



2016

SYDNEY

JUNE 27-29
SOFITEL SYDNEY WENTWORTH

HOW
NOW

HOSTED BY



PARTNERSHIP AND EXHIBITION PROSPECTUS

Sustainable Brands® 2016 Sydney
www.sb16sydney.com

ABOUT THE CONFERENCE

THE SUSTAINABLE BRANDS® COMMUNITY:

The global Sustainable Brands community is comprised of over one million sustainability analysts, brand strategists and design innovators from seven continents who regularly connect and collaborate (online and in person) on issues and ideas that propel the shift toward a sustainable and flourishing economy. This community of change makers includes social entrepreneurs, consumers and B2B brands – as well as a multitude of solutions providers, sustainability analysts, researchers, NGOs, investors, academia and government agencies. As a dedicated community, these optimistic, visionary and courageous professionals share a passion for purpose and a desire to contribute to a flourishing future.

The goal is to move the global brand community from awareness of the issues and opportunities presented by today's pressing social and environmental challenges, to engagement and commitment to address them – ultimately leading to co-creation of solutions that will serve to get us to a flourishing future.

Sustainable Brands® conferences were founded on the belief that unleashing the best of our human ingenuity and innovation can change the shape of business, and with it, the world. The desire is to spark new ideas by connecting people from different perspectives and disciplines with each other in an optimistic, collaborative environment to create a shared vision of what is possible. Conferences began in 2007 in the US and the flagship event has since grown to nearly 2,000 attendees. International venues now include Rio de Janeiro, Istanbul, London, Buenos Aires, Cape Town, Copenhagen, Kuala Lumpur, Bangkok, Barcelona and Sydney.



CONFERENCE THEME AND TRACKS

This year Sustainable Brands will be building on the **HOW NOW** theme to prompt leaders to actively apply the know **HOW** to shift business towards a more flourishing future **NOW**.

We know the world is changing – transparency is driving a multitude of stakeholders to connect the dots between brands and their positive or negative environmental and social impacts. The demand for new products, services and business models that deliver purpose and profit is soaring and it's those brand leaders of the 21st century who can successfully deliver both that will thrive. Dive deep into the brand innovation trenches at SB'16 Sydney and learn **HOW** you can successfully innovate your brand for sustainability to drive brand success **NOW**.

BETTER BUSINESS: LEADERSHIP & STRATEGY	A NEW LANGUAGE: COMMUNICATION & BEHAVIOUR CHANGE	CREATING SHARED VALUE: CIRCULAR ECONOMIES	INNOVATION FOR REGENERATION: MACRO TRENDS & DRIVERS	BUILDING RESILIENCE: SUPPLY CHAINS & ENTERPRISE DEVELOPMENT
THE AGE OF AUTHENTICITY: GOVERNANCE, TRUST, TRANSPARENCY	SWITCHING ON TO IT: THE ENERGY REVOLUTION	WE ARE WHAT WE EAT: FOOD, HEALTH & AGRICULTURE	ENOUGH FOR ALL FOREVER: WATER, SOIL & BIODIVERSITY	REGENERATING: SMARTER CITIES & ACTIVE COMMUNITIES

FAST FACTS

JUNE 2016
Monday 27 –
Wednesday 29 June

VENUE
Sofitel Sydney Wentworth
Sydney, Australia

 x10
OVER 300 ATTENDEES

Email
partnerships@sb16sydney.com
for more information on sponsorship and
exhibition sales opportunities

Visit sb16sydney.com for the latest information

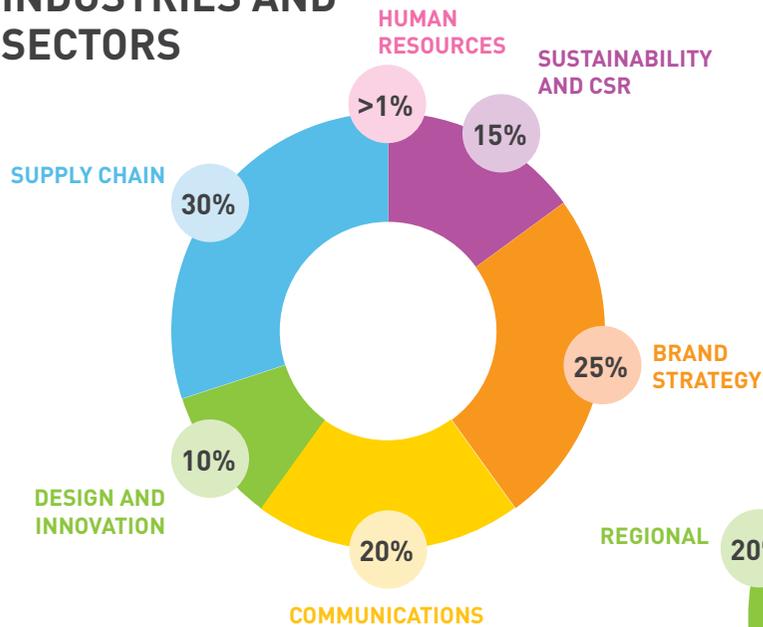


+61 (0)2 9213 4084

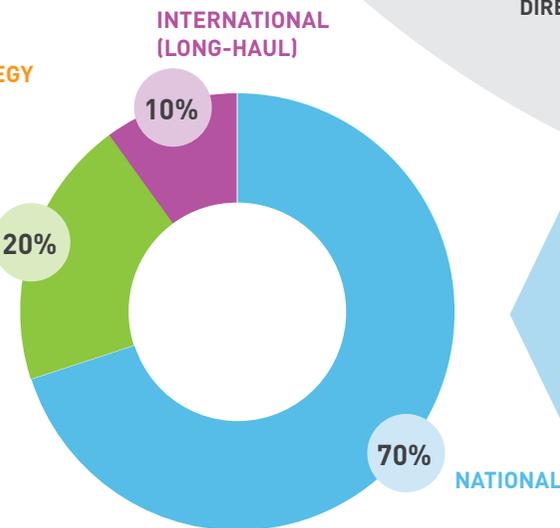
SUSTAINABLE BRANDS AUDIENCE PROFILE

Over 2,200 global and national companies, as well as government officials and NGOs have participated in SB-produced events since 2004. Companies such as: AT&T, BASF, Ben & Jerry's, Bumblebee, Burt's Bees, Clorox, Coca Cola, Dell, Disney, Frito Lay, Ford, General Electric, Harrah's, HP, HSBC, Interface, Johnson & Johnson, Mattel, Office Depot, Pfizer, Marks and Spencer, Molson Coors, P&G, SAP, Starbucks, Starwood Hotels, Target, Toyota, Unilever, Williams-Sonoma, Yahoo! and many more.

INDUSTRIES AND SECTORS



80% EXECUTIVES & SENIOR MANAGERS



Don't miss this opportunity to showcase your brand, products, technologies and services with visionaries and practitioners creating ground breaking campaigns in the sustainability and branding field. We offer a variety of Partnership packages and prices to fit your needs and budget.

