CLESO
PacificRim 2020

14th PACIFIC RIM CONFERENCE ON LASERS AND ELECTRO-OPTICS

Incorporating the 45th Australian Conference on Optical Fibre Technology (ACOFT)

INTERNATIONAL CONVENTION CENTRE | SYDNEY, AUSTRALIA

2-6 AUGUST 2020

AUSTRALIA

Sponsorship & Exhibition Prospectus

www.cleopr2020.org
Invitation

On behalf of the Organising Committee for the 14th Pacific Rim Conference on Lasers and Electro-Optics (CLEO PR 2020) we invite your organisation to participate in the major event in the Asia-Pacific region in the areas of photonics, lasers and optoelectronics. Over 600 participants are expected in Sydney for the Conference with the audience including researchers, academics, industry and students.

CLEO PR 2020 is the leading Conference in the field in the Asia Pacific region. It provides an international forum for a broad range of topics in photonics, lasers and electro-optics, from research, through systems engineering to applications. This biannual event has run for twenty five years in major cities across the region, most recently in Hong Kong and Singapore. It attracts the top researchers from the region and across the world. Recent events have attracted around 1000 attendees. There is intense competition amongst the major photonics and optics societies across the region to host this event, and the Australian Optical Society will be fortunate enough to bring the 2020 Conference to Sydney.

We believe that hosting this premier event in Sydney will be highly attractive to both the research and commercial communities across the region, bringing together researchers from Australia, New Zealand, East Asia, South-East Asia, and beyond. This represents an unparalleled opportunity to engage with the domestic and regional communities researching photonics, lasers and electro-optics and translating that research into products.

We look forward to welcoming you to Sydney.

Professor Benjamin J. Eggleton
The University of Sydney
Conference Chair

Professor Simon Fleming
The University of Sydney
Conference Chair
Sponsorship and Exhibition Opportunities

CLEO PR 2020 provides organisations with a unique opportunity to have direct access to an influential audience of researchers and decision-makers who are involved in all major areas in photonics, lasers and optoelectronics.

This prospectus outlines numerous opportunities for you to market directly to the audience. We encourage you to consider ways your organisation and brand will benefit from aligning with this established international event.

**WHY SHOULD YOU BE INVOLVED?**

1. The Conference is your opportunity to leverage three days of unparalleled access to a potential client base, to inform them about your products and services and build long-term relationships

2. Participation in the exhibition allows you to gain direct feedback on your products and services from an influential target market

3. Sponsorship is a proven tactic for marketing your brand: it combines the reach of advertising with the power of direct mail and persuasion of face-to-face meetings

4. Conference participants are keen to improve their knowledge, and you can align your organisation with this powerful educational experience

5. You will benefit from exposure to an interested, relevant and influential audience in an informal and informative environment away from everyday distractions

6. You can make your products tangible to potential customers with a physical presence at the Conference and exhibition

**BOOK EARLY**

Aligning your organisation and booking early will ensure:

- Maximum exposure for your brand and increased opportunities
- First choice of sponsorship opportunities to ensure alignment with your marketing aims

Please visit the Conference website or contact our Sponsorship and Exhibition Manager. We are keen to discuss how we can structure the opportunity to best suit your needs.

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*Sponsorship and Exhibition Manager*  
CLEO PR 2020 Conference Office  
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South Melbourne VIC 3205  
Australia  
T  +61 3 9907 8628  
E  helen@wsm.com.au  
W  www.cleopr2020.org
The Conference

VENUE

INTERNATIONAL CONVENTION CENTRE
14 Darling Drive
Darling Harbour NSW 2000 Australia

CLEO PR 2020 will be held at the International Convention Centre (ICC) Sydney which features a striking contemporary design, leading technology and multipurpose spaces.

ICC Sydney is at the heart of its very own Sydney harbour waterfront precinct, set amongst restaurants, retail and a vibrant public domain on Darling Harbour yet only a moment’s walk to Australia’s largest CBD, technology parks and surrounding university and cultural quarters.

PROGRAM OVERVIEW

The program for the Conference will commence on Sunday 2 August with workshops in key areas of the industry. These workshops will be open to all full registrants of the Conference.

The Conference and exhibition will commence on Monday 3 August with a Welcome to Country and Opening Plenary. There will be six plenary presentations over the four days of the Conference, as well as concurrent sessions and symposia.

