



AGENTS *of* CHANGE

MUSEUMS GALLERIES AUSTRALIA
NATIONAL CONFERENCE

— 4 - 7 June 2018 —

MEAT MARKET, MELBOURNE



SPONSORSHIP PROSPECTUS

www.mga2018.org.au



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MUSEUMS GALLERIES AUSTRALIA
NATIONAL CONFERENCE

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MEAT MARKET, MELBOURNE



INVITATION

Museums Galleries Australia invites you to take part in this significant national conference. Bringing together current and future leaders and decision-makers in museums, galleries and governments from across Australia and the Asia-Pacific region, the conference will be an outstanding three-day experience for all.

The conference will include a full program of speakers, workshops, masterclasses, social activities and extended tours, with multiple opportunities for interaction between delegates and sponsors and for showcasing products and services.

We invite you to join us in June 2018

This is the leading opportunity for organisations and supporters to participate in this flagship event for the galleries, libraries, archives and museums (GLAM) sector.

We are anticipating 400+ delegates from throughout Australia, New Zealand and the Asia-Pacific region, with a diverse mix of museum and gallery directors, volunteers, managers, academics, curators, consultants, policy-makers, service providers and specialists from curatorial, collections management, conservation, marketing, HR, and more.

These are the decision-makers who will notice and remember your involvement.

This prospectus outlines many different ways in which you can support the conference, network with colleagues, and make yourselves noticed. We would recommend including an exhibition space at the historic Meat Market in your package as the central venue of the conference over three days.

For an out of the box tailor-made sponsorship package, please do not hesitate to contact us. Our Event Management and Marketing Team is expert in designing innovative sponsorship leverage strategies.

We urge you to get involved and align yourself with Museums Galleries Australia for this important and exciting event of 2018 and look forward to hearing from you.

Dr Robin Hirst PSM, President, Museums Galleries Australia, National Council

Lauren Ellis, President, Museums Australia (Victoria)

Padraic Fisher, Vice President, Museums Australia (Victoria)



THIS YEAR'S THEME



The Conference is hosted by a different State or Territory in rotation. In 2018 we are delighted to welcome colleagues to the historic former Melbourne Meat Market from 4 – 7 June.

The main theme is 'Agents of Change'. This recognises the adaptation underway in the sector, on an individual level and within organisations, as we tackle the challenges of climate change, economic uncertainty, truth and authority in public spaces, and the changing needs and expectations of audiences.

Sub-themes for the Conference include:

- Breaking down barriers
- Making connections
- Places for debate
- Disruptive practice

For more detail about the Victorian Branch and National Association, and our previous Victorian and National Conferences, see: www.mavic.asn.au/stateconference and www.museumsaustralia.org.au/conferences.



PROGRAM* OVERVIEW

Monday 4 June 2018

	Workshops, network meetings
6.00pm	Welcome Reception

Tuesday 5 June 2018

7.30am	Registration
9.00am	Opening plenary
10.30am	Morning tea
11.00am	Concurrent sessions
12.30pm	Lunch
1.30pm	Concurrent sessions
3.00pm	Afternoon tea
3.30pm	Plenary
6.00pm	MAGNA and MAPDA Awards

Wednesday 6 June 2018

7.30am	Registration
9.00am	Plenary
10.30am	Morning tea
11.00am	Concurrent sessions
12.30pm	Lunch
1.30pm	Concurrent sessions
3.00pm	Afternoon tea
3.30pm	Plenary
6.30pm	Conference dinner

Thursday 7 June 2018

7.30am	Registration
9.00am	Plenary
10.30am	Morning tea
11.00am	Concurrent sessions
12.30pm	Lunch
1.30pm	Concurrent sessions
3.00pm	Afternoon tea
3.30pm	Plenary / closing session
5.00pm	Close of conference, handover to 2019

*Program subject to change





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MUSEUMS GALLERIES AUSTRALIA
NATIONAL CONFERENCE

4 - 7 June 2018

MEAT MARKET, MELBOURNE



PRINCIPAL PARTNER

\$12,200 (inc GST)

Exclusive opportunity

Sponsorship benefits include:

Registration

- + Two complimentary full registrations including all social functions
- + Opportunity to invite (at cost) additional clients/guests to a sponsored or social event

Exhibition

- + Two complimentary exhibition spaces

Speaking Opportunity

- + Opportunity to address delegates prior to one chosen plenary session (5 minutes)

