

# SMSF ASSOCIATION

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## 2019 National Conference

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Melbourne  
20-22 February 2019

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### Sponsorship Opportunities



## THE OPPORTUNITY

**The SMSF Association is delighted to present the sponsorship opportunities for the 2019 SMSF Association National Conference to be held at the Melbourne Convention and Exhibition Centre from 20-22 February 2019.**

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 professional's calendar.

The 2019 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 2019 SMSF Association National Conference.

Kind Regards,



John Maroney  
CEO  
SMSF Association





## CONFERENCE OVERVIEW

### Delegate home state - Melbourne 2017

NSW	32.5%
VIC	35%
QLD	14%
SA	9%
WA	6.5%
ACT	1.5%
TAS	1%
NT	0.5%

### Total delegate count

2018 Sydney	1641
2017 Melbourne	1682
2016 Adelaide	1543
2015 Melbourne	1616
2014 Brisbane	1384
2013 Melbourne	1398

### Delegate home state - Sydney 2018

NSW	41.97%
VIC	23.16%
QLD	15.26%
SA	10.72%
WA	6.2%
ACT	1.47%
TAS	0.8%
NT	0.4%

### Primary profession of the 2018 delegates

Accountant	30.4%
Financial Planner	29.5%
Corporate	8.7%
Auditor	6.6%
SMSF Administrator	5.97%
Lawyer	1.86%
Para planner	0.4%
Other (SME business owners, sponsors, VIPs, media)	16.6%



## WHY SPONSOR THE 2019 NATIONAL CONFERENCE?

The 2019 SMSF Association National Conference is set to return to the Melbourne Convention and Exhibition Centre for another highly anticipated two and a half day conference. The conference gathers over 1,500 key financial services professionals in the SMSF and superannuation industry each year for a program packed full of high level content delivered by expert speakers and excellent networking opportunities. Enjoy fantastic opportunities to raise the visibility of your brand in the SMSF sector and amongst key decision makers and executives in the SMSF and superannuation industry.

The SMSF Association National Conference attracts considerable social media engagement in the lead up to and during the event, where the official hashtag has trended on Twitter in Australia during the conference for the past 3 years. The sponsorship packages outlined in this brochure have continued to grow year on year with the largest number of entitlements than any other year, including new ways you can gain valuable brand exposure.

Our conference sponsors enjoy Joma Blue event technology software to ensure their conference experience leads to measurable business outcomes. This software provides flexible options for lead capture and the ability to offer downloadable digital content for delegates.

### Don't just take our word for it, hear from some of our 2018 National Conference sponsors:

"We found the event very well run, professionally organised, and we were really impressed with the engagement and number of delegates in attendance"

"We had lots of delegates visit our stand. We had great support from the team at the SMSF Association. The sponsor presentation opportunity was very valuable."

"Very happy with booth location, good quality leads, everything was available on the website, easy access to information prior to the event "

"We were delighted with the exposure our brand received at the event. We are looking forward to being a partner of the SMSF Association at their National Conference for many years to come. Thank you to the events team for putting on such an excellent conference."

**6,724 leads** were captured at the 2018 National Conference, **17% growth** on the 2017 National Conference where **5,870 leads** were captured.

The question was asked: 'Will you be returning in 2019?'



**Yes! 4 out of 5 will be returning**

## PLATINUM SPONSORSHIP

### BT Financial Thought Leadership Breakfast

The SMSF Association's premier Thought Leadership Breakfast is the very first event hosted at the Conference, allowing you to make your mark early on Day 1. Position your brand as a thought leader in the SMSF and superannuation sectors and enjoy significant recognition amongst this gathering of SMSF professionals and industry thought leaders. Benefit from publicity in the lead up to the breakfast and naming rights of this distinguished event. The Thought Leadership Breakfast sets the theme for the entire Conference and gains significant social coverage with discussion of the topic extending well beyond the room. The breakfast is also a key event for Government, Regulators and VIPs in the financial services industry to network and engage in robust discussions about the sector.

#### INVESTMENT

**\$55,000 PA + GST** (for 1 year commitment)

**\$51,000 PA + GST** (for 2 year commitment)

**SOLD**



#### KEY ENTITLEMENTS

- Thought Leadership Breakfast title presented by you as the major sponsor
- Sponsorship of research referenced in the Thought Leadership discussion
- Pre-consultation meeting to maximise your sponsorship objectives
- Exclusive branding rights of the Thought Leadership Breakfast in conjunction with SMSF Association
- 2 x VIP tables at the breakfast (invitation for 20 guests)
- 5 minute sponsor address to delegates and VIPs (at breakfast or in main plenary room)
- Your brand on all social media coverage of the breakfast by the SMSF Association
- Branded sponsor slide for sponsor address (to be provided by sponsor and approved by SMSF Association)
- Room, AV, speakers and content provided by SMSF Association
- Arrival tea and coffee, plated breakfast and beverages provided by the SMSF Association
- Co-branded PowerPoint slides (produced by SMSF Association, approved by sponsor)
- Exhibition booth (3m x 3m)
- Choice of location in the exhibition hall
- 2 x lead capture devices (the event technology enables you to customise your use of the devices to fit your lead capture objectives, leading to measurable business outcomes)
- 1 x listing in the mobile app 'Feed' used by all delegates (including choice of day and time)
- Opportunity to display own merchandise and collateral at the Breakfast (at the sponsor's expense)
- Recognition of you as a Platinum Sponsor on social media and logo recognition in all promotional e-communications in the lead up to the conference

#### SUPPORTING ENTITLEMENTS

- Logo recognition on:
  - SMSF Association website (with link to preferred webpage)
  - Delegate workbook used and referred to throughout the conference
  - Mobile app
  - Mini program
  - Signage
  - Sponsor recognition loop
- 3 x transferable exhibitor tickets including:
  - Exhibition attendance
  - Catering
  - Social function attendance
- 2 x non-transferable sponsor delegate tickets including:
  - Session attendance
  - Exhibition attendance
  - Delegate bag
  - Catering
  - Social function attendance
- 2 x non-transferable day pass tickets including:
  - Session attendance for 1 day
  - Exhibition attendance for 1 day
  - Catering for 1 day
  - Social function attendance for 1 day
  - Delegate bag
- Choice of one additional options to showcase your brand to delegates in attendance:
  - Option 1** - 30 second video played to the audience in main plenary theatre, once throughout the Conference
  - Option 2** - Provide an insert for inclusion in the delegate bag. (Branding, production and shipping at the sponsor's expense. Approval by SMSF Association required)



## PLATINUM SPONSORSHIP

### CommSec Welcome Reception

Watch the SMSF Association exhibition space transform as guests are treated to premium produce, beverages and entertainment to celebrate the first evening of the conference. Bring the night to life with your brand early on during the Conference. The event allows all conference attendees to network in a relaxed environment and provides you with significant brand exposure. Be the brand that owns the SMSF Association National Conference Welcome Reception networking event that delegates consider a 'must-attend' of their Conference experience!

#### INVESTMENT

**\$45,000 PA + GST** (for 1 year commitment)

**\$43,000 PA + GST** (for 2 year commitment)

# SOLD



#### KEY ENTITLEMENTS

- Exclusive naming rights of Welcome Reception
- Exclusive branding rights of Welcome Reception
- Pre-consultation meeting to maximise your sponsorship objectives
- 5 minute sponsor address in main plenary theatre on Wednesday afternoon
- Branded sponsor slide for sponsor address (to be provided by sponsor and approved by SMSF)
- Theming and branding of the evening provided and chosen by SMSF Association, with branding to be approved by sponsor. Design to be provided by sponsor at own expense
- Additional upgrades available\*
- Food and beverages (aligned to theme) provided by SMSF Association
- Exhibition booth (3m x 3m)
- Choice of location in the exhibition hall
- 2 x lead capture devices (the event technology enables you to customise your use of the devices to fit your lead capture objectives, leading to measurable business outcomes)
- 1 x listing in the mobile app 'Feed' used by all delegates (including choice of day and time)
- Opportunity to display own merchandise and collateral at the Welcome Reception (at the sponsors expense)
- Recognition of you as a Platinum Sponsor on social media and logo recognition in all promotional e-communications in the lead up to the conference

#### SUPPORTING ENTITLEMENTS

- Logo recognition on:
    - SMSF Association website (with link to preferred webpage)
    - Delegate workbook used and referred to throughout the conference
    - Mobile app
    - Mini program
    - Signage
    - Sponsor recognition loop
  - 3 x transferable exhibitor tickets including:
    - Exhibition attendance
    - Catering
    - Social function attendance
  - 2 x non-transferable sponsor delegate tickets including:
    - Session attendance
    - Exhibition attendance
    - Delegate bag
    - Catering
    - Social function attendance
- (Does not include Thought Leadership Breakfast)
- 2 x non-transferable day pass tickets including:
    - Session attendance for 1 day
    - Exhibition attendance for 1 day
    - Catering for 1 day
    - Social function attendance for 1 day
    - Delegate bag
  - Choice of one additional options to showcase your brand to delegates in attendance:
    - Option 1** - 30 second video played to the audience in main plenary theatre, once throughout the Conference
    - Option 2** - Provide an insert for inclusion in the delegate bag. (Branding, production and shipping at the sponsor's expense. Approval by SMSF Association required)

\*Please contact the SMSF Association to discuss additional options and upgrades available. Further detail provided on page 18.

