



## **CMGA 2002**

**VENDOR EXHIBITION, SPONSORSHIP AND ADVERTISING  
PROSPECTUS**

Dear Prospective Sponsor,

CMGA2002 11-13 September 2002 – Marriott Hotel, SYDNEY

Planning is well underway for CMGA2002 in Sydney and we warmly invite your company to be part of this exciting event.

**NEW VENDOR PACKAGES**

This year we have restructured our vendor program in line with both our delegates and vendor feedback. The focus is on conference sponsorship rather than booths, and the new vendor packages reflect this. These packages aim to give you exposure to our members and mailing list before and after the conference, as well as during the event itself. We have also reduced our costs substantially. Our three sponsorship packages give vendors an opportunity to be involved in CMGA2002 on a level that best suits their current business needs.

**TRADE EXHIBITION**

We will not be holding a traditional trade exhibition at CMGA2002, but will provide tables in the tea/coffee area for those conference sponsors wishing to talk with the delegates. This not only reduces the time and cost involved in manning a traditional booth, but extra costs and time consuming activities such as booth furnishing etc. are no longer necessary.

Taking a table at CMGA2002 is entirely optional and dependent on whether attendance at the conference is part of your requirements. With the new vendor program structure, your value for money sponsorship will be delivered independent of your attendance at the conference. Of course we'd love to see you there, and welcome your participation in the marketing sessions. A map of the conference space at the Sydney Marriott, showing the tea and coffee areas is attached.

**SPONSORSHIP OPPORTUNITIES**

The new vendor packages offer a wealth of sponsorship opportunities. A full list of these is detailed in the following pages.

**MARKETING SESSIONS**

We will continue with the Vendor Information Marketing Sessions at CMGA2002 and conference partners and sponsors will be eligible to present in this stream. As we are restricted to 8 sessions, these places will be allocated in order of booking confirmation and payment. To better promote these sessions we would ask that vendors provide a presentation title and abstract to include in the pocket timetable.

## **GUEST TICKETS**

Last year we introduced an opportunity for vendors to invite a guest to the conference. This proved very popular and we will continue with this offer at CMGA2002. Sponsors may pass these tickets onto clients or potential clients, however they may also be used to allow other members of the company to attend the conference.

## **SOCIAL EVENTS**

As always we will be providing opportunities for more relaxed contact with the delegates at various social events. Naming rights to the conference dinner, as well as the registration drinks, lunches and afternoon teas are available in the various sponsorship packages described in this prospectus. If you have further enquiries or suggestions regarding sponsorship opportunities for CMGA2002, please contact Gayle Allan on +61 3 9899 7744 or by e-mail at [cmga@cmga.org.au](mailto:cmga@cmga.org.au).

CMGA2002 will be focussing on sharing information about the measurement, management, planning, performance, and administration of computer systems - regardless of the operating environment. With the exposure your organisation can gain from the Vendor Presentations and Sponsorship packages, CMGA2002 represents a wonderful opportunity for you to demonstrate your products and services to a wide range of IT professionals at a widely recognised industry event.

Further information and booking details for the conference are included in the enclosed prospectus. If you have any queries please contact:

**Gayle Allan - CMGA2002 Conference Organiser**

**Telephone: +61 3 9899 7746**

**Facsimile: +61 3 9897 4497**

**E-mail: [cmga@cmga.org.au](mailto:cmga@cmga.org.au)**

The Conference Organising Committee looks forward to welcoming you to CMGA2002.

Yours sincerely,

Gayle Allan

CMGA2002 Conference Organiser

## CMGA 2002

### VENDOR PROGRAM – PRICING & INCLUSIONS

CMGA2002 has three levels of vendor sponsorship available:

#### **Conference Partner: \$3300.00**

- Logo prominently on conference bag
- Company banner displayed in plenary room
- Logo on (choice of one): Mug or CD-ROM or T Shirt etc.  
OR  
Naming rights to event (choice of one): Dinner, Cocktail Party
- Logo (and link) on CMGA website (until March 2003)
- Listed as Conference Partner in all conference literature (flyers, agenda, timetable, proceedings)
- Company profile published in Pocket Timetable
- Speaking Slot in Marketing Stream
- 1 full conference registration + 2 guest tickets\*
- Table with display board# provided at conference (optional)
- Show Bag Insert

#### **Conference Sponsor: \$2200.00**

- Logo on conference bag
- Logo (and link) on CMGA website (until March 2003)
- Listed as Conference Sponsor in all conference literature (flyers, timetable, proceedings)
- Company profile published in Pocket Timetable
- Speaking Slot in Marketing Stream
- 1 full conference registration + 1 guest ticket\*
- Table with display board# provided at conference (optional)
- Show Bag Insert

#### **Minor Conference Sponsor \$1100.00**

- Listed (and linked) on conference website
- Listed as Minor Sponsor in all conference literature (flyers, timetable, proceedings)
- Literature Stand at conference or Show Bag Insert

\* Guest ticket includes one day registration, morning, afternoon tea and lunch, plus conference dinner.

