

 Executive Assistant
NETWORK 2014

CONGRESS SPONSORSHIP & EXHIBITION PROSPECTUS



4TH ANNUAL

EXECUTIVE ASSISTANT NETWORK
CONFERENCE AND EXHIBITION

**RYDGES LAKESIDE
SOON TO BE QT
CANBERRA**

24-25
JULY 2014

MORE
INFORMATION

NATASHA CANNON
EXECUTIVE ASSISTANT NETWORK
02 8402 5000
NATASHA@EXECASSIST.COM.AU

EAN
EXHIBITION
SERIES

EAN is the unique professional networking group with an online resource centre for senior executive assistants (EAs) and Personal Assistants (PAs) working for leading executives in Australia's top companies. EAN's goal is to provide its members with high quality support services, education and website based tools and to facilitate them becoming more efficient and proficient in their roles.

Founded in August 2005 with 140 hand-picked members, many of whom worked with executives on the Business Council of Australia, we now have over 4900 members throughout Australia, drawn from over 2600 of the most prominent businesses in the country.

Today our selection and acceptance criteria are still as stringent, ensuring that all our members are of the desired calibre - management level EAs and PAs each capable of influencing decisions at senior management or Board level.

The EAN is the first network of its kind in Australia to solely target the successful development of PAs and EAs and is a key player in providing high level training with a focus on valuable information and resources on this ever changing role. This continuous development within the industry is enabling EAs and PAs to become a strong influence on company policy, purchasing and business decisions.

Following the great success of this program in Canberra over the last three years and on the back of the success of the programs over the past seven years, we are anticipating an even bigger 4th Annual Canberra Congress.

I have been exhibiting at EAN for a number of years and keep coming back because the delegates are the perfect target market for our business. EAN gives you access to EAs and PAs that are the decision makers when it comes to organising conferences and events and their passport program gives you the opportunity to connect with the majority of the attendees.

JANE HARDIE
BridgeClimb Sydney



MORE INFORMATION

Executive Assistant Network 02 8402 5000
Natasha Cannon Natasha@execassist.com.au

At the Canberra 2013 conference an extensive number of delegates and expo visitors attended from a variety of companies within both the private and public sectors including:

- ACT GOVERNMENT
- COMMUNITY SERVICES DIRECTORATE
- AIRSERVICES AUSTRALIA
- AUSAID
- AUSTRALIAN ANTI-DOPING AUTHORITY
- AUSTRALIAN FEDERAL POLICE
- C.EX GROUP
- CALVARY HOSPITAL

- DAIRY AUSTRALIA
- DEPARTMENT OF DEFENCE
- LIFE WITHOUT BARRIERS
- NATIONAL AUSTRALIA DAY COUNCIL
- PRIVATE HEALTHCARE AUSTRALIA
- QNV CONSTRUCTIONS
- QUESTACON AND UNIVERSITY OF CANBERRA

AND MANY MORE

This event represents a unique opportunity to reconnect with your existing contacts as well as to make personal connections and develop valuable long term business relationships.

BENEFITS

HOW WILL THIS BENEFIT MY COMPANY?

Our sponsorship opportunities, trade show and advertising packages enable you to tailor a combined PR/communication, marketing, sales and relationship building strategy, that will see your profile rise dramatically within Australia's largest corporations and drive new sales leads and opportunities in ways no other approach can.

Prominent advertisements, event branding, marketing collateral distributions and most importantly the opportunity to interact face to face with your target market decision makers, ensures all EAN members will automatically recognise your brand and identify with the key criteria you want your brand to stand for.

As a sponsor you will be showcasing your company as a key player in your field, with strong initiative to recognise a great networking and promotional opportunity.

Our prospectus provides specific information on the tangible features of sponsorship. All features are specifically designed to enhance your profile whilst also reflecting a professional image of the conference vision. Our Gold and Silver Sponsors will have a big impact on the conference with their capacity to influence the priorities and outcomes for all those that participate.



The EAN conference in Canberra provided us with a fabulous way of connecting with this important and influential audience. The quality of the event is excellent.

DENISE HOLEHOUSE
AMC Training Centre

MORE INFORMATION

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PLEASE SEE THE BELOW TABLE FOR ALL PROMINENT FEATURES OF SPONSORSHIP OPPORTUNITIES

SPONSORSHIP FEATURES	GOLD SPONSOR	SILVER SPONSOR	DINNER SPONSOR	LUNCH SPONSOR (both days)
SPONSORSHIP AMOUNTS (EXCLUDE GST)	\$10,000	\$6,000	\$3,000	\$2,000
PROMINENT AND COMPLIMENTARY EXHIBITION BOOTH	● 3 X 2M	● 2 X 2M		
ACKNOWLEDGEMENT AS A MAJOR SPONSOR OF THE EVENT, INCLUDING COMPANY LOGO ON ALL MARKETING COLLATERAL	●			
COMPANY LOGO IN THE REGISTRATION BROCHURE	●			
COMPANY LOGO INCLUDED IN DELEGATE MATERIALS	●			
OPPORTUNITY TO INCLUDE ARTICLES IN THE EA NEWSLETTER WITHIN THE FOLLOWING 12 MONTHS (NOTE 1)	● X 6	● X 3		
COMPLIMENTARY DELEGATE REGISTRATION TO THE CONFERENCE	● X 2	● X 1		
OPPORTUNITY TO PROVIDE A 3 MINUTE ADDRESS TO THE CONFERENCE DELEGATES (NOTE 2)	●		●	
COMPLIMENTARY CONFERENCE DINNER TICKETS	● X 2	● X 1	● X 2	
VERBAL ACKNOWLEDGEMENT AS A SPONSOR DURING THE LUNCH PERIOD				●
COMPANY BANNER ALLOWED TO BE DISPLAYED	●	●	●	●
RECEIVE DIRECTORY LISTING AND ADVERTISING PACKAGE	●	●	●	●
INCLUSION OF BROCHURE IN THE CONFERENCE SACHEL	●	●	●	●
COMPANY LOGO DISPLAYED BETWEEN TECHNICAL PRESENTATIONS	●	●	●	●
HOT LINK TO COMPANY WEB PAGE ON CONGRESS WEBSITE	●	●	●	●

NOTE 1

EAN NEWSLETTER "THE ASSISTANT" WILL ONLY ACCEPT EDUCATIONAL AND PROMOTIONAL NATURED MATERIAL

NOTE 2

GOLD ADDRESS IS DURING CONFERENCE PROGRAM AS SCHEDULED, WHERE THE DINNER ADDRESS IS DURING GALA DINNER

MORE INFORMATION

EXHIBITION COCKTAIL SPONSORSHIP

LIMITED TO ONE

- Open to Gold and Silver Sponsors only for an additional cost of \$2,000 plus GST
- Opportunity to provide banners or other signage within the cocktail function area
- Two additional tickets for guests to attend the Cocktail Reception

CONFERENCE AND EXHIBITION LANYARD SPONSORSHIP

LIMITED TO ONE

- Open to Gold and Silver Sponsors only for an additional cost of \$2,000 plus GST
- Your logo included on both sides of the lanyards attached to the name badge holders used for all Congress Attendees, Speakers, Sponsors, Exhibitors and Exhibition Visitors

CONFERENCE AND EXHIBITION NAME BADGE SPONSORSHIP

LIMITED TO ONE

- Open to Gold and Silver Sponsors only for an additional cost of \$2,000 plus GST
- Your logo included on the name badges distributed to all Congress and Exhibition Attendees

CONFERENCE AND EXHIBITION PADS AND PENS SPONSORSHIP

LIMITED TO ONE

- Open to Gold and Silver Sponsors only for an additional cost of \$1,500 plus GST
- Your logo included on the pads and pens distributed to all congress and exhibition attendees



MORE INFORMATION

BOOTH	SIZE	COST
PREMIUM	3 X 2 METRE SHELL SCHEME	\$3,750 PLUS GST
STANDARD	2 X 2 METRE SHELL SCHEME	\$2,500 PLUS GST

INCLUSIONS : CARPET, SYSTEMS WALL ELEMENTS, FASCIA BOARD WITH COMPANY NAME AND BOOTH NUMBER, 50W SPOTLIGHT, 1X240V POWER SOCKET

EXHIBITOR BENEFITS

- Exhibitor listing in the final program with space for a company logo and a 50 word company description.
- Entitlement to include one insert in the attendee satchels (if providing printed material, pages are limited to 16 however any additional pages provided will be reviewed by the event committee)
- Receive promotional and branding opportunities beyond the exhibition. Take advantage of this offer to receive a directory listing and advertising package. This includes a large 590 x 240 pixel advertisement, logo, website link and brochure download within the EAN website business directory for one year from the conference.

MORE EVENTS

WHAT IF WE WANT TO SPONSOR OTHER EAN EVENTS IN 2014?

Following the great successes of this program around the country, there is now an opportunity for a company or companies to create a nationwide sponsorship of all EAN events. If you are interested in sponsoring more than one of these events, please contact

NATASHA CANNON or **SARAH BROWN** on 02 8402 5000 for further details.

Packages to include some or all of these events are available and can incorporate Sydney, Melbourne, Brisbane, Perth and Canberra.

If you are interested in sponsoring all of these you may be eligible to become a Platinum Sponsor of EAN in Australia which covers all these conferences and exhibitions plus all EAN Training Programs and other activities throughout Australia.

CALL NATASHA CANNON on 02 8402 5000 to discuss your options.

Congratulations on a well organised event! I was impressed by the quality of the delegates and visitors. We were able to gain some great business contacts.

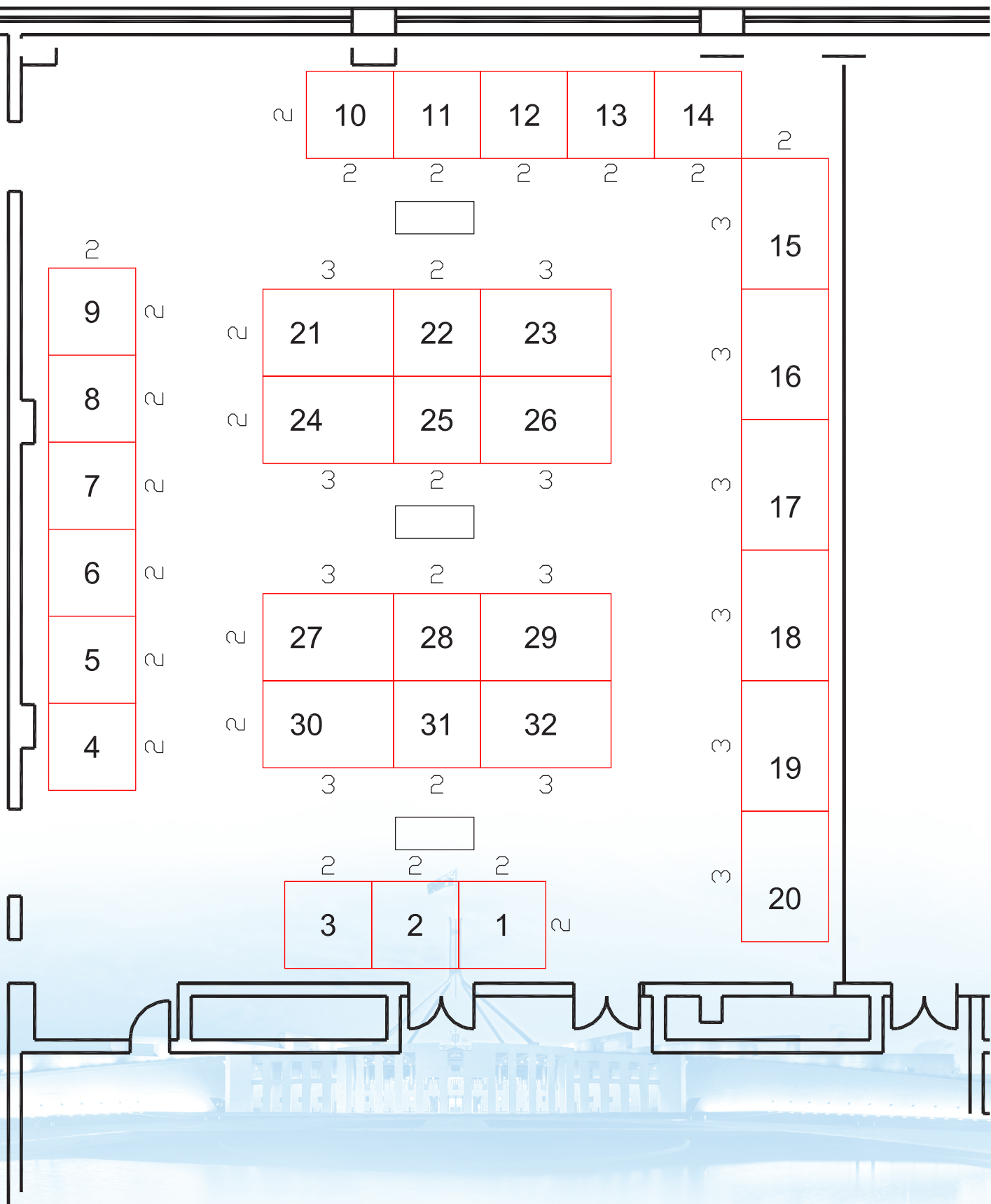
RITA HORTA
Business Development Manager PEP Worldwide

EAN is definitely a worthwhile show I hope the secret won't get out!

DONNA KESSLER
Managing Director, Wolgan Valley

MORE INFORMATION

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Natasha Cannon Natasha@execassist.com.au



MORE INFORMATION

Executive Assistant Network 02 8402 5000
 Natasha Cannon Natasha@execassist.com.au

Contact:

Position:

Company:

Address:

Suburb:

State: Postcode:

Telephone (BH):

Fax:

Mobile:

Email:

(ALL PRICES EXCLUDE GST) SPONSORSHIP OPPORTUNITIES

- | | | | | | |
|----------------------|-----------------|--------------------------|-----------------------------------|-----------------|--------------------------|
| Gold Sponsor | \$10,000 | <input type="checkbox"/> | Exhibition Cocktail Sponsor | \$ 2,000 | <input type="checkbox"/> |
| Silver Sponsor | \$ 6,000 | <input type="checkbox"/> | Lanyard Sponsor | \$ 2,000 | <input type="checkbox"/> |
| Dinner Sponsor | \$ 3,000 | <input type="checkbox"/> | Name Badge Sponsor | \$ 2,000 | <input type="checkbox"/> |
| Lunch Sponsor | \$ 2,000 | <input type="checkbox"/> | Pads & Pens Sponsor | \$ 1,500 | <input type="checkbox"/> |

(ALL PRICES EXCLUDE GST) EXHIBITION OPPORTUNITIES

- | | | | |
|--------------------------|----------------|----------|-----------------|
| <input type="checkbox"/> | Premium Booth | (3 x 2m) | \$ 3,750 |
| <input type="checkbox"/> | Standard Booth | (2 x 2m) | \$ 2,500 |

Please give your top three booth number requests below:

1) _____ 2) _____ 3) _____

All sponsorship and exhibition prices exclude GST. The Executive Assistant Network will confirm your participation with a confirmation email, tax invoice and contract once processed.

EAN NATIONWIDE SPONSORSHIP & EXHIBITION

If you would like to participate in any upcoming EAN congress and exhibition events, please tick the appropriate box or boxes below. You will then be contacted to confirm your level of participation.

