

Sponsor Prospectus

New Technologies, New Performance Expectations



17–18 November 2010
Etihad Stadium Docklands
Melbourne, Australia



Australia's only event dedicated to the needs of the radio and combined communications industries and their users.

The fourth annual **RadioComms Connect** conference and exhibition takes place this November. In the short time since its launch, it has successfully brought buyers together with the manufacturers and dealers from the radio and combined communications industries.

RadioComms Connect has fast established a reputation for:

- Delivering delegates quality, timely and relevant information regarding the options available to them.
- Delivering an exhibition where delegates and visitors meet many of the world's premier manufacturers and suppliers of radio communications systems, associated products, accessories and services to help overcome their daily challenges.
- Delivering exhibitors 100s of key decision-makers who buy, specify and recommend their products, services and expertise, giving them the opportunity to cost-effectively develop more leads and potential NEW business.

It is for these reasons that **RadioComms Connect** has become an extremely valuable addition to the calendar for those who take part.



How would YOU benefit?

RadioComms Connect has been designed for exhibitors to receive the maximum exposure to conference delegates and visitors. All refreshment breaks and social activities are held within the exhibition area. Once again, we will be implementing the popular passport initiative to help drive visitors to your stand.

The conference and exhibition will give you the invaluable opportunity to:

- **ENGAGE** the key decision-makers in your industry
 - *What is the cost of visiting each of those decision-makers individually?*
 - *How long would that take you?*
 - *Can you guarantee their availability and access?*
 - *What is the impact of not being there, when your competitors are?*
- **ENHANCE** relationships with your key clients, prospects and stakeholders
- **DEMONSTRATE** your position as leaders in the business community
- **IMMERSE** yourself in a large gathering of your target market, enabling face-to-face discussion and opportunities to provide information and samples of your product
- **ATTRACT** potential clients – generate sales and sales leads as well as benchmark your products and services against your competitors



photo: Tait Radio Communications

Don't take our word for it ...

Exhibitors

"This show continues to go from strength to strength and is becoming one of the pre-eminent communications events in Australia. Its major appeal is that it is technology neutral with a broad cross-section of delegates attending."

Doug Bowden – Sepura

"A well-managed, industry-focused event with excellent knowledge available. Good to see more international attendees as both delegates and exhibitors."

Gary Ertel – Data Over Radio

"As a first time exhibitor, the quality and quantity of attendees to visit our stand was fantastic. In our eyes, the whole event ran without a hitch. Well done ..."

