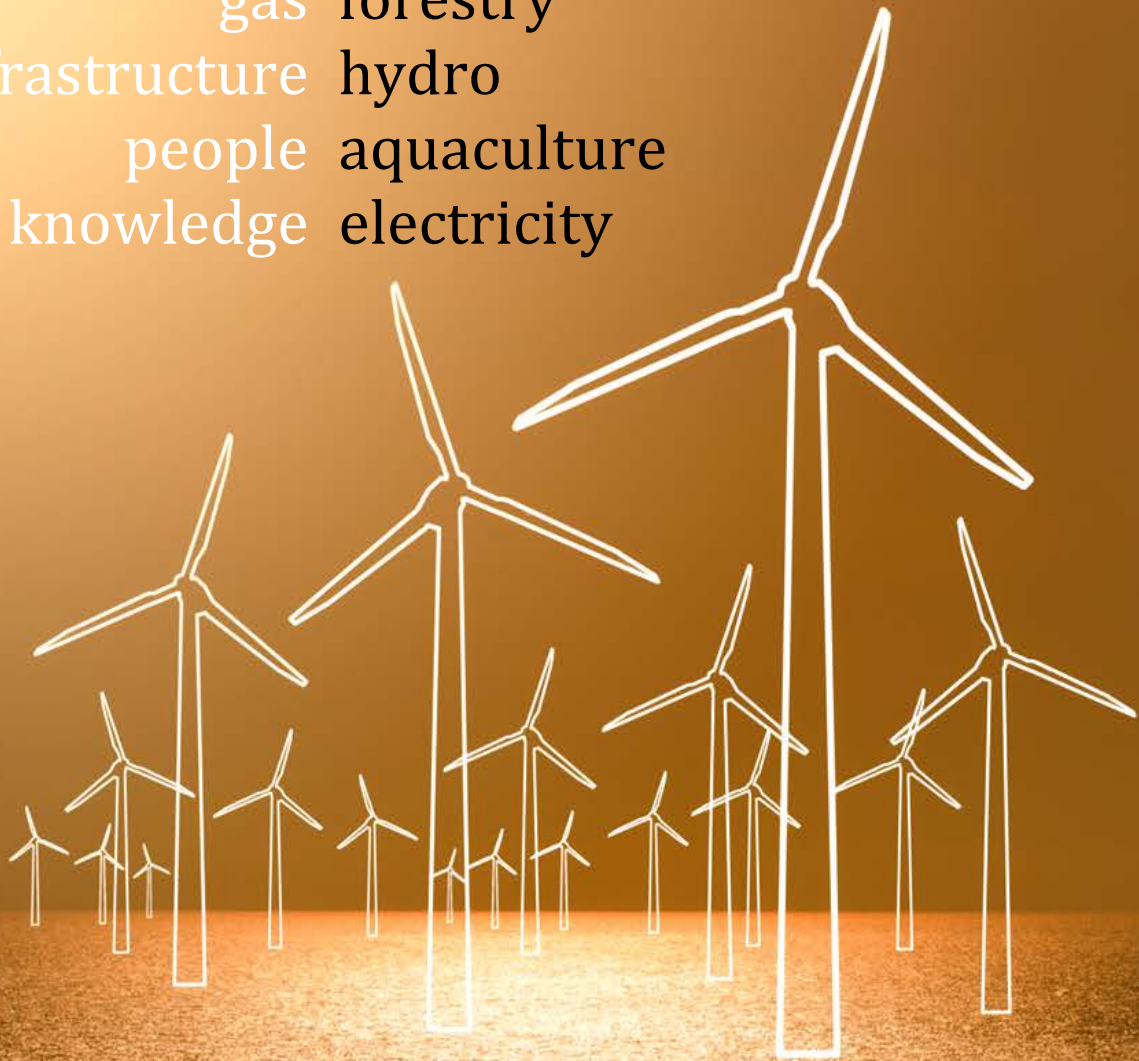


water mining
gas forestry
infrastructure hydro
people aquaculture
knowledge electricity



Sponsorship and Exhibition Opportunities
ICOMS Asset Management Conference, Hobart 2012

ICOMS Asset Management Conference, Hobart 2012

"Asset Management Practices for Essential Resources" 4-8 June 2012

Dear Colleagues,

On behalf of the Organising Committee we warmly welcome your participation in the ICOMS Asset Management Conference 2012. The theme of the conference is "Asset Management Practices for Essential Resources". In keeping with this theme there will be keynotes from the water, mining, gas, hydro, forestry and infrastructure industries, as well as others.

