



SPONSORSHIP PROSPECTUS

2017

AUSTRALIAN smart communities CONFERENCE

Adelaide, Australia
29 - 31 May 2017



Your Sponsorship Opportunity

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 (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 begun 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 sponsoring 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.

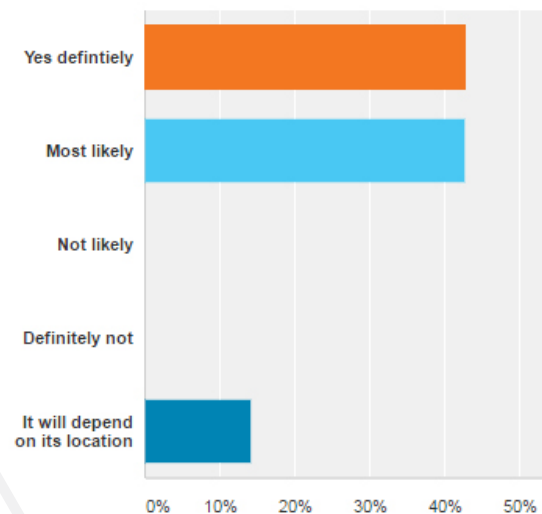
The conference has already become the leading Australian event in the smart communities sector.

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.



Sponsorship Opportunities

ASCA is seeking to build a partnership with a select number of organisations that understand and appreciate the mutual benefits and opportunities associated with the Australian Smart Communities Summit. We want to honour these relationships and this is why we have taken a relevance rather than prevalence approach.

Firstly, we are **offering custom options** for organisations that want something out-of-the-box and attention-grabbing for a negotiated fee. If this approach appeals, then talk to us. We'll then sit down and learn about your marketing objectives before working with you to create a custom campaign so you enjoy the highest return on investment.

Three of our pre-determined packages can incorporate a custom offering also (prices include GST):

- Conference Naming Rights - \$30,000 + custom
- Platinum Sponsor - \$15,000 + custom
- Gold Sponsor - \$10,000 + custom

On the following page is a table that sets out the pre-determined benefits, while below are **ideas** on custom elements. In each instance, these and other custom options will be achieved for a negotiated fee.

Show stopper: This suggestion includes an award-winning chalk artist creating a large 3D pavement or floor "painting" that will feature your logo and / or product, designed in such a way so that delegates can place themselves "inside" the picture (see Cadbury example right). Great brand longevity and social media potential.

Charge Up: This delegate interaction option is perfect for technophiles - a brand charging station right in the heart of the event, complete with a valet who will look over the goods left in his or her care.

Chill Out A "reprieve from technology" area, complete with branded stand, bean bags in your corporate colours and coffee table tops to match, a ping-pong competition with a leaderboard of top performers and a branded prize (supplied by you) to get delegates coming back again and again.

Have some ideas you want to talk about? We're very keen to see custom sponsorships that have been created especially for you and which meet all your needs, so talk with us about your ideas.



| SPONSOR LEVEL | Naming Rights | Platinum | Gold | Silver | Bronze | Welcome Reception |
|---|---|-----------------|-----------------|-----------------|----------------------|----------------------|
| Price | 30,000 + | 15,000 + | 10,000 + | 5,000 | 3,000 | 5,000 |
| Exhibition space provided | Yes | | | | | |
| Primary exposure on all Summit collateral | Yes | Yes | | | | |
| Opportunity to provide pop-up banners in plenary room | Yes | Yes | | | | |
| Partial in-kind contribution option (speaker or technology) | Yes | Yes | Yes | | | |
| Custom offerings options (for negotiated price) | Yes | Yes | Yes | | | |
| e-Program credit - advertisement (supplied by sponsor) | Full page | Full page | Half page | Quarter page | Logo | Quarter page |
| MC credits in opening and closing | Yes | Yes | Yes | | | |
| Opportunity for sponsor for speak - 3 mins | Yes | Yes | | | | |
| Logo on screen | Session & break intervals, Summit start and end | Break intervals | Break intervals | Break intervals | Summit start and end | Summit start and end |
| Delegate List | Yes | Yes | Yes | Yes | Yes | Yes |
| ASCA Annual Report | Logo | Logo | Logo | Credit | Credit | Credit |
| Summit registrations | 10 | 5 | 3 | 2 | 1 | 1 |
| Welcome Reception tickets | 6 | 3 | 2 | 1 | 1 | 6 |
| ASCA member EDMs with hyper links | 6 | 4 | 2 | 2 | | |
| Advertisement in Summit EDMs with hyper links | 4 | 2 | 1 | | | |
| Special announcement EDM with hyper links | 1 | 1 | 1 | | | |
| Logo in Summit EDMs | Yes | Yes | Yes | Yes | Yes | Yes |
| Logo on ASCA website with hyper link | Yes | Yes | Yes | Yes | | Yes |
| Logo on ASCA website | - | - | - | - | Yes | Yes |
| Promotion through Summit social media | Yes | Yes | Yes | Yes | Yes | Yes |

Exhibitor Information

You may also wish to exhibit at the 2017 ASCA Conference.

Exhibition spaces measuring 3 x 2m will surround the area where meal breaks occur. Starting at \$2,400, each standard exhibition space includes:

- Standard partitioning (to no less than 1.8 metres).
- 1 (one) x power point.
- Lighting inside the fascia.
- Fascia sign name (up to 30 characters).
- 1 (one) x Complimentary Exhibitor Registration.

Extra Exhibitor Registrations available for \$695 each.

ASCA's conference organiser will be in touch with each exhibitor once they have signed up to provide important details, such as:

- Lighting, booth and power inclusions.
- Exhibition floor plan and allocations.
- Bump-in and pack-down times.
- Delivery Instructions and forms.
- Additional equipment and furniture hire.
- Deadlines for logos and company profiles.

A full support service is available to all exhibitors requiring furniture, flooring, extra signage, audio visual, prop hire or a custom stand.

Interested parties should contact us for an Exhibitor Booking Form.

