



SSAA CONVENTION 2019
27-29TH AUGUST, CAIRNS

TRADESHOW EXHIBITOR
& SPONSORSHIP KIT



2018 Event stats

* %age feedback on the basis of cumulative responses of 'Good' and 'Excellent'



76% of attendees were delegates



24% of attendees were exhibitors



40 Stands



89% were highly satisfied with the level of value



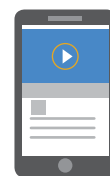
84% of people were satisfied with the Convention



319 Attendees



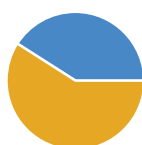
132 photos shared on the Whova App



548 sessions viewed on the Whova App



38 Speakers



40% of attendees attended for the first time



84% said the quality of speakers were good



5 Streams



60% rated Trade Show in the Spotlight as excellent



97% rated the event branding & communication excellent



PLATINUM SPONSOR (\$10,000 inc GST)

- Premium Trade Stand including shell scheme, signage, power, table & 2 chairs
- Tradeshow attendees (maximum of 5) – includes daytime catering, Welcome Functions, Tradeshow in the Spotlight and Gala Dinner
- Full page colour advertisement in the 2019 Special Convention Program Guide
- Logo displayed on large LED welcome signage at the Convention Centre front and back of the building using SSAA Convention 2019 branding
- Logo displayed on Cairns Airport welcome signage with SSAA Convention 2019 branding near baggage carousels
- 15 second video on digital screens (main plenary). Video to be produced and provided by the sponsor
- Company promotional material inserted into Convention Show Bag
- Logos placed on all Convention marketing materials
- Logos displayed on signage across the convention centre site
- Logo with hyperlinks on SSAA Convention & Tradeshow webpage
- Acknowledgement as sponsor in the opening and closing sessions; AGM and Gala Awards



GOLD SPONSOR (\$6,500 inc GST)

- Standard Trade Stand including shell scheme, signage, power, table & 2 chairs
- Tradeshow attendees (maximum of 3) - includes daytime catering, Welcome Functions, Tradeshow in the Spotlight and Gala Dinner
- Half page colour advertisement in the 2019 Special Convention program guide
- Company promotional material inserted into Convention Show Bag
- Logos placed on all Convention marketing materials
- Logos displayed on signage across the convention centre site
- Logo with hyperlinks on SSAA Convention & Tradeshow webpage
- Acknowledgement as sponsor in the opening and closing sessions; AGM and Gala Awards



SILVER SPONSOR (\$4,500 inc GST)

- Compact Trade Stand including shell scheme, signage, power,
- Tradeshow attendees (maximum of 2) - includes daytime catering, Welcome Functions, Tradeshow in the Spotlight and Gala Dinner
- Quarter page colour advertisement in the 2019 Special Convention program guide
- Company promotional material inserted into Convention Show Bag
- Logos placed on all Convention marketing materials
- Logos displayed on signage across the convention centre site
- Logo with hyperlinks on SSAA Convention & Tradeshow webpage
- Acknowledgement as sponsor in the opening and closing sessions; AGM and Gala Awards

INDIVIDUAL SPONSORSHIPS

AWARD CATEGORY SPONSORSHIP

\$2,750 (sold out)

Become an award sponsor at the 2019 Awards for Excellence and get recognition on the Awards program and at the Gala Awards evening. An opportunity to present the award to the winner and have your Logo placed next to the category you sponsor on the SSAA Convention 2019 Webpage

LANYARDS

\$2,500

Attendees will wear your company brand around their necks throughout the SSAA Convention 2019. Additionally, when the event is over, they'll take home their badge with your lanyard — extending your company's brand visibility and augmenting the value of your sponsorship investment. The SSAA will produce the lanyards with your company logo.

MOBILE APP

\$4,000 (Exclusive Opportunity)

Get your brand recognized and drive traffic to your booth by sponsoring the official Convention Mobile App. Your company will have 1 mobile banner advertisement and be able to send notifications to attendees during the event. You will also have an enhanced listing and stand out on the Mobile App floor plan and receive recognition on all signage where the Mobile App is promoted. Show your technological prowess and gain real-time, interactive visibility.

