

# NATIONAL 2024 CONFERENCE

Monday 6 May to Thursday 9 May 2024  
Adelaide Convention Centre



## PARTNERSHIP PROSPECTUS

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Australian Library and  
Information Association

[www.alia.org.au](http://www.alia.org.au) [@ALIANational](https://twitter.com/ALIANational)

## About us

### Australian Library and Information Association

The Australian Library and Information Association is the national professional organisation for the Australian library and information services sector.

Together we seek to empower the profession through the development, promotion and delivery of quality library and information services to the nation, through leadership, advocacy and mutual professional support.

### Contact

For further information on any of the sponsorship or exhibition packages on offer please contact [events@alia.org.au](mailto:events@alia.org.au)

### Connect socially

**#National2024**

[@ALIAconference](https://twitter.com/ALIAconference)

[facebook.com/ALIANational](https://facebook.com/ALIANational)

[@alíanational](https://www.instagram.com/alíanational)

## ALIA Conference Twitter account statistics

# 9.5k

**impressions per day**

(Number of times a user saw the Tweet on Twitter) totalling

# 47.3k

**impressions over the 5-day period**

# 48%

**of attendees use Twitter**

## Why partner with us?

ALIA National is the most well regarded, multi-sector library and information conference in Australia; our delegates range from students and new graduates to senior library managers and directors. This is your opportunity to reach the decision-makers of our industry all in one place.

We know that sponsoring and exhibiting at conferences can sometimes be a time consuming and costly experience. So, that's why when you sign up to be an industry partner with ALIA in any one of our conferences, you can be assured that we are here to help you make the most of your experience.

One of many reasons your company should participate at ALIA National Conference 2024 is to:

- Promote and showcase your services and innovative products,
- Prominently position your organisation as a key player in the area of library and information services,
- Increase awareness and recognition of your brand in the library and information services sector,
- Make face to face sales to over 800 potential customers,
- Maintain, develop and generate client relationships,
- Gain industry knowledge through networking with delegates from all sectors, and most importantly to
- Check out the competition and stay ahead of the field!

## ALIA's marketing reach



**800+**  
attendees



**18k+**  
followers across  
ALIA Twitter  
accounts



Twitter hashtags  
trending across  
Australia



**17k+**  
followers across  
ALIA Facebook  
pages



**400+**  
mobile app  
users



**7k**  
ALIA Members  
Network



**2.7k**  
views on  
ALIANational  
YouTube  
channel



Dedicated conference  
website providing  
maximum exposure,  
leveraged from the  
ALIA website

# 100%

of vendors said  
they achieved  
their objectives  
of attending\*

# 83%

gained  
business  
leads\*

# 100%

would sponsor  
or exhibit again  
at a future ALIA  
Conference\*

TIP: Extend your reach  
with advertising

\*results are from the last  
ALIA National conference  
held in Adelaide, South  
Australia in 2016.



# Who will attend?

Being the most well regarded, multi-sector library conference in Australia; our delegates range from students and new graduates to senior library managers and directors. This is your opportunity to reach the decision makers of our industry all in one place.

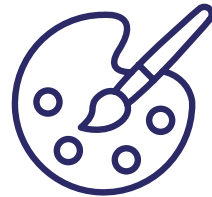
## Industry sectors in attendance\*



Academic libraries 43%



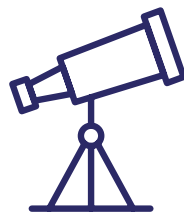
Corporate libraries 2%



Public libraries 37%



School libraries 3%



Special libraries 3%



Health libraries 12%



\*results are from the last ALIA National conference held in Adelaide, South Australia in 2016.



**Adelaide Convention Centre**  
North Terrace, Adelaide  
South Australia 5000

# Venue

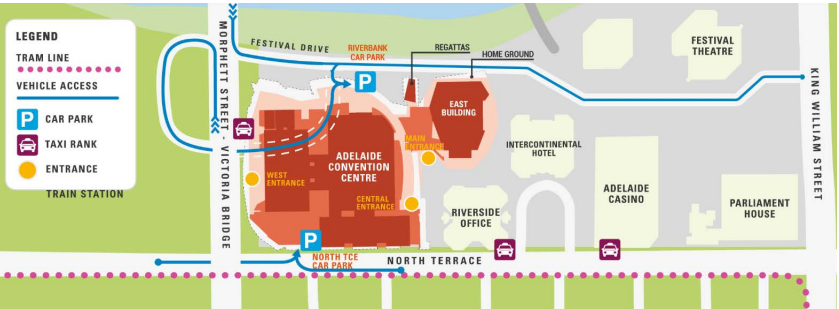
ALIA National Convention 2024 will be held at the Adelaide Convention Centre from Monday 6th May to Thursday 9th May 2024.

The Adelaide Convention Centre is regarded as one of the world's most modern, flexible and technologically advanced meetings and events centres. A striking landmark on Adelaide's Riverbank, the Centre comprises three independent yet seamlessly integrated buildings—East, Central and West—and offers more than 20,000sqm of flexible meetings and event space. Each building takes advantage of our prime positioning on the River Torrens, providing plenty of natural light and panoramic views of the river to deliver a heightened sense of destination.

The Centre is conveniently located at the heart of the City. To the North, the Centre overlooks the River Torrens and surrounding parklands, while to the South, the Centre sits on North Terrace, one of four major terraces that bind Adelaide's City Centre.



The Adelaide Riverbank Precinct is a hive of activity and where the City's cultural, sporting, education, medical, conference and entertainment zones merge, making it Australia's best connected business events precinct. In addition to the Centre, Adelaide Oval and Adelaide SkyCity Casino, the Riverbank Precinct is home to the world-leading BioMed City—the largest life and health sciences cluster in the Southern Hemisphere—which is located right next door.



# Program at a glance

## Monday 6 May

Pre-conference workshops  
Exhibition move in

## Tuesday 7 May

Conference open  
Exhibition open  
First timer's breakfast  
Conference sessions  
Welcome reception  
Networking night events

## Wednesday 8 May

Exhibition open  
Conference sessions  
Conference dinner

## Thursday 9 May

Exhibition open  
Conference sessions  
Exhibition move out  
Farewell reception  
Conference close

# Partnerships overview

Choose from a variety of options to gain exposure at the conference and exhibition.

## Conference partnerships

Platinum partner	\$25,000	Notepad and pen sponsor	\$4,000
Networking night sponsor	\$5,000	Daily catering sponsor	\$3,000
Keynote speaker sponsor	\$5,000	Coffee cup and cart sponsor	\$7,000
Name badge and lanyard sponsor	\$12,000	Smoothie bike sponsor	\$6,000
Relaxation station sponsor	\$10,000	Speaker gift sponsor	\$500
Conference yoga sponsor	\$5,000	First timer's partner	\$500
Satchel sponsor	\$10,000	Corporate headshot sponsor	\$1,000
Charge spot sponsor	\$9,000	Resume review sponsor	\$1,000
Water bottle sponsor	\$7,000	Interview skills session sponsor	\$1,000

## Advertising

Opportunities available to maximise your exhibition attendance, gain exposure in the lead up to the conference and stay in delegate minds after the event

Satchel insert	\$1,000
Video presentation	\$1,000
Conference handbook advertisement	\$500
Recruitment booth spot	\$500

## Exhibition

Various locations and configurations available to suit your needs and level of commitment

Exhibition booth	\$5,000
Networking pod	\$2,500

## Need something else?

Want to target a certain market? Want to "WOW" the delegates with a new idea? ALIA can work with you to create a tailor-made partnership package that will help your company achieve results at ALIA National Conference 2024 and into the future.

**Contact us today to discuss your ideas**  
[events@alia.org.au](mailto:events@alia.org.au)



# Partnership opportunities

## PLATINUM PARTNER

\$25,000  
(inc. GST)

**EXCLUSIVE  
opportunity**

Exhibition double  
booth included

This is a unique opportunity to gain maximum exposure to delegates. This package not only allows you two prime booth locations but also the exclusive opportunity to promote your organisation to delegates at every stage of the conference from our pre-conference marketing and the opening ceremony to the take-home promotional items. We view the platinum partner as a key in the success of the ALIA National Conference 2024 and ALIA will work with you to ensure that this package is implemented to provide the best possible return on investment for your organisation.

### Package inclusions

- Recognition as the official platinum partner in all conference promotional material.
- Exhibition booth 71 and 72 which include two 3m x 3m booths in a prime location (see page 17–19 for standard inclusions and location).
- Opportunity to co-host a dinner with the keynote speakers and conference program committee.
- For any additional ALIA National Conference 2024 booths or sponsorship packages purchased you will receive a 20% discount.
- Opportunity to make a five-minute address during the conference opening ceremony.
- Full-page profile in INCITE Magazine in a 2024 issue (artwork to be provided by you and approved by ALIA).
- Quarter page colour advertisement in INCITE Magazine (artwork to be provided by you and approved by ALIA) to feature in a 2024 issue.
- Three posts to the ALIA social media network (Twitter and Facebook) in the lead-up or during the conference (schedule to be negotiated). Social media plays a huge role in the ALIA Conferences so why not take advantage of that audience?
- Two advertisements in the ALIA News e-newsletter (artwork to be provided by you and approved by ALIA) in a 2024 edition.
- Your company banner on the stage in the plenary theatre for the duration of the conference (banner to be supplied by you).
- Your ninety-second video advertisement played in the room prior to the start of the opening session (advertisement to be supplied by you).
- Naming rights to conference dinner.



### *Package inclusions continued*

- Company banner on display at conference dinner venue (banner to be supplied by you).
- Recognition as the conference dinner sponsor in all conference promotional materials.
- Acknowledgment and your company logo on holding slides at the start of conference sessions.
- Early access to the delegate list. One month prior to the conference we will send you an early bird electronic delegate list which will only be available to you as the Platinum partner\*.

### **Also included**

- Two full exhibitor registrations (in addition to the standard booth registration entitlements).
- One full-page colour advertisement in the conference handbook (artwork to be supplied electronically by you and approved by ALIA).

- Your ninety-second video advertisement played in the room prior to the start of a concurrent session and periodically in the exhibition hall (advertisement to be supplied by you).
- Acknowledgement and logo (linked to your website) on the conference website.
- Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates).
- Company name, logo and contact details included in the conference mobile app.
- Company logo on conference banners (where possible).
- Opportunity to include two promotional items in delegate satchels (excluding note pads and pens; items subject to approval). Please see specifications for satchel inserts on page 16.
- One electronic delegate list two weeks prior to the conference and one post-conference\*.

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As recognition of your ongoing partnership and support of the ALIA National Conference 2024, you will be offered first right of refusal for this partnership package at the next ALIA National Conference.

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## NETWORKING NIGHT SPONSOR

\$5,000  
(inc. GST)

**NEW &  
EXCLUSIVE  
opportunity**

On the Tuesday evening of the conference we will be holding a networking night to give delegates the opportunity to make new connections in relaxed, fun and casual environments. The networking night is going to be a night like no other and you don't want to miss this opportunity. We plan a range of different events that delegates can choose to attend – dinners, escape room, cooking classes...the list is yet to be confirmed but in a city like Adelaide the possibilities are unlimited. The networking night sponsor has the exclusive naming rights to all the events on the night and can act as host at one or all of them. Your name is going to be linked to the most memorable events at the conference!

Connect with delegates with fun and engaging events

### Package inclusions

Exclusive to this package

- Recognition as official networking night sponsor in all conference promotional materials.
- Opportunity to host each of the networking night events.
- Opportunity to provide a promotional gift (supplied by you) to all attendees.
- Opportunity to invite two complimentary guests to attend each event.

### Also included

- Acknowledgement and logo (linked to your website) on the conference website.
- Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates).
- Company name, logo, and contact details to be included in the conference mobile app.
- Company logo on conference banners (where possible).
- Opportunity to include one promotional item in delegate satchels (excluding note pads and pens; items subject to approval).
- One electronic delegate list two weeks prior to the conference and one post-conference\*.

## KEYNOTE SPEAKER SPONSOR \$5,000 (inc. GST)

**LIMITED**  
opportunities  
available

Take the opportunity to sponsor one of our keynote speakers and link your organisation to a high-profile industry leader.



### Package inclusions

- Recognition as official keynote speaker sponsor in all conference promotional material.
- One full conference registration.
- Opportunity for you to chair the keynote session and introduce the keynote.
- Four session passes to allow you to invite clients to the keynote session (allows access to this session only).
- Your company banner displayed in the room during the session (banner to be provided by you).
- Acknowledgment and your company logo on holding slides at the start of the keynote session.
- Your ninety-second advertisement played in the room prior to the start of the keynote session (advertisement to be supplied by you).

### Also included

- Acknowledgement and logo (linked to your website) on the conference website.
- Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates).
- Company name, logo and contact details included in the conference mobile app.
- Company logo on conference banners (where possible).
- Opportunity to include one promotional item in delegate satchels (excluding note pads and pens; items subject to approval).
- One electronic delegate list two weeks prior to the conference and one post-conference\*.

## NAME BADGE AND LANYARD SPONSOR

\$12,000  
(inc. GST)

In addition to your company's name and logo being printed on the name badge and lanyard of every registered delegate, you will also be guaranteed an exhibition booth in a prime location. This is an exclusive opportunity for one sponsor only to obtain prime exposure to all attendees as well as lock in one of the most popular booth positions for optimum exposure.

Exhibition booth included

Maximum exposure  
sponsorship package

### Package inclusions

- Recognition as the official name badge and lanyard sponsor in all conference promotional material.
- Exhibition booth 33 (refer to the exhibition floor plan on page 19).
- Your company name and/or logo displayed on every delegates name badge and lanyard.

### Also included

- Acknowledgement and logo (linked to your website) on the conference website.
- Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates).
- Company name, logo and contact details included in the conference mobile app.
- Company logo on conference banners (where possible).
- Opportunity to include one promotional item in delegate satchels (excluding note pads and pens; items subject to approval).
- One electronic delegate list two weeks prior to the conference and one post-conference\*.





**RELAXATION  
STATION  
SPONSOR**  
\$10,000  
(inc. GST)

**HIGH  
DEMAND**

Massage therapists will be on hand during breaks on all three days of the exhibition to refresh and energise delegates with a relaxing short neck, back, shoulder, head and arm massage. Delegates visit your booth to receive a ticket to a massage at the station. Use the tickets to treat your VIP's and new clients to a memorable conference experience. This is an exclusive opportunity.

Exhibition booth included

A fun way to show your organisation cares! Also a highlight of ALIA conferences

### Package inclusions

Exclusive to this package

- Exhibition booth 63 and 64 which include two 3m x 3m booths in a prime location (see page 17–19 for standard inclusions and location).
- Display of company banner in the relaxation station area (banner to be provided by you).
- Opportunity to provide promotional material (supplied by you) at the relaxation station.
- Delegates visit your booth to receive a branded ticket to a massage at the station.
- Recognition as official relaxation station sponsor in all conference promotional material.

### Also included

- Acknowledgement and logo (linked to your website) on the conference website.
- Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates).
- Company name, logo, and contact details to be included in the conference mobile app.
- Company logo on conference banners (where possible).
- Opportunity to include two promotional items in delegate satchels (excluding note pads and pens; items subject to approval).
- One electronic delegate list two weeks prior to the conference and one post-conference\*.

## CONFERENCE YOGA SPONSOR

\$5,000  
(inc. GST)

Morning yoga will be held each morning before the conference and exhibition starts as an opportunity to refresh and energise delegates. Delegates are encouraged to visit your booth to receive a ticket to the yoga session. Sessions have limited numbers. Use the tickets to treat your VIPs and new clients to a memorable conference experience. This is an exclusive opportunity.