The exhibition will be open from Monday 3 to Wednesday 5 August and be located in The Gallery at ICC Sydney, with sessions run in the Pyrmont Theatre and rooms close by. Morning and afternoon tea each day will be served in the exhibition area whilst open.

The Welcome Reception will be hosted in the exhibition area on Monday 3 August, with poster sessions on Monday 3 and Tuesday 4 August. The Conference Dinner will be held on Wednesday 5 August at ICC Sydney in the Grand Ballroom on Level 5 overlooking Darling Harbour.
Attendance Profile

WHO WILL ATTEND

At CLEO PR 2018, held in Hong Kong, over 800 participants attended from 38 countries.

Attendees in 2018 included:

- Academics
- Postgraduate students
- Engineers, researchers, and scientists from industry and universities
- Professors, Directors and Deans of leading institutions
- IP professionals, representatives from optical and laser companies

Marketing Reach

An extensive marketing campaign will be utilised to promote the Conference to ensure maximum exposure for your organisation.

ONLINE

The Conference has a dedicated website which will be updated continuously and will provide information to attendees on the program, speakers, social functions and a section dedicated to sponsors and exhibitors.

ELECTRONIC MARKETING

Direct email broadcasts will be distributed regularly in the lead up to the Conference. Email broadcasts will include key updates such as program announcements, registration opening, social functions, newly confirmed sponsors and exhibitors, and more.

DIGITAL ADVERTISING

The Conference will be promoted through an extensive range of advertising avenues including industry publications, other related events and websites.

SOCIAL MEDIA

With a strong social community including LinkedIn and Twitter, the Organising Committee’s social media channels, in addition to the official Conference Twitter account, provide the opportunity to share relevant, useful and educational content relating to the event.

INTERNATIONAL REACH

The Conference will be advertised across multiple events and avenues internationally. An extensive marketing plan has already been undertaken in 2018 and will continue through 2019 and 2020.

APP

The CLEO PR 2020 app will be available for download prior to the Conference, providing sponsors and exhibitors with the opportunity to connect with delegates’ pre, during and post event.
## Sponsorship and Exhibition Opportunities Summary

### MAJOR OPPORTUNITIES

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM</td>
<td>$20,000</td>
<td>Exclusive Opportunity</td>
</tr>
<tr>
<td>GOLD</td>
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<td>Two Opportunities Available</td>
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<tr>
<td>SILVER</td>
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### HOSPITALITY OPPORTUNITIES

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<tr>
<th>Event</th>
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<tbody>
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<td>CONFERENCE DINNER</td>
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<td>Exclusive Opportunity</td>
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<tr>
<td>WELCOME RECEPTION</td>
<td>$5,000</td>
<td>Exclusive Opportunity</td>
</tr>
<tr>
<td>COFFEE CART</td>
<td>$5,000</td>
<td>Four Opportunities Available</td>
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<tr>
<td>COFFEE CART</td>
<td>$16,500</td>
<td>Exclusive Opportunity</td>
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<tr>
<td>DAILY CATERING</td>
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<td>Four Opportunities Available</td>
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### TECHNOLOGY OPPORTUNITIES

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<tbody>
<tr>
<td>CONFERENCE APP</td>
<td>$10,000</td>
<td>Exclusive Opportunity</td>
</tr>
<tr>
<td>CHARGE BAR</td>
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<td>Exclusive Opportunity</td>
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### EDUCATIONAL OPPORTUNITIES

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<tbody>
<tr>
<td>SESSION SPONSOR</td>
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<td>Limited Opportunities Available</td>
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### CONFERENCE MATERIALS OPPORTUNITIES

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<thead>
<tr>
<th>Item</th>
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</tr>
</thead>
<tbody>
<tr>
<td>SATCHEL</td>
<td>$6,000</td>
<td>Exclusive Opportunity</td>
</tr>
<tr>
<td>USB</td>
<td>$6,000</td>
<td>Exclusive Opportunity</td>
</tr>
<tr>
<td>NAME BADGES AND LANYARDS</td>
<td>$5,000</td>
<td>Exclusive Opportunity</td>
</tr>
<tr>
<td>NOTE PADS AND PENS</td>
<td>$2,200 + stock</td>
<td>Exclusive Opportunity</td>
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</table>

### EXHIBITION OPPORTUNITIES

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
<th>Description</th>
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<tbody>
<tr>
<td>SHELL SCHEME</td>
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<tr>
<td>RAW SPACE</td>
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<td>3m x 3m</td>
</tr>
</tbody>
</table>

*All prices quoted in Australian Dollars and inclusive of 10% GST (goods and services tax)*
Sponsorship Entitlements
All sponsors will receive the following entitlements.

- Logo hyperlinked on the Conference website
- Logo and acknowledgement screened throughout the Conference
- Recognition on sponsor acknowledgement signage
- Your logo, contact details and 150 word profile on the Conference app
- Social media recognition via the Conference Twitter account
- Verbal acknowledgement at the opening session and at other appropriate times

Exhibitor Entitlements
All exhibitors will receive the following entitlements.

- Logo hyperlinked on the Conference website
- Your logo and contact details on the Conference app
Major Opportunities

All sponsors will receive the entitlements as listed on page 7 in addition to the entitlements specific to each package.

PLATINUM SPONSOR

$20,000 inc GST

Exclusive Opportunity

The platinum sponsor package is an exclusive opportunity to partner with the Conference and gain the highest level of exposure. The platinum sponsor will be acknowledged as the premium supporter throughout the Conference, enjoying maximum exposure in the lead up and during the Conference, as well as opportunities to communicate with delegates before, during and after the Conference.

EXHIBITION BOOTH

» One (1) 3m x 3m exhibition booth, or the equivalent raw space, in a prominent location within the exhibition

REGISTRATION

» Four (4) full delegate registrations inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)
» Four (4) tickets to attend the Conference Dinner
» Four (4) special discounted VIP registrations for your customers and prospective clients to attend the Conference inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)

(Note: the VIP registration rate is equivalent to the Early Bird Member @ $906pp inc GST)

BRANDING AND PROMOTION

» Opportunity to present a five (5) minute address during one (1) plenary session
» Banner advertisement on the home page of the Conference website
» Logo hyperlinked to your URL of choice, displayed as part of the major sponsors recognition on the footer of every website page
» Your logo displayed on signage at the registration desk, ensuring your brand is one of the first seen when delegates arrive and register onsite at the Conference
» One (1) promotional gift/item to be placed on each chair in the session room during the Opening Session (sponsor to provide)

» One (1) feature article to be included in a pre-Conference electronic direct mail (EDM) to be distributed by the Conference Office (sponsor to provide, artwork/content subject to approval by the Conference Office)
» One (1) banner advertisement to be included in a pre-Conference electronic direct mail (EDM) to be distributed by the Conference Office (sponsor to provide, artwork/content subject to approval by the Conference Office)
» Two posts to the Conference Twitter account in the lead-up or during the Conference (schedule to be negotiated)
» Two (2) pull up banners on display throughout the Conference in the exhibition area (sponsor to provide)
» One (1) insert in the Conference satchel – corporate literature, DL, A5, A4 or similar size (limited to two pages on one leaf, per single insert) or promotional merchandise (not including note pads and pens)
» One (1) PDF attachment included within the Conference app to promote products or services (sponsor to provide)
» Four (4) app push notifications during the Conference (content to be provided by the sponsor, schedule to be negotiated)

DELEGATE INFORMATION

» A delegate list six (6) weeks and two (2) weeks prior to the commencement of the Conference, and a final delegate list one (1) week post Conference

(Note: delegate list to be in PDF format and include title, first name, last name, position, organisation, state and country, only for those who have provided consent under the Australian Privacy Act)
GOLD SPONSOR

$10,000 inc GST
Two (2) Opportunities Available

The gold sponsor package is tailored for sponsors seeking a substantial engagement with an audience covering all major areas in photonics, lasers and optoelectronics. Whether you have a specific product to promote, or if you are simply presenting your organisation to the industry, this is a great opportunity to get your message to attendees.

