

Welcoming Letter



The National Foster Care Conference 2008 will be held at the Novotel Brighton Beach, Brighton Le-Sands, Sydney, from 31 October to 2 November 2008. Held annually, the Conference is run by the national peak foster care association in Australia, the Australian Foster Care Association Inc. and hosted on a rotational basis by state peak foster care associations. This year the host state is the Foster Care Association of New South Wales Inc. On behalf of the Conference Organising Committee, I would like to invite you

and your organisation to participate as a sponsor and/or exhibitor at the only national conference devoted specifically to foster, kinship and permanent out of home care.

Last year's conference, held in Melbourne, had over 400 delegates and a large presence from government and community organisations. It was a huge success with very positive feedback and promises to 'come again next year' received from many. We are aiming to build on our previous successes in 2008.

The conference theme is "Better Outcomes", with a focus on designing, building and achieving 'Better Outcomes' for our country's most vulnerable and needy children. Approximately 30,000 children and young people in Australia are unable to live with their own families because they have been subjected to, or are at risk of, being abused or neglected. Forty-three percent of these children and young people are in New South Wales. During the conference, the carers of these children, their case workers and others working in the field will have the opportunity to attend a variety of sessions presented by leading experts, practitioners and researchers on topics relevant to providing better quality care.

The Conference has direct relevance to foster, relative, kinship and permanent carers; case workers, child protection workers, family support workers, researchers, academics, policy makers and managers.

This Sponsorship and Exhibition Prospectus provides details of opportunities for organisations to maximise their visibility to participants attending this exciting event. I encourage you to review it and discuss with our Sponsorship and Exhibitions Organiser options that may best suit your organisation. Places are limited so I do encourage you to book early and make the best of the opportunities contained in this proposal. I hope to have the opportunity to welcome your organisation as a proud supporter of the National Foster Care Conference 2008.

On behalf of the Conference Committee,

Yours sincerely

Bev Orr
President
Australian Foster Care Association Inc.



Host

The 2008 Conference to be held in Sydney is hosted by the Foster Care Association of New South Wales Inc (FCANSW), in partnership with the Australian Foster Care Association Inc (AFCA).

Conference Venue

The Novotel Brighton Beach, Brighton Le-Sands has been chosen as the venue for the National Foster Care Conference 2008 (NFCC 2008). The Novotel is ideally situated 20 minutes from central Sydney, and overlooks historic Botany Bay. Surrounded by cafés and restaurants boasting a vast array of international cuisines, you will be able to enjoy the relaxed atmosphere whilst attending the Conference.

Conference Program

The theme for the 2008 Conference is "Better Outcomes" and aims to provide a creative, constructive and enjoyable learning forum to focus on designing, building and achieving 'Better Outcomes' for all involved, but especially children and young people in care. The program comprises a mix of plenary lectures, interactive workshops, panel discussions, poster presentations and group work all spread out over a three day timetable.

In addition, the following topics have been proposed:

- Care practice and policy issues
- Supporting quality care in placements
- Communication, partnerships and relationships
- Caring for the carer and the carer family
- Indigenous issues and care models
- Legal issues in foster care
- New, innovative and successful practice

Conference Promotion

A professionally planned marketing strategy will ensure that the benefits of attending NFCC 2008 are widely known around Australia. These include:

- Extensive direct mail campaigns
- Website and electronic promotions
- Editorial and display advertising in sector publications

Who should support NFCC 2008?

- Publishing houses
- Government departments
- Research organisations
- Organisations with an interest in:
 - protecting children and young people from abuse and neglect
 - supporting and strengthening families
- Organisations with products or services:
 - specialising in foster or kinship care and support
 - relevant to children, parenting and families.

Who will attend NFCC 2008?

- Home based carers including: foster carers, kinship carers, relative carers and permanent carers
- Case workers
- Child protection workers
- Family support workers
- Researchers
- Policy makers

Why should you support NFCC 2008?

The Conference will provide a unique environment to facilitate learning, enhancement of professional skills and an exchange of new practice and research with highly respected keynote speakers and workshop presenters. The knowledge from the Conference will contribute to the improvement of care and outcomes for the community's most vulnerable and needy children and young people. All sponsorship contributes to the promotion, planning and operation of the Conference, reducing the overall cost of managing and staging the event and enabling a higher level of participation by delegates from less advantaged countries.

Aligning your organisation with the Conference will provide you with the opportunity to consolidate corporate relationships and expose your staff to their key markets. With over 400 delegates expected to attend, the reasons to participate include:

- Your organisation will be recognised for your involvement and support of the National Foster Care Conference 2008
- Your organisation will be promoted and/or your brands exposed to a wide range of professionals, before, during and after the Conference
- Informal opportunities exist to talk with delegates during conference breaks and at the Conference Dinner
- Conference participants are keen to improve their knowledge. Many volunteer carers budget from one year to the next to ensure that they can attend this important learning and networking event. Aligning your organisation with this powerful educational experience demonstrates your commitment to assisting their development and supporting the vital role they have within the community
- Your commitment in subsidising voluntary carers to attend this conference to improve their skills in caring for vulnerable children will be acknowledged
- All sponsorship donations are a legitimate tax-deductible expense.

