

**CMGA 2001
VENDOR EXHIBITION, SPONSORSHIP AND ADVERTISING
PROSPECTUS**

Dear Prospective Exhibitor,

Re - CMGA2001 Conference 12-14 September 2001 – Eden on the Park MELBOURNE

Planning is well underway for CMGA2001 in Melbourne and we warmly invite your company to be part of this exciting event.

Last year's change to a two day conference format proved very popular. CMGA2001 will be continuing with this structure and will again hold seminars the day before the conference proper. **The trade exhibition will run on 13-14 September during the conference program.**

After three years in Queensland, we are returning to Melbourne this year and are looking forward to the higher attendances that a big city promises. One of the criteria for selecting Eden on the Park Hotel was the very good area it provided for the trade exhibition. This year all the conference activities (plenary, break-outs, and trade exhibition) will be on the one floor. We will continue our practice of serving a working lunch as well as morning and afternoon tea within the vendor area to maximise access to the delegates during their breaks.

A map of the exhibition space at Eden on the Park will be put up on the web as soon as it is available. All exhibiting vendors are entitled to have their company logo displayed in the vendor area of the conference web site with links to your home page.

This year we will not be offering accommodation as part of the vendor booth but have negotiated an excellent conference rate with the conference hotel. All accommodation bookings should be done directly with Eden on the Park reservations +61 3 9250 2222. We will continue our policy of only allowing exhibitors to present in the Vendor Information Marketing Sessions. To better promote these sessions we would ask that vendors provide a presentation title and abstract to include in the pocket timetable.

In response to vendor's requests to bring clients and potential clients to the conference, we have a new booth option called the Premium Booth. This offers the same benefits as a standard booth, but also includes two VIP tickets which allow complimentary registration for the two day conference including all social events. If booth holders don't wish to pass these tickets onto their clients, they may also be used to allow other members of the company to attend.

As always we will be providing opportunities for more relaxed contact with the delegates at various social events. Naming rights to the conference dinner, as well as the registration drinks, lunches and afternoon teas are available in the various sponsorship packages described in this prospectus. If you have further enquiries or suggestions regarding sponsorship opportunities for CMGA2001, please contact Gayle Allan on +61 3 9899 7744 or by e-mail at cmga@cmga.org.au.

CMGA2001 will be focussing on sharing information about the measurement, management, planning, performance, and administration of computer systems - regardless of the operating environment. With the exposure your organisation can gain from the Trade Exhibition, Vendor Presentation and Sponsorship packages, CMGA2001 represents a wonderful opportunity for you to demonstrate your products and services to a wide range of IT professionals at a widely recognised industry event.

Further information and booking details for the conference are included in the enclosed prospectus. If you have any queries please contact:

Gayle Allan - CMGA2001 Conference Organiser
Telephone: +61 3 9899 7746
Facsimile: +61 3 9897 4497
E-mail: cmga@cmga.org.au

The Conference Organising Committee looks forward to welcoming you to CMGA2001.

Yours sincerely,

Gayle Allan
CMGA2001 Conference Organiser

CMGA 2001

VENDOR EXHIBITION

VENUE

The Vendor Exhibition will be held in Parkside 4 on the first floor of the Eden on the Park Hotel, Melbourne.

FACILITIES

Standard Booth

Standard single booths will measure 2.5 metres by 2.5 metres in size. The charge for each booth includes:

- . Two 150 watt spotlights
- . One 5 amp single power outlet
- . A fascia over the stand advertising exhibitor's name (maximum of 25 letters)
- . One vendor registration (includes one 2 day Conference Registration)
- . Publication of company profile on the conference website and in the pocket timetable

Multiples of the single booth size are available if more space is required (eg 5 x 2.5m).

COST

The cost of a single standard booth is \$3520. Cost of each additional booth is \$3020. *All costs quoted in this document include GST.