REGISTRATION
» Three (3) full delegate registrations inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)
» Three (3) special discounted VIP registrations for your customers and prospective clients to attend the Conference inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)
(Note: the VIP registration rate is equivalent to the Early Bird Member @ $906pp inc GST)

BRANDING AND PROMOTION
» Logo hyperlinked to your URL of choice, displayed as part of the major sponsors recognition on the footer of every website page
» One (1) banner advertisement to be included in a pre-Conference electronic direct mail (EDM) to be distributed by the Conference Office (sponsor to provide, artwork/content subject to approval by the Conference Office)
» One post to the Conference Twitter account in the lead-up or during the Conference (schedule to be negotiated)
» One (1) pull up banner on display throughout the Conference in the exhibition area (sponsor to provide)
» One (1) insert in the Conference satchel – corporate literature, DL, A5, A4 or similar size (limited to two pages on one leaf, per single insert) or promotional merchandise (not including note pads and pens)
» One (1) PDF attachment included within the Conference app to promote products or services (sponsor to provide)
» One (1) app push notification during the Conference (content to be provided by the sponsor, schedule to be negotiated)

DELEGATE INFORMATION
» A delegate list six (6) weeks and two (2) weeks prior to the commencement of the Conference, and a final delegate list one (1) week post Conference
(Note: delegate list to be in PDF format and include title, first name, last name, position, organisation, state and country, only for those who have provided consent under the Australian Privacy Act)

SILVER SPONSOR

$5,000 inc GST
Three (3) Opportunities Available

The silver sponsor package is suited to sponsors wanting value for money on a range of benefits and will see your organisation valued for its support of the Conference.

REGISTRATION
» One (1) full delegate registration inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)
» One (1) special discounted VIP registration for your customers and prospective clients to attend the Conference inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)
(Note: the VIP registration rate is equivalent to the Early Bird Member @ $906pp inc GST)

BRANDING AND PROMOTION
» Logo hyperlinked to your URL of choice, displayed as part of the major sponsors recognition on the footer of every website page
» One (1) insert in the Conference satchel – corporate literature, DL, A5, A4 or similar size (limited to two pages on one leaf, per single insert) or promotional merchandise (not including note pads and pens)
» One (1) PDF attachment included within the Conference app to promote products or services (sponsor to provide)
» One (1) app push notification during the Conference (content to be provided by the sponsor, schedule to be negotiated)

DELEGATE INFORMATION
» A delegate list six (6) weeks and two (2) weeks prior to the commencement of the Conference, and a final delegate list one (1) week post Conference
(Note: delegate list to be in PDF format and include title, first name, last name, position, organisation, state and country, only for those who have provided consent under the Australian Privacy Act)
Hospitality Opportunities

There are many opportunities to sponsor one of the social functions and catering aspects of the Conference. During these events delegates will be networking and connecting with new and old colleagues, speakers, sponsors and exhibitors.

All sponsors will receive the entitlements as listed on page 7 in addition to the entitlements specific to each package.

**CONFERENCE DINNER SPONSOR**

$10,000 inc GST

Exclusive Opportunity

*WEDNESDAY 5 AUGUST 2020*

Grand Ballroom, ICC Sydney

**REGISTRATION**

- One (1) full delegate registration inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)
- Five (5) tickets to the Conference Dinner

**BRANDING AND PROMOTION**

- Naming rights to the Conference Dinner
- Opportunity to give a five (5) minute address to delegates during the Conference Dinner
- Logo featured on the menu
- Opportunity to display two (2) pull up banners during the Conference Dinner (sponsor to provide)
- Opportunity to provide a gift for each delegate placed on their table at the Conference Dinner (sponsor to provide)
- One (1) app push notification during the Conference (content to be provided by the sponsor, schedule to be negotiated)

**DELEGATE INFORMATION**

- A delegate list six (6) weeks and two (2) weeks prior to the commencement of the Conference, and a final delegate list one (1) week post Conference

(Note: delegate list to be in PDF format and include title, first name, last name, position, organisation, state and country, only for those who have provided consent under the Australian Privacy Act)

**WELCOME RECEPTION SPONSOR**

$5,000 inc GST

Exclusive Opportunity

*MONDAY 3 AUGUST 2020*

Exhibition, The Gallery, ICC Sydney

**REGISTRATION**

- One (1) full delegate registration inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)
- Five (5) tickets to the Welcome Reception

**BRANDING AND PROMOTION**

- Naming rights to the Welcome Reception
- Opportunity to give a five (5) minute address to delegates during the Welcome Reception
- Opportunity to display two (2) pull up banners during the Welcome Reception (sponsor to provide)
- One (1) app push notification during the Conference (content to be provided by the sponsor, schedule to be negotiated)

**DELEGATE INFORMATION**

- A delegate list six (6) weeks and two (2) weeks prior to the commencement of the Conference, and a final delegate list one (1) week post Conference

(Note: delegate list to be in PDF format and include title, first name, last name, position, organisation, state and country, only for those who have provided consent under the Australian Privacy Act)
**COFFEE CART SPONSOR**

$5,000 inc GST

Four (4) Opportunities Available (One Sponsor Per Day)

OR

$16,500 inc GST

Exclusive Opportunity for the duration of the Conference

This is your opportunity to align your organisation with every delegate’s top priority at each break – world class coffee! A barista will provide coffee during the morning tea and afternoon tea breaks.

**REGISTRATION**

» One (1) full delegate registration inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)

**BRANDING AND PROMOTION**

» Branding and naming rights to one (1) coffee cart set up within the catering area (location to be determined by the Conference Office) for your assigned day

» Opportunity to expose delegates to your brand by using themed signage, coffee cups, t-shirts, caps, napkins and other customisable items (sponsor to provide, additional to package)

» Conference to provide all consumables and labour to run the coffee cart during morning tea and afternoon tea catering breaks within the catering area

» One (1) app push notification during the Conference (content to be provided by the sponsor, schedule to be negotiated)

**DELEGATE INFORMATION**

» A delegate list six (6) weeks and two (2) weeks prior to the commencement of the Conference, and a final delegate list one (1) week post Conference

(Note: delegate list to be in PDF format and include title, first name, last name, position, organisation, state and country, only for those who have provided consent under the Australian Privacy Act)

**POSTER SESSION SPONSOR**

$3,000 inc GST

Two (2) Opportunities Available (One Sponsor Per Session)

**MONDAY 3 AND TUESDAY 4 AUGUST 2020**

Exhibition, The Gallery, ICC Sydney

**REGISTRATION**

» One (1) full delegate registration inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)

**BRANDING AND PROMOTION**

» Naming rights to one (1) Poster Session

» Opportunity to display two (2) pull up banners during the Poster Session (sponsor to provide)

» Display area and table within the catering area for sponsor to place literature or promotional items during the Poster Session

**DELEGATE INFORMATION**

» A delegate list two (2) weeks prior to the commencement of the Conference, and a final delegate list one (1) week post Conference

(Note: delegate list to be in PDF format and include title, first name, last name, position, organisation, state and country, only for those who have provided consent under the Australian Privacy Act)

**DAILY CATERING SPONSOR**

$2,500 inc GST

Four (4) Opportunities Available (One Sponsor Per Day)

**REGISTRATION**

» One (1) full delegate registration inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)

**BRANDING AND PROMOTION**

» Naming rights to one (1) full day of Conference catering which comprises of morning tea and afternoon tea

» Opportunity to display two (2) pull up banners in the catering area on your day of sponsorship (sponsor to provide)

» Display area and table within the catering area for sponsor to place literature or promotional items during the day of the sponsored breaks

**DELEGATE INFORMATION**

» A delegate list two (2) weeks prior to the commencement of the Conference, and a final delegate list one (1) week post Conference

(Note: delegate list to be in PDF format and include title, first name, last name, position, organisation, state and country, only for those who have provided consent under the Australian Privacy Act)
Technology Opportunities
All sponsors will receive the entitlements as listed on page 7 in addition to the entitlements specific to each package.

CONFERENCE APP SPONSOR

$10,000 inc GST
Exclusive Opportunity

The Conference app will be the most up to date place for iPhone, iPad and Android users to check for program updates, speaker biographies, registration opening times and other useful Conference related information at the touch of a button. Become the sponsor of the app and see your organisation’s branding on multiple pages with unlimited links to your website.

REGISTRATION
» Two (2) full delegate registrations inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)

BRANDING AND PROMOTION
» Banner advertisement to be displayed on each page of the Conference app linking to your website (sponsor to provide)
» One (1) customised pre-Conference electronic direct mail (EDM) to all registered delegates when the Conference app is launched
» One (1) PDF attachment included within the Conference app to promote products or services (sponsor to provide)
» Two (2) app push notifications during the Conference (content to be provided by the sponsor, schedule to be negotiated)

DELEGATE INFORMATION
» A delegate list six (6) weeks and two (2) weeks prior to the commencement of the Conference, and a final delegate list one (1) week post Conference
(Note: delegate list to be in PDF format and include title, first name, last name, position, organisation, state and country, only for those who have provided consent under the Australian Privacy Act)

CHARGE BAR SPONSOR

$5,000 inc GST
Exclusive Opportunity

As the charge bar sponsor your branding will be prominently placed on the battery charge bar, making it clearly visible to all delegates accessing this service. The charge bar will cater for both Apple and Android users.

REGISTRATION
» One (1) full delegate registration inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)

BRANDING AND PROMOTION
» Your logo displayed on the customised branding of the charge bar unit that will be placed in high traffic zones of the exhibition area (subject to production deadlines)
» Opportunity to place branded collateral (e.g. flyers, brochures or signage. Note pads and pens excluded) at the charge bar location
» One (1) app push notification during the Conference (content to be provided by the sponsor, schedule to be negotiated)

DELEGATE INFORMATION
» A delegate list six (6) weeks and two (2) weeks prior to the commencement of the Conference, and a final delegate list one (1) week post Conference
(Note: delegate list to be in PDF format and include title, first name, last name, position, organisation, state and country, only for those who have provided consent under the Australian Privacy Act)
Educational Opportunities
All sponsors will receive the entitlements as listed on page 7 in addition to the entitlements specific to each package.

SESSION SPONSOR

$3,500 inc GST
Limited Opportunities Available

The session sponsorship enables your name to be associated with one of the program sessions arranged by the Organising Committee.

REGISTRATION
» One (1) full delegate registration inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)
» Four (4) session only passes for your staff or guests to attend your sponsored session

BRANDING AND PROMOTION
» Ninety second video advertisement played in the room prior to the start of your sponsored session (sponsor to provide)
» Logo displayed on session digital room signage
» An invitation to nominate a senior member of your team to co-chair the session (subject to approval by the Organising Committee)
» Opportunity to place one (1) promotional gift/item on each chair in the session room at the start of the session (sponsor to provide)

DELEGATE INFORMATION
» A delegate list two (2) weeks prior to the commencement of the Conference, and a final delegate list one (1) week post Conference

(Note: delegate list to be in PDF format and include title, first name, last name, position, organisation, state and country, only for those who have provided consent under the Australian Privacy Act)
## Conference Materials Opportunities

All sponsors will receive the entitlements as listed on page 7 in addition to the entitlements specific to each package.

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
</table>
| **SATCHEL SPONSOR**            | $6,000 inc GST | **REGISTRATION**
- One (1) full delegate registration inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)
**BRANDING AND PROMOTION**
- Logo printed (alongside the Conference logo) on the official Conference satchel
- One (1) insert in the Conference satchel – corporate literature, DL, A5, A4 or similar size (limited to two pages on one leaf, per single insert) or promotional merchandise (not including note pads and pens)
**DELEGATE INFORMATION**
- A delegate list six (6) weeks and two (2) weeks prior to the commencement of the Conference, and a final delegate list one (1) week post Conference
(Note: delegate list to be in PDF format and include title, first name, last name, position, organisation, state and country, only for those who have provided consent under the Australian Privacy Act)

| **USB SPONSOR**                | $6,000 inc GST | **REGISTRATION**
- One (1) full delegate registration inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)
**BRANDING AND PROMOTION**
- Logo printed (alongside the Conference logo) on the official Conference USB
- One (1) insert in the Conference satchel – corporate literature, DL, A5, A4 or similar size (limited to two pages on one leaf, per single insert) or promotional merchandise (not including note pads and pens)
**DELEGATE INFORMATION**
- A delegate list six (6) weeks and two (2) weeks prior to the commencement of the Conference, and a final delegate list one (1) week post Conference
(Note: delegate list to be in PDF format and include title, first name, last name, position, organisation, state and country, only for those who have provided consent under the Australian Privacy Act)

| **NAME BADGES AND LANYARDS SPONSOR** | $5,000 inc GST | **REGISTRATION**
- One (1) full delegate registration inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)
**BRANDING AND PROMOTION**
- Logo printed (alongside the Conference logo) on the official Conference name badges and lanyards
**DELEGATE INFORMATION**
- A delegate list six (6) weeks and two (2) weeks prior to the commencement of the Conference, and a final delegate list one (1) week post Conference
(Note: delegate list to be in PDF format and include title, first name, last name, position, organisation, state and country, only for those who have provided consent under the Australian Privacy Act)

| **NOTE PADS AND PENS SPONSOR**  | $2,200 + stock inc GST | **BRANDING AND PROMOTION**
- Opportunity to provide delegates with branded note pads and pens (sponsor to supply). Note pads and pens are distributed to every delegate upon registration inside the Conference satchel (subject to production deadlines)
Exhibition Opportunities

All exhibitors will receive the entitlements as listed on page 7 in addition to the entitlements specific to each package.

EXHIBITION OPENING TIMES

Sunday 2 August 2020  Exhibitor bump-in
Monday 3 August 2020  0730 – 2000
Tuesday 4 August 2020  0800 – 1800
Wednesday 5 August 2020  0800 – 1800

Opening and closing times are subject to change based on the final Conference program.

All morning and afternoon tea breaks, as well as the Welcome Reception, Poster Session 1 and Poster Session 2, will be served in the exhibition area, making it a true meeting point for delegates and a wonderful opportunity to network with them.

SHELL SCHEME

3m x 3m – $4,400

Included in each 3m x 3m x 2.4m (high) booth are the following benefits.

WALLS

» Matt anodised aluminium frame with white laminated infill panels

FASCIA

» All open aisle frontages will have a fascia sign consisting of one organisation and stand number
» Corner stands will have two fascia signs
» Computer cut vinyl and standard lettering (maximum 30 characters)

LIGHTING

» Two (2) track spotlights per 9sqm (lights are mounted on the inside of the front fascia)

POWER

» One (1) single 4amp power point per stand, regardless of size
» Power point is positioned in the rear corner of the stand

RAW SPACE

3m x 3m – $4,400

Included in raw space for custom design: 3m x 3m of raw space in which to place your custom built stand.

Please note that walling, power, lighting and furnishings are not included with raw space and must be supplied by your custom build supplier.

All custom built stands require prior venue approval, fully dimensioned plans and full build crew contact details will be sought and lodged with the venue WHS department two months prior to the Conference.

EXHIBITOR REGISTRATION INCLUSIONS FOR SHELL SCHEME AND RAW SPACE

» Two (2) full exhibitor registrations inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)

» Additional exhibitor registrations can be purchased for $250 including GST inclusive of all daily catering (morning and afternoon tea) and the Welcome Reception (not including the Conference Dinner)

Please note:

» Attendance to the Conference sessions is not included in exhibitor registrations
» All representatives of exhibiting organisations must be registered to participate in the exhibition
» Registrations are transferable within the exhibiting organisation to other staff
» Generic organisation registrations can be issued if you would prefer to not have individual names listed on the name badges

EXHIBITION VISITOR PASSES

» Unlimited exhibition visitor passes will be provided to exhibitors, which are to be used by visitors to your stand
» Please note this registration type does not entitle the bearer to attend Conference sessions, catering or social functions
» Exhibition visitor passes cannot be issued to staff from exhibiting organisations
Exhibition Floor Plan

THE GALLERY

The Conference Office reserves the right to modify the floor plan depending on the number of exhibitors.
Booking Details

PAYMENT & DEADLINES

To fully confirm your sponsorship package and/or exhibition space, 50% deposit is required within 14 days of receipt of your tax invoice. Your booking will only be fully processed and secured upon receipt of this deposit at the Conference Office. The balance of payment is required by Friday 1 May 2020. All bookings made after Friday 1 May 2020 must be paid in full within 14 days of receipt of your tax invoice.

CANCELLATION

In the event of cancellation of a sponsorship package and/or exhibition space, please note that unless that particular sponsorship package or exhibition space is resold, the Organising Committee reserves the right to retain all monies received. If the balance of payment is not received by the due date, the allocated sponsorship package or exhibition space will be cancelled. Any sponsorship package or exhibition space cancelled after Friday 1 May 2020 will not be refunded; thus 100% forfeited. A full copy of the Terms and Conditions can be found on the website and it is integral to the application form, it must be read and ticked as read prior to finalising your application.

MAKE YOUR BOOKING

To secure your place at CLEO PR 2020 simply visit https://www.cleopr2020.org/sponsorship-exhibition/ to book online.

FURTHER INFORMATION

For further information on any of the packages on offer please contact the Sponsorship and Exhibition Manager.

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