



# PowerChem Conference 2018

**SPONSORSHIP & EXHIBITION  
OPPORTUNITIES**



## Overview

The API PowerChem conference is the pre-eminent power station chemistry conference, exhibition and training course in the southern hemisphere which the API is proud to be able to offer to the energy industry. This conference is the biennial event for power station chemists and their suppliers.

The primary aim of the conference is to provide up-to-date professional development for those working in the industry as well as those associated with it. The format of the conference will allow close interaction between speakers, presenters, exhibitors and delegates, with a number of training courses also available. The program and events are well supported by experts and eminent speakers from Australia and around the world.

**PowerChem Conference 2018 will be held at Novotel Twin Waters, Sunshine Coast.  
Sunday 20 May – Thursday 24 May 2018.**

PowerChem Conference 2016 received excellent feedback from delegates, exhibitors and sponsors alike. Sponsors were provided with an invaluable opportunity to network with key decision-makers, whilst delegates relished the opportunity to be presented with the latest products and services available to them.

The conference program includes plenary sessions as well as a panel discussion on a specialised topics. An exhibition runs parallel to the conference, with all refreshments focused around the exhibition area to encourage delegates to visit all booths.

### Your point of contact ...

If you have any questions please do not hesitate to contact me and I will assist you in any way to ensure your sponsorship provides maximum benefit for your organisation.

Event Manager: Kendall Klingaman  
Phone : +61 435 710 994  
Email : [kendall.klingaman@api.edu.au](mailto:kendall.klingaman@api.edu.au)  
Website : [www.api.edu.au](http://www.api.edu.au)

## SPONSORSHIP PACKAGES AVAILABLE

### PRICE AU\$ (INCLUSIVE OF GST)

A number of sponsorship options are available. Each option may be taken individually or combined to increase exposure. If you wish to be a sponsor but none of the options listed suit your requirements, please contact Kendall Klingaman (0435 710 994) or email [kendall.klingaman@api.edu.au](mailto:kendall.klingaman@api.edu.au).

Sponsorship Item	Number available	Price (+10% GST)
Gold Sponsor	Exclusive	\$ 15,000
Silver Sponsor	Exclusive	\$ 10,000
Bronze Sponsor	Exclusive	\$ 6,000
USB Flash Drive	Exclusive	\$ 5,500
Conference Satchel/Sports Bag	Exclusive	\$ 5,000
Coffee Cart	Exclusive	\$ 4,000
Learning Journal	Exclusive	\$ 3,000
Name Badges/Lanyards	Exclusive	\$ 2,200
Conference Pens	Exclusive	\$ 2,000
Lunch (Monday or Tuesday)	Two (2)	\$ 1,650
Morning Afternoon Tea	Five (5)	\$ 660

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### Gold Sponsor (Dinner)

**\$15,000**

Sponsorship of this item includes:

- Company name and logo displayed
  - » on all promotional material
  - » in sponsor acknowledgement slides shown during the conference
  - » on holding slides during the conference
  - » on conference website page [with link to sponsor website]
- Opportunity to display banners in the conference room [pull up banners only; to be provided by the sponsor]
- One complimentary exhibition booth (including Exhibitor Pass)
- One complimentary registration to all conference activities
- Acknowledgment in the conference documentation
- Opportunity to display banners at the Conference Dinner [Monday 23 May]
- Two additional guest passes to conference dinner
- An opportunity for a 5 minute address at the conference
- List of delegate contact details for post conference marketing [provided in line with the National Privacy Act]

### Silver Sponsorship (Welcome Reception)

**\$10,000**

Sponsorship of this item includes:

- Company name and logo displayed
  - » on all promotional material
  - » in sponsor acknowledgement slides shown during the conference
  - » on conference website page (with link to sponsor website)
- Exclusive sponsorship of the Welcome Function [Sunday 22 May]
- Opportunity to display banners in the Welcome Reception [pull up banners only; to be provided by the sponsor]
- One complimentary exhibition booth (including Exhibitor Pass to conference sessions)
- Two additional guest passes to the Welcome Function
- Opportunity for brief address at the Welcome Function
- Acknowledgment in the conference documentation

### Bronze Sponsorship (Exhibitor Cocktail Hour)

**\$6,000**

Sponsorship of this item includes:

- Company name and logo displayed
  - » on all promotional material
  - » in sponsor acknowledgement slides shown during the conference
  - » on conference website page (with link to sponsor website)
- Opportunity for the sponsor's own signage or banners to be placed in appropriate positions throughout the exhibition.
- One complimentary exhibition booth (including a Exhibitor Pass to Conference proceedings and one booth only pass)
- Acknowledgment in the conference documentation
- Opportunity for address at private Exhibitor Cocktail Hour on Tuesday evening.

## Sponsorship Opportunities (Continued)

### USB Flash Drives

\$5,500

This item offers lasting branding to the sponsor on an item that will be used regularly by delegates during and after the conference.

Sponsorship of this item includes:

- acknowledgement in the conference documentation
- company logo printed on a 2GB (or larger) USB flash drive
- company logo included in sponsor acknowledgement slides during the conference

### Conference satchel / sports bag

\$5,000

Company logo printed on satchel (one colour single placement)

Sponsorship of this item includes:

- acknowledgement in the conference documentation
- one piece of promotional literature in the conference satchel
- company logo included in sponsor acknowledgement slides during the conference

### Conference Coffee Cart

\$4,000

Host one coffee cart throughout duration of conference for delegates to use during refreshment breaks.

Sponsorship of this item includes:

- acknowledgement in the conference documentation
- access to delegate names and company details prior to conference for the purpose of sending invitations
- one coffee cart on conference exhibition floor for duration of conference (to be used during refreshment breaks)
- opportunity to provide branded coffee cups, branded t-shirt/cap for barista to wear on-site
- sponsor may provide free standing banners which will be positioned near the coffee cart
- company logo included in sponsor acknowledgment slides during the conference

### Sponsorship Opportunities (Continued)

#### Learning Journal

\$3,000

A4 conference Learning Journal bound and over-printed with company logo and/or message on all pages Sponsorship of this item includes:

- acknowledgement in the conference documentation
- company logo included in sponsor acknowledgement slides during the conference

#### Name Badges &/or Lanyards

\$2,200

All delegates will be issued with a name badge and lanyard to be worn for the duration of the conference.

Sponsorship of this item includes:

- Company logo printed on name badge or lanyard
- acknowledgement in conference documentation
- company logo printed on both namebadge and lanyard

#### Conference Pens

\$2,000

Company logo / name detailed on conference pen

Sponsorship of this item includes:

- acknowledgement in the conference documentation
- company logo included in sponsor acknowledgement slides during the conference

#### Lunch [Monday or Tuesday]

\$1,650

Sponsorship of this item includes:

- opportunity to display promotional material during the sponsored lunch
- acknowledgement in conference documentation

#### Morning/Afternoon Tea [5]

\$660 each

There is a total of 5 morning/afternoon tea breaks during the conference -Monday am/pm, Tuesday am/pm, Wednesday am only.

Sponsorship of this item includes:

- opportunity to display promotional material during the sponsored coffee/tea breaks
- acknowledgement in conference documentation

## Exhibition Opportunities

### TRADE EXHIBITION 20 - 24 May: Exhibitors Package

**Display - all day Monday & Tuesday and Wednesday until midday. (Set up on Sunday afternoon.)**

#### Exhibitor Package

**\$3,500**

The conference program and exhibition space has been designed to offer exhibitors maximum networking opportunity with conference delegates. Morning tea, afternoon tea and lunch on both Monday and Tuesday, and morning tea on Wednesday will be served in the exhibition display area.

The exhibition package includes:

- Shell scheme display stand - Black PVC coated panels (approximately 2.4m x 2.4m).  
Please note: Final Booth size will depend on final exhibitor numbers, exact sizes will be confirmed closer to conference date.
- Company name on fascia signage (max 26 characters - logo available as an 'upgrade option')
- 3 x 50 watt spotlights per booth mounted on light track inside fascia
- 1 x general-purpose (4 amp) power point per booth
- Trestle table and two chairs
- Additional furniture or equipment can be arranged at the exhibitor's own expense
- Acknowledgment in the conference documentation
- One complimentary registration to all conference activities

Note: Some booths will not have an end wall unless specifically requested.



*Image shows a 3m x 2m open corner booth (flooring not inc in package)*

#### General Exhibition Information

Additional exhibition staff must purchase an Exhibition Staff Pass at the cost of \$595 per person. This price includes morning and afternoon tea refreshments and lunch daily.

If additional exhibition staff wish to attend sessions they must register as a conference delegate and pay the appropriate registration fee.

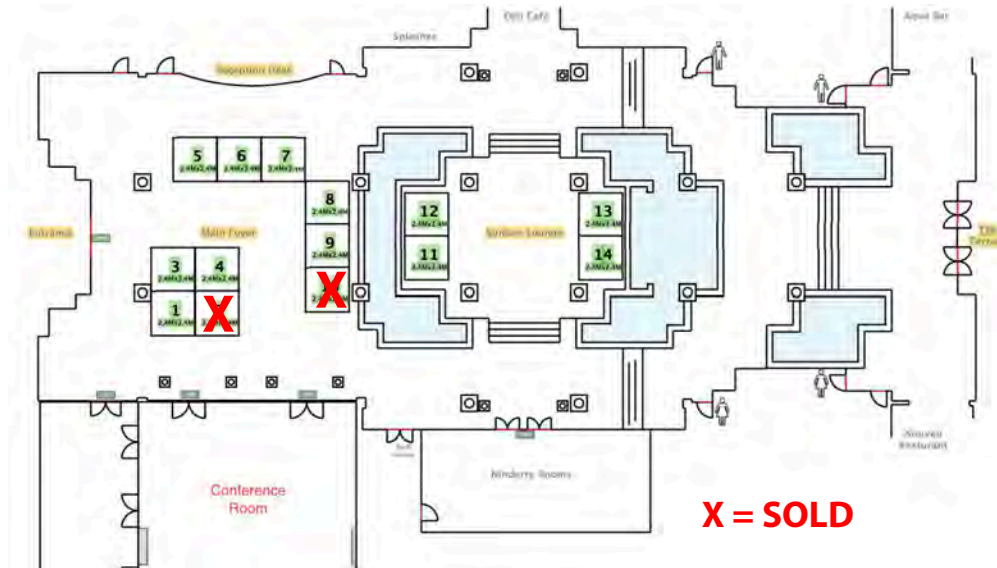
Exhibitors will have access for set-up from 4pm on Sunday.

#### Insurance

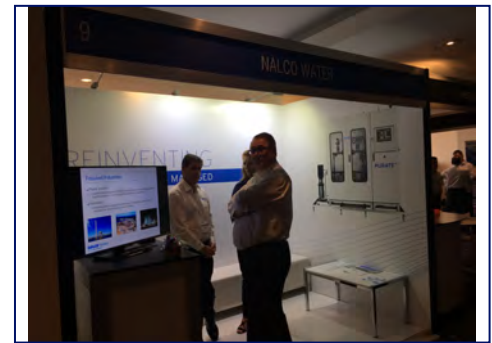
Australian regulations require all exhibitors to be adequately covered for Public and Product Liability Insurance. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand.



### Exhibition Floor Plan



Floor plan is indicative only and is subject to change



Conference  
Exhibitors 2016

### General terms and conditions for Sponsors and Exhibitors

- A 50% deposit is required to confirm the booking, the remaining amount to be paid 60 days prior to the event (21 March 2018).
- Exhibitor booths are allocated on receipt of payment however, the organisers reserve the right to change the layout and allocation should the need arise in the lead up to the conference. Exhibitors will be notified if this becomes necessary.
- In the event of cancellation sponsors and exhibitors are requested to inform The Australian Power Institute in writing. Unless the sponsored item or exhibition space can be resold, the organisers reserve the right to retain any monies paid.
- Sponsors and exhibitors are liable for any damage they cause to the venue and/or the exhibition booths. The organiser is not liable for damages or loss to sponsor or exhibitors' property. Exhibitors must be adequately covered for Public and Product Liability Insurance. It is the responsibility of the exhibitor to arrange appropriate insurance for items within their exhibition.
- Promotional activity must not impinge on or directly interfere with any other sponsor or exhibitor.



