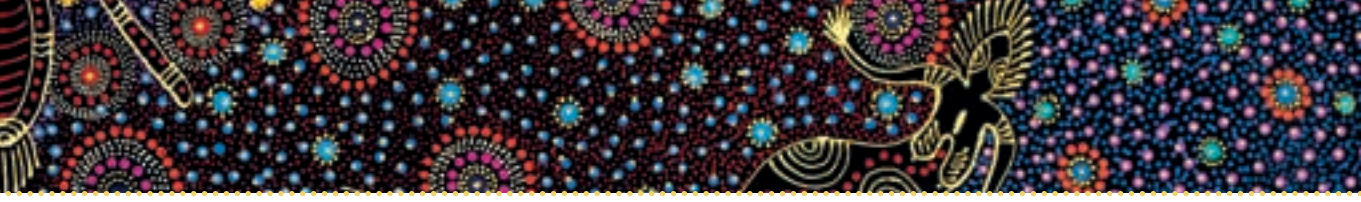


**International Council on Archives Congress 2012**  
Sponsorship and exhibition prospectus



20–24 August 2012

Brisbane Convention and Exhibition Centre  
Queensland, Australia



## An invitation to the ICA Congress 2012

### *A Climate of Change*

I invite you to join us in Brisbane, Australia, for a Congress that represents an investment opportunity you can't afford to miss.

Australia is one of the leading countries in developing innovative archival management, practice, policy and theory. Therefore where better than Brisbane, Australia, for professional engagement and interaction in a program presented by leaders in archives and information management from across the world?

Be prepared to immerse yourself in thinking about and discussing with your professional colleagues the vast challenges we face in our changing environment and in being part of the vanguard that sets the direction for our future.

I look forward to seeing you there.

A handwritten signature in black ink that reads "Stephen Ellis".

Dr Stephen Ellis  
Vice-President Congress ICA  
Director General A/g  
The National Archives of Australia







Brisbane convention and Exhibition Centre

## About ICA

The International Council on Archives (ICA) is dedicated to the effective management of records and the preservation, care and use of the world's archival heritage through its representation of records and archive professionals across the globe.

Archives are an incredible resource. They are the documentary by-product of human activity and as such are an irreplaceable witness to past events, underpinning democracy, the identity of individuals and communities, and human rights. But they are also fragile and vulnerable. The ICA strives to protect and ensure access to archives through advocacy, supporting democratic governance, setting standards, professional development, and enabling dialogue between archivists, policy makers, creators and users of archives.

For further information please visit the website [www.ica.org](http://www.ica.org)

## Congress fast facts

- 20–24 August 2012
- Brisbane Convention and Exhibition Centre
- More than 1,000 delegates from Australia and beyond
- Visit [www.ica2012.com](http://www.ica2012.com) for the latest information
- Email [sponex@ica2012.com](mailto:sponex@ica2012.com), call +61 7 3858 5534 or fax +61 7 3858 5499 for more information on sponsorship opportunities.

## The venue

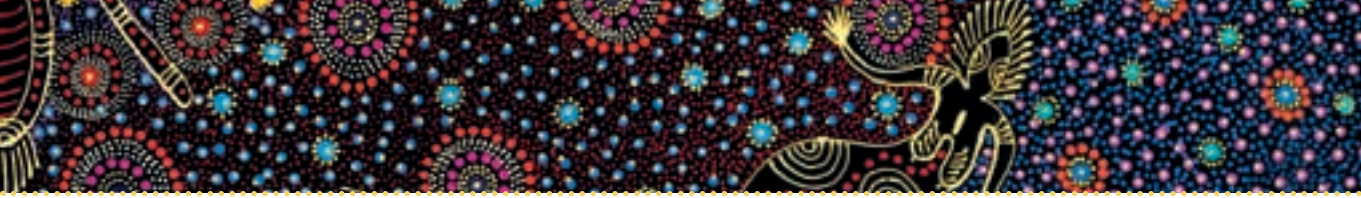
### Brisbane Convention and Exhibition Centre

The Brisbane Convention and Exhibition Centre (BCEC), Queensland, Australia is the venue for the 17<sup>th</sup> International Council on Archives Congress.

Located in the urban riverside precinct at South Bank, the Brisbane Convention and Exhibition Centre is considered one of the world's leading purpose-built convention centres.

The South Bank riverside location offers an array of entertainment and cultural options, including Australia's largest Gallery of Modern Art, and is within easy walking distance of the city's business district.

Visit [www.bcec.com.au](http://www.bcec.com.au) for further information.



## Program

The challenges and changes that archivists and information management professionals face are based on the need to manage, preserve and make accessible archival collections be they paper, film, audio visual or digital formats.

The 21<sup>st</sup> century brings a *climate of change* in which archivists and information managers face additional challenges and changes generated through the flood of contemporary information, varying formats and technological developments and increased demands for access to the information.

Technological developments have an impact on the organisation and operation of our governments and societies. In this process, the archival institutions have an important responsibility as the custodians of effectively organised and accessible information.

Australia is one of the leading countries in developing innovative archival management, practice, policy and theory. What better place could there be for professional engagement and interaction in a program presented by leaders in the archives and information management field from across the world.