## PLATINUM SPONSORSHIP

### Schroders Networking Night

A chance to network, unwind and indulge the senses after a jam packed day. The 2018 Schroders Networking Night wow'ed the delegates, with premium food and beverages, a music and light performance, and interactive tasting stations. The 2019 Networking Night is sure to follow as a highlight of the conference experience.

**SOLD**



#### KEY ENTITLEMENTS

- Exclusive naming rights of the Networking Night
- Exclusive branding rights of the Networking Night
- Pre-consultation meeting to maximise your sponsorship objectives
- 5 minute sponsor address in the plenary theatre on Thursday afternoon
- Branded sponsor slide for sponsor address (to be provided by sponsor and approved by SMSF Association)
- Theming and branding of the evening provided and chosen by SMSF Association, with branding to be approved by sponsor. Design to be provided by sponsor at own expense.
- Additional upgrades available\*
- Food and beverages (aligned to theme) provided by SMSF Association
- Exhibition booth (3m x 3m)
- Choice of location in the exhibition hall
- 2 x lead capture devices (the event technology enables you to customise your use of the devices to fit your lead capture objectives, leading to measurable business outcomes)
- 1 x listing in the mobile app 'Feed' used by all delegates (including choice of day and time)
- Opportunity to display own merchandise and collateral at the Networking Night (at the sponsors expense)
- Recognition of you as a Platinum Sponsor on social media and logo recognition in all promotional e-communications in the lead up to the conference

#### SUPPORTING ENTITLEMENTS

- Logo recognition on:
  - SMSF Association website (with link to preferred webpage)
  - Delegate workbook used and referred to throughout the conference
  - Mobile app
  - Mini program
  - Signage
  - Sponsor recognition loop
- 3 x transferable exhibitor tickets including:
  - Exhibition attendance
  - Catering
  - Social function attendance
- 2 x non-transferable sponsor delegate tickets including:
  - Session attendance
  - Exhibition attendance
  - Delegate bag
  - Catering
  - Social function attendance(Does not include Thought Leadership Breakfast)
- 2 x non-transferable day pass tickets including:
  - Session attendance for 1 day
  - Exhibition attendance for 1 day
  - Catering for 1 day
  - Social function attendance for 1 day
  - Delegate bag
- Choice of one additional options to showcase your brand to delegates in attendance:
  - Option 1** - 30 second video played to the audience in main plenary theatre, once throughout the Conference
  - Option 2** - Provide an insert for inclusion in the delegate bag. (Branding, production and shipping at the sponsor's expense. Approval by SMSF Association required)

\*Please contact the SMSF Association to discuss additional options and upgrades available. Further detail provided on page 18.

## PLATINUM SPONSORSHIP

### Final Day Lunch

Conclude an excellent 2 and a half days in style with a noteworthy formal, sit down lunch featuring a highly acclaimed key note speaker sure to inspire and entertain delegates, sponsors and guests. Have your brand in high visibility of a captured audience of SMSF professionals listening intently. The Final Day Lunch continues to be a highlight and key part of the National Conference year on year.

#### INVESTMENT

**\$45,000PA +GST** (for 1 year commitment)

**\$43,000PA + GST** (for 2 year commitment)



#### KEY ENTITLEMENTS

- Exclusive naming rights of the Final Day Lunch
- Exclusive branding rights of the Final Day Lunch
- Pre-consultation meeting to maximise your sponsorship objectives
- 5 minute sponsor address at the Final Day Lunch
- Branded slide displayed at sponsor address (to be provided by sponsor and approved by SMSF Association)
- Branded PowerPoint slides for the Final Day Lunch (produced by SMSF Association, approved by sponsor)
- 2 x VIP tables (20 pax)
- Theming and branding of the lunch provided and chosen by SMSF Association, with branding to be approved by sponsor. Design to be provided by sponsor at own expense.
- Additional upgrades available\*
- Room, AV and entertainment provided by the SMSF Association
- Plated lunch and beverages (selected by SMSF Association) supplied.
- Exhibition booth (3m x 3m)
- Choice of location in the exhibition hall
- 2 x lead capture devices (the event technology enables you to customise your use of the devices to fit your lead capture objectives, leading to measurable business outcomes)
- 1 x listing in the mobile app 'Feed' used by all delegates (including choice of day and time)
- Recognition of you as a Platinum Sponsor on social media and logo recognition in all promotional e-communications in the lead up to the conference

