



# Sponsorship Prospectus

Sponsorship of the Australian Economic Forum 2010 will enable your organisation to make a significant contribution to economic debate in Australia.



## An invitation to sponsor

We are pleased to invite you to support the Australian Economic Forum (AEF10).

Under the auspices of the Economic Society of Australia (NSW Branch), the Australian Economic Forum provides an annual opportunity for economists, business professionals, academics and public servants from all levels of Government to come together and discuss targeted economic issues across a number of COAG policy streams, including health and welfare, climate change and water security.

The Economic Society has committed to a program of annual forums for the next four years, offering the prospect of a continuing sponsorship opportunity as the Forum builds in recognition and attendance.

In 2009, AEF was heralded as the leading Forum for economists and business professionals. AEF10 will be focussed on looking towards the future including the importance of innovation and technology and the outlook for economy, key industries and markets as we emerge from the global financial crisis.

AEF10 offers an excellent opportunity to show that your organisation is engaged in current policy and economic debate, and supports initiatives that encourage dialogue and debate within the sector. 95% of participants that attended in 2009 reported that the calibre of presenters was unprecedented, and that the information covered was of utmost relevance to their work.

Your staff will be able to meet and network with an anticipated 250 delegates who work across a variety of institutions, including Government agencies, finance and business, local authorities, Universities, industry groups

and consumer agencies.

A forum such as this offers your organisation an unmatched opportunity to be recognised as a key industry member, and presents a unique environment in which to engage with some of the most highly respected minds working in Australia's economic sector.

We look forward to the opportunity to partner with your organisation.

AEF10 will be held at Dockside Sydney on 5-6 August 2010.

For full conference details, please visit [www.australianeconomicforum.com.au](http://www.australianeconomicforum.com.au) or contact our event organisers, DKC International, to discuss your specific requirements on 02 8218 2911 or at [aef@dkcinternational.com.au](mailto:aef@dkcinternational.com.au)





# Sponsorship Opportunities

## The Economic Society of Australia

The Economic Society of Australia was founded in 1925, making it one of the oldest professional associations in Australia. One of the main objectives of the Society is to encourage the teaching, study and application of economics and related disciplines in Australia and to encourage the research and public debate of economic questions. To meet this objective, the Economic Society of Australia (NSW Branch) are hosting the AEF10.

### Program Outline

The program will offer individual speaker addresses and concurrent sessions on:

- Technology and the Economy
- India and China – Australia's relationship with these super-powers
- Natural Resources
- Telecommunications
- Behavioural Issues
- Superannuation
- Energy
- Health
- Transport
- Water

### Who is expected to attend?

- Public sector executives and managers
- Industry representatives
- Policy advisors
- Commonwealth, state and local government representatives
- Academics and university executive members
- Elected officials
- Private sector and non-government organisations

## Sponsorship Packages

### Gold Sponsors

**Investment: \$14,000**

#### Benefits to Sponsor:

- Verbal acknowledgment as a Gold Sponsor at the Opening Session
- Prominent signage during the Forum (sponsor to provide)
- Full page advertisement in the Registration Brochure
- Full page advertisement in the Program Book
- Four complimentary full registrations
- Two display tables in preferred position
- Logo displayed and link on the AEF website
- Logo displayed in the Registration Brochure
- Logo displayed in the Program Book
- Logo displayed on an individual Sponsors slide at the beginning and end of every session
- Satchel insert
- Delegate list at the time of the Forum

### Silver Sponsors

**Investment: \$10,000**

#### Benefits to Sponsor:

- Verbal acknowledgment as a Silver Sponsor at the Opening Session
- Prominent signage during the Forum (sponsor to provide)
- Full page advertisement in the Program Book
- Two complimentary full registrations
- One display table in preferred position
- Logo displayed and link on the AEF website
- Logo displayed in the Registration Brochure
- Logo displayed in the Program Book
- Logo displayed on the Sponsors' slide at the beginning and end of every session
- Satchel insert
- Delegate list at the time of the Forum

### Bronze Sponsors

**Investment: \$7,500**

#### Benefits to Sponsor:

- Verbal acknowledgment as a Bronze Sponsor at the Opening Session
- Prominent signage during the Forum (sponsor to provide)
- Half-page advertisement in the Program Book
- One complimentary full registration
- One display table in preferred position
- Logo displayed and link on the AEF website
- Logo displayed in the Registration Brochure
- Logo displayed in the Program Book
- Logo displayed on the Sponsors' slide at the beginning and end of every session
- Satchel insert
- Delegate list at the time of the Forum

### USB Sponsor

**Investment: \$5,000**

#### One opportunity

#### Exclusive benefits to the Sponsor:

- Company logo printed on the USB
- Logo displayed and link on the AEF website
- Logo displayed in the Registration Brochure
- Logo displayed in the Program Book
- Capacity to provide company information on the USB
- Delegate list at the time of the Forum

### Advertisement in Program Book

**Full Page: \$1,000**

**Half Page: \$500**

All prices include GST. Sponsors are to supply signage and finished artwork for advertisements.

### Further information

Please don't hesitate to contact our event organisers, DKC International, to discuss your requirements on 02 8218 2911 or at [aef@dkcinternational.com.au](mailto:aef@dkcinternational.com.au)