Around 250 industry professionals attend ICOMS each year. The annual event has earned a reputation within the Asset Management community for providing an excellent forum for businesses to promote their latest products and services to the key decision makers in the asset management and maintenance industry.

We look forward to presenting a unique opportunity for you to play an important role in shaping the national and international asset management landscape. Be a part of an outstanding conference - join us in Hobart, Tasmania in 2012!



John Hardwick
National Chairman



Joanna Sikorska
Technical Chair



PROGRAM OVERVIEW

Monday 04 June 2012

Exhibition Set up
Registration
Welcome Cocktail Reception

Tuesday 05 June 2012

Opening Session
Sessions/Exhibition
Student Networking Evening

Wednesday 06 June 2012

Sessions/Exhibition
Annual Awards Ceremony & Gala Dinner

Thursday 07 June 2012

Sessions/Exhibition
Farewell Function

Friday 08 June 2012

Workshops & Training Intensives

WHY YOU SHOULD SPONSOR IN 2012

The range of sponsorship opportunities for ICOMS Asset Management Conference 2012 have been tailored to showcase our sponsors' products and services in an optimal environment whilst at the same time strengthening their brand and building profitable relationships.

3 Reasons why you belong at the ICOMS Asset Management Conference 2012:

Lead the way

Asset Management is crucial to the sustainable revenue generation and profitability within any organisation. Partnering with our Conference is an excellent opportunity to stand out as an innovator of the Asset Management field by demonstrating your expertise and showcasing your products and services.

Make a difference

Your support of the Conference contributes to the advancement of Asset Management knowledge and practices. During the Conference, your organisation will be openly and prominently demonstrating its commitment to, and active support of, the continual development of asset management as a discipline.

Reach your target audience

The Asset Management Conference attracts around 250 key National and International professionals in Asset Management and Maintenance Management along with corporate decision-makers from organisations in both the private and public sectors. The Conference has a unique attendance grouping including academics, Maintenance Practitioners, Asset Managers and General Managers of asset intensive organizations, as well as providers of specialist engineering consulting services.

Before, during and after the conference there are a range of opportunities to network with interested, relevant and influential audiences. Update their knowledge and understanding of your product and services. Your audience is looking for real solutions using new tools, training and technology. Ensure that the solutions they take with them are yours!

Our delegates include representatives from the following companies:

AMQ International, APA Group, ARMS Reliability Engineers, ASC, Assetivity, Aurecon Australia, Australia Post, B & B Power, Bombardier, Brisbane Motorways, Broadcast Australia, Bureau Veritas Australia, CASWA, CitiPower and Powercor Australia, CIEAM, Conneq Industrial Infrastructure Services (Australia), CS Energy, Curtin University of Technology, Degremont, Department of Defence, EnergyAustralia, Ergon Energy, Fluid Conveyancing, GHD, ICD Asia Pacific, Indeptech Solutions, Ingenia, ITSr, John Holland, K2 Technology, KDR Creative Software, Laing O'Rourke, Lance W. Wheatland & Associates, Landing Helicopter Dock, Sustainment Office, Defence Materiel Organisation, Lockheed Martin Aust. Electronic Systems, Logica, Lyell McEwin Hospital, MACE Consulting, Mainpac, Mayne Pharma International, Melbourne Water, Mighty River Power, Monash University, Moreland City Council, Mulgrave Engineers, Newcrest Mining, OMCS International, Pacific Hydro, Parsons Brinckerhoff, Peerless Industrial Systems, Power and Water Corporation, Public Transport Authority, QUT, RailCorp, Relegen, Royal Australian Navy, Rylson, Santos, Shell Global, Sinclair Knight Merz, Sirf Roundtables, SKF Australia, Spotless Services Australia, State Water Corporation, Sunwater, Sydney Water Corporation, SYPAQ Systems, Thales, The Asset Partnership, The Online Workshop, Transend Networks, Transfield Services, UGL Services, UMS Group Asia Pacific, United Group Services, United Water, University of Adelaide, University of Toronto, Vemco Australia, Veolia Water Australia, Vipac Engineers & Scientists, Water Corporation, Western Power, Woodside Energy, Worley Parsons ...

