



Public Libraries NSW Country  
2010 Conference  
hosted by the South-West Zone  
presented by Riverina Regional Library  
& Upper Murray Regional Library  
and supported by Public Libraries NSW Metropolitan

13-16 July 2010  
Albury Entertainment Centre,  
Swift Street, Albury

## INVITATION TO SPONSORS

The South-West Zone of Public Libraries NSW Country (PLNSWC) is delighted to extend an invitation to the many suppliers and sponsors who support public libraries across NSW to partner in the 2010 Public Libraries NSW Country Conference to be held in Albury from 13-16 July 2010.

The 2010 PLNSWC Conference, **IMPACT**, is being hosted by the South-West Zone of PLNSWC and will be jointly presented by Riverina Regional Library and Upper Murray Regional Library. The Conference is supported by our Public Libraries NSW Metropolitan (PLNSWM) colleagues.

After almost 20 years of presenting an annual conference, PLNSWC resolved to hold its conference on alternate years in rotation with PLNSWM, commencing with a Sydney event in 2009. The 2010 event is the first joint conference presented by PLNSWC, and the South-West Zone fully intends to uphold the tradition of providing a friendly, informative and fun event for all delegates.

The conference will be held in Albury at the Albury Entertainment Centre—an excellent venue—and will feature a program that focuses on current and emerging issues for the public library sector.

The purpose of this correspondence is to invite suppliers and sponsors to partner the South-West Zone Conference Organising Committee at the **IMPACT** conference in the interests of further consolidating the respected and mutually valued relationship that has been established between public libraries and their suppliers over many years.

Information provided on the following pages details the partnership opportunities available for suppliers and sponsors.

As well as the traditional “trade exhibition” approach to supplier and sponsor promotion, PLNSWC is also offering you an opportunity to be part of the conference, mingle with your customers, and make presentations direct to the conference audience through sponsorship of various elements of the conference.

We hope you will find this proposal attractive, and invite you to contact the Sponsorship Sub-Committee at your earliest convenience to ensure that you secure your preferred partnership opportunity at this important public library sector event.

Yours faithfully

Lynne Makin & Robert Knight  
Co-Convenors – **IMPACT 2010 Conference**

## **SPONSORSHIP PROPOSAL**

The Public South-West Zone Conference Organising Committee takes great pleasure in offering the following partnership opportunities to library suppliers and sponsors at the **2010 Public Libraries NSW Country Conference – IMPACT**.

*Details of the conference are as follows:*

**Title:** *IMPACT*

**Dates:** *Tuesday 13<sup>th</sup> – Friday 16<sup>th</sup> July 2010*

**Venue:** *Albury Entertainment Centre, Swift Street, Albury*

It is anticipated that in excess of 350 library staff from NSW councils and libraries will be in attendance.

The Conference Organising Committee has taken an innovative approach to the participation of sponsors and suppliers at the **IMPACT** Conference. In addition to the traditional “trade display” exhibition area, we are offering you the opportunity to attend the conference, mingle with delegates, and address the conference audience. Alternatively, there are booths available in the traditional trade exhibition area where all meals will be provided to conference delegates to ensure maximum engagement with suppliers.

### **Opportunities**

#### **What You Give Us**

##### **Exhibition Stand at Trade Fair**

*“Trade Display” Exhibition Booth  
(cost \$1,650 including GST)*

#### **What We Give You**

*Registration for one delegate  
Exhibition booth measuring 3m wide x 2m deep  
One insert in conference bags  
Acknowledgement on conference program and website*

##### **Sponsorship Opportunities**

*Conference Sponsor  
(cost \$16,500 including GST)*

*Corporate identity prominently displayed on all conference material  
Your Company identified as Conference Sponsor  
Company name included in all media releases as Conference Sponsor  
Registration for two delegates  
One complimentary trade exhibition space  
Acknowledged publicly at regular intervals as Conference Sponsor  
Opportunity to address delegates during conference  
Complimentary attendance at all social functions  
Identified as Conference Sponsor on main conference screen  
Promotional material included in conference bags*

*Welcome Reception  
(cost \$5,500 including GST)*

*Registration for two delegates  
One Trade Exhibition booth @ \$990 (Including GST) - optional  
Opportunity for 5 minute address during reception  
Opportunity to present prizes during reception  
Acknowledgement on conference program and website  
One insert in conference bags  
Sponsor acknowledged during conference proceedings*

*Trade Exhibition Sponsor  
(cost \$5,500 including GST)*

*Registration for two delegates  
One Trade Exhibition booth @ \$990 (Including GST) - optional  
Opportunity to address delegates at the Welcome Reception  
Opportunity to present Lucky Trade Fair Prize  
Acknowledged on printed floor plan handouts  
Acknowledgement on conference program and website  
One insert in conference bags  
Sponsor acknowledged during conference proceedings*

*Official Conference Dinner Sponsor  
(cost \$7,700 including GST)*

*Registration for two delegates  
Two extra complimentary passes to the dinner  
Opportunity to welcome and address delegates prior to dinner  
Opportunity to present Lucky-Draw prizes  
Complimentary exhibition space  
Opportunity to place promotional items at dinner venue  
Acknowledgement on conference program and website  
One insert in conference bags  
Sponsor acknowledged during conference proceedings*

*“Taste of the Murray-Riverina” Sponsor  
(Social Function – Wednesday night)  
(cost \$5,500 including GST)*

*Registration for two delegates  
Two extra complimentary passes to the “Taste of the Riverina”  
Opportunity to welcome and address delegates prior to dinner  
Opportunity to present Lucky-Draw prizes  
One Trade Exhibition booth @ \$990 (Including GST) - optional  
Acknowledgement on conference program and website  
One insert in conference bags  
Sponsor acknowledged during conference proceedings*

*Sponsor Conference Dinner Band  
(cost \$2,750 including GST)*

*Registration for one delegate  
One Trade Exhibition booth @ \$990 (Including GST) - optional  
One extra complimentary pass to the Conference dinner  
Opportunity for 4 minute presentation at conference dinner  
Acknowledgement on conference program and website  
One insert in conference bags  
Sponsor acknowledged during conference proceedings*

*Sponsor-a-Keynote-Speaker (cost \$3,850)*

*Registration for two delegates  
One Trade Exhibition booth @ \$990 (Including GST) - optional  
4 minute presentation to delegates prior to sponsored speaker  
Acknowledgement on conference program and website  
One insert in conference bags  
Sponsor acknowledged during conference proceedings*

*Sponsor-a-Speaker (cost \$2,200)*

*Registration for one delegate  
One Trade Exhibition booth @ \$990 (Including GST) - optional  
3 minute presentation to delegates prior to sponsored speaker  
Acknowledgement on conference program and website  
One insert in conference bags  
Sponsor acknowledged during conference proceedings*

*Sponsor-a-Lunch (cost \$3,500)  
(2 lunches available)*

*Registration for two delegates  
One Trade Exhibition booth @ \$990 (Including GST) - optional  
4 minute presentation to delegates prior to sponsored lunch  
Acknowledgement on conference program and website  
One insert in conference bags  
Sponsor acknowledged during conference proceedings*

*Sponsor-a-Morning Tea*  
(cost \$2,500 including GST)  
(2 morning teas available)  
**(Wed 14 July SOLD)**

*Registration for one delegate*  
*One Trade Exhibition booth @ \$990 (Including GST) - optional*  
*2 minute presentation to delegates prior to sponsored morning tea*  
*Acknowledgement on conference program and website*  
*One insert in conference bags*  
*Sponsor acknowledged during conference proceedings*

*Sponsor-an-Afternoon Tea*  
(cost \$2,500 including GST)  
(2 afternoon teas available)

*Registration for one delegate*  
*One Trade Exhibition booth @ \$990 (Including GST) - optional*  
*2 minute presentation to delegates prior to sponsored afternoon tea*  
*Acknowledgement on conference program and website*  
*One insert in conference bags*  
*Sponsor acknowledged during conference proceedings*

*Sponsor Conference Satchels*  
(cost \$3,300 including GST)

*Registration for one delegate*  
*1 Trade Exhibition booth @ \$990 (Including GST) - optional*  
*Naming on conference satchels*  
*Acknowledgement on conference program and website*  
*One insert in conference bags*  
*Sponsor acknowledged during conference proceedings*

*Conference Satchel Notepad*  
(cost \$1,650 including GST)

*Sponsor supplied notepad inserted into every conference delegate satchel*

*Conference Satchel Pen*  
(cost \$1,650 including GST)

*Sponsor supplied pen inserted into every conference delegate satchel*

*Nametag Lanyards*  
(cost \$1,950 including GST)

*Nametag lanyards printed with sponsors name issued to every conference delegate*

*Conference Pull-Up Banners*  
(cost \$2,200 including GST)

*Sponsors name on 4 pull-up banners*  
*One Trade Exhibition booth @ \$990 (Including GST) - optional*  
*Acknowledgement on conference program and website*  
*One insert in conference bags*  
*Sponsor acknowledged during conference proceedings*

**SOLD**

*Conference Flowers*  
(cost \$2,500 including GST)

*Sponsors name on all conference floral arrangements*  
*One Trade Exhibition booth @ \$990 (Including GST) - optional*  
*Acknowledgement on conference program and website*  
*One insert in conference bags*  
*Sponsor acknowledged during conference proceedings*

*Conference Satchel Inserts (cost \$500)*

*One piece of promotional material (excluding notepads and pens) up to A4 size inserted into every conference delegate satchel*

Please note that all prices quoted include GST. The cost of trade exhibition booths includes provision of a table and one chair. Individual arrangements need to be made for additional furniture, telephone and internet connections. A further information sheet listing contact details for these items will be provided to suppliers who register for an exhibition booth.

To discuss or claim a sponsorship opportunity and/or exhibition space, please contact Robert Knight by any of the following means:

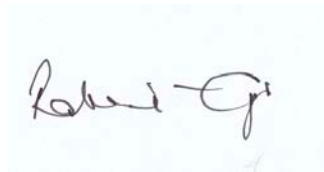
*Robert Knight*  
*Director*  
*Riverina Regional Library*  
*PO Box 5186*  
*Wagga Wagga NSW 2650*

*phone: 02 69269777*  
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*mobile: 0408 285724*  
*e-mail: [knight.robert@wagga.nsw.gov.au](mailto:knight.robert@wagga.nsw.gov.au)*

Sponsorship commitments will be considered on a first in first served basis, and will be tentatively held for a period of two weeks pending payment.

We look forward to the support of the many fantastic suppliers and sponsors who partner the public library sector, and would be happy to discuss any additional sponsorship offers that you may wish to raise.

Regards,



Lynne Makin & Robert Knight  
Conference Organising Committee – Sponsorship Sub-Committee