



# Ideaction.24

*Building FM: From Theory to Reality*

Pullman Melbourne On The Park  
3 - 4 September 2024

## SPONSORSHIP & EXHIBITION PROSPECTUS



FACILITY MANAGEMENT  
ASSOCIATION OF AUSTRALIA

# INVITATION TO PARTICIPATE



In 2024, facilities management industry professionals will be coming together to strengthen our industry knowledge at Ideaction.24, the Facilities Management National Conference and Exhibition.

As an employer of over 200,000 people, the Facilities Management Industry contributes over \$32 billion annually to the Australian economy and with an ever-changing landscape of technology, materials, and regulations, coupled with the need to meet occupier's expectations; keeping your skills and knowledge up to date is crucial to unlocking value in the built environment.

The theme for Ideaction.24, 'Building FM: From Theory to Reality', depicts the importance of strengthening the FM industry, through education and professionalism, which will be our focus throughout the two days of the event.

The facilities management industry is proactively approaching issues such as: advances in technology, changes to legislation, the move to net zero buildings and shifts in community expectation, to secure the future of the built environments.

As valued members of the facilities management community, I look forward to our sponsors and exhibitors coming together again, forming an integral part of the conference. It is certainly recognised that your commitment and support form an essential contribution to the success of the Ideaction series.

We anticipate a variety of industry professionals, passionate about the facilities management industry, exchanging relevant information and discussing latest trends and new advances as we plan to reunite with our long-term sponsors, while welcoming new ones.

This document outlines the variety of levels of involvement you can attain through a selection of sponsorship packages. However, if there are other ways you would like to participate in Ideaction.24, we would be more than happy to consider your suggestions.

I hope you can join the team and your potential clients at Ideaction.24 in Melbourne.

Nicholas Burt  
Chief Executive  
Facilities Management Association of Australia



**Ideaction.24**

*Building FM: From Theory to Reality*

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## ABOUT FMA

The Facility Management Association of Australia (FMA) is the peak national industry body for facilities management, serving and promoting the interests of those who create, operate and maintain Australia's built environment. We represent close to 4,000 members drawn from the public and private sectors across Australia.

A primary focus of FMA is to ensure that the needs of facilities managers are understood and considered in government and business policy formulation and decision-making.

The Association provides FM professionals with industry research and information, training, professional development, networking events, as well as developing standards for skills and competencies.

## VENUE AND LOCATION

Melbourne is the coastal capital of the southeastern Australian state of Victoria. At the city's centre is the modern Federation Square development, with plazas, bars, and restaurants by the Yarra River. In the Southbank area, the Melbourne Arts Precinct is the site of Arts Centre Melbourne - a performing arts complex - and the National Gallery of Victoria, with Australian and indigenous art.

Situated in East Melbourne and overlooking the iconic MCG, Melbourne Park and beautiful Fitzroy Gardens, Pullman Melbourne on the Park offers premium accommodation and amenities near Rod Laver Arena, John Cain Arena, Federation Square and more.

The Pullman Melbourne on the Park is 25 kilometres from Melbourne International Airport and a short walk from the Jolimont Train Station located just across the road from the hotel. Melbourne CBD is an easy stroll through the gardens or a quick tram ride with the station located outside the front of the hotel.

## NETWORKING OPPORTUNITIES

Ideaction.24 will attract over 300 dedicated FM professionals from across Australia and the world. If you are looking to build and develop relationships with professionals working directly in this sector, this conference is the place to be!

Attendees will include:

- Business Development Executives
- Facilities Professionals
- Sales Executives
- Marketing Executives
- Facilities Managers
- Managing Directors
- Senior Managers



## SPONSORSHIP AND EXHIBITION BENEFITS

**PERSONAL CONTACT:** Stand out from the crowd, put a face to your brand, and build your customer base, the best way to create and maintain relationships with your target audience in a world of electronic marketing.

**NETWORKING:** Connect with conference delegates in a relaxed yet informative environment, many social events are held throughout the conference, gaining valuable relationships.

**EDUCATION:** Learn what's happening in the FM sector and how you can build skills and knowledge for yourself and your team.

**PRESENCE:** Show your commitment to the sector and support the community that supports your business.

**BUZZ:** Launch a new product, service or marketing campaign, with your target audience all in one place, there's no better opportunity to make a splash!

**LEADS:** Secure qualified leads with the cost of business acquisition rising, exhibiting allows you to secure leads in one location.

**SALES:** Promote new services or demonstrate new products and equipment, a hands-on approach to sales is often the most powerful.

## REASONS TO SPONSOR

If your company is looking to play a larger role in the FM industry, Ideaction.24 is the ideal way to keep your company at the forefront of delegates' minds.

**COMMUNICATIONS STRATEGY:** Marketing and communication efforts will create maximum awareness and position Ideaction.24 as the "must-attend" event for those working in the FM industry. The strategy will combine and integrate the following aspects.

**WEBSITE:** A pivotal marketing tool, this is the key source of information about the conference and is constantly updated and refreshed to reflect the latest news, sponsors and exhibitors for Ideaction.24.

**DIRECT MARKETING:** Frequent email blasts updating registered delegates with general information, latest news, key dates, program and speaker details. This ensures delegates remain engaged in activities leading up to the conference.

**MARKETING COLLATERAL:** Branded electronic and printed materials will be used to endorse the email campaign, highlighting key activities such as registration promotions, discounted rates, call for abstracts etc. These will be shared via direct email and the conference website.

**ADVERTISING AND ARTICLES:** Regular e-blasts and advertisements in the Facility Perspectives magazine will promote program highlights, key speakers and latest sponsors and exhibitors.

**MEDIA COVERAGE:** Closer to the conference through both specialist and general media channels, FMA will be profiling key developments in the field.

**SOCIAL MEDIA:** LinkedIn, Twitter and Facebook will be used to create excitement around the event and speakers, featuring heavily in the social media campaign.

## PREVIOUS SPONSORS & EXHIBITORS



## SUMMARY OF SPONSORSHIP OPPORTUNITIES

A variety of partnership opportunities are being offered for your organisation's exposure at Ideaction.24, please note there are opportunities to create tailored packages in case your organisation has a special interest or budget. We encourage those interested to contact FMA to discuss what's possible.

(E nicolea@fma.com.au M 0405 537 354 or E isabella@alignmentevents.com.au M 0420 636 757).

Following prices are excluding GST

OPPORTUNITIES AT A GLANCE	Number Available	Investment AUD \$ (excluding. gst)
<b>KEY SUPPORT PACKAGE</b>		
Platinum Sponsor	Exclusive	30,000
<b>PROGRAM SUPPORT PACKAGES</b>		
Opening Keynote Speaker Sponsor	Exclusive	10,000
Keynote Sponsor	Only 4 Available!	8,000
Innovation Presentation Sponsor	Exclusive	8,000
Great Debate Sponsor	Exclusive	8,000
Concurrent Stream Sponsor	Only 4 Available!	5,500
Headset (Silent Disco) Sponsor	Exclusive	5,500
Table Signage Sponsor	Exclusive	5,500
Poster Presentation Sponsor	Exclusive	2,000
<b>CONFERENCE SUPPORT PACKAGES</b>		
Barista Cart Sponsor	Exclusive	10,000
Revitalise & Invigorate Lounge Sponsor	Exclusive	10,000
Conference App Sponsor	Exclusive	8,500
Registration Desk Sponsor	Exclusive	8,000
Recycling Sponsor	Exclusive	7,800
Water Bottle Sponsor	Exclusive	7,800
Delegate Gift Sponsor	Exclusive	7,500
Wi-Fi Sponsor	Exclusive	7,500
Conference Charge Bar Sponsor	Exclusive	6,800
Lanyard Sponsor	Exclusive	5,000
<b>SOCIAL EVENT PACKAGES</b>		
Chair's Welcome Sponsor	Exclusive	16,000
Chair's After Party Sponsor	Exclusive	5,400
Principal Conference Dinner Sponsor	Exclusive	20,000
Conference Dinner Lighting Sponsor	Exclusive	6,000
Conference Dinner Entertainment Sponsor	Exclusive	5,400
Supporting Dinner Sponsor	Multiple	4,400
Music & DJ Sponsor	Exclusive	4,400
Bar Sponsor	Exclusive	4,000
<b>EXHIBITION PACKAGES</b>		
Single Booth Exhibition Package (2m by 2m)	Multiple	3,500
Double Booth Exhibition Package (4m by 2m)	Multiple	6,500
<b>Want your booth to have preferential location? Upgrade for \$500!</b>		
<b>ADDITIONAL PROMOTIONAL OPPORTUNITIES</b>		
Conference App Advertisement Sponsor	Multiple	\$500
Sponsorship or Exhibitor Announcements	Multiple	\$1,000
Conference Conversations	Multiple	\$1,000