CONVENTION SHOW BAGS

\$5,000 (Exclusive Opportunity)

Attendees will carry the official convention bag with them throughout the event. Your company will gain visibility and recognition — right there on site, increasing traffic to your booth. The SSAA will design and produce the bags with your company logo.

WI-FI

\$3,000 (Exclusive Opportunity)

Exclusive opportunity to sponsor SSAA Convention 2019 event-wide Wi-Fi. Sponsor will be acknowledged via the wi-fi password, SSAA's event webpage and on Convention Centre signage.

CUSTOMISABLE RECEPTIONS

POA

Choose from the following

Welcome Networking Breakfast –

includes Intro speaking spot

Women, Wine & Wisdom: High Tea –

includes intro speaking spot and sponsorship of speaker

Sponsors receive logo recognition on printed materials where the receptions are promoted, on SSAA's website and displayed across the convention centre site. Additionally, there will be sponsor recognition appearing on digital signage within the Convention Centre site

SPEAKER SPONSORSHIP

\$2,500 each

An opportunity to sponsor a speaker at the SSAA Convention 2019. Presentations will be promoted pre-convention and on site. As the sponsor you will meet the speaker personally and introduce their session.

CATERING SPONSORSHIP

\$5,000 (Exclusive Opportunity)

Gain exposure for your company throughout meal breaks during the convention. Sponsorship will be announced prior to each meal break and sponsor signage will be prominently displayed in the trade area during meal times.

NOTEPADS & PENS

\$1,500 (Exclusive Opportunity)

Branding attendee accessories, such as a notepad, pen or water bottle with your company logo ensures ongoing promotion of your brand as attendees will keep and continue to use these items after the convention. Items to be produced and delivered by the sponsoring company.

SOCIAL MEDIA CORNER

\$4,000 (Exclusive Opportunity)

With the ever-changing social media landscape, it can be tricky to keep up with the latest platforms. Consultants will be focused on helping attendees with Twitter, Facebook, Instagram, Snapchat, Anchor, Periscope and more. Visitors can go live or click selfies at this very creative zone and can also receive hands-on guidance on how to use the platforms to create "buzz" around their business.

TO DISCUSS YOUR REQUIREMENTS PLEASE CONTACT:

Bryan Furtado Marketing & Events Manager **PHONE:** +61 3 9466 9699 **EMAIL:** marketing@selfstorage.com.au

EXHIBITOR SPACE (PLEASE CHECK):

PREMIUM BOOTH SPACE @\$4950

Includes: A prime location within the Exhibit Hall; one table; two (2) chairs; 4m x 3m booth space; back & side walls and booth signage with company name; company/organisation description and logo within the tradeshow guide; 1 x 4 amp power supply; 1 set dual 60watt spotlight; and, two (2) attendees with access to all events & sessions

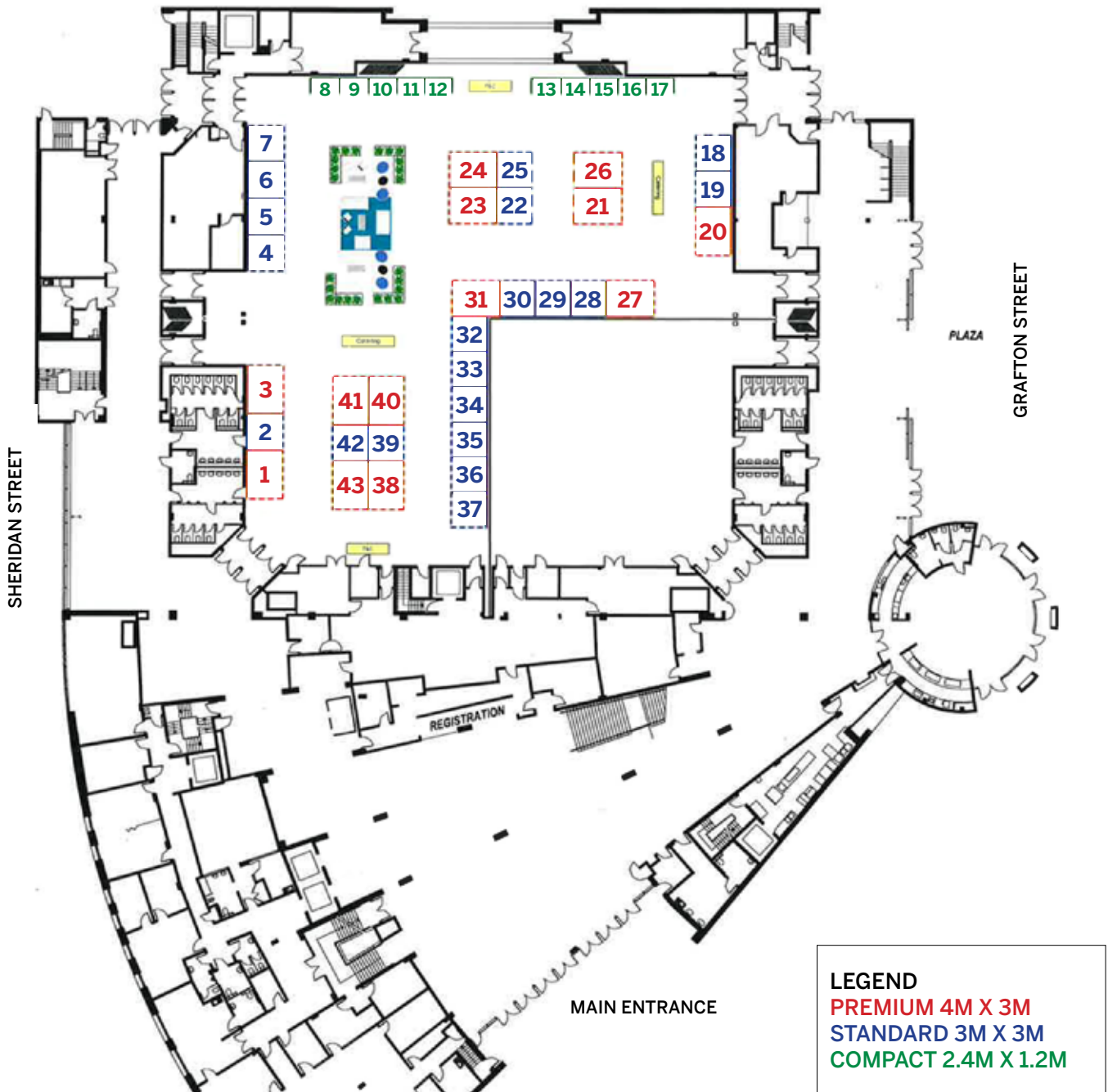
STANDARD BOOTH SPACE @\$3500

Includes: Booth location within the Exhibit Hall; 3m x 3m booth space; back & side walls and booth signage with company name; company/organisation name listed in tradeshow guide; 1 x 4 amp power supply; 1 set dual 60watt spotlight; and, two (2) attendees with access to all events & sessions

COMPACT BOOTH SPACE @\$2200

Includes: Booth location within the Exhibit Hall; 2.4m x 1.2m booth space; 2.4m white back wall & 1.2m angle sidewalls. booth signage with company name; company/organisation name listed in tradeshow guide; 1 x 4 amp power supply; 1 set dual 60watt spotlight; and, one (1) attendee with access to all events & sessions

CAIRNS CONVENTION CENTRE FLOORPLAN



PLEASE CONTACT SSAA TO CHECK AVAILABILITY:
Bryan Furtado Marketing & Events Manager **PHONE:** +61 3 9466 9699 **EMAIL:** marketing@selfstorage.com.au

ATTENDEE 1

First Name:	Last Name:
Phone:	Email:
<input type="checkbox"/> Gala Awards Dinner: Included	<input type="checkbox"/> Facility Tour (Complimentary)
<input type="checkbox"/> Women, Wine & Wisdom (High Tea): \$75	<input type="checkbox"/> SSAA Trans-Tasman Golf Championship: \$175
Dietary Requirements:	SUB-TOTAL \$

ATTENDEE 2

First Name:	Last Name:
Phone:	Email:
<input type="checkbox"/> Gala Awards Dinner: Included	<input type="checkbox"/> Facility Tour (Complimentary)
<input type="checkbox"/> Women, Wine & Wisdom (High Tea): \$75	<input type="checkbox"/> SSAA Trans-Tasman Golf Championship: \$175
Dietary Requirements:	SUB-TOTAL \$

ATTENDEE 3

First Name:	Last Name:
Phone:	Email:
<input type="checkbox"/> Gala Awards Dinner: Included	<input type="checkbox"/> Facility Tour (Complimentary)
<input type="checkbox"/> Women, Wine & Wisdom (High Tea): \$75	<input type="checkbox"/> SSAA Trans-Tasman Golf Championship: \$175
Dietary Requirements:	SUB-TOTAL \$

ATTENDEE 4

First Name:	Last Name:
Phone:	Email:
<input type="checkbox"/> Gala Awards Dinner: Included	<input type="checkbox"/> Facility Tour (Complimentary)
<input type="checkbox"/> Women, Wine & Wisdom (High Tea): \$75	<input type="checkbox"/> SSAA Trans-Tasman Golf Championship: \$175
Dietary Requirements:	SUB-TOTAL \$
	TOTAL \$

Please return THIS FORM and payment to secure your position to the following:

U 4/2 Enterprise Dr, Bundoora VIC AUSTRALIA 3083 OR scan and email to marketing@selfstorage.com.au

ATTENDEE 1 - \$650

First Name:	Last Name:
Phone:	Email:
<input type="checkbox"/> Gala Awards Dinner: Included	<input type="checkbox"/> Facility Tour (Complimentary)
<input type="checkbox"/> Women, Wine & Wisdom (High Tea): \$75	<input type="checkbox"/> SSAA Trans-Tasman Golf Championship: \$175
Dietary Requirements:	SUB-TOTAL \$

ATTENDEE 2 - \$650

First Name:	Last Name:
Phone:	Email:
<input type="checkbox"/> Gala Awards Dinner: Included	<input type="checkbox"/> Facility Tour (Complimentary)
<input type="checkbox"/> Women, Wine & Wisdom (High Tea): \$75	<input type="checkbox"/> SSAA Trans-Tasman Golf Championship: \$175
Dietary Requirements:	SUB-TOTAL \$

ATTENDEE 3 - \$650

First Name:	Last Name:
Phone:	Email:
<input type="checkbox"/> Gala Awards Dinner: Included	<input type="checkbox"/> Facility Tour (Complimentary)
<input type="checkbox"/> Women, Wine & Wisdom (High Tea): \$75	<input type="checkbox"/> SSAA Trans-Tasman Golf Championship: \$175
Dietary Requirements:	SUB-TOTAL \$

ATTENDEE 4 - \$650

First Name:	Last Name:
Phone:	Email:
<input type="checkbox"/> Gala Awards Dinner: Included	<input type="checkbox"/> Facility Tour (Complimentary)
<input type="checkbox"/> Women, Wine & Wisdom (High Tea): \$75	<input type="checkbox"/> SSAA Trans-Tasman Golf Championship: \$175
Dietary Requirements:	SUB-TOTAL \$
	TOTAL \$

Please return THIS FORM and payment to secure your position to the following:

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SSAA ANNUAL CONVENTION – TERMS AND CONDITIONS

ATTENDEES:

- Self Storage Association of Australasia (SSAA) non-members registering to attend the Annual 3-day Convention will incur an additional fee of \$1,000.00.
- Non-member registrations are at the discretion of and subject to approval by the Executive.
- Bookings are not confirmed until full payment is made and in the case of non-members, the Executive approves the application.
- Due to the nature of the venue and event, bookings cannot be accepted after 20 August 2019.