Acknowledgement / Logo Placement

- + Company logo and acknowledgement as Principal Partner
 - Printed on conference promotional material
 - On conference signage and holding slide at the commencement of plenary sessions
 - On conference website with link to your homepage
 - On Museums Galleries Australia website with link to your homepage during the sponsorship period
 - On conference social media pages (Facebook event page, Twitter)
- + 300 word company profile in the conference handbook
- + Verbal acknowledgement during the opening and closing sessions of the conference
- + Freestanding banner positioned in plenary room and registration area for duration of conference
- + Use of Museums Galleries Australia and conference logos during sponsorship period

Advertising

- + Full page, full colour, advertisement in conference handbook (artwork to be supplied by the sponsor)
- + Opportunity to place two satchel inserts in the conference satchel (sponsor to supply item/s).
- + 10% discount on advertising in Museums Galleries Australia magazine - issue prior to conference

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed at the conference (name, organisation, State only)

SOLD



CONFERENCE SUPPORTER

\$8,800 (inc GST)

Sponsorship benefits include:

Registration

- + Two complimentary full registrations including all social functions

Exhibition

- + One complimentary exhibition space

Acknowledgement / Logo Placement

- + Company logo and acknowledgement as Conference Supporter
 - Printed on conference promotional material
 - On conference website with link to your homepage
 - On Museums Galleries Australia website with link to your homepage during the sponsorship period
- + 100 word company profile in the conference handbook
- + Verbal acknowledgement during the opening and closing sessions of the conference
- + Use of Museums Galleries Australia and conference logos during sponsorship period

Advertising

- + Half page, full colour, advertisement in conference handbook (artwork to be supplied by the sponsor)
- + Opportunity to place one satchel insert in the conference satchel (sponsor to supply item/s)

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed at the conference (name, organisation, State only)



SESSION SPONSOR

\$4,400 (INC GST)

Sponsorship benefits include:

Registration

- + One complimentary full registration including all social functions

Acknowledgement / Logo Placement

- + Company logo and acknowledgement as Session Sponsor
 - Naming rights to the sponsored session (subject to approval by the organising committee)
 - Printed on conference promotional material
 - On holding slide at the commencement of sponsored session and on conference program
 - On conference website with link to your homepage
- + 25 word company profile in the conference handbook
- + Verbal acknowledgement during the opening and closing sessions of the conference
- + Freestanding banner on the stage in sponsored session

Advertising

- + Opportunity to place one satchel insert in the conference satchel (sponsor to supply item/s)

Delegate Information

- + A delegate list in accordance with Privacy Legislation 2001 distributed at the conference (name, organisation, State only)



KEYNOTE SPEAKER SPONSOR

\$POA

If you have any ideas for potential keynote speakers, you can contact Conference Logistics on 02 6281 6624 as these ideas will need to be reviewed by the program committee for final decision.

Sponsorship benefits include:

Registration

- + One complimentary full registration including all social functions

Acknowledgement / Logo Placement

- + Company logo and acknowledgement as Keynote Speaker Sponsor
 - Printed on all conference promotional material where sponsored speakers name is mentioned
 - On conference website with link to your homepage
- + 25 word company profile in the conference handbook
- + Verbal acknowledgement by chair during the sponsored speaker's session

BURSARY SPONSOR

\$POA

Bursaries are conducted under a different process, however if your organisation is willing to support delegates Australia-wide in attending the conference please contact Conference Logistics on 02 6281 6624.





SOCIAL/VENUE FUNCTION SPONSORS

CONFERENCE VENUE SPONSOR

IN KIND

Opportunities for Welcome Reception, Conference Dinner and workshop program

Sponsorship benefits will be determined based on the value of sponsorship, but may include:

- + Complimentary tickets to the sponsored social function or workshop
- + Opportunity to invite (at cost) additional clients/guests to the sponsored social function or workshop
- + Company logo and acknowledgement on conference promotional material
- + Company logo and acknowledgement on conference website with link to your homepage
- + Company logo and acknowledgement on Museums Galleries Australia website with link to your homepage during the sponsorship period
- + Company logo on the social function or workshop tickets
- + Opportunity to welcome delegates to the social function or workshop (3 minutes)
- + Free standing corporate banners may be displayed at the social function or workshop venue
- + 100 word company profile in the conference handbook
- + 10% discount on advertising in Museums Galleries Australia magazine - issue prior to conference

Sponsorships valued at \$8,800 or above may also include:

- + Complimentary full registration(s) including all social functions
- + One complimentary exhibition space
- + Verbal acknowledgement during the opening and closing sessions of the conference
- + Half page, full colour, advertisement in conference handbook (artwork to be supplied by the sponsor)
- + Opportunity to place one satchel insert in the conference satchel (sponsor to supply item/s).
- + A delegate list in accordance with Privacy Legislation 2001 distributed at the conference (name, organisation, State only)



CONFERENCE DINNER SPONSOR

\$7,700 (INC GST)*Wednesday 6 June 2018 - Exclusive opportunity***Sponsorship benefits include:**

- + Two complimentary tickets to the Conference Dinner
- + Opportunity to invite (at cost) additional clients/guests to the Conference Dinner
- + Opportunity to address guests during the Conference Dinner (3 minutes)
- + Company logo and acknowledgement on conference promotional material
- + Company logo and acknowledgement on conference website with link to your homepage
- + Company logo and acknowledgement on Museums Galleries Australia website with link to your homepage during the sponsorship period
- + Opportunity to provide company branded gift to Conference Dinner guests (supplied by sponsor)
- + Company logo featured on Conference Dinner tickets and menu
- + Free standing corporate banners may be displayed in the Conference Dinner venue
- + 100 word company profile in the conference handbook
- + Use of Museums Galleries Australia and conference logos during sponsorship period
- + 10% discount on advertising in Museums Galleries Australia magazine - issue prior to conference

CONFERENCE WELCOME RECEPTION SPONSOR

\$5,500 (INC GST)*Monday 4 June 2018 - Exclusive opportunity***Sponsorship benefits include:**

- + Two complimentary tickets to the conference Welcome Reception
- + Opportunity to invite (at cost) additional clients/guests to the Conference Welcome Reception
- + Company logo and acknowledgement on conference promotional material
- + Company logo and acknowledgement on conference website with link to your homepage
- + Company logo and acknowledgement on Museums Galleries Australia website with link to your homepage during the sponsorship period
- + Company logo on the Conference Welcome Reception tickets
- + Free standing corporate banners may be displayed in the Conference Welcome Reception venue
- + 100 word company profile in the conference handbook
- + 10% discount on advertising in Museums Galleries Australia magazine - issue prior to conference





HOSPITALITY SPONSORS

LUNCH SPONSOR

\$1,500 (INC GST)

3 opportunities available, Tuesday, Wednesday or Thursday

MORNING / AFTERNOON TEA SPONSOR

\$660 (INC GST)

6 opportunities available, Tuesday, Wednesday or Thursday

Sponsorship benefits for both hospitality sponsor opportunities include:

- + Company logo and acknowledgement on conference promotional material
- + Company logo and acknowledgement on conference website with link to your homepage
- + 25 word company profile in the conference handbook
- + Corporate material may be displayed in hospitality area, during sponsored break, including brochures, freestanding banners and small table signs
- + Verbal acknowledgement by chair at sessions directly before and after the sponsored hospitality break
- + Opportunity to place satchel insert in the conference satchel (sponsor to supply item/s).





PROMOTION SPONSORS

CONFERENCE APP FOR HANDHELD DEVICES SPONSOR

\$6,600 (INC GST)

Exclusive opportunity

Museum and gallery staff are tech savvy and many will be utilising social media. This conference app will enable delegates to be organised and up to date at the touch of their fingertips.

Sponsorship benefits include:

- + Company name/logo on the Conference App (subject to approval by the organising committee)
- + Opportunity to place one satchel insert in the conference satchel (sponsor to supply item)
- + Company logo and acknowledgement on conference website with link to your homepage
- + 25 word company profile in the conference handbook
- + App will be designed and developed by the Conference Organising Committee.

ONSITE COFFEE CART SPONSOR

\$6,600 (INC GST)

Exclusive opportunity

With no tea and coffee available on arrival at the conference, this portable coffee cart will be one of the popular spots for meeting and networking as well as selling good coffee.

Sponsorship benefits include:

- + The onsite coffee cart will be open throughout the conference
- + Company logo and acknowledgement on conference website with link to your homepage
- + Corporate material may be displayed in coffee cart area, including brochures, freestanding banners and small table signs (subject to approval by the organising committee)
- + 25 word company profile in the conference handbook

SOLD

**TWO DAYS SOLD
ONE DAY STILL AVAILABLE: \$2200
CONTACT CONFERENCE LOGISTICS FOR
MORE INFORMATION**



KEEPCUP SPONSOR

\$6,600 (INC GST)

Exclusive opportunity

Sponsorship benefits include:

Reduce waste both during and after the conference by providing delegates with a reusable take away coffee cup.

