

PRESENTING THE 12TH ANNUAL

National Security Australia Conference

A key industry event discussing Australia's prevention and response to the continually evolving national security environment

26 - 27 May 2014 | Sydney Harbour Marriott



Dear Lucia,

I would like to take this opportunity to welcome you to the 12th Annual National Security Australia Conference as a confirmed Silver Exhibitor (Table Top Display).

Your involvement in this event will offer your organisation many opportunities and benefits, including maximum exposure to a targeted audience that suits your marketing requirements.

I would like to introduce myself as your main contact for all logistical requirements for the event. I will be in regular contact with you during the lead up and should you have any questions please contact me using the details listed below.

The following document contains important information about your exhibition package. **Please take note of the items included on the logistics checklist on page 4 as it is very important that these deadlines are kept.**

I look forward to your involvement in this event, which is sure to be a huge success. We thank you for choosing to be part of the National Security Australia Conference.

Kind Regards,

Tiffany Provino
Coordinator
Sponsorship & Exhibitions
Level 2, 120 Sussex Street
SYDNEY NSW 2000
AUSTRALIA
Ph: +61 2 9080 4052
Fax: +61 2 9290 2577
Email: tiffany.provino@informa.com.au

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SILVER EXHIBITOR

Benefits of the package include:

Recognition & Branding

You will be provided with extensive branding and recognition before, during and after the event. Branding serves to build a long term association of your company name and logo with the subject matter and expertise therein.

Delegate Passes

Delegate passes provide you with the opportunity to invite either VIP clients or prospects to attend on behalf of your company. Alternatively, you may invite existing staff members to increase presence at the event and in doing so create greater networking opportunities.

Exhibition – TABLE TOP DISPLAY (No built stands)

Having an exhibition at the event will give you an opportunity to demonstrate your products and outline your services. The exhibition is in place for the duration of the two day conference which allows you to foster new leads, service existing clients and find new business partners.

For this event we will be having a table top only exhibition. Your 'Space' will consist of a 3m x 2m table top display - that is a dressed trestle table and two chairs.

We suggest you bring items such as pop-up banners and brochure holders to enhance your table top display. In the past some exhibitors have also arranged to hire a TV & DVD player to show promotional material.

Document Insert

Your promotional information will be received by all attendees and taken away with them. It associates your organisation with the intellectual content of the event & helps to establish your company as a serious player in the market.

CHECKLIST & DEADLINES

Actions	Due	Submit to	COMPLETED
Logo in EPS or JPEG format (high resolution)	ASAP	Tiffany Provino Via E-mail	
Public Liability Insurance Certificate Please email a copy of your company's current certificate	ASAP	Tiffany Provino Via email	
90 copies of your Corporate profile/promotional material (Up to 4 x A4 pages, to be placed in the delegate packs) This number is approximate. Any spare brochures will be returned at the event.	Must be delivered by Monday 5th May 2014	DELIVER TO: Tiffany Provino Level 2 120 Sussex Street SYDNEY NSW 2000 AUSTRALIA	
Names, job titles and contact details for your complimentary delegate pass (x 1) (please use the Excel spreadsheet registration form)	Monday 5th May 2014	Tiffany Provino Via E-mail	
Names & Details for staff to man your exhibition stand (x 2) (please use the Excel spreadsheet registration form)	Monday 5th May 2014	Tiffany Provino Via E-mail	

CONTACT DETAILS

Informa & IIR Conferences

Level 2, 120 Sussex Street
SYDNEY NSW 2000
AUSTRALIA

General: +61 2 9080 4300
Facsimile: +61 2 9290 2577

Contact for: (Sponsorship)

Damian Dulanovic

Sponsorship & Exhibition Manager

Direct: +61 2 9080 4042
Facsimile: +61 2 9290 2141
Email: damian.dulanovic@iir.com.au

Contact for: (Logistics of Sponsorship & Exhibition)

Tiffany Provino

Coordinator

Direct: +61 2 9080 4052
Facsimile: +61 2 9290 2577
Email: tiffany.provino@informa.com.au

Contact for: (Program Content)

Tina Karas

General Manager

Direct: +61 2 9080 4306
Facsimile: +61 2 9290 2577
Email: tina.karas@informa.com.au

Contact for: (Logistics of Conference)

Rosie Hooley

Senior Event Manager

Direct: +61 2 9080 4430
Facsimile: +61 2 9290 2141
Email: rosie.hooley@informa.com.au

Contact for: (Marketing)

Tina Larssen

Conference Marketing Director

Direct: +61 2 9080 4338
Facsimile: +61 2 9290 3844
Email: tina.larssen@informa.com.au

PRELIMINARY SET UP TIMES

Conference date:	Monday 26 th & Tuesday 27 th May 2014
Exhibitors Set Up Time:	From 7.00am Monday 26 th May 2014
Set Up Completed by:	8.30am Monday 26 th May 2014
Exhibitor Breakdown:	Approximately 3:00pm Tuesday 27 th May 2014 (post afternoon tea)

* These timings are to be confirmed approx 1 week prior to the event *

Please note:

IT IS THE RESPONSIBILITY OF THE EXHIBITOR TO REMOVE THEIR COMPANY CONTENTS FROM THE EXHIBITION STAND AND TO MAKE ALL NECESSARY SHIPPING ARRANGEMENTS AT THE CLOSE OF THE EVENT.

GENERAL INFORMATION

- **Exhibition Area – Table Top only Display (no built stands)**

For this event we will be having a table top only exhibition. Your 'Space' will consist of a 3m x 2m table top display - that is a dressed trestle table and two chairs.

We suggest you bring items such as pop-up banners and brochure holders to enhance your table top display. In the past some exhibitors have also arranged to hire a TV & DVD player to show promotional material.

Exhibitors should man their stands at all times. Items left on the display unattended, e.g. laptop computers, are the responsibility of the exhibitor. The organiser takes no responsibility for any loss or damage.

- **Conference Venue**

The Conference Plenary will be held in the Henry Lawson Rooms. Breaks and exhibits will be set up in the pre function foyer area. Lunch will be held in the hotel's buffet restaurant.

Venue Address:

Sydney Harbour Marriott Hotel at Circular Quay
30 Pitt Street
Sydney NSW 2000
AUSTRALIA
Ph: +61 2 9259 7000
W: www.marriott.com.au

- **Deliveries**

Please use the delivery label on the last page of this document to send your goods to & from the hotel. Please note that the hotel will only accept deliveries 2 days prior to the commencement of the event.

You will need to organise a courier for the collection of all items at the end of the conference.

All goods awaiting collection should be labelled as follows: your company name, contact name, delivery details / address. A consignment note attached and courier name clearly marked.

- **Goods Entrance / Ceiling Heights**

Access to the exhibition is via standard door sizes. Should you have any doubts regarding access for large or unusual displays, please contact me for advice.

- **Telephone lines and Internet**

Exhibitors requiring direct outside lines or Internet connection etc. (at their own expense) should contact me at least 2 weeks in advance. There is complimentary Wi Fi available for all exhibitors.

- **Power Access**

Please bring an extension cord and a power board to ensure you will be able to access power for your table top display. Please note that all electrical equipment must be tagged and tested prior to the event.

- **Name Badges**

In the interest of security, name badges will be supplied. These name badges must be worn at all times by the attendee and his/her staff whilst at the event. Name badges will not be mailed to you in advance but can be collected from the registration desk on Day One of the Conference.

- **Stand Positions**

The organisers reserve the right to alter the position of stands if absolutely necessary; wherever possible this will be done in consultation with the Exhibitor concerned. A floor plan will be provided closer to the event for your reference.

