

**SMSF
ASSOCIATION**

**2018
National Conference**

**Sydney
14-16 February 2018**



Sponsorship Opportunities

THE OPPORTUNITY

The SMSF Association is delighted to present the sponsorship opportunities for the 2018 SMSF Association National Conference to be held at the International Convention Centre in Sydney from 14-16 February 2018.

As an Association, we believe the best outcomes arise when professional advisors are armed with the best and latest information, especially in the changing legislative environment 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 professionals' calendar. The SMSF Association National Conference is the most anticipated SMSF event in Australia.

The 2018 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 2018 SMSF Association National Conference.

Kind Regards,



John Maroney
CEO
SMSF Association



SYDNEY

Sydney is Australia's largest capital city, with over 5 million people calling it home. It has a lively and vibrant buzz that makes it the ultimate destination for Australians and tourists alike. There is always something to do - from world-class dining, entertainment, picturesque beaches and a stunning harbour waterfront precinct. Sydney is the perfect location for a weekend stay after a jam-packed 2018 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 \$2.30 trillion at the end of the March 2017 quarter according to APRA

There were a total of 590,742 SMSFs as at 31 March 2017

SMSFs account for approximately 30% of a \$2.30 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 2017.
Deloitte, Dynamics of the Australian Superannuation System: The next 20 years 2015 - 2035.



SUPERANNUATION FUND TYPE	% Assets as at 31 March 2017
Entities with more than 4 members	61.91%
Self-managed super funds	29.88%
Exempt schemes	5.71%
Balance of life-office statutory funds	2.42%
Small APRA funds	0.08%

2017 CONFERENCE OVERVIEW

Total delegate count

2017 Melbourne	1682
2016 Adelaide	1543
2015 Melbourne	1616
2014 Brisbane	1384
2013 Melbourne	1398
2012 Sydney	1182

Primary profession of 2017 delegates

Financial Planners	34.1%
Accountants	29.0%
Other SMSF Professionals	25.9%
Auditors	4.9%
Administrators	3.6%
Lawyers	2.5%

2017 delegates by member type

Specialist	44.0%
Associate	24.0%
Affiliate	2.0%
Non-member	30.0%

2017 SPONSOR INSIGHTS

Lead opportunity



5,870

total leads captured over

2.5 days

utilising our lead capture technology

Time to promote



Delegates spent a total of

7.75 hours

with sponsors, that's

465 minutes

networking throughout the program breaks and evening networking events



Mobile App adoption

1082

Conference App downloads

8.8

screens viewed per session

6.49 minutes

average time spent per session on the App

105,242

screens viewed

The question was asked: 'Will you be returning in 2018?'



Yes! 4 out of 5 will be returning



JOMABLUE



WHO ARE JOMABLUE?

Jomablue are an event technology company. They deliver innovative and flexible event technology solutions that achieve revolutionary event experiences which lead to measurable business outcomes.

HOW CAN JOMABLUE IMPROVE YOUR CONFERENCE EXPERIENCE?

Jomablue offers the following technological advantages to sponsors of the 2018 National Conference:

Lead Capture

Each sponsor can customise the tags they wish to use for categorising the leads they will capture. Tap the badge of an interested attendee and instantly send them an email containing detailed content or further information.

Collect Digital Content

Download stations are located around the venue, each offering a different piece of content. An attendee simply taps their badge to receive an email which contains a link to further SMSF information.

2017 NATIONAL CONFERENCE JOMABLUE STATISTICS

Leads captured	5,870
Screens viewed per session	8.8
Average time spent per session on the App	6 minutes 49 seconds
Total screen views	105,242
In App	
Number of people logged into feed	1,082



WHY SPONSOR THE SMSF ASSOCIATION NATIONAL CONFERENCE?

The 2018 SMSF Association National Conference held at the brand new Sydney International Convention Centre from 14-16 February is yet again set to deliver the most anticipated event in the self managed super fund industry. With two and a half days of high level content delivered by expert speakers, the event also features the largest SMSF exhibition in Australia with over 60 exhibitors showcasing the latest products and services in the SMSF marketplace. There are also fantastic networking opportunities for sponsors, delegates and special guests through two evening networking functions and a Final Day Lunch.

Don't just take our word for it, hear from our sponsors of the 2017 SMSF Association National Conference:

"This is the only conference that we sponsor. We believe it is more professional, targeted, and serious in its commitment to its members and sponsors."

"Great new leads, quality clients attending. The scanner for getting client details was fantastic!"

"It fits within our overall growth and business development strategies, and reflects where we are heading as an organisation."

"The conference provided us really good opportunities to speak to new potential investors."

"An efficient and cost effective way to get our message out to a wide audience in a short space of time."

"Great event for us with lots of good new leads. Everything ran very smoothly and I liked the set up."

"Positive event and having the sponsors closer to the plenary rooms encourages delegates to come and have a chat."



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
 - Two VIP tables (invitation for 20 guests) at event
 - Lead capture tablet and technology
 - Exhibition Booth
- 3 x complimentary delegate registration passes
 - 2 x complimentary exhibitor registration passes
 - You have the choice out of three options to showcase your brand to delegates. Options include:
 - **Option 1** - 30 second video played to the Thought Leadership Breakfast Delegates, once throughout the Conference
 - **Option 2** - 30 second video played to a targeted audience in a concurrent session, once throughout the Conference. We will work with you to determine your target audience and use our data to recommend the most appropriate session.
 - **Option 3** - Include an insert in the delegate bag. Branding, production and shipping at the sponsor's expense.

*Exclusions: inserts cannot be a magazine, water bottle, notebook/notepad or food item. All inserts to be approved by the SMSF Association.



SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.		Delegate Workbook One company logo in delegate workbook.
	Mobile App One company logo on mobile app.		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.
	Sponsor Signage One company logo on sponsor signage board.		

* 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.

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
- Lead capture tablet and technology
- Exhibition Booth
- 3 x complimentary delegate registration passes
- 2 x complimentary exhibitor registration passes








- You have the choice out of three options to showcase your brand to delegates. Options include:
 - **Option 1** - 30 second video played to the plenary audience, once throughout the Conference
 - **Option 2** - 30 second video played to a targeted audience in a concurrent session, once throughout the Conference. We will work with you to determine your target audience and use our data to recommend the most appropriate session.
 - **Option 3** - Include an insert in the delegate bag. Branding, production and shipping at the sponsor's expense.

*Exclusions: inserts cannot be a magazine, water bottle, notebook/notepad or food item. All inserts to be approved by the SMSF Association.

* 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.		Delegate Workbook One company logo in delegate workbook.
	Mobile App One company logo on mobile app.		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.
	Sponsor Signage One company logo on sponsor signage board.		

PLATINUM SPONSORSHIP

Delegate Networking Night

A chance to network with guests and indulge the senses in a relaxed atmosphere in Sydney's International Convention Centre. 2017's networking night was hosted in the foyer area of the Melbourne Convention and Exhibition Centre, where guests enjoyed live music, premium food and beverage selection that celebrated Melbourne's diverse culture. Sydney has even more 'wow' factor in store.

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
- Lead capture tablet and technology
- Exhibition Booth
- 3 x complimentary delegate registration passes
- 2 x complimentary exhibitor registration passes








- You have the choice out of three options to showcase your brand to delegates. Options include:
 - **Option 1** - 30 second video played to the plenary audience, once throughout the Conference
 - **Option 2** - 30 second video played to a targeted audience in a concurrent session, once throughout the Conference. We will work with you to determine your target audience and using our data to recommend the most appropriate session.
 - **Option 3** - Include an insert in the delegate bag. Branding, production and shipping at the sponsor's expense.

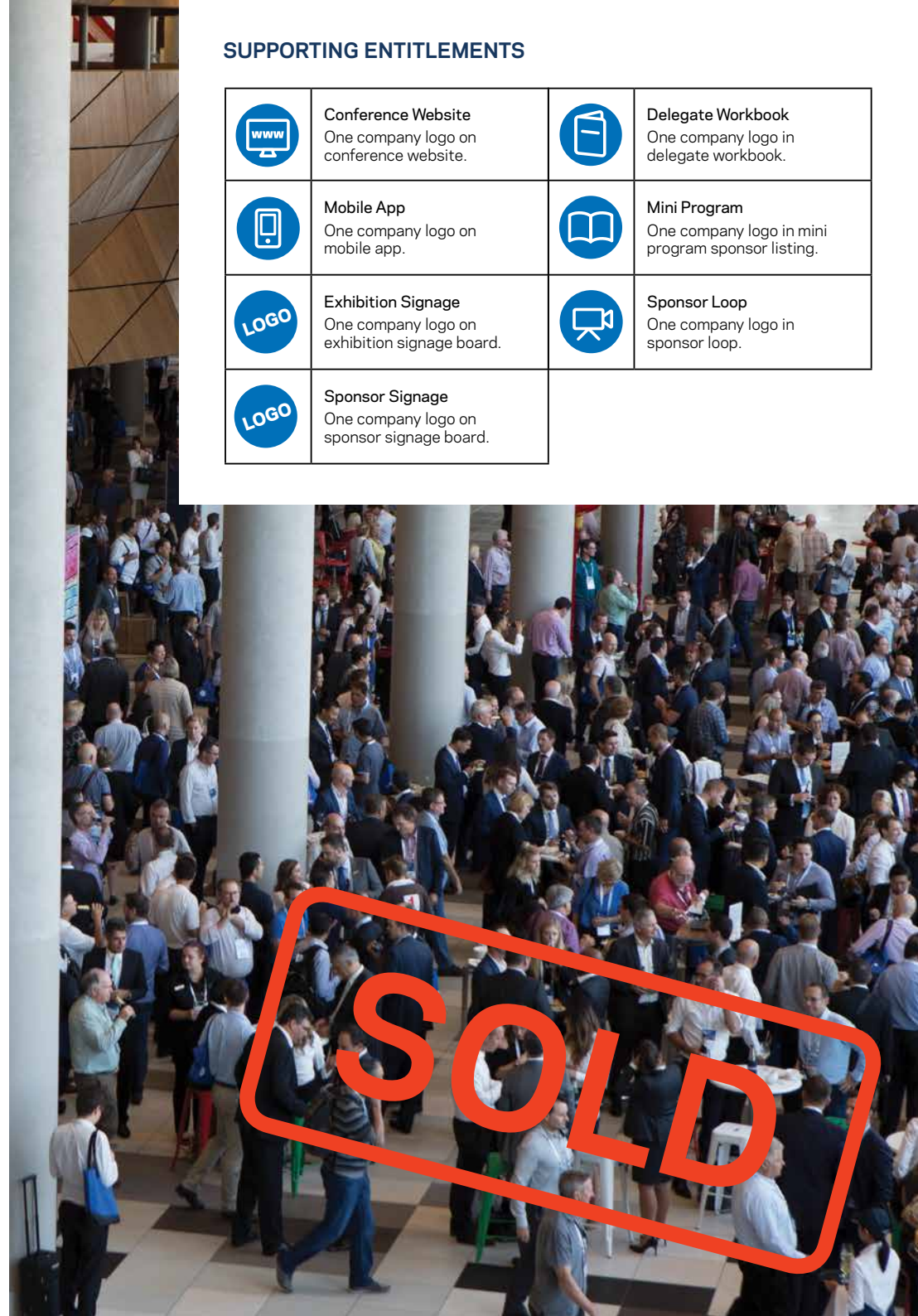
*Exclusions: inserts cannot be a magazine, water bottle, notebook/notepad or food item. All inserts to be approved by the SMSF Association.

* 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.		Delegate Workbook One company logo in delegate workbook.
	Mobile App One company logo on mobile app.		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.
	Sponsor Signage One company logo on sponsor signage board.		



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 at Final Day Lunch
- Branded sponsor slide for Sponsor address
- One company logo on Final Day Lunch web page
- 2 x VIP tables (10 pax) at event
- Lead capture tablet and technology
- 30 second video
- Exhibition Booth
- 3 x complimentary delegate registration passes
- 2 x complimentary exhibitor registration passes
- You have the choice out of three options to showcase your brand to delegates. Options include:
 - **Option 1** - 30 second video played to the plenary audience, once throughout the Conference
 - **Option 2** - 30 second video played to a targeted audience in a concurrent session, once throughout the Conference. We will work with you to determine your target audience and using our data to recommend the most appropriate session.
 - **Option 3** - Include an insert in the delegate bag. Branding, production and shipping at the sponsor's expense.

*Exclusions: inserts cannot be a magazine, water bottle, notebook/notepad or food item. All inserts to be approved by the SMSF Association.

* 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.		Delegate Workbook One company logo in delegate workbook.
	Mobile App One company logo on mobile app.		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.
	Sponsor Signage One company logo on sponsor signage board.		



PLATINUM SPONSORSHIP

Networking Lounge

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

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 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 (with approval by SMSF Association)
- Lead capture tablet and technology
- 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.
	Exhibition Signage One company logo on exhibition signage board.
	Sponsor Signage One company logo on sponsor signage board.
	Delegate Workbook One company logo in delegate workbook.
	Mini Program One company logo in mini program sponsor listing.
	Sponsor Loop One company logo in sponsor loop.

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Shoe Shining Service

Our first ever shoe shining service. Discuss your product with potential clients whilst they are getting their shoes shined.

INVESTMENT

\$8,000PA +GST (for 1 year commitment)*








KEY ENTITLEMENTS

- Fortis Green bespoke shoeshine chair
- Highly trained shoeshine staff with a guarantee that the staff will be well dressed, professional, personable and very experienced in shoe shining and all aspects of leather care
- Supply of high quality Saphir polishes to be used on all guests throughout the event
- Shoeshine staff will work with sponsors to achieve KPI targets through soft marketing if required
- Staff can be branded in promotional clothing if required i.e. hats, shirts etc at the sponsor's expense
- Other additional branding options at the sponsors expense include;
 - Plush logo printed mats are a sophisticated way to brand the area where patrons would approach the chair and congregate while waiting for a shine. Approximately 3m x 1.5m for \$800
 - Smaller logo printed mat to sit on the rubber portion of the shoeshine chair base near the footrests. Approximately 40cm x 60cm for \$250
 - Other branding options at the sponsor's expense available to be discussed
- 1 x complimentary delegate registration pass

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

	Conference Website One company logo on conference website.		Delegate Workbook One company logo in delegate workbook.
	Mobile App One company logo on mobile app.		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.
	Sponsor Signage One company logo on sponsor signage board.		

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
- 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.		Delegate Workbook One company logo in delegate workbook.
	Mobile App One company logo on mobile app.		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.
	Sponsor Signage One company logo on sponsor signage board.		



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

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

- Lead capture tablet and technology
- Exhibition Booth
- 3 x complimentary delegate registration passes
- 2 x complimentary exhibitor registration passes
- You have the choice out of three options to showcase your brand to delegates. Options include:
 - **Option 1** - 30 second video played to the plenary audience, once throughout the Conference
 - **Option 2** - 30 second video played to a targeted audience in a concurrent session, once throughout the Conference. We will work with you to determine your target audience and using our data to recommend the most appropriate session.
 - **Option 3** - Include an insert in the delegate bag. Branding, production and shipping at the sponsor's expense.

*Exclusions: inserts cannot be a magazine, water bottle, notebook/notepad or food item. All inserts to be approved by the SMSF Association.



SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.		Delegate Workbook One company logo in delegate workbook.
	Mobile App One company logo on mobile app.		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.
	Sponsor Signage One company logo on sponsor signage board.		

* 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.

Valued Sponsor

Excellent opportunities to meet and impress potential clients and customers.








INVESTMENT

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

KEY ENTITLEMENTS

- Lead capture tablet 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.	 Delegate Workbook One company logo in delegate workbook.
 Mobile App One company logo on mobile app.	 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.
 Sponsor Signage One company logo on sponsor signage board.	



* 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.

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.		Delegate Workbook One company logo in delegate workbook.
	Mobile App One company logo on mobile app.		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.
	Sponsor Signage One company logo on sponsor signage board.		



* 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.

Product Sponsorship

Exclusive Juice Bar

Our first ever exclusive juice bar package. Meet and converse with potential clients and customers over a freshly made juice.








INVESTMENT

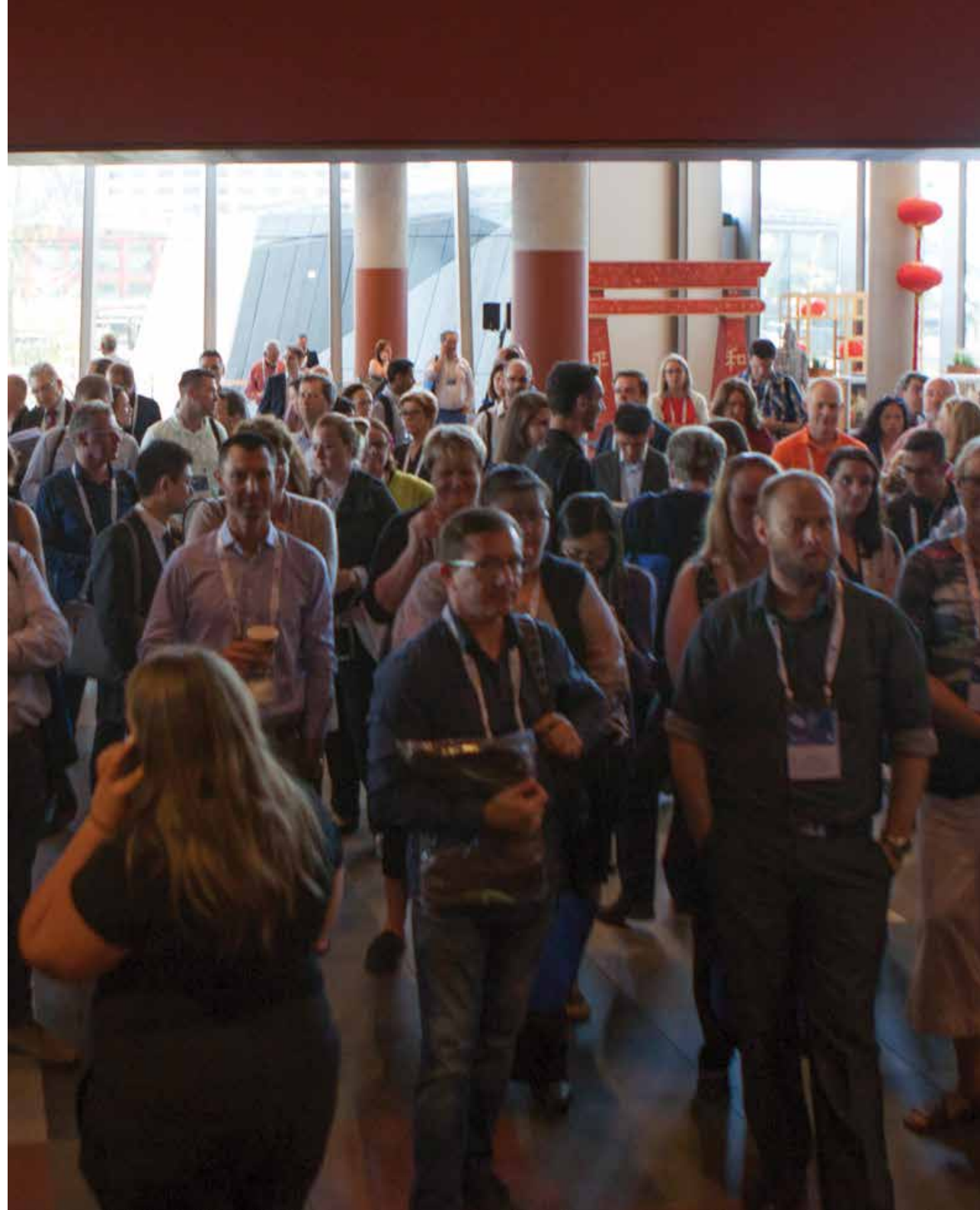
\$12,000PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS

- Sole supplier of branded juice bar
- 1 x complimentary delegate registration pass
- Ability to include a label on the juice jar at the sponsor's expense (artwork approval from SMSF Association required)

SUPPORTING ENTITLEMENTS

 Conference Website One company logo on conference website.	 Delegate Workbook One company logo in delegate workbook.
 Mobile App One company logo on mobile app.	 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.
 Sponsor Signage One company logo on sponsor signage board.	



* 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.

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.		Delegate Workbook One company logo in delegate workbook.
	Mobile App One company logo on mobile app.		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.
	Sponsor Signage One company logo on sponsor signage board.		



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

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 bag, coordinated and approved by the SMSF Association.
- 1 x complimentary delegate registration pass

SUPPORTING ENTITLEMENTS

 Conference Website One company logo on conference website.	 Delegate Workbook One company logo in delegate workbook.
 Mobile App One company logo on mobile app.	 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.
 Sponsor Signage One company logo on sponsor signage board.	



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

Product Sponsorship

Lanyard & Name Tags

Keep your brand close to the heart of every delegate.








INVESTMENT

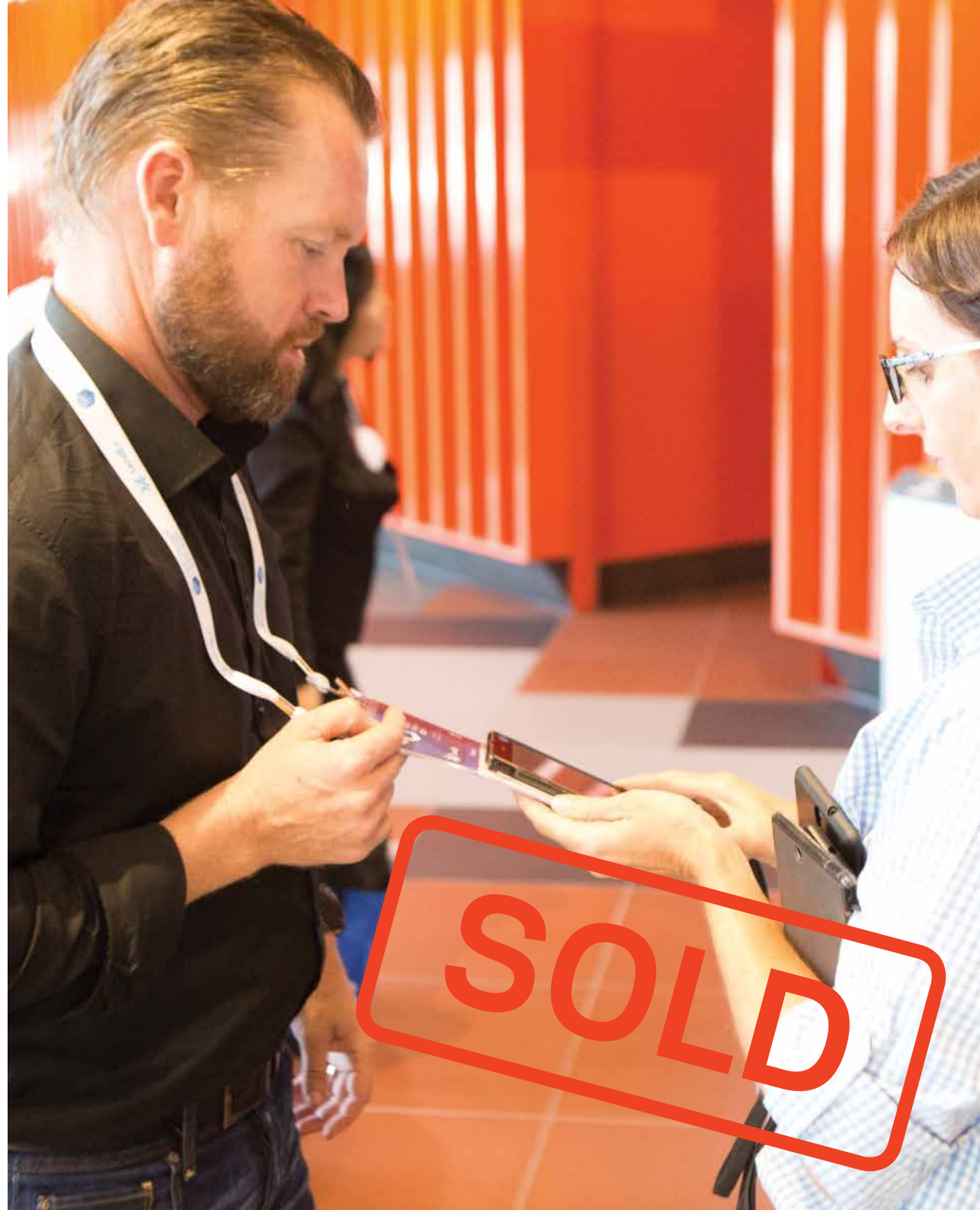
\$12,000PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS

- Sole supplier of co-branded lanyards and name tags, coordinated and approved by the SMSF Association
- 1 x complimentary delegate registration pass
- E-ticket sent to all delegates prior to the Conference. The e-ticket will be branded as coming from your organisation.

SUPPORTING ENTITLEMENTS

 Conference Website One company logo on conference website.	 Delegate Workbook One company logo in delegate workbook.
 Mobile App One company logo on mobile app.	 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.
 Sponsor Signage One company logo on sponsor signage board.	



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

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.	 Delegate Workbook One company logo in delegate workbook.
 Mobile App One company logo on mobile app.	 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.
 Sponsor Signage One company logo on sponsor signage board.	



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

Product Sponsorship

Delegate Bag Insert

Showcase your brand to all delegates by including a sponsor insert in this year's delegate bag. Potential inserts that our attendees would appreciate include pens, highlighters and technology products such as USB's, chargers, mints, Berocca etc. Limited inserts available.

INVESTMENT








\$2,000PA +GST (for 1 year commitment)*

KEY ENTITLEMENTS

- 1x insert included in the delegate bag. Branding, production and shipping at the sponsors expense (Approval by the SMSF Association is required)
- 1 x complimentary delegate registration pass

*Exclusions: inserts cannot be a magazine, water bottle, notebook/notepad or food item. All inserts to be approved by the SMSF Association.

SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.		Delegate Workbook One company logo in delegate workbook.
	Mobile App One company logo on mobile app.		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.
	Sponsor Signage One company logo on sponsor signage board.		



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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.	 Delegate Workbook One company logo in delegate workbook.
 Mobile App One company logo on mobile app.	 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

Water Bottles and Water Pit Stop

Have your brand in the delegate's hands during the three days of thirsty SMSF work. Plus increase your visibility with the water pit stop station(s) outside the session rooms.








INVESTMENT

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

KEY ENTITLEMENTS

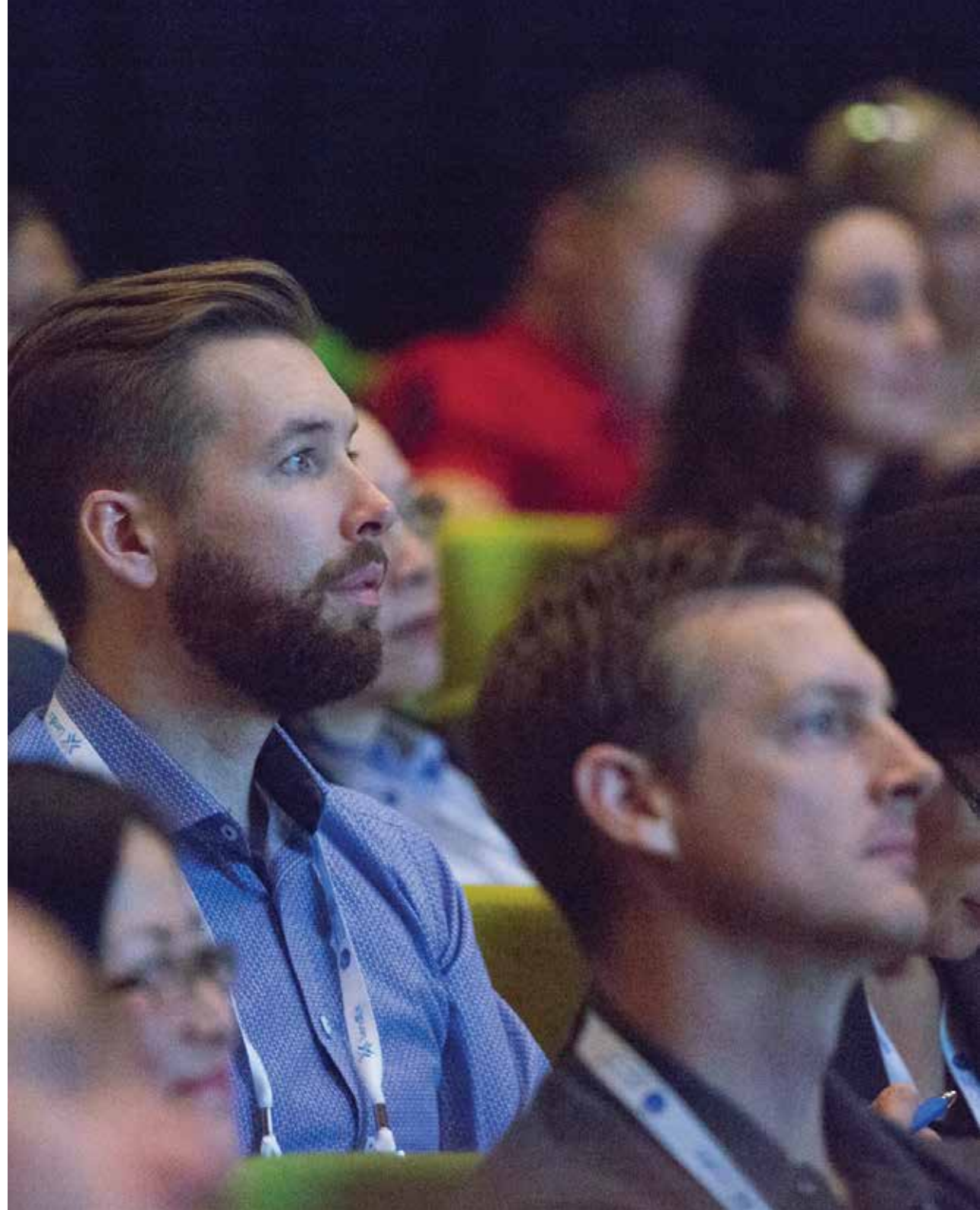
- Sole supplier of branded water pit stop
- Sole supplier of co-branded water bottles placed in the delegate bag. Coordinated and approved by the SMSF Association.
- Branding on the water pit stop at the sponsors expense
- Ability to bring banners to brand the station
- SMSF Association organised Volunteer to man the station and can wear branded shirts, caps etc.
- 1 x complimentary delegate registration pass

SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.		Delegate Workbook One company logo in delegate workbook.
	Mobile App One company logo on mobile app.		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.
	Sponsor Signage One company logo on sponsor signage board.		

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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.	 Delegate Workbook One company logo in delegate workbook.
 Mobile App One company logo on mobile app.	 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.
 Sponsor Signage One company logo on sponsor signage board.	



* 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.

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 tablet and technology
- Education Booth
- 2 x complimentary exhibitor registration passes

SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.		Delegate Workbook One company logo in delegate workbook.
	Mobile App One company logo on mobile app.		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.
	Sponsor Signage One company logo on sponsor signage board.		



* 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.

Major 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

\$85,000 cash or value in kind by negotiation*







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 to facilitate engaging editorial**
 - 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 CEO John Maroney and Chairman Andrew Gale.
- **Media Booth Position**
 - Opportunity to engage an exhibition booth. Booths are allocated by the SMSF Association on a by application priority basis.
- **20% discount on additional passes**
- **VIP table at final day lunch**
- **Complimentary Media Passes (maximum 6 delegates)**
 - For journalists, photographers or videographers from your organisation. Subject to approval by the SMSF Association.
- **Access to media room**
 - Shared workspace with internet and printer access to collate and provide your media communications.

SMSF ASSOCIATION

* 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.		Delegate Workbook One company logo in delegate workbook.
	Mobile App One company logo on mobile app.		Mini Program One company logo in mini program sponsor listing.
	Sponsor Signage One company logo on sponsor signage board.		Sponsor Loop One company logo in sponsor loop.

Social Media Partner

Reach more eyes by broadcasting through dynamic social media streams at the 2018 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

\$50,000 cash or value in kind by negotiation*

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, live Twitter wall**
- **Complimentary Media Passes (maximum 4 delegates)**
 - For journalists, photographers or videographers from your organisation. Subject to approval by the SMSF Association.
- **Access to media room**
 - Shared workspace with internet and printer access to collate and provide your media communications.

* 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.		Delegate Workbook One company logo in delegate workbook.
	Mobile App One company logo on mobile app.		Mini Program One company logo in mini program sponsor listing.
	Sponsor Signage One company logo on sponsor signage board.		Sponsor Loop One company logo in sponsor loop.

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 delegates' inboxes each day.

INVESTMENT







\$80,000 cash or value in kind by negotiation*

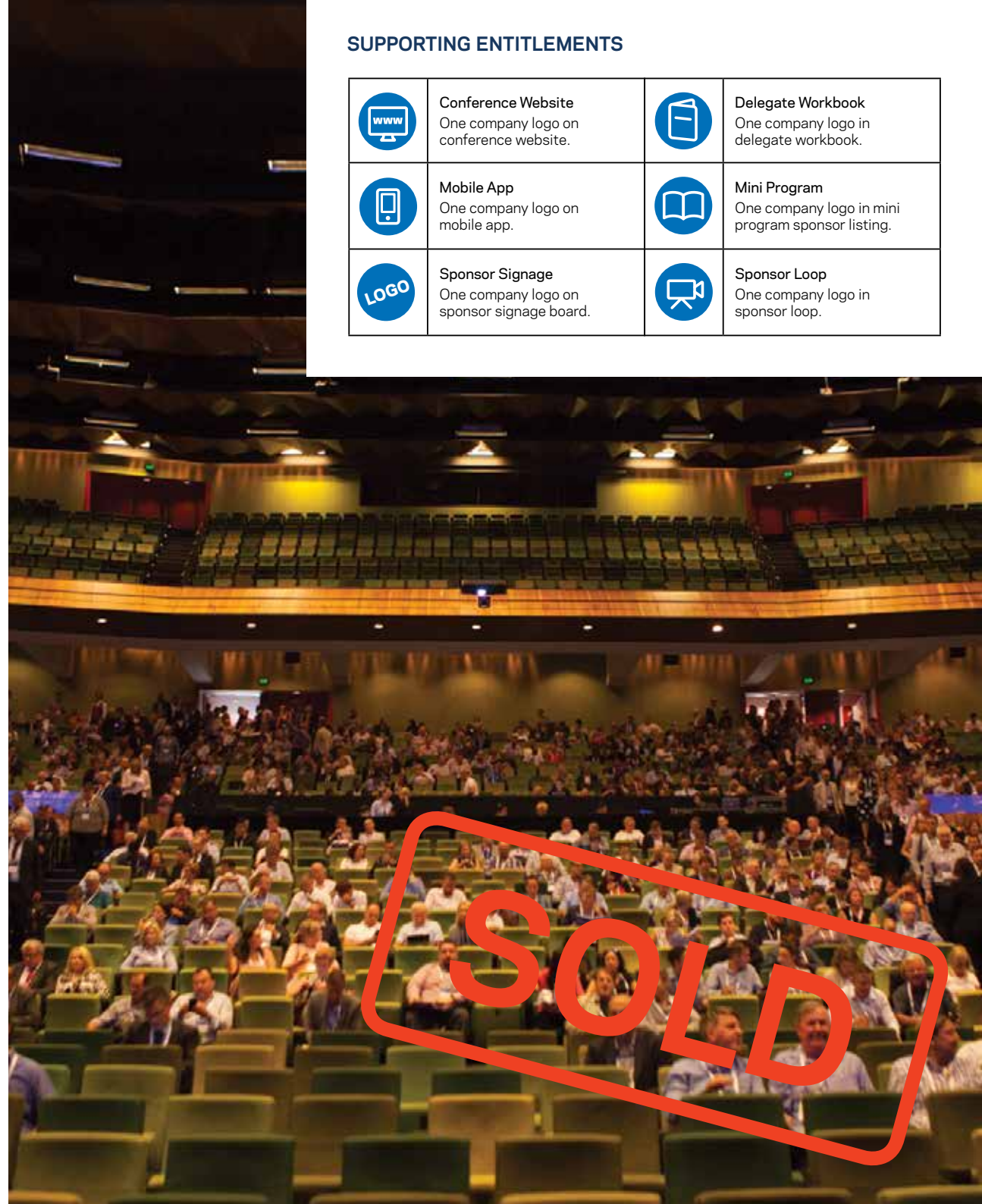
KEY ENTITLEMENTS

- **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 to facilitate engaging editorial and comment**
- **Complimentary Media Passes (maximum 6 delegates)**
 - For journalists, photographers or videographers from your organisation. Subject to approval by the SMSF Association.
- **Access to media room**
 - Shared workspace with internet and printer access to collate and provide your media communications.

* 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.		Delegate Workbook One company logo in delegate workbook.
	Mobile App One company logo on mobile app.		Mini Program One company logo in mini program sponsor listing.
	Sponsor Signage One company logo on sponsor signage board.		Sponsor Loop One company logo in sponsor loop.



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

\$80,000 cash or value in kind by negotiation*








KEY ENTITLEMENTS

- **Video Footage**
In the form of a short (maximum 3 minutes in duration), 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. This video will also be played to all delegates on the Thursday and Friday of Conference.
- **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**
 - A dedicated space to record video footage (if required) will be allocated by the SMSF Association.
- **2 x Exhibitor Passes**
 - Exhibitor Passes allow access to the exhibition area and social functions.



- **Complimentary Media Passes (maximum 4 delegates)**
 - For journalists, photographers or videographers from your organisation. Subject to approval by the SMSF Association.
- **Access to media room**
 - Shared workspace with internet and printer access to collate and provide your media communications.

SUPPORTING ENTITLEMENTS

	Conference Website One company logo on conference website.
	Mobile App One company logo on mobile app.
	Exhibition Signage One company logo on exhibition signage board.
	Sponsor Signage One company logo on sponsor signage board.
	Delegate Workbook One company logo in delegate workbook.
	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.

Magazine Partner

Be the exclusive magazine partner of the most influential SMSF conference in Australia. Provide your magazines at the information desk and within the delegates' bags. Reach a captive audience of financial professionals in the SMSF and superannuation sector and increase your overall magazine readership.

INVESTMENT

\$30,000 cash or value in kind by negotiation*







KEY ENTITLEMENTS

- Exclusive supplier of magazine placed in delegate bag
- Complimentary Media Passes (maximum 4 delegates)
 - For journalists, photographers or videographers from your organisation. Subject to approval by the SMSF Association.
- Access to media room
 - Shared workspace with internet and printer access to collate and provide your media communications.

* 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.
	Mobile App One company logo on mobile app.
	Sponsor Signage One company logo on sponsor signage board.
	Delegate Workbook One company logo in delegate workbook.
	Mini Program One company logo in mini program sponsor listing.
	Sponsor Loop One company logo in sponsor loop.

SMSF ASSOCIATION 2018 National Conference

Sydney 14-16 February 2018

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 for your sponsorship package including on your exhibition booth, conference website, handbook, registration desk, big screen loop and exhibition floor map. Use of any secondary brands within the exhibition booth must be approved by the SMSF Association.

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.
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).

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.

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 for your sponsorship package including on your exhibition booth, conference website, handbook, registration desk, big screen loop and exhibition floor map. Use of any secondary brands within the exhibition booth must be approved by the SMSF Association.
16. You agree to use one primary company logo on your exhibition booth, conference website, handbook, information desk, big screen loop and exhibition floor map. Use of any secondary brands within the exhibition booth must be approved by the SMSF Association.

I, _____
(Name)

on behalf of _____
(Organisation)

Signed _____

Date _____