- | | | | | |
|--------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------------------|---------------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> Perth
25 & 26 Feb
2014 | <input type="checkbox"/> Sydney
27 & 28 Mar
2014 | <input type="checkbox"/> Canberra
24 & 25 Jul
2014 | <input type="checkbox"/> Brisbane
TBA
2014 | <input type="checkbox"/> Melbourne
TBA
2014 |
|--------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------------------|---------------------------------------------------------|----------------------------------------------------------|

NOTE: by signing below you agree to all the terms and conditions listed within the exhibitor contract overleaf.

SIGNED: _____

DATE: _____

MORE INFORMATION

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1. For the purpose of this contract, the term Management refers to the Executive Assistant Network (EAN).
2. Management agrees to provide the Exhibitor with the agreed inclusions as outlined in the original sponsorship/exhibition package and Exhibition Manual. Any additional requirements will be at the Exhibitor's expense.
3. The Exhibitor agrees to abide by all rules and regulations adopted by the Management in the best interests of the Exhibition and agree that Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during or after the Exhibition.
4. The Exhibitor agrees to abide by the payment schedule as outlined by Management.
5. The Exhibitor will be liable for and will indemnify and hold Management harmless from any loss or damages whatsoever directly or indirectly occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, the Exhibitor, other Exhibitors and members of the public attending the Exhibition, either on the said space or elsewhere if said loss or damage arose from or was in any way directly or indirectly connected with the Exhibitor's occupancy of the said space.
6. Management reserves the right, at its sole discretion, to change the date or dates upon which the Exhibition is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, Management shall not be liable in damages or otherwise for failure to carry out the terms of the Agreement in whole or in any part where caused directly or indirectly by or in consequence of fire, flood, storm, war, rebellion, insurrection, riot, strike or any cause whatever beyond the control of Management whether similar or dissimilar from the causes enumerated herein. In the event that the exhibit space to be used by the Exhibitor should be in any way rendered unusable, this contract shall not be binding.
7. The contract may be cancelled by either party provided written notice is received 180 days prior to the first day of the Exhibition, contracts cancelled after this date will be liable for 100% of the total contracted cost. Space abandoned or not occupied at the start of the Exhibition may be repossessed without indemnity and reassigned by Management for exhibits and other uses.
8. Management reserves the right to alter or change the space assigned to the Exhibitor, and the exhibition floor plan.
9. Management reserves the right to alter or remove exhibits or part thereof and to expel Exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other Exhibition participants.
10. The Exhibitor agrees to confine their presentation within the contracted space only and to maintain staff in the exhibition space during Exhibition hours.
11. The Exhibitor agrees that any contract with the Press on Exhibition premises shall be by arrangement with Management officials.
12. The Exhibitor is responsible for the placement and cost of insurance related to his/her participation in the Exhibition.
13. The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between Management, official contractors serving companies and the building in which the Exhibition will take place and according to the labour laws of the jurisdiction in which the building is located.
14. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the Exhibition, but must remain intact until the closing hour of the last day of the Exhibition. The Exhibitor also agrees to be entirely responsible for the moving-in, assembly, maintenance, disassembly and removal of the exhibit, equipment and belongings to and from the Exhibition building, or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.
15. The Exhibitor agrees not to cause any damage to the walls, floors and ceilings in connection with the erection of the exhibition stand or the utilisation of the exhibited products.
16. Every precaution will be made to prevent losses due to pilfering, but the Management will not accept liability for losses of any kind. Exhibitors with special security needs should contact the Management.
17. The Exhibitor agrees to obtain any necessary permits or approvals required from any Federal, State or Local Government for the display of products.
18. All Exhibitor invoices and additional costs such as exhibitor catering will be paid according to the invoice payment terms.
19. The Exhibitor agrees to facilitate credit card payment for any outstanding amounts should they not be made prior to commencement of the event.
20. Management reserves the right to refuse entry to an exhibitor if outstanding payment obligations have not been met by the Exhibitor in full prior to the event.

MORE INFORMATION