International Coach Federation Australasia Conference
Wednesday 26 - Friday 28 October 2016
Surfers Paradise Marriott Resort and Spa, Queensland

ICF Australasia Conference
Unlocking Potential

Sponsorship & Exhibition Prospectus
Invitation

The 7th ICF Australasia Conference will be held on the Gold Coast over two and a half days in October this year and presents outstanding opportunities for relevant companies to have direct access to a wide range of coaching businesses, and coaches representing a variety of coach services, credentials, diversity and locality across Australasia. It is an opportunity to stand alongside one of the fastest growing coach organisations in the world advancing the art, science, and practice of professional coaching.

With 27,000 members, the ICF - International Coach Federation is the largest worldwide resource for professional coaches and those seeking a professional coach and accredited coach training. The award winning ICF Australasia Chapter has more than 1100 members across the region and attracts over 300 delegates to this conference.

This year’s theme, Unlocking Potential, will advance delegates’ professional development and challenge their current practice and coaching methods. The conference will also foster networking and exploring across the wide diversity of coaching disciplines, to advance the practice and science of coaching.

Four distinguished members of the global team will be attending:

Leda Turai Petrauskiene, MCC
ICF Global Board Chair

Magdalena Mook
CEO / Executive Director

Peter Barr, MCC
Director & past Secretary / Treasurer

Fiona Toy, Director, Chapter Development and past Asia Pacific Regional Service Manager

Your return on investment includes

- Showcasing your organisation as a key partner and supporter of the International Coach Federation
- Increasing your market share & brand recognition via exposure to a captive audience of coaching professionals
- Direct access to delegates interested in updating their knowledge of industry products and services
- Recognition as an industry leader for contributing to industry knowledge, training and networking
- Close collaboration with committee to ensure maximum benefit from your investment in the conference
Who attends the conference?

Delegates attending will come from disciplines and groups including:

- Executive coaching
- Leadership coaching
- Business coaching
- Life coaching
- Personal coaching
- Wellness coaching
- Diversity coaching
- Parenting coaching
- Internal organisational coaches
- Coaching psychologists
- Counsellors
- Educators
- Purchasers of coaching
- Human resources and organisational development consultants

Conference Venue

Graced with a blend of Queensland charm and fresh contemporary elegance, Surfers Paradise Marriott Resort & Spa offers views of the Pacific Ocean, Gold Coast hinterland and Nerang River and centres around a unique saltwater swimming lagoon with its own sandy beach and lush, tropical gardens.

The industry exhibition space is located on the same level as all conference rooms, enabling sponsors to network freely with delegates and maximising exposure for exhibitors.

With state of the art A/V technology throughout, Surfers Paradise Marriott Resort & Spa is one of Australia’s premier conference venues.

To book and secure your sponsorship and exhibition booth/s, discuss a tailored sponsorship package or for more information, please contact the ICFA CONFERENCE SECRETARIAT.

DC Conferences Pty Ltd
P 61 2 9954 4400  |  E icfa2016@dcconferences.com.au
# Sponsorship Packages

<table>
<thead>
<tr>
<th>RECOGNITION &amp; BRANDING OPPORTUNITIES</th>
<th>PLATINUM $15,000</th>
<th>GOLD $10,000</th>
<th>SILVER $7,500</th>
<th>BRONZE $5,000</th>
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</thead>
<tbody>
<tr>
<td>Nominate and support a speaker for inclusion in the conference program (final acceptance at Convenor’s discretion)</td>
<td>✈️</td>
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<tr>
<td>Nominate and support a speaker for inclusion in a concurrent session of the conference program (final acceptance at Convenor’s discretion)</td>
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<tr>
<td>Acknowledgement on all conference signage</td>
<td>Prominent</td>
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<tr>
<td>Acknowledgement on the registration desk signage</td>
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<tr>
<td><strong>Thanks to Sponsor</strong> verbal acknowledgement by Chair at opening &amp; closing sessions</td>
<td>✈️</td>
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<td>Acknowledgement at opening and closing sessions</td>
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<tr>
<td>Company profile and logo on Conference App &amp;/or Delegate Handbook</td>
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<tr>
<td>Acknowledgement and logo on <strong>Thanks to Sponsors</strong> PowerPoint slide</td>
<td>Prominent</td>
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<tr>
<td>Complimentary satchel inserts</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Logo and acknowledgement on every ICF Australasia monthly VDP until conference and remaining VDP for 2016 (circulated to 1100+ members &amp; associates data base)</td>
<td>✈️</td>
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</tbody>
</table>