The job titles of conference attendees include the following:

Area Manager, Asset Condition Engineer, Asset Engineer, Asset Integrity Group Manager, Asset Management Engineer, Asset Plans Manager, Asset Policy & Governance Coordinator, Asset Services Delivery Manager, Asset Strategy & Infrastructure Manager, Asset Strategy Leader, Asset Systems Engineer, Assets Whole of Life Analyst, Assistant Director, Business Development Manager, CEO, Consulting Engineer, Contracts Management & Operations Co-ordinator, Director, Engineer, Executive General Manager, Group General Manager, HV Plant Engineering Officer, Group Executive Operations Performance & Improvement, ILS Manager, Integrated Planning and Logistic Support Manager, Logistic Engineering Manager, Logistics Support Director, Maintenance & Materials Optimisation Manager, Maintenance Strategy Leader, Managing Director, Manufacturing Services and Facilities Manager, Marketing Manager, Mechanical Engineer, Network Performance and Strategies Manager, Operational IT Coordinator, Operations Investment Engineer, Owner/Manager, PhD Candidate, Portfolio Asset Manager, Principal Reliability Engineer, Principal Water Engineer, Professor, Project Manager, Reliability Engineer, Research Fellow, Section Manager, Senior Lecturer/Co-ordinator, Senior Planning Engineer, Senior Reliability Engineer, Senior Research Engineer, State Manager WA, Strategic Asset Planner, Strategy & Development Manager, Team Leader Plant Support, Wastewater Treatment Manager ...

CHOOSING THE RIGHT SPONSORSHIP PACKAGE

The selection of sponsorship packages available for 2012 vary in commitment level, providing marketing solutions for any size company. Sponsorship packages can also be tailored to meet your company's specific objectives and we welcome the input of potential sponsor to ensure that the packages meet your needs.

In addition to sponsorship, an exhibition will be held for the full duration of the conference. ICOMS Asset Management Conference attracts a range of exhibitors in the field and provides exhibitors with great networking prospects and the opportunity to showcase products and services at an event frequented by many leading industry professionals.

BRANDING SPONSORSHIP

Internet Café (secured)

USB of Conference Proceedings (secured)

Delegate Satchels (secured)

Water Bottles (secured)

Writing Pad & Pen (secured)

All Branding Sponsorships include:

- Logo recognition on the Sponsored item
- Company brochure insert in delegate satchels
- Company profile and logo listed in the Conference Program
- One complimentary full conference registration
- One guest at Awards Ceremony and Annual dinner
- Company name on all brochures
- Company brochure material (pdf) and flash content on USB of Conference Proceedings
- Company Listing/ Links on Conference Home Page
- Company logo displayed on LCD screen during conference
- A link to Sponsor's logo in the monthly Meeting Point Index

Internet Café

Sponsored by K2 Technology

Wireless internet connection for all conference delegates as well as three computers with internet access situated in the exhibition area.

Entitlements:

- Your logo on the signage and screensavers
- Company website as homepage on all three computers
- Plus other entitlements (see left)

USB of Proceedings

Sponsored by K2 Technology

A USB containing papers etc. will be provided to every full conference delegate upon registration.

Entitlements:

- Company logo printed on USB
- 150 MB of disk space for product manual or other company material
- Plus other entitlements (see left)

Delegate Satchels

Sponsored by CIEAM

Distributed to each delegate at registration, satchels are a reminder of your company, which can be used long after the meeting has finished.

Entitlements:

- Your logo printed on the outside of the satchel, accompanied by the Asset Management Council logo.
- Novelty item for delegates in Satchels
- Plus other entitlements (see left)

Writing Pad & Pen

Sponsored by Assetivity

To be provided in each delegate's satchel

Entitlements:

- Your logo printed on both the pens and the pads. Sponsor provision of pads enables logos to be printed to your specification.
Please note pads and pens are to be provided by the sponsor.
- Plus other entitlements (see left)

Water Bottles

Sponsored by Lycopodium

To be provided in each delegate's satchel

Entitlements:

- Your logo printed on the water bottles
- Plus other entitlements (see left)

HOSTING SPONSORSHIP

Awards Ceremony & Annual Dinner

Welcome Reception

Farewell Function

Student Evening Sponsor

Networking Lunches (x 3)

Morning/Afternoon Tea Sponsor (x 3)

Espresso Coffee Cart

A limited number of hosting sponsorship packages are available. Entitlements for all hosting sponsors include:

- Company brochure insert in delegate satchels
- Company profile and logo listed in the Program
- Printing of company name on Conference web page
- Company brochure material (PDF) or flash content in the Conference USB of the proceedings
- Sponsor supplied banner prominently displayed during event
- Company logo displayed on LCD screen during conference.