Premium Booth

Premium single booths will measure 2.5 metres by 2.5 metres in size. The charge for each booth includes:

- . Two 150 watt spotlights
- . One 5 amp single power outlet
- . A fascia over the stand advertising exhibitor's name (maximum of 25 letters)
- . One vendor registration (includes one 2 day Conference Registration) + 2 VIP tickets. These allow complimentary 2 day conference registration including all social events.
- . Publication of company profile on the conference website and in the pocket timetable

Multiples of the single booth size are available if more space is required (eg 5 x 2.5m).

COST

The cost of a single standard booth is \$5500. Cost of each additional booth is \$5060. *All costs quoted in this document include GST.

VENDOR REGISTRATION

Vendor registration packages are offered to provide catering for vendors who do not wish to attend conference sessions. They cover morning and afternoon refreshments, lunches during the two days of the conference and the Conference Dinner. Vendor registrations are available at a cost of \$242 each. Please note that one full Conference Registration is included in the cost of a standard booth.

Vendor representatives who wish to attend conference sessions are required to register as normal delegates or Premium Booth holders may wish to use their VIP tickets. The registration form will be available on the conference website from May 2001 at:

<http://www.cmga.org.au/cmga2001/>

VENDOR PARTICIPATION IN THE GENERAL PROGRAM

Vendors are invited to submit papers for presentation at the conference. Vendor papers in the general program must not be product specific or marketing in nature.

VENDOR MARKETING INFORMATION SESSIONS

Vendor Marketing Information Sessions are available to exhibitors only. These sessions may be product specific. CMGA 2001 Vendor sessions will be grouped (given sufficient Vendor interest) across the program so that the general program will not compete with Vendor sessions.

Vendors booking a display booth are entitled to one Vendor Marketing Information Session. Sessions are optional but bookings are essential. As places are limited, vendor sessions will be allocated in order of receipt of payment for booth bookings. For further information contact Gayle Allan on 03 9899 7746, or at cmga@cmga.org.au.

CMGA AND CMGA 2001 LOGOS

Subject to organising committee approval, CMGA logos may be utilised by vendors when promoting their participation in the conference.

FURTHER INFORMATION

For further information on the Vendor Exhibition please contact the CMGA2001 Conference Organiser on telephone +61 3 9899 7746, facsimile +61 3 9897 4497, e-mail cmga@cmga.org.au.

CMGA 2001

ADVERTISING OPPORTUNITIES

SHOWBAG (+ contents) SPONSORSHIP

All Delegates receive a high quality Showbag and inclusions. Vendor advertising on each item is available. A total of 300 Showbags will be distributed.

Vendor logo/message printed on:

T/Shirt	\$4,000
Showbag	\$3,500
CD-ROM	\$3,500
Mug	\$2,500

Camera-ready artwork for the required logo/message must be supplied by Vendor.

ADVERTISING IN CONFERENCE PUBLICATIONS

Product or service advertising is available as follows:

Pocket Timetable	\$1,000 (1 Full Page - A5 Landscape)
Show Bag Insert (each)	\$1,000
General Literature Stand	\$100 (one A4 position)
Mailout to CMGA mailing list	\$1,000 + postage per mailout

Camera-ready artwork for all printed material must be supplied by advertisers.

We are also happy to discuss other advertising opportunities or proposals. Please contact us on 03 9899 7746 or by e-mail at cmga@cmga.org.au.

CMGA 2001

SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIP \$16,000

Benefits included with a Gold Sponsorship are :

- . 2 premium booths
- . 2 full registrations + 4 VIP tickets
- . Showbag insert
- . Full page advertisement in all conference material -
Pocket Timetable, 6 months on CMGA web page
- . Naming rights at function of choice (lunch or evening event)
(Naming rights will be allocated on the basis of first come, first served)

SILVER SPONSORSHIP \$8,500

Benefits included with a Silver Sponsorship are :

- . 1 premium booth
- . 1 full registration + 2 VIP tickets
- . Full page advertisement in all conference material -
Pocket Timetable, 6 months on CMGA web page
- . Naming rights at a morning or afternoon tea
(Naming rights will be allocated on the basis of first come, first served)

**GOLD AND SILVER SPONSORS WILL BE ACKNOWLEDGED
PROMINENTLY IN ALL CONFERENCE PUBLICATIONS**

OTHER SPONSORSHIP OPPORTUNITIES

Conference events if not taken by gold or silver sponsors from \$500
(morning, afternoon teas, Conference Dinner, registration drinks,
other evening events.)

