



SPONSORSHIP OPPORTUNITIES



Self Managed
Super Fund
Association

THE OPPORTUNITY

The SMSF Association is delighted to present its sponsorship opportunities for the 2017 SMSF Association National Conference to be held at the Melbourne Convention and Exhibition Centre from 15-17 February 2017.

As an Association, we believe that the best outcomes arise when professional advisors are armed with the best and latest information, especially in the growing and sometimes complex world of self-managed super funds.

Our National Conference is a reflection of this and has continued to build in momentum and earn the reputation of being the most eagerly awaited event in the SMSF Professional's calendar. The SMSF Association National Conference is the largest SMSF event in Australia.

The 2017 Conference presents an excellent opportunity for sponsors to build relationships with practitioners, executives and senior managers from the many and varied professions within the sector.

I encourage you to contact the SMSF Association to discuss the opportunities outlined in this brochure and look forward to ensuring that you enjoy a rewarding and valuable experience at the 2017 SMSF Association National Conference.

Kind Regards,



Andrea Slattery
Managing Director/CEO
SMSF Association



SMSF
ASSOCIATION



MELBOURNE

Referred to as Australia's 'cultural capital', Melbourne sports a total population of over 4.5 million, with an exciting city centre, bustling neighbourhood hubs, iconic laneways and hidden gems. Melbourne's food, wine, sporting and vibrant arts scene is sure to excite, and is the gateway to Victoria's world-class wineries, peninsulas and remarkable coastline. With an extraordinary year-round calendar of events offering something for everyone, Melbourne is the perfect location for a weekend stay after a jam-packed 2017 National Conference, and is home to many of our delegates.

THE SMSF ASSOCIATION

The SMSF Association is the peak professional body representing the self-managed superannuation fund (SMSF) sector, established to improve the quality of advisors, the knowledge of trustees and the credibility and health of a vibrant SMSF community. Representing professionals providing a range of products and services across various disciplines in the complex area of SMSFs, the SMSF Association is an advocate for the highest professional standards and competence to ensure SMSF trustees always receive the best advice.

THE SMSF SECTOR & SUPERANNUATION FUND TYPE

Superannuation assets in Australia totalled \$2.03 trillion at the end of the March 2016 quarter according to APRA

There were a total of 572,424 SMSFs as at 31 March 2016

SMSFs account for 29.03% of a \$2.03 trillion market

The average total balance of an SMSF is \$1,030,530

The average SMSF member balance is \$535,875

The average number of new SMSFs set up per month in the last quarter is 2,145

By 2033, Deloitte research projects SMSF assets alone will total \$2.23 trillion

Sources:

APRA Statistics, Quarterly Superannuation Performance March 2016.

Deloitte, Dynamics of the Australian Superannuation System: The next 20 years 2013 - 2033.



SUPERANNUATION FUND TYPE	% Assets as at 31 March 2016
Entities with more than 4 members	61.82%
Self-managed super funds	29.03%
Exempt schemes	6.33%
Balance of life-office statutory funds	2.72%
Small APRA funds	0.10%

SMSF

2016 CONFERENCE OVERVIEW

Total delegate count

2016 Adelaide	1543
2015 Melbourne	1616
2014 Brisbane	1384
2013 Sydney	1398
2012 Melbourne	1182

Primary profession of 2016 delegates

Financial Planners	41.0%
Accountants	35.0%
Other	14.0%
Auditors	5.0%
Administrators	3.0%
Lawyers	2.0%

2016 delegates by member type

Specialist	55.0%
Associate	29.0%
Non-member	12.0%
Affiliate	4.0%

2016 SPONSOR INSIGHTS

Lead opportunity



5,600

total leads captured over

3 days

utilising our lead capture technology

Time to promote



Delegates spent a total of

9.5 hours

with sponsors, that's

570 minutes

networking throughout the program breaks and evening networking events



Mobile App adoption

1162

Conference App downloads

10.74

screens viewed per session

9.44 minutes

average time spent per session on the App

142,526

screens viewed

The question was asked: 'Will you be returning in 2017?'



Yes! 4 out of 5 will be returning



WHY SPONSOR THE SMSF ASSOCIATION NATIONAL CONFERENCE?

The 2017 SMSF Association National Conference held at the state of the art Melbourne Convention and Exhibition Centre from 15-17 February is yet again set to deliver the best event in the self-managed super fund industry. With two and a half days of high level content delivered by speakers considered to be the best in the business, the event also features the largest SMSF exhibition in the country with over 70 exhibitors showcasing the latest products and services in the SMSF marketplace. Fantastic networking opportunities are provided for sponsors, delegates and special guests with three formal social functions.

Don't just take our word for it, hear from our sponsors of the 2016 SMSF Association National Conference:

"I have been involved for many years in events that are either B2C or B2B and this was my first SMSF Association Conference and it was a standout success - well run, super friendly, helpful, professional staff, the venue was great.. I was delighted to be part of the event."

"The interaction with delegates was far superior, I think the fact they have time to talk through the issues of each session on the walk to the exhibitors area was a benefit. The technology of capturing contacts at the stand was an amazing step forward from the old business card approach."

"First time sponsors. Very impressed by the event, quality of speakers and overall organisation. SMSF Association staff were all great."

"Really value the event, regular sponsors, happy to continue."

"Great conference, all feedback around sessions was positive and was a great result with regards to a number of factors for our business. Will definitely be returning."

"Lead capture tool was very good, easy to use and efficient."



PLATINUM SPONSORSHIP

Thought Leadership Breakfast

The SMSF Association's Thought Leadership Breakfast hosted on Day 1 of the conference (exclusively invitation only event for thought leaders in the SMSF sector).

INVESTMENT

\$60,000PA +GST (for 1 year commitment)*



KEY ENTITLEMENTS

- Thought Leadership Breakfast title presented by you as the major sponsor
- Sponsorship of research referenced in Thought Leadership discussion
- Pre-consultation meetings to maximise your sponsorship objectives
- Exclusive branding rights of Thought Leadership Breakfast in conjunction with SMSF Association
- Co-host of Thought Leadership Breakfast in conjunction with SMSF Association
- 5 minute sponsor address to Thought Leadership delegates
- Branded sponsor slide for sponsor address
- One company logo on Thought Leadership Breakfast web page
- Sponsor message on Thought Leadership Breakfast web page
- Two VIP tables (invitation for 20 guests) at event
- 2 x lead capture tablet and technology
- 30 second video to run at beginning of session
- Exhibition Booth
- 3 x complimentary delegate registration passes
- 2 x complimentary exhibitor registration passes

* Additional details provided on application. Packages allocated at SMSF Association's discretion.
 * The opportunity for a 2 year commitment is available. Please refer to 24 month Terms and Conditions at end of brochure.



SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.		Sponsor Signage One company logo on sponsor signage board.
	Mobile App One company logo on mobile app supported with profiling information on your business.		Mini Program One company logo in mini program sponsor listing.
	Exhibition Signage One company logo on exhibition signage board.		Sponsor Loop One company logo in sponsor loop.

PLATINUM SPONSORSHIP

Delegate Welcome Reception

A welcome worthy of royalty. Watch the SMSF Association exhibition space transform as guests are treated to fabulous food, wine and entertainment to kick off the first night of the conference.

INVESTMENT







\$42,000PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS

- Exclusive naming rights of Welcome Reception
- Exclusive branding rights of Welcome Reception
- Co-host of Welcome Reception in conjunction with SMSF Association
- Sponsor address
- Branded sponsor slide for sponsor address
- One company logo on Welcome Reception web page
- Sponsor message on Welcome Reception web page
- 2 x lead capture tablet and technology
- 30 second video
- Exhibition Booth
- 3 x complimentary delegate registration passes
- 2 x complimentary exhibitor registration passes



SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.
	Mobile App One company logo on mobile app supported with profiling information on your business.
	Exhibition Signage One company logo on exhibition signage board.
	Sponsor Signage One company logo on sponsor signage board.
	Mini Program One company logo in mini program sponsor listing.
	Sponsor Loop One company logo in sponsor loop.

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PLATINUM SPONSORSHIP

Delegate Networking Night

A chance to network with guests and indulge the senses in a relaxed atmosphere away from the Melbourne Convention and Exhibition Centre. 2016's networking night was hosted at the iconic Adelaide Oval where guests enjoyed music, canapés and drinks whilst looking over the Adelaide skyline to celebrate an excellent end to Day 2 of the conference.

INVESTMENT

\$42,000PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS






- Exclusive naming rights of Networking Night
- Exclusive branding rights of Networking Night
- Co-host of Networking Night with SMSF Association
- Sponsor address
- Branded sponsor slide for sponsor address
- One company logo on Networking Night web page
- Sponsor message on Networking Night welcome page
- 2 x lead capture tablets and technology
- 30 second video
- Exhibition Booth
- 3 x complimentary delegate registration passes
- 2 x complimentary exhibitor registration passes

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SUPPORTING ENTITLEMENTS

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PLATINUM SPONSORSHIP

Final Day Lunch

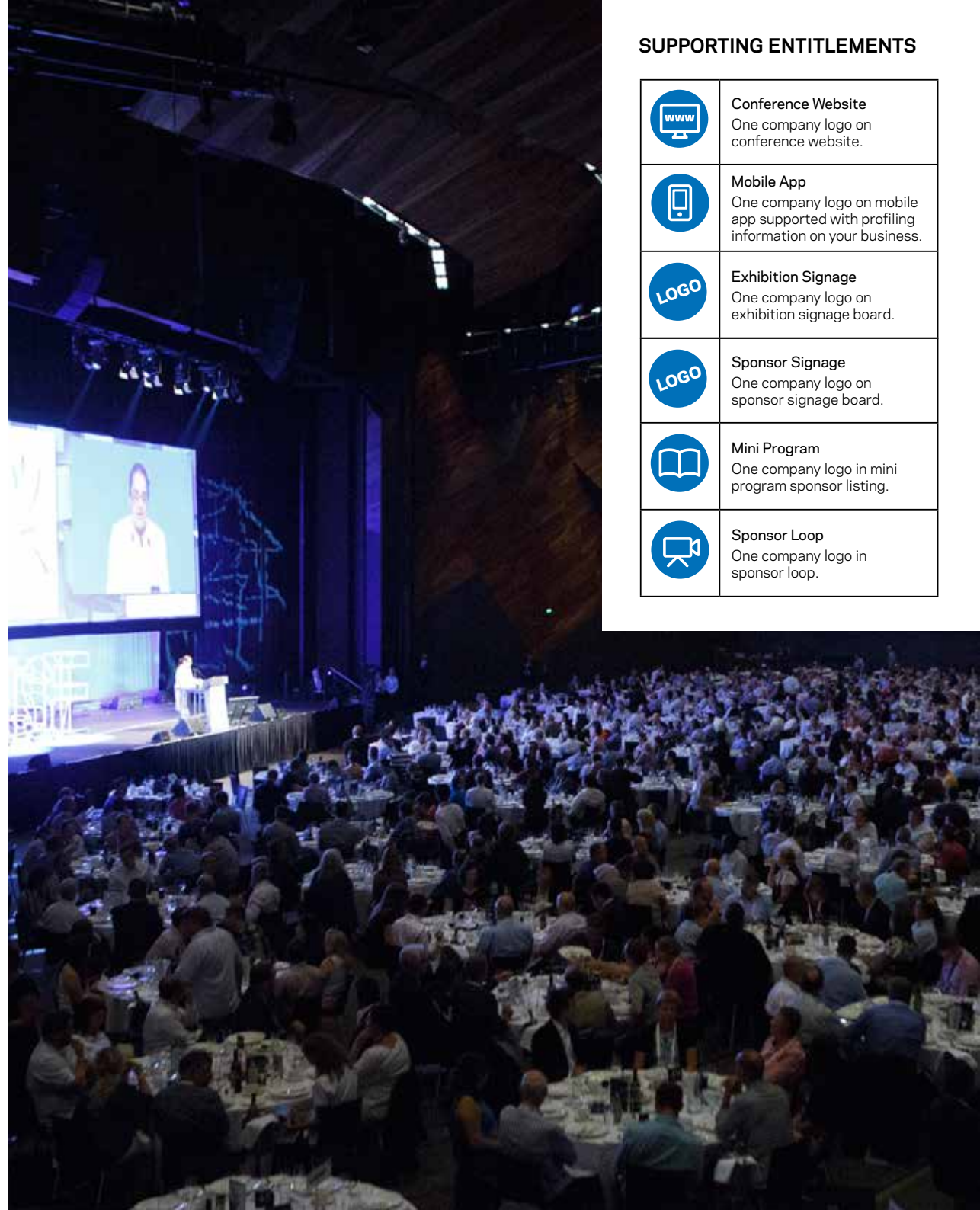
SMSF Association's National Conference will finish in style with a formal lunch featuring a renowned keynote speaker that will leave all delegates, sponsors and guests talking.