Cancellation:

The SSAA incurs considerable expenses in organising and hosting the Convention. The SSAA aims to run a cost-effective event for the benefit of members. In some cases, attendees, may need to cancel their registration. Although the SSAA appreciates such cancellation is often unavoidable, we advise that the following cancellation terms apply to all registrations:

- Cancellation requests must be made in writing to admin@selfstorage.com.au
- 90-60 days – total payment refunded less 15%;
- 60-30 days – total refund less 30%;
- 30-10 days before – total refund less 50%;
- 10 days before no refund;
- The SSAA encourages attendees to take out travel insurance in the event of unforeseen circumstances.
- Booking for tradeshow stands or sponsorships are not confirmed until payment has been received

Attendee Lists:

Attendee lists including names, email and contact numbers will be available via the Official Convention app.

Video, Audio & Photography Consent:

The SSAA takes photographs, records audio and video footage of events at the Convention. This may be used to promote future events, published in promotional materials in print and online. By applying for attendance at the Convention you consent to the SSAA using these images and footage.

Social Media:

SSAA permits and encourages the use of social media, such as Facebook, Twitter, Instagram, Google+, Snapchat and blogging at the convention as a way to summarise, highlight, review, critique, and/or promote the presented materials, or the convention in general, on the condition that: copyright law is observed, verbatim information is limited to a few quotes, and the author or speaker is referenced and cited appropriately. Please bear in mind that presenters have invested many hours in the development of materials for the Convention and copyright laws apply.

We encourage attendees to:

- Follow us on Twitter – @Marketing_SSAA
- Like us on Facebook - @www.facebook.com/selfstorage.org.au
- Blog, post, tweet, Instagram, Snapchat about what you are hearing and seeing
- Talk about products and services you see in the Exhibition Hall
- Share photographs
- Provide feedback to the SSAA staff, The Board and the Convention Committee
- Keep criticism constructive

We request attendees to refrain from:

- Self Storage Association of Australasia (SSAA) does not permit recording of presentations and workshops at the Convention under any circumstances or in any form of media, including but not limited to audio recordings, video recordings, or literal transcripts unless you acquire a written consent.
- Capturing, transmitting, or redistributing syllabus materials or the bulk of the material presented in a session. Doing so infringes on the intellectual property rights of the speakers.
- Out of respect for the other participants, we ask that loud electronic devices are to be silenced, though they do not need to be switched off, so that they may be used to tweet, post on Facebook, or take notes in accordance with the above-stated policy.
- Engaging in rudeness or personal attacks.

TERMS AND CONDITIONS FOR TRADE SHOW EXHIBITORS

Service Members:

- Only current financial service members may book and/or attend the convention
- All service members must either book a trade show stand or take out a sponsorship package. Service members who elect neither and wish to attend as a attendee will be charged a \$2000 flat fee in addition to their Convention Registration fee.
- Service members are encouraged to organise freight early. Freight of goods to the Cairns Convention & Exhibition Centre is NOT included as part of the stand booking fee or registration fee
- Tradeshow is limited to 43 places. These will be distributed on a first come first serve basis. If there are remaining spaces 30 days from the event, these spaces may become available. Service members should express their interest in an additional space at the time of booking.
- Booking for tradeshow stands or sponsorships are not confirmed until payment has been received.
- Due to the nature of the event, bookings for trade show booths cannot be accepted after 1st August 2019 and bookings are subject to availability.
- The exhibitor must make payment of the full amount at the time of booking.
- If the Exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the SSAA is authorised to occupy this space in any manner deemed to be in the best interests of the trade show and the exhibitor will not be eligible for a refund.
- The exhibitor contracted to this space will remain liable to all terms and conditions of the Cairns Convention and Exhibition Centre Exhibitor Information pack provided at the time of booking confirmation.

In exceptional circumstances the SSAA will consider exhibitor cancellations; but only if the following conditions are complied with;

- The request for cancellation is submitted in writing to admin@selfstorage.com.au;
- The request is received at least (3) three months prior to the exhibition;
- The SSAA can re-let the cancelled space in its entirety;
- The reason for the cancellation is, in the opinion of the SSAA well founded (and does not include bankruptcy, liquidation, receivership or similar event).
- The SSAA confirms acceptance of the cancellation in writing.
- All moneys due have been paid in full.