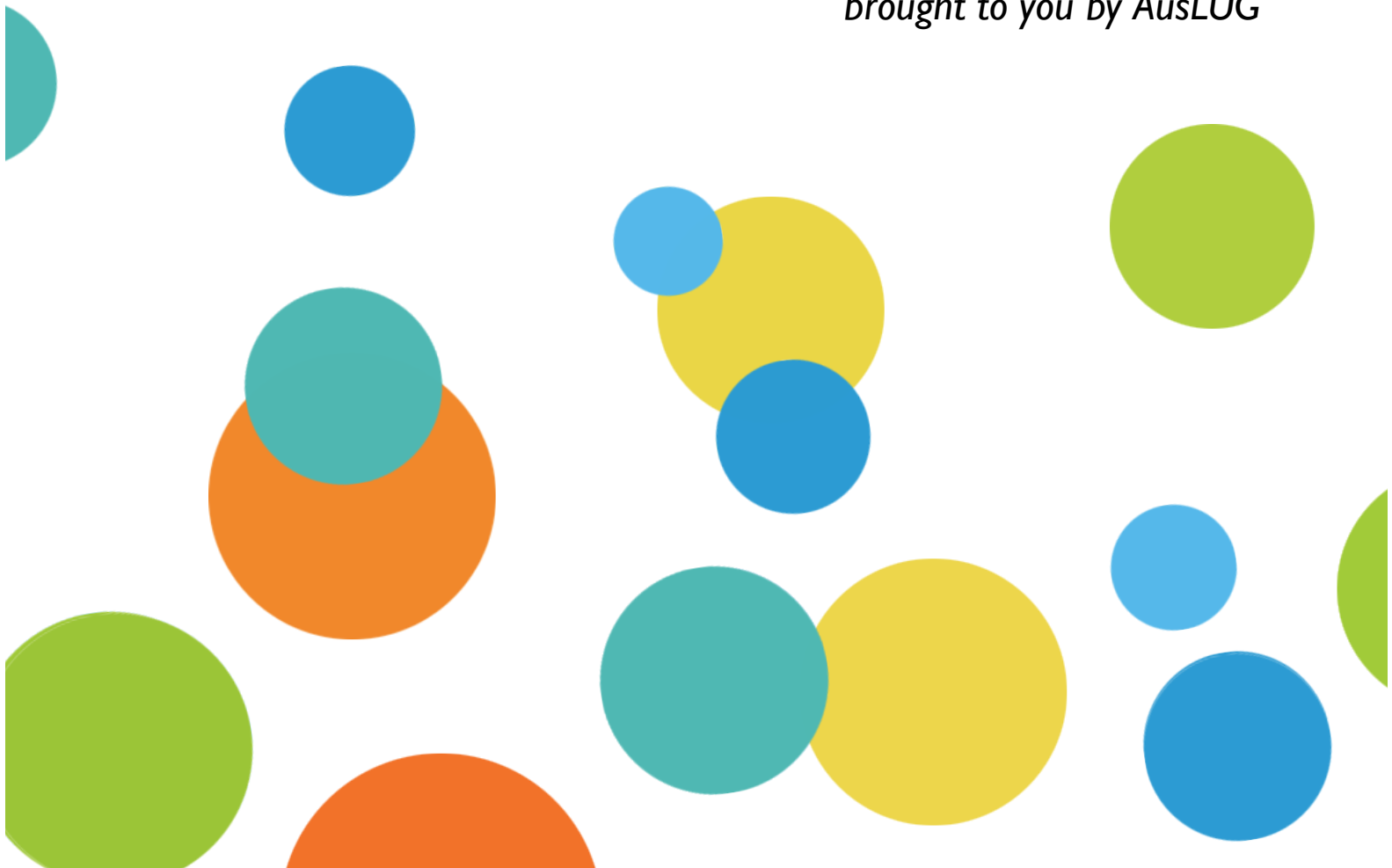




2015 Sponsorship Packages

brought to you by AusLUG





You are invited to participate as a sponsor in the Inform 2015 conference, a two day event to be held in Melbourne on the 11th and 12th of June in Melbourne, Victoria. The IBM Collaboration Solutions (ICS) products will take centre stage. The latest development techniques will debut in style, the “must implement” administration tools will audition to impress, and the latest software solutions will steal the scene!