SPONSORSHIP PACKAGES

To ensure that your sponsorship package meets your specific marketing needs, sponsors are invited to select the level of sponsorship and include an item listed within the particular level.

Sponsors will receive acknowledgements, benefits and entitlements according to their level of sponsorship contribution. All prices are exclusive of 10% Australian Goods and Services Tax.

Exhibition participation can be purchased additionally as it is not a sponsorship item.

Gold Sponsorship (\$10,000 + GST) OR sponsorship of the following events/features:

A. Conference Dinner (Exclusive Opportunity)

The Conference Dinner will be held in the Endeavour Grand Ballroom within the Novotel. A distinguished guest will address the dinner and the National Foster Carer Recognition Awards will be presented to carers from throughout Australia who have fostered for over 20 years. It will be a night of fine food and wine with special presentations as well as entertainment.

- Naming rights to the Conference Dinner
- Opportunity for Organisation signage to be displayed in the Conference Dinner venue
- Logo to be included on all print items relating to the Conference
- Logo to appear on Conference venue signage
- Five complimentary tickets to the Conference Dinner
- One satchel insert to be placed into delegate satchels (item to be approved by the organising committee)

B. Conference Lunches (Exclusive Opportunity)

- Naming rights to the Conference Lunches
- Opportunity for Organisation signage to be displayed at the Conference Lunch area
- Logo to be included on all print items relating to the Conference
- Logo to appear on Conference venue signage
- One satchel insert to be placed into delegate satchels (item to be approved by the organising committee)

C. Conference Program and Abstract Book (Exclusive Opportunity)

- Organisation logo to appear on cover of Program and Abstract book
- Full page black and white advertisement in the Program and Abstract Book
- Logo to be included on all print items relating to the Conference
- Logo to appear on Conference venue signage

Silver Sponsorship (\$7,000 + GST) OR sponsorship of the following events/features:

A. Delegate Satchels (Exclusive Opportunity)

- Organisation logo along with the Conference logo printed on each Conference Satchel (placement and size of logo will be at the discretion of the organising committee)
- Logo to be included on all print items relating to the Conference
- Logo to appear on Conference venue signage

B. Delegate Name Badges (Exclusive Opportunity)

- Organisation Logo printed on the name badge (placement and size of logo will be at the discretion of the organising committee)
- Logo to be included on all print items relating to the Conference
- Logo to appear on Conference venue signage

C. Conference Website (Exclusive Opportunity)

- Banner advertisement on every page of the website with a hyperlink to the sponsors website (placement and size of logo will be at the discretion of the organising committee)
- Logo to be included on all print items relating to the Conference
- Logo to appear on Conference venue signage

Bronze Sponsorship (\$5,000 + GST) OR sponsorship of the following events/features:

A. Opening Ceremony (Exclusive Opportunity)

- Acknowledgement as the sponsor of the Opening Ceremony
- Opportunity for Organisation signage to be displayed in the Opening Ceremony venue
- Logo to be included on all print items relating to the Conference
- Logo to appear on Conference venue signage

B. Conference Morning and Afternoon Teas (Exclusive Opportunity)

- Naming rights to the Conference Morning and Afternoon Teas
- Opportunity for Organisation signage to be displayed within the Morning and Afternoon tea area
- Logo to be included on all print items relating to the Conference
- Logo to appear on Conference venue signage

C. Speaker Preparation Room (Exclusive Opportunity)

- Naming rights to the Speaker Preparation Room
- Opportunity for Organisation signage to be displayed at the entrance to the room
- Organisation logo to appear as background on each computer
- Opportunity to supply organisation branded mouse pads, pens etc (at sponsor's expense)
- Logo to be included on all print items relating to the Conference
- Logo to appear on Conference venue signage

Supporting Sponsorship (\$2,500 + GST) OR sponsorship of the following events/features:

A. Speaker Sponsorship

- Organisation logo to appear on screen at the beginning and end of speaker's presentation
- Organisation logo to appear beside speaker's name in all conference printed material
- Logo to be included on all print items relating to the Conference
- Logo to appear on Conference venue signage

B. Conference Satchel Insert

- Opportunity to insert one item of promotional material into the delegate satchels (item to be approved by organising committee)
- Logo to be included on all print items relating to the Conference
- Logo to appear on Conference venue signage

EXHIBITION

The Conference Program has been designed to maximise attendance in the exhibition area. Refreshment breaks, discussion groups and poster presentations will all be held within and in close proximity to the exhibition area, thus creating the networking hub of the Conference. Furthermore the program auditorium is adjoining the exhibition area, thus guaranteeing a high level of delegate visitation to the exhibitions.