#### SUPPORTING ENTITLEMENTS

- Logo recognition on:
  - SMSF Association website (with link to preferred webpage)
  - Delegate workbook used and referred to throughout the conference
  - Mobile app
  - Mini program
  - Signage
  - Sponsor recognition loop
- 3 x transferable exhibitor tickets including:
  - Exhibition attendance
  - Catering
  - Social function attendance
- 2 x non-transferable sponsor delegate tickets including:
  - Session attendance
  - Exhibition attendance
  - Delegate bag
  - Catering
  - Social function attendance(Does not include Thought Leadership Breakfast)
- 2 x non-transferable day pass tickets including:
  - Session attendance for 1 day
  - Exhibition attendance for 1 day
  - Catering for 1 day
  - Social function attendance for 1 day
  - Delegate bag
- Choice of one additional options to showcase your brand to delegates in attendance:
  - Option 1** - 30 second video played to the audience in main plenary theatre, once throughout the Conference
  - Option 2** - Provide an insert for inclusion in the delegate bag. (Branding, production and shipping at the sponsor's expense. Approval by SMSF Association required)

\*Please contact the SMSF Association to discuss additional options and upgrades available. Further detail provided on page 18.



## PLATINUM SPONSORSHIP

### Macquarie Networking Lounge

A 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

**\$45,000 PA + GST** (for 1 year commitment)

**\$43,000 PA + GST** (for 2 year commitment)

**SOLD**



#### KEY ENTITLEMENTS

- Sole supplier of the Networking Lounge
- Exclusive naming rights of the Networking Lounge
- Exclusive branding rights of the Networking Lounge
- Furniture to fit out the lounge (selected by SMSF Association)
- 2 x branded charging stations (design at sponsors expense)
- Branding recognition within lounge including: 10 x decal stickers (positioning to be determined by SMSF Association), 2 x pull up banners
- Additional upgrades available\*
- Merchandise and collateral can be placed out in the lounge at the sponsors expense
- Naming rights of the conference Wi-Fi service at the venue including customised Wi-Fi password (with approval by SMSF Association)
- Exhibition booth (3m x 3m)
- Choice of location in the exhibition hall
- 2 x lead capture devices (the event technology enables you to customise your use of the devices to fit your lead capture objectives, leading to measurable business outcomes)
- 1 x listing in the mobile app 'Feed' used by all delegates (including choice of day and time)
- Recognition of you as a Platinum Sponsor on social media and logo recognition in all promotional e-communications in the lead up to the conference

#### SUPPORTING ENTITLEMENTS

- Logo recognition on:
    - SMSF Association website (with link to preferred webpage)
    - Delegate workbook used and referred to throughout the conference
    - Mobile app
    - Mini program
    - Signage
    - Sponsor recognition loop
  - 3 x transferable exhibitor tickets including:
    - Exhibition attendance
    - Catering
    - Social function attendance
  - 2 x non-transferable sponsor delegate tickets including:
    - Session attendance
    - Exhibition attendance
    - Delegate bag
    - Catering
    - Social function attendance
- (Does not include Thought Leadership Breakfast)
- 2 x non-transferable day pass tickets including:
    - Session attendance for 1 day
    - Exhibition attendance for 1 day
    - Catering for 1 day
    - Social function attendance for 1 day
    - Delegate bag
  - Choice of one additional options to showcase your brand to delegates in attendance:
    - Option 1** - 30 second video played to the audience in main plenary theatre, once throughout the Conference
    - Option 2** - Provide an insert for inclusion in the delegate bag. (Branding, production and shipping at the sponsor's expense. Approval by SMSF Association required)

\*Please contact the SMSF Association to discuss additional options and upgrades available. Further detail provided on page 18.  
Please note - Download stations not included.

## PLATINUM SPONSORSHIP

# OpenInvest Brand Awareness Package

An excellent opportunity to have your brand showcased on a large scale throughout the 2 and a half days, with important profiling opportunities on key delegate materials supplied to the entire audience of SMSF professionals and attendees. Significantly enhance the knowledge of your brand amongst a group of highly engaged decision makers from the SMSF and superannuation sectors.

