

SUSTAINABLE COUNCILS 2011

A PRACTICAL GUIDE TO LOCAL GOVERNMENT AND SUSTAINABILITY

Be inspired



5 & 6 September 2011

Brisbane Convention and Exhibition Centre

Co-located with Australia's clean energy event EcoGen 2011

SPONSORSHIP AND EXHIBITION PROSPECTUS

www.sustainablecouncils.com.au

Your invitation



IT IS WITH great pleasure that I invite you to be a part of Sustainable Councils 2011, to be held from 5 - 6 September at the Brisbane Convention and Exhibition Centre.

Sustainable Councils is the national sustainability conference and exhibition bringing local governments together to build a sustainable future.

Local government decision makers from around Australia will come together for two days to network, discuss the latest technologies and engage on key issues relevant to achieving sustainable outcomes for our communities.

With a focus on case-studies, the event will showcase best-practice sustainable development initiatives from local governments around Australia and the world.

Now in its third year, the conference and exhibition continues to grow in line with community expectations about the role of local governments in creating sustainable societies.

In a first, this year we are providing **one free registration to every local government in Australia***. We anticipate the uptake of this offer to be strong and supporting companies will reap the rewards of this new model.

There will also be increased opportunities for networking between exhibitors and delegates with the Speed Networking sessions to be scheduled on both days in the session before lunch.

These innovations will ensure Sustainable Councils 2011 is the biggest event yet.

The exhibition will showcase the very best sustainable solutions and we are keen to have your company participate.

I look forward to seeing you there!

Tim Thompson
Sales Manager

“This year we are providing one free registration to every local Government in Australia.”

ABOUT GREAT SOUTHERN PRESS

Great Southern Press is a company built on partnerships with industry. We align the success of our business with the continued growth and expansion of the industries and companies we promote.

We produce highly successful magazines, conferences and exhibitions, online news services, and custom publications for a variety of industries.

In addition to the Sustainable Councils suite of products, the company's sustainability division produces *EcoGeneration*, the magazine for Australia's clean energy industry, the annual EcoGen Conference and Exhibition, the Wind Map of Australia, Solar Map of Australia and the *Australian Clean Energy Directory*.

For more information visit www.gs-press.com.au

* This offer is limited and local governments must book by 3 June 2011.



ATTENDANCE

To ensure excellent attendance at this year's event we are giving every local government in Australia one complimentary registration to Sustainable Councils*. Further registrations will be competitively priced to maximise participation.

SUSTAINABLE COUNCILS 2011 AND ECOGEN 2011

The partnering of EcoGen 2011 and Sustainable Councils 2011 offers the opportunity to reach hundreds of people in the local government sector and the clean energy industry.

What is EcoGen 2011?

Building on years of experience and dedication to the clean energy industry, EcoGeneration magazine is proud to present EcoGen 2011.

EcoGen 2011 brings together the highest levels of the clean energy industry, locally and internationally. EcoGen 2011 will tackle the issues facing the clean energy industry and find the solutions.

WHY CHOOSE SUSTAINABLE COUNCILS 2011?

Sustainable Councils is Australia's national sustainability conference and exhibition bringing local governments together to build a sustainable future.

Now in its third year, the conference and exhibition continues to grow and sustain itself as the leading local council event.

Sponsoring and exhibiting at Sustainable Councils 2011 will give you unparalleled access to the sustainability decision-makers in local government and the clean energy industry.

* This offer is limited and local governments must book by 3 June 2011.

SPEAKER PROGRAM

With a focus on case studies, speakers will include sustainability and local government experts. We are currently in discussions with high profile speakers from government, industry and NGOs, and will provide you with further information on the exciting speaker program soon.

Topics to be covered include:

- Sustainable planning and urban design
- Climate change
- Energy efficiency
- Reducing the carbon footprint of councils
- Resource recovery and waste management
- Water planning
- Built environment initiatives
- Green purchasing and procurement.

SUSTAINABLE COUNCILS 2011 'PRACTICES WHAT IT PREACHES'

The organisers of Sustainable Councils 2011, Great Southern Press, will be reducing the carbon footprint of the conference through carbon offset programs and waste management and recycling initiatives.

“Good to see senior speakers engaged in sustainability”

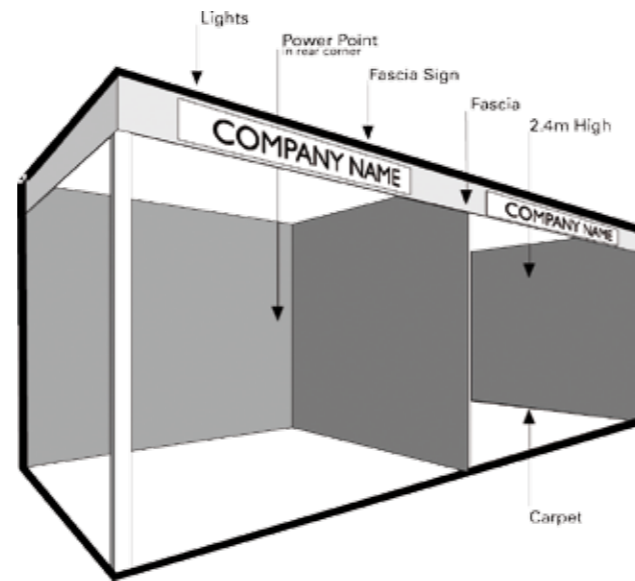
- Delegate, Sustainable Councils 2009

2010 EXHIBITORS

- EcoKinetics
- Planet Footprint
- Sustainable Turf Solutions
- Steplight Pty Ltd
- TAFE NSW Northern Institute
- Envirogroup
- Sunshine Coast Regional Council
- Net Balance
- Solgen Energy
- Sulo
- Blade Electric Vehicles



Best thing about the event?
 “Solid leads from several councils”
 - Exhibitor, Sustainable Councils 2010



VISITOR PROFILE

Having a presence at Sustainable Councils 2011 will allow you to communicate and interact with key decision makers.

- » Environmental and Sustainability Managers
- » Engineers
- » Environmental Planners
- » Procurement Managers
- » Project officers and Managers
- » Councillors and Mayors
- » Environmental Planners
- » Policy Directors
- » Waste Managers.

As the Sustainable Councils will be held in conjunction with EcoGen 2011, you will also have the opportunity to interact with well over 400 senior decision makers from the clean energy industry. These will include:

- » Government representatives
- » Energy company executives
- » Senior engineers
- » Investors
- » Environmental consultants
- » Project developers
- » Legal and other professionals.

EXHIBITION BOOTHS

An exhibition of goods and services will be being conducted in conjunction with the Sustainable Councils 2011 and EcoGen 2011 conferences. The exhibition will provide attendees from both conferences with the opportunity to view and discuss innovative products and services. **The exhibition is designed in order to maximise your exposure to conference delegates.**

This includes:

- » All catering will be conducted in the exhibition area.
- » The exhibition catering breaks will include coffee on arrival, morning tea, lunch and afternoon tea on each day.

	EARLY BIRD	REGULAR
9 sqm	\$3036	\$3300
18 sqm	\$5720	\$6270

(incl. GST)

EXHIBITION BOOTH

- » Traditional booth size of 3m X 3m. However, other larger sizes can be tailored to suit depending on availability.
- » Opportunity to participate in the Sustainable Councils Speed Exhibitor Presentation Session before lunch on day one or two.
- » Two complimentary booth worker registrations allowing access to all catering throughout the event.

SPEED EXHIBITOR PRESENTATION SESSIONS

Based on the famous ‘speed dating’ concept, there will be two ‘Speed Exhibitor Presentation’ sessions to be held before lunch on both days of the conference. This gives exhibitors the opportunity to really engage with delegates in a fun environment – and then continue the conversation over lunch.

EXHIBITION PASSPORT

Sustainable Councils delegates will be encouraged to visit booths via an ‘exhibition passport’. Delegates who have their passport stamped at each exhibition booth they attend will be eligible for a variety of great prizes. Their passport will also be stamped when they attend the ‘Speed Exhibitor Presentation Sessions’.

PLEASE NOTE:

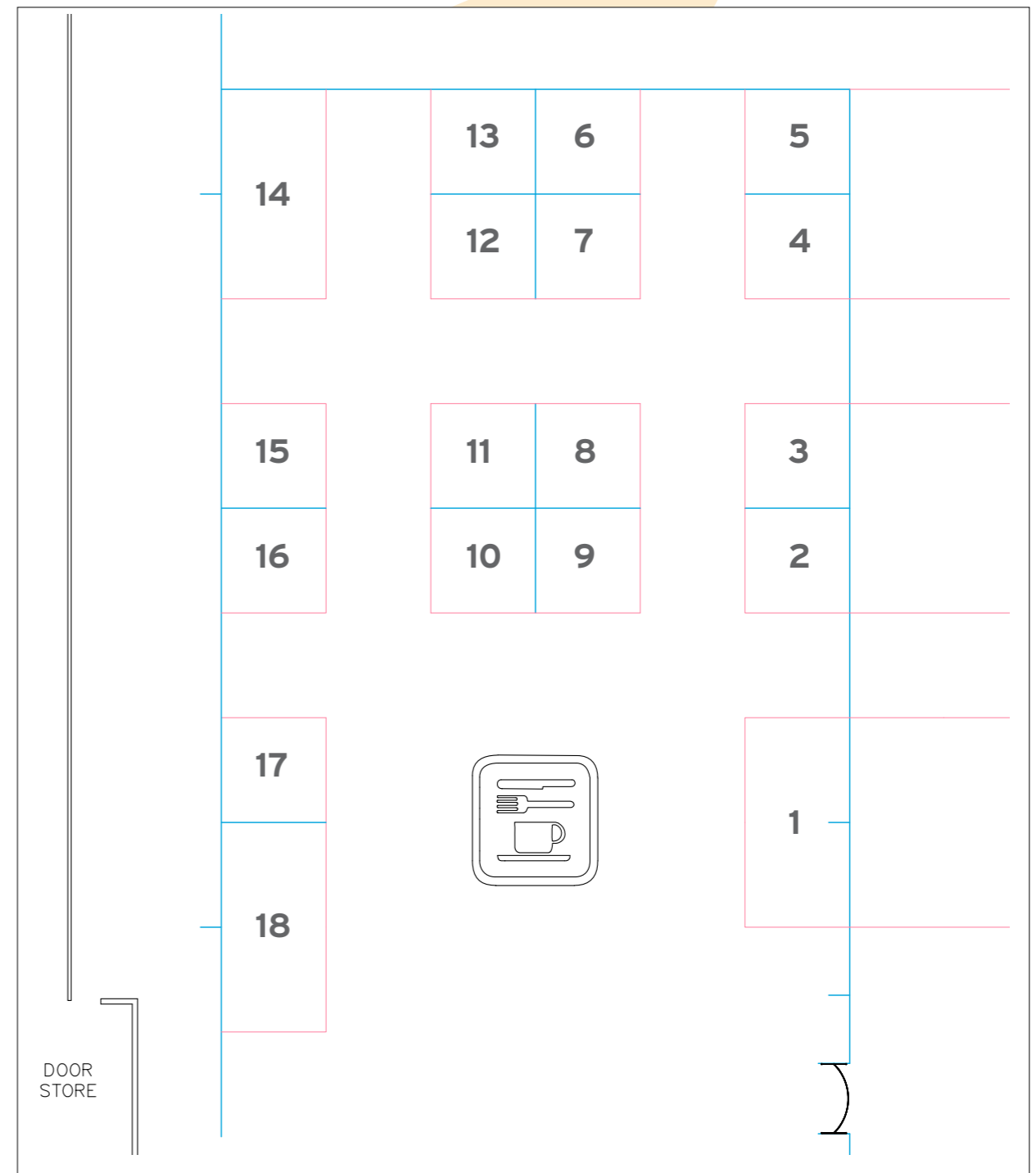
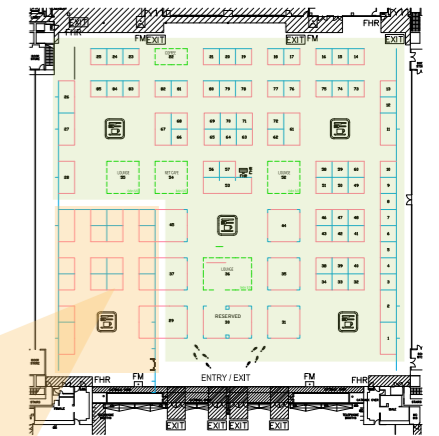
- All furniture, extra lighting/power, internet and other general furnishings are the responsibility of the exhibitor (to hire).
- The Sustainable Councils Exhibition runs over two days (5-6 September).
- Exhibition booth packages DO NOT include complimentary passes to the conference. If you are interested in attending we advise you to consider a sponsorship package.

FLOOR PLAN



Catering station

- EcoGen 2011 Exhibition
- Sustainable Councils 2011 Exhibition



* subject to change

SPONSORSHIP

Show your leadership in the local government and sustainability industry with a sponsorship package tailored to suit your needs and give you maximum impact for your budget.

PLATINUM (limited to one organisation)	GOLD (limited to two organisations)
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Platinum Sponsorship Package
\$13,915 (inc GST)

The ultimate sponsorship of the event. This sponsor will be given prominence over all other sponsors and will play a pivotal role in the direction of the conference.

- » Most prominent corporate logo on all Sustainable Councils (SC) marketing and advertising materials, including the conference brochure, pre-conference advertisements, the website, and at the event.
- » Opportunity for a staff member to have one speaking role or one chairing role at the SC conference (subject to availability and proposed content).
- » 6m X 3m exhibition booth in the best possible position in the SC exhibition area.
- » Your company logo on the conferences delegate satchel bags.
- » Opportunity to participate in the SC Speed Exhibitor Presentation Sessions before lunch. See explanation on page 4.
- » Company logo and corporate write-up (max.150 words) in SC conference proceedings folder.
- » Display of corporate logo on the front cover of the SC conference proceedings folder.
- » Most prominent corporate logo to appear on AV screens during SC conference speakers/breaks.
- » Display of corporate logo on the front cover of the SC conference CD-Rom given to all SC delegates.
- » Company logo, web-link and contact details on the official SC conference website.
- » Most prominent corporate logo featured on SC signage in the event premises.
- » Opportunity to insert a corporate brochure in the SC delegate information bag given to attendees.
- » Ongoing exposure in SC online newsletter distributed monthly to over 1000 recipients. Exposure includes display of company logo and hyperlink and the opportunity to submit editorial material.
- » 5 complimentary SC conference passes for five staff members.
- » Unlimited exhibition visitor invitations.
- » Copy of the SC delegate and exhibitor database for your marketing program (subject to opt-outs as per privacy legislation).

Gold Sponsorship Package
\$9,900 (inc GST)

Designed for those organisations that wish to stand out from the crowd.

- » Prominent corporate logo on all Sustainable Councils (SC) marketing and advertising materials, including the conference brochure, pre-conference advertisements, the website, and at the event.
- » Opportunity for a staff member to have one speaking OR one session chairing role at the SC conference (subject to availability and proposed content).
- » 3m X 3m exhibition booth in an excellent position within the SC exhibition area.
- » Opportunity to participate in one SC Speed Exhibitor Presentation Session. See explanation on page 4.
- » Branding of either lanyards/nametags or the conference pocket program (First choice of option will go to the first company to take a Gold sponsorship).
- » Company logo and corporate write-up (max.150 words) in the SC conference proceedings folder.
- » Display of corporate logo on the front cover of the SC conference proceedings folder.
- » Display of corporate logo to appear on AV screens during SC conference speakers/breaks.
- » Display of corporate logo on the front cover of the SC conference CD-Rom given to all SC delegates.
- » Company logo, web-link and contact details on the official SC conference website.
- » Prominent corporate logo featured on SC signage in the event premises.
- » Opportunity to insert a corporate brochure in the SC delegate information bag given to all SC attendees.
- » Ongoing exposure in SC online newsletter distributed monthly to over 1,000 recipients. Exposure includes display of company logo and hyperlink and the opportunity to submit editorial material.
- » Unlimited exhibition visitor invitations.
- » 3 complimentary SC conference passes for three staff members.

SILVER
(limited to three organisations)

Silver Sponsorship Package
\$7,700 (inc GST)

Perfect for organisations that wish to have a cost-effective sponsorship presence.

- » Prominent corporate logo on all Sustainable Councils (SC) marketing and advertising materials, including the conference brochure, pre-conference advertisements, the website, and at the event.
- » 3m X 3m exhibition booth in high traffic area of SC exhibition space.
- » Opportunity to participate in SC Speed Exhibitor Presentation Session. See explanation on page 4.
- » Company logo and corporate write-up (max.150 words) in SC conference proceedings folder.
- » Display of corporate logo on the front cover of the SC conference proceedings folder.
- » Prominent corporate logo to appear on AV screens during SC conference speakers/breaks.
- » Company logo, web-link and contact details on the official SC conference website
- » Company logo featured on signage in the SC event premises.
- » Opportunity to insert a corporate brochure in the SC delegate information bag given to all SC attendees.
- » Unlimited exhibition visitor invitations.
- » 2 Complimentary SC conference passes for two staff members.



“It was actually relevant to my work”
- Delegate, Sustainable Councils 2010



WHY SPONSOR OR EXHIBIT?

- Improve your brand recognition and image
- Generate leads by networking
- Create new partnerships and alliances
- Strengthen your position as a market leader within sustainability
- Achieve recognition by being associated with this high profile event
- Differentiate your company from others in the sustainability industry
- Show your support for local government sustainability.

“The exhibition will showcase the very best sustainable solutions.”

Government Sponsorships are also available – speak to a sales representative for a tailored package.

SPONSORED ITEMS

LUNCHES (2 AVAILABLE) \$2,200

Lunches will be served to all delegates in the exhibition area each day, giving you an excellent opportunity to take advantage of their gratitude for providing them with much needed nourishment.

- You will receive:
- Basic signage around lunch buffet
 - The opportunity to supply branded napkins.
 - The opportunity to supply pull up banners around the buffet.

BREAKS (4 AVAILABLE) \$1,320

Morning and afternoon tea will be served to all delegates in the exhibition area each day, and this well-earned break is also a great opportunity for promotion.

- You will receive:
- This option includes basic signage
 - The opportunity to supply branded napkins.
 - Your company will also be able to supply pull-up banners around the refreshment buffet.

PENS \$2,200 (+ MATERIALS)

Said to be mightier than the sword and often never available when needed, we will ensure pens are circulated throughout the week and grateful delegates will have a great reminder of who supplied them.

- You will receive:
- Circulation of your pens throughout the conference and exhibition
 - Pens inserted into delegate satchels
 - A lasting reminder of your company and its sponsorship.

NOTEPADS \$2,200 (+ MATERIALS)

A vital, if overlooked tool, often never available when needed and in abundant supply when not, we will ensure notepads are circulated in appropriate volumes throughout the week.

- You will receive:
- Circulation of your pads throughout the conference and exhibition
 - Pads inserted into delegate satchels
 - A lasting reminder of your company and its sponsorship.



SATCHEL INSERT \$770 (+ MATERIALS)

Make sure your company's strengths and capabilities are seen by all delegates with this option. Have a brochure or pamphlet inserted into every delegate bag at Sustainable Councils 2011.

SATCHEL GIFTS \$990 (+ MATERIALS)

To ensure that everyone gets the most out of this option, it will be limited to one of each kind of gift, so get in quick if you've got something in mind. This option will leave a lasting reminder of your company and its involvement at the event.

- Some suggestions include:
- Hats
 - Shirts
 - USB keys
 - Shower timers
 - Stress balls
 - An original idea.

Please note this option is provided free to all major sponsors, but please confirm your item early if you want to guarantee your choice.

CROSSOVER SATCHEL GIFT \$1,870 (+ MATERIALS)

Want your message to reach every delegate at Sustainable Councils 2011 and EcoGen 2011? Then this is the option for you. Have your brochure or gift placed in over 400 satchel bags. This option will leave a lasting reminder of your company and its involvement at the event.

SUSTAINABLE COUNCILS ANNUAL
SHOWCASING THE VERY BEST IN LOCAL GOVERNMENT SUSTAINABILITY

This Annual magazine will focus on councils and companies, projects and products.

To be launched at Sustainable Councils 2011 and with several copies to be circulated to every local government in the country, the Annual will provide coverage of the very best local government sustainability initiatives.

Reinforce your participation at the Sustainable Councils Conference and Exhibition with an advertisement in the Annual.

Advertisers will be featured in project coverage and special company profiles in the Annual.

In addition to project and company profiles, the Annual will contain interviews with project managers and suppliers, providing an insight into the planning and operations for sustainable projects in Australia.

WHY ADVERTISE?

- Highly targeted publication offering you direct access to 2,500 decision makers in local councils Australia-wide
- Ongoing exposure over a 12 month period in a publication that will be used as a tool by local government
- Increase awareness of your involvement in the Sustainable Councils Exhibition ensuring your message continues after the event
- Maximise your exposure in the publication through editorial/advertising combination.

FEATURING

- Project profiles
- Council profiles
- Company profiles
- Product news

FULL PAGE AND HALF PAGE ADVERTISEMENTS AVAILABLE

Full page	\$2,310
Half page	\$1,595

(incl. GST)



“Reinforce your participation at the Sustainable Councils Conference and Exhibition with an advertisement in the Annual.”

EXHIBITION SPACE BOOKING FORM

For sponsorship enquiries, please contact us at sponsorships@sustainablecouncils.com.au / (03) 9248 5177

Title Professor / Dr / Mr / Mrs / Miss / Ms / Other _____
First Name _____
Last Name _____
Company _____
Position _____
Address _____
City _____ State _____
Country _____ Postcode/Zip _____
Phone _____ Fax _____
Email _____
Signature _____ I authorise this booking and have read and understand the terms and conditions.

I would like to book (please tick and complete any further information required):

SPONSORSHIP: Level _____

EXHIBITION BOOTH ONLY

9 SQM 18 SQM

Booth number preference:

1. _____

2. _____

3. _____

Great Southern Press contact: _____

SUSTAINABLE COUNCILS ANNUAL

To really maximise your presence at Sustainable Councils 2011, ensure your company appears in the new Sustainable Councils Annual magazine. To be launched at Sustainable Councils 2011, the magazine will be distributed to all attendees at the event and there will be 2,500 copies mailed to local governments around the country. Please tick one of the value options if this is of interest. Don't have an advertisement? Our design team can also create you a new advertisement at no cost.

Full Page: \$2,310 Half Page: \$1,595

Further questions regarding the exhibition
can be followed up with the
Sales Manager, Tim Thompson +61 39248 5100
conferences@gs-press.com.au

PAYMENT METHOD

Request an Invoice or Pay by Cheque. Payable to Great Southern Press Pty Ltd. or Credit card. Charges as per this form are to be debited to:

Mastercard Visa American Express*

Cardholder's Name _____ Expiry date: _____ / _____

Credit card number

Cardholder's Signature _____ Total Payment AUD _____

Note: Payment must be made in Australian dollars. * American Express cards incur a 3% surcharge.

Please return completed application form to Great Southern Press:

GPO Box 4967, Melbourne, Victoria 3001 Australia T: (03) 9248 5177 F: (03) 9602 2708 EMAIL: sponsorships@sustainablecouncils.com.au

TERMS AND CONDITIONS

The exhibition will bump in on Sunday 4 September, and the main exhibition will take place from 9am Monday 5 September - 5pm Tuesday 6 September. Bump out will take place before midnight, Tuesday 6 September (unless agreed prior). Your exhibition will be subject to the height, weight and other safety restrictions imposed by the venue. If you are uncertain about these, it is your responsibility to check with the organisers before confirming your booking. An exhibitor's manual will be made available closer to the event detailing options for additional freight, furniture and fittings. These items are bought or hired directly between you and the supplying company. The organiser is not responsible for any agreements made. You will be responsible for ensuring any equipment as well as providing public liability insurance. The venue or the government may from time to time impose restrictions and regulations relating to sale or consumption of food or alcohol, health and safety, insurance or any other matter. All exhibitors will be required to comply with any such restrictions and regulations at their own expense. A deposit of 50 per cent must be received to confirm your booking with the balance due no later than 31 July 2011. Default on this payment will be treated as a cancellation on 1 August and normal cancellation fees will apply. If your booking is cancelled prior to 31 July a \$300 administration charge will be levied. If your booking is cancelled between 1 August and 20 August (including non-payment of balance due 1 August) a fee of up to 50 per cent may be charged. If your booking is cancelled after 21 August, the full amount may be charged. All cancellations must be submitted in writing.