



# Solutions for a Sustainable Planet





## SPONSORSHIP PROSPECTUS

23 to 24 November 2009  
Melbourne Convention and  
Exhibition Centre

The SSEE 2009 International Conference hosted by the Society for Sustainability and Environmental Engineering (SSEE), Engineers Australia, will be held on 23 to 24 November 2009, in Melbourne, Australia. The key theme for the conference is 'Solutions for a Sustainable Planet' – we firmly believe we can move beyond talk and ideas to implementing practical solutions. Engineers and scientists are particularly well placed to achieve this in conjunction with Government, industry and the community.





With an expected audience of more than 400 attendees, the Conference has been designed with an emphasis on engineers and scientists from both Australia and overseas, practising across government, industry, community and academic sectors.

This Conference will provide a forum to reflect the increasing role that engineers and scientists play in delivering sustainable solutions in engineering projects and across a wide range of activities. It will also highlight processes and techniques to simplify the complex nature of implementing sustainability.

These issues are highly topical and as such have already attracted strong support from government, community and industry. Both theoretical and practical aspects of sustainability will be discussed.

A number of key national and international leaders in various facets of sustainability will be addressing the Conference.

Included in this document are a range of sponsorship opportunities that have been designed to give your organisation exposure to this audience at varying levels. When considering these opportunities please keep in mind that we are open to tailoring these packages to suit your marketing needs. Benefits of sponsorship include:

-  Exposure to a wide audience from Australia and overseas
-  Networking opportunities within and around the conference
-  Acknowledgement of your organisation through varying mediums including the internet, during presentations and around the conference venue
-  An opportunity to showcase your organisation

To secure a sponsorship package please contact the Conference Secretariat:

**Julie Allen, The Full Pretzel**  
61 Blyth Street, Brunswick VIC 3056  
PH: 61 (03) 9389 0303 FX: 61 (03) 9389 0399  
Email: [mail@thefullpretzel.com.au](mailto:mail@thefullpretzel.com.au)



## CONFERENCE SPONSORSHIP

### Option 1: Global Sustainability Sponsor (One Only) \$50,000 + GST

- Five complimentary registrations to the Conference including entrance to sessions, social tickets and a Conference satchel.
- Ten additional tickets to the Welcome Reception.
- Five additional tickets to the Conference Dinner.
- Placement of your logo and recognition as the major sponsor on all marketing collateral.
- Your logo on electronic signage around the Conference venue.
- Your logo on the front page and sponsors page of the conference website with a link to the URL of your choice.
- Your logo on all delegate nametags in 4 colours and in 1 position.
- The opportunity to give a brief welcome at the official Conference Opening.
- Recognition as the major sponsor during opening and closing remarks of the conference.
- Your logo on the screens during the Opening and Closing Ceremonies.
- A free double display space and first pick of location at the Trade Exhibition.
- The opportunity to place marketing collateral on the electronic resource given to all delegates.

### Option 2: Green Innovation Sponsor (Three Only) \$20,000 + GST

- Three complimentary registrations to the Conference including entrance to sessions, social tickets and a Conference satchel.
- Three additional tickets to the Welcome Reception and Dinner.
- Placement of your logo and recognition as a sponsor on all marketing collateral.
- Your logo on the front page and sponsors page of the conference website with a link to the URL of your choice.
- Recognition as a sponsor during opening and closing remarks of the conference.
- Your logo on the screens during the Opening and Closing Ceremonies.
- A free single display space and second pick of location at the Trade Exhibition.
- The opportunity to place marketing collateral on the electronic resource given to all delegates.



## CONFERENCE SPONSORSHIP CONT'D

### Option 3: Virtual Planet Sponsor (One Only) \$20,000 + GST






With the current economic climate making travel expensive and restrictive, and also the large impact long distance travel is having on climate change, the SSEE 2009 conference is being truly innovative to offer a solution to both. There is the opportunity for a sponsor for the development of a virtual conference which will act as an enabler for global participation.

This solution will provide a simple way for those in geographically diverse areas to sit side by side online and experience the conference from their home computer. It is not simply a chat room but a complete virtual experience providing the ability to interact through the use of 3D Avatars and interactive environments, and also recall keynotes if you are in different time zones and share with colleagues in your region. This is the chance to be part of an innovative solution to climate change, enhance the conference audience to be global and be in on the ground floor of the way of the future. More information is available upon request.

### Option 4: Sustainability Analysis Sponsor (One Only) \$5,000 + GST

This is an opportunity for sustainability analysis companies to increase their profile world-wide! We would like to invite expressions of interest from sustainability consultants interested in conducting a sustainability analysis of the conference, including Scope 1, Scope 2 and Scope 3 emissions. The successful sponsor will be required to contribute \$5,000 in sponsorship and will have proven expertise in sustainability analysis. They will also need to provide sufficient in-kind contributions for: questionnaires and emails to and collection of data from attendees; data collection from the conference committee, conference event managers and various conference venue managers; and data analysis and reporting; and prepare and conduct a presentation.

In return, the sponsor will receive the following:

-  Email database of attendees to enable data ontravel etc necessary to estimate Scope 3 emissions to be collected.
-  Opportunity to make a presentation to describe the analysis methodology and the results at the conference.
-  Free insertion of flyer and/or report (provided by sponsor) into all attendees satchels.
-  Acknowledgement and sponsor's logo on conference website and publications.
-  Consultant report will be accessible by download from the conference website.