### INVESTMENT

**\$45,000PA +GST** (for 1 year commitment)

**\$43,000PA + GST** (for 2 year commitment)

**SOLD**



### KEY ENTITLEMENTS

- Sole supplier of co-branded delegate workbook, coordinated and approved by the SMSF Association
- Sole supplier of co-branded delegate mini program, coordinated and approved by the SMSF Association
- Sole supplier of co-branded delegate lanyards and name tags, coordinated and approved by the SMSF Association
- Opportunity to share a pre-recorded brand profiling video or other piece of content via SMSF Association social media channels (subject to review by SMSF Association, video to be provided by sponsor)
- Inclusion of pre-recorded brand profiling video or other piece of content in delegate pre-arrival email
- Logo recognition on delegate e-tickets sent to all delegates prior to the conference
- Exhibition Booth (3m x 3m)
- Premium position in exhibition hall (selected by SMSF Association)
- 2 x lead capture devices (the event technology enables you to customise your use of the devices to fit your lead capture objectives, leading to measurable business outcomes)
- 1 x listing in the mobile app 'Feed' used by all delegates (including choice of day and time)
- Recognition of you as a Platinum Sponsor on social media and logo recognition in all promotional e-communications in the lead up to the conference

### SUPPORTING ENTITLEMENTS

- Logo recognition on:
    - SMSF Association website (with link to preferred webpage)
    - Delegate workbook used and referred to throughout the conference
    - Mobile app
    - Mini program
    - Signage
    - Sponsor recognition loop
  - 3 x transferable exhibitor tickets including:
    - Exhibition attendance
    - Catering
    - Social function attendance
  - 2 x non-transferable sponsor delegate tickets including:
    - Session attendance
    - Exhibition attendance
    - Delegate bag
    - Catering
    - Social function attendance
- (Does not include Thought Leadership Breakfast)
- 2 x non-transferable day pass tickets including:
    - Session attendance for 1 day
    - Exhibition attendance for 1 day
    - Catering for 1 day
    - Social function attendance for 1 day
    - Delegate bag
  - Choice of one additional options to showcase your brand to delegates in attendance:
    - Option 1** - 30 second video played to the audience in main plenary theatre, once throughout the Conference
    - Option 2** - Provide an insert for inclusion in the delegate bag. (Branding, production and shipping at the sponsor's expense. Approval by SMSF Association required)



## Premium Sponsorship Packages

Be one of a small number of brands able to take advantage of our premium sponsorship packages. Enjoy 2 and a half days of dedicated access to engaged and leading SMSF professionals from around the country in a variety of ways. This rare opportunity is only available to a handful of organisations and is highly sought after year after year. Gain on the ground access to delegates with a premium presence in the Exhibition Hall. You'll also enjoy key promotion on signage and delegate merchandise throughout the conference.

### INVESTMENT

**\$27,500PA +GST** (for 1 year commitment)

**\$25,000PA + GST** (for 2 year commitment)



### KEY ENTITLEMENTS

- Premium position in exhibition hall (selected by SMSF Association)
- Exhibition Booth (3m x 3m)
- 2 x lead capture devices (the event technology enables you to customise your use of the devices to fit your lead capture objectives, leading to measurable business outcomes)
- Logo recognition on:
  - SMSF Association website (with link to preferred webpage)
  - Delegate workbook used and referred to throughout the conference
  - Mobile app
  - Mini program
  - Signage
  - Sponsor recognition loop

- You have the choice out of three options to showcase your brand to delegates:
  - Option 1** - 30 second video played to the audience in main plenary theatre, once throughout the Conference
  - Option 2** - Provide an insert for inclusion in the delegate bag. (Branding, production and shipping at the sponsor's expense. Approval by SMSF Association required)
  - Option 3** - 1 x insert in the mobile app feed on each day (includes 50 words text, image and hyperlink to web address. Approval by SMSF Association required)

### SUPPORTING ENTITLEMENTS

- 3 x transferable exhibitor tickets including:
  - Exhibition attendance
  - Catering
  - Social function attendance
- 2 x non-transferable sponsor tickets including:
  - Session attendance
  - Exhibition attendance
  - Delegate bag
  - Catering
  - Social function attendance(Does not include Thought Leadership Breakfast)

**SOLD OUT**

## Valued Sponsorship Packages

Take the opportunity to meet, mingle and impress potential customers and leading SMSF professionals as a Valued Sponsor of the SMSF Association National Conference. Gain significant brand exposure through signage throughout the Conference and enjoy front of mind positioning with your own space in the Exhibition Hall. A great opportunity to make your mark on key decision makers and engaged professionals in the SMSF and superannuation sectors.

### INVESTMENT

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

**\$18,500 PA + GST** (for 2 year commitment)

### KEY ENTITLEMENTS

- Preferred position in exhibition hall (selected by SMSF Association)
  - Exhibition Booth (3m x 3m)
  - 1 x lead capture device (the event technology enables you to customise your use of the devices to fit your lead capture objectives, leading to measurable business outcomes)
  - Logo recognition on:
    - SMSF Association website (with link to preferred webpage)
    - Delegate workbook used and referred to throughout the conference
    - Mobile app
    - Mini program
    - Signage
    - Sponsor recognition loop
  - 2 x transferable exhibitor tickets including:
    - Exhibition attendance
    - Catering
    - Social function attendance
  - 1 x non-transferable sponsor tickets including:
    - Session attendance
    - Exhibition attendance
    - Delegate bag
    - Catering
    - Social function attendance
- (Does not include Thought Leadership Breakfast)





## Lifestyle Sponsors

Showcase your brand to a captivated and highly engaged audience of 1,700 financial professionals and key decision makers in the SMSF sector, not available anywhere else. Enjoy a variety of opportunities throughout the 2 and a half days to position your products and services in the market and network with valuable potential clients.