- Fun, unique and engaging
- Help delegates to take some time away from the hectic conference experience with a relaxing and energising morning yoga class
- Give delegates an experience they won't forget

### Package inclusions

Exclusive to this package

- Display of company banner in the yoga area (banner to be provided by you).
- Opportunity to provide promotional material (supplied by you) at the yoga sessions.
- Delegates visit your booth to receive a branded ticket to the yoga sessions (numbers are limited).
- Recognition as official conference yoga sponsor in all conference promotional material.

### Also included

- Acknowledgement and logo (linked to your website) on the conference website.
- Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates).
- Company name, logo and contact details included on the conference mobile app.
- Company logo on conference banners (where possible).
- Opportunity to include two promotional items in delegate satchels (excluding note pads and pens; items subject to approval).
- One electronic delegate list two weeks prior to the conference and one post-conference\*.

## SACHEL SPONSOR

\$10,000  
(inc. GST)

Your company will receive maximum exposure with every delegate receiving a conference satchel branded with the conference logo and your company logo, as well as an exhibition booth in a prime location. With a booth location that provides optimum exposure during the conference and a branded satchel that goes beyond the conference, your brand will leave a lasting impression. This is an exclusive opportunity.

Exhibition booth included

Maximum exposure of your brand to delegates

### Package inclusions

- Company logo printed on delegates satchels (ALIA reserves the right to choose the type and amount of satchels).
- Exhibition booth 67 (refer to the exhibition floor plan on page 19).
- Recognition as official satchel sponsor in all conference promotional material.

### Also included

- Acknowledgement and logo (linked to your website) on the conference website.
- Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates).
- Company name, logo and contact details included in the conference mobile app.
- Company logo on conference banners (where possible).
- Opportunity to include two promotional items in delegate satchels (excluding note pads and pens; items subject to approval).
- One electronic delegate list two weeks prior to the conference and one post-conference\*.



## CHARGE SPOT SPONSOR

\$9,000  
(inc. GST)

**HIGH  
DEMAND**

This special offer includes a Charge Spot which will be a key focal point for all delegates during the conference as well as an exhibition booth in a prime location. This is an exclusive opportunity for one sponsor only to obtain prime exposure and provide a valuable service for attendees as well as lock in one of the most popular booth positions for optimum exposure.

Exhibition booth included

Back by popular demand

### Package inclusions

- 2 charge units placed in the exhibition hall (location at our discretion and subject to floor plan and venue approval).
- Exhibition booth 36 (refer to the exhibition floor plan on page 19).
- Opportunity to brand the charge spot units (artwork to be supplied by you).
- Recognition as the official charge spot sponsor in all conference promotional material.

### Also included

- Acknowledgement and logo (linked to your website) on the conference website.
- Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates).
- Company name, logo and contact details included in the conference mobile app.
- Company logo on conference banners (where possible).
- One electronic delegate list two weeks prior to the conference and one post-conference\*.





## WATER BOTTLE SPONSOR

\$7,000  
(inc. GST)

Your company will receive direct exposure to each and every delegate at the conference.

Get your brand in the hand of every delegate

### Package inclusions

- One reusable water bottle provided to each conference delegate with your company's branding.
- Recognition as the official water bottle sponsor in all conference promotional material.

### Also included

- Acknowledgement and logo (linked to your website) on the conference website.
- Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates).
- Company name, logo and contact details included in the conference mobile app.
- Company logo on conference banners (where possible).
- One electronic delegate list two weeks prior to the conference and one post-conference\*.

## NOTEPAD AND PEN SPONSOR

\$4,000  
(inc. GST)

Your branded notepads and pens (supplied by you) will be inserted into every delegate satchel and made available at the registration desk. This is an exclusive opportunity.

Get your brand into the hands of every delegate

### Package inclusions

- Recognition as official notepad and pen sponsor in all conference promotional material.
- Branded notepads and pens (supplied by you) inserted into every delegate satchel.

### Also included

- Acknowledgement and logo (linked to your website) on the conference website.
- Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates).
- Company name, logo and contact details included in the conference mobile app.
- Company logo on conference banners (where possible).
- Opportunity to include one promotional item in delegate satchels (excluding note pads and pens; items subject to approval).
- One electronic delegate list two weeks prior to the conference and one post-conference\*.

## DAILY CATERING SPONSOR

\$3,000 for 3  
days (inc. GST)

Catering is a memorable part of every conference experience for all delegates and the catering at the ALIA National Conference 2024 is going to be no exception! Link your brand to a fun and memorable experience and gain great exposure at the same time. This is an exclusive opportunity.

Be seen every day, at every break

### Package inclusions

- Exclusive naming rights to conference day catering (choice to be agreed).
- Sponsor banner to be displayed in the room during the catering breaks on the day of the sponsorship (banner to be provided by you).
- Acknowledgment of the sponsor by the chairperson in the session immediately prior to each catering break.
- Recognition as official daily catering sponsor in all conference promotional material.

### Also included

- Acknowledgement and logo (linked to your website) on the conference website.
- Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates).
- Company name, logo and contact details included in the conference mobile app.
- Company logo on conference banners (where possible).
- One electronic delegate list two weeks prior to the conference and one post-conference\*.



## COFFEE CART AND CUP SPONSOR \$7,000 (inc. GST)

**NEW**  
opportunity

Get your brand in the hands of every delegate

Your brand can have the opportunity to be recognised as the official coffee sponsor of the event. This opportunity will promote your brand as the official coffee sponsor providing coffee as well as a reusable branded coffee cup that will be used beyond the conference by each delegate.

### Package inclusions

- One reusable coffee cup provided to each conference delegate with your company's branding.
- A coffee cart on one of the main days which will provide coffee to delegates in their very own branded keep cup.
- Delegates visit your booth to receive a branded ticket to receive a coffee.
- Recognition as the official coffee sponsor in all conference promotional material.

### Also included

- Acknowledgement and logo (linked to your website) on the conference website.
- Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates).
- Company name, logo and contact details included in the conference mobile app.
- Company logo on conference banners (where possible).
- One electronic delegate list two weeks prior to the conference and one post-conference\*.

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While this package already includes countless branding opportunities, you are also more than welcome to provide any additional forms of branding that you would like included, such as branded aprons for the baristas or banners to be used at the coffee stall.

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## SMOOTHIE BIKE SPONSOR

\$6,000  
(inc. GST)

**NEW**  
opportunity

Exclusive opportunity to expose your brand with this fun and tasty smoothie bike

What better way to bring entertainment and brand exposure than with this fun activity? Your company will receive direct exposure with a branded smoothie station that sees delegates ride a bike to blend their very own smoothie. Delegates will be required to visit your booth for a smoothie token. This smoothie station is exclusive to one day only.

### Package inclusions

- Branded wheel covers, table branding and 600 branded biodegradable smoothie cups.
- 2 blender bikes, 2 smoothie options and 600 smoothies.
- Delicious smoothies for delegates to create and drink.
- Delegates visit your booth to receive a branded ticket to receive a smoothie.
- Recognition through a fun and healthy activity.

### Also included

- Acknowledgement and logo (linked to your website) on the conference website.
- Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates).
- Company name, logo and contact details included in the conference mobile app.
- Company logo on conference banners (where possible).
- One electronic delegate list two weeks prior to the conference and one post-conference\*.

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While this package already includes countless branding opportunities, you are also more than welcome to provide any additional forms of branding that you would like included, such as branded napkins or aprons for the staff to wear.

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## SPEAKER GIFT SPONSOR

\$500 (inc. GST)

Opportunity to have your company name and logo on each of the speaker gifts. A great opportunity to promote your brand to the industry leaders. This is an exclusive opportunity.

Promote your brand to every speaker

### Package inclusions

Exclusive to this package

- Recognition as official speaker gift sponsor in all conference promotional material.
- Your company name and logo on each of the speaker gifts.

### Also included

- Acknowledgement and logo (linked to your website) on the conference website.
- Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates).
- Company name, logo and contact details included on the conference mobile app.
- Company logo on conference banners (where possible).
- One electronic delegate list two weeks prior to the conference and one post-conference\*.

**\*Please note:** In registering for this conference, delegates relevant details (limited to full name, organisation, job title, state and email address) will be included in the delegate list subject to privacy restrictions. Delegates that have opted out of having their details distributed, will not be included in this list.

# First timer's partner

First time attendees are welcomed to the conference with a special breakfast event and tour of the exhibition hosted by industry partners who can act as guides and mentors, offering advice and tips to get the most from the conference and exhibition experience. This is your chance to make an impression on new attendees, new graduates and the leaders of the future.

## Package inclusions

Exclusive to this package

- Recognition as official conference first timer's partner.
- Opportunity to host the First timer's breakfast event.
- Opportunity to host the exhibition tour.
- Opportunity to provide a gift or promotional item in the first timers survival kit.

## Also included

- Acknowledgement and logo (linked to your website) on the conference website.
- Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates).
- Company name, logo and contact details included on the conference mobile app.
- Company logo on conference banners (where possible).
- One electronic delegate list two weeks prior to the conference and one post-conference\*.

# Recruitment booth

A new feature at ALIA National Conference will be the recruitment booth. The booth offers industry partners the chance to “hire” space to promote job vacancies, meet with potential candidates or conduct other recruitment activities. Other job services will also take place on the booth including resume review services, interview skill session and corporate headshots. You have the opportunity to take a space at the booth or to sponsor any of the activities.

## **RECRUITMENT BOOTH SPOT** \$500 (inc. GST) per session

Hire space at the recruitment booth to sell your organisation and current vacancies to prospective employees. A great chance to meet new talent and promote your opportunities in a relaxed environment. Opportunities are limited.

### **Package inclusions**

Exclusive to this package

- One hour of exclusive use of the booth space per booking. The booth must be used for recruitment purposes.
- Display of company banner in the booth during the session (banner to be provided by you).
- Opportunity to provide promotional material (supplied by you) in the booth during the session.

### **Also included**

- Acknowledgement and logo (linked to your website) on the conference website.
- Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates).
- Company name, logo and contact details included on the conference mobile app.
- Company logo on conference banners (where possible).
- One electronic delegate list two weeks prior to the conference and one post-conference\*.

## CORPORATE HEADSHOT SPONSOR

\$1,000  
(inc. GST)

A professional photographer will be in the exhibition hall for one session during the conference to take professional headshots for delegates. Delegates are encouraged to visit your booth to receive a ticket to have their headshot taken. Photographs are emailed to delegates after the event. Sessions have limited numbers. This is an exclusive opportunity.

Provide something tangible and valuable for delegates to take away

Help delegates build their profile with this opportunity. All professionals need a great corporate headshot!

### Package inclusions

Exclusive to this package

- Display of company banner in the photography area (banner to be provided by you) during the session.
- Opportunity to provide promotional material (supplied by you) at the headshot session.
- Delegates visit your booth to receive a branded ticket to have their headshot taken (numbers are limited).
- Recognition as official corporate headshot sponsor in all conference promotional material.

### Also included

- Acknowledgement and logo (linked to your website) on the conference website.
- Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates).
- Company name, logo and contact details included on the conference mobile app.
- Company logo on conference banners (where possible).
- Opportunity to include one promotional item in delegate satchels (excluding note pads and pens; item subject to approval).
- One electronic delegate list two weeks prior to the conference and one post-conference\*.



## RESUME REVIEW OR INTERVIEW SKILL SESSIONS SPONSOR

\$1,000 each  
(inc. GST)

Experts will be in the booth for one session during the conference to work with delegates on these key areas. Delegates are encouraged to visit your booth to book the service giving you the opportunity to meet them and establish a relationship. Sessions have limited numbers. These are exclusive opportunities.

Help delegates build their profile and 'employability' by sponsoring the resume review and interview skills sessions

### Package inclusions

Exclusive to this package

- Display of company banner in the booth during the session (banner to be provided by you).
- Opportunity to provide promotional material (supplied by you) in the booth.
- Delegates visit your booth to book these services.
- Recognition as official sponsor in all conference promotional material.

### Also included

- Acknowledgement and logo (linked to your website) on the conference website.
- Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates).
- Company name, logo and contact details included on the conference mobile app.
- Company logo on conference banners (where possible).
- One electronic delegate list two weeks prior to the conference and one post-conference\*.

# Advertising opportunities

## **SACHEL INSERT** \$1,000 (inc. GST)

One promotional item in delegate satchels (excluding note pads and pens; item subject to approval).

In an effort to make this conference more sustainable we ask that satchel inserts are reusable items (USB, bookmarks, stickers, product samples or promotional items). We also find that delegates respond better to items like those listed rather than flyers or booklets that are usually discarded. If you do wish to provide flyers, booklets etc please provide these on a USB.

**TIP:** Think outside the box. Be memorable with a useful, novel or fun item. You want something well branded that can be used and re-used or that will get people talking!

## **VIDEO PRESENTATION** \$1,000 (inc. GST)

Your ninety-second video advertisement played in every session room prior to the start of a chosen session (example: concurrent 1, 2, 3 or 4, 5, 6. Advertisement to be supplied by you. Limit of one advertisement per session). This is a fantastic chance to position your brand in front of every delegate!

**HIGH DEMAND**

## **CONFERENCE HANDBOOK ADVERTISEMENT** \$500 (inc. GST)

Half-page colour advertisement in the conference handbook (artwork to be supplied by you and approved by ALIA).

**Please note:** In an effort to make this conference more sustainable we will be providing the conference handbook electronically for delegates to download and share with colleagues.

# Exhibition

ALIA Corporate members are entitled to a 20% discount off the price of exhibition booths

## EXHIBITION BOOTH

\$5,000 (inc. GST)

<b>Size</b>	3m x 3m exhibition booth
<b>Walls</b>	2480mm flush, slimline aluminium wall frame with removable white panels that allow for graphics
<b>Fascia</b>	Digitally printed fascia sign with single colour company name
<b>Lighting</b>	Two LED spotlights
<b>Power</b>	1 x 4amp power point

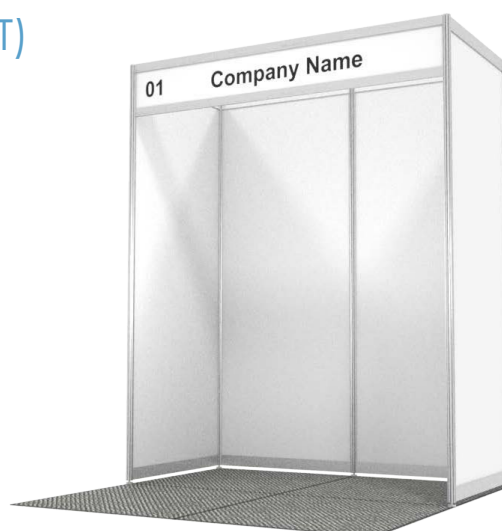


### Please note:

- No seating or furniture is included with your booth purchase. Furniture and audiovisual equipment is available for you to hire. We will provide this information closer to the conference.
- Depending on where your booth is located, you may have additional open sides to your booth.
- All exhibition displays, furniture and equipment need to be kept strictly within your allocated space.
- Exhibition booths are limited and cannot be extended once sold out.

## NETWORKING POD | \$2,500 (inc. GST)

<b>Size</b>	2m x 1m networking pod
<b>Walls</b>	2480mm high aluminium frame with white laminated infills
<b>Fascia</b>	Digitally printed fascia sign with single colour company name
<b>Lighting</b>	Lighting can be ordered if required
<b>Power</b>	Power can be ordered if required



### Please note:

- Additional furniture and audiovisual equipment are available for you to hire. We will provide this information closer to the conference.
- All exhibition displays, furniture and equipment needs to be kept strictly within your allocated space.
- Networking pods are limited and cannot be extended once sold out.

## Exhibitor inclusions

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Two complimentary exhibitor registrations (per booth) with access to conference sessions



Two complimentary tickets to the welcome and farewell receptions



Two complimentary tickets to the conference dinner

Additional exhibition passes can be purchased for \$450 (inc GST) per person, for all three conference days, for staff who may be attending to assist in staffing your stand. These registrations also include tickets to the welcome and farewell receptions. This does not include access to conference sessions or the conference dinner.

## Exhibitor promotional entitlements

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Acknowledgement and logo (linked to your website) on the conference website



Company name, logo and contact details included in the conference mobile app



Company name, logo, contact details and 100-word promotional paragraph included in the conference handbook (provided electronically to delegates)

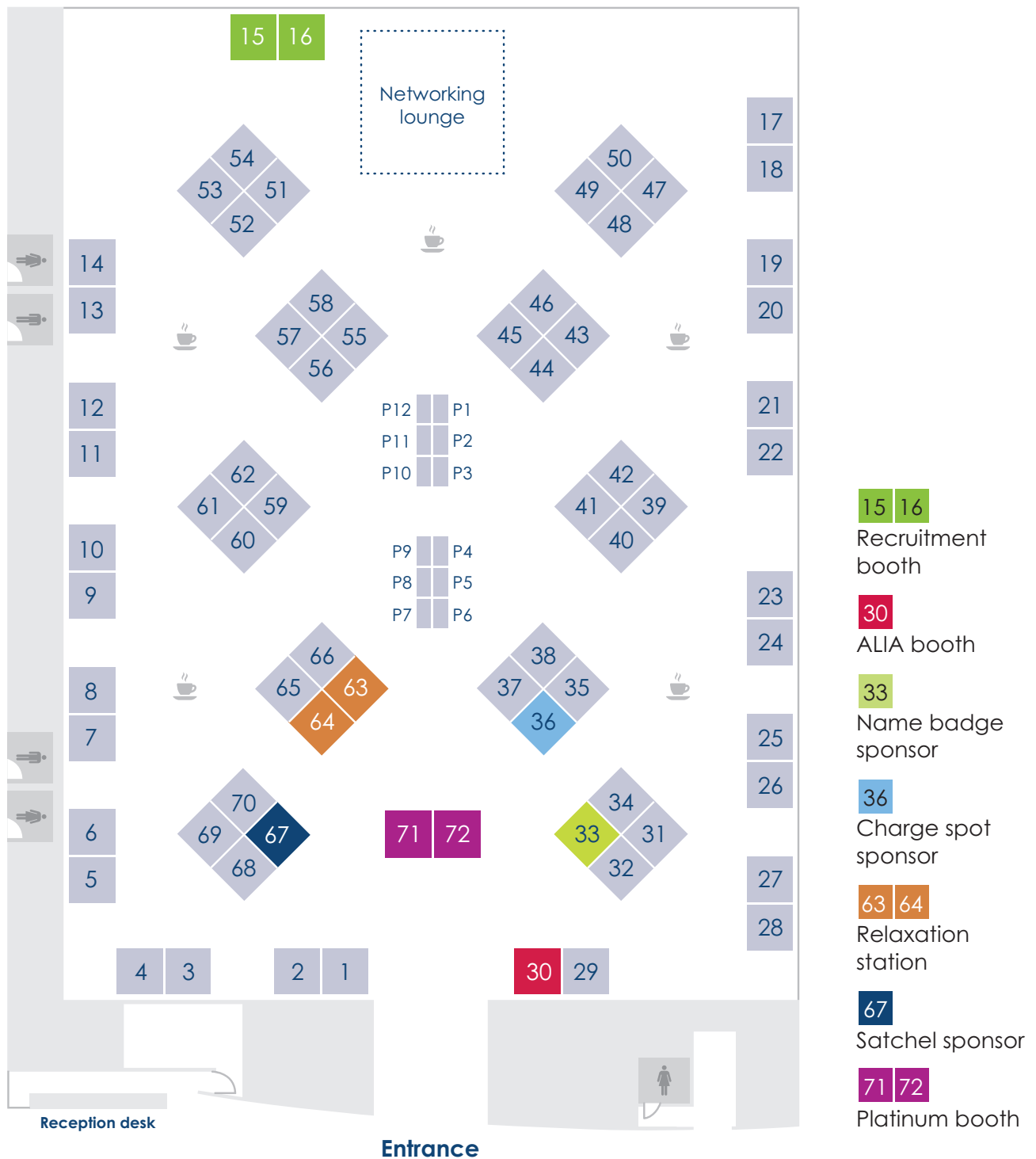


One electronic delegate list two weeks prior to the conference and one post-conference

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**Please note:** In registering for this conference, delegates relevant details (limited to full name, organisation, job title, state and email address) will be included in the delegate list subject to privacy restrictions. Delegates that have opted out of having their details distributed, will not be included in this list.

# Exhibition floor plan



**Please note:** The floor plan is indicative at this stage and is subject to change. Food station locations are indicative only and will change.



