



AND NOW THEY'RE

LAUGHING!

The Children's Book Council of Australia
13TH NATIONAL CONFERENCE

The CBCA 13th National Conference, Canberra
31 May – 2 June 2019

Sponsorship & Trade Display Prospectus

The Children's Book Council of Australia is a national non-profit organisation with branches in every state and territory.

The CBCA National Conferences began in 1992 and are held every second year in a different location.

The Trade Display and Conference Bookshop are valuable features of conferences and very effective ways of promoting new children's books.

The Conference committee members are pleased to discuss ideas for sponsorship and welcome your involvement in this exciting conference.

Please consider the following prospectus.

**On behalf of the CBCA, the authors and illustrators, thank you for your support.
We look forward to a successful conference.**

1. MAJOR CONFERENCE SPONSOR - \$5,000 inc GST.

The Conference is a two-day event which attracts delegates from all over Australia. Delegates are librarians, teachers, booksellers, authors, illustrators and publishers. It is a major event in the Children's Book Council calendar and a valuable opportunity to promote your business.

Major Sponsorship package includes:

- An invitation to briefly address delegates (5 minutes) at a plenary session.
- Provide a free-standing banner to display during sessions
- Acknowledgement of your organisation as Major Sponsor on all printed and electronic matter.
- Complimentary 'Top Table' at the Conference Dinner
- Acknowledgement during the opening ceremony of conference
- Inclusion of company logo on the Conference website and Program
- 1 insert (to be supplied by the sponsor) in delegate bags
- 1 complimentary registration to the conference.

2. TRADE DISPLAY

- a. Display space is offered to publishers and others at the rates specified below.
- b. Facilities comprise: one trestle table, one pin-board screen, chairs as required.
- c. Signage, decoration and name tags will be the responsibility of the exhibitor.
- d. The conference will run from 8.30 am to approximately 6 pm each day. Access will be allowed for setting up.
- e. All books must be sold by the bookshop, which will be in the same room as the trade displays.
- f. Power is available, if indicated on the booking form.

CONDITIONS

1. Bookings will be processed in order of receipt of payment.
2. To ensure listing in the conference program, full payment must be received by the due date.
3. Cancellations must be in writing two months prior to the CBCA National Conference to receive a 75% refund. Cancellations received after this date will not receive a refund.
4. Confirmation of booking will be sent with a tax invoice which will include 10% GST.
5. Booking entitles the exhibitor to one complimentary conference registration (which can be shared between staff members) plus one insert in conference bags.

PRICES

\$650.00 for one trade display (1 or 2 tables + one rep) (incl GST).

3. CONFERENCE DINNER SPONSOR - \$4,000 inc GST.

The Conference Dinner is the highlight of the social program to be held on Friday 31 May at a venue to be confirmed. Not all delegates to the conference attend the dinner.

Sponsorship package includes:

- An invitation to briefly address guests (5 minutes) at the dinner
- Provide a free standing banner to display during the dinner
- Acknowledgement of your organisation on dinner menus
- Complimentary 'Top Table' at the Conference Dinner
- Inclusion of company logo on the Conference website and Program
- 1 insert (to be supplied by the sponsor) in delegate bags
- 1 complimentary registration to the conference.

4. CONFERENCE BAG INSERTS

(multiples available) price \$220 inc GST

Each delegate will receive a conference bag containing conference materials. Inclusion of a brochure will ensure direct access to all delegates (anticipated 400).

- Prominent listing and logo on the conference website with hotlink to your organisation website
- Inclusion of company logo on the Conference website and program
- 1 insert in delegate bags (450 to be supplied by the sponsor)
- Production and delivery of inserts is the responsibility of the organisation
- Delivery required by a specified date.

5. BOOK LAUNCHES AND BOOK SIGNINGS

a. **BOOK LAUNCHES** \$1000 inc GST

There will be an opportunity to launch new books, resulting in brisk sales. Time will be available during morning and afternoon tea breaks, lunches and if possible and appropriate, during sessions. The cost per publisher for a launch is \$1000.00. As spots in the program are limited, early bookings will ensure the best times. This cost will provide for the following:

- A dedicated time on the program to launch your book,
- A contribution to the catering for delegates,
- Exclusive access to PA at the launch site,
- Publicity in the program prior to the conference,
- Publicity on the conference website and on social media,
- Publicity and announcement at the conference.

b. **BOOK SIGNINGS (no charge with Trade Display)**

Publishers will be able to have their authors and illustrators at the conference for book signings. A 'signing table area' will be set up and a timetable of book signings compiled prior to the conference, to inform delegates when authors and illustrators will be signing books. Launches and book signings will also ensure sales of books to delegates. Publishers must ensure that plenty of stock of books is supplied to the Conference Bookshop. All sales will be made through the conference bookshop where delegates should make their purchase before the signing. Stock of books will be provided at the site of launches to ensure instant sale of new books.

6. TAILORED PACKAGES

We would be delighted to assist in the development of a tailored or 'in-kind' package for your company if none of the listed opportunities suit your promotional activities. Please contact the Conference Committee if you have any questions about the above or suggestions about promotion of your products that differ from those referred to in this prospectus. Contact: Greg Vickers, Conference Solutions: 02 6285 3000.

Trade Exhibition Schedule

Friday 31 May 2019

09.00 – 11.00: Venue positions display tables

11.00 – 14.00: Exhibitors move in

Saturday 1 June 2019

08.00 – 17.00: Exhibition open. Morning tea, lunch and afternoon tea in exhibition area

Sunday 2 June 2019

08.00 – 16.00: Exhibition open. Morning tea, lunch and afternoon tea in exhibition area

16.30 – 17.30: Exhibitors pack down

CBCA 13th National Conference 2019
Application for Sponsorship or Exhibition Space
(all fees include GST)

I/we wish to become a sponsor in the following category:

- Major Conference Sponsor - **\$5000**
- Conference Dinner Sponsor - **\$4000**
- Conference Bag Insert - **\$220**
- Book Launch - **\$1000**

Please reserve a Trade Display stand(s) on our behalf, subject to confirmation.

- One Trade Display (one or two tables) - **\$650**
- We have a custom-built stand and require space only - **\$550**

NAME OF COMPANY:

CONTACT PERSON:

ADDRESS:

..... STATE: POSTCODE:

EMAIL: PHONE:

SIGNATURE: DATE:

Please return this form to: Greg Vickers, Conference Solutions – CBCA 2019
PO Box 238, Deakin West ACT 2600
Phone: (02) 6285 3000 E-mail: cbca@con-sol.com

Payment options:

Direct credit:

NAB - Canberra
BSB: 082-902 Account - 874 101 128
Name - Conference Solutions

Debit my credit card: MasterCard / Visa / Amex

Amount \$

Credit Card No: / / /

Name on Card: Expiry Date:

Signature: