

SAFETY2007 CONFERENCE & EXHIBITION



Sponsorship Opportunities

IFAP are offering businesses the opportunity to maximise their corporate exposure and accessibility to a broad audience of key safety and health professionals, decision makers and industry representatives by sponsoring its **Safety2007 Conference and Exhibition**. Now in its 6th year sponsorship of Safety2007 offers valuable and quantifiable benefits. Sponsorship packages are available as follows:

Gold Sponsor - \$10,000 + GST

The Gold Sponsor will receive maximum exposure in both the lead up to, and for the duration of, the Safety2007 Conference and Exhibition.

Gold Sponsor benefits include:

- Corporate logo included in promotional brochure and conference program
- Mention of your organisation in opening address and official speeches
- Corporate logo featured in audio visual material screened throughout the conference
- Inclusion of corporate logo on welcome sign at conference registration desk
- Corporate logo included on delegate satchels
- Logo featured with link from official conference website to sponsor's website
- Logo featured in conference advertising
- Mention of your organisation in all media statements
- Acknowledgment in SafetyWA Magazine
- Opportunity to supply a presenter (suitable topic to be agreed with IFAP)
- 4 delegate registrations to attend the Safety2007 Conference and Exhibition
- Opportunity to distribute promotional material to all delegates attending the Safety2007 Conference & Exhibition via satchel inserts
- An exhibition booth
- 10 tickets to the Safety2007 Conference Dinner

Silver Sponsor - \$5,000 +GST

In return for their support, Silver Sponsors will receive the following benefits:

- Corporate Logo featured in the promotional brochure and conference program
- Mention of your organisation in opening address and official speeches
- Corporate logo featured in audio visual material screened throughout the conference
- Logo featured with link from official conference website to sponsor's website
- Mention of your organisation in all media statements
- Acknowledgment in SafetyWA Magazine
- Opportunity to supply a presenter (suitable topic to be agreed with IFAP)
- 2 delegate registration to attend the Safety2007 Conference and Exhibition
- Opportunity to distribute promotional material to all delegates attending the Safety2007 Conference & Exhibition via a satchel insert
- 4 tickets to the Safety2007 Conference Dinner

Lunch Sponsor - \$2,000 +GST

The two Lunch Sponsors will receive the following benefits:

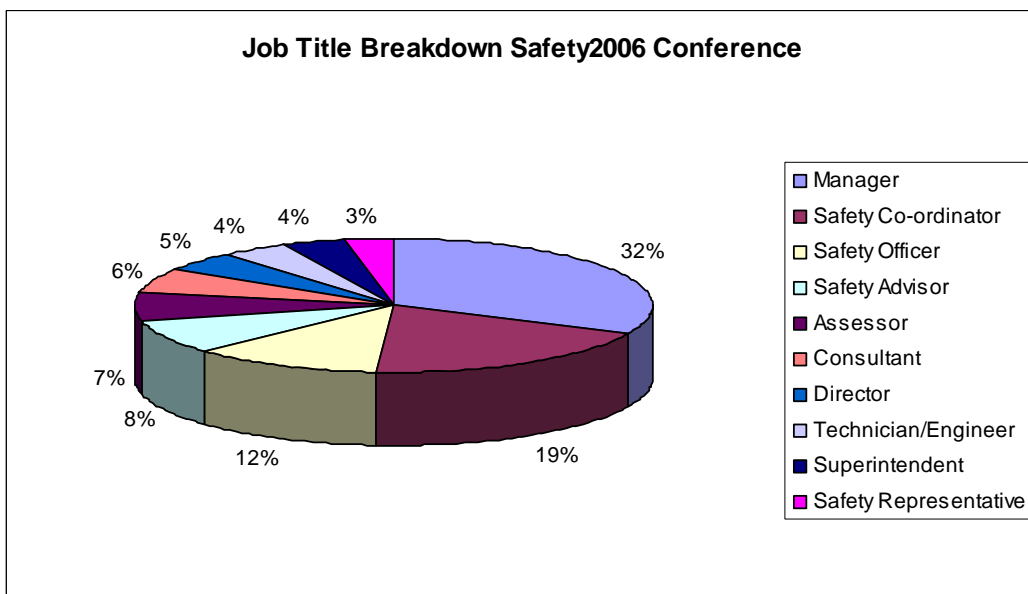
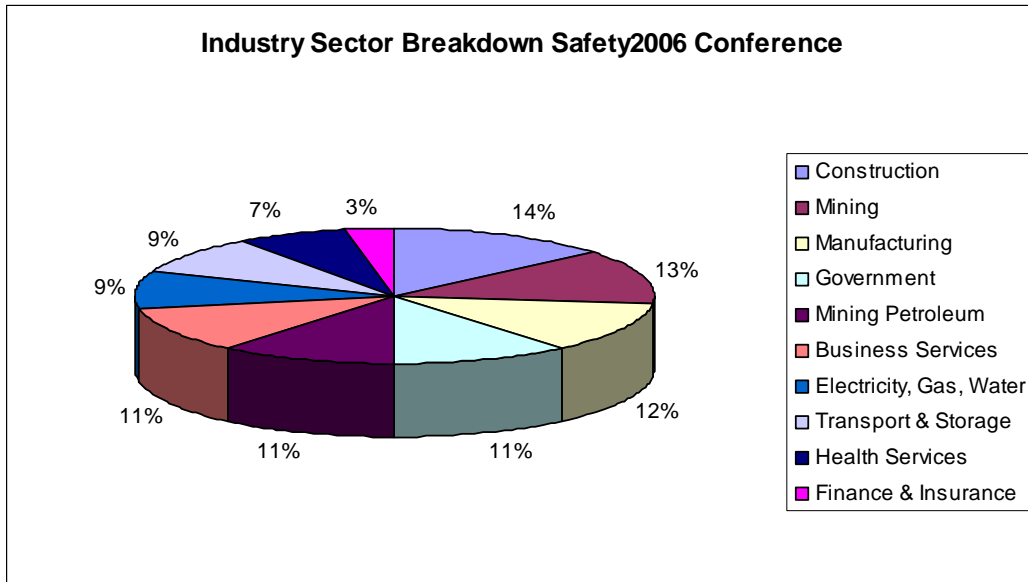
- Corporate signage displayed around the lunch areas during the lunch break
- Space to display promotional brochures during the lunch break
- Corporate Logo displayed on the conference auditorium screen during the lunch break
- 1 delegate registration to attend the Safety2007 Conference and Exhibition
- Opportunity to distribute promotional material to all delegates attending the Safety2007 Conference & Exhibition via a satchel insert

NOTE: *Sponsor fees outlined above do not include GST.*

Sponsorship enquiries can be discussed on an individual basis with Rebecca Johnston, Marketing/PR Officer, IFAP on 9431 6276 or Kim Jurgens from Vertical Events on 9388 2222. Please visit the official conference website at www.verticalevents.com.au or IFAP's website www.ifap.asn.au for more information about the **Safety2007 Conference and Exhibition**.

THE TARGET MARKET

Now in its 6th year, IFAP's Safety Conference has offered annually sponsors premium exposure in the past to over 390 key occupational safety and health players. The majority of delegates come from the resources industry with other representatives from: Government; Manufacturing; Mining; Petroleum; Construction; and Electricity, Gas, Water.



MARKETING THE EVENT

Together with Vertical Events, IFAP offers maximum exposure to event sponsors through a range of comprehensive marketing efforts leading up to, and for the duration of the conference. This year's safety conference will be promoted through the following marketing channels:

- ↪ Official Conference & IFAP Website
- ↪ Inserts into Safety Publications
- ↪ Advertising in Safety Publications
- ↪ Inclusion in Events Diaries (Magazines & Newspapers)
- ↪ Editorial & Articles (Magazines, Newsletters & Newspapers)
- ↪ Direct Mail
- ↪ Email Broadcasts
- ↪ Telemarketing
- ↪ Other Events