Annual Awards Ceremony & Gala Dinner

(Exclusive Opportunity - \$8,085)

This is the social highlight of the conference – an awards ceremony with entertainment, fine wine and delicious cuisine. The dinner will be held off-site. This evening is always well attended as a ticket is included in full registration, as well as being sought after by representatives of the organisations participating in the awards process. It will be a night to remember!

Entitlements:

- Brief company presentation at dinner (5 minutes)
- Logo recognition on dinner menu
- One complimentary full conference registration
- One guest at conference dinner
- Plus other entitlements (see above)

Welcome Function

Sponsored by the Institute of Quality Asset Management

A two hour cocktail reception to officially open the conference and welcome delegates.

Entitlements:

- Brief company presentation at reception
- Plus other entitlements (see left)

Student Evening

(Exclusive Opportunity \$1,650)

This sponsorship package offers university students a great opportunity to kick-start their careers by networking and presenting posters to key professionals in the field.

The social event is one of the most animated networking functions of the conference. Delegates have an opportunity to share a drink and exchange opinions while students can forge connections to launch their careers.

Entitlements:

- Brief company presentation at the event
- Tickets for students to attend the functions
- Plus other entitlements (see left)

Farewell Function

(Exclusive Opportunity - \$1,540)

A one hour cocktail reception to thank delegates for their participation, announce the People's Choice Best Presentation winner and thank conference organisers.

Entitlements:

- Brief company presentation at the event
- Plus other entitlements (see left)

Networking Lunches

(Three Opportunities - \$1,155)

This sponsorship package offers exposure during the buffet lunches that are provided in the exhibition area

Entitlements:

- Recognition announcement at luncheon
- Plus other entitlements (see left)

Morning & Afternoon Teas

Tuesday Morning Tea Sponsored by Project Performance International (Five Opportunities - \$693)

These are available on your choice of three days; Tuesday, Wednesday or Thursday.

Entitlements:

- Recognition announcements prior to sponsored tea
- Plus other entitlements (see left)

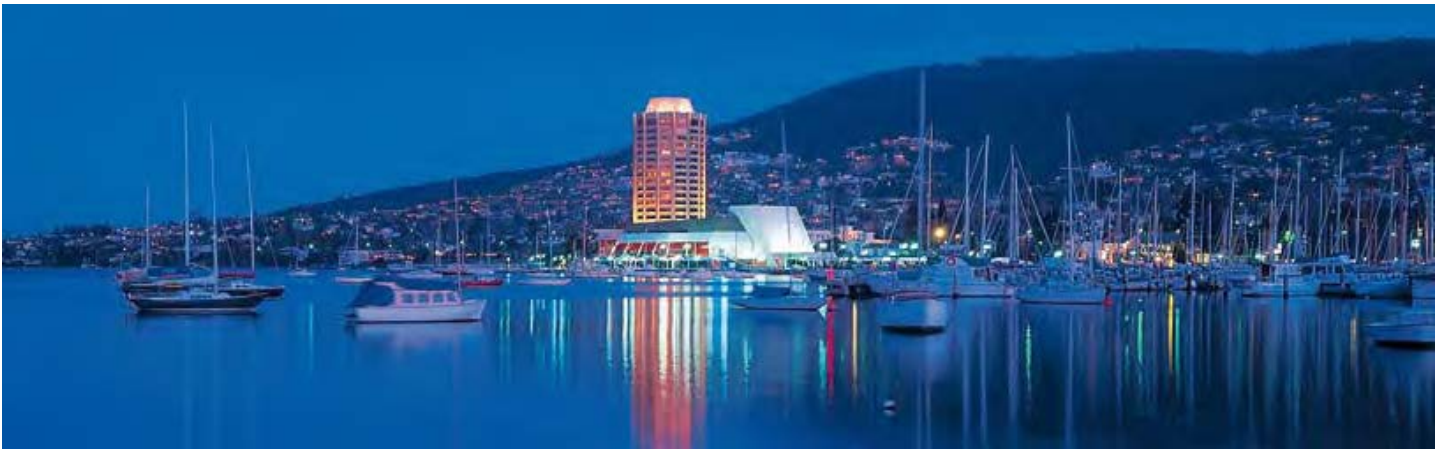
Espresso Coffee Cart

(Exclusive Opportunity – \$4,565)