## WEBSITE & MEDIA EXPOSURE

| Company profile and logo on ICF Australasia website                                                 | ✈️               | ✈️           | ✈️           | ✈️           |
| Company profile and logo on conference website                                                     | ✈️               | ✈️           | ✈️           | ✈️           |
| Direct link from conference website to company website                                              | ✈️               | ✈️           | ✈️           | ✈️           |

## EXHIBITION, REGISTRATIONS & OTHER ENTITLEMENTS

| Complimentary exhibition booth in prime location                                                   | ✈️               | ✈️           | ✈️           | ✈️           |
| Complimentary exhibition booth                                                                    | ✈️               | ✈️           | ✈️           | ✈️           |
| Discount on 1 exhibition booth                                                                   | 20% reduction    | 20% reduction | 10% reduction | 10% reduction |
| Complimentary exhibitor registrations to the conference                                           | 4                | 3            | 2            | 2            |
| Complimentary dinner tickets                                                                    | 2                | 2            | 2            | 1            |
| Discounted selection of one “Supplementary sponsorship” option                                   | 25% reduction    | 20% reduction | 15% reduction | 10% reduction |
Supplementary Individual Sponsorship Options

Please feel free to contact the Conference Organisers to discuss your particular needs.

All options include:

### Social Events

**$5,000 HOST WELCOME DRINKS**

**Wednesday 26 October | 5.00pm - 6.00pm**

Make a splash on Day 1 by hosting welcome drinks at the conclusion of the opening session, for one hour from 5.00pm

- Company banner prominently displayed
- 3 minute right of reply to Convenor’s welcome

**$7,500 CASUAL POOLSIDE DINNER**

**Thursday 27 October | Evening**

The informal dinner will be hosted poolside (weather permitting) and will be a memorable occasion with fine food and wines provided.

- Two complimentary dinner tickets
- Company banner prominently displayed
- Acknowledgement by dinner host and Convenor
- 3 minute right of reply at dinner

**$2,500 MORNING OR AFTERNOON TEA (per break)**

- Company banner prominently displayed
- Thanks to sponsor pre and post tea break by session chairs
- Option of providing serviettes printed with sponsor logo
- Thanks to sponsor signs on buffet tables

### Industry Sponsored Sessions

**$7,500 HOST A BREAKFAST SESSION**

**Thursday 27 October**

A sponsored breakfast session enables you to provide a speaker and put together a program of your choice*

- Opportunity for company branding within session
- Company profile (150 words max.) included in conference handbook or App
- Room hire and standard AV facilities provided
- Catering costs are additional and can be arranged through the Secretariat

* Program to be pre-approved by the ICFA Program Committee

**$1,500 WAKE-UP EXERCISE SESSIONS**

**Friday 28 October | 7.00am - 8.30am**

Host a morning of activities such as bike riding, a run on the beach, yoga or surfing

Please contact the Conference Secretariat to discuss options.
Supplementary Individual Sponsorship

Program Sponsors

$7,500 CONCURRENT SESSION/THEMED WORKSHOP

Sponsorship of a concurrent session or themed workshop with one the following proposed topics is your chance to target a specific group of delegates.

1. **LEADING EDGE** - *Topics may include*
   - Neuroscience
   - Leadership
   - Creating a coaching culture
   - Executive
   - Internal coaching

2. **DIVERSITY** - *Topics may include*
   - Gender diversity
   - ADHA
   - Migrating workforces
   - Culture
   - Parenting
   - Ageing population
   - Millennials

3. **LIFE & WELLBEING** - *Topics may include*
   - Life transitions
   - Relationships
   - Personal learning & growth
   - Health & wellbeing
   - Parenting
   - Work / Life balance

4. **COACH STRETCH & NURTURE** - *Topics may include*
   - Resources & support
   - Credentialing
   - Coach care & wellbeing
   - Resilience
   - Mindfulness
   - Mentoring and supervision
   - Research
   - Marketing/Business development

**Co-branded Delegate Collateral (Company logo and ICF logo)**

$5,000 PADS & PENS

$5,000 CO-BRANDING ON DELEGATE SATCHEL

**Other Opportunities**

$1,000 SATCHEL INSERT each

Insert must be no larger than A5 in size - ie 210 x 148mm.

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IT / Conference App

$5,000 BRANDING OF CONFERENCE APP

The Conference App provides up to the minute access to the conference program, the option to create personalised schedules, the ability to view delegate lists, access maps, integration with event specific social media and the ability to send “push” notifications to delegates’ phones.

- Logo on App e-banner and 150 word company inclusion on App
- One push notification per day, sent to delegates with your message

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Gold Coast, Queensland | Image supplied by Tourism & Events Queensland Image Library
Industry Exhibition

$3,750 EXHIBITION BOOTH

- One 3m x 2m booth with octanorm paneling, company fascia sign, lighting and power
- Two complimentary exhibitor registrations* which include morning tea, lunch, afternoon tea, welcome drinks and access to all sessions.
- Additional trade representative:
  - $400 early bird (by 8/7/16)
  - $450 regular

$2,200 DISPLAY TABLE

- One trestle table, 2 chairs and room for company banner display
- One complimentary exhibitor registration* which includes morning tea, lunch, afternoon tea, welcome drinks and access to all sessions.
- Additional trade representative:
  - $400 early bird (by 8/7/16)
  - $450 regular

*Please note exhibitor registrations to the conference do not include the conference dinner. However exhibitors are welcome to attend. Dinner ticket | $110 pp
All prices inclusive of GST

Industry Exhibition Floorplan | Garden Terrace & Galleries | Surfers Paradise Marriott Resort & Spa
Terms and Conditions

THE CONTRACT

1. The term ‘Organiser’ refers to DC Conferences acting as agent for the International Coach Federation Australasia.

2. The terms ‘Sponsor’ and ‘Exhibitor’ include any person, firm, company or corporation and its employees and agents identified in the Booking Form or other written request for Sponsorship or Exhibition Space.

3. A “Contract” is formed between the Organiser and Sponsor and / or Exhibitor when the Organiser accepts the signed application form. The Organiser reserves the right to refuse application or prohibit any Sponsor / Exhibitor from participation without assigning a reason for such refusal or prohibition.

4. The Organiser may cancel the contract at their discretion if full payment is not received within 21 days of invoice issue date. Additionally the Organiser reserves the right to cancel the contract if necessary.

5. The Organiser reserves the right to change the exhibition floor layout.

6. The Organiser may refuse without limitation to permit activity within the exhibition or may require cessation of particular activities at their discretion.

7. The Organiser reserves the right to specify heights of walls and coverings for display areas.

8. The Organiser may determine the hours during which the Exhibitor will have access to exhibition venue for setting up and dismantling.

9. The Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.

10. The Organiser will accept no liability for loss or damage of equipment displayed or used by the Exhibitor.

11. The Organiser and the Organising Committee reserve the right to change any part of the prospectus.

OBLIGATIONS AND RIGHTS OF THE EXHIBITOR

12. The Exhibitor must ensure that all accounts are finalised and paid by the start date of the exhibition.

13. The Exhibitor must use allocated space only for the display and promotion of goods and /or services within the scope of the exhibition.

14. The Exhibitor must comply with all directions /requests issued by the Organiser including those outlined in the Exhibitor Manual.

15. The Exhibitor will submit plans and visuals of custom designed exhibits to the Organiser for approval prior to commencement of the exhibition.

16. The Exhibitor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries.

17. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue or lost or damaged prior to the delivery date specified or on return.

18. It is the responsibility of the Exhibitor to ensure that the space hired for their exhibition complies with their company policy or codes of conduct.

STORAGE OF GOODS

19. Instructions regarding storage will be outlined in the Exhibitor Manual distributed prior to the exhibition.

STAND SERVICES & CONSTRUCTION

20. Official contractors will be appointed by the Organiser to undertake stand construction plus supply furniture and IT equipment. All non-official contractors wishing to enter the exhibition are required to provide current Certificates of Currency for Insurance, Public Liability and OH&S. Access will be denied without such documentation.

INSURANCE & LIABILITY

21. All Exhibitors must have Public Liability Insurance for the period of the exhibition and must be able to produce this documentation immediately at the request of the Organiser.

22. Exhibitors must insure, indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Organiser may become liable.

23. The Organiser, the venue, the Organising Committee cannot accept liability for any loss or damage to property sustained or occasioned from any cause whatsoever.

PAYMENT & CANCELLATION

24. A “Contract” is formed between the Organiser and Sponsor and / or Exhibitor when the Organiser accepts the signed application form. Sponsors / Exhibitors will be invoiced for full payment once the booking form has been processed. The Organiser may cancel the contract at their discretion if full payment is not received within 21 days of invoice issue date.

25. Cancellation must be advised in writing.

26. No Exhibitor shall occupy allocation space until all monies owing to the Organiser by the Exhibitor are paid in full.

27. The Sponsor or Exhibitor accepts that a cancellation fee of:

   - 25% of the total contracted cost will be retained by the Organiser if cancellation occurs up to and including 8 July 2016.
   - 50% of the total contracted cost will be retained by the Organiser if cancellation occurs within the period of 9 July - 26 August 2016.
   - 100% of the total contracted cost will be retained by the Organiser if cancellation occurs on or after 27 August 2016.

28. If notice of cancellation is received and full payment for funds owing has not been received, the Sponsor / Exhibitor will be invoiced for the difference to satisfy the above cancellation and refund policy.
Sponsorship and Exhibition Form
International Coach Federation Australasia Conference | 26 – 28 October 2016

A. Sponsorship Packages
Please indicate your selection
- Platinum $15,000
- Gold $10,000
- Silver $7,500
- Bronze $5,000

B. Supplementary Individual Sponsorship

Social Events
- Welcome Drinks $5,000
- Conference Dinner $7,500
- Morning / Afternoon tea - per break $2,500

Industry Sponsored Sessions
- Breakfast Session $7,500
- Wake-up Exercise Session $1,500

Program Sponsors
- Concurrent Session/Themed Workshop $7,500

Co-branded Delegate Collateral - Company and ICF logos
- Pads & pens $7,500
- Co-branding on delegate satchel $5,000

IT / Conference App
- Branding of Conference App $5,000
- Satchel insert - per item $1,000

C. Exhibition
- Exhibition booth(s) $3,750 each
- Display Table $2,200 each

Please refer to the Exhibition Floorplan on Page 9 and indicate your preferred exhibition space/s.
1st Choice booth no: 2nd Choice booth no: 3rd Choice booth no:

Please list below any companies you do not wish to be near. The Secretariat reserves the right to assign space/s other than the choice requested.

We will be organising a custom built stand: YES NO

Custom Builder Contact Details
Name:
Phone:
Email:

Companies will be allocated booths on a first come basis once full payment is received. Sign and return with payment.

D. Exhibitor tickets for Dinner $110 pp

Payment Summary
All prices are inclusive of GST

A. Sponsorship Packages Total

B. Individual Sponsorship Options Total

C. Exhibition Booth(s) Total

D. Exhibitor Dinner Tickets ($110 pp)

GRAND TOTAL

Payment Method
Select one
1. Credit Card
   - MASTERCARD
   - VISA
   - AMEX
   +3% surcharge

   ▼ Card No.
   CVC Card Verification Code: (3 digit number located on back of card)

   NAME ON CARD:

   AUTHORISING SIGNATURE:

   Please send me an invoice

or 2. Please return Booking Form to the ICFA Conference Secretariat: DC Conferences Pty Ltd | PO Box 637, North Sydney 2059


CANCELLATION POLICY FOR SPONSORSHIP & EXHIBITION BOOTHS:
25% of the total contracted cost will be retained by the Organiser if cancellation occurs prior to 8 July 2016.
50% of the total contracted cost will be retained by the Organiser if cancellation occurs within the period 9 July – 26 August 2016.
100% of the total contracted cost will be retained by the Organiser if cancellation occurs on or after 27 August 2016.

Acceptance of Terms & Conditions
Please complete this section

☐ On behalf of

I confirm that I have read and understood the terms and conditions of my selected sponsor/exhibitor options and as laid out on pg 8 of this prospectus.

☐ Exhibition Declaration

I/we acknowledge that exhibitors are NOT permitted to dismantle their booths before 4pm Friday 28 October 2016 and that my company representative/s will remain at the exhibition until the designated dismantling time.

Signature: Date:

Please return Booking Form to the ICFA Conference Secretariat: DC Conferences Pty Ltd | PO Box 637, North Sydney 2059