*Not available to businesses in the financial services industry.*

### INVESTMENT

**\$12,500 +GST**

### KEY ENTITLEMENTS

- Exhibition pod
- 1 x lead capture device (the event technology enables you to customise your use of the devices to fit your lead capture objectives, leading to measurable business outcomes)
- Logo recognition on:
  - SMSF Association website (with link to preferred webpage)
  - Delegate workbook used and referred to throughout the conference
  - Mobile app
  - Mini program
  - Signage
  - Sponsor recognition loop
- 2 x transferable exhibitor tickets including:
  - Exhibition attendance
  - Catering
  - Social function attendance



## Specialist-Only Session Naming Rights Sponsor

The exclusive Specialist-Only workshop during our National Conference is in high demand amongst our Specialist members. Taking place the afternoon before the Conference officially begins, you will have access to a highly engaged audience of 500 key decision makers in the SMSF and superannuation sectors. Align your brand with the SMSF Association and work towards creating a memorable and exclusive experience for this cohort. These sessions allow Specialist members to take a deep dive into the intricacies facing SMSF professionals and engage in robust discussions with their peers to reach definitive answers and outcomes for their clients.

### INVESTMENT

**\$7,500 +GST**

### KEY ENTITLEMENTS

- Exclusive naming rights to the Specialist only session
- 5 minute sponsor address at the session
- 2 x banners to be placed on stage and 2 x banners to be placed out the front of the room (to be provided by the sponsor)
- Logo recognition on:
  - SMSF Association website (with link to preferred webpage)
  - Delegate workbook used and referred to throughout the conference
  - Mobile app
  - Mini program
  - Signage
  - Sponsor recognition loop
- 1 x non-transferable sponsor ticket including:
  - Session attendance
  - Exhibition attendance
  - Delegate bag
  - Catering
  - Social function attendance(Does not include Thought Leadership Breakfast)







## Ice-cream Naming Rights Sponsor

### INVESTMENT

**\$10,000 +GST** (Including cost for ice-cream)

### KEY ENTITLEMENTS

- Exclusive naming rights to the ice-cream station, frequented by delegates and sponsors
- Branded counter (design to be provided by sponsor at own expense)
- Opportunity for venue staff to be dressed representing your brand (i.e. hat, apron) at the sponsors expense
- 1 x lead capture device (the event technology enables you to customise your use of the devices to fit your lead capture objectives, leading to measurable business outcomes)
- Logo recognition on:
  - SMSF Association website (with link to preferred webpage)
  - Delegate workbook used and referred to throughout the conference
  - Mobile app
  - Mini program
  - Signage
  - Sponsor recognition loop
- 1 x non-transferable sponsor ticket including:
  - Session attendance
  - Exhibition attendance
  - Delegate bag
  - Catering
  - Social function attendance
 (Does not include Thought Leadership Breakfast)



## Mobile App Naming Rights Sponsor

### INVESTMENT

**\$15,000 +GST**

### KEY ENTITLEMENTS

- Exclusive naming rights to the Conference app referred to by delegates, coordinated and approved by the SMSF Association
- Logo recognition on:
  - SMSF Association website (with link to preferred webpage)
  - Delegate workbook used and referred to throughout the conference
  - Mobile app
  - Mini program
- Signage
- Sponsor recognition loop
- 2 x non-transferable sponsor tickets including:
  - Session attendance
  - Exhibition attendance
  - Delegate bag
  - Catering
  - Social function attendance
 (Does not include Thought Leadership Breakfast)

### 2018 National Conference Mobile App Adoption

**1,597** people used the mobile app

**120,880** screens viewed

**7:58** minutes average time spent per session on the app

**14,622** sessions

**5,264** favourites saved

**1,172** notes saved



## Juice Bar Naming Rights Sponsor

### INVESTMENT

**\$12,000 +GST** (Including cost for juice)

### KEY ENTITLEMENTS

- Exclusive naming rights to the Juice bar
- Branded counter (design to be provided by sponsor at own expense)
- Opportunity for venue staff to be dressed representing your brand (i.e. hat, apron) at the sponsors expense
- 1 x lead capture device (the event technology enables you to customise your use of the devices to fit your lead capture objectives, leading to measurable business outcomes)
- Logo recognition on:
  - SMSF Association website (with link to preferred webpage)
  - Delegate workbook used and referred to throughout the conference
  - Mobile app
  - Mini program
  - Signage
  - Sponsor recognition loop
- 1 x non-transferable sponsor ticket including:
  - Session attendance
  - Exhibition attendance
  - Delegate bag
  - Catering
  - Social function attendance (Does not include Thought Leadership Breakfast)