Delegates should be prepared to immerse themselves in a congress that challenges delegates to think about and discuss the vast challenges they face in this changing environment and in being part of the vanguard that sets the direction for the future.

The program will be focused, innovative and interactive.

The congress will examine the 'climate of change' through the themes:

**Sustainability:** Archives recognising archival and information management challenges and working together on strategies to ensure access, preservation, security, and longevity of evidence and information.

**Trust:** Archives supporting good governance and accountability, advocating ethical and professional processes, developing standards and gaining international acceptance.

**Identity:** Archives helping the community to connect with their heritage, discover their individual stories and protect their rights; strengthening the value, impact and influence of archivists and information managers.



Walking by the Brisbane River,  
Kangaroo Point.  
Courtesy of Brisbane Marketing.

## Program overview

Please visit the website for the latest program information at [www.ica2012.com](http://www.ica2012.com)



## Delegate profile

The ICA congress attracts delegates from its membership of 1,500 in over 190 countries.

The membership represents archival professionals at both upper management and middle management levels. Additionally it draws from many associated professions:

- Information and records management
- Information, communications and technology organisations
- International banking
- Accountability and good governance bodies
- International development aid organisations
- Software developers
- Teaching professionals
- Genealogists and members of the public as users of archival collections
- Representatives of government departments from all levels of government (federal, state and local) are also numbered among attendees.

The ICA congress is a quadrennial event and each congress welcomes members from its international associations and regional sections specialising in areas such as:

- Archival education and training
- Legal and notarial records
- Engineering and architectural records
- Industry, business and labour archives
- International organisations
- Churches and religious denominations
- Literature and art
- Local, municipal and territorial government
- Professional associations
- Sports archives
- University and research institutions

Sponsors and exhibitors will have daily contact with this diverse group of delegates for the duration of the congress.

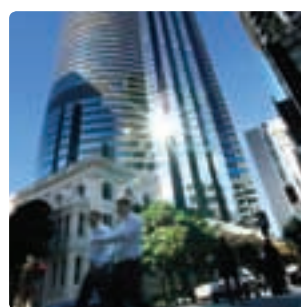
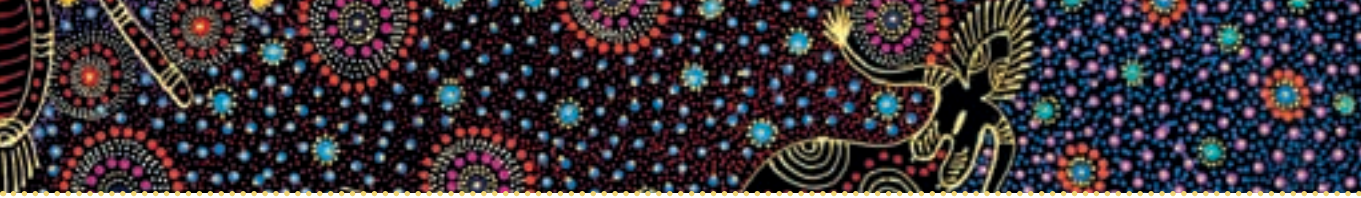


Image (above): South Bank Lifestyle Market

Image (below): Edward Street.  
Courtesy of Brisbane Marketing.





## Benefits of sponsoring and/or exhibiting

1. **Raise your profile** by showing your support for this industry
2. **Reinforce** your credentials as a key player
3. **Reach** up to 1,000 buyers or referrers
4. **Publicise** your activities and promote your company or brand
5. **Launch a new product** or service to a captive market
6. **Meet the movers and shakers** in the industry and interact with them both in sessions and at social events
7. **Reinforce relationships** with existing clients and develop new contacts
8. **Discover the current trends and challenges** facing the archive industry
9. **Accelerate** the buying process
10. Receive a **quality database** for future marketing

## Confirm early: maximise your exposure

Early confirmation of your sponsorship will ensure a higher level of exposure. An extensive promotional campaign including advertisements, email broadcasts and web presence will be implemented in the lead up to ICA 2012.

## Tax deductibility

Sponsorship is not used to provide food and beverage, making it a legitimate tax deductible expense. All prices include the Australian Goods and Services Tax (GST of 10%) which may be claimed back as an input tax credit by organisations registered to conduct business in Australia.

## Sponsorship opportunities and inclusions

Flexibility is the key and we are happy to discuss with you how best we can tailor a package of benefits to complement your overall marketing objectives and budget. Just call us on +61 7 3858 5534.

There are five sponsorship levels available. Please refer to page 15 for full terms and conditions of sponsorship.

Brisbane city



- **Please note:** All prices are in Australian Dollars and are inclusive of 10% GST.
- **\*\*** Approximate dimensions only. Print specifications and dimensions to be advised. The sponsor is responsible for supplying artwork for printed materials.
- All logos will be reproduced in either colour, congress colours OR mono depending on method of print production.
- All logos must be 300 DPI at 100% in either JPEG or EPS format.

## Sponex strategy

Category	Titanium AUD 77,000	Platinum AUD 55,000	Gold AUD 33,000	Silver AUD 11,000	Bronze AUD 5,500
<b>Numbers available</b>	1	2	2	4	unlimited

## Package inclusions

### Congress fulltime delegate registrations

**Congress fulltime delegate registrations include:** Session attendance, morning/afternoon teas and lunches, welcome reception, congress satchel and handbook with program, security name tag and congress dinner.

