

**AUSTRALIAN PROPERTY INSTITUTE (WA DIVISION)
2010 REGIONAL CONFERENCE**



The Goldfields

Prosper or Perish in these golden times



Australia's prospecting and mining industry has played a major part in the history of our nation. Kalgoorlie is Australia's largest, and possibly most famous, outback city. Located 600 km east of Perth, Kalgoorlie emerged out of the Gold Rush of the late 1880's and is a thriving mining region today - responsible for one tenth of the world's total gold production.

THE GOLDFIELDS – 6/7/8 August 2010

The Australian Property Institute (WA Division) Regional Conference is convened annually. It is the premier regional event for property professionals in Western Australia.

From 6 – 8 August 2010, the Regional Conference will be held in the City of Kalgoorlie-Boulder.

The 2010 Regional Conference is titled

The Goldfields: Prosper or Perish in these golden times

The Conference venue is the Quality Inn Railway Motel - located centrally within the City of Kalgoorlie – Boulder.

The Conference will see two days of presentations and site visits taking in many of the key drivers of the Kalgoorlie and larger Goldfields economy.

This is a well planned and presented Conference which will be both educational and thought provoking. Delegates can choose to travel to and from Kalgoorlie on the Prospector train – arrangements are being made for an API Conference car – which would enable commentary on property topics as we travel from Perth to Kalgoorlie.

The event will commence with a Welcome Reception and tour of Langtrees 181 – a local and beautiful Goldfields bordello.

The cultural and historic welcome cocktail party will be followed with a full suite of presentations and site tours on 7th and 8th August.

Sponsorship partnering is an opportunity to gain goodwill associated with industry leadership and a perception of exclusivity. Sponsorship provides an opportunity to speak to your target market – in this case the broad spectrum of property professionals. The API has over 8000 members Australia-wide. Our members come from a broad range of property disciplines including valuation, property development, property management, architecture, planning, funds management

Delegates at the Institute's past conferences reflect a broad cross section of professional organisations including:

| | |
|--|---------------------------------|
| Agnello Property Valuations | Megaw & Hogg |
| AON Risk Services | Mirvac |
| Aspen Group | Mortgage Choice |
| Australand | Peet |
| BankWest | Prestige Property Group |
| Bendigo Bank | Preston Rowe Paterson |
| Blackburne Property Group | Roberts Day |
| Burgess Rawson | Rockingham Park Pty Ltd |
| CB Richard Ellis | Satterley Property Group |
| Cedar Woods Properties | Savills (WA) Pty Ltd |
| Christie Whyte Moore | SPM Project Marketing |
| Colliers | SQM Property Group |
| Commonwealth Bank | St. George Bank |
| Crediflex Pty Ltd | Stockland |
| Curtin University | Sullivan Valuation Services |
| Dale Alcock Homes | Summit Homes Group |
| Department of Planning & Infrastructure | Synovate |
| Devwest Corp | Taggart Developments |
| Doric | University of Western Australia |
| DTZ Australia | Vineyard Valuations |
| Egan National Valuers | Water Corporation |
| Elberton Developments | Westpac Banking Corp |
| Estate Master | |
| Estates Development | |
| Garmony Property Consultants | |
| Glendinning & Associates | |
| H & N Perry | |
| Hames Sharley | |
| Hang Seng School of Commerce | |
| Hassell | |
| HBOS Australia | |
| Hegney Property Group | |
| Herron Todd White | |
| Home Building Society | |
| Jaxon | |
| John Hender Real Estate | |
| Jones Lang LaSalle | |
| Knight Frank | |
| LandCorp | |
| Landgate | |
| Lavan Legal | |
| Lester Group | |
| McGees Property | |

Becoming a Sponsor for the 2010 Regional Conference in Kalgoorlie will benefit your organisation in the following ways:

- Acknowledgement as an organisation that supports professionalism and continuous learning in property.
- Excellent networking opportunities with delegates and other sponsors.
- The opportunity to profile your company and enhance your brand
- Direct access to your target market
- Prominent presence in the Conference programme.

The sponsorships listed offer a mix of opportunities to provide flexibility and interest with opportunities available for organisations that have different marketing and branding needs.

