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CANBERRA • AUSTRALIA



Australian Government
Department of Defence
Chief Information Officer Group

PRESENTED IN PARTNERSHIP



MILITARY COMMUNICATIONS AND INFORMATION SYSTEMS CONFERENCE

9 - 11 NOVEMBER 2010
NATIONAL CONVENTION CENTRE
CANBERRA, AUSTRALIA



>>> THE NEXT DECADE >>>

www.milcis.com.au

SPONSORSHIP AND EXHIBITION PROPOSAL



**MilCIS
2010**

>>> THE NEXT DECADE >>>

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> Professional Conference Organisers

consec 

Consec – Conference Management
PO Box 3127
BMDC ACT 2617

Telephone: +61 2 6251 0675
Facsimile: +61 2 6251 0672
Email: milcis2010@consec.com.au
Website: www.milcis.com.au

Conference Manager: Barry Neame
Conference Coordinator: Kellie Singer

> Invitation to Sponsor and Exhibit

The University of New South Wales at the Australian Defence Force Academy (UNSW@ADFA), in partnership with the Defence Chief Information Officer Group (CIOG), presents the **2010 Military Communications and Information Systems (MilCIS 2010) Conference**.

MilCIS is an annual Conference aimed at attendees from military and government organisations, academia, and defence industry who contribute to key decisions in investments in communications and information systems. **MilCIS** is the only Australian conference focusing directly on the crucial technologies, products, systems and services associated with military communications and information systems. As in previous years, the conference facilitates a continuing interface between Defence, defence industry, and academia to discuss solutions that meet current operational requirements—specifically to discuss current and developing technological capabilities.

The Conference features morning plenary sessions comprising keynote presentations and panel discussions, and afternoon sessions presenting academic (refereed) papers, tutorials, updates and product briefs. **MilCIS** also features an exposition that provides an opportunity for exhibitors to demonstrate new technologies and promote their products and services to attendees.

MilCIS 2010 is to be held 9–11 November 2010 at the National Convention Centre, Canberra.

In making a commitment to become a sponsor or an exhibitor, your company will be assured of high-profile exposure to the military communications and information systems community.

MilCIS 2010 will address:

- operational concepts
- information management
- command support systems
- network architectures
- routing and protocols
- IPv6 migration
- network management
- modelling and analysis
- tactical data links
- wireless technologies, and
- evolving and future technologies.

To secure your place at **MilCIS 2010**, simply choose the sponsorship option or an exhibition booth that suits, complete the attached application form and forward, with your deposit, to the Professional Conference Organisers.

Individual packages can also be arranged by contacting the Professional Conference Organisers to discuss your specific needs for a more personalised package.

> Conference Details

Dates

Tuesday 9 – Thursday 11 November 2010

Venue

National Convention Centre Constitution Avenue, Canberra

Located in the Australian Capital Territory (ACT), the immediacy of the Centre to the Australian Government, decision makers and other institutions, makes the NCC an ideal place to meet, greet and inspire.

The National Convention Centre is the largest purpose-built meetings and events facility in the ACT following an AUD\$30 million refurbishment, completed in October 2007. The building's contemporary design makes the most of its parkland surroundings.

The Centre is conveniently located in the city centre and adjacent to beautiful Glebe Park, Casino Canberra and Crown Plaza Hotel making it a great destination for delegates. Its proximity to the city centre and Australia's full suite of national attractions also offers the very best proximity to accommodation.

> Conference Program

The Conference will include:

- keynote addresses
- plenary sessions
- panel discussions
- contributed (refereed) paper sessions
- tutorial sessions
- update sessions
- product brief sessions
- welcome reception
- conference dinner, and
- a trade exhibition.

> Canberra – Host City

Canberra is modern city, set within extensive parks and gardens and enjoys four distinct seasons.

Australia's nation's capital is the home of the Australian Story. Discover the national attractions which house our shared history, culture, flora, art, knowledge, law and identity with regular displays, tours and exhibitions.

Our climate and geography nourishes excellent food and wine which you can enjoy in our stylish restaurants, cafes, bars and shops.

An extensive network of parks and reserves with walking trails and cycle ways offer wonderful recreation, exploration and rejuvenation opportunities.