## **PLATINUM SPONSOR**

### **\$30,000 (ex GST)**

**EXCLUSIVE**

- Exclusive Platinum Sponsorship of the FMA Ideaction.24 Conference
- Acknowledgement as the Platinum Sponsor with company logo hyperlinked on the FMA Ideaction.24 Conference website
- Visual recognition as the Platinum Sponsor on title slides in all rooms throughout the conference
- Verbal recognition as the Platinum Sponsor by MC throughout the two-day conference
- Nominated sponsorship of one concurrent stream
- Company logo and link to sponsor's website to feature on all email marketing of the conference
- Advertorial / feature in the June 2024 edition of Facility Perspectives
- Recognition of sponsorship in the June 2024 edition of Facility Perspectives
- Recognition of sponsorship in FMA e-news
- Rotating Advertisement in the Conference App
- Delegate list - supplied in accordance with Australian Privacy and Anti-Spam Legislation, both prior to, and at the conclusion of the conference
- Sponsorship banner displayed on the FMA website for up to months
- Sponsorship advertisement in four FMA Newsletters
- Recognition in the FMA Ideaction.24 Conference App as Platinum Sponsor
- One 4m x 2m exhibition stand
- Eight full conference registrations inclusive of social events
- Four exhibitor registrations inclusive of social events

# SPONSORSHIP PACKAGES AND BENEFITS

## BASE PACKAGE

THESE ITEMS ARE INCLUDED IN ALL SPONSORSHIP PACKAGES

All sponsorship packages are in addition to the following:

- Delegate list (in accordance with privacy laws)
- Access to Conference App, a networking platform
- Recognition of sponsorship in FMA e-news
- Recognition of sponsorship in Facility Perspectives magazine
- Company logo on Ideaction.24 Conference website

### OPENING KEYNOTE SPEAKER SPONSOR

**\$10,000 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of the Opening Keynote Speaker at the FMA Ideaction.24 Conference
- Acknowledgement as the Opening Keynote Speaker Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Logo to appear on slides displayed during sponsored keynote session
- Verbal recognition of sponsorship at the opening of sponsored keynote session
- Prime positioning within conference program for maximum exposure at the opening of the event with highest attendance
- Recognition on the FMA Ideaction.24 Conference App as the Opening Keynote Sponsor
- One full conference registration inclusive of social events
- Base Package (as stated above)

### KEYNOTE SPONSOR

**\$8,000 (excl GST)**

- Sponsorship of a Keynote Speaker at the FMA Ideaction.24 Conference
- Acknowledgement as a Keynote Speaker Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Logo to appear on slides displayed during sponsored keynote's presentation
- Verbal recognition of sponsorship at the opening and closing of sponsored keynote session
- Recognition on the FMA Ideaction.24 Conference App as the Keynote Sponsor
- Base Package (as stated above)

### INNOVATION PRESENTATION SPONSOR

**\$8,000 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of an Innovative Presentation at the FMA Ideaction.24 Conference
- Acknowledgement as the Innovative Presentation Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Opportunity to provide or have input into the innovation presenter at the FMA Ideaction.24 Conference
- Recognition on the FMA Ideaction.24 Conference App as the Innovative Presentation Sponsor
- One full conference registration inclusive of social events
- Base Package (as stated above)

### GREAT DEBATE SPONSOR

**\$8,000 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of the Great Debate at the FMA Ideaction.24 Conference
- Acknowledgement as the Great Debate Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Opportunity for the Great Debate shield to display the sponsoring company's logo for that year
- Recognition on the Ideaction.24 program as the Great Debate Sponsor
- Recognition on the FMA Ideaction.24 Conference App as the Great Debate Sponsor
- One full conference registration inclusive of social events
- Base Package (as stated above)

### **CONCURRENT STREAM SPONSOR**

**\$5,500 (excl GST)**

- Sponsorship of one concurrent stream (from beginning to the end of the conference) at the FMA Ideaction.24 Conference
- Acknowledgement as a Concurrent Stream Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Logo to appear on slides displayed during sponsored session and verbal recognition of sponsorship at the commencement of the sponsored session
- Opportunity to play a promotional video at the beginning of each break within the sponsored concurrent stream
- Opportunity to display signage and branded materials in a designated area within sponsored session corner (signage/materials to be provided by sponsor. A maximum of two pull up banners)
- Recognition on the FMA Ideaction.24 Conference App as Concurrent Stream Sponsor
- Base Package (as stated on page 7)

### **HEADSET (SILENT DISCO) SPONSOR**

**\$5,500 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of the Headset Sponsor at the FMA Ideaction.24 Conference
- Acknowledgement as the Headset Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Logo to appear on all Conference Headsets used for the breakout sessions (all attendees will use the headsets to dial into the breakout session they wish to listen to at the appropriate corner of the room)
- Verbal recognition of sponsorship at the opening of the breakout sessions
- Recognition on the FMA Ideaction.24 Conference App as Concurrent Stream Sponsor
- Base Package (as stated on page 7)

### **TABLE SIGNAGE SPONSOR**

**\$5,500 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship as the Table Signage Sponsor at the FMA Ideaction.24 Conference
- Acknowledgement as the Table Signage Sponsor with logo and link on the FMA Ideaction.24 Conference website
- Opportunity to provide company brochures on all tables in the plenary room at the FMA Ideaction.24 Conference
- Logo to appear on all table numbers in the FMA Ideaction.24 plenary room
- Recognition on the FMA Ideaction.24 Conference App as the Table Refreshment Sponsor
- One full conference registration inclusive of social events
- Base Package (as stated on page 7)

### **POSTER PRESENTATION SPONSOR**

**\$2,000 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of the FMA Ideaction.24 Poster Presentations
- Acknowledgement as the Poster Presentation Sponsor logo and link on the FMA Ideaction.24 Conference website
- Company logo to be displayed where the posters are presented onsite at the FMA Ideaction.24 Conference
- Recognition on the FMA Ideaction.24 Conference App as the Poster Presentation Sponsor
- Base Package (as stated on page 7)



### **BARISTA CART SPONSOR**

**\$10,000 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of the FMA Ideaction.24 Conference Barista Cart
- Acknowledgement as the Barista Cart Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Sponsor's branding on the barista cart
- Opportunity to brand the barista cart area with sponsor's logo. For example, provide extra furniture or promotional attire for staff to wear (funded by sponsor)
- Opportunity to place promotional items at the barista cart (materials to be provided by sponsor)
- Opportunity to display maximum of two pull up banners at barista cart
- Recognition on the FMA Ideaction.24 Conference App as Barista Cart Sponsor
- One 2m x 2m exhibition stand
- Two full conference registrations inclusive of social events
- Base Package (as stated on page 7)

### **CONFERENCE APP SPONSOR**

**\$8,500 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of the Conference App at the FMA Ideaction.24 Conference
- Acknowledgement as the Conference App Sponsor during opening session of the conference
- Conference App to be branded with Conference App Sponsor's logo
- Delegate Name Tags' to be branded with Conference App Sponsor's logo
- Acknowledgement as the Conference App Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Conference App flyer with instructions on how to download the Conference App to include sponsor's branding
- Recognition as making the FMA Ideaction.24 Conference a sustainable and environmentally friendly event
- Recognition on the FMA Ideaction.24 Conference App as Conference App Sponsor
- Two full conference registrations inclusive of social events
- Base Package (as stated on page 7)

### **REVITALISE & INVIGORATE LOUNGE SPONSOR**

**\$10,000 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of the Revitalise & Invigorate Lounge at the FMA Ideaction.24 Conference
- Opportunity to brand the Revitalise & Invigorate Lounge area. Example: provide extra furniture or promotional attire for staff to wear (funded by sponsor)
- Company logo to be displayed where the lounges are located onsite at the FMA Ideaction.24 Conference
- Recognition on the FMA Ideaction.24 Conference App as the Revitalise & Invigorate Sponsor
- Two full conference registrations inclusive of social events
- Base Package (as stated on page 7)

### **REGISTRATION DESK SPONSOR**

**\$8,000 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of the Registration Desk at the FMA Ideaction.24 Conference
- Registration desk to include company logo branding in conjunction with FMA and Conference branding
- Acknowledgement as the Registration Desk Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Recognition on the FMA Ideaction.24 Conference App as the Registration Desk Sponsor
- One full conference registration inclusive of social events
- Base Package (as stated on page 7)

### **RECYCLING SPONSOR**

**\$7,800 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of the Recycling Sponsor at the FMA Ideaction.24 Conference
- Opportunity to brand the bin area or provide personalised company bins at Ideaction.24 (provided venue approves)
- Acknowledgement as the Recycling Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Recognition on the FMA Ideaction.24 Conference App as the Recycling Sponsor
- One full conference registration inclusive of social events
- Base Package (as stated on page 7)

### **WATER BOTTLE SPONSOR**

**\$7,800 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of Conference Water Bottles at FMA Ideaction.24 Conference
- Acknowledgement as the Water Bottle Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- All Delegates to receive a water bottle with company logo branding in conjunction with FMA and Conference branding
- Water dispensers available throughout the Conference for delegates to use their water bottle
- Recognition on the FMA Ideaction.24 Conference App as Water Bottle Sponsor
- One full conference registration inclusive of social events
- Base Package (as stated on page 7)

### **DELEGATE GIFT SPONSOR**

**\$7,500 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of Delegate Gift Sponsor at the FMA Ideaction.24 Conference
- Acknowledgement as the Delegate Gift Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- All Delegates to receive a gift on arrival with company logo branding in conjunction with FMA and Conference branding
- Delegate Gift to be reusable for ongoing promotional opportunities (approved by FMA and funded by sponsor)
- Recognition on the FMA Ideaction.24 Conference App as the Delegate Gift Sponsor
- One full conference registration inclusive of social events
- Base Package (as stated on page 7)

### **WI-FI SPONSOR**

**\$7,500 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of Wi-Fi at the FMA Ideaction.24 Conference
- Acknowledgement as the Wi-Fi Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Access instructions to include company logo branding as the Wi-Fi Sponsor
- Recognition on the FMA Ideaction.24 Conference App as the Wi-Fi Sponsor
- Base Package (as stated on page 7)

### CONFERENCE CHARGE BAR SPONSOR

**\$6,800 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of Conference Charge Bar Sponsor at the FMA Ideaction.24 Conference
- Acknowledgement as the Conference Charge Bar Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Conference Charge Bar to be in a high traffic area for all Delegates to see and use when needed at Ideaction.24
- Conference Charge Bar to include company logo branding in conjunction with FMA and Conference branding
- Recognition on the FMA Ideaction.24 Conference App as the Conference Charge Bar Sponsor
- Base Package (as stated on page 7)

### CHAIR'S WELCOME SPONSOR

**\$16,000 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of the FMA Ideaction.24 Chair's Welcome
- Verbal recognition of sponsorship at the opening of the Chair's Welcome
- Acknowledgement as the Chair's Welcome Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Company branding on the coasters and serviettes at the Chair's Welcome
- Opportunity for welcome speech at the Chair's Welcome (3 minutes maximum)
- Opportunity to display two pull up banners at the Chair's Welcome (to be supplied by sponsor)
- Recognition on the FMA Ideaction.24 Conference App as Chair's Welcome Sponsor
- One 2m x 2m exhibition stand or upgrade to a preferential position for \$500 (ex GST)
- Two full conference registrations inclusive of social events
- Four additional complimentary tickets to the Chair's Welcome
- Base Package (as stated on page 7)

### LANYARD SPONSOR

**\$5,000 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of delegate lanyards at the FMA Ideaction.24 Conference
- Acknowledgement as the Lanyard Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- All delegates to wear branded Lanyards throughout the FMA Ideaction.24 Conference
- Recognition on the FMA Ideaction.24 Conference App as Lanyard Sponsor
- Base Package (as stated on page 7)

### **CHAIR'S AFTER PARTY SPONSOR**

**\$5,400 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of the Chair's After Party
- After Party to be held in a separate area to the Chair's Welcome
- Acknowledgement as the Chair's After Party Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Opportunity to display one pull up banner at the Chair's After Party (to be supplied by sponsor)
- Company branding on the coasters and serviettes at the Chair's After Party
- Recognition on the FMA Ideaction.24 Conference App as the Chair's After Party Sponsor
- Four complimentary tickets to the Chair's After Party
- Base Package (as stated on page 7)

### **PRINCIPAL CONFERENCE DINNER SPONSOR**

**\$20,000 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of the Principal Conference Dinner Sponsor at the Conference Dinner
- Acknowledgement as the Principal Conference Dinner Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Logo featured on menus and any other related Conference Dinner collateral
- Opportunity to formally welcome guests to the Conference Dinner (3 minutes maximum)
- Opportunity to provide an arrival gift to all attendees at the Conference Dinner (gift to be supplied by sponsor and approved by FMA)
- Opportunity to display two pull up banners at the Conference Dinner (to be supplied by sponsor)
- Verbal recognition of sponsorship at the opening of the Conference Dinner
- Recognition on the FMA Ideaction.24 Conference App as the Conference Dinner Sponsor
- One 2m x 2m exhibition stand
- Two full conference registrations inclusive of social events
- Eight complimentary Conference Dinner tickets (in total ten tickets)
- Base Package (as stated on page 7)

## **CONFERENCE DINNER LIGHTING SPONSOR**

**\$6,000 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of the Conference Dinner Lighting Sponsor at the Conference Dinner
- Acknowledgement as the Conference Dinner Lighting Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Lighting at the Conference Dinner to be themed of the sponsor's logo colours
- Verbal recognition as the Conference Dinner Lighting Sponsor during Welcoming Speech at the Conference Dinner
- Opportunity to display one pull up banner at the Conference Dinner (to be supplied by sponsor)
- Recognition on the FMA Ideaction.24 Conference App as the Conference Dinner Lighting Sponsor
- Three complimentary Conference Dinner tickets
- Base Package (as stated on page 7)

## **CONFERENCE DINNER ENTERTAINMENT SPONSOR**

**\$5,400 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of specific Conference Dinner Entertainment at the Conference Dinner
- Acknowledgement as the Conference Dinner Entertainment Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Conference Dinner Sponsor to approve of the proposed entertainment at the Conference Dinner
- Specific Entertainment will be hosted during prime time of the Conference Dinner with sponsor acknowledgement
- Logo displayed on holding slides at the Conference Dinner
- Opportunity to display one pull up banner at the Conference Dinner (to be supplied by sponsor)
- Recognition on the FMA Ideaction.24 Conference App as the Conference Dinner Entertainment Sponsor
- Four complimentary Conference Dinner tickets
- Base Package (as stated on page 7)

### **SUPPORTING DINNER SPONSOR**

**\$4,400 (excl GST)**

- Acknowledgement as the Supporting Dinner Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Verbal recognition of sponsorship at the opening of the Conference Dinner
- Logo on holding slides at the Conference Dinner
- One pull-up banner (supplied by sponsor) to be displayed in pre-dinner drinks area of the Conference Dinner
- Recognition on the FMA Ideaction.24 Conference App as the Supporting Dinner Sponsor
- Two complimentary Conference Dinner tickets
- Base Package (as stated on page 7)

### **BAR SPONSOR**

**\$4,000 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of the Bar at the Conference Dinner
- Acknowledgement as the Bar Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Company branding on screens at the Conference Dinner Bar
- Company branding on the coasters and serviettes at the Conference Dinner Bar
- One pull-up banner (supplied by sponsor) to be displayed in the bar area
- Recognition on the FMA Ideaction.24 Conference App as the Bar Sponsor
- Two complimentary Conference Dinner tickets
- Base Package (as stated on page 7)

### **MUSIC & DJ SPONSOR**

**\$4,400 (excl GST)**

**EXCLUSIVE**

- Exclusive sponsorship of the Music & DJ Sponsor at the Conference Dinner
- Acknowledgement as the Music & DJ Sponsor with company logo and link on the FMA Ideaction.24 Conference website
- Verbal recognition of the Music & DJ Sponsor at the Conference Dinner
- Opportunity to display one pull up banner at the Conference Dinner (to be supplied by sponsor)
- Recognition on the FMA Ideaction.24 Conference App as the Music & DJ Sponsor
- Two complimentary Conference Dinner tickets
- Base Package (as stated on page 7)

# TRADE EXHIBITION

## BOOTH INCLUSIONS

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- One 2m x 2m or 4m x 2m shell structure booth
- Two Exhibitor Registrations which includes attendance to the Exhibitor Drinks and Chair's Welcome Function (does not include conference attendance)
- Organisation name on white laminate fascia board (maximum 30 letters)
- 2 x 150-watt spotlights
- 1 x 4amp power outlet
- 1 x skirted trestle table & 2 chairs
- Excludes additional trade exhibition furniture

## PRELIMINARY EXHIBITION SCHEDULE

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### MONDAY 2 SEPTEMBER 2024

3.00pm - 4.30pm: Exhibitors Bump-In  
5.00pm - 7.00pm: Chair's Welcome  
7.00pm - 10.00pm: Chair's After Party

### TUESDAY 3 SEPTEMBER 2024

9.00am - 5.00pm: Trade Exhibition & Conference Day One  
7.00pm - 10.30pm: Conference Dinner

### WEDNESDAY 4 SEPTEMBER 2024

9.00am - 5.00pm: Trade Exhibition & Conference Day Two

\*please use these times as a guide only, the finalised program will be provided closer to the event.

**SINGLE BOOTH: \$3,500 (plus GST) - 2m by 2m**  
**DOUBLE BOOTH: \$6,500 (plus GST) - 4m by 2m**

### **\$500 upgrade to have a preferential location!**

This year we're providing you with the opportunity to upgrade your exhibition booth to a "Preferential Location", which means your booth will be prioritised to a high-volume traffic area with primary location!

The FMA Ideaction.24 Conference trade exhibition will run in conjunction with the Conference Program and will showcase the best and latest products and services associated with the facilities management sector. As an exhibitor you have an exceptional opportunity to promote your products and services in a face-to-face environment, thereby furthering your sales and marketing objectives. Space is limited, so secure your booking early to avoid disappointment.

## WHY PARTICIPATE?

Participating in a trade exhibition is a great way for you to:

- Build and strengthen existing industry relationships
- Acquire high-valued, qualified leads
- Increase brand awareness of your company and product
- Demonstrate new products and services to your target market
- Receive immediate market feedback

## BENEFITS

- 2m x 2m or 4m x 2m exhibition booth located in high traffic area for maximum exposure
- Two exhibitor registrations including all day catering and attendance to the Chair's Welcome on Monday evening
- Inclusion on Conference App used by all delegates at the conference
- Base Package (as stated on page 7)

## ADDITIONAL PROMOTIONAL OPPORTUNITIES:

### CONFERENCE APP ADVERTISING PACKAGES - \$500 (excl GST)

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Advertising space will be available within the Conference App which will be accessed by all delegates.

Advertising in this publication will provide excellent exposure for your organisation.

### SPONSORSHIP OR EXHIBITOR ANNOUNCEMENTS - \$1,000 (excl GST)

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Use the associations vast database and make your splash, reaching around 10,000 contacts announcing your involvement at Ideaction.24!

### CONFERENCE CONVERSATIONS - \$1,000 (excl GST)

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Provide educational material to our previous and current attendees from Ideaction.23 & Ideaction.24, getting your message through to your target audience. Conference Conversations are an additional means of educating the FM community. These communications are designed to be impactful with fortnightly scheduling, aimed at education rather than promotion and must be approved by FMA.

# BOOKING FORM

## PERSONAL DETAILS

Company Name:

Contact Person:

Postal Address:

  

State:

Postcode:

Country:

Telephone:

Email:

## SPONSORSHIP EXHIBITION PACKAGE

I would like to secure the following package:

Comments:

Value:

*Prices quoted in the package are in Australian Dollars and are exclusive of GST*

Signed:

Name:

## CHECKLIST of items to be provided by you

These items, if applicable to your package, will be used on the Conference website and in the Conference App.

Please send all required information to:  
isabella@alignmentevents.com.au

- Company logo (EPS & JPEG)
- Company website, address, generic phone number and generic email address for program inclusion
- 300 words of promotional text (please note, text exceeding 300 words will be edited for length)
- Company's Public and Liability Insurance certificate

## PAYMENT

Payment can be made by direct deposit, credit card or cheque to: Facilities Management Association

Name of bank: Commonwealth Bank of Australia  
Account name: FMA IDEACTION ACCT  
BSB: 063 000  
Account no: 123 895 05

- Pay total amount in one full payment
- Deposit schedule preferred

CREDIT CARDS: VISA / MasterCard / AMEX payments are acceptable. Contact will be made to arrange over the phone payment. Credit card details are not recorded or retained by the Association. A surcharge will be applied to all credit card payments.



# Ideaction.24

*Building FM: From Theory to Reality*

Pullman Melbourne On The Park  
3 - 4 September 2024

