



Asia-Pacific Professional Services Marketing Association

**APSMA**  
**Australia & New Zealand**  
**Annual Conference**

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[apsma.com.au](http://apsma.com.au)

## **The APSMA Australia & New Zealand Annual Conference is the must attend event for professional services marketing, business development and communication professionals.**

As the key event target the professional services industry, the two day conference attracts delegates from across the Asia Pacific region and provides a unique opportunity to learn from influential thought leaders and meet industry decision makers.

The conference is the way to take your brand to the world of Asia Pacific professional services marketers, business developers and communicators.

### **2015 highlights**

- 351 attendees from Australia, New Zealand, Singapore, Hong Kong
- 96 companies representing law, accounting, engineering/infrastructure services
- 36 speakers and panelists from around the country
- 7 exhibitors and 13 sponsors

### **Why sponsor?**

- Your brand is associated with the only conference for professional services marketing, business development and communication professionals in the region
- Position your brand in front of key decision makers from the region's top professional services firms
- Sponsorship options to suit your marketing needs — from merchandise and sessions to through to social events and refreshment/networking breaks
- Pre, during and post event branding/profiling opportunities
- Cost effective cost-to-reach ratio

To discuss how we can make it work for your business please contact:

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## Sponsorship Opportunities

In 2016 there are two types of sponsorship opportunities – traditional and tailored. The traditional opportunities look similar to what you have seen in the past, such as sponsoring the cocktail event or a conference session. A tailored approach allows you to build your sponsorship to suit your branding objectives and budget.

Both sponsorship approaches include standard inclusions which are detailed below.

### Packages

<p><b>Session/stream</b> Multiple available</p>	<ul style="list-style-type: none"> <li>• Ability to open and close the session, facilitate the session or nominate a panel representative (subject to approval by APSMA)</li> <li>• Ability to display branded materials during the session, including banners and plasma screens</li> <li>• Company name shown against relevant session in the program (subject to publication deadlines)</li> <li>• Ability to place promotional materials on attendees chairs prior to the session</li> </ul>
<p><b>Networking lounge</b> One available</p>	<ul style="list-style-type: none"> <li>• One dressed networking lounge within the exhibition</li> <li>• Branded signage within the lounge</li> <li>• Plasma screen with stand displaying video/PowerPoint footage (provided by the sponsor)</li> <li>• Opportunity to place sponsor material within the lounge</li> </ul>
<p><b>Networking lunches, refreshment breaks and farewell drinks</b> Two morning teas, two lunches, one afternoon tea, one farewell drinks available</p>	<ul style="list-style-type: none"> <li>• Plasma screen with stand displaying sponsor logo</li> <li>• Verbal and visual acknowledgement in the session immediately preceding the refreshment breaks</li> <li>• Signage at the refreshment stations</li> <li>• Opportunity to place company material and/or promotional items adjacent to the catering stations during break times (provided by the sponsor)</li> </ul>
<p><b>Cocktail event</b> One available</p>	<ul style="list-style-type: none"> <li>• Branded signage at the event (provided by the sponsor)</li> <li>• Acknowledgement by the event MC</li> <li>• Opportunity to welcome guests</li> <li>• Logo placement on printed materials at the event</li> <li>• Logo placement on screens at the event</li> <li>• Five complimentary tickets for the event and one conference ticket</li> <li>• Option to provide a gift/takeaway for each guest or create a signature cocktail for the event</li> </ul>

<b>CMO dinner</b> One available	<ul style="list-style-type: none"> <li>• Branded signage at the event (provided by the sponsor)</li> <li>• Acknowledgement by the event MC</li> <li>• Opportunity to welcome guests</li> <li>• Logo placement on printed materials at the event</li> <li>• Two complimentary tickets for the event</li> <li>• Option to provide a gift/takeaway for each guest</li> </ul>
<b>Coffee cart</b> One available	<ul style="list-style-type: none"> <li>• Signage incorporating the logo and name displayed with the coffee cart area, including directional signage and menus</li> <li>• Logo on the takeaway coffee cups</li> </ul>
<b>Exhibition space</b> eight available	<ul style="list-style-type: none"> <li>• 1.5m x 1.5m exhibition space with two chairs and trestle table</li> <li>• Satchel inclusion</li> <li>• One ticket to the CMO/board cocktail party</li> <li>• Two tickets to the cocktail party</li> <li>• Discounted conference registrations</li> </ul>

## Tailored

<b>Satchel</b> One available	Sole logo placement (in conjunction with APSMA logo)
<b>Satchel inclusion</b> Five available	Ability to provide a piece of material to be included in the satchel (either merchandise e.g. waterbottle, pen or branded content)
<b>Lanyard</b> One available	Sole logo placement
<b>Complimentary tickets</b> Unlimited	Complimentary full conference ticket
<b>Discounted tickets</b> Unlimited	Up to 20% discount for full conference tickets
<b>Program advertisement</b> Four available	A full or half page advertisement in the first section of the program (sponsor to provide artwork)
<b>Thought leadership article in APSMA newsletters</b> Four available	Profiling article to be included in an upcoming APSMail (subject to approval by APSMA)
<b>APSMA membership</b> Unlimited	Complimentary 12 month APSMA membership
<b>App</b> One available	Sole logo acknowledgement
<b>Video/photography</b> One available	Sole logo acknowledgement

<b>Corporate headshot studio</b> One available	<ul style="list-style-type: none"> <li>• Sole logo acknowledgement</li> <li>• Branding on edelivery of photos</li> <li>• Signage incorporating the logo and name displayed with the studio area, including directional signage</li> </ul>
<b>Photobooth</b> One available	<ul style="list-style-type: none"> <li>• Sole logo acknowledgement</li> <li>• Branding on photos</li> <li>• Signage incorporating the logo and name displayed with the studio area, including directional signage</li> </ul>
<b>Digital/design</b> One available	Sole logo acknowledgement
<b>Program and pocket guide (print)</b> One available	Sole logo acknowledgement
<b>Mobile device charging station</b> One available	Signage incorporating the logo and name displayed with the charging station areas, including directional signage and instructions
<b>WiFi</b> One available	Sole logo acknowledgement
<b>Waterbottle</b> One available	Sole logo placement

### Additional sponsorship inclusions

In addition to the inclusions listed in individual sponsorship categories, sponsors will receive the following:

- Logo acknowledgement across all conference channels - website, emarketing, program, social media (LinkedIn and Twitter), app and signage
- Verbal acknowledgement throughout the conference (frequency to be determined by level of support)
- Company profile and website link on the conference website, company profile in program
- Signage - freestanding banner/s (supplied by the sponsor) in the plenary room and/or registration/break areas (excluding exhibitors)
- Delegate list - in accordance with Privacy Act requirements and networking support

### About APSMA

APSMA is the Asia-Pacific Professional Services Marketing Association. APSMA is a not-for-profit association and the only industry body representing professional services marketers in the Asia Pacific region. With over 270 member firms, and a network of more than 2100 individuals in Australia, New Zealand and Asia, our members are marketers and business development experts in legal, accounting, engineering, business consulting, recruitment and architecture.