With a bustling calendar of events, festivals, exhibitions and tours, Canberra is full of unexpected delights awaiting you.

Canberra in November is a stunning picture of spring – splashed with bright colours and a certain festive feeling is in the air.

> Promotion of the Conference

To ensure maximum attendance, **MilCIS 2010** will be widely promoted throughout Australia and the region by:

- distribution of the Conference main announcement and registration brochure by mail and e-mail
- promotion on the MilCIS website
- advertising within Australian Defence-related journals and magazines
- advertising within Conference databases
- internal Defence advertising via Defgrams and internal websites
- advertising on related UNSW@ADFA professional short courses
- announcements through Defence industry forums
- brochures distributed at other Defence-related Conferences, and
- targeting of regional Defence forces.

> Those who should Attend

MilCIS 2010 is relevant to:

- Australian Defence Force stakeholders
- Capability Development Group
- Chief Information Officer Group
- Defence Material Organisation
- Defence Science and Technology Organisation
- Australian Defence industry
- Regional Defence Force representatives, and
- Regional Defence Industry.

> Benefits to your Company by Sponsoring and/or Exhibiting

The benefits to your company include:

- a significant marketing advantage
- corporate goodwill from Conference delegates
- relationship marketing
- gaining an understanding of the Australian requirements for military communications and information systems
- gaining knowledge of Australian procurement programs for military communications and information systems
- creation of brand awareness and acceptance
- demonstration of your products
- increased business potential
- enhanced company profile
- direct access to an audience made up of your clients, current and potential
- broadened exposure through to November 2010 by acknowledgement in all print material, including the Conference registration brochure and the Conference program/handbook
- promotion in industry related journals and magazines
- promotion on the MilCIS website, and
- exposure at the Conference through signage and announcements.

> Sponsorship Opportunities Please note that all costs are in Australian dollars and are inclusive of GST.

Platinum Sponsor

ONE ONLY

\$122,000.00

- Platinum sponsor acknowledgement
- Two (2) complimentary full registrations including tickets to the Welcome Reception (Tuesday 9 November) and Conference Dinner (Wednesday 10 November)
- Two (2) additional tickets to the Conference Dinner (Wednesday 10 November)
- Six (6) complimentary exhibition booths (3m x 3m) in prime position (prime position will be dependent on availability in the floor plan when application is received)
- "Platinum Sponsor" on booth signage
- Organisation acknowledgement on the [MilCIS 2010](#) website
- One (1) full page advertisement in the Conference program/handbook
- Image slideshow at the start of each day
- Two (2) complimentary satchel inserts (to be supplied by you)
- Corporate logo on Conference signage
- Corporate logo featured on the cover of the registration brochure
- Corporate logo featured on the cover of the Conference program/handbook and a promotional paragraph included in the sponsor's section of the program/handbook
- Corporate logo on main Conference slide in each room

Naming rights to the Welcome Reception

FIRST OPTION TO PLATINUM SPONSOR

Tuesday 9 November

Valued at \$6,600.00

- Welcome Reception sponsorship acknowledgment
- Introduction to delegates of five (5) minutes by your chosen company representative
- Company sign, supplied by you, displayed during the Welcome Reception (normally a pull up stand banner)
- Four (4) complimentary tickets to the Welcome Reception (Tuesday 9 November)

Platinum Sponsors will also be given priority to purchase the Name Card Lanyard Sponsor sponsorship option.

Display rights for Overhead Banners

FIRST OPTION TO PLATINUM SPONSOR

Valued at \$4,400.00

- Platinum sponsors will be given priority to display an overhead banner above their booth for additional exposure (banners to be supplied by sponsor).