Located next to your exhibition booth increasing your display space and attracting the delegates, this coffee cart comes with a barista making high quality coffee for delegates. Price includes coffee cart and space, labour and 150 cups of coffee per day. Extra coffee consumption will be charged to your company following the conference.

Entitlements:

- Signage on the coffee cart with your logo
- Plus other entitlements (see left)



TRADE EXHIBITION

Venue

The trade exhibition for ICOMS Asset Management Conference will be located in the Tasman Room of Wrest Point. All morning teas, lunches and afternoon teas will be served to conference delegates in the Tasman Rooms, ensuring the flow of delegates through the exhibition area where they will spend a considerable amount of time.

Innovator Platform

A great platform to promote your product or service, the lecturette will be prominently positioned in the Trade Exhibition offering Exhibitors an exclusive opportunity to demonstrate their product. This year's lecturette program will be printed in the conference program and advertised extensively.

The lecturette will be equipped with a data projector and screen. A company banner can be displayed during the presentation.

Fifteen-minute time-slots can be chosen by exhibitors with preference given according to order of receipt of booking form and deposit.

Application for space

Space is allocated to major sponsors first and then in order of receipt of booking form and deposit.

General Exhibition Booth Package - \$3,410

- 3m wide x 2m deep x 2.4m high shell structure booth including:
 - Covered back and side walls
 - Company name on fascia
 - 1 120 watt spotlight
 - 1 power board with 4 outlets
 - Clothed table and 2 chairs
- One complimentary booth attendee registration
- Booth location and company name listed in Conference edition of The Asset Journal
- Company profile and logo listed in Conference edition of The Asset Journal
- Company brochure (up to 10mb) included on the USB of Conference Proceedings
- Company brochure inserted into delegate satchels (insert can be up to 8 pages and size A4)
- An electronic copy of the delegate list, forwarded after the Conference
- Opportunity to present at the Innovator Platform

