



**World
Public Relations
Forum**

global alliance

**18-20 November 2012
Melbourne**

**Melbourne Convention
and Exhibition Centre
Victoria • Australia**

Sponsorship and exhibition prospectus

160,000 global communication professionals, 29 countries, 5 continents



communication without borders

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Invitation from the President

The Public Relations Institute of Australia (PRIA) is looking forward to welcoming the world's communicators to Melbourne in November 2012.

It is an excellent time to be hosting the World Public Relations Forum as the global communication industry faces interesting and challenging times, with the way we communicate continuing to evolve. We can all benefit from this global perspective.

At the same time, the Forum provides Australian communication professionals with an opportunity to showcase the excellent work we are doing across a range of communication mediums and disciplines.

Through the Global Alliance for PR and Communication Management, of which the PRIA is a member, the World Public Relations Forum message will get to 160,000 communicators working in 29 countries across five continents – an impressive number by any measure.

Given this potential reach, I would encourage you to please take the time to read this prospectus and consider how your business may be able to benefit from interacting with the world's senior communicators through either sponsorship or exhibition support at the Forum.

I hope to see you there.

**Nicolas Turner MPRIA
National President
Public Relations Institute of Australia**

About the Global Alliance for PR and Communication Management

The Global Alliance for PR and Communication Management, is the confederation of the world's major public relations and communication management associations and institutions, representing 160,000 practitioners and educators around the world. The Global Alliance's mission is to unify the public relations profession, raise professional standards all over the world, share knowledge for the benefit of its members and be the global voice for public relations in the public interest. The Global Alliance works on the cooperative efforts of communication professionals to tackle common problems with a global perspective. By partnering with regional, national and international bodies to increase professionalism in Public Relations and Communication Management, this Alliance

works to enhance the influence of the industry among its constituents around the world.

About the Public Relations Institute of Australia

The Public Relations Institute of Australia (PRIA) is the national industry body for public relations and communication professionals in Australia. PRIA represents and provides professional support and recognition to over 3,000 individual practitioners and 175 consultancies nationwide. Since 1949, it's been PRIA's role to promote and enhance the profession and its status to the broader community. PRIA enforces the highest standards of ethical practice and represent public relations practitioners in the best interests of the profession.

World PR Forum 2012 fast facts

- **Dates:** 18–20 November 2012
- **Venue:** Melbourne Exhibition and Convention Centre, Victoria, Australia
- **Forum theme:** communication without borders
- **Attendance:** communication professionals from across Australia and the world

Who will attend the World PR Forum 2012?

The WPRF will be promoted to 160,000 global communications professionals from 29 countries across five continents.

The World PR Forum is expected to attract hundreds of delegates from across Australia and the world. The Forum is a great platform to meet with the leaders, domestic and international, of the PR and communication industry.

Based on attendance at previous events, participating delegates are expected to include:

- Chief Executives and Managing Directors
- Senior Corporate Communications Executives
- Strategic Government Advisors
- PR consultancy owners and managers
- PR consultancy staff
- Government PROs
- Academics
- Association, NFP and NGO
- Early career communications professionals
- Educational institutions
- International PR agencies

Benefits of sponsoring and/or exhibiting

The World PR Forum 2012 provides you with a strategic global platform to position your organisation's leadership profile and expand your business networks with some of the world's most influential decision-makers. This year one hundred and sixty thousand communications professionals from twenty nine countries across five continents will be invited to join this momentous event. This global sponsorship opportunity will provide your organisation with direct access to the key movers and shakers of the public relations industry.

Organising committee

The organising committee is made up of dedicated associates of the Global Alliance for PR and Communication Management and the Public Relations Institute of Australia:

- Robina Xavier (Joint-Chair)**, Associate Professor, Queensland University of Technology
Dan Tisch (Joint-Chair), Chair, Global Alliance for PR and Communication Management
Catherine Arrow, Secretary, Global Alliance for PR and Communication Management
Jon Bisset, Chief Executive Officer, Public Relations Institute of Australia
William Murray, President and COO, Public Relations Society of America
David Schloeff, Creative Industries Innovation Centre
Nicolas Turner, President, Public Relations Institute of Australia
Nina Volles, Chief Administration Officer, Global Alliance for PR and Communication Management

"Aon and PRIA have an extensive history of working in collaboration to provide additional value and services to PR professionals. Working on a reciprocal basis, while Aon has negotiated and delivered cost effective risk management and insurance protection customised to the unique requirements of PR professionals, PRIA has actively promoted Aon as its preferred insurance provider to its members via a variety of channels and forums. PRIA has been a vibrant and active partner of Aon's and we are proud to continue our long-term partnership."

Nada Siratkov,
General Manager, Marketing - Aon Australia

Sponsors can leverage their exposure via the World PR Forum in pre-promotions and onsite platforms to:

- Contribute to a reputable global forum and establish and raise your profile as a reputable key industry leader
- Reach key global decision makers in the industry to reinforce your brand's image
- Reach potential market entrants through pre-conference publicity
- Meet senior movers and shakers (Chief Executive's and Managing Directors), in the industry and interact with them both in sessions and at social events
- Reinforce relationships with existing clients and develop new contacts
- Launch a new product or service and generate media interest
- For platinum and gold sponsors, receive a quality database for future marketing
- Discover the current trends and challenges in the public relations and communication industry

Program overview*

Date	Overview of key activities
Sunday 18 November	Master classes
	Academic Forum
	Registration for delegates opens
	Exhibition setup
	Welcome reception
Monday 19 November	Conference sessions
	Exhibition open all day (including morning tea, lunch and afternoon tea)
	Golden Target Awards ceremony followed by the gala dinner
Tuesday 20 November	Conference sessions
	Exhibition open all day (including morning tea, lunch and afternoon tea)
	Conference farewell drinks
	Exhibition dismantle

* Program subject to change

Confirm early to maximise your exposure

Early confirmation of your sponsorship will ensure a higher level of exposure. An extensive promotional campaign including advertisements, direct mail campaigns, email broadcasts and web presence will be implemented in the 12 month lead-up to the conference.

Tax deductibility

Sponsorship is not used to provide food and beverage, making it a legitimate tax-deductible expense.

All prices listed exclude the Australian Goods and Services Tax (GST) of 10%. The GST amount will be added to the invoice due which may be claimed back as an input tax credit by organisations registered to conduct business in Australia.

WPRF Marketplace

The WPRF Marketplace will present an engaging showcase of leading suppliers to, and businesses of, the public relations and communication industry. Premium exhibition space will be available to all sponsors. A limited number of non-sponsor exhibition spaces are also available. Early confirmation of your support will ensure prime location.

The WPRF Marketplace will be the centre of the event; hosting area for all refreshment and lunch breaks. It will provide a primary networking arena for delegates, sponsors and exhibitors during the Forum.

All World PR Forum sponsors will receive trade display space commensurate with their level of support.

Venue

The Melbourne Convention and Exhibition Centre is the venue for the World PR Forum.

The Melbourne Convention and Exhibition Centre (MCEC) is conveniently located on the banks of the Yarra River in the heart of the city, close to restaurants, hotels and public transport hubs; and just 20 minutes by car from Melbourne Airport.

The newly opened centre is fully integrated with the existing Exhibition Centre, making the MCEC the largest combined exhibition and convention centre in Australia. It has also been awarded a 6 star green star environmental rating by the Green Building Council of Australia, the first in the world for a convention centre.

Visit www.mcec.com.au for more information on the MCEC Complex.

"SR7 was delighted to sponsor PR Directions 2011. Our expectations of this sponsorship were exceeded. Our aim was to showcase the services of SR7 to Public Relations firms and corporate practitioners in a professional and cutting edge setting. The team at the PRIA pushed our sponsorship in some imaginative and bold ways, always giving consideration to increasing our exposure."

James Griffin,
Partner – SR7 Social Media Intelligence

Sponsorship opportunities and inclusions

The World PR Forum 2012 sponsorship packages are designed help you activate and achieve your organisation's marketing objectives on a global platform and expand your business networks with some of the worlds most influential decision makers.

Four sponsorship levels are available. Please refer to page 12 for full terms and conditions of sponsorship.

Offer of exclusivity to platinum and gold sponsors

Platinum and gold sponsor organisations must advise upon application competing companies from whom they seek sponsorship exclusivity. A total of 3 competing organisations may be nominated. This can not be added or reconsidered following application.

If sponsorship applications received by 5:00pm on Monday 27 February 2012 present:

- more than the maximum number of sponsorship applications for a given category; and/or
- Conflicts related to exclusivity in particular sponsoring business type

the following review process will be undertaken:

- All sponsorships applicants affected will be advised by Friday 2 March 2012 and invited to submit an appendix to their initial application by 5:00pm on Friday 9 March 2012.
- The appendix should identify any additional opportunities or benefits, including increased financial offer, the applicant can submit to the PRIA and the WPRF. This appendix, along with the original application for sponsorship, will represent the sponsorship applicant's final offer for sponsorship of the nominated category.
- The conference organisers will consider each complete application. The successful applicants will be determined based on commercial benefit to the PRIA and the WPRF.
- Sponsorship applicants will be advised of the outcome by Friday 16 March 2012.

At no time will the conference organisers disclose any details on competing sponsorship applications before or after the application and review process.

Please note, all prices are in Australian Dollars and are exclusive of 10% GST

SPONSORSHIP PACKAGES				
CATEGORY	Platinum	Gold	Silver	Bronze
	\$40,000* (1 only)	\$20,000* (2 only)	\$15,000* (4 available)	\$9,000* (unlimited)
Forum registration includes: Forum sessions, exhibition admittance, morning/afternoon tea, lunches, welcome reception, GTA presentation and gala dinner, satchel and Forum handbook. All additional sponsor staff are required to register at an additional cost.				
Forum registrations	4	3	2	2
Trade exhibition Platinum sponsor will be given prime position followed by Gold, Silver and then Bronze				
Exhibition booths	12m ² space or two 3mx2m booths	8m ² space or one 4mx2m booth	6m ² space or one 3mx2m booth	50% discount off 3mx2m booth (one only)
Exhibition registration includes: exhibition admittance, morning/afternoon tea, lunches, welcome reception and Forum handbook. Attendance to sessions is not available via this registration. All additional exhibition staff are required to register at an additional cost.				
Exhibition registrations	4	3	2	1
Print and promotional materials Logos and other printed material may, at our sole discretion, be reproduced in Forum colours or otherwise depending on production. Your artwork must meet our publication requirements and deadlines. Artwork should be 300 DPI at 100% in both JPEG and EPS format including where possible RGB or Pantone colour equivalents				
Website	Sponsor's logo on the Forum, website, hyperlinked to the website of their choice. Note: Sponsors must have WPRF's logo and reciprocal links on their site.			
	250 word promotional paragraph	150 word promotional paragraph	100 word promotional paragraph	50 word promotional paragraph

* Goods and Services Tax (GST) is not included in prices listed and will be added to final invoice

SPONSORSHIP PACKAGES

CATEGORY	Platinum	Gold	Silver	Bronze
Electronic newsletters x 20 Subject to deadlines	Recognition as a sponsor within your category with hyperlink to your website			
	Banner advert in every edition	Banner advert in 5 editions	Banner advert in 3 editions	Banner advert in 1 edition
Registration brochure Subject to print deadlines	Recognition as a sponsor within your category			
	Logo on front cover	Logo inside	Logo inside	Logo inside
	250 word promotional paragraph inside	150 word promotional paragraph inside		
Handbook	Recognition as a sponsor within your category			
	Logo on front cover	Logo inside	Logo inside	Logo inside
	250 word promotional paragraph inside	150 word promotional paragraph inside	100 word promotional paragraph	
	Contact details inside			
	2 x innovation showcase listings in handbook (100 word caption and image with premium placement to showcase new innovative product)	2 x innovation showcase listings in handbook (50 word caption and image to showcase new innovative product)	1 x innovation showcase listings in handbook (50 word caption and image to showcase new innovative product)	1 x innovation showcase listings in handbook (20 word caption and image to showcase new innovative product)
Handbook (cont.)	1 x full page colour portrait advert (inside front or back cover)	1 x half page colour landscape advert (run of publication)	1 x quarter page mono portrait advert (run of publication)	50% discount on any advertisement
Branding of delegate satchel	Logo on WPRF12 branded satchel			
Delegate list Subject to privacy legislation provisions – excludes “do not contact” entries - delegate name, organisation, state and country	Electronic list at 30 and 5 days prior to Forum Hard copy list onsite at the Forum Electronic version of delegate list after Forum	Electronic list 1 day prior to Forum Electronic version of delegate list after Forum	Electronic version of delegate list after Forum	
Satchel inserts	Sponsor may supply an insert up to 12 pages or a DVD/USB Sponsor may supply a gift	Sponsor may supply an insert up to four pages or a DVD/USB		
Signage at venue 2m x 1m pull-up banner. Organisers to have right of placement of banners.	Sponsor may supply up to four banners with prominent placement	Sponsor may supply two banners	Sponsor may supply one banner	Sponsor may supply one banner
	Sponsorship recognition banner displayed throughout the venue (provided by WPRF12)			
Endorsement	Platinum Sponsor World PR Forum 2012	Gold Sponsor World PR Forum 2012	Silver Sponsor World PR Forum 2012	Bronze Sponsor World PR Forum 2012
	The sponsor may use the Forum logo and above wording in their corporate media releases, on stationery etc. until May 2013. A suite of logos will be provided for your use within your marketing collateral such as email signature, website and promotional material.			
Opening plenary session	Logo on sponsor PowerPoint slide		Verbal recognition	
Closing plenary session	Logo on sponsor PowerPoint slide		Verbal recognition	
All sessions	Logo on sponsor PowerPoint slide			

* Goods and Services Tax (GST) is not included in prices listed and will be added to final invoice

SPONSORSHIP PACKAGES

CATEGORY	Platinum	Gold	Silver	Bronze
Forum session sponsorship				
Session sponsorship Includes recognition in program, logo recognition, chairing opportunity, opportunity to place pull up banner in front of stage, contribute door prize to be announced during sponsored session	Sponsor one plenary session	Sponsor one plenary session	Sponsor one concurrent session	
Video presentation Opportunity to provide one video for presentation at the commencement and end of your sponsored session. Video material must be approved by the conference organisers and is limited to 60 seconds.	One video presentation in sponsored plenary session	One video presentation in sponsored plenary session	One video presentation in sponsored concurrent session	
Breakfast session sponsorship Content of session is subject to approval from the WPRF program committee and Forum managers. Catering and AV costs at sponsor's expense approx \$1500 based on 30 guests)	Opportunity to host one breakfast session at additional cost	Opportunity to host one breakfast session at additional cost		
Networking opportunities				
Naming rights to a social event Includes branding opportunities and naming rights	Welcome reception Includes opportunity for a company representative to partake in a short Q&A about your organisation (maximum 2 minutes)	Lunch on one day	Morning or afternoon tea on one day	
	May supply branded serviettes or other promotional items			

* Goods and Services Tax (GST) is not included in prices listed and will be added to final invoice



Additional Sponsorship Opportunities

Additional branding opportunities for sponsors and exhibitors may be available. Please contact the conference organizers to discuss your company's needs.

Please note, all prices are in Australian Dollars and are exclusive of 10% GST

Golden Target Awards presentation and gala dinner sponsor	
<ul style="list-style-type: none"> Acknowledgement in program as Golden Target Awards presentation and gala dinner Logo featured on all PowerPoint slides at the presentation Opportunity for a company representative to assist with the presentation awards 2 x complimentary tickets Sponsor's logo on the dinner invitation, menu and tickets Opportunity to provide merchandising material to be placed on tables Opportunity to display 2 x pull-up banners at the dinner Opportunity to host one VIP table of 10 guests (tickets to be purchased by the sponsor if the guest does not have a ticket) Logo on conference website Logo in handbook Delegate list to be provided seven days prior to the event to assist with networking and VIP table allocations 	\$15,000
Conference mobile app sponsor – put your business in every delegates hand	
<ul style="list-style-type: none"> Company logo prominently embedded into the World Public Relations Forum mobile app skin design Pop-up included in the App to prompt users to visit your company website No additional conference sponsors mentioned within the mobile app (excluding platinum sponsor) Logo on conference website Logo in handbook Mobile app will be created to be accessible by iPhone, Android and Blackberry mobiles 	\$15,000
WPRF Marketplace Bar – the most popular place for all delegates!	
<ul style="list-style-type: none"> Includes provision of a coffee cart, barista and espresso coffee service during catering breaks within exhibition area during the day and a wine bar by night Opportunity to brand the bar area Sponsor may provide their own branded take away cups/serviettes etc (at sponsor's expense) Sponsor may supply branded t-shirts for the barista to wear (at the barista's discretion and at sponsor's expense). Logo on conference website Logo in handbook 	\$10,000
Breakfast session sponsor	
<ul style="list-style-type: none"> Sponsor to host breakfast seminar* on morning of Monday 19 November or Tuesday 20 November (catering and AV at sponsor's expense) Opportunity to invite delegates from provided delegate list one month prior to conference Logo on conference website Logo in handbook <p>* content of session is subject to approval from the conference managers</p>	\$6,000
Recharge power station sponsor – laptop and phone charging kiosk	
<p>A specially designed kiosk with six (6) walk-up and plug-in power stations.</p> <ul style="list-style-type: none"> Sponsor logo printed on power station walls Opportunity to display 1 x pull-up banner next to the station Opportunity to provide promotional material (brochure/flyer) to place on stations Logo on conference website Logo in handbook 	\$4,000

* Goods and Services Tax (GST) is not included in prices listed and will be added to final invoice

Advertising opportunities

The conference handbook and satchel will be distributed to all delegates at the event. The rates below entitle your company to either one full or half-page advertisement or to contribute a satchel insert.

Please note that platinum, gold and silver sponsors are entitled to complimentary advertising space in the conference handbook and all sponsor packages are entitled to a satchel insert.

Please note, all prices are in Australian Dollars and are exclusive of 10% GST

Advertising space in the conference handbook	
Full page colour	\$1,500
Full page mono	\$1,000
Half page colour	\$1,000
Half page mono	\$600
Compendium insert	
Supply an insert up to 12 pages or a DVD/USB Please note: approximately 400 inserts are to be provided at sponsor's own expense	\$1,000

* Goods and Services Tax (GST) is not included in prices listed and will be added to final invoice



WPRF Marketplace

The WPRF Marketplace will be the centre of the event, hosting the industry exhibition, internet and recharge kiosk and all refreshment breaks, providing a primary networking arena for delegates, sponsors and exhibitors.

Exhibition booth types and rates

- **Please note**, all prices are in Australian Dollars and are exclusive of 10% GST

EXHIBITION PACKAGES			
CATEGORY	Exhibition booth plus session sponsorship	Shell scheme booth	Space only
Earlybird fee On or before 30 June 2012	\$6,000	\$4,050	\$3,800
Standard fee On or after 1 July 2012	\$7,000	\$4,500	\$4,000
Exhibition size	3m x 2m ²	3m x 2m ²	6m ² only
Forum registrations includes: Forum sessions, exhibition admittance, morning/afternoon tea, lunches, welcome reception, GTA presentation and gala dinner, satchel and Forum handbook. All additional exhibition staff are required to register at an additional cost.			
Forum registrations	1	1	1
Exhibition registrations Includes: exhibition admittance, morning/afternoon tea, lunches, welcome reception and Forum handbook. Attendance to sessions is not available via this registration. All additional exhibition staff are required to register at an additional cost.			
Exhibition registrations	1	1	1
Session sponsorship Includes recognition in program, logo recognition, chairing opportunity, opportunity to place pull up banner in front of stage	Sponsor one concurrent session		
Video presentation Opportunity to provide one video for presentation at the commencement and end of your sponsored session. Video material must be approved by the conference organisers and is limited to 60 seconds.	One video presentation in sponsored concurrent session		
Furniture Upgrade packages are available to select below or additional furniture is for hire from the exhibition supplier at exhibitor's expense	Nil	Nil	Nil
Fascia panel	Company name on fascia panel To a maximum of 30 characters	Company name on fascia panel To a maximum of 30 characters	Nil
Walls	2.5m high matt anodised aluminium frame and white laminated infills Number of walls dependant on booth placement		Nil
Back panel	A back panel for placement of posters and marketing material	A back panel for placement of posters and marketing material	Nil
Lights	2 x 150w spots per booth mounted on light track inside fascia	2 x 150w spots per booth mounted on light track inside fascia	Nil
Power	One single power point with a maximum loading of 4 amps Additional power can be purchased on request		
Listed in Handbook	Exhibitor company name Full contact details Booth location		

* Goods and Services Tax (GST) is not included in prices listed and will be added to final invoice

Exhibition upgrade packages

Special negotiated rates have been secured with the exhibition supplier to provide exhibitors with optional upgrade packages.

Upgrade package type (All prices exclude 10% GST)	Description	Price [^]
Standard upgrade package	1 x 42" LCD screen on stand 1 x café-style table 2 x café chairs	\$800
Deluxe upgrade package	1 x 42" LCD screen on stand 1 x coffee table 2 x tub chairs	\$1,500
Premium upgrade package	1 x 42" LCD screen on stand 1 x coffee table 1 x chaise lounge 1 x brochure stand	\$2,100

* Goods and Services Tax (GST) is not included in prices listed and will be added to final invoice

Please note: for floor space only, a custom designed exhibition booth must be erected on the floor space. A CAD drawing, engineering specifications and an artist's impression will be required and is subject to approval by the Melbourne Exhibition and Convention Centre and the conference managers.

^Please note: if an exhibitor requests additional equipment outside the scope of the standard, deluxe and premium upgrade package inclusions, additional costs will apply.

Proposed exhibition timetable

- Setup times are subject to change and will be reconfirmed with all exhibitors in the exhibitor manual
- If your custom-made stand requires extra time for set-up, please contact the project manager to discuss

Date	Access time	Completion time	Description
Sunday 18 November	0800 hours	1200 hours	Custom stand set-up
Sunday 18 November	1200 hours	1700 hours	Exhibitor set-up
Sunday 18 November	1800 hours	2000 hours	Welcome reception
Monday 19 November	0830 hours	1700 hours	Exhibition open all day
Tuesday 20 November	0830 hours	1700 hours	Exhibition open all day
Tuesday 20 November	1730 hours	1900 hours	Exhibitor pack down
Tuesday 20 November	1900 hours	2100 hours	Exhibitor booth and custom build stand dismantle

General terms and conditions for event sponsorship and exhibition

Things you need to know

The following terms and conditions apply to your application to sponsor and/or exhibit.

- You (sponsoring/exhibiting organisation), by returning a completed, signed and dated form, accept these terms and conditions.
- We/Us (MCI ABN 76 108 781 988) representing the local organising committee and the host body, do not accept responsibility for any errors, omissions or changes.
- Details may change without notice. Please refer to the event website for the latest information.

Financial facts

- Phone or unpaid bookings will not be accepted.
- We will issue a tax invoice, which is payable within 14 days. If you miss the payment date, any time-dependent discounts will be forfeited i.e. you will be billed at the next highest level (early rate to standard, etc).
- You will not receive any sponsorship or exhibition entitlements, including allocation of booth location (allocated to sponsors first and then to exhibitors), until all monies have been paid.
- All prices are quoted in Australian Dollars and include GST.
- If you pay by electronic funds transfer or an international cheque you agree to pay any bank charges and must include these in the amount you transfer.
- If you pay via credit card, a merchant fee may be charged if detailed on the application form. Debits to your credit card, except for accommodation, will appear as Event Planners Australia on your statement.

If you need to cancel

- You must notify us in writing if you need to cancel.
- Cancellations made before 30 June 2012 will be refunded less 50% of the total purchase price.
- Cancellations made after this date will not be refunded.
- Your non-payment does not cancel your contractual obligations to us.

In the unlikely case that the event cancels

- The extent of refunds will be a matter for the host organisation (the underwriter) to decide. We have no responsibility for making refunds and attempts to cancel cheques or credit card payments will be rejected by our bank.

You and your staff onsite

- Your application to sponsor or exhibit does not constitute an attendee registration. You will need to do that separately on the relevant form.
- All exhibition staff must be registered using the relevant form, such as the complimentary exhibitor registration, or by purchasing additional exhibitor staff registrations.

Print entitlements

- Logos and/or company names will be reproduced in the event colour/s, full colour, or mono, at our discretion. All logos must be at least 300 DPI at 100% in EPS (preferred for print) and JPEG (preferred for website) format.
- No print or web recognition will be given unless payment terms have been met.

Sponsor notes

- If you are entitled to host an endorsed private function, you do so at your own expense and at a time/date we approve.
- Sponsorship does not guarantee speaking opportunities. Sponsorship of speakers and sessions are subject to separate terms and conditions. Sponsors will be consulted by the WPRF Program Committee regarding speaker and session ideas.

Exhibitor notes

- You may not assign, share, sub-let, or grant licences for the whole or part of the booth without our prior approval.
- We reserve the right to ask you to remove any display items we deem as unacceptable.
- You may not tout, or place any material outside your booth/space causing obstruction of the aisles.
- You will be responsible for any reasonable costs of repairing the booth or premises if you paint, mark or damage any fixtures or fabric.
- Food, beverages or prohibited items are not permitted at the event unless prior arrangements are made with us.
- Any supplier you use on site must conform to the venue's OH&S, insurance and other regulations.
- You are solely responsible for any physical loss or damage to your own property.
- You must hold a current broadform liability insurance policy for a minimum of AUD10,000,000. Please forward the name of your insurer, your policy number and its renewal date to us at least four weeks prior. Entry to the venue will be denied if you have not provided this information. If you are unable to organise insurance cover as required, please contact the organisers to discuss options

Privacy statement

- Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking, and administration of this, and future events of this type. If you do not consent, please advise us.
- In addition, your name, organisation and country/state of origin may be published on the delegate list which is provided to delegates, exhibitors and sponsors at the event. If you do not wish your details to be included in this list, please contact us.

To apply, complete this form and send to:
 Postal: World PR Forum 2012
 113 Abbotsford Street, West Melbourne, Vic 3003
 Fax: +61 3 9320 8699
 Email: sponex@worldprforum.com

IMPORTANT: Your organisation's inclusions will be confirmed in writing and will become effective once agreed payment has been received.



18-20 November 2012
 Melbourne



communication without borders

World PR Forum 2012 - Application to sponsor

Sponsor details		
On-site contact person		On-site mobile number
<input type="checkbox"/> Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Ms <input type="checkbox"/> Miss <input type="checkbox"/> Dr <input type="checkbox"/> Prof	Given name	
Family name		
Organisation name (for invoicing purposes)		
Organisation name (for marketing purposes)		
Position		
Industry sector		
Address		
State	Country	Postcode
Email		
Telephone ()		Fax ()
Website		

Sponsorship packages			
Please indicate your chosen sponsorship level:			
<input type="checkbox"/> Platinum \$40,000*	<input type="checkbox"/> Gold \$20,000*	<input type="checkbox"/> Silver \$15,000*	<input type="checkbox"/> Bronze \$9,000*

The following items are available to WPRF Platinum, Gold, Silver and Bronze Sponsors and exhibitors on a first-come, first served, basis. Organisations who are not currently a sponsor or exhibitor may submit an expression of interest.

Additional sponsorship opportunities - naming rights	
<input type="checkbox"/> Conference mobile app sponsorship \$15,000*	<input type="checkbox"/> Golden Target Awards presentation and gala dinner sponsorship \$15,000*
<input type="checkbox"/> WPRF Marketplace Bar sponsorship \$10,000*	
<input type="checkbox"/> Breakfast session sponsor \$6,000*	<input type="checkbox"/> Recharge power station sponsorship \$4,000*

Additional advertising opportunities in handbook	
<input type="checkbox"/> Full page colour \$1,500*	<input type="checkbox"/> Full page mono \$1,000*
<input type="checkbox"/> Half page colour \$1,000*	<input type="checkbox"/> Half page mono \$600*
<input type="checkbox"/> Compendium insert \$1,000*	

* Goods and Services Tax (GST) is not included in prices listed and will be added to final invoice

To apply, complete this form and send to:
 Postal: World PR Forum 2012
 113 Abbotsford Street, West Melbourne, Vic 3003
 Fax: +61 3 9320 8699
 Email: sponex@worldprforum.com

IMPORTANT: Your organisation's inclusions will be confirmed in writing and will become effective once agreed payment has been received.



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World PR Forum 2012 - Application to exhibit

Exhibitor details		
On-site contact person		On-site mobile number
On-site contact email		
<input type="checkbox"/> Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Ms <input type="checkbox"/> Miss <input type="checkbox"/> Dr <input type="checkbox"/> Prof		Given name
Family name		
Organisation name (for invoicing purposes)		
Organisation name (for marketing purposes)		
Position		Industry sector
Address		
State	Country	Postcode
Email		
Telephone ()		Fax ()
Website		

Exhibition booth rates					
Booth type (All prices excludes 10% GST)	No of booths or m ² required	Exhibition booth plus session sponsorship	Shell scheme booth	Space only	Total \$
<input type="checkbox"/> Earlybird Payment received up to and including 30 June 2012		<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$4,050	<input type="checkbox"/> \$3,800 per 6m ²	\$
<input type="checkbox"/> Standard Payment received after 1 July 2012		<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$4,500	<input type="checkbox"/> \$4,000 per 6m ²	\$
Total Owing					\$

Please note: if an exhibitor requests additional equipment outside the scope of the standard, deluxe and premium upgrade package inclusions, additional costs will apply.

Exhibition upgrade packages			
Upgrade package type (All prices excludes 10% GST)	Description	Price	Total \$
<input type="checkbox"/> Standard upgrade package	1 x 42" LCD screen on stand, 1 x café-style table, 2 x café chairs	\$800	\$
<input type="checkbox"/> Deluxe upgrade package	1 x 42" LCD screen on stand, 1 x coffee table, 2 x tub chairs	\$1,500	\$
<input type="checkbox"/> Premium upgrade package	1 x 42" LCD screen on stand, 1 x coffee table, 1 x chaise lounge, 1 x brochure stand	\$2,100	\$
Total owing			\$