Gold Sponsors

\$66,000.00

- Gold sponsor acknowledgement
- Two (2) complimentary full registrations
- Four (4) complimentary exhibition booths (3m x 3m) in prime position (prime position will be dependent on availability in the floor plan when application is received)
- "Gold Sponsor" on booth signage
- Organisation acknowledgement on the [MilCIS 2010](#) website
- Image slideshow at the start of each day
- One (1) complimentary satchel insert (to be supplied by you)
- Corporate logo on Conference signage
- Corporate logo featured on the cover of the registration brochure
- Corporate logo featured on the cover of the Conference program/handbook and a promotional paragraph included in the sponsor's section of the program/handbook

Silver Sponsors

\$22,000.00

- Silver sponsor acknowledgement
- One (1) complimentary full registration
- One (1) complimentary exhibition booth (3m x 3m) in prime position (prime position will be dependent on availability in the floor plan when application is received)
- Organisation acknowledgement on the [MilCIS 2010](#) website
- One (1) complimentary satchel insert (to be supplied by you)
- Corporate logo on Conference signage
- Corporate logo featured on the cover of the registration brochure
- Corporate logo featured on the cover of the Conference program/handbook and a promotional paragraph included in the sponsor's section of the program/handbook.

Conference Dinner

Wednesday 10 November

ONE ONLY

\$11,000.00

- Conference dinner sponsorship acknowledgement
- Corporate logo featured on the Conference Dinner menu
- Introduction to delegates during the Conference Dinner
- Company sign, supplied by you, displayed during the Conference Dinner (normally a pull up stand banner)
- Corporate logo featured in the Conference registration brochure
- Corporate logo and promotional paragraph featured in the Conference program/handbook
- Corporate logo on the [MilCIS 2010](#) website
- Four (4) complimentary tickets for the Conference Dinner (Wednesday 10 November)

> **Sponsorship Opportunities** continued**Name Card Lanyard Sponsor****FIRST OPTION TO PLATINUM SPONSOR****\$6,600.00**

- Sponsor's name and/or logo will be printed in colour on the name badges which will be worn by delegates throughout the Conference
- Company logo in colour on the delegate and exhibitor lanyards

Breakfast Session**ONE OF TWO****\$4,700.00**

- Presentation of forty (40) minutes by your chosen company representative during breakfast session prior to the start of the Conference on the second or third day of the Conference (price includes light breakfast for Conference attendees)

Luncheon**ONE EACH DAY****\$2,500.00**

- Introduction to delegates of five (5) minutes by your chosen company representative during the Conference Luncheon on your nominated day
- Company sign, supplied by you, displayed during the Conference Luncheon on your nominated day (normally a pull up stand banner)
- Organisation acknowledgement on the [MilCIS 2010](#) website
- Corporate logo featured in the Conference program alongside your nominated day in the registration brochure and program in the Conference program/handbook
- Two (2) additional tickets to the Luncheon on your nominated day

Product Brief Session**\$2,500.00**

A 90-minute opportunity to deliver a commercial brief on your company's product or services as part of the Conference program during one of the Product Brief Sessions. The following must be provided:

- a title for the product brief
- a 300-word abstract of the purpose of the product brief
- an outline of the subject matter to be covered
- an indication of the target audience (to be as broad as possible)
- list full name(s), qualification(s) and affiliation(s) of presenter(s)

You will also need to provide a promotional paragraph and logo for publication in the program/handbook.

Morning or Afternoon Tea**TOTAL OF SIX****\$1,500.00**

- Company sign, supplied by you, displayed during the nominated Conference Morning/Afternoon Tea (normally a pull up stand banner)
- Organisation acknowledgement on the MilCIS 2010 website
- Corporate logo featured in the Conference program alongside your nominated day in the registration brochure and program in the Conference program/handbook
- One (1) complimentary ticket to your sponsored morning/afternoon tea

The Conference program/handbook will be given to all delegates/exhibitors/sponsors attending the Conference and will provide your company with excellent exposure.

Satchel Insert**\$1,500.00**

- One (1) company brochure inserted in all delegates' satchels (1 double sided A4 size) or small promotional item (to be provided by you) to be discussed with the Professional Conference Organisers

Advertising**\$1,500.00**

- One (1) A4 advertisement (full colour) inside the Conference program/handbook. Artwork to be supplied by sponsor.

Booking deadline for advertising in the Conference program/handbook is 1 October 2010 and deadline for the artwork is 8 October 2010.

Coffee Machine Sponsor**ONE EACH DAY****\$2,500.00**

- Company sign, supplied by you, displayed next to the coffee machine during the nominated day
- corporate logo featured in the Conference Handbook
- unlimited beverages provided to all delegates (included in price)
- ability for the coffee machine to be placed next to your booth for additional exposure (depending on booth position)

We recommend that you select a corner booth to take advantage of this sponsorship.

Individual Packages

The above traditional sponsorship arrangements/packages may not cater for your specific needs. If so, please contact the Professional Conference Organisers and we can discuss your needs for a more personalised package.

To discuss your individual requirements, please contact the Conference Manager, Barry Neame on telephone: +61 2 6251 0675, facsimile: +61 2 6251 0672 or email: milcis2010@consec.com.au

> Exhibition Details

The exhibition will be held in the exhibition hall of the National Convention Centre Canberra. The floor plan has been designed to ensure good visibility and access to all stands. Maximum traffic flow will be encouraged by the placement of catering/coffee stations at key points in the exhibition areas.

All morning, afternoon teas and lunches will be held in the exhibition areas.

Move-in/Move-out Times

Move in:

Monday 8 November from 1.00pm

Please Note: This is not the time for exhibition build.

Move out:

Thursday 11 November from 3.30pm

SBX will be on site during the Monday exhibitor move-in period to ensure that the final exhibitor's requirements can be met.

Consec works with SBX (the exhibition build contractors) to design the best high traffic exhibit layout as possible.

To increase the number of delegates attending your exhibit, think about enhancing your booth, through a raffle or giveaway, a colourful display or perhaps something interactive.

Please Note: All booths must be show-ready by 8.00pm on Monday 8 November. No installation will take place on Tuesday 9 November through to Thursday 11 November. All booths must remain in place until 3.00pm on Thursday 11 November.

Exhibition Hours

Monday 8 November 2010
Exhibition Build (till 8pm)

Tuesday 9 November 2010
8.00am–6.30pm

Wednesday 10 November 2010
8.00am–5.00pm

Thursday 11 November 2010
8.00am–5.00pm

> Exhibition Stand Package

Dimensions



Shell Scheme

3m x 3m (furniture/plants/posters not included in booth).

Walls

Walls are 2.5m high and 1m wide, with Octanorm opal panels

Fascia

Fascia is 27 cm deep and finished in blue vinyl cut lettering on white corflute.

Company Name

One company name per stand in computer cut vinyl standard style letters. Max of 35 letters-Pty Ltd etc deleted. Corner stands have one company name on each side.

Lights and Power

2 x 150 watt lights per stand and lights are mounted on the inside of the front fascia. One single power point per stand – 1,000 watts (4 amps) capacity.

Welcome Reception

An invitation is extended by the Conference Committee, for two (2) people per exhibition booth booked to attend the Welcome Reception as their guests on Tuesday 9 November 2010.

Please Note: Dinner is NOT included as part of the Exhibitor Package.

Conference Information Kit

One per exhibition booth including handbook and delegate listing.

Name Badges

Name badges for two (2) representatives. Additional exhibitors can be arranged at additional cost.

Promotion

Listing of company name in the Conference program/handbook.

Catering

Morning/afternoon teas and lunches for two (2) representatives each day.

Cost (includes GST)

\$4,400.00	if booked & paid before 9 April 2010
per 3m x 3m booth	
\$4,700.00	
per 3m x 3m booth	
\$4,400.00	overhead banner (first priority given to Platinum Sponsor)

> Custom Booths

Companies intending to install custom designed stands must submit full specifications and drawings direct to Consec – Conference Management before 9 September 2010 to facilitate the required approval process by the National Convention Centre Canberra.



SBX can also assist with custom build booths.

See www.sbx.biz/site/ or contact Kerry at SBX for more information.

> Hospitality Suites

Rooms are available for hire to be used as a hospitality suite, should you wish to demonstrate new product lines or brief delegates on new practices within your organisation for the entertainment and relaxation of current and prospective clients.

Please note that there will be no audio visual or catering provided in the room.

Hospitality Suite (for 3 days)
= \$9,900.00 incl GST

> Briefing Meeting Rooms

Rooms are available for hire, should you wish to demonstrate new product lines or brief delegates on new practices within your organisation.