Fulltime delegate registrations included	5	4	3	2	1
<b>Industry exhibition</b>					
The titanium sponsor will be given prime position, followed by platinum, gold, silver and bronze sponsors.					
<b>3m x 3m exhibition booth</b> Subject to availability.	4	3	2	1	Brochure display stand

## Print and promotional material

Logos and other printed material may, at our sole discretion, be reproduced in colour (where possible), OR the nominated congress spot colour/s OR mono depending on method of production. You must provide suitable material to meet our publication requirements and deadlines. Please provide all material at 300 DPI at 100% in either JPEG or EPS format including, where possible, RGB or Pantone colour equivalents. Where applicable, advertisements are to be supplied by the sponsor.

<b>ICA 2012 website</b>	Logo hyperlinked to sponsor's website until January 2013. Note: Sponsor must provide a reciprocal link to have this entitlement.			
	250 word promotional paragraph	200 word promotional paragraph	150 word promotional paragraph	100 word promotional paragraph 50 word promotional paragraph
<b>Email alerts</b>	Recognition as a sponsor within your chosen category			
	Logo hyperlinked to sponsor's website			
<b>Registration brochure</b> Subject to print deadlines.	Recognition as a sponsor within your chosen category			
	Logo on front cover and inside	Logo on front cover and inside	Logo inside within your category	
	250 word promotional paragraph inside	200 word promotional paragraph inside	150 word promotional paragraph inside	100 word promotional paragraph inside 50 word promotional paragraph inside
<b>Handbook</b> Advertisement placement will be at the discretion of the congress managers. Advertisements are to be supplied by sponsors.	Recognition as a sponsor within your chosen category			
	Logo on front cover and inside	Logo on front cover and inside	Logo inside within your category	
	250 word promotional paragraph and contact details inside	200 word promotional paragraph and contact details inside	150 word promotional paragraph and contact details inside	100 word promotional paragraph and contact details inside 50 word promotional paragraph and contact details inside
	2 x full page colour adverts** (inside front or back cover)	1 x full page colour advert**	1 x full page mono advert**	1 x half page landscape colour advert**
**Approximate dimensions only. Print specifications and dimensions to be advised.				
<b>Delegate list</b> Subject to privacy legislation provisions and excludes email addresses.	(enables the sponsor to send invitations to any hosted function)			
	Electronic version of delegate list 28 and 14 days prior to congress	Electronic version of delegate list 14 days before the congress		
	Hard copy available at the congress (delegate name/organisation/state/country of origin only)			
Electronic version of delegate list after the congress (delegate name/organisation/state/country of origin/ mailing address only)				





**Print and promotional material (continue)**

<b>Congress materials</b>	Sponsor logo printed on delegate satchels		
Please note that the congress logo will also appear alongside.	Sponsor logo printed on lanyards		
<b>Satchel insert</b> Sponsor to supply lightweight inserts—quantity to be confirmed.	Sponsor may supply 2 brochures of any type	Sponsor may supply 1 brochure of any type	Sponsor may supply one item (up to 8 pages in total for brochures)—no larger than A4
Note: congress managers will contact your organisation closer to the congress to advise how many inserts to send and where to send them.			
<b>Signage</b> Retractable/freestanding banner no larger than 1m (width) x 2m (height), to be supplied by sponsor. Location at discretion of organisers.	Sponsor may supply 4 banners	Sponsor may supply 3 banners	Sponsor may supply 1 banner
<b>On-site congress signage</b>			
Logos featured on relevant congress signage			
<b>Delegate gift</b>			
Opportunity to provide a gift			
<b>Prize draw</b>			
Opportunity to provide a lucky door prize at end of congress			
<b>Endorsement</b>	Titanium Sponsor ICA Congress 2012	Platinum Sponsor ICA Congress 2012	Gold Sponsor ICA Congress 2012 Silver Sponsor ICA Congress 2012 Bronze Sponsor ICA Congress 2012
<ul style="list-style-type: none"> <li>• Specific to your category, the sponsor may use the above wording in your corporate media releases, stationery etc. until January 2013.</li> <li>• This entitlement is subject to approval by congress managers.</li> <li>• Each time the logo is used, approval must be granted by the congress managers before it can be published.</li> </ul>			

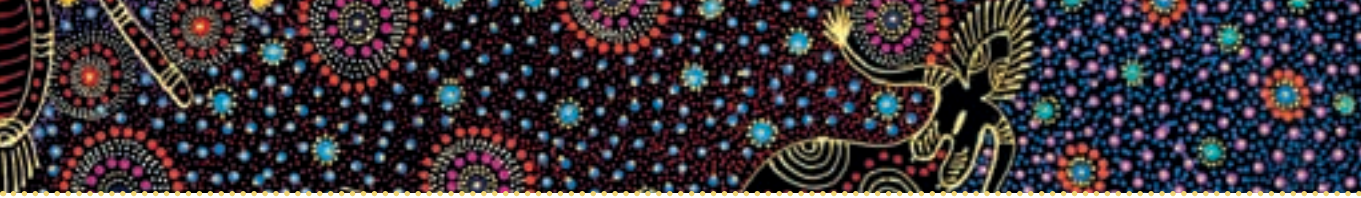
<b>Program recognition (see glossary on page 12 for descriptions and inclusions)</b>	
<b>Opening session</b>	Verbal recognition Logo on sponsor PowerPoint slide Naming rights to opening session Verbal recognition Logo on sponsor PowerPoint slide
<b>Closing session</b>	Verbal recognition Logo on sponsor PowerPoint slide Sponsor logo on "Thank you sponsors" slide in all sessions
<b>Additional opportunities (see glossary on page 12 for descriptions and inclusions)</b>	
<b>Naming/ branding rights</b>	All congress plenary sessions Welcome reception <b>OR</b> naming rights to koala photo competition Morning tea or afternoon tea for 1 day of congress
<b>Hospitality suite</b>	Opportunity to use a room in the congress venue as a hospitality suite for the entire event Opportunity to use a room in the congress room in the congress venue as a hospitality suite on one day of the event All refreshment breaks for one day of congress (morning tea, lunch and afternoon tea)
<b>Networking breakfast</b>	Opportunity to host a networking breakfast Opportunity to use a room in the congress venue as a hospitality suite for three days during the event
<b>Host a private function</b>	Opportunity to host a private function

## Additional opportunities

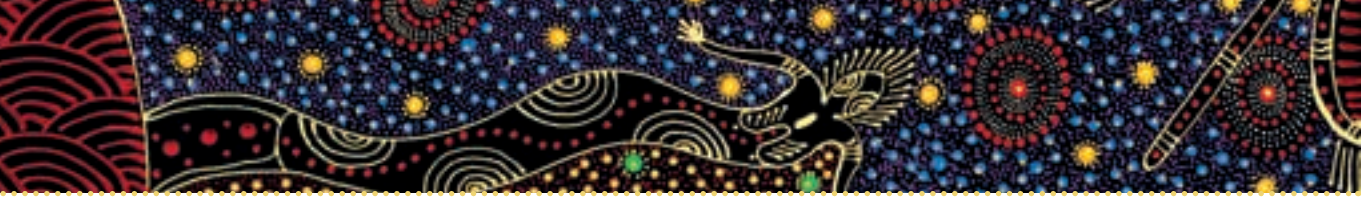
- Sponsors are entitled to first right to supply suitable items.
- Non sponsors may lodge an expression of interest if sponsors do not take up this offer.

Wireless lounge with internet kiosk	
The wireless lounge with internet kiosk will be located in the industry exhibition area and will be available for use during the opening hours of the exhibition. The area will include an internet kiosk with 4 computer terminals; it will be a wireless hotspot with comfortable lounge furniture with power points for laptop users to connect to. The sponsor may provide screensavers and mouse mats for the kiosk terminals, signage around the lounge, and staff at the lounge to assist users. Other benefits include logo recognition in the program book and an electronic delegate list after the congress.	AUD 11,000
Speakers support centre	
Includes acknowledgment in the congress literature whenever the speakers support centre is mentioned; the opportunity to provide corporate signage and promotional materials (e.g. mouse pads, pens, notepads) for display in the centre and the opportunity to provide a screensaver to be used on the desktop of all computers in the speakers support centre.	AUD 4,400
Espresso coffee cart	
Includes provision of one coffee cart, barista and complete coffee service during exhibition hours. The sponsor may provide their own branded take away cups/serviettes etc (at sponsor's expense) and display a free standing banner next to the cart. The sponsor may supply a branded t-shirt for the barista to wear. In addition, the sponsor will receive logo recognition in the program book and an electronic delegate list after the congress.	From AUD 8,800 Price on application
Relaxation area	
Pamper delegates with a relaxation area offering neck and shoulder massages, hand and foot rubs and some space just to prepare themselves for the program ahead. <ul style="list-style-type: none"> <li>• Opportunity to display freestanding banners in the relaxation area</li> <li>• Opportunity for a staff member to be located in the relaxation area to greet delegates</li> <li>• Logo recognition in the handbook</li> </ul>	AUD 5,500
Happy hours	
Opportunity to host a happy hour on a selected day after the conclusion of sessions (Monday–Friday). A suitable room within the congress venue will be provided by the congress managers. All other costs, including food and beverage, are to be met by host company. Happy hour and host company name will be included in the registration brochure as an additional social function for delegates to book and attend (subject to print deadlines).	AUD 5,500
Delegate notepads	
Opportunity to place branded notepads into each delegate satchel (notepads to be supplied by the sponsor).	AUD 2,200