**2,010** juices were sold at the 2018 National Conference

Almost **1,000** juices were sold on Day 1 of the Conference



## Barista Coffee Naming Rights Sponsor

### INVESTMENT

**\$15,000 +GST**

### KEY ENTITLEMENTS

- Exclusive rights to the barista coffee stations, frequented by conference delegates throughout each day
- Ability to provide branded coffee cups at each station and branded counters (at sponsors expense)
- Opportunity for venue staff to be dressed representing your brand (i.e. hat, apron) at the sponsors expense
- 1 x lead capture device (the event technology enables you to customise your use of the devices to fit your lead capture objectives, leading to measurable business outcomes)
- Logo recognition on:
  - SMSF Association website (with link to preferred webpage)
  - Delegate workbook used and referred to throughout the conference
  - Mobile app
  - Mini program
  - Signage
  - Sponsor recognition loop
- 1 x non-transferable sponsor ticket including:
  - Session attendance
  - Exhibition attendance
  - Delegate bag
  - Catering
  - Social function attendance (Does not include Thought Leadership Breakfast)





## Delegate Satchel Naming Rights Sponsor

**INVESTMENT**  
**\$14,000 +GST**

### KEY ENTITLEMENTS

- Sole supplier of co-branded delegate satchel, coordinated and approved by the SMSF Association
- 1 x insert in the delegate bag (branding, production and shipping at the sponsor's expense. Approval by SMSF Association required)
- Logo recognition on:
  - SMSF Association website (with link to preferred webpage)
  - Delegate workbook used and referred to throughout the conference
  - Mobile app
  - Mini program
  - Signage
  - Sponsor recognition loop
- 1 x non-transferable sponsor delegate ticket including:
  - Session attendance
  - Exhibition attendance
  - Delegate bag
  - Catering
  - Social function attendance (Does not include Thought Leadership Breakfast)

## Delegate Bag Insert Provider (up to 10 available)

**INVESTMENT**  
**\$2,500 +GST**

### KEY ENTITLEMENTS

- 1 x insert in the delegate bag (branding, production and shipping at the sponsor's expense. Approval by SMSF Association required)
- Logo recognition on:
  - SMSF Association website (with link to preferred webpage)
  - Delegate workbook used and referred to throughout the conference
  - Mobile app
  - Mini program
  - Signage
  - Sponsor recognition loop
- 1 x non-transferable sponsor delegate ticket including:
  - Session attendance
  - Exhibition attendance
  - Delegate bag
  - Catering
  - Social function attendance (Does not include Thought Leadership Breakfast)



## Mobile App Feed Insert Provider

### INVESTMENT

**\$2,500 +GST**

### KEY ENTITLEMENTS

- 1 x insert in the mobile app feed (Text no more than 50 words)
- 1 x image to support the announcement text, hyperlink to a web address (800px x 300px)
- Logo recognition on:
  - SMSF Association website (with link to preferred webpage)
  - Delegate workbook used and referred to throughout the conference
  - Mobile app
  - Mini program
  - Signage
  - Sponsor recognition loop
- 1 x non-transferable sponsor ticket including:
  - Session attendance
  - Exhibition attendance
  - Delegate bag
  - Catering
  - Social function attendance (Does not include Thought Leadership Breakfast)

The Mobile App Feed was viewed  
**16,691** times  
at the 2018 National Conference



## Professional Delegate Headshot Brand Awareness Package

### INVESTMENT

**\$10,000 +GST**

### KEY ENTITLEMENTS

- Exclusive naming rights of the professional delegate headshot station
- Sole supplier of headshots facility within the exhibition hall
- Branded email (sent when distributing the photos to delegates)
- Logo recognition on:
  - SMSF Association website (with link to preferred webpage)
  - Delegate workbook used and referred to throughout the conference
  - Mobile app
  - Mini program
  - Signage
  - Sponsor recognition loop
- All emails regarding the headshots to be co-branded
- 2 x pull up banner at delegate headshot station (to be supplied by sponsor)
- Opportunity for merchandise and collateral to be supplied at station (at sponsors expense)
- 1 x non-transferable sponsor delegate ticket including:
  - Session attendance
  - Exhibition attendance
  - Delegate bag
  - Catering
  - Social function attendance (Does not include Thought Leadership Breakfast)



## Package upgrade options

The opportunity to add additional options to maximise your exposure are available, if purchased with another package.

### Delegate Bag insert \$2,000

- 1 x insert in the delegate bag
- Item to be provided at sponsors expense
- Branding, production and shipping at the sponsor's expense. Approval by SMSF Association required.

### Mobile app 'Feed' Inserts \$2,000

- 1 x insert in the mobile app feed (Text no more than 50 words)
- 1 x image to support the announcement text, hyperlink to a web address (800px x 300px)
- Approval by SMSF Association required

### Extra lead capture devices \$330

The event technology enables you to customise your use of the devices to fit your lead capture objectives, leading to measurable business outcomes.

### Additional transferable exhibitor tickets *includes:*

- Exhibition attendance
- Catering
- Social function attendance

### Additional sponsor delegate tickets (non-transferable) *includes:*

- Session attendance
  - Exhibition attendance
  - Delegate bag
  - Catering
  - Social function attendance
- (Does not include Thought Leadership Breakfast)

### Platinum branding upgrades - POA

### Platinum theming upgrades - POA

We are here to improve the  
quality of advisors, the  
knowledge of trustees and the  
credibility and health of a  
vibrant SMSF community.

We are the SMSF Association

Self Managed  
Super Fund  
Association

## MEDIA SPONSORSHIP

### 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 daily.

#### INVESTMENT

**\$80,000 +GST** (Cash or value in kind by negotiation)

**SOLD**

#### 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
- Media booth position
- Opportunity to engage an exhibition booth. Booths are allocated by the SMSF Association on a by application priority basis
- Access to world class speakers for content to facilitate engaging editorial and comment
- Complimentary Media Passes (2 transferable and 4 standard passes)
  - For journalists, photographers or videographers from your organisation. Subject to approval by the SMSF Association
  - Complimentary media passes are not eligible for CPD
  - Additional passes at extra cost
- Access to media room
  - Shared workspace with internet and printer access to collate and prove your media communications
- Distribution of flyer/ magazine at SMSF booth
  - Placement subject to approval by the SMSF Association





## MEDIA SPONSORSHIP

### Social Media Partner

Reach more eyes by broadcasting through dynamic social media streams at the 2019 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 +GST** (Cash or value in kind by negotiation)

**SOLD**

#### KEY ENTITLEMENTS

- Co-branded social media broadcast
  - On Twitter and LinkedIn throughout the two and a half conference days utilising company hashtag – upon approval by the SMSF Association
  - National Conference social media content calendar developed and supplied by SMSF Association
- Media booth position
  - Opportunity to engage an exhibition booth. Booths are allocated by the SMSF Association on a by application priority basis
- Sponsorship of the central, live Twitter wall located at the SMSF Association booth, allowing delegates to keep up to date with social media coverage of the National Conference
- Complimentary Media Passes (2 transferable and 2 standard passes)
  - For journalists, photographers or videographers from your organisation. Subject to approval by the SMSF Association
  - Complimentary media passes are not eligible for CPD
  - Additional passes at extra cost
- Access to media room
  - Shared workspace with internet and printer access to collate your media communications



## MEDIA SPONSORSHIP

### 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 +GST** (Cash or value in kind by negotiation)

**SOLD**

#### KEY ENTITLEMENTS

- Exclusive supplier of delegate bag magazine
- Media booth position
  - Opportunity to engage an exhibition booth. Booths are allocated by the SMSF Association on a by application priority basis
- Complimentary Media Passes (2 transferable and 2 standard passes)
  - For journalists, photographers or videographers from your organisation. Subject to approval by the SMSF Association
  - Complimentary media passes are not eligible for CPD
  - Additional passes at extra cost
- Access to media room
  - Shared workspace with internet and printer access to collate your media communications





# SMSF ASSOCIATION 2019 National Conference

## Melbourne 20-22 February 2019

### Application Form

Please email your completed application and signed terms and conditions form to **Alistair Shields** at [sponsorship@smsfassociation.com](mailto:sponsorship@smsfassociation.com). The SMSF Association will forward an invoice for your action on receipt of these two forms. Should you have any questions regarding the packages in this brochure or the application process please contact Alistair on **02 8311 4182**.

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  
Level 3, 70 Pirie St  
Adelaide, South Australia, 5000  
T: 08 8205 1900 | F: 08 8212 5993  
[www.smsfassociation.com](http://www.smsfassociation.com)

Postal Address  
PO Box 3296  
Rundle Mall SA 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 Associations 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.

I, \_\_\_\_\_  
(Name)

on behalf of \_\_\_\_\_  
(Organisation)

Signed \_\_\_\_\_

Date \_\_\_\_\_