Please contact our sales team. These packages go fast so please enquire soon. We look forward to the opportunity to work with you!



SUSTAINABILITY & CSR

I seek to solve social and environmental problems using the power of the brand's resources I manage and by doing so am curious to know what brand value can be unlocked as a result of doing 'better' business.



BRAND STRATEGY

I believe leadership happens at all levels of an organisation and I want to learn from other brands how they have engaged their staff and customers on their journey towards sustainable practices that make for better impacts on the world around them.



COMMUNICATIONS

I am the voice of my brand and would like to know how to improve communication so that all stakeholders can experience the relevance of this changing business landscape. I want to tell great stories that have meaning and show how creativity in product design and supply chains is making all the difference.



DESIGN & INNOVATION

I seek skillful, sensitive design that leads to radical innovation and heightened shared value. I am eager to meet the innovators who have made major impacts because of new ways of thinking and doing things.



SUPPLY CHAIN & ENTERPRISE DEVELOPMENT

This is new to me and I am looking for solutions that prevent supply chain disruptions and guide me to new partnerships and possibilities for efficiency and increased value.



HUMAN RESOURCES

I would like to see sustainability-driven behaviour at the heart of all organisational decisions and what to attract the best new talent and encourage pro-active management to drive change from within.

WHAT ATTENDEES WILL EXPERIENCE



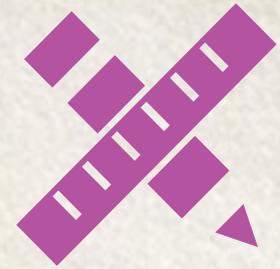
PLENARIES

Keynote speakers who will discuss current trends and set the tone.



BREAKOUTS

Dynamic sessions to help me analyse specific business issues.



WORKSHOPS

Deep-dive studios to help me turn ideas into action.



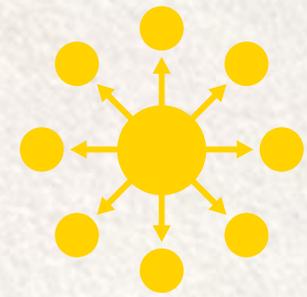
ACTIVATION HUB

An action-centered environment where brands will find the conversations, collaborators and tools necessary to bring good ideas to life.



20 THINGS YOU NEED TO KNOW

If we don't know where we are, how do we know where we need to go?



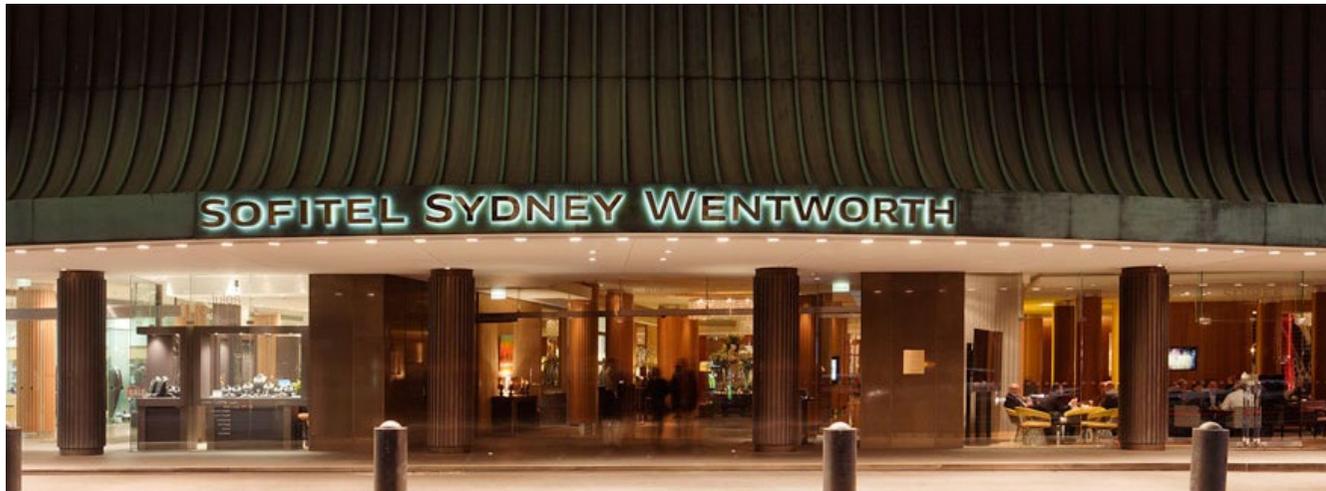
SPECIAL EVENTS

Networking events designed to connect me with the right partners.

THE CONFERENCE VENUE

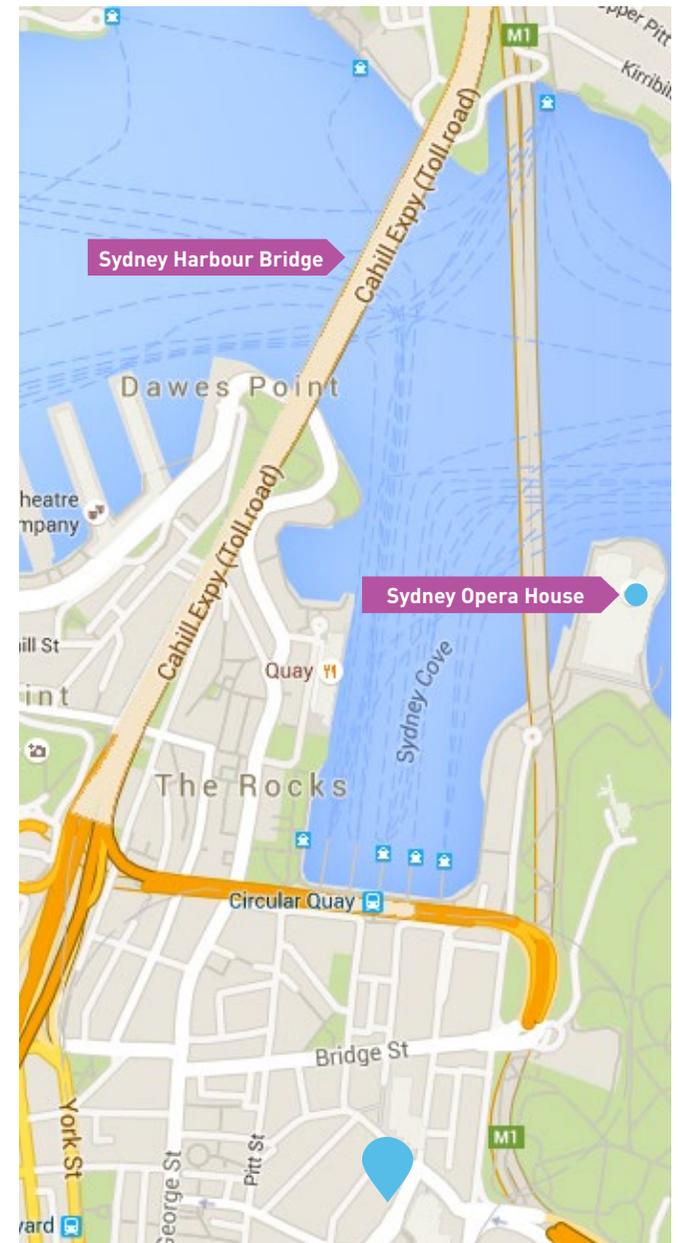
Sofitel Sydney Wentworth
61-101 Phillip Street, Sydney NSW 2000

A heritage listed five star hotel set in the heart of Sydney's shopping and business district, Sofitel Sydney Wentworth is renowned for being both welcoming and memorable. This architectural icon offers modern facilities combined with historic charm and a rich character. Expect warm personal service, 436 luxurious rooms with most overlooking a central Garden Courtyard, extensive meeting and conference facilities, a health club, stylish French inspired Restaurant and a fashionable 60s inspired lounge perfect for entertaining friends or work colleagues.



A CENTRAL CBD LOCATION

Sofitel Sydney Wentworth is located on Phillip Street, in the financial heart of the Sydney CBD. The hotel is only ten kilometres from Sydney's Kingsford Smith Airport, 500 metres from the nearest ferry, train and bus stops and only minutes from all the attractions for which Sydney is famous, including the Opera House, Circular Quay, The Rocks and the Royal Botanic Gardens. Sofitel Sydney Wentworth is opposite the Chifley Tower and in immediate proximity to all the city's top boutiques, department stores and arcades.



WHY PARTNER WITH SB'16 SYDNEY?

As more brands commit to purpose-led innovation, the question becomes: **HOW** do they successfully scale sustainability to the next level **NOW**? Brands who aim to become net positive contributors of the new economy need productive partners, new technologies and materials, new packaging solutions, smarter workplaces and new resources to reach their goals. Showcase your solutions and affirm your commitment to breakthrough ideas in sustainability to the business leaders who are shaping the future of commerce worldwide. Connect with them in person at SB'16 Sydney and fuel your own business success.

AS A SPONSORING COMPANY, SB'16 SYDNEY WILL ENABLE YOU TO:



B2C MARKETERS

Leverage the Sustainable Brands global platform to showcase thought leadership

Build brand trust and reputation by sharing stories of how you are taking action to embed sustainability into the heart and soul of your brand

Build strategic and profitable relationships with the leading global community of business and brand innovators who are shaping the future of commerce worldwide

B2B MARKETERS

Benefit from partnering with Sustainable Brands to help drive demand for sustainable business products and services

Leverage engagement opportunities in the Activation Hub to allow for one-on-one interaction with key decision makers

Demonstrate your product or service as a trusted solution partner

Receive immediate insight and feedback on product/service offerings within the context of the current landscape

Generate solid business leads

Put yourself in the leaders circle as one of those driving toward a flourishing future



**PEOPLE
PROSPERITY
PLANET**

CONSERVATION

- Water
- Food
- Community
- Energy

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

See Higher Grounding



PARTNER PACKAGES

OFFICIAL SB'16 SYDNEY HEADLINE PARTNER

AUD40,000 (INC. GST) (EXCLUSIVE)

As the Official SB'16 Sydney Headline Partner your organisation will be associated as a top tier partner of the 2016 Sydney conference and will be consistently identified alongside the hosts (MCI Australia, Sustainable Business Australia and The Banksia Foundation). The package offers unrivalled access to all areas, delegates, sessions, exhibition and especially VIP lead-generation opportunities. A Headline Partner will be able to maximise their partnership to fuel marketing objectives pre, during and post event and place itself as a top tier supporter and ambassador for sustainability in Australia.

Inclusion in all signage, print, promotion, program, workshop and demonstrations are subject to production timelines.

EXCLUSIVITY

Brand association

- Acknowledgement and recognition as a headline partner in all promotion and communication of the SB'16 Sydney
- Logo and sponsorship recognition in most instances (in accordance with the SB branding guidelines) where the SB'16 Sydney logos appear in promotion and communication

PRE EVENT

Social media

- Partner's selected content to be disseminated pre-event throughout the SB'16 Sydney global social media networks. Limited to six (6) posts pre-event.



Promotional videos

- Logo to appear in the opening and closing of the SB'16 Sydney promotional video highlighting SB'16 Sydney in Australia and showcasing Sydney as a destination
- Video interview with senior executive from your organisation to be promoted through SB'16 Sydney marketing channels

Address

- The partner will receive a 5 minute audience address opportunity as part of the SB'16 Sydney conference dinner

Print and electronic collateral

- Logo and recognition of partnership category on all pre-event outgoing marketing material, including but not limited to advertising, media releases, e-newsletters, website, brochures and flyers, promotion at other events
- Promotional paragraph (250 words) included on SB'16 Sydney website
- Banner advertisements included on SB'16 Sydney website

Communications

- Up to four (4) articles provided for inclusion on the SB'16 Sydney webpage
- Premium inclusions of organisation announcements in SB'16 Sydney newsletters
- Six (6) month Solution Provider Partnership opportunity including run of the site advertising in a 300 x 250 big block ad slot, 200 x 200 SB newsletter advertising, opportunity to push your company press releases, reports, white papers, and news through the SB Member News Feed
- Inclusion in a Premium Sponsor pre-conference "welcome" message to registered attendee community
- Premium listing in SB's [Sustainable Solutions Provider Directory](#), with company profile, contact information, links to company website, with opportunity to include social media outlets and downloadable product PDFs

Delegate list

- Electronic delegate list provided at 30 days, 14 days and 7 days prior to the event (subject to privacy conditions only name, position, organisation and country)
- Any correspondence with selected delegates may be negotiated via the organisers