We are also happy to customise a sponsorship package that suits your needs and budget. Please
contact us on 03 9899 7746 or by e-mail at cmga@cmga.org.au.

YES! I WANT TO BE A SPONSOR OF CMGA2001

AND MY CHEQUE FOR \$.....IS ENCLOSED

Please return form with payment to :
CMGA2001, PO Box 1089, NORTH BLACKBURN VIC 3130

CMGA 2000
VENDOR EXHIBITION
BOOKING FORM

COMPANY.....

ADDRESS

.....

POSTCODE.....

CONTACT NAME

PHONE..... FAX.....

E-MAIL.....

All prices include GST

<u>Item</u>	<u>Qty</u>	<u>Rate</u>	<u>Total \$</u>
Standard Exhibition Booth (2.5 x 2.5) (includes one vendor registration)	\$3,520
Subsequent Booths	\$3,080 per booth
Premium Exhibition Booth (2.5 x 2.5) (includes one vendor registration + two VIP tickets*)	\$5,500
Subsequent Booths	\$5,060 per booth
Vendor Registration Package (includes social functions)	\$242 per package
Total Payment			\$.....

Company name for booth fascia (maximum 20 characters)

.....

Name for vendor registration included with booth

.....

*VIP tickets allow complimentary registration for the two day conference with all meals and social events included.

Please return with payment to :
 CMGA2000, PO Box 1089, NORTH BLACKBURN VIC 3130
 Ph: +61 3 9899 7746 Fax: +61 3 9897 4497

CMGA 2001

COMPANY PROFILE

Company profiles will be printed in the Pocket Timetable provided booths have been paid for and details are received by 1st August 2001.

COMPANY.....

ADDRESS

POSTCODE.....

CONTACT NAME

PHONE.....FAX.....

E-MAIL.....

COMPANY PROFILE (Maximum 400 words)

Is your Company a CMGA/CMG corporate member? YES/NO

Please return with Vendor Exhibition Booking Form to :
CMGA 2001, PO Box 1089, NORTH BLACKBURN VIC 3130

CMGA 2001
VENDOR REGISTRATION
BOOKING FORM

COMPANY..... :
ADDRESS :
..... :
POSTCODE..... :
CONTACT NAME :
PHONE.....FAX..... :
E-MAIL..... :
Vendor Packages @ \$242 each TOTAL \$.....

Vendor Registration Packages include catering during the conference and conference dinner. Cost is \$242 per package.

Additional tickets to the conference dinner can be purchased using the booking form for Social Program Tickets.

Names for Vendor Registration Packages purchased above

.....
.....
.....

Please return with payment to :
CMGA2001, PO Box 1089, NORTH BLACKBURN VIC 3130

CMGA 2001
VENDOR ADVERTISING
BOOKING FORM

COMPANY.....
 ADDRESS
 POSTCODE.....
 CONTACT NAME
 PHONE..... FAX.....
 E-MAIL.....

<u>Item</u>	<u>Qty</u>	<u>Rate</u>	<u>Total \$</u>
Showbag	\$4,000
T/shirt	\$4,000
CD-ROM	\$3,500
Mug	\$2,500
Pocket Timetable	\$1,000 (per page)
Show Bag Inserts (each)	\$1,000
General Literature Stand	\$100 (one A4 position)
Mailing Service	\$1,000 + postage per mailout
TOTAL			\$.....

Please return with payment to :
 CMGA2001, PO Box 1089, NORTH BLACKBURN VIC 3130

CMGA 2001
SOCIAL PROGRAM TICKETS
BOOKING FORM

COMPANY

ADDRESS

POSTCODE.....

<u>Event</u>	<u>Qty</u>	<u>Rate</u>	<u>Total \$</u>
Thursday - CMGA2001 Conference Dinner	\$121 per person

Please return with payment to:
CMGA2001, PO Box 1089, NORTH BLACKBURN VIC 3130