



## ASA2021Brisbane Hybrid Conference partner level comparison

Update on expectations for ASA2021Brisbane Hybrid Conference:

- **Maximum capacity for the exhibition space is 1,200 attendees** which includes all delegates/exhibitors and venue staff (FYI ASA2019Brisbane had 1,250 delegates and 1,400 attendees)
- Our expectations are that potentially it may only be home state attendees, traditionally around 50% of delegates; hence **we are estimating around 600 (local) delegates**
- Workshop rooms to have **50% capacity (60 people)**
- No Gala dinner (due to restrictions impact on seating arrangements, table numbers, and the dance floor)
- No Welcome Reception (due to restrictions impact on social functions)
- **There will be an Awards of Excellence Virtual Evening which will translate to a Saturday evening cocktail style event in Brisbane at BCEC (drinks & canapes)**

Partnership Level	GOLD	SILVER	Bronze	Comment
<b>Pricing</b>	<b>\$20,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	
<b>Face-to-Face – Brisbane</b>				
Option to provide one education/demonstration or entertainment event	✓	✗	✗	Thursday or Friday evening function following completion of ASA program or as a breakfast function, Friday or Saturday morning prior to the commencement of the ASA program
Sponsorship of one (1) workshop room across the 3 days and a second workshop room for a single day	✓	✗	✗	Workshop rooms Friday – 6 rooms Saturday – 6 rooms Sunday – 4 rooms
Two education workshops within the ASA face to face workshop program	✓	✗	✗	Select your own speakers and topics to best show off your machine's specialities
Application person in each workshop session with option of 1 minute/1 technology point to highlight aspects of the machine relevant to the topic	✓	✗	✗	
Two lecture sessions in the program	✓	✗	✗	Present either live (from Brisbane) with our team on the ground filming and streaming or elsewhere through zoom or provide as a pre-recorded presentation.
Customised exhibition booth	✓ 6m x 6m max 18 people	✓ 6m x 3m max 9 people	✗ 3m x 3m max 2 people	Can have smaller if you wish – max people (includes customers and staff) <i>Note: Gold booth in most prominent location</i>



Hospitality suite	✓	✗	✗	3 x 5m space will allow 4 people with current COVID restrictions
Live scanning demonstrations on your booth	✓	✓	✗	For silver partners an option of Live scanning on Saturday (additional \$5k)
Lunch & Learn Speaker presentations during the lunch breaks, promoted through the ASA program	✓	✓	✗	Option for silver partners on Saturday (entitlement of additional \$5k for live scanning on booth)
<b>Branding and Recognition Entitlements</b>			<i>Note: there will be no printed or digital delegate handbook</i>	
Recognition as a partner in: <ul style="list-style-type: none"> <li>▪ <i>soundeffects news</i> (March 2021) – special conference edition (company name, logo and website link)</li> <li>▪ Recognition as a major partner on the home page of ASA2021Brisbane Hybrid Conference website (logo, company name and website link)</li> <li>▪ ASA2021Brisbane Hybrid Conference website (logo, company name and website link)</li> <li>▪ ASA2021 Conference App (logo, company name and website link)</li> </ul>	✓	✓	✓	Recognised in a tier capacity – Gold, Silver, Bronze then Virtual only
March special conference edition of <i>soundeffects news</i> – Advertisement	✓ <b>Full page</b>	✓ <b>Half page</b>	✗	
Conference App: <ul style="list-style-type: none"> <li>▪ Banner advertisement</li> <li>▪ App Alerts</li> <li>▪ Alert 1 week leading into the conference</li> </ul>	✓ <b>1 per day</b>	✗ <b>1 Only</b>	✗	
Personally, thanked for your support by the CEO in the opening plenary	✓	✗	✗	
Recognition on the holding slide as the workshop partner in your allocated workshop room	✓	✗	✗	
Passport competition	✓	✓	✓	TBC
Delegate name tag scanning	✓	✓	✓	Exhibition Hall only
Delegate list (including virtual list)	✓ 2 weeks prior + 2 days prior	✓ 1 week prior + 2 days prior	✓ 2 days prior	Name, employer, state, email (employer is new) <i>(subject to privacy and opt out clause)</i>



Registrations	✓	✓	✓	
▪ Delegate	4	2	0	Conference sessions, CPD points, exhibitor access, social function
▪ Exhibitor	6	2	2	Exhibitor access only, social function (ASA Awards)
<b>VIRTUAL</b>				*See overview of offerings (ppt) and instructions document (doc)
Free virtual booth	✓	✓	✓	
Communicate and promote to delegates during the breaks through rolling commercials, videos or slides	✓ 2 each	✓ 1 each	✗	5 x options: - Prior to kick off - Morning break - Lunch break - Afternoon break - End of sessions
<b>Branded virtual platform</b>				
▪ feature video advertisement (imbedded in your virtual booth)	✓	✓	✓	
▪ engagement with delegates through the platform chat function	✓	✓	✓	
▪ 1:1 text chat, group chat with delegates, 1:1 video chat				
▪ links to sponsors website and social media channels (LinkedIn, Facebook, Instagram)	✓	✓	✓	
▪ team directory to link delegates directly with you	✓	✓	✓	
▪ ability for delegates to connect with you (by email) before, during, and after the event	✓	✓	✓	
▪ ability for sponsor to host downloadable marketing resources for delegates (videos, marketing brochures, product sheets, etc.)	✓	✓	✓	
Sponsor logo included on front page of event platform linking directly to your virtual booth	✓	✓	✓	
Delegate information: name, employer, state and email address (subject to privacy and opt out clause)	✓	✓	✓	