White paper

- Your organisations white paper will be present on the SB'16 Sydney website

ON-SITE BENEFITS

Seating allocation	<ul style="list-style-type: none"> ▪ VIP seating allocation given during the Conference Dinner, as well as the opening and closing ceremonies
VIP access	<ul style="list-style-type: none"> ▪ Opportunity to host one (1) private lunch or other event by negotiation (at sponsor's expense) with up to 25 participants in attendance. Venue and basic AV to be provided by the organisers and day to be negotiated.
On-site workshop	<ul style="list-style-type: none"> ▪ Opportunity to conduct two (2) dedicated workshops during the conference marketed to the entire delegation
Delegate passes	<ul style="list-style-type: none"> ▪ Eight (8) complimentary fulltime delegate registration passes ▪ 20% discount on any additional ALL EVENT Conference Passes for your staff and network
Recognition	<ul style="list-style-type: none"> ▪ Logo recognition on all introductory session slides and acknowledgement in all plenary and concurrent sessions, opening and closing ceremonies, and social functions ▪ Supply up to four (4) pull-up banners (Normally 2m x 1m, organisers have right of placement). Banners to preferably be reusable, recyclable or made from sustainable materials ▪ Verbal recognition of partnership in opening and closing sessions
Presentation in the program	<ul style="list-style-type: none"> ▪ Inclusion in the conference program (C-level or senior executive level speaker) in a nominated plenary session (subject to International Program Committee approval) ▪ Opportunity to offer a demonstration of product/service as part of the concurrent program for delegates ▪ Opportunity to provide a chair for a concurrent session (subject to International Program Committee approval) ▪ Opportunity to offer SB approved gift item in SB'16 Sydney Speaker Gift Packages
Exhibition space	<ul style="list-style-type: none"> ▪ Two (2) complimentary 2m x 3m exhibition booth in prime location. Additional space is available for purchase, subject to availability
Brand association	<ul style="list-style-type: none"> ▪ By negotiation: exclusive naming rights to a nominated program stream and opportunity to chair a nominated session within their chosen program stream. Your organisation logo will also appear on the opening and closing slides for the nominated program stream sessions.

Breakfast Presentation sponsor

The Private Invite or Open Invite Breakfast (sponsors choice) is designed to provide an informal setting where the Host can engage with a small group of SB participants (up to 50pax) around a topic of the Host's choice, to gain valuable insight, interactive conversation, and new contacts. Our community is an incredible knowledge resource, and this is a great way to engage with them in an intimate manner.

- We will help facilitate the recruitment process and reserve a restaurant (Host typically covers tab or charges a minimal fee for delegates to attend)
- Recruitment of participants can come from multiple directions and is customisable:
 - Open invitation for all delegates to select attendance at registration
 - Through invitations sent out to prospective participants from our attendee list. We will provide names and titles, host can choose recipients of invitation, we'll send invite emails then introduce 'rsvp yes' to Host
 - Through engaging participants with on-site announcements
- Package includes venue and basic AV service
- Breakfast Presentation promoted in online and printed program and event guide
- Opportunity to supply dedicated stand-alone signage in corresponding room
- On-site interview of company spokesperson, to be delivered to greater SB community through SB media outlets

Print and electronic collateral

- Logo and recognition of partnership category on all printed and electronic collateral available provided to delegates and visitors attending the conference, including but not limited to mobile app, exhibition guide, pocket program, advertising opportunities, signage, stage sets
- Promotional paragraph (250 words) included on conference website and mobile app
- One (1) full page advert available for download as PDF on conference app

POST EVENT

Post event analysis	<ul style="list-style-type: none"> ▪ Comprehensive post event analysis report based on feedback from delegates
Delegate list	<ul style="list-style-type: none"> ▪ Electronic delegate list provided at 7 days post the event (subject to privacy conditions only name, position, organisation and country). Any correspondence with selected delegates may be negotiated via the organisers.
Electronic communications	<ul style="list-style-type: none"> ▪ Senior executive that will be interviewed post event, published as part of the post-conference summation sent to all attendees ▪ Prime inclusion in post-event "thank you" email message to attendees

OFFICIAL SB'16 SYDNEY PREMIER PARTNER

AUD25,000 (INC. GST) (FIVE OPPORTUNITIES AVAILABLE)

An opportunity for market-leading organisations to become official SB'16 Sydney Premier Partners with exclusive access, exposure and naming rights opportunities designed to enable lead generation and business growth.

PRE EVENT

Social media

- Partner's selected content to be disseminated pre-event throughout the SB'16 Sydney global social media networks



Print and electronic collateral

- Logo and recognition of partnership category on all pre-event outgoing marketing material, including but not limited to advertising, media releases, e-newsletters, website, brochures and flyers, promotion at other events (print deadlines apply)
- Promotional paragraph (150 words) included on SB'16 Sydney website

Delegate list

- Electronic delegate list provided at 14 days and 7 days prior to the event (subject to privacy conditions only name, position, organisation and country). Any correspondence with selected delegates may be negotiated via the organisers.

Communications

- Up to two (2) articles provided for inclusion on the SB'16 Sydney webpage
- Premium inclusions of organisation announcements in SB'16 Sydney newsletters
- Three (3) month Editorial Partnership opportunity including run of the site advertising in a 300 x 250 big block ad slot, SB newsletter advertising, opportunity to push your company press releases, reports, white papers, and news through the SB Member News Feed
- Inclusion in a Premium Sponsor pre-conference "welcome" message to registered attendee community
- Premium listing in SB's [Sustainable Solutions Provider Directory](#), with company profile, contact information, links to company website, with opportunity to include social media outlets and downloadable product PDFs

ON-SITE BENEFITS

Seating allocation

- Preferential seating allocation given to all social activities, as well as the opening and closing ceremonies

VIP access

- Opportunity to host one (1) post event drinks or other event by negotiation (at sponsor's expense) with up to 25 participants in attendance. Venue and basic AV to be provided by the organisers and day to be negotiated.

On-site workshop

- Opportunity to conduct one (1) dedicated workshop during the conference marketed to the entire delegation

Delegate passes

- Six (6) complimentary fulltime delegate registration passes
- 20% discount on any additional ALL EVENT Conference Passes for your staff and network

Recognition

- Logo recognition and acknowledgement of your partnership level in plenary sessions, and opening and closing ceremonies

Presentation in the program

- Inclusion in the conference program (C-level or senior executive level speaker) in a nominated concurrent session (subject to International Program Committee approval)

Exhibition space

- One (1) complimentary 2m x 3m exhibition booth in prime location. Additional space is available for purchase, subject to availability

- Demonstration or technical tour**
 - Opportunity to offer a demonstration of product/service or technical tour to approved location as part of the official program for delegates

- Brand association**
 - On negotiation: exclusive naming rights to a nominated program stream and opportunity to chair a nominated session within their chosen program stream. Your organisation logo will also appear on the opening and closing slides for the nominated program stream sessions.

- Speaker preparation room**
 - Exclusive naming rights to the SB'16 Sydney Speakers Preparation Room
 - Opportunity to host the lounge area including tea and coffee within the Speakers Preparation Room (tea and coffee provided by the conference, additional food items can be purchased for speaker consumption by the sponsor at an additional charge)

- Media**
 - On-site interview of company spokesperson, to be delivered to greater SB Community through SB media outlets

- Print and electronic collateral**
 - Logo and recognition of partnership category on all printed and electronic collateral available provided to delegates and visitors attending the SB'16 Sydney, including but limited to mobile app, exhibition guide, pocket program, advertising opportunities, signage, stage sets
 - Promotional paragraph (150 words) included on conference website and mobile app
 - One half (1/2) page advert available for download as PDF on conference app

POST EVENT

- Post event analysis**
 - Comprehensive post event analysis report based on feedback from delegates

- Delegate list**
 - Electronic delegate list provided 7 days post the event (subject to privacy conditions only name, position, organisation and country). Any correspondence with selected delegates may be negotiated via the organisers.