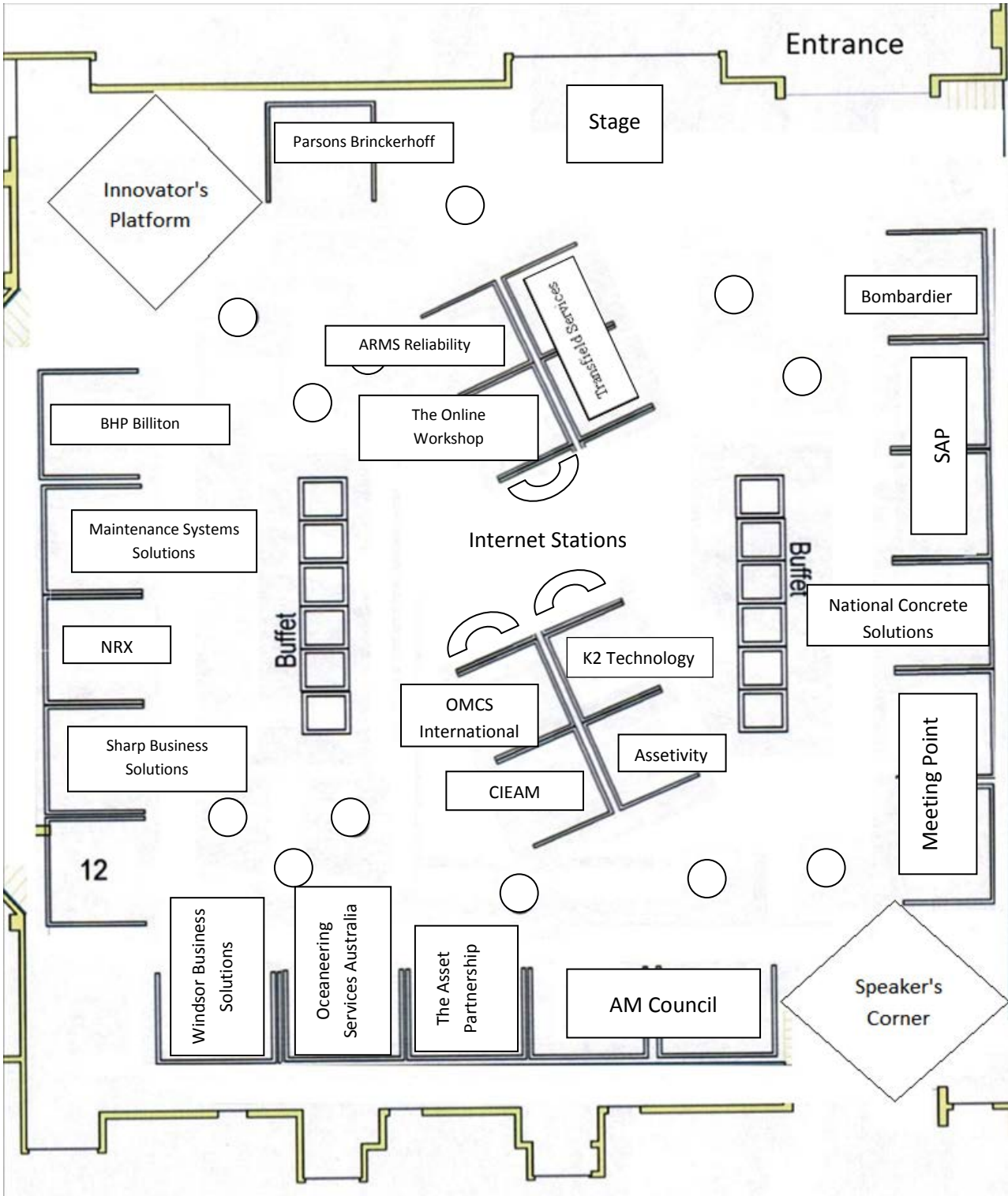
Customised Exhibition Booth

An Exhibitor Kit, detailing information regarding the exhibition will be sent to you prior to the Conference. It will contain details of local equipment providers to help those exhibitors wishing to customise their booths.

Should you choose to have a second Exhibition Booth attendant, the price for this attendant is \$770 which includes Full Conference Registration entitlements.

EXHIBITION FLOOR PLAN

TASMAN ROOMS



Floor Plan

A floor plan is displayed above showing available stands, for your reference. Exact location of the stands may vary slightly depending on the location of other essential facilities.

ICOMS 2012 Sponsorship and Exhibition Booking Form

Company Name: _____
Contact Name: _____
Postal Address: _____
Suburb/Town/City: _____ State: _____ Postcode: _____
Telephone: _____ Email: _____

Sponsorship (all prices stated are inclusive of GST)

Option: _____
Comments: _____

Exhibition booth (\$3,410 inc GST)

Number of sites/booths required: _____
Preference 1: _____
Preference 2: _____
Preference 3: _____
Not located next to: _____

Each booth includes a trestle table, table cloth, 2 x chairs,
1 x spotlight and power board with 4 outlets.

Wording for fascia:

Description

For planning purposes, please give a brief description of any large, high or unusual equipment you will be displaying in your booth:

Authorised

Signed: _____
Name: _____
Date: _____

Payment Summary

Sponsorship Total: \$ _____
Exhibition Total: \$ _____
Total: \$ _____

Payment Terms

A payment of 50% of the sponsorship package and/or Exhibition fee must accompany your completed booking Form. The balance is to be paid by April 2nd 2012.

Cancellation Policy

A full refund less the non-refundable \$550 booking fee will be given to cancellations received in writing prior to April 2nd 2012. No refund will be granted after this date. For Branding Sponsorships requiring logo printing on items (USB, Satchel, Espresso Cart) cancellation must be received prior to March 19th 2012. A full refund less the non-refundable \$550 booking fee will be given. No refund will be granted after this date.

Payment Options

Cheque (made payable to Asset Management Council)
 Credit Card
Card Type: Visa MasterCard Amex

Card Holder: _____

Card Number: _____

Expiry Date: _____

Signature: _____

EFT
Date: _____ Reference: _____

BSB: _____ Account #: _____

Account Name: Asset Management Council

Bank: Bendigo Bank,

Conference Secretariat

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ASSET MANAGEMENT COUNCIL