Sponsorship benefits include:

- + Branded KeepCup provided in the delegate satchels
- + Company logo and acknowledgement on conference website with link to your homepage
- + One freestanding pullup banner may be displayed in the conference catering area
- + 25 word company profile in the conference handbook

SACHEL SPONSOR

\$4,400 (INC GST)

Exclusive opportunity

Sponsorship benefits include:

- + Co-branded conference satchels provided to all conference delegates
- + Opportunity to place one satchel insert in the conference satchel (sponsor to supply item).
- + 25 word company profile in the conference handbook

WATER BOTTLE SPONSOR

\$3,300 (INC GST)

Exclusive opportunity

Sponsorship benefits include:

- + Branded bottles of mineral water to be made available to delegates in the conference satchel and throughout the conference venue
- + Opportunity to place one satchel insert in the conference satchel (sponsor to supply item)
- + 25 word company profile in the conference handbook





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CONFERENCE HANDBOOK SPONSOR

\$2,750 (INC GST)

Exclusive opportunity

Sponsorship benefits include:

- + Full page, full colour, advertisement - inside back cover placement - in conference handbook (artwork to be supplied by the sponsor)
- + Company logo and acknowledgement on conference website with link to your homepage
- + 25 word company profile in the conference handbook

LANYARD SPONSOR

\$2,200 (INC GST)

Exclusive opportunity

Sponsorship benefits include:

- + Branded lanyards to be provided to all conference delegates (sponsor to supply items)
- + Company logo and acknowledgement on conference website with link to your homepage
- + 25 word company profile in the conference handbook

SOLD

WRITING PAD SPONSOR

\$1,100 (INC GST)

Exclusive opportunity

Sponsorship benefits include:

- + Writing pad to be available throughout the conference venue (sponsor to supply item)
- + Company logo and acknowledgement on conference website with link to your homepage
- + 25 word company profile in the conference handbook

SOLD





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PEN SPONSOR

\$1,100 (INC GST)

Exclusive opportunity

Sponsorship benefits include:

- + Pens to be available throughout the conference venue (sponsor to supply item)
- + Company logo and acknowledgement on conference website with link to your homepage
- + 25 word company profile in the conference handbook

SACHEL INSERT

\$880 (INC GST) EACH INSERT

Exclusive opportunity

Sponsorship benefits include:

- + Opportunity to place one satchel insert in the conference satchel (sponsor to supply flyer).

ADVERTISING IN THE CONFERENCE HANDBOOK

Full page full colour \$ 825 (incl GST)

Half page full colour \$ 440 (incl GST)

Advertisements are to be supplied to the Conference Secretariat in high resolution print ready PDF format by March 2018.

OTHER PROMOTIONAL PRODUCT SPONSOR

\$POA

Please contact Conference Logistics on 02 6281 6624 to discuss the wide range of options available to meet your needs and contribute to the success of the Conference.





EXHIBITION OPPORTUNITIES

The trade exhibition will be held in the Cobblestone Pavilion, in the historic Meat Market, and will be the venue for all catering throughout the conference to ensure the maximum exposure and opportunities for contact between delegates and exhibitors.

The MAGNA and MAPDA Awards and social event will be held in the exhibition area. This will be a great time to network and enhance relationships with key stakeholders.

Exhibitors will be expected to display at the conference for a minimum of 3 days, as detailed below.

Bump in: Monday 4 June 2018, 2.00pm – 5.00pm (timing TBC)

Bump out: Thursday 7 June 2018, following the close of the conference

An indication of the exhibition opening times is as follows:

Tuesday 5 June 2018: 8.30am – 8.00pm (including the MAGNA and MAPDA Awards)

Wednesday 6 June 2018: 8.30am – 5.00pm

Thursday 7 June 2018: 8.30am – 5.00pm

EXHIBITION SPACE

\$3,800 (inc GST)