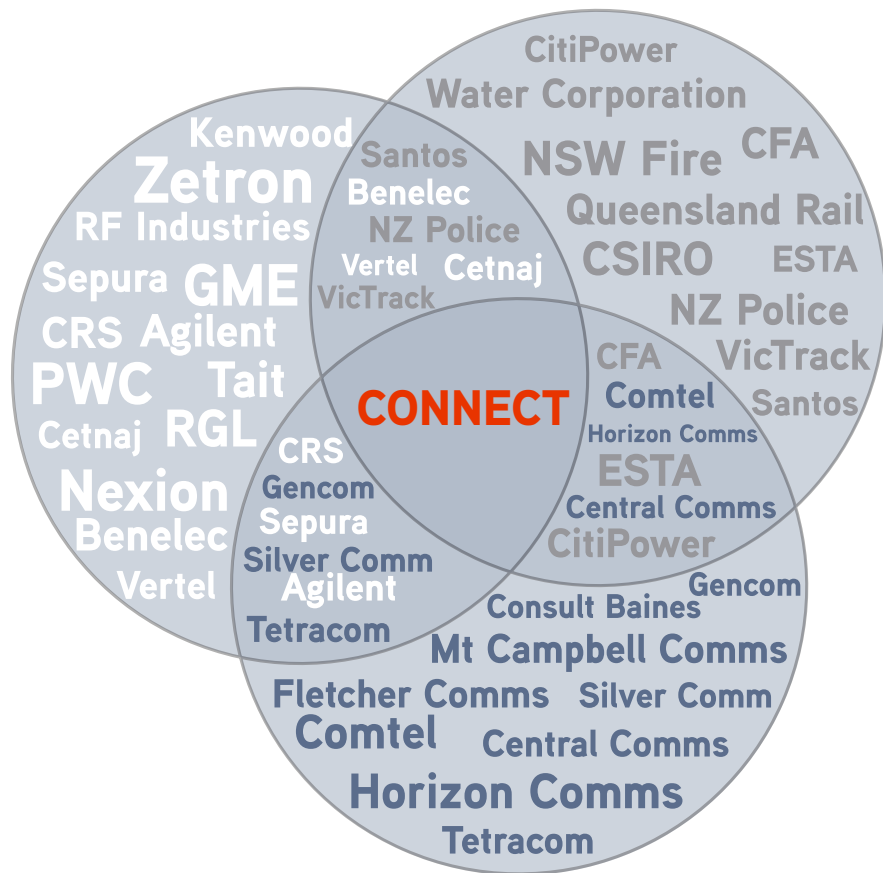
Steve Day – Cetnaj Stronglink

"Having attended numerous expos, your organisation hit the mark by inviting the RIGHT attendees, with incentives to visit every stand where possible!!! GREAT WORK!!!!"

Cecil Triegaardt – Electrodata Recorders

"This year's event exceeded our expectations. We were particularly impressed with the quality of attendees."

Simon Rodger – Agilent Technologies



Visitors

"After attending my first 'Comms Connect conference, I was very impressed. I walked away with a vast range of ideas and concepts. I look forward to 'Comms Connect '10."

Communications Technical Officer - Country Energy

"Great exhibition and conference — once again we learned something new in the radio communications industry and its application to our business."

Team Leader – Queensland Rail

"Best conference I have been to so far. An excellent experience mixed well with lots of useful information."

Chief Engineer – Silver Comm Pty Ltd

"Well done, thank you."

Director - Consult Baines

About

The Exhibition

If you are looking to meet 100s of like-minded professionals, end users of your equipment and services, along with buyers from right across industry, government and the emergency services, then look no further.

RadioComms Connect 2010 offers you the ideal opportunity to make new contacts, cement existing relationships, network in an open, friendly and neutral environment, at the same time as giving your company that important competitive edge.

By delivering you a highly targeted quality audience, the returns possible far outstrip other, more general, marketing activities that are available in today's crowded business marketing environment.

This event will help you uncover the new contacts you need to keep on growing your business.

The Conference

Once again the conference will centre on key topics highlighted by visitors and delegates as of most importance to them, delivered by expert speakers and industry stalwarts. A mixture of technical and operation presentations, case studies and workshops will ensure there is something for everyone. To ensure topicality, content will be finalised a few months out from the conference.

Example conference content includes:

- Spectrum — Optimisation, management and licensing
- Emerging Technologies — Next-generation radios
- Infrastructure, Systems and Networks — Communication for the transport industry
- Interoperability — Options, decisions and architecture
- Mobile Voice & Data — LMR standards — Which one for you?



WHO VISITS?

This November will again see those hard-to-meet personnel visit **RadioComms Connect**, hungry for knowledge and eager to learn. These are the elusive senior buyers and specifiers from SMEs and larger organisations, from utilities, mining, transport and infrastructure, that you need to meet with.

Who Visited in 2009? – A SAMPLE

2010 will deliver the same, but more!

- | | |
|-----------------------------------|---------------------------|
| Technical Services Manager | Ambulance Victoria |
| Manager | Attorney-General's Dept |
| Managing Director | Combined Communications |
| Managing Director | COMTEL Pty Ltd |
| Project Director | Country Fire Authority |
| Senior Project Officer | Deakin University |
| Project Leader | DMO |
| Senior Technical Officer | ESTA |
| Manager Telecommunications | ETSA Utilities |
| Engineer | Land Engineering Agency |
| Manager | McCall Communications |
| Tech Project Manager | Metropolitan Fire Brigade |
| Manager | National Response Centre |
| Chief Fire Officer | New Zealand Fire Service |
| Engineer - Communications | NSW Fire Brigade |
| Communications Consultant | Powercor/CitiPower |
| Manager | Queensland Rail |
| Manager Telecommunications | SA Country Fire Service |
| Senior Security Engineer | Sinclair Knight Merz |
| National Network Manager | Telstra |
| Field Service Tech | Victoria Police |
| Technical Officer, Radio Services | VicTrack |
| Communications Consultant | Water Corporation |

HOW WE ATTRACT THIS AUDIENCE – Content vs Marketing

Conference Content

By providing conference content that educates, informs and appeals to a broad range of professionals within the fields of radio and combined communications, we attract those hungry to learn and who are looking for the ‘how to’ answers that only our experienced speakers and exhibitors can deliver.

With case studies, technical and operational presentations, in-depth workshops and product demonstrations, we attract the end users who are otherwise difficult to track down, speak to and meet with.



photo: Tait Radio Communications

Event Marketing

Radio Comms Asia-Pacific magazine, along with its sister portal RadioComms.com.au, is our official media partner. Both are used extensively to promote the event to our target audience and run regular adverts, editorial and ticket inserts.

DM and eDM campaigns, targeted at extensive lists of potential delegates drawn from numerous sources including Westwick-Farrow Media’s in-house databases, in addition to those from leading list rental companies, will take place in the run-up to the conference and exhibition.

Vertical sectors and identified users of radio and combined communications systems will also be targeted via online and telemarketing campaigns, ensuring they know when and where **RadioComms Connect** is taking place and who is going to be there.

All sponsors are also provided with hard and soft copies of tickets to send out to customers, interested parties and those currently held on internal databases who would benefit by attending.

Australian Radio Communications Industry Association Support – Industry Confidence

We are again pleased to have the Australian Radio Communications Industry Association (ARCIA) lending its support and voice to this year’s event. After the huge success of the past two years’ co-location of RadioComms Connect and the ARCIA Industry Gala Dinner, we will again be getting together, with the Industry Gala Dinner being held on the evening of the first night – Wednesday, 17 November at Palladium at Crown.

For more information, visit: arcia.org.au or email Madeleine at info@arcia.org.au.



Finally, an industry-focused event by an industry-focused organiser that supports Australian radio users, designers, manufacturers, service providers and professional resellers. Keep doing what you are doing WF.

David Cox – Pacific Wireless Communications



Event Partner**\$21,850***

Designed for the organisation looking to make its mark and be remembered:

- Top-level exhibition booth in prime location — 6 m x 6 m
- 4 conference registrations for VIP clients
- Table of 10 complimentary ARCIA Gala Dinner tickets
- Logo coverage on conference program cover as Event Partner
- Leaderboard banner on RadioCommsConnect.com.au for the month prior to conference
- Logo coverage in conference advertisements and promotional material
- Logo and profile on RadioCommsConnect.com.au with hyperlink
- Logo, listing and half-page profile in conference program
- Inside front cover, full-colour advert in Official Conference Program
- A flyer or promotional product inserted into delegate satchels
- Freestanding banners in auditoriums and at registration desk (total 3)

Platinum Exhibitor (2 only) \$10,950*

Package includes the following benefits:

- Premium exhibition booth in central location — 3 m x 6 m
- 3 conference registrations for clients
- 4 complimentary ARCIA Gala Dinner tickets
- Logo coverage on conference program cover as Platinum Sponsor
- Logo coverage on conference registration website as Platinum Sponsor
- Logo coverage in conference advertisements and promotional material
- Logo and profile on RadioCommsConnect.com.au with hyperlink
- Logo, listing and half-page profile in conference program
- Full-page, full-colour advertisement in conference program
- A flyer or promotional product inserted into delegate satchels
- Freestanding banners in auditoriums (total 2)

› serious buyers › serious budgets › serious business

Gold Exhibitor (4 only)**\$7,950***

Package includes the following benefits:

- Premium exhibition booth — 4 m x 3 m
- 2 conference registrations for clients
- 2 complimentary ARCIA Gala Dinner tickets
- Logo coverage on conference program cover as Gold Sponsor
- Logo coverage on conference registration website as Gold Sponsor
- Logo coverage in conference advertisements and promotional material
- Logo & profile on RadioCommsConnect.com.au with hyperlink
- Logo, listing and 200-word profile in conference program
- Half-page, full-colour advertisement in conference program
- A flyer or promotional product inserted into delegate satchels

Silver Exhibitor**\$5,850***

Package includes the following benefits:

- Exhibition booth — 3 m x 3 m
- 2 conference registrations for clients
- Logo coverage on conference program cover as Silver Sponsor
- Logo coverage on conference registration website as Silver Sponsor
- Logo coverage in conference advertisements and promotional material
- Logo, listing on RadioCommsConnect.com.au with hyperlink
- Logo, listing and 100-word company profile in conference program
- Quarter-page, full-colour advertisement in conference program

Please let us know if there are additional sponsorship options not listed that would be of interest to you and that you would like to discuss. Most requests can be arranged.