The prospectus allows for flexibility – your suggestions on finessing the structure proposed are welcomed. A partnership with the Australian Property Institute can be tailor made to ensure a good “fit” between the target market and your strategic marketing focus.

| SPONSORSHIP BENEFITS (see prospectus for detail) | PLATINUM (1 only) | GOLD (1 only) | SILVER (1 only) | BRONZE (2 only) | CORPORATE | SPECIAL EVENT | |
|---|----------------------|---------------------|--------------------|--------------------|--------------------|--------------------------|----------------------------------|
| | | | | | | WELCOME RECEPTION | CONFERENCE DINNER |
| (GST exclusive) | \$8500 | \$6000 | \$4500 | \$3500 | \$1,500 | \$2000 | \$1,500 |
| Conference Delegate registrations | 4 | 2 | 2 | 2 | 1 | | |
| Special Event sponsors – additional guests | | | | | | 2 | 5 |
| Discounted rate for additional delegates (10%) | √ | √ | √ | √ | | | |
| Opportunity to address Conference | √ | | | | | √ (at Welcome Reception) | 3 minutes (at Conference Dinner) |
| Introduce Conference session | | √ | √ | √ | | | |
| Logo and link to sponsor's website (12 months) to be placed on API (WA) corporate website | √ | | | | | | |
| Logo and link to sponsors website on Conference website | √ | √ | √ | √ | √ | √ | √ |
| Logo on Session screens | √ | √ | √ | √ | √ | √ | |
| Corporate Banner | √ | √ | √ | √ | √ | √ | √ |
| Slides in Conference Sponsors slideshow | 5 | 4 | 3 | 2 | 1 | 3 | 3 |
| Acknowledgement in official communications | √ | √ | √ | √ | √ | √ | √ |
| Corporate Profile in web and print programme | Full Page | Logo plus 100 words | Logo plus 75 words | Logo plus 50 words | Logo plus 25 words | Logo plus 50 words | |

PLATINUM (LEADING) SPONSOR - \$8,500 plus GST

This provides access to all conference marketing materials which will feature your organisation's name, placement of logo and the following statement acknowledging your support "Proudly sponsored by ORGANISATION" on the API 2010 Regional Conference website and a twelve month link to your company website.

It will include web and print form as well as free placement of materials at the delegates tables, a full banner/electronic display at the main conference venue and verbal acknowledgements to conference participants including information on your organisation in the conference material and acknowledgements in official communications.

Benefits include:

- Four complimentary delegate registrations including attendance at all social sessions as included in the delegate registration package
- 10% discount for additional delegate registrations.
- Opportunity to address Conference.
- Placement of logo and statement "Proudly sponsored by ORGANISATION" on the API website and twelve month link to your company's website
- Corporate logo on the Conference website sponsors page with a link to your Corporate Website from commitment through to the end of the Conference
- Recognition and verbal acknowledgement of your organisation as Platinum sponsor with logo on display on screens
- Corporate banner to be located in venue foyer and plenary session venue.
- 5 slides in Conference Sponsors slideshow
- Acknowledgement as a sponsor in official communications with corporate logo
- Corporate profile full page printed in the Conference web and print Program identifying company as Platinum Sponsor.

GOLD SPONSOR - \$6,000 – plus GST

- Two complimentary registrations including attendance at all social sessions as included in the delegate registration package
- Discounted rate for additional representatives to attend the conference
- Host/participate in Conference session (session to be mutually agreed)
- Corporate logo on the Conference website page with a link to your Corporate Website from commitment through to the end of the Conference
- Recognition and verbal acknowledgement of your organisation as Gold sponsor with logo on display on session screens
- Placement of corporate banner in venue foyer
- 4 slides in Conference Sponsors slideshow
- Acknowledgement as a sponsor in official communications with corporate logo
- Corporate profile (100 words) printed in the Conference Programme identifying company as Gold Sponsor

SILVER SPONSOR - \$4,500 – plus GST

- Two complimentary registrations including attendance at all social sessions as included in the delegate registration package
- Discounted rate for additional representatives to attend the conference
- Host/participate in Conference session (session to be mutually agreed)
- Corporate logo on the Conference website page with a link to your Corporate Website from commitment through to the end of the Conference
- Recognition and verbal acknowledgement of your organisation as Silver sponsor with logo on display on session screens
- Placement of corporate banner in venue foyer
- 3 slides in Conference Sponsors slideshow
- Acknowledgement as a sponsor in official communications with corporate logo
- Corporate profile (75 words) printed in the Conference Programme identifying company as Silver Sponsor

BRONZE SPONSOR - \$3,500 – plus GST

- Two complimentary registrations including attendance at all social sessions as included in the delegate registration package
- 10% discount for additional delegate registrations.
- Host/participate in session (session to be mutually agreed)
- Corporate logo on the Conference website page with a link to your Corporate Website from commitment through to the end of the Conference
- Recognition and verbal acknowledgement of your organisation as Bronze sponsor with logo on display on session screens
- Placement of corporate banner in venue foyer
- 2 slides in Conference Sponsors Slideshow
- Acknowledgement as a sponsor in official communications with corporate logo
- Corporate profile (50 words) printed in the Conference Programme identifying company as Bronze Sponsor

CORPORATE SPONSOR - \$1,500 – plus GST

- One complimentary registrations including attendance at all social sessions as included in the delegate registration package
- Corporate logo on the Conference website page with a link to your Corporate Website from commitment through to the end of the Conference
- Recognition and verbal acknowledgement of your organisation as Corporate sponsor with logo on display on session screens
- Placement of corporate banner in venue foyer
- 1 slide in Conference Sponsors Slideshow
- Acknowledgement as a sponsor in official communications with corporate logo
- Corporate profile (25 words) printed in the Conference Programme identifying company as Corporate Sponsor

Special event/ activity sponsorship opportunities

COCKTAIL PARTY SPONSORSHIP - \$2,000 – plus GST

Benefits include:

- Two complimentary cocktail party tickets
- A three minute opportunity to address delegates and guests at cocktail party
- Acknowledgement as a sponsor in all conference printed material
- Placement of corporate banner throughout Conference
- 3 slides in Conference Sponsors Slideshow
- Corporate logo on the Conference website page with a link to your Corporate Website from commitment through to the end of the Conference
- Corporate profile (50 words) printed in the Conference Programme identifying company as Corporate Sponsor

CONFERENCE DINNER SPONSORSHIP - \$1,500 – plus GST

Benefits include:

- Opportunity to address conference prior to dinner
- 5 complimentary conference dinner tickets
- Corporate logo on the Conference website page with a link to your Corporate Website from commitment through to the end of the Conference
- Corporate banner to be displayed in foyer throughout conference and dinner
- 3 slides in Conference Sponsors Slideshow
- Acknowledgement of sponsorship in all conference materials

CONTRA / IN KIND sponsorship opportunities are available on application. If you consider you would like to take up a sponsorship of this nature, please contact Gail Walker on (08) 9474 2784. Suggestions include (but are not exclusive of) the following:

- Conference lanyards
- Pens
- Writing Pads
- Printing
- Technical Equipment
- Presenters' Gifts

SPONSORSHIP CONDITIONS

Sponsorships are accepted at the discretion of the Conference committee and sponsors participate on the understanding that:

- Sponsorship monies contribute to the successful planning and promotion of the Conference in addition to subsidising the costs of management, communication, invited speakers, programme, publications
- Sponsorship exposure and acknowledgement is facilitated by credits in the Conference Programme
- Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the Conference and, on this basis, sponsorship monies are tax deductible.
- Provision of banners, transparencies and other promotional material is the responsibility of the sponsor.
- Colour reproduction will, when printed, be as close to the specified colour as practical. Advertisements to be provided as full colour separations. Any costs incurred with colour separations in the printing of adverts to be borne by the sponsor.
- Information provided in the sponsorship and exhibition opportunities document is correct at the time of going to print. However, as the document is subject to change, sponsors will be notified of any changes prior to the conference.

SPONSORSHIP APPLICATION FORM

Please complete this form, keep a photocopy for your records and post with payment to the address below. Please make any cheque for payment to Australian Property Institute (WA Division)

Post and enquiries to:

Gail Walker
Australian Property Institute
PO Box 502
SOUTH PERTH WA 6951
T (08) 9474 2784 F (08) 9474 1157
E admin@propertyinstitute-wa.com

Section 1. Contact details

Contact name _____

Position _____

Company/Organisation _____

Address _____ Postcode _____

Telephone _____ Fax _____

Email _____

Section 2. Requirements

We would like to commit to the following sponsorship package (all packages are exclusive of GST) Please list:

Cheque enclosed for \$..... payable to API – WA Division

Debit credit card for the amount of \$.....

Mastercard Visa

Card Number _____ Expiry Date _____

Name on Card _____

Signature _____

(This document is a Tax Invoice for GST on payment. ABN 49 007 505 866)