- Electronic communications**
 - Logo and acknowledgement of partnership as part of the post conference summation sent to all SB'16 Sydney attendees
 - Prime inclusion in post-event "thank you" email message to attendees



OFFICIAL SB'16 SYDNEY MAJOR PARTNER

AUD15,000 (INC. GST)

An opportunity for organisations that want to make a statement and contribute expertise to become Major Partners of the SB'16 Sydney. These packages offer a high level of exposure to delegates and are designed to assist the partner in forming long-term connections with influential decision-makers.

PRE EVENT

Social media

- Partner's selected content to be disseminated pre-event throughout the SB'16 Sydney global social media networks



Print and electronic collateral

- Logo and recognition of partnership category on all pre-event outgoing marketing material, including but not limited to advertising, media releases, e-newsletters, website, brochures and flyers, promotion at other events (print deadlines apply)
- Promotional paragraph (100 words) included on conference website

Delegate list

- Electronic delegate list provided at 14 days and 7 days prior to the event (subject to privacy conditions only name, position, organisation and country). Any correspondence with selected delegates may be negotiated via the organisers.

Communications

- Two (2) month run of the site advertising in a 200 x 200 small block ad slot
- One (1) banner advertisement in two (2) SB'16 Sydney newsletters
- Opportunity to push your company press releases, reports, white papers, and news through the SB Press Room
- Premium listing in SB's [Sustainable Solutions Provider Directory](#), with company profile, contact information, links to company website, with opportunity to include social media outlets and downloadable product PDFs

ON-SITE BENEFITS

C-level access

- Two (2) pre-scheduled private one-to-one meetings with VIPs, speakers or delegates of choice (by mutual agreement and subject to availability)

On-site workshop

- Opportunity to conduct one (1) dedicated workshop during the conference marketed to the entire delegation

Delegate passes

- Four (4) complimentary fulltime delegate registration passes
- 20% discount on any additional ALL EVENT Conference Passes for your staff and network

Recognition

- Logo recognition and acknowledgement of your partnership level in plenary sessions, and opening and closing ceremonies

Presentation in the program

- Opportunity for an in-house industry expert to sit on a panel as part of a program panel discussion (subject to approval by the International Program Committee)

Concurrent Host

- Concurrent Host will have the chance to deliver a 3-minute introduction for each Breakout Session in their Track on both days
- Opportunity to supply dedicated stand-alone signage in corresponding rooms
- Opportunity to distribute SB-approved materials in corresponding session rooms

Exhibition space

- One (1) complimentary 2m x 2m exhibition pod. Additional space is available for purchase, subject to availability.

Demonstration or technical tour

- Opportunity to offer a demonstration of product/service or technical tour to approved location as part of the official program for delegates

Media

- On-site interview of company spokesperson, to be delivered to greater SB community through SB media outlets

Print and electronic collateral

- Logo and recognition of partnership category on all printed and electronic collateral available provided to delegates and visitors attending the SB'16 Sydney, including but limited to mobile app, exhibition guide, pocket program, signage
- Promotional paragraph (100 words) included on conference website and mobile app

POST EVENT

Post event analysis

- Comprehensive post event analysis report based on feedback from delegates

Delegate list

- Electronic delegate list provided 7 days post event (subject to privacy conditions only name, position, organisation and country). Any correspondence with selected delegates may be negotiated via the organisers.

Electronic communications

- Logo and acknowledgement of partnership as part of the post-conference summation sent to all SB'16 Sydney attendees



OFFICIAL SB'16 SYDNEY SUPPORTING PARTNER

AUD9,000 (INC. GST)

The Supporting Partner package allows access to influential delegates, the opportunity to educate and change perceptions as well as generate leads and gauge market responses.

PRE EVENT

- Print and electronic collateral**
- Logo and recognition of partnership category on all pre-event outgoing marketing material, including but not limited to advertising, media releases, e-newsletters, website, brochures and flyers, promotion at other events (print deadlines apply)
 - Promotional paragraph (50 words) included on conference website

- Delegate list**
- Electronic delegate list provided at 7 days prior to the event (subject to privacy conditions only name, position, organisation and country). Any correspondence with selected delegates may be negotiated via the organisers.

- Communications**
- One (1) month run of the site advertising in a 200 x 200 small block ad slot
 - One (1) banner advertisement in one (1) SB'16 Sydney newsletter
 - Opportunity to push your company press releases, reports, white papers, and news through the SB Press Room
 - Premium listing in SB's [Sustainable Solutions Provider Directory](#), with company profile, contact information, links to company website, with opportunity to include social media outlets and downloadable product PDFs

ON-SITE BENEFITS

- C-level access**
- Two (2) pre-scheduled private one-to-one meetings with VIPs, speakers or delegates of choice (by mutual agreement and subject to availability)

- On-site workshop**
- Opportunity to conduct one (1) dedicated workshop during the conference marketed to the entire delegation

- Delegate passes**
- Two (2) complimentary fulltime delegate registration passes
 - 20% discount on any additional ALL EVENT Conference Passes for your staff and network

- Recognition**
- Logo recognition and acknowledgement of your partnership level in plenary sessions

- Exhibition space**
- Opportunity to purchase prime location exhibition booth or pod at a 50% discounted rate

- Demonstration or technical tour**
- Opportunity to offer a demonstration of product/service or technical tour to approved location as part of the official program for delegates

- Print and electronic collateral**
- Logo and recognition of partnership category on all printed and electronic collateral available provided to delegates and visitors attending the SB'16 Sydney, including but limited to mobile app, exhibition guide, pocket program, signage
 - Promotional paragraph (50 words) included on conference website and mobile app

POST-EVENT

- Delegate list**
- Electronic delegate list provided at 7 days post the event (subject to privacy conditions only name, position, organisation and country). Any correspondence with selected delegates may be negotiated via the organisers.

- Electronic communications**
- Logo and acknowledgement of partnership as part of the post-conference summation sent to all SB'16 Sydney attendees

CONFERENCE DINNER

EXCLUSIVE FOR PARTNERS

AUD15,000 (INC. GST)

Sponsor the SB'16 Sydney conference dinner on Monday evening 27 June 2016, after the welcome drinks.

The SB'16 Sydney conference dinner will be celebrated with cocktail style event and entertainment being held at an iconic Sydney location.

- Acknowledgement during the conference dinner and opportunity to respond with a brief speech (5-minutes)
- Opportunity to provide two pull-up banners at the entrance to the conference dinner, and on the stage (Normally 2m x 1m pull-up banner, organisers have the right of placement). Banners to preferably be reusable, recyclable or made from sustainable materials
- Opportunity to provide branded guest gift or merchandise* (subject to organiser approval)
- Sponsor logo and acknowledgement on conference website, together with profile (50 words) and web link
- Sponsor logo in the conference app
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other promotional material where sponsors are recognised, at discretion of conference organisers
- Four (4) additional tickets to the conference dinner
- Opportunity to reserve one table for the conference dinner
- Electronic delegate list¹ provided at 7 days prior to the event and 7 days post (subject to privacy conditions only name, position, organisation and country)

WELCOME DRINKS

EXCLUSIVE FOR PARTNERS

AUD10,000 (INC. GST)

Sponsor the welcome drinks in the Activation Hub after the first day of sessions on Monday evening 27 June 2016 prior to the Conference Dinner.