(*Exclusive of GST)

Exhibition booth only

\$3,825*

Package includes the following benefits:

- Exhibition booth on conference floor — 3 m x 2 m
- Logo and listing on RadioCommsConnect.com.au with hyperlink
- Logo, listing and 50-word profile in conference program

Additional exhibition space

Space only @ \$350*/m²

Shell Scheme @ \$400*/m²

Custom requirements and all variations considered on request.



Additional Promotional Opportunities:

USB storage device (1 only)

\$2,950*

Conference presentations and workshop material approved for circulation to delegates will be loaded onto the USB device, with one given to each delegate — sponsor to supply device to organiser's specifications

Conference Program Advertising

Enhance your company's brand exposure during and post event by appearing in the official RadioComms Connect conference program. (When upgrading from an advertisement running as part of an existing package POA)

Full page, full colour —

\$1,580*

Half page, full colour —

\$1,050*

Quarter page, full colour —

\$775*

Conference Delegate Satchel Sponsor (1 only)

\$2,250*

Package includes the following:

- Exclusive logo coverage on conference bags
- Logo coverage in conference program as Conference Delegate Satchel Sponsor

Lanyard Sponsor (1 only)

\$2,275*

(Sponsor to supply lanyard to organiser's specifications and by due date)

Package includes the following:

- Exclusive logo coverage on delegate lanyards
- Logo coverage in conference program as Lanyard Sponsor

Delegate Satchel Insert

\$925*

Package includes the following:

- Flyer insert into delegate satchels (based on max 8 pp, A4 brochure, extra POA)

Prize Draw Sponsor

\$2,750*

During afternoon tea on the second day, the prize draws will take place. Sponsor will be given an opportunity to say a few words and present prizes.

Networking Drinks Sponsor

\$2,250*

Signage will indicate sponsor's details and will also be included on website and in conference guide.



(*Exclusive of GST)

Organised by:



Magazine partner:



In Association with:



Supported by:



A few reasons why your company should exhibit:

- Increase your understanding of market trends and customer needs.
- Showcase your products and demonstrate your capabilities.
- Make new contacts and explain how you solve problems face to face.
- Help retain your existing customers.
- Demonstrate the suite of solutions you have available that can help provide prospects with solutions.
- Win the confidence of new customers.
- Generate enquiries and forge new partnerships.
- Gather 100s of new leads and contacts to help your business succeed this year and into the future.

Registration of interest

To exhibit at **RadioComms Connect 10** conference and exhibition and to purchase additional sponsorship, please complete details below and fax to Paul Davis on (02) 9489 1265.

Contact Name _____ Position/Division _____

Company _____

Address _____

State _____ Postcode _____ Phone _____

Email _____

Sponsorship Opportunities:

Packages will be allocated on a first come/first serve basis. A package or sponsorship is not confirmed until you have been notified by the organiser.

1st Pref _____ 2nd Pref _____ 3rd Pref _____

- | | |
|---|--|
| <input type="checkbox"/> Event Partner | <input type="checkbox"/> Conference Delegate Satchel Sponsor |
| <input type="checkbox"/> Platinum Sponsor | <input type="checkbox"/> Lanyard Sponsor |
| <input type="checkbox"/> Gold Sponsor | <input type="checkbox"/> Delegate Satchel Insert |
| <input type="checkbox"/> Silver Sponsor | <input type="checkbox"/> Conference Program Advertising |
| <input type="checkbox"/> Exhibition Booth | <input type="checkbox"/> Networking Drinks Sponsor |
| <input type="checkbox"/> Prize Draw Sponsor | |

If you would like to discuss any of the sponsorship packages, please contact Paul Davis on 02 9487 2700 or email pdavis@westwick-farrow.com.au.