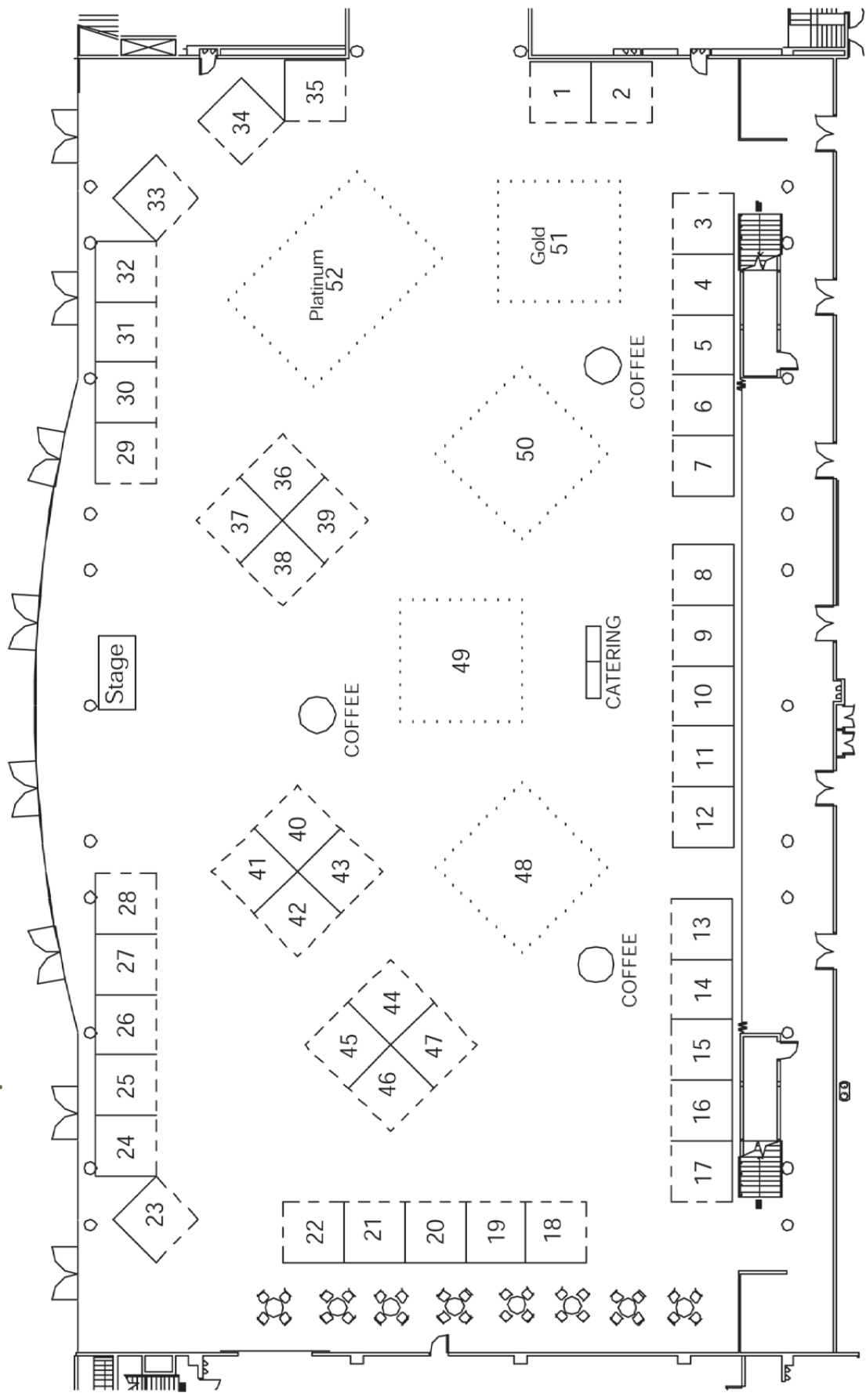
Rooms must be booked in 4-hour blocks and the standard room set-up will be boardroom style.

The set-up is flexible to your presentation requirements.

Please note that there will be no audio visual or catering provided in the room.

Briefing Room (4 hour period)
= \$1,200.00 incl GST

> Trade Exhibition Floorplan



> General Information

Sponsorship

In order to confirm your sponsorship, we will require the Application to Sponsor Form and fifty percent (50%) deposit payment to be forwarded to the Professional Conference Organisers. Balance of the sponsorship must be received by 1 July 2010.

Exhibition

Early booking is necessary, as space is limited. Booths will be allocated strictly in order of the date the deposit payment and Application to Exhibit Form is received. In order to confirm your exhibition space we will require the Application to Exhibit Form and fifty percent (50%) deposit payment to be forwarded to the Professional Conference Organisers. Balance must be received by 1 July 2010.

Hospitality Suite/Briefing Meeting Room

To secure your place, please complete the attached Application for Hospitality Suite/Briefing Meeting Room. As space is limited, please ensure we receive your requirements and fifty percent (50%) deposit payment to be forwarded to the Professional Conference Organisers. Balance of the sponsorship must be received by 1 July 2010.

Cancellation Policy

In the event of the withdrawal of an exhibition booth(s)/sponsorship booking, Consec – Conference Management should be notified in writing as soon as possible. Please note that a refund of fees paid (less a cancellation fee of 50% of the value) will be made to an exhibitor/sponsor cancelling before or on 8 August 2010. No refunds will be made after that date. In the case of exhibition booths, this only applies if the space in the exhibition floor plan is sold.

Please Note:

1. Acknowledgment in the main announcement and registration brochure, the Conference program/handbook and the Conference proceedings is subject to sponsorship confirmation prior to printing deadlines.
2. The production of banners, transparencies and any promotional material is the responsibility of the sponsor.

Liability Waiver

MilCIS 2010 and the National Convention Centre will not be liable for injuries to any person or damages to property owned or controlled by exhibitors. Regarding claims for damages or injuries that may arise from or be in any way connected with exhibitor occupation or display space, the exhibitor agrees to defend indemnity and hold the Organising Committee harmless against all such claims. The exhibitor agrees to insure itself at its own expense against property loss or damage and for Public Liability or personal injury and liability for property damage.

Participation in the exhibition does not imply any endorsement or approval by MilCIS 2010. The MilCIS 2010 Conference takes no responsibility in relation to displays, products, representations or promotional material of the participants. MilCIS 2010 has not assessed, endorsed or approved any display, product, representation or promotional material.

Insurance

Exhibitors are strongly advised to insure goods during transit and while on display, against damage/loss, however caused, as well as public liability. In addition, the exhibitor acknowledges that MilCIS 2010 and Consec – Conference Management do not maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain public liability, business interruption and property damage insurance covering such loss by an exhibitor.

All Exhibitors must have a current public liability insurance cover for their exhibition booth. Exhibitors may be required to submit their public liability insurance certificate along with their booking form.

Personal Insurance

Participants shall be regarded in every aspect as carrying their own risk for injury to person or property, including baggage, during the Conference. We strongly recommend that at the time of booking you take out a travel insurance policy of your choice. The policy taken should include the loss of deposit through cancellation, medical insurance, loss or damage to personal property, financial loss incurred through disruption due to strikes or other industrial action. The organisers are in no way responsible for any claims concerning insurance.

Privacy Act

Due to the privacy legislation, the organisers cannot guarantee the inclusion of ALL participants names and contact details on the delegates list.

> APPLICATION TO EXHIBIT

Please complete this form and return with payment to:

MilCIS 2010 Professional Conference Organisers*

Consec – Conference Management, PO Box 3127, BMDC ACT 2617 Australia ABN 46 056 292 169

*Professional Conference Organisers: Consec – Conference Management as agent for MilCIS 2010 Conference

Contact Name:	
Company/Organisation:	
Address:	
Telephone:	Facsimile:
Mobile:	Email:
Booth Position Number of booths required: _____ I/we prefer booth position/s as indicated on the enclosed floor plan in order of preference: 1st <input type="checkbox"/> 2nd <input type="checkbox"/> 3rd <input type="checkbox"/> 4th <input type="checkbox"/> Please tick: <input type="checkbox"/> I/we understand that booth/s will be allocated strictly in order of receipt of applications and deposit monies and that the Professional Conference Organiser's decision will be final. Should the exhibition floor plan require expansion or retraction, the organisers have the right to make the necessary changes. <input type="checkbox"/> I/we note that furniture, extra lighting and power are to be ordered from the exhibition contractor SBX.	
Cancellation Policy In the event of the withdrawal of an exhibition booth booking, Consec – Conference Management should be notified in writing as soon as possible. Please note that a refund of fees paid (less a cancellation fee of 50% of the value) will be made to an exhibitor cancelling before or on 8 August 2010. No refunds will be made after that date. This only applies if all the space in the exhibition floor plan is sold.	
Cost (includes GST) <input type="checkbox"/> AUD\$4,400.00 per 3m x 3m exhibition booth if booked & paid before 9 April 2010 <input type="checkbox"/> AUD\$4,700.00 per 3m x 3m exhibition booth <input type="checkbox"/> AUD\$4,400.00 to display overhead banner (first priority given to Platinum Sponsor) <input type="checkbox"/> I/we accept the terms and conditions as outlined in this Exhibition Proposal and hereby enclose our payment for \$ _____ (Please Note: a 3% fee will apply to all payments made by credit card) including 10% GST.	
Signed: _____	Date: ____ / ____ / ____
(on behalf of the exhibitor listed above)	
Deposit Deadline: 50% required at the time of booking	Balance deadline: 1 July 2010
[See last page for Method of Payment details]	

> APPLICATION TO SPONSOR

Please complete this form and return with payment to:

MilCIS 2010 Professional Conference Organisers*

Consec – Conference Management, PO Box 3127, BMDC ACT 2617 Australia ABN 46 056 292 169

*Professional Conference Organisers: Consec – Conference Management as agent for MilCIS 2010 Conference

Contact Name:	
Company/Organisation:	
Address:	
Telephone:	Facsimile:
Mobile:	Email:
<p>Sponsorship Package Preference</p> <p>I/we would like to take up the following sponsorship package/s:</p> <p><input type="checkbox"/> 1st _____ Total Cost \$ _____</p> <p><input type="checkbox"/> 2nd _____ Total Cost \$ _____</p> <p><input type="checkbox"/> Satchel Insert _____ Number Required</p> <p><input type="checkbox"/> I/we understand that the sponsorship packages will be strictly in order of receipt of application form and deposit.</p>	
<p>Cancellation Policy</p> <p>In the event of the withdrawal of a sponsorship booking, Consec – Conference Management should be notified in writing as soon as possible. Please note that a refund of fees paid (less a cancellation fee of 50% of the value) will be made to an sponsor cancelling before or on 8 August 2010. No refunds will be made after that date.</p> <p><input type="checkbox"/> I/we accept the terms and conditions as outlined in this Sponsorship Proposal and hereby enclose our payment for \$ _____ (Please Note: a 3% fee will apply to all payments made by credit card) including 10% GST to secure our sponsorship package at the MilCIS 2010 Conference.</p>	
Signed: _____	Date: ____ / ____ / ____
(on behalf of the sponsor listed above)	
Deposit Deadline: 50% required at the time of booking	Balance deadline: 1 July 2010
[See last page for Method of Payment details]	

> METHOD OF PAYMENT

CHEQUE

Please make cheque(s) payable in Australian dollars to the [MilCIS 2010 Conference](#) and mail to:

MilCIS 2010

Professional Conference Organisers*
Consec – Conference Management
PO Box 3127
BMDC ACT 2617 Australia

Telephone: +61 2 6251 0675

Facsimile: +61 2 6251 0672

Email: milcis2010@consec.com.au

**Professional Conference Organisers: Consec – Conference Management as agent for MilCIS 2010 Conference.*

CREDIT CARD

Visa Mastercard Amex

Cardholder's Name: _____

Card Number:

Expiry Date: ____ / ____ Signature: _____

Please note: a 3% fee will apply to all payments made by credit card.

ELECTRONIC FUNDS TRANSFER

Bank: National Bank of Australia
BSB Number: 082 902
Account Number: 162 520 797
Account Name: MilCIS2010
Branch: Canberra City, ACT

Transaction Reference Number: _____

Please note: A remittance advice **MUST** be faxed through to the Professional Conference Organisers once payment has gone through on +61 2 6251 0672. Include company as point of reference.