enjoy cost and energy savings, improved service delivery, better quality of life and a reduced environmental footprint. They support innovation and the global economy.

Smart communities advocate for the integration of technology and data infrastructure, promote digital technologies to increase the capability of existing infrastructure and services, and champion citizen involvement and citizen-focused service delivery.

A “community” is defined as a town, shire, local government area, collection of towns or shires, city, residential estate, business / enterprise / technology park or a development area. Smart communities are defined by their:

**Smart infrastructure** - anything “material” that aids faster, more reliable connectivity. It includes fixed line, mobile, wireless / WiFi and data centre services, as well as the tools required to plan and implement enhanced digital infrastructure.

**Smart capacity** - is raising the level of digital skills of the people in the community so that they can boost creativity, knowledge sharing and experimentation.

**Smart innovation** - is driving the digital economy with new digital applications, services, community enterprise, job creation and economic growth.

## Who is ASCA?

Australian Smart Communities Association (ASCA), formerly Broadband Today Alliance (BTA), started as a collaborative coalition of local government, RDA and Regional Organisations of Councils (ROCs) built on the premise of sharing information and advocating for the resources to assist the localised transition to a digital economy.

ASCA has a vision for Australia to significantly advance its digital economy. As a member-based organisation with representatives from Government, business / industry and communities across Australia, we reflect the three sectors that need to take action.

Our vision and determination is proving infectious. More than 150 local government authorities are represented covering more than eight million Australians represented across all states and Territories.

The adoption of smart technology in city/town management, energy, water, health and transport, along with high-speed broadband, could add more than 70,000 jobs to the Australian economy and bring 1.5 percent growth to Australia’s Gross Domestic Product within five years. ASCA wants all Australian communities to have the infrastructure and capacity, and to demonstrate the innovation, to forge thriving digital economies.

ASCA is the peak industry association in Australia for Smart Digital Community, Broadband and Digital Economic Development.



## Why the 2017 Smart Communities Conference?

The 2017 conference will carry on a 160-year tradition of inspiring and igniting passion about technology. The World Exposition at London's Crystal Palace in 1851 gave birth to that tradition, allowing attendees to see technologies they had only dreamed possible a few years earlier, including electric telegraphs, microscopes, the precursor to fax machines, and barometers. The 2017 Australian Smart Communities Conference will follow on from the inaugural 2016 conference by emulating the World Exposition's vision to bring the marvels of modern technology alive and explain to delegates how they can take advantage of exciting new technology to benefit their communities and cities.

In this way the Smart Communities Conference will provide the only all-inclusive opportunity in Australia in 2017 to connect with, be introduced to, learn from, and become inspired by leaders at the very forefront of what it takes to become a smart community.

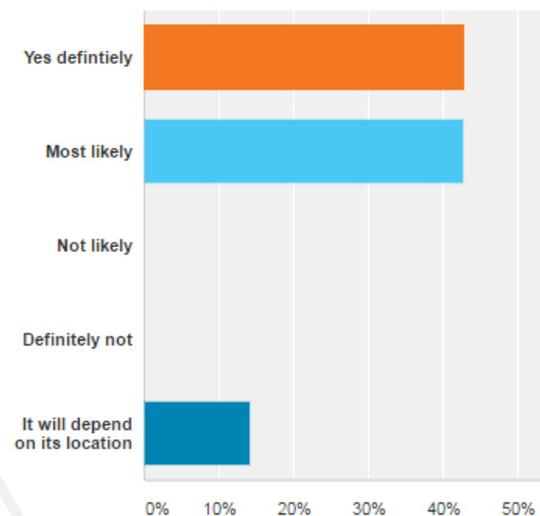
The conference has already become the leading Australian event in the smart communities sector.

International and national speakers will provide key insights that will guide delegates on what Government and communities need to do to:

- Bring about transformational change to the way communities are managed.
- Embrace the right technologies to build robust, smart economies.
- Focus attention on enhancing skills to take greatest advantage of digital connectivity.
- Promote innovation and creativity to the benefit of everyone in society.

In 2016, 58% of delegates came from regional areas, while 42% were from major cities. 47% worked for local, state or federal government bodies, 32% worked for corporations, and the remaining 21% worked for universities, research institutes, startups, NFP organisations with a similar vision to ASCA and SMEs.

### Will you attend the 2017 ASCA conference?



### What was said About the 2016 Conference

*"Please allow me to take this opportunity to thank you in bringing together an outstanding conference last week - the quality of presenters and the content was world class."* Susan Minnekeer, General Manager, MDU & SDU Programs, Universal Communications Group

*"One of the best conferences I have ever attended - congratulations and thank you for your outstanding drive, energy, leadership and commitment to 'the ASCA cause'."* Tony Chadwick, The Chadwick Group Pty Ltd

*"Congratulations to you on what was an excellent couple of days."* Marg O'Rourke, Managing Director, Morconsulting Pty Ltd.

*"Congratulations on the successful event! I felt so much energy and innovative thinkings at the summit. You did a great job and I wish you further success in your future endeavours."* Jin-Hyeok Yang, PMP Senior Manager / Global Alliance Team, KT Corp

## Adelaide - Home of the 2017 ASCA Conference

Adelaide combines exceptional food and wine with art, culture and a sharp focus on becoming Australia's first carbon-neutral smart city.

Adelaide is well on the way to achieving its goal. The city has key elements of infrastructure to support the technologies that a smart city needs, including AdelaideFree – one of the largest and most comprehensive free public access WiFi networks in the world. Other features include:

- Test network of sensors installed around the CBD to better manage energy consumption, carbon emissions and people movement.
- 14 co-working spaces, with six dedicated to technology innovation, plus 11 incubator and accelerator programs.
- 17 industry-driven education programs for entrepreneurs, plus HP and Microsoft Innovation Centres.
- Adelaide Smart City Studio, a joint initiative launched by the Adelaide City Council and the Government of South Australia which works closely with the Australian Centre for Smart Cities at the University of South Australia.
- Strategic links employing smart technology to become one of the world's first carbon-neutral cities.

All this smart technology will be showcased in "Australia's most walkable city". And best of all, the city centre is only seven kilometres from the airport and boasts quality accommodation and unique event venues. Delegates to the ASCA conference will experience three of these stunning event spaces.

Right from the first night delegates will experience the best Adelaide has to offer with a street party in Leigh Street, right in the heart of the city. Then the Adelaide Convention Centre will become conference central for the next two days with a upmarket conference dinner at the famous Adelaide Oval to encourage networking.



## 2017 Program Highlights

The program will provide all participants with an opportunity to contribute, learn and collaborate, and will include:

- Keynote presentations by renowned speakers.
- Pre-conference site visits in and around Adelaide.
- Panel discussions by leading smart community professionals.
- Video and interactive demonstrations of leading technologies.
- “Heart of the City” Welcome Reception and off-site conference dinner.
- Trade Exhibition of leading technology businesses.
- Proceedings following the conference.

## Conference Promotion

- Via the ASCA website, with more than 1,300 visitors each month.
- New conference website.
- Monthly ASCA EDMs / e-newsletters that currently reach 3,000 opt-in contacts.
- Conference-specific fortnightly e-newsletters, plus special announcements.
- Two e-postcards sent to targeted potential delegates.
- Cross-promotion through e-newsletters and collateral distributed by other digital-focussed associations.
- Media Releases announcing key sponsorships, speakers and program developments throughout the pre-event and event phase.
- Cross-promotion by the 150+ Local Government Areas which form the ASCA membership.



## Exhibition Inclusions

Exhibiting at the 2017 Australian Smart Communities Summit provides your organisation with an extraordinary opportunity to participate in Australia's premier event for everyone with an interest in seeing this country thrive with the aid of smart communities.

The conference daytime meal breaks will be held in the Exhibition area, providing exhibitors with an excellent opportunity to meet and liaise with delegates.

There are a limited number of exhibition booths available, starting at just \$2,400 for a 3 x 2m "open space" where you can erect your custom stand. Multiple sites to create 6 x 2m and 9 x 2m stands are also available.

### ***The following are included in the standard Exhibition Stand Package:***

- 3m wide x 2m deep standard exhibition booth with 2.4m high walls.
- 1 x 4amp **power point** – located on rear inside wall.
- **White wall panels** within Octonorm chrome edging
- **Fascia signage** - Organisation names will be installed over each open aisle fascia. Lettering will be computer cut vinyl on white fascia board. Each sign will be a maximum of 30 characters.
- **Lighting** - 2x 120watt LED spotlights per 3m x 2m booth. Extra and custom lighting available.

- **Flooring** - The venue's flooring will be used. Alternatively, custom flooring is available at an additional cost.
- **Registration** for one person including day meals and access to conference sessions. (Social event tickets can be purchased separately.)

**Items not to be used on walls:** Pins, staples, screws, nails, bolts, paint or double-sided adhesive tape. Damage to the panels will be charged to the exhibitor.

You can use velcro, hook & chain (available from the hire organisation – ask ASCA)

### **Want something eye-catching and different?**

Portable Creations' award-winning design team can create custom stands to your precise brief. Check out [www.portablecreations.com.au](http://www.portablecreations.com.au) or phone them on 1300 136 005.