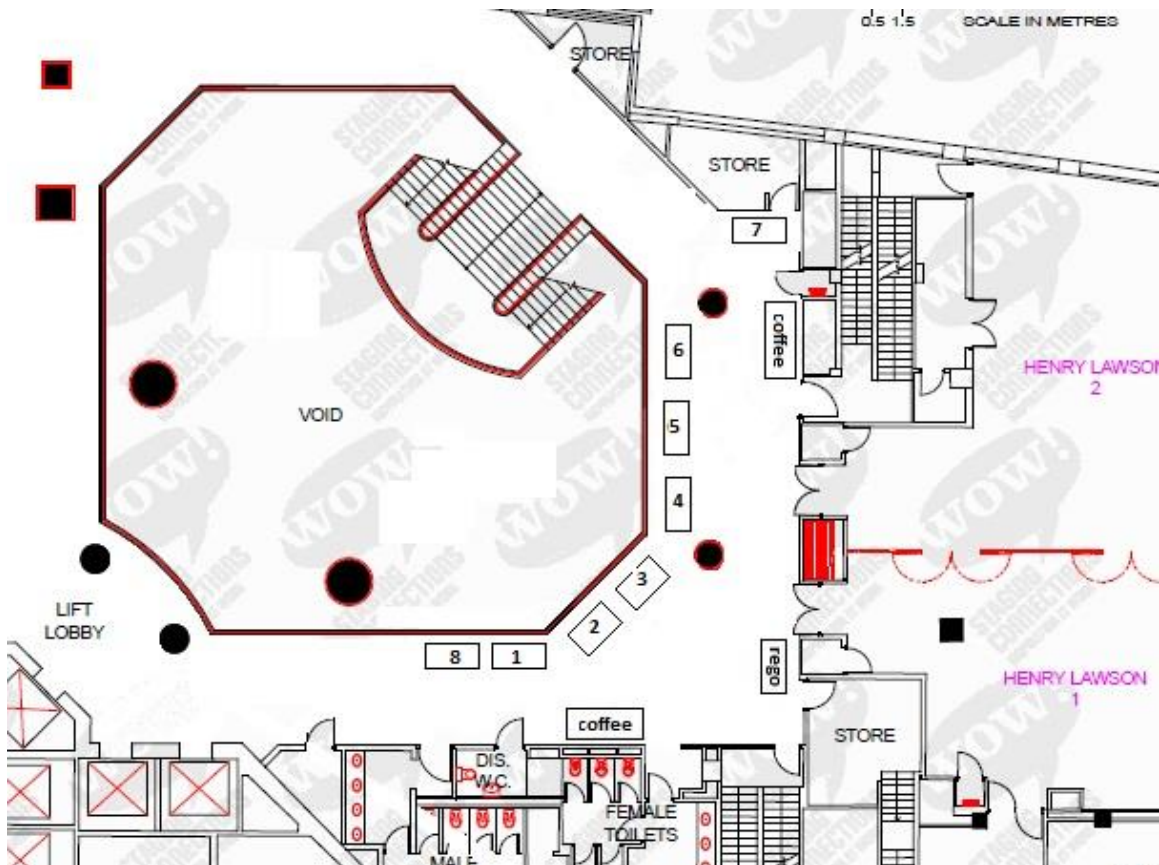
- **Exhibitors Liability**

Whilst the organisers will endeavour to protect the Exhibitors' property while on display at the Exhibition, it must be clearly understood that the venue and the Organisers cannot accept liability for loss, damage or injury sustained or occasioned from any cause whatsoever.

- **Promotional Draws & Competitions**

If you are planning on having a competition or promotional giveaway at this event, please refer to the Office of Liquor, Gaming & Racing (in New South Wales, Australia) to enquire or obtain a permit.

FLOOR PLAN



Stand Allocation

Stand 1	
Stand 2	
Stand 3	
Stand 4	
Stand 5	Hacking Team
Stand 6	
Stand 7	

DELIVERY LABEL

(for sending exhibition items)

TO: Sydney Harbour Marriott Hotel
30 Pitt Street (Circular Quay end)
Sydney NSW 2000
AUSTRALIA
Ph: +61 (0)2 9259 7000

ATTN: Daniel Hoffmann – Conference & Catering

Conference: Informa: National Security Australia Conference
Dates: Monday 26th & Tuesday 27th May 2014
Room: EXHIBITION – Henry Lawson Rooms

Box Number: _____ of _____

SENDER DETAILS:
CONTACT NUMBER: