

EXECUTIVE ASSISTANT NETWORK

2011

CONGRESS SPONSORSHIP
& EXHIBITION PROSPECTUS



Executive Assistant
NETWORK

**MELBOURNE'S 2nd Annual
EXECUTIVE ASSISTANT NETWORK
Conference and Exhibition**

Grand Hyatt Melbourne, Australia

17 & 18 November 2011

Conference Secretariat

DANIEL EVANS

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INTRODUCTION to the EXECUTIVE ASSISTANT NETWORK (EAN)

INTRO



EAN is the unique professional membership organisation 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 handpicked members, many of whom worked with executives on the Business Council of Australia, we now have over 3,000 members throughout Australia, drawn from over 1,400 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.

EAN is the first organisation 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 successes of this program in Melbourne last year and on the back of Sydney's 5th Annual Congress, we are anticipating an even bigger 2nd Annual Melbourne Congress.



More information

DANIEL EVANS - Conference Secretariat - 02 9431 8681 - ean@conferenceaction.com.au

WHO

WHO ATTENDS THE CONFERENCE?

At Sydney's 2011 conference of which over 140 delegates attended, companies registered included ANZ, Austrade, Macquarie, Telstra, Lend Lease, Pfizer, AMP, One Steel, Roche, Westpac, Schneider Electric, BT Financial, Leading Edge, Thales, AGL Energy, Novartis, Pitney Bowes, Johnson & Johnson, Colonial First State, Goodman Fielder, Royal Bank of Scotland and the list goes on.



This event represents a unique opportunity to reconnect with existing clients or attract new long term business relationships.

BENEFITS

HOW WILL THIS BENEFIT MY COMPANY?

Our sponsorship 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 desired outcomes for this conference.



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SPONSORSHIP

SPONSORSHIP OPPORTUNITIES

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 on the cover of 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 Satchel	●	●	●	●
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

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AWARDS • CORPORATE EVENTS • CONFERENCES •

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OPPORTUNITIES

OTHER SPONSORSHIP OPPORTUNITIES

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 Pads & 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

"I enjoy participating in the EAN conference. You are meeting the right people and making some great contacts. Straight to the source!" - *J&J O'Brien Hoteliers Group*

"The EAN Sydney Exhibition 2011 presented such a high calibre of attendees in terms of decision makers of events & services that our involvement has lead to an invaluable two days of exhibiting." - *Kingpin Bowling*

"I was impressed by the quality of the delegates and visitors. We were able to gain some great business contacts." - *PEPworldwide*

"EAN is definitely a worthwhile Show. We saw some familiar faces but the most encouraging aspect was the new contacts we were able to make. I hope the secret won't get out!" - *Wolgan Valley*

"By far the best conference to exhibit at in terms of quality of delegates. While numbers are lower than other trade shows, the delegates are qualified and our exact target market! - *Silverwater Resort*

"We found the Sydney EAN Congress really worthwhile, more than we expected being a Melbourne based venue. The quality of delegates and visitors is always great, and the passport system is a fantastic idea to encourage the delegates to visit the stands." - *Melbourne Convention Exhibition Centre*

"As a first time exhibitor at the EAN Expo we appreciated the quality of delegates who all made the time to stop at our stand during the breaks." - *Renegade Management*

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EXHIBITION OPTIONS



PREMIUM

Size: 3 x 2 metre shell scheme

Cost: \$2,700 + GST

Inclusions: Carpet, Systems Wall Elements, Fascia Board with Company Name and Booth Number, 50W spotlight, 1 x 240V Power socket

STANDARD

Size: 2 x 2 metre shell scheme

Cost: \$1,800 + GST

Inclusions: Carpet, Systems Wall Elements, Fascia Board with Company Name and Booth Number, 50W spotlight, 1 x 240V Power socket

EXHIBITOR BENEFITS

- Exhibitor listing provided in the final program with space for a company logo and a 50 word company description
- Entitlement to include printed materials for inclusion in the attendee satchels, 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 EAN website business directory for one year from the conference. The EAN website receives over 10,000 unique visitors per month.

WHAT IF WE WANT TO SPONSOR BRISBANE, SYDNEY OR OTHER EAN EVENTS IN 2011/2012?

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 Daniel Evans on 02 9431 8681 for further details.

Packages to include some or all of these events are available starting with Canberra, Brisbane and Melbourne in 2011, followed by Perth and Sydney in 2012.

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 now on 02 9974 2717 to discuss your options.

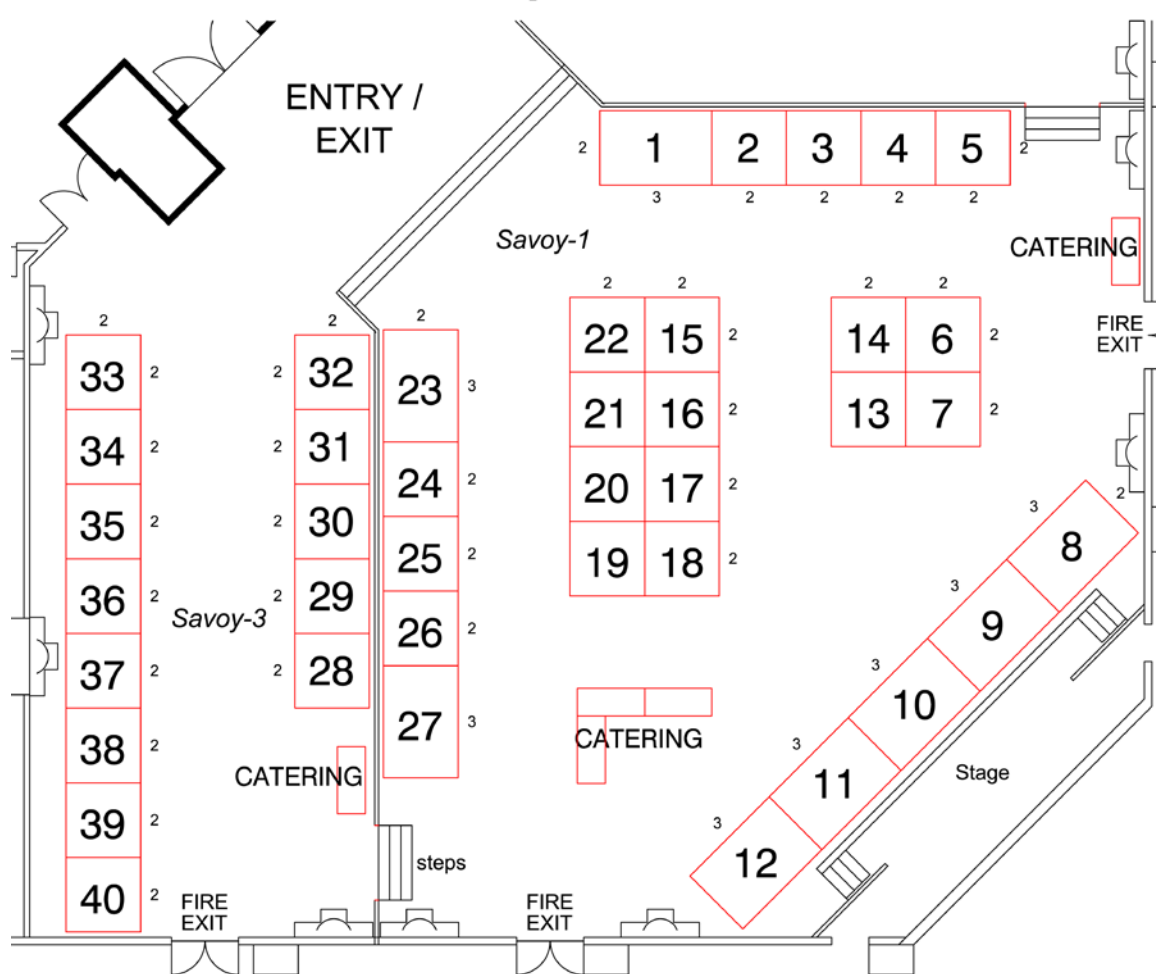


More information

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EAN - Melbourne

17 - 18 September 2011



Grand Hyatt Hotel, Melbourne

APPLICATION

SPONSORSHIP & EXHIBITION APPLICATION FORM - MELBOURNE



Contact:

Position:

Company:

Address:

Suburb:

State: Postcode:

Telephone (BH):

Fax:

Mobile:

Email:

SPONSORSHIP OPPORTUNITIES (All prices exclude GST)

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

EXHIBITION OPPORTUNITIES (All prices exclude GST)

- Premium booth (3 x 2m)** \$ 2,700 **Standard booth (2 x 2m)** \$ 1,800

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.

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"/> Canberra 2011
7 & 8 Sept | <input type="checkbox"/> Brisbane 2011
10 & 11 Oct | <input type="checkbox"/> Melbourne 2011
17 & 18 Nov | <input type="checkbox"/> Perth 2012
February | <input type="checkbox"/> Sydney 2012
22 & 23 March |
|---|--|---|--|--|

Signed: _____

Date: _____



CONFERENCE ACTION
Shaping Events

For more information please contact:
DANIEL EVANS
Conference Secretariat
Ph 02 9431 8681
ean@conferenceaction.com.au

More information

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