**Option 5:**  
**Environmental Sponsor (Four Only)**  
**\$9,500 + GST**

- One complimentary registration to the Conference including entrance to sessions, social tickets and a Conference satchel.
- One additional ticket to the Welcome Reception and Dinner.
- Placement of your logo and recognition as a sponsor on all marketing collateral.
- Your logo on the front page and sponsors page of the conference website with a link to the URL of your choice.
- Recognition as a sponsor during opening and closing remarks of the conference.
- Your logo on the screens during the Opening and Closing Ceremonies.
- Opportunity to purchase your display space before the release of the Exhibitor's Manual to the industry.
- The opportunity to place marketing collateral on the electronic resource given to all delegates.

**Option 6:**  
**Sustainability Sponsor (Five Only)**  
**\$5,500 + GST**

- Placement of your logo and recognition as a sponsor on all marketing collateral.
- Your logo on the front page and sponsors page of the conference website with a link to the URL of your choice.
- Recognition as a sponsor during opening and closing remarks of the conference.
- Your logo on the screens during the Opening and Closing Ceremonies.
- The opportunity to place marketing collateral on the electronic resource given to all delegates.






**Option 7:**  
**Satchel Insert**  
**\$1,500 + GST**

Instead of placing reams of paper in the delegate satchel, we will be creating an electronic resource with all advertising information. You would provide a PDF document or .jpg image to be loaded onto the electronic resource and distributed to all attendees.








## SPEAKER PACKAGES

### Keynote Speaker – International \$7,500 + GST

-  Naming rights to the Keynote Speaker's presentation through the onsite program and at the beginning of their presentation.
-  Your logo displayed on the screen before their presentation starts.
-  The opportunity to place committee approved banners in the speaker's room during their presentation.
-  Ability to introduce and thank the keynote speaker at the conference.
-  The opportunity to place marketing collateral on the electronic resource given to all delegates.

### Keynote Speaker – National \$2,000 + GST

-  Naming rights to the Keynote Speaker's presentation through the onsite program and at the beginning of their presentation.
-  Your logo displayed on the screen before their presentation starts.
-  The opportunity to place committee approved banners in the speaker's room during their presentation.
-  Recognition by the session convenor of your organisation as the speakers' sponsor.
-  The opportunity to place marketing collateral on the electronic resource given to all delegates.



## SOCIAL PACKAGES

### Welcome Reception \$7,000 + GST

The Welcome Reception will be held at the Melbourne Convention and Exhibition Centre on Sunday 22 November. As the Welcome Reception Sponsor you are entitled to the following benefits:

- One complimentary registration to the Conference including entrance to sessions, social tickets and a Conference satchel.
- Four additional Welcome Reception tickets.
- Recognition as the Welcome Reception Sponsor on all marketing collateral.
- Verbal acknowledgement at the Welcome Reception by the Conference Convenor.
- The opportunity to give a brief presentation at the Welcome Reception.
- The opportunity to place committee approved banners at the Welcome Reception.
- Your logo on the front page and sponsors page of the conference website noting that you are the Welcome Reception Sponsor with a link to the URL of your choice.
- The opportunity to place marketing collateral on the electronic resource given to all delegates.

### Conference Dinner \$15,000 + GST

The Conference Dinner will be held at either the Plaza Ballroom (Melbourne) or Atlantic (Docklands) on Monday 23 November. As the major sponsor of this event you are entitled to the following:

- One complimentary registration to the Conference including entrance to sessions, social tickets and a Conference satchel.
- Eight additional Conference Dinner tickets.
- Recognition as the Conference Dinner Sponsor on all marketing collateral.
- Verbal acknowledgement at the Conference Dinner by the Conference Convenor.
- The opportunity to give a brief presentation at the Conference Dinner.
- The opportunity to place committee approved banners at the Conference Dinner.
- Your logo on the front page and sponsors page of the conference website noting that you are the Conference Dinner Sponsor with a link to the URL of your choice.
- The opportunity to place marketing collateral on the electronic resource given to all delegates.

Conference Secretariat:  
Julie Allen  
The Full Pretzel  
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## CONFERENCE PROMOTIONAL ITEMS

### Satchels/Bags

\$9,000 + GST

Deluxe Satchel in Jute Canvas with top handle, shoulder strap and black wooden toggles. A blend of Jute and Cotton producing a smooth feeling textile. This bag is 100% biodegradable and does not include materials used in other bags such as fishing line and plastics. Your logo will be printed in white on a black background and in 1 position.

### Water Bottles

\$3,000 + GST

In order to reduce our impact on the environment we want to give each delegate a carbon neutral water bottle that they can use for the duration of the conference. This is a great opportunity for an organisation to have their brand on something that every delegate will receive and use after the conference.

### Pens

\$2,000 + GST

Special design biodegradable pen. This pen is made from Mater-Bi material, a revolutionary biodegradable material created from corn starch. The cornstarch pen shell is 100% biodegradable/compostable within 6 to 9 months. Your logo will be printed in 1 colour and in 1 position on the pen.

### Pads

\$2,000 + GST

Made from 100% recycled cardboard with the Universal recycling symbol debossed on the back cover. This reduces landfill waste and energy consumption and cuts down on pollution such as greenhouse gas emissions. Your logo will be printed in 1 colour on the cover of the notepad. Alternatively the sponsoring organisation can provide their own pads for the satchels.

### Lanyards

\$2,000 + GST

This lanyard is made from cotton with all fittings made from corn. Once discarded it will biodegrade within 18 months. The sponsors' logo will be printed in 1 colour on the lanyard to be worn by all delegates.