<b>Delegate pens</b>	
Opportunity to place branded pens into each delegate satchel (pens to be supplied by the sponsor).	AUD 2,200
<b>Bottled water</b>	
Bottled water branded with the sponsor logo will be provided to each delegate as they register on site for the event (item to be supplied by sponsor).	AUD 3,300
<b>Novelty item</b>	
Possible items include: <ul style="list-style-type: none"> <li>• Mouse mat</li> <li>• Water bottle/coffee thermos</li> <li>• Corporate gift, e.g. USB, business card holder, radio</li> <li>• Corporate clothing, e.g. cap, shirt</li> </ul> (items to be supplied by sponsor)	AUD 3,300
<b>Satchel inserts (promotional material or delegate gift)</b>	
<ul style="list-style-type: none"> <li>• Brochures up to A4 size and less than 12 pages</li> <li>• Inserts provided at company's own expense (quantity required to be confirmed)</li> <li>• (the congress managers will contact the sponsor's organisation closer to the congress to advise how many inserts and where to send them)</li> </ul> Please note that sponsors are entitled to complimentary satchel inserts as per the table of entitlements.	AUD 3,300
<b>Advertising space</b>	
The listed rates entitle the company to either one full page (portrait) or half page (landscape) advertisement in the congress handbook, which will be distributed to all delegates at the event. Please note that sponsors are entitled to complimentary advertising space in the handbook as per the table of entitlements.	Full page colour AUD 3,300
	Full page mono AUD 1,700
	Half page colour AUD 1,700



## Sponex glossary

<b>Naming rights to opening session</b>	<b>Welcome reception (naming/branding rights)</b>
<ul style="list-style-type: none"> <li>pull-up banner supplied by sponsor on stage during the session</li> </ul>	<ul style="list-style-type: none"> <li>formal acknowledgment during the welcome reception and opportunity to respond with a brief speech (2 mins)</li> </ul>
<ul style="list-style-type: none"> <li>sponsor logo on PowerPoint slide prior to the session</li> </ul>	<ul style="list-style-type: none"> <li>acknowledgment in the program as the welcome reception sponsor</li> </ul>
<ul style="list-style-type: none"> <li>acknowledgment in the program</li> </ul>	<ul style="list-style-type: none"> <li>opportunity to provide pull-up banner/s at the venue</li> <li>3 complimentary welcome reception tickets</li> </ul>
<b>All congress plenary sessions (naming/branding rights)</b>	<b>Networking breakfast</b>
<ul style="list-style-type: none"> <li>acknowledgment in the program as the plenary session sponsor</li> </ul>	<ul style="list-style-type: none"> <li>venue hire and basic audiovisual support will be supplied by the congress; all other costs to be covered by the sponsor (e.g. speaker costs, catering costs, etc.)</li> </ul>
<ul style="list-style-type: none"> <li>acknowledgment in plenary PowerPoint as the plenary session sponsor</li> </ul>	<ul style="list-style-type: none"> <li>acknowledgment in the program as the breakfast sponsor (if coordinated)</li> </ul>
<ul style="list-style-type: none"> <li>opportunity to provide pull up banners at the entrance to the plenary room</li> </ul>	<ul style="list-style-type: none"> <li>opportunity to provide merchandise/gifts/ banner signage at the breakfast</li> </ul>
<ul style="list-style-type: none"> <li>opportunity to provide pull up banners on the plenary session stage</li> </ul>	
<b>Host a private function</b>	<b>Refreshment breaks (naming/branding rights)</b>
<ul style="list-style-type: none"> <li>all costs to be covered by the sponsor</li> </ul>	<ul style="list-style-type: none"> <li>acknowledgment in the program as the refreshment break sponsor</li> </ul>
<ul style="list-style-type: none"> <li>acknowledgment in the program as the function sponsor (if included in program)</li> </ul>	<ul style="list-style-type: none"> <li>sponsor may supply retractable banner/s for display in the catering area</li> </ul>
<ul style="list-style-type: none"> <li>opportunity to provide merchandise/gifts/ banner signage at the function</li> </ul>	

## Terms and conditions of sponsorship

For terms and conditions, please see page 15.

Please ensure that you have read and accept the terms and conditions prior to application.

## Industry exhibition

### Why exhibit?

The industry display will be the hub of the event, hosting refreshment breaks, and providing a prime networking arena for both delegates and exhibitors. The exhibition will facilitate networking to allow your representatives the opportunity to update congress participants with their knowledge and understanding of your services in an environment where they are open to listening and learning.

The congress will provide the opportunity for your organisation to showcase its latest products and services.

### Exhibition booth types and rates

Booth type (All prices include 10% GST)	Earlybird Payment received up to and including 17 February 2012	Standard Payment received after 17 February 2012
Shell scheme booth (3m x 3m = 9m <sup>2</sup> ) (Including back and side walls)	AUD 4,445 per booth	AUD 4,950 per booth
Floor space only (minimum 9m <sup>2</sup> )	AUD 455 per m <sup>2</sup>	AUD 505 per m <sup>2</sup>
Tabletop display (1.8m x 2m = 3.6m <sup>2</sup> )	AUD 2,090 per tabletop	AUD 2,200 per tabletop

### Exhibition inclusions

Item	Booth	Space only	Tabletop	Description
One full-time exhibitor registration	✓	✓	✓	<ul style="list-style-type: none"> <li>Welcome reception ticket</li> <li>Morning and afternoon teas and lunches</li> <li>Congress satchel</li> <li>Congress handbook</li> </ul>
Carpeting	✓	✓	✓	Carpeted floor provided
Fascia panel	✓			Exhibitor name on fascia panel
Walls	✓			2.4m high matt anodised aluminium frame with white laminated infill walls (1 back wall and 2 side walls)
Lights	✓			2 x 150w spots per 9m <sup>2</sup> mounted on light track inside fascia
Power	✓	✓	✓	One single power point with a maximum loading of 4 amps. Additional power can be purchased on request
Additional equipment				Available for hire from exhibition supplier at exhibitor's own expense
Listing in congress handbook	✓	✓	✓	<ul style="list-style-type: none"> <li>Exhibitor company name</li> <li>Booth location</li> <li>80 word promotional paragraph</li> <li>Full contact details</li> </ul>
Delegate list (subject to privacy legislation)	✓	✓	✓	<ul style="list-style-type: none"> <li>Hard copy provided on site</li> <li>Electronic copy provided 2 weeks after the congress</li> </ul>

**Please note:** for floor space only, a custom designed exhibition booth must be erected on the floor space. A CAD drawing, engineering specifications and an artist's impression will be required and is subject to approval by the Brisbane Convention and Exhibition Centre and the congress manager.





## Proposed exhibition timetable

- Set up times are subject to change and will be reconfirmed with all exhibitors in the exhibitor manual.
- Should your custom-made stand require extra time for set up, please contact the project manager to discuss.

Date	Access time	Completion time	Description
Monday 20 August 2012	0700 hours	1400 hours	Exhibition company set-up
	1200 hours	1400 hours	Custom stand access for build
	1400 hours	2000 hours	Exhibitor set up
Tuesday 21 August 2012	0900 hours	1700 hours	Exhibition open
	1700 hours	1900 hours	Welcome reception
Wednesday 22 August 2012	0900 hours	1700 hours	Exhibition open
Thursday 23 August 2012	0900 hours	1600 hours	Exhibition open
	1600 hours	1800 hours	Exhibitor dismantle
	1800 hours	2000 hours	Custom stand dismantle
	1800 hours	2359 hours	Exhibition company pack down

## Floorplan

A floorplan will be provided to exhibitors closer to the event.

## Purchasing additional registrations for your staff

- All exhibition staff must be registered and wear a name badge.
- Extra staff on the booth will have access to a reduced exhibitor registration (rates to be advised).
- Tickets to the welcome reception and dinner may be purchased separately.
- Every staff member from your organisation that is onsite (including your complimentary staff registrations) during the congress is required to register.
- Staff entitled to complimentary registrations will be sent their relevant complimentary registration forms in due course.
- Companies wishing to register additional staff will be sent the exhibitor registration form in due course and this registration form will also be included in the exhibitors manual.
- Exhibitor registration will include: entry into the exhibition, daily morning and afternoon teas and lunches and one welcome reception ticket.

## Terms and conditions of sponsorship

For terms and conditions, please see page 15. Please ensure that you have read and accept the terms and conditions prior to application.

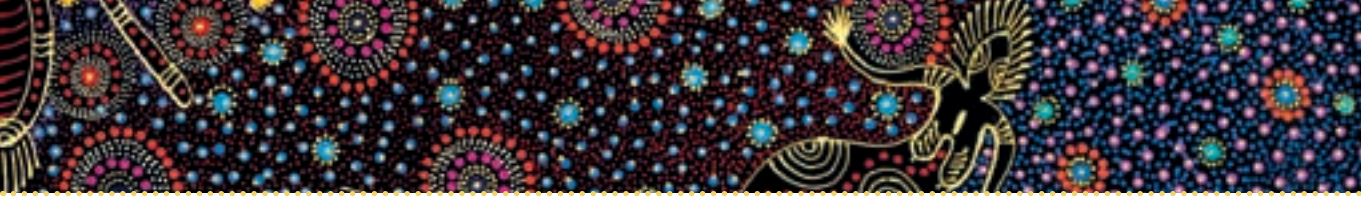
## Contact details

For all queries regarding sponsorship and the industry exhibition please contact:

C/- MCI (formerly Event Planners Australia)  
PO Box 1517  
Eagle Farm QLD 4009  
Australia

Telephone: +61 7 3858 5534  
Facsimile: +61 7 3858 5499  
Email: sponex@ica2012.com  
Website: www.ica2012.com

Managed by MCI (formerly Event Planners Australia)—designing and delivering spectacularly successful meetings and events [www.mci-group.com/australia](http://www.mci-group.com/australia)



## General terms and conditions for event sponsorship and exhibition

### Things you need to know

The following terms and conditions apply to your application to sponsor and/or exhibit.

- **You** (sponsoring /exhibiting organisation) by returning a completed, signed and dated form accepts these terms and conditions.
- **We/us** (Event Planners Australia ABN 76 108 781 988) representing the local organising committee and the host body do not accept responsibility for any errors, omissions or changes.
- Details may change without notice. Please refer to the event website for the latest information.

### Financial facts

- Phone or unpaid bookings will not be accepted.
- We will issue a tax invoice which is payable within 14 days. If you miss the payment date, any time dependent discounts will be forfeited i.e. you will be billed at the next highest level (early rate to standard, etc).
- You will not receive any sponsorship or exhibition entitlements, including allocation of booth location (allocated to sponsors first and then to exhibitors), until all monies have been paid.
- All prices are quoted in Australian dollars and include GST.
- If you pay by electronic funds transfer or an international cheque you agree to pay any bank charges and must include these in the amount you transfer.
- If you pay via credit card, a merchant fee may be charged if detailed on the application form. Debits to your credit card, except for accommodation, will appear as Event Planners Australia on your statement.

### If you need to cancel

- You must notify us in writing if you need to cancel.
- Cancellations made **before the early bird cut off date** will be refunded less 50% of the total purchase price.
- Cancellations made **after this date** will not be refunded.
- Your non payment does not cancel your contractual obligations to us.

### In the unlikely case that the event cancels

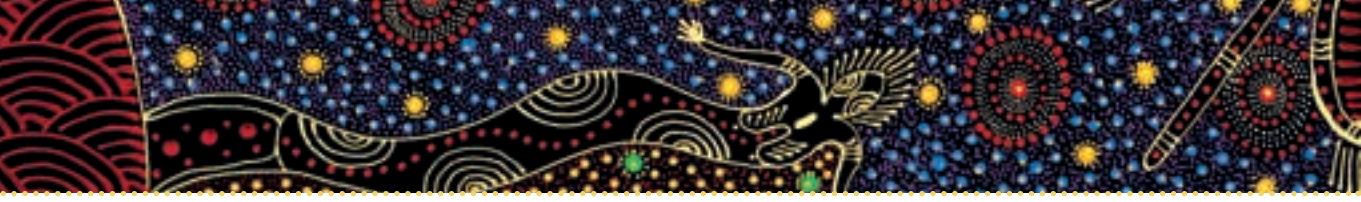
- The extent of refunds will be a matter for the host organisation (the underwriter) to decide.
- We have no responsibility for making refunds and attempts to cancel cheques or credit card payments will be rejected by our bank.

### You and your staff—onsite

- Your application to sponsor or exhibit does not constitute an attendee registration. You will need to do that separately on the relevant form.
- All exhibition staff must be registered using the relevant form i.e. complimentary exhibitor registration, or by purchasing additional exhibitor staff registrations.

### Print entitlements

- Logos and/or company names will be reproduced in the event colour/s, full colour, or mono, at our discretion. All logos must be at least 300 DPI at 100% in EPS (preferred for print) and JPEG (preferred for website) format.
- No print or web recognition will be given unless payment terms have been met.



### Sponsor notes

- If you are entitled to host an endorsed private function, you do so at your own expense and at a time/date we approve.
- Sponsorship of speakers and sessions are subject to separate terms and conditions.

### Exhibitor notes

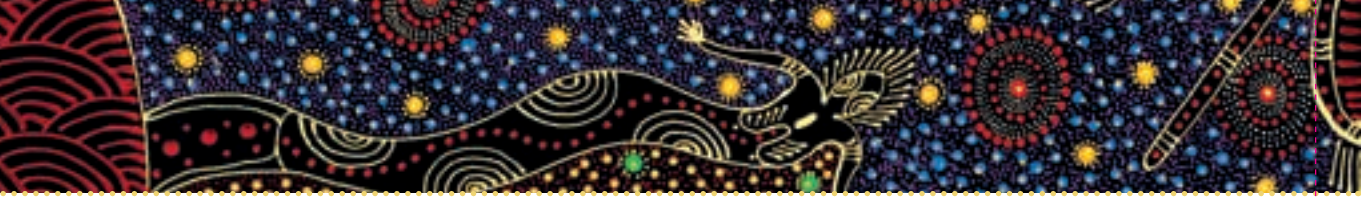
- You may not assign, share, sub-let, or grant licences for the whole or part of the booth without our prior approval.
- We reserve the right to ask you to remove any display items we deem as unacceptable.
- You must conduct business only from within the confines of your booth. You may not tout, or place any material, outside your booth/space causing obstruction of the aisles.
- You will be responsible for any reasonable costs of repairing the booth or premises should you paint, mark or damage any fixtures or fabric.
- Food, beverage or prohibited items are not permitted at the event unless prior arrangements are made with us.
- Any supplier you use on site must conform to the venue's OH&S, insurance and other regulations.
- You are solely responsible for any physical loss or damage to your own property.
- You must hold a current broadform liability insurance policy for a minimum of AUD 10,000,000. Please forward the name of your insurer, your policy number and its renewal date to us at least four weeks prior. Entry to the venue will be denied if you have not provided this information. ***If you are unable to organise insurance cover as required, please contact the organisers to discuss options.***

### Privacy statement

- Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking, and administration of this, and future events of this type. If you do not consent, please advise us.
- In addition, your name, organisation and country/state of origin may be published on the delegate list which is provided to delegates, exhibitors and sponsors at the event. If you do not wish your details to be included in this list, please contact us.







Additional opportunities	
<input type="checkbox"/> Wireless lounge with internet kiosk	AUD 11,000
<input type="checkbox"/> Speakers support centre	AUD 4,400
<input type="checkbox"/> Espresso coffee cart	AUD 8,800
<input type="checkbox"/> Relaxation area	AUD 5,500
<input type="checkbox"/> Happy hour	AUD 5,500
Additional branding opportunities	
<input type="checkbox"/> Delegate notepads	AUD 2,200
<input type="checkbox"/> Delegate pens	AUD 2,200
<input type="checkbox"/> Bottled water	AUD 3,300
<input type="checkbox"/> Novelty item	AUD 3,300
<input type="checkbox"/> Satchel insert	AUD 3,300
Advertising in congress handbook	
<input type="checkbox"/> Full page colour	AUD 3,300
<input type="checkbox"/> Full page mono	AUD 1,700
<input type="checkbox"/> Half page colour	AUD 1,700
Payment method details (Please tick your chosen method)	
<input type="checkbox"/> <b>Australian cheque</b> (payable to <i>Event Planners Australia</i> ) International cheques will not be accepted	
<input type="checkbox"/> <b>Electronic funds transfer</b> (EFT) into the following bank account: <b>Bank:</b> National Australia Bank	
<b>Account name:</b> Event Planners Australia Pty Ltd <b>BSB number:</b> 084-255 <b>Account number:</b> 59 650 0566 Please ensure the amount transferred is equal to the total due <u>including</u> any bank charges. To assist in the allocation of your EFT payment, please fax or email remittance advice (which must include your name and organisation) to 07 3858 5499 or <a href="mailto:sponex@ica2012.com">sponex@ica2012.com</a> immediately after payment. <b>ABN:</b> 76 108 781 988	
<input type="checkbox"/> <b>Credit card:</b> charges as per this form (plus 5% merchant fee ) are to be debited to:	
<input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> American Express <input type="checkbox"/> Diners Club	
Card holder's name	Expiry /
Credit card number	Signature
Broadform liability insurance policy	
Please complete the following information regarding your broadform liability insurance policy	
Name of insurer	Policy number
Date insurance falls due	Insured amount \$
<i>If you are unable to organise insurance cover as required, please contact the organisers to discuss options.</i>	
<input type="checkbox"/> Please tick if you do <b>not</b> wish to receive congress updates via email	
My signature below denotes that I accept the points listed in the declaration, agree to be invoiced for the total amount payable, and am authorised to make the commitment on behalf of my organisation. I have read the sponsorship and exhibition prospectus; I understand and accept the inclusions, and agree to abide by the terms and conditions of participating in this event.	Insert <b>Total AUD</b> amount payable <b>AUD</b>
	Name (please print clearly)
	Signature
	Date / /

International Council on Archives Congress

Application to exhibit



To apply, complete this form and send to:

C/MCI (formerly Event Planners Australia)
6 Allison Street, Bowen Hills
QLD 4006 Australia or

Facsimile: +61 7 3858 5499 or
Email: sponex@ica2012.com

Important:
Your organisation's inclusions will be
confirmed in writing and will become
effective once agreed payment has
been received.

Exhibitor details

On-site contact person
On-site mobile number
Mr/Mrs/Ms/Miss/Dr/Prof Given name Family name
Organisation name (for invoicing purposes)
Organisation name (for marketing purposes)
Position Industry sector
Address
State Country Postcode
Email Website
Telephone ( ) Fax ( )

Booth types

Please indicate your chosen booth type

Table with 5 columns: Booth type, No of booths or m² required, Earlybird, Standard, Total \$. Rows include Shell scheme booth, Floor space only, and Tabletop display.

Total owing \$

Exhibition booth (Please tick ONE of the choices applicable to you)

Location: the congress managers will endeavour to allocate space in line with your request, however this cannot be guaranteed
I do not wish to be located adjacent to these companies:

Fascia name signage (shell scheme booths only)

Maximum of 30 characters including spaces





Additional opportunities	
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Payment method details (Please tick your chosen method)	
<input type="checkbox"/> <b>Australian cheque</b> (payable to <i>Event Planners Australia</i> ) International cheques will not be accepted	
<input type="checkbox"/> <b>Electronic funds transfer</b> (EFT) into the following bank account: <b>Bank:</b> National Australia Bank	
<b>Account name:</b> Event Planners Australia Pty Ltd <b>BSB number:</b> 084-255 <b>Account number:</b> 59 650 0566 Please ensure the amount transferred is equal to the total due <u>including</u> any bank charges. To assist in the allocation of your EFT payment, please fax or email remittance advice (which must include your name and organisation) to 07 3858 5499 or <b>sponex@ica2012.com</b> immediately after payment. <b>ABN:</b> 76 108 781 988	
<input type="checkbox"/> <b>Credit card:</b> charges as per this form (plus 5% merchant fee ) are to be debited to:	
<input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> American Express <input type="checkbox"/> Diners Club	
Card holder's name	Expiry /
Credit card number	Signature
Broadform liability insurance policy	
Please complete the following information regarding your broadform liability insurance policy	
Name of insurer	Policy number
Date insurance falls due	Insured amount      \$
<i>If you are unable to organise insurance cover as required, please contact the organisers to discuss options.</i>	
<input type="checkbox"/> Please tick if you do <b>not</b> wish to receive congress updates via email	
My signature below denotes that I accept the points listed in the declaration, agree to be invoiced for the total amount payable, and am authorised to make the commitment on behalf of my organisation. I have read the sponsorship and exhibition prospectus; I understand and accept the inclusions, and agree to abide by the terms and conditions of participating in this event.	Insert <b>Total AUD</b> amount payable <b>AUD</b>
	Name (please print clearly)
	Signature
	Date      /      /

*See you in Brisbane  
20 – 24 August!*

[www.ica2012.com](http://www.ica2012.com)