Event Overview

Due to the huge success of previous AusLUG events, we are proud to announce Inform 2015 which again will be the largest ICS-related event to take place in Australia. Backed by the hard-working AusLUG Incorporated team, this event is sure to attract a sell-out crowd from around Australia.

The goals of Inform 2015 are to:

- showcase the breadth, depth and potency of IBM Collaboration Solutions
- build, empower and strengthen the local ICS community within Australasia
- demonstrate the breadth, vibrancy and expertise of the Sponsor community
- reinforce IBM’s commitment to ICS technology

Ed Brill is confirmed as our headline speaker with other speakers to be announced who will excite and educate our delegate’s thinking from treading ground to taking ground! As an invited sponsor, you have an opportunity to be a part of this exceptional event and showcase your products and services before an Australia-wide audience. Inform 2015 is the event of the year and promises to deliver a high level of outstanding sessions, activities and business networking opportunities.

“Best conference for Crossware since AUSLUG '11! Great event, great atmosphere.”

Crossware, New Zealand

“Excellent conference - if I knew it was this good, I would have come to the one last year. Lot's of valuable information and inspiration. Thank you for organising this and to the sponsors for allowing it to be free. I look forward to details about next year's conference.”

“Very well organised, great content, good fun.”



We have an amazing array of talented speakers; brilliant gurus, users and business partners ready to come together in Melbourne to share something remarkable.

Featuring two days of mind-blowing content, across three streams, and presented by world-renowned speakers, multiple networking and social events, one-on-one guru sessions, round-table discussions, prizes, competitions and much more, **Inform 2015** will be the place to be.

And did we mention that the event is FREE for attendees?

So that you can get your preparations started right away, we can confirm that the venue we've booked is the iconic Melbourne Town Hall.

Make sure you save the dates: Thursday 11th & Friday 12th June 2015.

.....
“Best organised free event I've ever been to in my life - well done AusLUG organisers.”
.....

Our typical sponsor is an innovative organisation who appreciates that this once a year conference is the most cost-effective, valuable and fun method available to engage with the IBM Notes/Domino market in Australia, New Zealand and beyond.

BIG Speakers

- ✓ The cream of the crop with world-renowned international speakers combined with the best local talent.

BIG Goals

- ✓ Showcase the breadth, depth and potency of IBM Collaborations Solutions (ICS) technology
- ✓ Build, empower and strengthen the local IBM Lotus community
- ✓ Demonstrate the breadth, vibrancy and expertise of the Business Partner community

BIG Exposure

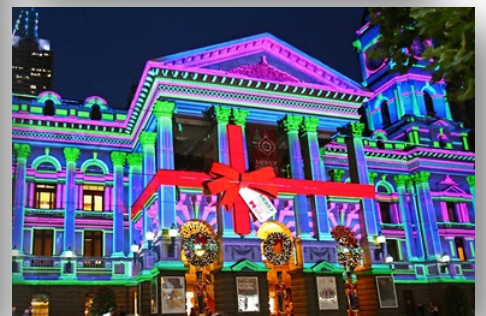
- ✓ Up to 300 of the top IBM Lotus users
- ✓ All session breaks take place in the exhibitors' area
- ✓ Major marketing campaign

BIG Value

- ✓ FREE for attendees (thanks to our generous sponsors)

EVENT DETAILS:

- ✓ June 11th & 12th in Melbourne
- ✓ **Melbourne Town Hall**, 90-120 Swanston Street, Melbourne, Victoria, Australia.
- ✓ Brought to you by the non-profit AusLUG Incorporated



For over 135 years, Melbourne Town Hall has been at the heart of events, which have shaped the city's future and celebrated monumental milestones. Here, Federation was debated, Nellie Melba debuted and the Beatles greeted adoring fans. The grand interiors echo with countless celebrations, gala occasions, festivals, and commemorations - the imprints of a community life across generations. Located in the heart of the CBD, Melbourne Town Hall is the showcase destination for the city's cultural and civic life.

SPONSORSHIP OPTIONS

Platinum Sponsor \$25,000

Your sponsorship includes:

- ✓ Two Exhibitor areas 6m x 5m (total) including furniture in premier location
- ✓ Two 45 minute speaker sessions
- ✓ Logo and link to website on the Inform 2015 landing page
- ✓ Prime logo placement on all event publicity
- ✓ Promotional message included on attendee confirmation email of 700 characters and company logo

There will be 2 Platinum sponsorships available this year

Gold Sponsor \$6,000 (Early Bird* price \$5,340)

**Save \$660 by paying in full before the 15th May*

Your sponsorship includes:

- ✓ One prime time speaker session as part of the conference program
- ✓ Exhibitor area of 3m x 2.5m including furniture (as described further in this document)
- ✓ Logo placement on all event publicity
- ✓ Promotional message included on attendee confirmation email of 700 characters and company logo

Only 5 sponsorships available at this level so be quick to register!

Silver Sponsor \$3,390 (Early Bird* price \$2,950)

**Save \$440 by paying in full before the 15th May*

Your sponsorship includes:

- ✓ Exhibitor area of 2.4m x 2.5m including furniture (as described further in this document)
- ✓ Logo placement on all event publicity
- ✓ Promotional message included on attendee confirmation email of 400 characters and company logo

Limited availability so be quick to register!

Bronze Sponsor \$800 (Early Bird* price \$700)

**Save \$100 by paying in full before the 15th May*

Your sponsorship includes:

- ✓ Inclusion of your company brochure in the conference material
- ✓ Small logo placement on website and conference agenda

Social Evening Sponsor \$2,700

(Early Bird price \$2,500 *Save \$200 by paying in full before the 15th May)*

For many people the Social Evening will be the highlight of Inform 2015. Attendees come together in a relaxed atmosphere to network and have fun. This is a great opportunity to have your name associated with maybe the best part of the whole conference.

Your sponsorship includes:

- ✓ a banner at the event (sponsor to provide)
- ✓ prominent logo positioning on promotional material and conference guide
- ✓ acknowledgement at various sessions throughout the conference
- ✓ up to four attendees at the social evening event
- ✓ prize draw (prizes supplied by sponsor)

Only one sponsorship available at this level so be quick to register!

Barista Coffee Sponsor \$2,600

(Early Bird price not available)

Unlimited, all day coffee (9.00am to 5.30pm) with two coffee stands and two baristas, music to everyone's ears! Coffee is a major focus for many attendees so if you want to please and delight attendees take the opportunity to shout them with continuous flat whites; skinny lattes or soy cappuccinos and so on. The barista stands will be positioned centrally to allow plenty of opportunity for conversations.

Your sponsorship includes:

- ✓ a banner at the event (sponsor to provide)
- ✓ logo positioning on promotional material and conference guide
- ✓ café positioned in the catering area (subject to change)
- ✓ baristas will wear an apron with your company logo (if required further aprons can be purchased, price to be advised on request)
- ✓ acknowledgement at various sessions throughout the conference
- ✓ prize draw (prizes supplied by sponsor)

Only one sponsorship available at this level so be quick to register!

WiFi Sponsor \$1,000

(Early Bird price not available)

This year we are proud to announce the opportunity to provide a sponsorship of WiFi access. WiFi access is essential and is imperative for attendees, be the hero of the conference by sponsoring this vital service.

Your sponsorship includes:

- ✓ a banner at the event (sponsor to provide)
- ✓ your logo highlighted on the conference program for this event
- ✓ acknowledgement at various sessions throughout the conference
- ✓ prize draw (prizes supplied by sponsor)

Only one sponsorship available at this level so be quick to register!