Exhibition Dates

The NFCC 2008 exhibition will be open from 10am on Friday, 31 October until 2pm on Sunday 2 November 2008.

Exhibition Opportunities

1). Table Top Display \$600 + GST

Package includes:

- Table with table cloth
- Two (2) Chairs
- One standard power outlet
- Back wall
- Organisation name on fascia
- One (1) full exhibition registration.

Exhibition Floor Plan

While the floor plan included with this prospectus was correct at time of printing, the NFCC 2008 Sponsorship and Exhibition Organiser retains the right of alteration should it be deemed necessary. These changes may occur without notice. Please visit the NFCC 2008 Conference website for up to date information.

How to secure your participation

Sponsorship and exhibition opportunities will be sold in order of application; so early commitment may avoid disappointment and will return maximum exposure. Please complete the enclosed application forms for sponsorship and exhibition space and return to ICMS Australasia.

100% payment will be required to secure your sponsorship and exhibition package. Completing the payment section of the application form will expedite this process. Alternatively, once your application is processed, you will receive a tax invoice for immediate payment.

Sponsorship and exhibition confirmation letters and tax invoices will be sent upon receipt of your application forms.

Payment Methods: Please see the enclosed Application Form.

Important Information

The details in this document are correct at the time of printing. The Organising Committee and their agents do not accept responsibility for any changes that may occur.

All prices quoted in this prospectus are exclusive of 10% Australian Goods and Services Tax (GST).

The Organising Committee reserves the right to accept or decline all applications for sponsorship and exhibition space.

Additional Information

For additional information on any of the opportunities outlined in this prospectus or to discuss tailoring a sponsorship and exhibition package to your specific marketing needs, please contact:

Felicity Brailey-Mamae
Sponsorship and Exhibition Account Manager - NFCC 2008
GPO Box 3270 , Sydney NSW 2001, Australia
Tel: (+61 2) 9254 5000 Fax: (+61 2) 9251 3552
Email: felicityb@icmsaust.com.au

Terms and Conditions of Contract

1. The term Organiser refers to ICMS Australasia Pty Ltd and includes associations, corporate and government bodies who have engaged ICMS Australasia Pty Ltd as their representative.

2. The term Exhibitor includes any person, firm, company or corporation and its employees and agents identified in the Application Form or other written request for exhibition space.

3. A contract is formed between the Organiser and Exhibitor when the Organiser accepts the signed Application Form and receives a minimum of 50% of the total owing as a deposit. The Organiser will then issue a confirmation letter to the Exhibitor.

4. The Organiser may cancel the contract at their discretion if the agreed deposit is not received within 28 days of lodging the Application Form. Additionally the Organiser reserves the right to cancel the contract by returning the deposit within 28 days of receipt.

The Application

5. An official Exhibition Application Form must be received to reserve space.

6. The Organiser reserves the right to refuse application or prohibit any Exhibitor from participation without assigning a reason for such refusal or prohibition.

Obligations and Rights of the Organiser

7. The decision of the Organiser is final and decisive on any question not covered in this contract.

8. The Organiser agrees to hold the exhibition however, reserves the right to postpone the exhibition from the set dates and to hold the exhibition on other dates as near to the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the Organiser.

9. The Organiser agrees to promote the exhibition to maximise participation.

10. The Organiser agrees to allocate the Exhibitor a space as close as possible to their desired location.

11. The Organiser reserve the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space reallocated by the Organiser.

12. The Organiser reserves the right to change the exhibition floor layout if necessary.

13. The Organiser is responsible for the control of the exhibition area only.

14. The Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.

15. The Organiser agrees to provide the Exhibitor with an Exhibition Manual prior to the exhibition for the purpose of communicating required actions on the part of the Exhibitor.

16. The Organiser has the right to take action based on verbal or written directions including those contained in the Exhibition Manual. This is to ensure that all laws in connection with the exhibition are complied with, to prevent damage to person or property and to maximise the commercial success of the exhibition.

17. The Organiser may refuse without limitation to permit activity within the exhibition or may require cessation of particular activities at their discretion.

18. The Organiser reserves the right to specify heights of walls and coverings for display areas.

19. The Organiser reserves the right to disapprove the content and presentation of the Exhibitor catalogues, acknowledgements, handbills and printed matter with respect to the exhibition.

20. The Organiser may determine the hours during which the Exhibitor will have access to the exhibition venue for the purpose of setting up and dismantling.

21. The Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents entry to the exhibition if they do not hold a purchased or complimentary entry card.

22. The Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.

23. The Organiser will specify any regulations with regard to sound levels including microphones, sound amplification, machine demonstrations and videos.

The exhibitor agrees to abide by these.

24. The Organiser will arrange security onsite during the period of the exhibition but will accept no liability for loss or damage.

25. The Organiser will arrange for daily cleaning of aisles outside the exhibition open hours.

Obligations and Rights of the Exhibitor

26. The Exhibitor must ensure that all accounts are finalised and paid prior to the allocated exhibition move-in period.

27. The Exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition.

28. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the exhibition.

29. The Exhibitor must comply with all directions / requests issued by the Organiser including those outlined in the Exhibition Manual.

30. The Exhibitor must comply with all applicable laws, including laws in relation to occupational health & safety.

The Exhibitor will therefore act with care to avoid damage to persons or property in the exhibition.

31. The Exhibitor must ensure the cleanliness and tidiness of their allocated space. Upon the conclusion of the exhibition the Exhibitor will promptly remove all exhibits, tools and other materials. If the Exhibitor fails or refuses to do so, the Organiser will make arrangements for this to be done by an external party at a cost to be paid by the Exhibitor.

32. The Exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.

33. The Exhibitor will submit plans and visuals of custom designed exhibits to the Organiser for approval prior to the commencement of the exhibition. Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building. A valid Insurance Certificate of Currency for independent exhibition contractors will also be submitted prior to the Organiser granting this company access to the exhibition area.

34. The Exhibitor is responsible for all items within their allocated exhibition space.

35. The Exhibitor agrees to adhere to all fire regulations and will refrain from using flammable or dangerous materials within the exhibition. Written approval must be sought from the Organiser if flammable or dangerous materials are required for the success of the exhibit.

36. The Exhibitor will not use nails, screws or other fixtures on any part of the premises including walls and floor unless authorised by the Organiser. In any case all permanent damage will result in the Exhibitor being invoiced for all repairs.

37. The Exhibitor acknowledges that the Organiser has a preferred freight forwarder and agrees to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the Exhibitor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified or on return.

38. The Exhibitor agrees to abide by requests made by the Organiser to stop any activity that may cause annoyance to others in the exhibition.

39. The Exhibitor agrees to conduct all business transactions within their allocated exhibition space unless otherwise approved by the Organiser.

Storage of goods

40. Unless otherwise communicated storage will not be provided onsite at the exhibition.

Under no circumstance are goods permitted to be stored in public access areas.

Stand Services and Construction

41. Official contractors will be appointed by the Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics, telecoms and IT equipment.

This is for insurance and security reasons. All nonofficial contractors wishing to enter the exhibition are required to produce current Certificates of Currency for Insurance, Public Liability and OH&S. Access will be denied without such documentation.

Insurance and Liability

42. All Exhibitors must have Public Liability Insurance for the period of the exhibition and must be able to produce this documentation immediately at the request of the Organiser.

43. Exhibitors must insure, indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Organiser may become liable.

44. Whilst the Organiser will endeavour to protect exhibition property whilst on display at the exhibition, it must be clearly understood that the venue, the Organising Committee and the Organiser cannot accept liability for any loss or damage to property sustained or occasioned from any cause whatsoever.

45. The Organiser shall not be liable for any loss, which exhibitor may incur as a result of the intervention of any Authority, which prevents the use of the premises or any part thereof in any manner whatsoever.

46. The Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the Organiser will not be accountable for the level of commercial activity generated.

Payment & Cancellation

47. The Exhibitor has seven (7) days in which to make their final payment when it falls due. After this time the space will be available for sale to another company. All deposits paid will automatically be forfeited and NO refund will be made. NO exhibitor shall occupy allocated exhibition space until all monies owing to the Organiser by the Exhibitor are paid in full.

48. In the event that the Exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the Organiser is authorised to occupy this space in any manner deemed to be in the best interest of the Exhibition. The Exhibitor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.

49. If the Exhibitor wishes to cancel their participation a request must be submitted to the Organiser in writing.

Exhibitor cancellations and refunds will be administered as follows:

a. If notice of cancellation is received 12 months or more before the first day of the exhibition, the Exhibitor will be entitled to a 75% refund on funds due at the time of cancellation.

b. If notice of cancellation is received between 6 and 12 months before the first day of the exhibition, the Exhibitor will be entitled to a 50% refund on funds due at the time of cancellation.

c. If notice of cancellation is received less than 6 months before the first day of the exhibition, the Exhibitor will not be entitled to a refund.

d. If notice of cancellation is received and full payment for funds owing has not been received, the Exhibitor may be invoiced for the difference to satisfy the above cancellation and refund policy.

50. If notice of cancellation is received prior to the first payment being made, the Exhibitor will be invoiced for and agrees to pay 25% of the total funds owing at that time.