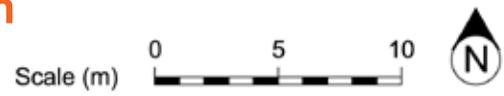
**Furniture hire?** ASCA's onsite exhibition hire company, Adelaide Expo Hire, has this covered for you.

**Exhibitor Kit:** Once your stand has been confirmed with ASCA then Adelaide Expo Hire will forward you their Exhibitors Kit, which includes:

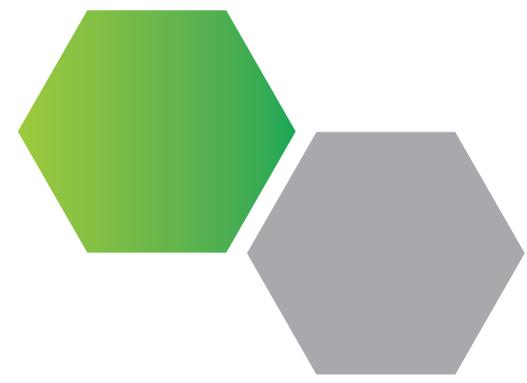
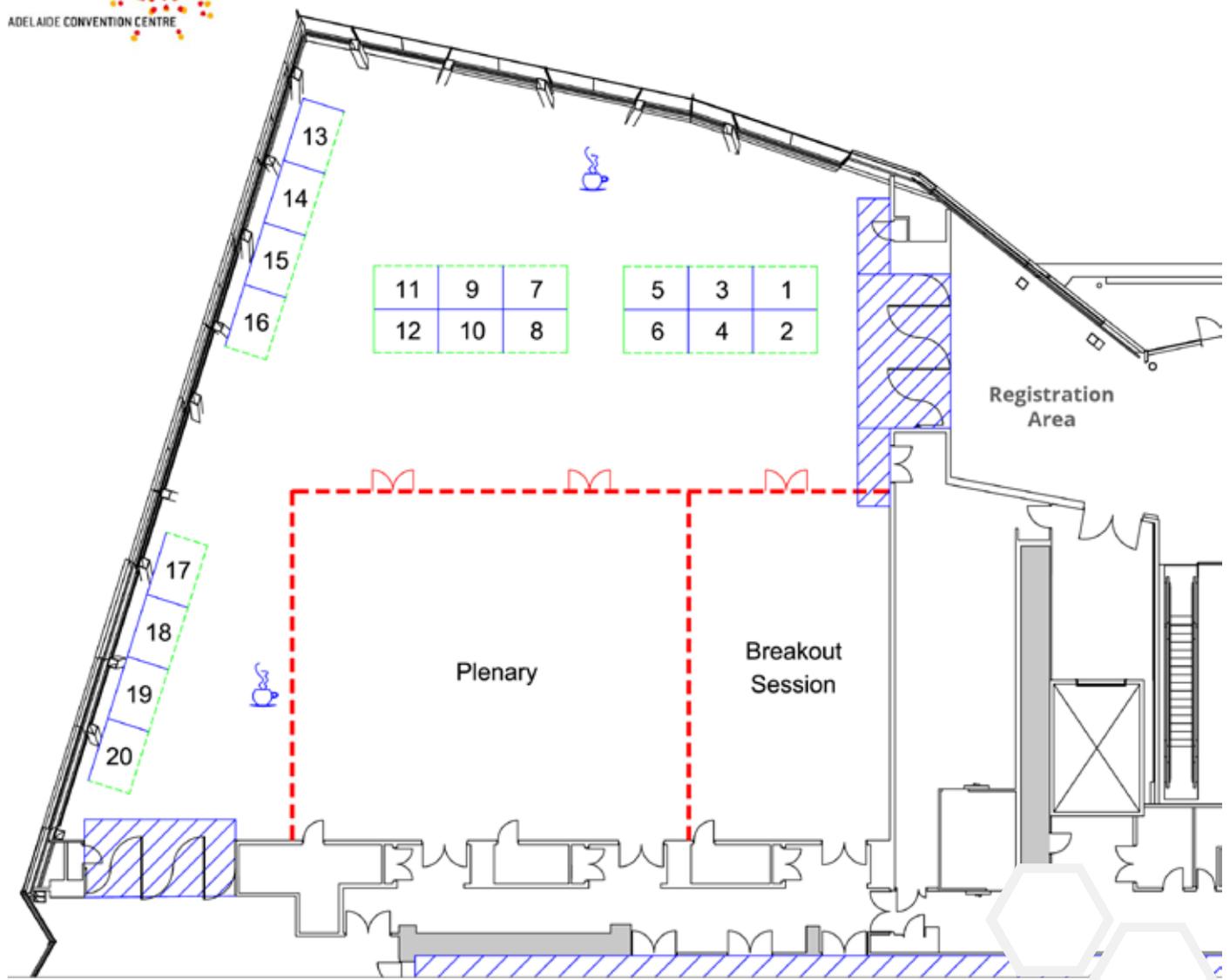
- A letter of introduction
- Product catalogue for furniture, brochures stands and other hire items
- Product order form
- Company name board & electrical confirmation form.



# Exhibition Floorplan



ADELAIDE CONVENTION CENTRE



## Exhibitor Booking Form

Organisation Name .....

Contact Person/s .....

Contact Phone .....

Contact Email .....

Address .....

Size of area you require:       3 x 2m       6 x 2m       9 x 2m

Please tick which you require:       Standard booth       Site space only for your custom display

Your ASCA Conference representative will be in touch to discuss booth options and preferences.

For planning purposes, please give a brief description of large, higher than 2.4 metres or unusual equipment / props you will have on your booth.

**PAYMENT TERMS:** A payment of 50% must accompany your completed Booking Form to confirm your booking. The balance is to be paid by Monday 17 April 2017.

**CANCELLATION POLICY:** A cancellation fee of 50% will be applicable for any exhibition booking cancelled up to 3 months prior to the Summit. No refund will apply after this date.

### Payment Method

Direct deposit: Broadband Alliance Inc. ANZ Maroochydore BSB 014 650 A/C 267 489 976

Credit Card :       ANZ Fast Pay       Visa       Mastercard

Name on Card: .....

Credit Card Number: .....

Card Security Code (CSC) \_\_\_ Expiry Date    \_\_ / \_\_

3% merchant fee applies to credit card payments.

Please PDF and email to: [admin@australiansmartcommunities.org.au](mailto:admin@australiansmartcommunities.org.au)



## Terms and Conditions

### 1. Insurance

The Organisation agrees to carry a minimum of TWENTY MILLION DOLLARS (\$20,000,000) in public liability, protecting itself against any claims arising from any activities conducted during the Summit.

### 2. Claims and Disputes

In the event of any dispute, controversy or claim arising out of or relating to this Exhibitor Agreement, or the breach, termination or validity of it, the parties shall first attempt to resolve the matter over a period of at least 30 days before resorting to formal dispute resolution, except that equitable remedies may be sought immediately. The parties agree that any dispute in any way arising out of or relating to this Agreement will be resolved pursuant to the law of the state where the Organisation is located, and through arbitration, with each party responsible for their own attorney fees.

### 3. Period of Exhibition

Exhibitors can access their stands or their open space (for custom builds) between 1pm and 5pm on Monday 29 May 2017, with pack down occurring between 3.00am and 4.00pm on Wednesday 31 May 2017.

### 4. Conditions of Exhibiting

The exhibitor shall not hold itself out to the public as having authority to act on behalf of ASCA by virtue of this Exhibitor Agreement. The Exhibitor acknowledges that by accepting this offer that ASCA is not endorsing the exhibitor's products, services or business activities.

### 5. Exhibitor Rights

ASCA grants to the Exhibitor the exhibiting rights set out in Booking Form and Terms and Conditions only.

All advertising and promotional materials produced, published, broadcast, displayed or exhibited by the Exhibitor about the Summit and under the exhibitor rights shall first be approved by ASCA in accordance with the Association's policy and guidelines and such approval shall not be unreasonably withheld.

### 6. Confidentiality

The Exhibitor hereby indemnifies ASCA from any costs, losses or expenses arising from any wrongful use, duplication or disclosure of any information relating to ASCA obtained pursuant to this Agreement. The obligations set out in this clause shall apply at all times during and after the termination or conclusion of the term of this Exhibitor Agreement.

### 7. Changes to Floorplan

ASCA reserves the right to alter the floorplan at any time prior to installation, and will:

- \* Notify exhibitors of any changes
- \* Assign new booths in a manner that reflects the intention of the original booth allocation wherever possible.

### 8. Assignment and Variation

Any other variation to this Exhibitor Agreement shall only be valid if it is in writing and signed by both parties. Neither party shall assign, transfer, change or purport to assign, transfer or change this Agreement or any rights or obligations without the prior written consent of the other party, which shall not be reasonably withheld.





**AUSTRALIAN**  
smart communities  
association

## Contact Details

**Australian Smart Communities Association**  
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