# Application form

## Organisation details

Company name \_\_\_\_\_

Contact person \_\_\_\_\_ Position \_\_\_\_\_

Address \_\_\_\_\_

Town/Suburb \_\_\_\_\_ State \_\_\_\_\_

Postcode \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_ Twitter handle \_\_\_\_\_

## Conference partnerships (prices inc. GST)

<input type="checkbox"/> Platinum partner	\$25,000	<input type="checkbox"/> Notepad and pen sponsor	\$4,000
<input type="checkbox"/> Networking night sponsor	\$5,000	<input type="checkbox"/> Daily catering sponsor	\$3,000
<input type="checkbox"/> Keynote speaker sponsor	\$5,000	<input type="checkbox"/> Coffee cup and cart sponsor	\$7,000
<input type="checkbox"/> Name badge and lanyard sponsor	\$12,000	<input type="checkbox"/> Smoothie bike sponsor	\$6,000
<input type="checkbox"/> Relaxation station sponsor	\$10,000	<input type="checkbox"/> Speaker gift sponsor	\$500
<input type="checkbox"/> Conference Yoga sponsor	\$5,000	<input type="checkbox"/> First timer's partner	\$500
<input type="checkbox"/> Satchel sponsor	\$10,000	<input type="checkbox"/> Corporate headshot sponsor	\$1,000
<input type="checkbox"/> Charge spot sponsor	\$9,000	<input type="checkbox"/> Resume review sponsor	\$1,000
<input type="checkbox"/> Water bottle sponsor	\$7,000	<input type="checkbox"/> Interview skills session sponsor	\$1,000

## Advertising (prices inc. GST)

<input type="checkbox"/> Satchel insert	\$1,000	<input type="checkbox"/> Conference handbook advertisement	\$500
<input type="checkbox"/> Video presentation	\$1,000	<input type="checkbox"/> Recruitment booth spot	\$500

## Exhibition (prices inc. GST)

<input type="checkbox"/> Exhibition booth	\$5,000
<input type="checkbox"/> Networking pod	\$2,500

### Booth location

1st preference \_\_\_\_\_ 2nd preference \_\_\_\_\_ 3rd preference \_\_\_\_\_

☐ Are you an ALIA Corporate Member?

\* Corporate ALIA Members are entitled to a 20% discount off the price of exhibition booths at the ALIA National 2024 Conference.

## Authorisation

☐ I have read and agree to the Terms and Conditions

Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

## Payment Details

Total amount payable AUD \$\_\_\_\_\_ (inc. GST)

**A tax invoice will be issued for payments made by EFT or cheque.**

☐ I am paying via Electronic Funds Transfer (EFT) for the total amount as shown above to the following bank account:

**BSB Number** 062-905

**Swift Code** CTBAAU2S

**Account Number** 10082198

**Account Name** Australian Library & Information Association Ltd

OR

☐ I enclose a cheque/money order for the total amount as shown above

OR

☐ Please debit the total amount to my credit card

Credit card type ☐ Mastercard ☐ VISA

Card No.

Expiry  CVC

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

**Please send your completed agreements to:**

**Australian Library and Information Association**

Post PO Box 6335, Kingston ACT 2604

Email [events@alia.org.au](mailto:events@alia.org.au)

# Terms and conditions

1. By signing and returning this agreement you are agreeing to a non-exclusive sponsorship/exhibition agreement between yourselves and the Australian Library and Information Association on the terms and conditions set out below and in the agreement.
2. Sponsorship and exhibition applications will be acknowledged in writing on receipt. Confirmation of acceptance of your application will be sent in writing together with a tax invoice.
3. Sponsorship/exhibition package entitlements will be guaranteed only on payment of all monies owing. A deposit of 50% of the total invoice is required upon purchase of your package. Full payment of all monies owing is required no later than 17 March 2024. Package entitlements will not begin until full payment is made.
4. Should payment not be made by the due date we reserve the right to cancel your booking and retain the cancellation fees in accordance with our cancellation policy.
5. Sponsorship packages are limited in accordance with the prospectus and booth allocations are sold on a "first-in" basis based on full payment. If your first preference is unavailable, we will contact you to discuss an alternative preference.
6. ALIA reserves the right to decline sponsors or exhibitors.
7. All amounts are inclusive of Goods and Services Tax (GST) of 10% and are priced in Australian dollars (AUD).
8. We reserve the right to vary package entitlements, floorplans or booth allocations if necessary.
9. Cancellation/Amendments: If you wish to cancel or change your sponsorship/exhibition package you must advise us in writing to [events@alia.org.au](mailto:events@alia.org.au). We reserve the right to charge the cancellation fees as follows:
  - a. On or prior to 17 March 2024: 50% of the total value of the sponsorship/exhibition package.
  - b. After 18 March 2024: 100% of the total value of the sponsorship/exhibition package.
10. ALIA reserves the right to cancel this event and refund your sponsorship payment in full. In this case, liability will be limited to that amount and the exhibitor/sponsor shall have no further claim for damages or loss.
11. All exhibition times noted are indicative and ALIA reserves the right to alter all times. Exhibitors and sponsors agree not to hold offsite events that may remove delegates from the conference and exhibition venue during exhibition hours.
12. Please check your booth location carefully. We will do our best to accommodate your requirements, but ALIA cannot be held responsible for positioning of any competitor.



**ALIA** NATIONAL 2024  
CONFERENCE

[alia.org.au](http://alia.org.au)