- + Exhibition space (located within one of the historic Meat Market alcoves surrounding the Cobblestone Pavilion. Dimensions are approximately 8 metres deep by 4 metres wide* and include:
 - Poster board with fascia sign
 - Access to reasonable power
 - Trestle table with two chairs
- + Two complimentary full registrations including all social functions
- + Two tickets to the conference Welcome Reception
- + Logo and 50 word company listing included in conference handbook
- + Recognition (with logo and links) on exhibitors page of the conference website
- + Opportunity to invite (at cost) additional clients and guests to trade exhibition social event
- + Inclusion on Museums Galleries Australia's website during sponsorship period
- + Use of Museums Galleries Australia's and conference logos during sponsorship period
- + Copy of delegate list (name, organisation, State only), in accordance with Privacy Legislation 2001
- + 10% discount on advertising in the Museums Galleries Australia Magazine, issue prior to conference - to promote sponsors' conference participation and any associated product promotion for conference

* Due to the historic nature of the venue, size dimensions of each space are unique and vary slightly. When planning your exhibition setup, please note the floor is slightly sloped and laid with cobblestones.





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EXTRA EXHIBITOR STAFF

\$250 (inc GST)

If you require other members of staff to be on your stand for the duration of the exhibition, an Extra Exhibitor Staff fee of \$250 per staff member applies. This cost covers tea breaks, lunches and a name tag. This fee does not include admittance to Conference sessions.

FLOORPLAN



SPONSORSHIP & EXHIBITION BOOKING FORM

Contact name: _____

Position: _____

Organisation: _____

Postal Address: _____

State: _____

Postcode: _____

Phone: _____

Mobile: _____

Email: _____

Sponsorship Booking

Please tick the preferred sponsorship opportunity

- | | | | | | |
|---|----------|--|---------|--|---------|
| <input type="checkbox"/> Principal Partner | \$12,200 | <input type="checkbox"/> Lunch Sponsor | \$1,500 | <input type="checkbox"/> Writing Pad Sponsor | \$1,100 |
| <input type="checkbox"/> Conference Supporter | \$8,800 | <input type="checkbox"/> Morning / Afternoon tea sponsor | \$660 | <input type="checkbox"/> Pen Sponsor | \$1,100 |
| <input type="checkbox"/> Session Sponsor | \$4,400 | <input type="checkbox"/> Conference App Sponsor | \$6,600 | <input type="checkbox"/> Satchel Insert | \$880 |
| <input type="checkbox"/> Keynote Speaker Sponsor | \$POA | <input type="checkbox"/> Onsite Coffee Cart Sponsor | \$6,600 | <input type="checkbox"/> Advertising full page | \$825 |
| <input type="checkbox"/> Bursary Sponsor | \$POA | <input type="checkbox"/> KeepCup Sponsor | \$6,600 | <input type="checkbox"/> Advertising half page | \$440 |
| <input type="checkbox"/> Conference Venue Sponsor | Inkind | <input type="checkbox"/> Satchel Sponsor | \$4,400 | Other Promotional Products | \$POA |
| <input type="checkbox"/> Conference Dinner Sponsor | \$7,700 | <input type="checkbox"/> Water Bottle Sponsor | \$3,300 | <input type="checkbox"/> Please describe: | |
| <input type="checkbox"/> Conference Welcome Reception Sponsor | \$5,500 | <input type="checkbox"/> Handbook Sponsor | \$2,750 | _____ | |
| | | <input type="checkbox"/> Lanyard Sponsor | \$2,200 | _____ | |

Exhibition Booking

- Exhibition space Quantity _____ @ \$3,800 each

Please indicate your exhibition space preference (see floor plan for space numbers):

(1) (2) (3)

- Additional Exhibitor Staff @ \$250 Please book a place for _____ additional representative(s)

Names of representative(s) are: _____

Payment Summary

SPONSORSHIP TOTAL \$ _____

EXHIBITION BOOTH \$ _____

ADDITIONAL EXHIBITOR STAFF \$ _____

TOTAL AMOUNT TO BE INVOICED \$ _____

50% deposit is required at time of booking.

The balance of payment is due by 13 March 2018.

Payment Details

- I enclose cheque payable to: Museums Galleries Australia 2018
- I wish to pay by Electronic Funds Transfer (an invoice will be sent for processing which will contact bank details)
- I wish to pay by Credit Card and I hereby authorise you to charge the amount of \$ _____ to my credit card

Please Charge my: MasterCard Visa

Card Number: _____ CCV: _____ Exp Date: _____

Card Holder Name: _____

Card Holder Signature: _____

Please send completed form with payment to:

Conference Logistics: PO Box 6150, KINGSTON ACT 2604

F: +61 2 6285 1336 E: conference@conlog.com.au