

# CCI Events Sponsorship

CCI International Trade Engagement and Growth  
Conference 2018



Chamber of Commerce  
and Industry WA

# CCI International Trade Engagement and Growth Conference 2018

May (TBC)

## Event Overview

Format: Full-day conference

Date: Wednesday, 9 May 2018

## Audience and exposure

In the lead up to the International Trade Engagement and Growth Conference, strategically planned promotional activities are undertaken to ensure the event is marketed to the correct audience. These activities provide your organisation with exposure to thousands of Western Australian businesses.

## Target audience includes:

- International distributors, retailers, traders and wholesalers
- Chief Executive Officers
- Senior Executives and Managers
- Small, medium and large-sized member companies

Logo placement on all marketing collateral, including invitations and other sponsorship benefits such as signage and networking opportunities at the event, will see your organisation achieve exposure to a targeted audience.

## Sponsorship Opportunities

There are Diamond, Platinum, Lanyard, and Exhibitor sponsorship packages available for this event.



# CCI International Trade Engagement and Growth Conference 2018 - Sponsorship Package

As a Diamond Sponsor, you will receive the following benefits and exposure in return for a contribution of \$9,000 (excl GST):

## CCI International Trade Conference Benefits:

- Six complimentary tickets for company representatives/clients to attend the conference – an opportunity to network with guests
- 15% discount on additional individual tickets purchased for the conference
- A feature story in 'Business Pulse' (BP), CCI's award winning corporate magazine covered by CCI Journalist's
- A complimentary full-page advertisement in a mutually agreed edition of BP or WA Works (sponsor to provide artwork)
- Feature(s) in the lead up to the event in CCI's weekly publications 'BP Digital' (10,000 database) and 'The Guide' (26,000 database)
- Exposure over CCI's well-established social media platforms (LinkedIn, Twitter, Facebook and Instagram)
- Opportunity to address the attendees in the form of an open, a close, or a breakout session at the event (depending on the format of the event)
- Opportunity to hold a business card draw, provide a prize and retain the business cards
- Opportunity to have an expo stand/display in the pre-function area – a clothed table will be provided

## Sponsor's branding:

Company logo/name mention will appear in all promotional activities including:

- One standing banner in a prominent position within the venue
- Opportunity to provide sample product or promotional material for attendees
- Invitations/promotion for the event distributed by email (HTML format) to over 40,000 prospects
- Post event eDM sent to all attendees
- Logo presence on the CCI online event registration page
- Visual representation for the main stage
- Acknowledgement in post event editorial in CCI's monthly publication Business Pulse, which is sent to over 9,500 members
- Logo included in the event program distributed at the event to attendees
- Either an A5 advert or 200 word company profile in the event program provided to all attendees at the event

## Partnership with CCI:

- Acknowledgement as a 'Diamond Sponsor' in the opening and closing speeches
- Opportunity to partner with CCI, a highly respected WA brand in the business community
- Opportunity to reach a targeted audience through the promotional activity organized for the event and networking with participants at the event
- First right of refusal for 2019



# CCI International Trade Engagement and Growth Conference 2018 - Sponsorship Package

As a Platinum Sponsor, you will receive the following benefits and exposure in return for a contribution of \$4,000 (excl GST):

## CCI International Trade Conference Benefits:

- Four complimentary tickets for company representatives/clients to attend the event – an opportunity to network with guests
- 10% discount on additional tickets purchased for the conference
- A complimentary half page advertisement in a mutually agreed edition of 'Business Pulse' (BP) or 'WA Works' (sponsor to provide artwork)
- Exposure in the lead up to the event in CCI's weekly publications 'BP Digital' (10,000 database) and 'The Guide' (26,000 database)
- Exposure over CCI's well-established social media platforms (LinkedIn, Twitter, Facebook and Instagram)
- Opportunity to have an expo stand/display in the pre-function area – a clothed table will be provided

## Sponsor's branding:

Company logo/name mention will appear in all promotional activities including:

- One standing banner in a prominent position within the venue
- Opportunity to provide sample product or promotional material for attendees
- Invitations/promotion for the event distributed by email (HTML format) to over 40,000 prospects
- Post event eDM sent to all attendees
- Logo presence on the CCI online event registration page
- Visual presentation for the main stage
- Acknowledgement in post event editorial in CCI's monthly publication BP, which is sent to over 9,500 members
- Logo included in the conference program distributed to attendees
- Either an A5 advert or 200 word company profile in the conference program provided to all attendees at the conference

## Partnership with CCI:

- Acknowledgement as a 'Platinum Sponsor' in the opening and closing speeches
- Opportunity to partner with CCI, a highly respected WA brand in the business community
- Opportunity to reach a targeted audience through the promotional activity organized for the event and networking with participants at the event
- First right of refusal for 2019



# CCI International Trade Engagement and Growth Conference 2018 - Sponsorship Package

As an Exhibitor Sponsor, you will receive the following benefits and exposure in return for a contribution of \$1,500 (excl GST):

## CCI International Trade Conference Benefits:

- 10% discount on additional tickets purchased for the event
- Exposure in the lead up to the event in CCI's weekly publications 'BP Digital' (10,000 database) and 'The Guide' (40,000 database)
- Exposure over CCI's well-established social media platforms (LinkedIn, Twitter, Facebook and Instagram)
- Opportunity to have an expo stand/display in the pre-function area – a clothed table will be provided

## Sponsor's branding:

Company logo/name mention will appear in all promotional activities including:

- Invitations/promotion for the event distributed by email (HTML format) to over 40,000 prospects
- Post event eDM sent to all attendees
- Logo presence on the CCI online event registration page
- Logo included in the event program distributed at the event to attendees

## Partnership with CCI:

- Acknowledgement as an 'Exhibitor Sponsor' in the opening and closing speeches
- Opportunity to partner with CCI, a highly respected WA brand in the business community
- Opportunity to reach a targeted audience through the promotional activity organized for the event and networking with participants at the event



# CCI International Trade Engagement and Growth Conference 2018 - Sponsorship Agreement Form

Please complete this agreement form indicating the sponsorship package your company would like to take and return by email to [sponsorship@cciwa.com](mailto:sponsorship@cciwa.com) or phone (08) 9365 7500 for more information.

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

I/We would like to select the following sponsorship package:

\* Please note the below costs include 10% GST

- Diamond Sponsor \$9,900 inc GST
- Platinum Sponsor \$4,400 inc GST
- Exhibitor Sponsor \$1,650 inc GST

Sponsor's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