INVESTMENT







\$42,000PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS

- Exclusive naming rights of Final Day Lunch
- Exclusive branding rights of Final Day Lunch
- Co-host of Final Day Lunch with SMSF Association
- 5 min sponsor address to delegates
- Branded sponsor slide for sponsor address
- One company logo on Final Day Lunch web page
- Sponsor message on Final Day Lunch web page
- 2 x VIP tables (10 pax) at event
- 2 x lead capture tablet and technology
- 30 second video
- Exhibition Booth
- 3 x complimentary delegate registration passes
- 2 x complimentary exhibitor registration passes



SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.
	Mobile App One company logo on mobile app supported with profiling information on your business.
	Exhibition Signage One company logo on exhibition signage board.
	Sponsor Signage One company logo on sponsor signage board.
	Mini Program One company logo in mini program sponsor listing.
	Sponsor Loop One company logo in sponsor loop.

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PLATINUM SPONSORSHIP

Central Networking Lounge

The central space where delegates gather to network with like-minded professionals, engage with sponsors, share insights and discuss key conference take-outs with their peers.

INVESTMENT

\$42,000PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS



- Sole supplier of Central Networking Lounge including workstations with power for delegates (within exhibition area) - coordinated and approved by the SMSF Association
- Sole supplier of 5 business card exchange stations - coordinated and approved by the SMSF Association
- Sole supplier of branded phone charging stations (maximum of 2) - coordinated and approved by the SMSF Association
- Naming rights of the conference wifi service at the venue including customised wifi password
- 2 x lead capture tablets and technology
- Exhibition Booth
- 3 x complimentary delegate registration passes
- 2 x complimentary exhibitor registration passes

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SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.		Sponsor Signage One company logo on sponsor signage board.
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Golf Day Sponsor Pre-conference







INVESTMENT

\$15,000PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS

- Exclusive naming rights of pre-conference Golf Day
- Exclusive branding rights of pre-conference Golf Day
- One company logo on pre-conference Golf Day web page
- Sponsor message on pre-conference Golf Day welcome page
- 4 x complimentary pre-conference Golf Day registration passes
- 1 x complimentary delegate registration pass
- Branded caps with sponsor logo

SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.		Sponsor Signage One company logo on sponsor signage board.
	Mobile App One company logo on mobile app supported with profiling information on your business.		Mini Program One company logo in mini program sponsor listing.
	Exhibition Signage One company logo on exhibition signage board.		Sponsor Loop One company logo in sponsor loop.



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9 PACKAGES SOLD

Premium Sponsor

A premium opportunity to showcase your business, products and services to a crowd of dedicated and multidisciplinary SMSF professionals.





INVESTMENT

\$26,000PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS

- 2 x lead capture tablets and technology
- 30 second video
- Exhibition Booth
- 3 x complimentary delegate registration passes
- 2 x complimentary exhibitor registration passes

SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.		Sponsor Signage One company logo on sponsor signage board.
	Mobile App One company logo on mobile app supported with profiling information on your business.		Mini Program One company logo in mini program sponsor listing.
	Exhibition Signage One company logo on exhibition signage board.		Sponsor Loop One company logo in sponsor loop.



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**18 PACKAGES
SOLD**

Valued Sponsor

Excellent opportunities to meet and impress potential clients and customers.






INVESTMENT

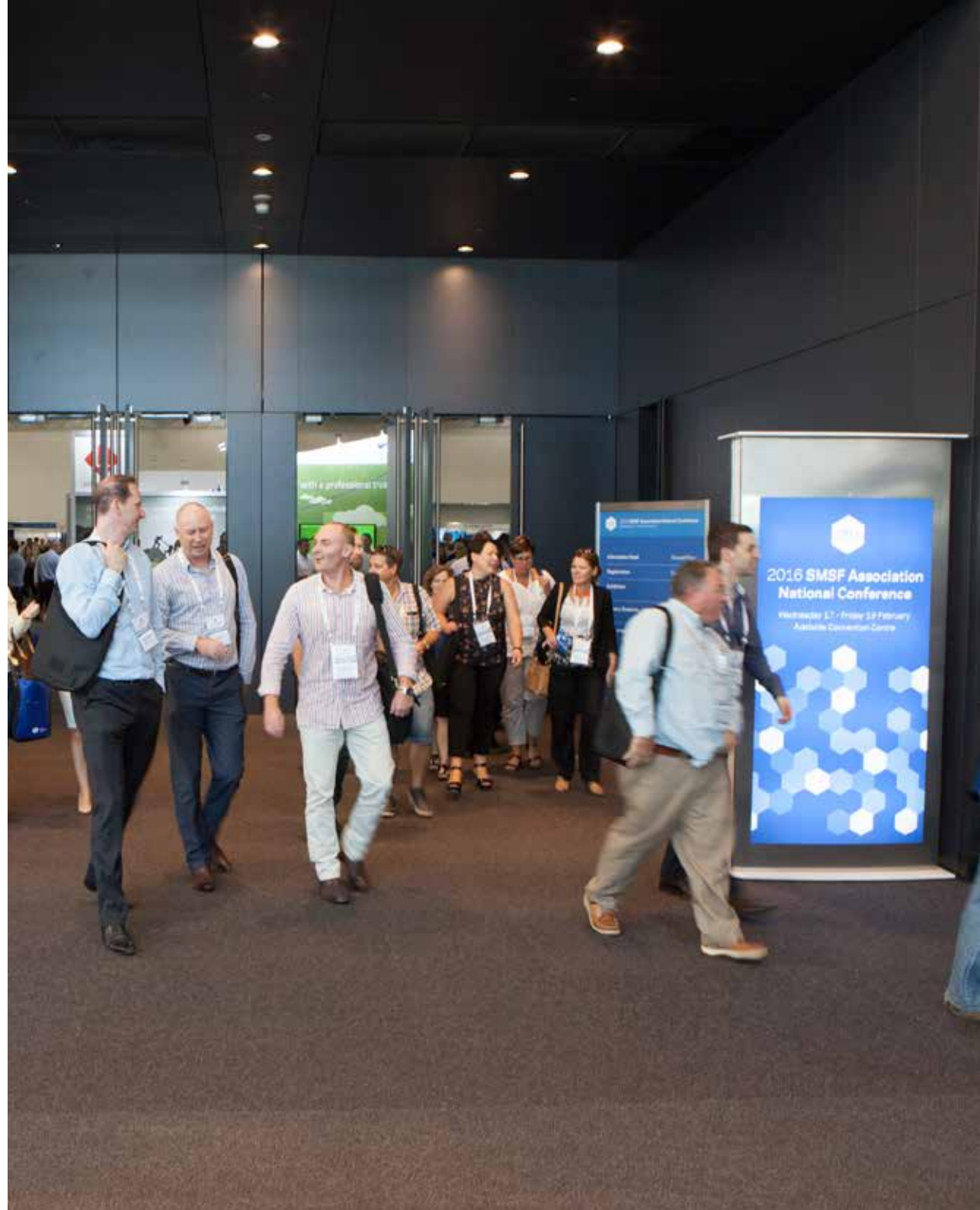
\$19,500PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS

- Lead capture tablets and technology
- Exhibition Booth
- 1 x complimentary delegate registration pass
- 2 x complimentary exhibitor registration passes

SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.		Sponsor Signage One company logo on sponsor signage board.
	Mobile App One company logo on mobile app supported with profiling information on your business.		Mini Program One company logo in mini program sponsor listing.
	Exhibition Signage One company logo on exhibition signage board.		Sponsor Loop One company logo in sponsor loop.



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Product Sponsorship -

Coffee

Meet and converse with potential clients and customers over a freshly ground cup of coffee.






INVESTMENT

\$12,000PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS

- Sole supplier of branded barista coffee
- 1 x complimentary delegate registration pass
- *Ability to provide approved advertising and branded coffee cups at each station (to be provided at sponsor's expense)*

SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.		Sponsor Signage One company logo on sponsor signage board.
	Mobile App One company logo on mobile app supported with profiling information on your business.		Mini Program One company logo in mini program sponsor listing.
	Exhibition Signage One company logo on exhibition signage board.		Sponsor Loop One company logo in sponsor loop.



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Product Sponsorship - Mobile App





INVESTMENT

\$12,000PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS

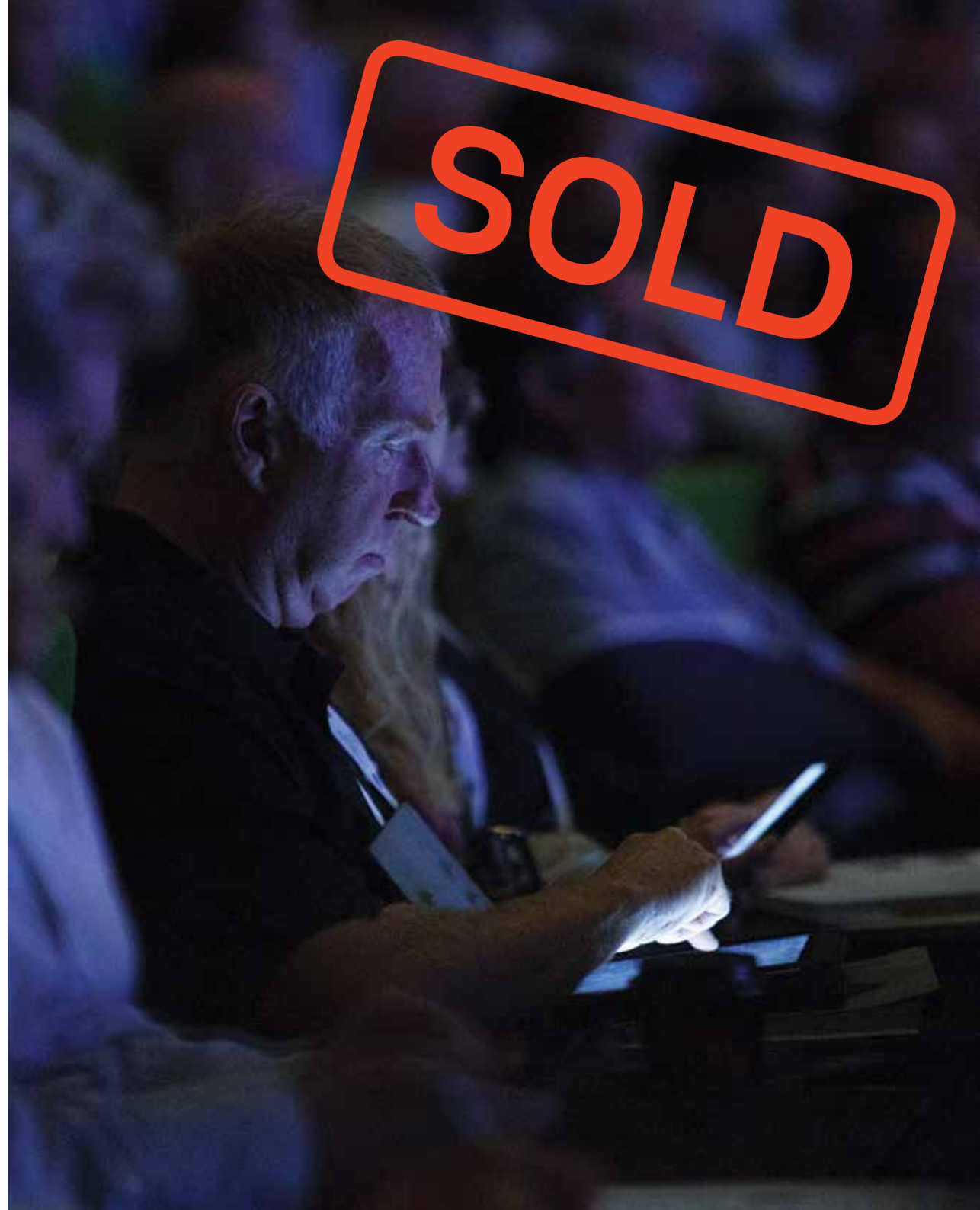
- Exclusive naming rights to the Conference App - coordinated and approved by the SMSF Association
- 1 x complimentary delegate registration pass

SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.		Sponsor Signage One company logo on sponsor signage board.
	Mobile App One company logo on mobile app supported with profiling information on your business.		Mini Program One company logo in mini program sponsor listing.
	Exhibition Signage One company logo on exhibition signage board.		Sponsor Loop One company logo in sponsor loop.

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Product Sponsorship -

Notebook

Be the brand top of mind and next to the delegate's key notes written down over the conference period.







INVESTMENT

\$12,000PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS

- Sole supplier of co-branded notebook placed in delegate show bag - coordinated and approved by the SMSF Association.
- 1 x complimentary delegate registration pass

SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.		Sponsor Signage One company logo on sponsor signage board.
	Mobile App One company logo on mobile app supported with profiling information on your business.		Mini Program One company logo in mini program sponsor listing.
	Exhibition Signage One company logo on exhibition signage board.		Sponsor Loop One company logo in sponsor loop.



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Product Sponsorship - Lanyard & Name Tags

Keep your brand close to the heart of every delegate.




INVESTMENT

\$12,000PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS

- Sole supplier of co-branded lanyards and name tags - coordinated and approved by the SMSF Association
- 1 x complimentary delegate registration pass

SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.		Sponsor Signage One company logo on sponsor signage board.
	Mobile App One company logo on mobile app supported with profiling information on your business.		Mini Program One company logo in mini program sponsor listing.
	Exhibition Signage One company logo on exhibition signage board.		Sponsor Loop One company logo in sponsor loop.



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Product Sponsorship -

Delegate Bag

Have your brand on the bag held by all delegates.




INVESTMENT

\$12,000PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS

- Sole supplier of co-branded delegate bag - coordinated and approved by the SMSF Association.
- 1 x complimentary delegate registration pass

SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.		Sponsor Signage One company logo on sponsor signage board.
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	Exhibition Signage One company logo on exhibition signage board.		Sponsor Loop One company logo in sponsor loop.



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Product Sponsorship - Delegate Workbook

Be the brand top of mind and next to the delegate's workings and key take-outs over the conference period.


INVESTMENT

\$10,000PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS

- Sole supplier of co-branded delegate workbook - coordinated and approved by the SMSF Association
- 1 x complimentary delegate registration pass

SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.		Sponsor Signage One company logo on sponsor signage board.
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Product Sponsorship -

Water Bottles

Have your brand in the delegate's hands during three days of thirsty SMSF work.



INVESTMENT

\$10,000PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS

- Sole supplier of co-branded water bottles placed in delegate bag - coordinated and approved by SMSF Association
- 1 x complimentary delegate registration pass

SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.		Sponsor Signage One company logo on sponsor signage board.
	Mobile App One company logo on mobile app supported with profiling information on your business.		Mini Program One company logo in mini program sponsor listing.
	Exhibition Signage One company logo on exhibition signage board.		Sponsor Loop One company logo in sponsor loop.



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Product Sponsorship -

Brain Snack

Showcase your brand on the go-to snacks powering delegates through the day.


INVESTMENT

\$6,000PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS

- Sole supplier of co-branded brain snack placed in delegate bag - coordinated and approved by the SMSF Association
- 1 x complimentary delegate registration pass

SUPPORTING ENTITLEMENTS

 Conference Website One company logo on conference website.	 Sponsor Signage One company logo on sponsor signage board.
 Mobile App One company logo on mobile app supported with profiling information on your business.	 Mini Program One company logo in mini program sponsor listing.
 Exhibition Signage One company logo on exhibition signage board.	 Sponsor Loop One company logo in sponsor loop.



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Education Provider

Excellent opportunities to showcase and promote educational offerings to a captive and highly engaged market.






INVESTMENT

\$4,000PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS

- Lead capture tablets and technology
- Education Booth
- 2 x complimentary exhibitor registration passes

SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.		Sponsor Signage One company logo on sponsor signage board.
	Mobile App One company logo on mobile app supported with profiling information on your business.		Mini Program One company logo in mini program sponsor listing.
	Exhibition Signage One company logo on exhibition signage board.		Sponsor Loop One company logo in sponsor loop.



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Media Partner - Roundtable & Speaker Access

An exceptional opportunity to showcase your brand to a crowd of dedicated and multidisciplinary SMSF professionals. Report on ground breaking thought leadership and key conference take-outs.

INVESTMENT

\$80,000 media coverage value in kind (for 1 year commitment)*









KEY ENTITLEMENTS

- **Exclusive sponsorship of the Media Roundtable**
 - Dedicated sessions held by CEO, Head of Policy and Technical, take advantage of the opportunity to explore detail surrounding latest research, program information and first available comment by key stakeholders.
- **Exclusive interview access to world class speakers**
 - Pounce on the moment, capture the engaging content and ask world class expert speakers your questions first. Sponsorship includes raw footage files which will be available for use by the SMSF Association and sponsor.
 - Exclusive keynote interview access with SMSF Association Managing Director/CEO Andrea Slattery and Chairman Andrew Gale.
- **Sponsorship of Media Booth**
 - Provide the space for the coverage to happen. The media booth is a space for journalists, reporters and producers to collate, write and report from. It's where all the action happens.

- **Exhibition Booth**
 - Size 3m W x 3m L x 2.4m H, 2 spotlights, 1 power point and fascia boards.
- **Media Booth Position**
 - Exhibitor booths are allocated by the SMSF Association on a "first in, best dressed" basis.
- **2 x Exhibitor Passes**
 - Exhibitor Passes allow access to the exhibition area and social functions.
- **1 x Full Conference Registration**
 - Conference registration allows full access to sessions, the exhibition and social functions.
- **20% discount on additional passes**
- **VIP table at final day lunch**
- **Complimentary Media Passes**
 - For journalists, photographers or videographers from your organisation. Subject to approval by the SMSF Association.

SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.
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Social Media Partner

Reach more eyes by broadcasting through dynamic social media streams at the 2017 National Conference. This is a fantastic opportunity to capture the on-site audience of SMSF professionals and wider online community eager for insights and powerful learnings throughout the two and a half day program.

INVESTMENT

\$30,000 media coverage value in kind (for 1 year commitment)*



KEY ENTITLEMENTS

- **Co-branded Social Media Broadcast**
On Facebook, Twitter and LinkedIn throughout the two and a half conference days utilising company hashtag – upon approval by the SMSF Association.
- **Branded polling sessions**
Throughout conference be at the forefront delegate's minds when they are asked for their opinions on forefront of debatable topics, and conversational dividers.
- **Sponsorship of the central, dynamic and engaging Twitter wall**
- **Media Booth Position**
 - Exhibitor booths are allocated by the SMSF Association on a "first in, best dressed" basis.

- **2 x Exhibitor Passes**
 - Exhibitor Passes allow access to the exhibition area and social functions.
- **1 x Full Conference Registration**
 - Conference registration allows full access to sessions, the exhibition and social functions.
- **Complimentary Media Passes**
 - For journalists, photographers or videographers from your organisation. Subject to approval by the SMSF Association.

SUPPORTING ENTITLEMENTS

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Daily eNewsletter Communication Media Partner

With so much news and content coming out of the SMSF Association National Conference each day, delegates are always eager to review the highlights in the daily electronic newsletter, sent straight to the delegates' inbox's each day.

INVESTMENT

\$60,000 media coverage value in kind (for 1 year commitment)*

KEY ENTITLEMENTS

- **Electronic Direct Mail Newsletter**
Content fully compiled by the sponsor and loaded into co-branded SMSF Association and sponsor template delivered via SMSF Association to entire delegate list.
- **Access to world class speakers for content and comment**
- **Media Booth Position**
 - Exhibitor booths are allocated by the SMSF Association on a "first in, best dressed" basis.
- **2 x Exhibitor Passes**
 - Exhibitor Passes allow access to the exhibition area and social functions.

- **1 x Full Conference Registration**
 - Conference registration allows full access to sessions, the exhibition and social functions.
- **Complimentary Media Passes**
 - For journalists, photographers or videographers from your organisation. Subject to approval by the SMSF Association.

SUPPORTING ENTITLEMENTS

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Daily Video Wrap-Up Media Partner

With so much news and content coming out of the SMSF Association National Conference each day, delegates are always eager to review the highlights in a daily wrap up video. Gain access to SMSF Association's CEO, Head of Policy and Technical to add their comment.

INVESTMENT

\$60,000 media coverage value in kind (for 1 year commitment)*









KEY ENTITLEMENTS

- **Video Footage**
In the form of a short, co-branded video wrap of the conference day.
- Your wrap up video will be delivered via SMSF Association to entire delegate list daily. This will be compiled and produced by you as the sponsor with full content and creative direction. Your video(s) will be featured on the SMSF Association website and be supported by SMSF Association social media.
- **Branded polling sessions throughout conference**
Collate delegate thoughts live from the audience. Be at the forefront of delegate's minds when they are asked for their opinions on debatable topics, and conversational dividers.
- **Media Booth Position**
 - Exhibitor booths are allocated by the SMSF Association on a "first in, best dressed" basis.

- **2 x Exhibitor Passes**
 - Exhibitor Passes allow access to the exhibition area and social functions.
- **1 x Full Conference Registration**
 - Conference registration allows full access to sessions, the exhibition and social functions.
- **Complimentary Media Passes**
 - For journalists, photographers or videographers from your organisation. Subject to approval by the SMSF Association.

SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.
	Mobile App One company logo on mobile app supported with profiling information on your business.
	Exhibition Signage One company logo on exhibition signage board.
	Sponsor Signage One company logo on sponsor signage board.
	Mini Program One company logo in mini program sponsor listing.
	Sponsor Loop One company logo in sponsor loop.

* Additional details provided on application. Packages allocated at SMSF Association's discretion.

* The opportunity for a 2 year commitment is available. Please refer to 24 month Terms and Conditions at end of brochure.



Application Form

Please email this application form to **sponsorship@smsfassociation.com** along with your signed Terms & Conditions. The SMSF Association will forward an invoice for your action on receipt of these two forms.

Additional details provided on application. Packages allocated at SMSF Association’s discretion.

Company _____

Contact Name _____

Position _____

Telephone _____

Mobile _____

Email _____

Fax _____

Address _____

Postcode _____

Sponsorship Package (1 or 2 year commitment, please specify): _____

Signature _____

Date _____



Contact us

National Office
SMSF Association
Level 1, 366 King William Street
Adelaide, South Australia 5000
Telephone 08 8205 1900
Facsimile 08 8212 5993
www.smsfassociation.com

Postal Address
PO Box 6540, Halifax Street
Adelaide, South Australia 5000

Terms and Conditions - 12 months

Please read, sign and return with application form.

1. These terms and conditions form part of your sponsorship agreement (the Agreement) with us to be a sponsor.
 2. The Agreement commences upon our notification to you that your application for sponsorship has been accepted. The initial term of the Agreement will be 12 months from the date of notification. The Agreement may be extended by written agreement between the parties.
 3. The SMSF Association reserves the right to accept or reject, in its sole discretion, your application to be a sponsor.
 4. By signing these conditions, you agree to be bound by these terms and conditions. Upon acceptance, the sponsorship fees become due and owing to us and you agree to pay that amount in accordance with the timeframe outlined in the accompanying tax invoice issued to you with this Agreement. Failure to make payment as required will entitle us to seek to recover this amount from you as a debt due and owing, together with all costs and fees including legal fees.
 5. Unless otherwise stated, all amounts or other sums payable or consideration to be provided under this Agreement include GST.
 6. You may cancel your sponsorship at any time up until 3 months before the relevant event but this will not entitle you to any refund, in whole or in part, to fees paid or owing to the SMSF Association. For the avoidance of doubt, there are no refunds on sponsorship fees paid or owing.
 7. The SMSF Association may cancel your sponsorship at any time where you breach these terms and conditions, in which case you will forfeit any sponsorship fees paid or owing.
 8. This clause 8 survives the expiry or earlier termination of the Agreement. You agree to keep confidential any information, data and/or documents (Confidential Information) provided by the SMSF Association and you agree:
 - a) not to reproduce any such Confidential Information;
 - b) not disclose any such Confidential Information to any other person or entity;
 - c) not commercialise anything based on such Confidential Information; or
 - d) not use or disclose any aspect of the Confidential Information for the purpose of contacting or contracting with any other party without the prior written consent of the SMSF Association.
 9. This clause 9 survives the expiry or earlier termination of the Agreement. You agree and understand that certain information, data or documents which you may receive or have access is owned by the SMSF Association (the Work). In relation to the Work, you agree and acknowledge that:
 - a) it may be subject to copyright and/or other intellectual property rights;
 - b) it may be restricted for the use and benefit of the relevant sponsorship event and is not to be distributed or reproduced in any way; SMSF Association
 - c) you must not allow anything to occur that is likely to prejudice the ownership of the SMSF Association's intellectual property or the value of the intellectual property;
 - d) it must not be used, modified or distributed in any way that breaches SMSF Association's copyright in the Work or is used, modified or distributed in a way that would affect the SMSF Association's reputation;
 - e) any development, improvement or adaptation of the Work becomes on creation the SMSF Association's sole property and if at any time the SMSF Association makes written request, you must assign all intellectual property rights in that development, improvement or adaptation to the SMSF Association;
 - f) no part of the Work may be reproduced by any process without the specific written permission of the SMSF Association;
 - g) you will not alter, remove or obscure any copyright or trade mark symbol or legend or propriety mark on the Work;
 - h) if at any time before or during the Term of this Agreement you obtain actual knowledge about any infringement of the SMSF Association's intellectual property then you must immediately notify the SMSF Association (unless the SMSF Association has already provided its approval in writing to such use);
 - i) if the SMSF Association takes steps against an alleged infringer of its intellectual property, at the SMSF Association's request you must cooperate including making available your records and staff (at the SMSF Association's expense except in the case of an alleged infringement by you in which case you will bear such costs).
 10. You agree, acknowledge, warrant and covenant to take out all relevant insurance policies with a reputable insurer for the duration of this Agreement (as extended), such policies to be as would be required by a prudent person or entity operating in the same or similar business as you.
 11. You agree to indemnify and hold harmless the SMSF Association against any and all costs, damages and liability, howsoever arising, in relation to your sponsorship including but not limited to personal injury or death to any person or persons.
 12. You must first seek our approval in writing where you intend to refer to the relevant event or the SMSF Association in external communications, press statement or similar communication.
 13. You agree not to use any materials and branding at, or in reference to, the relevant event, which have not been provided or approved by the SMSF Association.
 14. You agree to provide your booth design (including custom designs), dimension and branding for approval prior to confirming orders for production.
 15. You agree to use one primary company logo on conference website, handbook, registration desk, big screen loop and exhibition floor map.
- I, _____
(Name)
- on behalf of _____
(Organisation)
- Signed _____
- Date _____

Terms and Conditions - 24 months

Please read, sign and return with application form.

1. These terms and conditions form part of your sponsorship agreement (the Agreement) with us to be a sponsor.
2. The Agreement commences upon our notification to you that your application for sponsorship has been accepted. The initial term of the Agreement will be 24 months from the date of notification. The Agreement may be extended by written agreement between the parties.
3. The SMSF Association reserves the right to accept or reject, in its sole discretion, your application to be a sponsor.
4. By signing these conditions, you agree to be bound by these terms and conditions. Upon acceptance, the sponsorship fees become due and owing to us and you agree to pay that amount in accordance with the timeframe outlined in the accompanying tax invoice issued to you with this Agreement. Failure to make payment as required will entitle us to seek to recover this amount from you as a debt due and owing, together with all costs and fees including legal fees.
5. Unless otherwise stated, all amounts or other sums payable or consideration to be provided under this Agreement include GST.

First year of sponsorship

6. You may cancel your sponsorship at any time up until 3 months before the relevant event in the first year of sponsorship but this will not entitle you to any refund, in whole or in part, to fees paid or owing to the SMSF Association. For the avoidance of doubt, there are no refunds on sponsorship fees paid or owing.

Second year of sponsorship

7. You may cancel your sponsorship at any time up until 3 months before the relevant event in the second year of sponsorship but this will not entitle you to any refund, in whole or in part, to fees paid or owing to the SMSF Association. The SMSF Association will use reasonable endeavours to find a replacement sponsor and if successful, you will be entitled to a refund of any sponsorship fees paid or owing (less our administrative and legal costs involved with your cancellation as determined by us acting reasonably) provided that the sponsorship amount for the replacement sponsor is for an equal or greater amount than your sponsorship amount. If you cancel your sponsorship within less than 3 months before the relevant event in the second year, the SMSF Association will not be required to use reasonable endeavours to find a replacement sponsor and you will not be entitled to any refund of fees paid or owing to the SMSF Association.

8. The SMSF Association may cancel your sponsorship at any time where you breach these terms and conditions, in which case you will forfeit any sponsorship fees paid or owing.
9. This clause 9 survives the expiry or earlier termination of the Agreement. You agree to keep confidential any information, data and/or documents (Confidential Information) provided by the SMSF Association and you agree:
 - a) not to reproduce any such Confidential Information;
 - b) not disclose any such Confidential Information to any other person or entity;
 - c) not commercialise anything based on such Confidential Information; or
 - d) not use or disclose any aspect of the Confidential Information for the purpose of contacting or contracting with any other party without the prior written consent of the SMSF Association.
10. This clause 10 survives the expiry or earlier termination of the Agreement. You agree and understand that certain information, data or documents which you may receive or have access is owned by the SMSF Association (the Work). In relation to the Work, you agree and acknowledge that:
 - a) it may be subject to copyright and/or other intellectual property rights;
 - b) it may be restricted for the use and benefit of the relevant sponsorship event and is not to be distributed or reproduced in any way;
 - c) you must not allow anything to occur that is likely to prejudice the ownership of the SMSF Association's intellectual property or the value of the intellectual property;
 - d) it must not be used, modified or distributed in any way that breaches the SMSF Association's copyright in the Work or is used, modified or distributed in a way that would affect the SMSF Association's reputation;
 - e) any development, improvement or adaptation of the Work becomes on creation the SMSF Association's sole property and if at any time the SMSF Association makes written request, you must assign all intellectual property rights in that development, improvement or adaptation to the SMSF Association;
 - f) no part of the Work may be reproduced by any process without the specific written permission of the SMSF Association;
 - g) you will not alter, remove or obscure any copyright or trade mark symbol or legend or propriety mark on the Work;

- h) if at any time before or during the Term of this Agreement you obtain actual knowledge about any infringement of the SMSF Association's intellectual property then you must immediately notify the SMSF Association (unless the SMSF Association has already provided its approval in writing to such use);
 - i) if the SMSF Association takes steps against an alleged infringer of its intellectual property, at the SMSF Association's request you must cooperate including making available your records and staff (at the SMSF Association's expense except in the case of an alleged infringement by you in which case you will bear such costs).
11. You agree, acknowledge, warrant and covenant to take out all relevant insurance policies with a reputable insurer for the duration of this Agreement (as extended), such policies to be as would be required by a prudent person or entity operating in the same or similar business as you.
 12. You agree to indemnify and hold harmless the SMSF Association against any and all costs, damages and liability, howsoever arising, in relation to your any person or persons.
 13. You must first seek our approval in writing where you intend to refer to the relevant event or the SMSF Association in external communications, press statement or similar communication.
 14. You agree not to use any materials and branding at, or in reference to, the relevant event, which have not been provided or approved by the SMSF Association.
 15. You agree to use one primary company logo on conference website, handbook, registration desk, big screen loop and exhibition floor map.
 16. You agree to provide your booth design (including custom designs), dimension and branding for approval prior to confirming orders for production.

I, _____
(Name)

on behalf of _____
(Organisation)

Signed _____

Date _____