- Acknowledgement during the welcome drinks and opportunity to respond with a brief speech (5-minutes)
- Opportunity to provide two pull-up banners at the entrance to the welcome drinks, and on the stage during the opening ceremony (normally 2m x 1m pull-up banner, organisers have the right of placement). Banners to preferably be reusable, recyclable or made from sustainable materials
- Opportunity to provide branded guest gift or merchandise* (subject to organiser approval)
- Sponsor logo and acknowledgement on conference website, together with profile (50 words) and web link
- Sponsor logo in the conference app
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other promotional material where sponsors are recognised, at discretion of conference organisers
- Four (4) tickets to the welcome drinks
- Electronic delegate list¹ provided at 7 days prior to the event and 7 days post (subject to privacy conditions only name, position, organisation and country)

LANYARD SPONSOR

EXCLUSIVE FOR PARTNERS – first option to highest sponsor level, then offered to others in order of sponsorship

AUD2,500 (INC. GST)

Sponsor the conference lanyard at SB'16 Sydney.

- Exclusive branding opportunity on the lanyards and name badges (alongside conference and host logos)
- Lanyards supplied by the conference manager, and will be made from sustainable materials

SB'16 SYDNEY INDIVIDUAL PARTNERSHIP OPPORTUNITIES

REGISTRATION DESK

EXCLUSIVE FOR PARTNERS – then available to others if item remains unclaimed by February 2016

AUD2,500 (INC. GST)

Sponsor the conference registration desk at SB'16 Sydney.

- Sponsor logo integrated into the design of the main registration desk, to be co-branded with SB'16 Sydney (prominent)^
- Opportunity to provide one (1) pull-up banner at the registration desk (Normally 2m x 1m pull-up banner, organisers have the right of placement). Banner to preferably be reusable, recyclable or made from sustainable materials
- Sponsor logo and acknowledgement on conference website, together with profile (50 words) and web link
- Sponsor logo in the conference app
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other promotional material where sponsors are recognised, at discretion of conference organisers
- Electronic delegate list¹ provided at 7 days prior to the event and 7 days post (subject to privacy conditions only name, position, organisation and country)

MOBILE APP

ONE ONLY

AUD10,000 + (INC. GST)

Sponsor the conference mobile app—be in the palm of every delegate's hand attending SB'16 Sydney.

The conference app will include all session and speaker information, 'my event' conference planner, venue maps and directions, location information, social function details, social media hub, surveys and push notifications.

- Sponsor logo on the mobile app home screen, to be co-branded with SB'16 Sydney
- Sponsor logo on footer of all app pages
- Opportunity to integrate sponsor technology into mobile app (subject to production specifications and organiser approval)
- Opportunity to provide a single-page pdf advertisement to be downloaded via the mobile app
- Sponsor logo and acknowledgement on conference website, together with profile and weblink
- Sponsor logo in the conference app
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other promotional material where sponsors are recognised, at discretion of conference organisers
- Two (2) pop-up notifications to prompt delegates to visit your stand (conference managers to approve any notifications distributed)
- Electronic delegate list¹ provided at 7 days prior to the event and 7 days post (subject to privacy conditions only name, position, organisation and country)

Additional optional features that can be added should the sponsor assist with costs for implementation.

- Exhibition app
- iBeacon
- Match and meet

RECHARGE STATION

MULTIPLE

AUD10,000 + (INC. GST)

The recharge station includes a free standing mobile phone charger that can charge a number of phones at once (covering 95% of phones on the market), and an electronic screen for the sponsor's adverts to be displayed on at specific times throughout the conference.

- Sponsor logo on the recharge station signage, to be co-branded with SB'16 Sydney
- Opportunity to provide a single-page pdf advertisement to be downloaded via the mobile app
- Sponsor logo and acknowledgement on conference website, together with profile and weblink
- Sponsor logo in the conference app
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other promotional material where sponsors are recognised, at discretion of conference organisers
- Electronic delegate list¹ provided at 7 days prior to the event and 7 days post (subject to privacy conditions only name, position, organisation and country)

VOLUNTEER UNIFORM*

ONE ONLY

AUD5,000 (INC. GST)
(uniform at partner's expense)

Sponsor the uniform worn by conference volunteers and ushers at SB'16 Sydney.

Have your logo and/or branding move throughout the conference venue!

- Opportunity to provide branded apparel to be worn by conference volunteers and ushers* (for example, polo shirts or t-shirts). Organisers can provide supplier assistance, final design subject to organiser approval. Sponsor logo to appear alongside conference logo.
- Sponsor logo and acknowledgement on conference website, together with profile and web link
- Sponsor logo in the conference app
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other promotional material where sponsors are recognised, at discretion of conference organisers
- Electronic delegate list¹ provided at 7 days prior to the event and 7 days post (subject to privacy conditions only name, position, organisation and country)

DELEGATE GIFT*

UNLIMITED

AUD5,000 (INC. GST)
(gift at partner's expense)

Sponsor the delegate gift at SB'16 Sydney.

- Opportunity to provide a branded delegate gift
- Sponsor logo on conference website, with web link

Approximately 400 units required although final number will be advised by conference organisers. Items for consumption not permitted. Item is subject to organiser approval.

DIGITAL ADVERTISEMENT[~]

(full event or daily)

FULL EVENT
ONE DAY

AUD3,000 (INC. GST)
AUD1,500 (INC. GST)

Advertise your company, product and/or technology on a digital screen at the SB'16 Sydney and on the conference app, for the duration of the conference on 27 and/or 28 June 2016.

- Full event
- Daily

Semi-exclusion opportunity - two Full Event and six One Day advertisements available. Sponsor to provide production ready artwork files[~]. Advertisements will be required minimum four weeks prior to the conference commencement.

PRE-CONFERENCE EMAIL PROMOTION[~]

AUD2,000 EACH (INC. GST)

Reach the SB'16 Sydney database via pre-conference promotional newsletters.

- Provide a footer banner advertisement to be integrated into one global promotional newsletter

Specifications provided on payment of sponsorship value. Artwork required minimum two weeks prior to the scheduled email, subject to committee approval.

Print and production deadlines apply to all items.

*Provision of item and branding at sponsor's expense.

^Other sponsor logos may be included within the overall design.

~Advertisement specifications to be supplied by the conference managers.

~Subject to committee approval and technology capabilities.

¹Delegate List is provided subject to privacy conditions only name, position, organisation and country.

SB '16 PARTNERSHIP PACKAGES

	EXCLUSIVITY	PRE EVENT			
		Social media	Address	Communications	White paper
PRESENTING PARTNER AUD60,000 (INC. GST) (EXCLUSIVE TO TWO OPPORTUNITIES)	Yes	Yes	Yes	Yes	Yes
HEADLINE PARTNER AUD40,000 (INC. GST) (EXCLUSIVE)	Yes	6 pre-event posts	5 minute address at conference dinner	<ul style="list-style-type: none"> ▪ 4 online articles ▪ Newsletter inclusion ▪ Advertising ▪ Welcome message ▪ Sustainable Solutions Provider Directory 	On conference website
PREMIER PARTNER AUD25,000 (INC. GST) (FIVE OPPORTUNITIES AVAILABLE)		Selected content		<ul style="list-style-type: none"> ▪ 2 online articles ▪ Newsletter inclusion ▪ Advertising ▪ Welcome message ▪ Sustainable Solutions Provider Directory 	
MAJOR PARTNER AUD15,000 (INC. GST)		Selected content		<ul style="list-style-type: none"> ▪ Newsletter inclusion ▪ Advertising ▪ Welcome message ▪ Sustainable Solutions Provider Directory 	
SUPPORTING PARTNER AUD9,000 (INC. GST)				<ul style="list-style-type: none"> ▪ Newsletter inclusion ▪ Advertising ▪ Welcome message ▪ Sustainable Solutions Provider Directory 	

ON-SITE BENEFITS

	Seating allocation	VIP/C-level access	On-site workshop	Delegate passes	Recognition	Presentation in the program
PRESENTING PARTNER AUD60,000 (INC. GST) (EXCLUSIVE TO TWO OPPORTUNITIES)	Yes	Yes	Yes	Yes	Yes	Yes
HEADLINE PARTNER AUD40,000 (INC. GST) (EXCLUSIVE)	VIP seating allocation	Host a private event	Host two workshops	<ul style="list-style-type: none"> 8 ALL EVENT passes 20% discount on additional passes 	<ul style="list-style-type: none"> Logo recognition on all introductory session slides and social functions 4 pull up banners Verbal recognition in opening/closing sessions 	<ul style="list-style-type: none"> Speaker* Demonstration Chair* Speaker gift
PREMIER PARTNER AUD25,000 (INC. GST) (FIVE OPPORTUNITIES AVAILABLE)	VIP seating allocation	Host a private event	Host one workshop	<ul style="list-style-type: none"> 6 ALL EVENT passes 20% discount on additional passes 	<ul style="list-style-type: none"> Logo recognition on plenary, opening and closing session slides Verbal recognition in opening/closing sessions 	<ul style="list-style-type: none"> Speaker* Demonstration Chair*
MAJOR PARTNER AUD15,000 (INC. GST)		2 pre-scheduled VIP meetings	Host one workshop	<ul style="list-style-type: none"> 4 ALL EVENT passes 20% discount on additional passes 	<ul style="list-style-type: none"> Logo recognition on plenary, opening and closing session slides Verbal recognition in opening/closing sessions 	<ul style="list-style-type: none"> Panel speaker* Concurrent host Demonstration
SUPPORTING PARTNER AUD9,000 (INC. GST)		2 pre-scheduled VIP meetings	Host one workshop	<ul style="list-style-type: none"> 2 ALL EVENT passes 20% discount on additional passes 	<ul style="list-style-type: none"> Logo recognition on plenary session slides Verbal recognition in opening/closing sessions 	<ul style="list-style-type: none"> Demonstration

SB '16 PARTNERSHIP PACKAGES

	ON-SITE BENEFITS (continued)	POST EVENT	ELECTRONIC COMMUNICATIONS	PRINT AND ELECTRONIC COLLATERAL	DELEGATE LIST		
	Exhibition space	Brand association	Additional				
PRESENTING PARTNER AUD60,000 (INC. GST) (EXCLUSIVE TO TWO OPPORTUNITIES)	Yes	Yes	Yes	Yes	<ul style="list-style-type: none"> Logo on opening and closing video Senior executive interview Post-event thank you message 	<ul style="list-style-type: none"> Logo and recognition 250 words Web banner Full page add on app 	<ul style="list-style-type: none"> 30 days, 14 days and 7 days prior, and 7 days post Delegate correspondence
HEADLINE PARTNER AUD40,000 (INC. GST) (EXCLUSIVE)	Two 2m x 3m booths	Naming rights to program stream*	Opportunity to host a breakfast	Yes	<ul style="list-style-type: none"> Logo on opening and closing video Senior executive interview Post-event thank you message 	<ul style="list-style-type: none"> Logo and recognition 250 words Web banner Full page add on app 	<ul style="list-style-type: none"> 30 days, 14 days and 7 days prior, and 7 days post Delegate correspondence
PREMIER PARTNER AUD25,000 (INC. GST) (FIVE OPPORTUNITIES AVAILABLE)	One 2m x 3m booth	Naming rights to program stream*	Host the Speaker Preparation Room	Yes	<ul style="list-style-type: none"> Senior executive interview Post-event thank you message 	<ul style="list-style-type: none"> Logo and recognition 150 words Web banner Half page add on app 	<ul style="list-style-type: none"> 14 days and 7 days prior, and 7 days post Delegate correspondence
MAJOR PARTNER AUD15,000 (INC. GST)	One 2m x 2m pod	Host a concurrent session	Pull up banner and distribut materials in hosted concurrent session	Yes	<ul style="list-style-type: none"> Spokesperson interview Post-event thank you message 	<ul style="list-style-type: none"> Logo and recognition 100 words Web banner 	<ul style="list-style-type: none"> 14 days and 7 days prior, and 7 days post Delegate correspondence
SUPPORTING PARTNER AUD9,000 (INC. GST)	Opportunity to purchase prime location exhibition booth or pod at a 50% discounted rate				<ul style="list-style-type: none"> Post-event thank you message 	<ul style="list-style-type: none"> Logo and recognition 50 words Web banner 	<ul style="list-style-type: none"> 7 days prior, and 7 days post Delegate correspondence



ACTIVATION HUB

ACTIVATION HUB

RATES

Exhibition rates are listed below. Should more than one unit be required, rates are multiplied by the total unit quantity. Prices include GST.

	EARLYBIRD Close 4 March 2016	STANDARD From 5 March 2016
 BOOTH (2m x 3m)	AUD5,500	AUD6,000
 POD (2m x 2m)	AUD4,500	AUD5,000

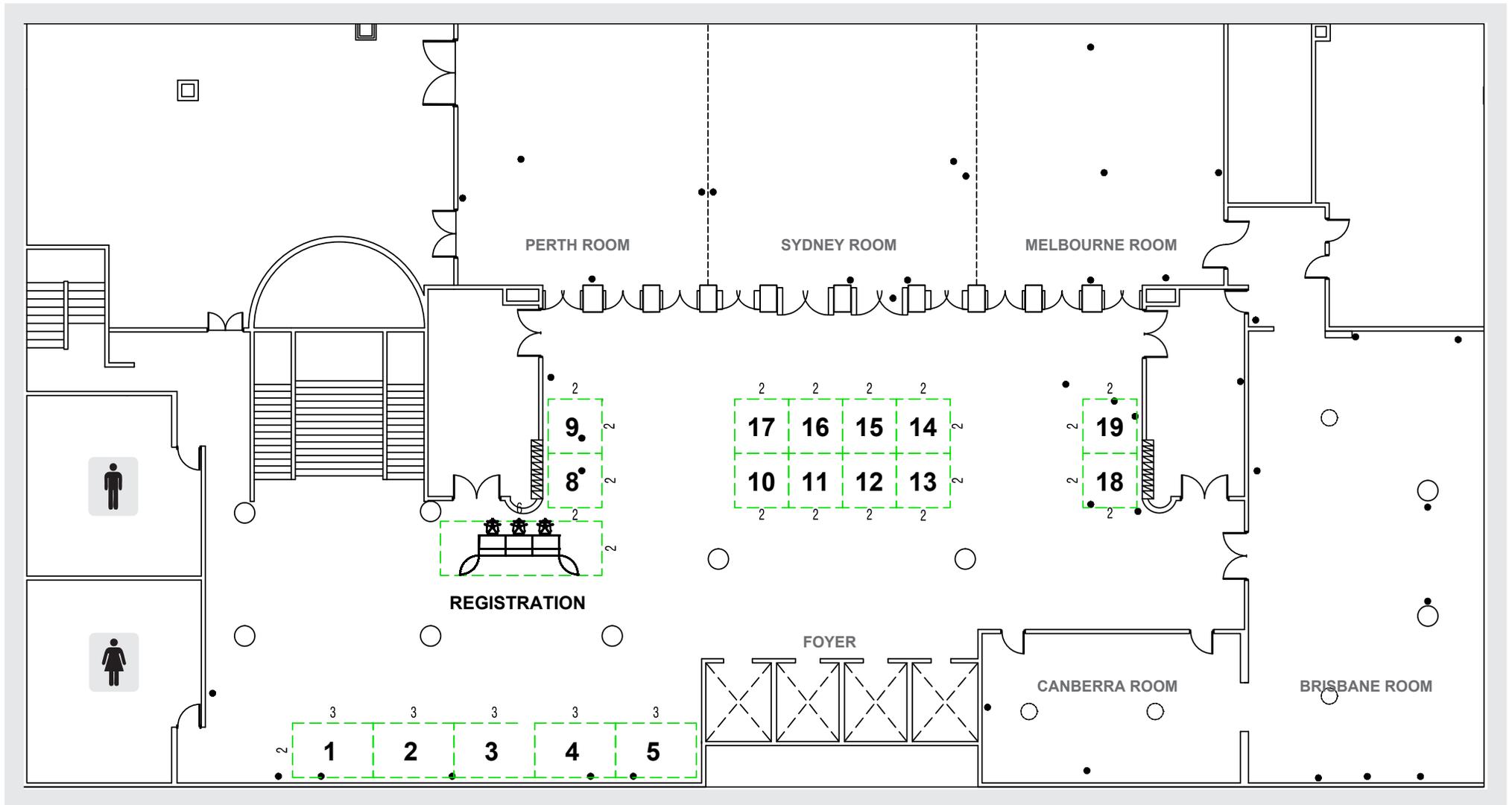


 **BOOTH**
(2m x 3m)



 **POD**
(2m x 2m)

ACTIVATION HUB FLOORPLAN



ACTIVATION HUB

	BOOTH	POD	
REGISTRATIONS	One (1) ALL EVENT Conference Pass + One (1) HUB Staff Pass + 20% discount on any additional ALL EVENT Conference Passes for your staff and network	Two (2) HUB Staff Pass' + 20% discount on any additional ALL EVENT Conference Passes for your staff and network	Each HUB Staff Pass includes daily catering during Activation Hub opening hours
BOOTH OPTION SIZE: 3m X 2m	✓		WALLS: 2.4m high matt anodised aluminium frame with white laminate infill. Signage upgrade available at own cost.
POD OPTION SIZE: 2m X 2m		✓	WALLS: 2.5m high stepped matt anodised aluminium frame with white laminate infill. Signage upgrade available at own cost.
FASCIA	✓	✓	Fascia panel including your company logo and company name
BOOTH LIGHTING	✓		2 x 150-watt spotlights per booth
POD LIGHTING		✓	1 x 150-watt spotlight per pod
POWER	✓	✓	1 x 4amp power outlet. Additional power can be purchased on request.
EXHIBITOR LISTING ON THE CONFERENCE APP	✓	✓	<ul style="list-style-type: none"> ▪ Exhibitor company name ▪ Hub location ▪ 50 word promotional paragraph plus full contact details
YEAR-LONG BENEFIT	✓	✓	Listing in SB's Sustainable Solutions Provider Directory
DELEGATE LIST (subject to privacy legislation)	✓	✓	Electronic delegate list provided at 7 days prior to the event and 7 days post (subject to privacy conditions only name, position, organisation and country)
ADDITIONAL FURNITURE	Basic furniture package included. Additional available for hire at exhibitor's own expense (order forms will be provided in the exhibitor manual)	Basic furniture package included. Additional available for hire at exhibitor's own expense (order forms will be provided in the exhibitor manual)	For example: <ul style="list-style-type: none"> ▪ couch and coffee table ▪ LCD screen on stand ▪ high bar table and stools

EXHIBITION SERVICES PROVIDER



Moreton Hire have been appointed as the official Exhibition Services Provider for SB'16 Sydney. Moreton Hire is one of Australia's largest suppliers to the exhibition and event industries and excel in providing a range of quality products and services including:

- Shell scheme
- Custom stands
- Furniture
- Audio visual equipment
- Graphics
- Electrics
- Signage

**SCHEDULE
OTHER**

PRE EVENT

FRIDAY 4 MARCH 2016

Activation Hub earlybird discount ends

APRIL 2016

Activation Hub exhibitor manual distributed

ON SITE

MONDAY 27 JUNE 2016

Exhibitor move in early morning
Registration open
Conference sessions all day
Welcome drinks after sessions
Conference dinner (off site)

TUESDAY 28 JUNE 2016

Exhibition open
Registration open
Conference sessions all day
Exhibition pack down in evening

WEDNESDAY 29 JUNE 2016

Registration open
Workshops

OTHER FEATURES



WI-FI

There is free Wi-Fi access throughout the venue



CATERING

All conference catering will take place within the Activation Hub



LOCATION TO SESSIONS

The Activation Hub will be located in the Foyer of Level 3, directly adjacent to the session rooms



2016

SYDNEY

JUNE 27-29
SOFITEL SYDNEY WENTWORTH

HOW
NOW

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