# Includes 1.8m trestle table with cloth, 2.4m Horizontal Board (freestanding), 150watt spotlight, Company sign.

### **ADDITIONAL ITEMS**

#### **Catering packages for additional staff: \$242.00**

Includes morning and afternoon tea, lunch (Thurs, Fri) and conference dinner (Thurs). A separate booking form is included.

#### **Conference Dinner tickets: \$121.00**

Dinner tickets for partners and/or colleagues are also available. A separate booking form is included.

## **CMGA 2002**

### **VENDOR PROGRAM – ADDITIONAL INFORMATION**

#### **VENUE**

For vendors wishing to take up the option of having a display table at the conference, these will be set-up in the foyer area on the first floor of the Sydney Marriott Hotel, College Rd., Sydney. (map attached)

#### **FACILITIES**

##### **Table and Display Board**

- 1.8m trestle table with cloth
- 2.4m Horizontal Board (freestanding)
- 150watt spotlight
- Company sign

#### **COST**

Included in Conference Partner and Conference Sponsor packages.

#### **CATERING PACKAGES**

Catering packages are offered to provide catering for vendors who do not wish to attend conference sessions. They cover morning and afternoon refreshments, lunches during the two days of the conference and the Conference Dinner. These packages are available at a cost of \$242 each. Please note that one full Conference Registration is included in the Conference Partner and Conference Sponsor Packages..

Vendor representatives who wish to attend conference sessions are required to register as normal delegates or may wish to use their guest tickets

#### **VENDOR PARTICIPATION IN THE GENERAL PROGRAM**

Vendors are invited to submit papers for presentation at the conference. Vendor papers in the general program must not be product specific or marketing in nature.

#### **VENDOR MARKETING INFORMATION SESSIONS**

Vendor Marketing Information Sessions are available to Conference Partner and Conference Sponsors only. These sessions may be product specific. CMGA 2002 Vendor sessions will be grouped (given sufficient Vendor interest) across the program so that the general program will not compete with Vendor sessions.

Vendors purchasing a Conference Partner or Conference Sponsor package are entitled to one Vendor Marketing Information Session. Sessions are optional but bookings are essential. As places are limited, vendor sessions will be allocated in order of receipt of payment for packages. For further information contact Gayle Allan on 03 9899 7746, or at [cmga@cmga.org.au](mailto:cmga@cmga.org.au).

#### **CMGA LOGO**

Subject to organising committee approval, CMGA logos may be utilised by vendors when promoting their participation in the conference.

#### **FURTHER INFORMATION**

For further information on the Vendor Programme please contact the CMGA2002 Conference Organizer on telephone +61 3 9899 7746, facsimile +61 3 9897 4497, e-mail [cmga@cmga.org.au](mailto:cmga@cmga.org.au).

## CMGA 2002

### SPONSORSHIP OPTIONS

Please indicate package required and preferred sponsorship option (if applicable) and return with booking form and payment.

**CONFERENCE PARTNER - \$3300.00**

**SHOWBAG**

All delegates receive a high quality Showbag and inclusions. Conference Partner's logo will be printed onto the showbag as part of their package. A total of 200 Showbags will be distributed.

**SPONSORSHIP OPTIONS**

Please select in order of preference (please mark all options), the merchandise article or event which you wish to sponsor. These will be allocated in order of receipt of booking and payment.

Logo printed on:

- T/Shirt .....
- CD-ROM.....
- Mug .....
- Other Showbag Item (to be advised).....

Naming Rights to event:

- Conference Dinner (Thurs night).....
- Cocktail Reception (Wed night).....

Camera-ready artwork for the required logo must be supplied by Vendor.

**CONFERENCE SPONSOR - \$2200.00**

**SHOWBAG**

All Delegates receive a high quality Showbag and inclusions. Conference Sponsor's logo will be printed onto the showbag as part of their package. A total of 200 Showbags will be distributed.

**SPONSORSHIP OPTIONS**

Please select in order of preference (please mark all options), the event which you wish to sponsor. These will be allocated in order of receipt of booking and payment.

Camera-ready artwork for the required logo must be supplied by Vendor.

**MINOR SPONSOR - \$1100.00**

**SPONSORSHIP OPTIONS**

Please indicate your requirements:

- 10 slot literature stand
- Showbag Insert (200 brochures to be supplied)

## **ADDITIONAL ADVERTISING IN CONFERENCE PUBLICATIONS**

In addition to logo placement and advertising offered in the vendor packages, product or service advertising is available as follows:

- Pocket Timetable \$1,100 (1 Full Page - A5 Landscape)
- Mailout to CMGA mailing list \$1,100 + postage per mailout

Camera-ready artwork for all printed material must be supplied by advertisers.

We are also happy to discuss other advertising opportunities or proposals. Please contact us on 03 9899 7746 or by e-mail at [cmga@cmga.org.au](mailto:cmga@cmga.org.au).

**CMGA 2002**

**VENDOR PROGRAM BOOKING FORM**

COMPANY.....

ADDRESS .....

.....

POSTCODE.....

CONTACT NAME .....

PHONE..... FAX.....

E-MAIL.....

All prices include GST

<u>Item</u>	<u>Qty</u>	<u>Rate</u>	<u>Total \$</u>
<b>Conference Partner</b> (includes one vendor registration + 2 guest tickets) <input type="checkbox"/> Table required (Please indicate)	.....	\$3,300	.....
<b>Conference Sponsor</b> (includes one vendor registration + 1 guest tickets) <input type="checkbox"/> Table required (Please indicate)	.....	\$2,200	.....
<b>Minor Conference Sponsor</b>	.....	\$1,100	.....
<b>Catering Package</b> (includes social functions)	.....	\$242 per package	.....
<b>Conference Dinner</b>	.....	\$121 per person	.....
<b>Additional Advertising</b> - Pocket Timetable	.....	\$1,100 (1 Full Page - A5)	.....
- Mailout to CMGA mailing list	.....	\$1,100 + postage per mailout	.....
<b>Total Payment</b>			<b>\$.....</b>

**CMGA 2002**  
**CATERING PACKAGE**  
**BOOKING FORM**

COMPANY..... :  
ADDRESS ..... :  
..... :  
POSTCODE..... :  
CONTACT NAME ..... :  
PHONE.....FAX..... :  
E-MAIL..... :  
Vendor Packages @ \$242 each TOTAL \$.....

Catering Packages include catering during the conference and conference dinner. Cost is \$242 per package.

Additional tickets to the conference dinner can be purchased using the booking form for Conference Dinner Tickets.

Names for Catering Packages purchased above

.....  
.....  
.....

**CMGA 2002**  
**CONFERENCE DINNER TICKETS**  
**BOOKING FORM**

COMPANY .....

ADDRESS .....

POSTCODE.....

<u>Event</u>	<u>Qty</u>	<u>Rate</u>	<u>Total \$</u>
Thursday - CMGA2002 Conference Dinner	.....	\$121 per person	.....

**CMGA 2002**

**COMPANY PROFILE**

Company profiles will be printed in the Pocket Timetable provided booths have been paid for and details are received by 1st August 2002.

COMPANY.....

ADDRESS .....

POSTCODE.....

CONTACT NAME .....

PHONE.....FAX.....

E-MAIL.....

COMPANY PROFILE (Maximum 400 words)

Is your Company a CMGA/CMG corporate member?    YES/NO

Please return with Vendor Program Booking Form to :

**Fax: 03 9897 4497 or CMGA 2002, PO Box 1089, NORTH BLACKBURN VIC 3130**

## Tax Invoice

Company Name.....  
Address.....  
City ..... State..... Postcode.....

### CMGA 2002

Conference Partner   Conference Sponsor   Minor Sponsor   Advertising  
CMGA2002Catering Package   CMGA2002Conference Dinner

Total \$.....

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### Payment Details

Cheque payable to CMG Australia

or

Payment by credit card - please circle choice

Bankcard      Mastercard      Visa      American Express

Card Number.....

Expiry Date.....

Name of Cardholder.....

Signature of Cardholder.....

Please return with payment to:

CMG Australia

PO Box 1089, North Blackburn VIC 3130

Or by Fax to: +61 3 9897 4497