Other Sponsorship Options each \$800

(Early Bird* price \$700)

*Save \$100 by paying in full before the 15th May

- ✓ Sponsor Morning and afternoon tea for one day and have your company banner front and centre during each break (sponsor to provide banner)
 - Or
- ✓ Seat drop of your company brochure before an event

Sponsorship Overview [exhibitors]

	Platinum	Gold	Silver	Bronze
Pricing (Early Bird)	\$25,000 (N/A)	\$6,000 (\$5,340)	\$3,390 (\$2,950)	\$800 (\$700)
Availability	2 only	5 only	Limited	Unlimited
Exhibitor Area	2	1	1	-
Speaker Sessions	2	1	-	-
Inform website branding	Logo and link to company site on landing page	Logo and link to company site on landing page	Logo and link to company site on landing page	Logo and link to company site on landing page
Logo placement	Prime positioning on all event publicity	Prominent positioning on all event publicity	Placement on all event publicity	Small logo on website and conference agenda
Marketing material	Inclusion in all conference handouts	Brochure in all conference handouts	-	Brochure in all conference handouts
Promotional message in emails	Included in attendee confirmation emails (700 chars + logo)	Included in attendee confirmation emails (700 chars + logo)	Included in attendee confirmation emails (400 chars + logo)	-
Acknowledgments	Throughout conference	Throughout conference	Throughout conference	Throughout conference

Sponsorship Overview [extras]

	Social evening	Wi-Fi	Barista	Other
Pricing (Early Bird)	\$2,700 (\$2,500)	\$1,000 (N/A)	\$2,600 (N/A)	\$800 (\$700)
Availability	I only	I only	I only	Unlimited
Exhibitor Area	-	-	-	-
Speaker Sessions	-	-	-	-
Inform website branding	Logo and link to company site on landing page	Logo and link to company site on landing page	Logo and link to company site on landing page	Logo and link to company site on landing page
Logo placement	Banner at event/ Prominent position on promotional material and conference guide	Banner at event/ Logo on promotional material and conference guide	Banner at event/ Logo on staff aprons, promotional material and conference guide	Banner at event (Option 1)
Marketing material	-	-	-	Seat drop (Option 2)
Promotional message in emails	-	-	-	-
Acknowledgments	At event and throughout conference	Throughout conference	Throughout conference	Throughout conference

Note: All prices are in Australian dollars. All prices exclude GST and GST will be added where legally required.

Exhibitors Stand Inclusions

Single space area in Sponsor showcase including:

- ✓ 1 x lockable cabinet,
- ✓ 2 x bar stools,
- ✓ 1 x LCD Screen (data only),
- ✓ 1 x power board

Exhibitor spaces are strictly limited and assigned on a first-come first-served basis.

Generous early-bird discounts available **when paid in full by 15th May 2015.**

Note: Production and delivery of any additional exhibitor item(s) to the event location is at the sponsors expense and additional to the sponsorship price.

To get your sponsorship started, or for more information, contact Karen Hooper:

Ph: +61 419 558 769.

Email: sponsors@auslug.org

APPLICATION FORM

Sponsorship applications and payment must be received by 5pm AEST on 29th May 2015 or by the 15th May 2015 to take advantage of the Early Bird price. Please complete this form and email to sponsors@auslug.org or fax +61 3 8531 2799.

Name:

Company:

Address:

Telephone:

Email:

Sponsorship	Early bird price (before 15 th May)	Full Price (after 15 th May)	Qty	Price
Platinum Sponsor (2 only)	N/A	\$ 25,000		
Gold Sponsor (5 only)	\$ 5,340	\$ 6,000		
Silver Sponsor	\$ 2,950	\$ 3,390		
Bronze Sponsor	\$ 700	\$ 800		
Social Evening	\$ 2,500	\$ 2,700		
WiFi Sponsor	N/A	\$ 1,000		
Barista	N/A	\$ 2,600		
Morning & Afternoon Tea (day)	\$ 700	\$ 800		
Seat Drop	\$ 700	\$ 800		
Total (ex GST)				

PAYMENT PROCESS

- ✓ Please complete this form ensuring you include a purchase order number.
- ✓ Email the above form to sponsors@auslug.org or fax 03 8531 2799.
 - Once email or fax is received and processed, an invoice will be sent.
 - Please pay the invoice as per the details outlined in the invoice.
 - Payment terms are 7 days from the date of the invoice.
 - AusLUG can accept payments by direct deposit to our Australian bank account, or by cheque.
- ✓ Terms and conditions will be supplied with the invoice.

Note: Costs quoted in this application are in AUD and exclusive of GST.