

To Measure is to Manage



The Remote Sensing & Photogrammetry Association of Australasia



# The 12th Australasian Remote Sensing and Photogrammetry Association Conference

Fremantle • Western Australia  
18-22 October 2004



## To Measure is to Manage

Using remote sensing and photogrammetric measurements in exploration and natural resource management



**For more information please visit**

[www.Rss.dola.wa.gov.au/12arspc](http://www.Rss.dola.wa.gov.au/12arspc) or contact **ACTS Conferencing Pty Ltd**  
Email [12arspc@ausconvservices.com.au](mailto:12arspc@ausconvservices.com.au) • Phone +61 2 6257 3299

# Sponsorship & Exhibition Opportunities





The 12<sup>th</sup> Australasian Remote Sensing and Photogrammetry Conference (ARSPC) will be held at the Esplanade Hotel in Fremantle, Western Australia from Monday 18 October to Friday 22 October 2004. ARSPC is Australia's biennial event for practitioners and allied industries.

The theme, *To Measure is to Manage*, will have a major emphasis on **the actual application of measurements from remote sensing and photogrammetry to the management of exploration and renewable resources**. A range of overseas speakers and national industry leaders will ensure a high profile event.

Current advances including **new hyperspectral sensors, polar orbiting environmental satellite systems and photogrammetric sensors along with the latest techniques for using the spatial information they generate** point to our 2004 Conference as a timely event for the world's leading suppliers and practitioners.

The following sponsorship opportunities offer possibilities for the promotion and marketing of your products/services. Please contact Erja for inquiries regarding Sponsorship or Exhibition – 02 6257 3299 or [erja@ausconvservices.com.au](mailto:erja@ausconvservices.com.au)

## **SPONSORSHIP OPPORTUNITIES**

Opportunities for sponsorship participation are in no way limited. Furthermore, we want to make your experience of 12<sup>th</sup> ARSPC a valuable one. We welcome your ideas for discussion. The Conference Secretariat will be glad to assist with any enquiries you may have. The range of sponsorship opportunities available means that you can choose a package that fits your particular marketing strategy and budget.

### **GOLD @ AU\$20,000 per sponsor (1 opportunity)**

#### **Your investment entitles you to:**

- Company logo displayed on Conference web site
- Company logo displayed at Plenary sessions and social events
- Company logo and details printed in all official Conference brochures
- Verbal acknowledgement at the Opening Ceremony
- One full page (A4) advertisement in the Conference handbook (sponsor to provide artwork)
- 2 (two) complimentary exhibition booths
- 2 (two) complimentary Conference Full Registrations
- 4 (four) complimentary tickets to Conference Dinner
- 4 (four) complimentary tickets to Welcome Reception
- 1 (one) item inserted in the Conference satchels
- Electronic copy of delegate details \*\*\* - post-Conference

**SILVER @ AU\$11,000  
(4 opportunities)**

**Your investment entitles you to:**

- Company logo displayed on Conference web site
- Company logo displayed at Plenary sessions and social events
- Company logo and details printed in all official Conference brochures
- Verbal acknowledgement at the Opening Ceremony
- ½ A4 page advertisement in the Conference handbook (sponsor to provide artwork)
- 1 (one) complimentary exhibition booth
- 1 (one) complimentary Conference Full Registration
- 2 (two) complimentary tickets to Conference Dinner
- 1 (one) item inserted in the Conference satchels
- Electronic copy of delegate details  
\*\*\* - post-Conference

**BRONZE @ AU\$6,000  
(4 opportunities)**

**Your investment entitles you to:**

- Company logo displayed on Conference web site
- Company logo displayed at Plenary sessions and social events
- Company logo and details printed in all official Conference brochures
- Verbal acknowledgement at the Opening Ceremony
- ½ A4 page advertisement in the Conference handbook (sponsor to provide artwork)
- 1 (one) complimentary Conference Full Registration
- 2 (two) complimentary tickets to Conference Dinner
- 1 (one) item inserted in the Conference satchels
- Electronic copy of delegate details  
\*\*\* - post-Conference

**INTERNET CAFÉ @ AU\$10,000**

A great opportunity to set up an Internet Café to promote your services. The Internet connection and equipment is to be paid by the sponsor.

- Your investment entitles you to:
- Company logo displayed on Conference web site
- Company logo and Company details printed in all official Conference brochures
- Company banner displayed at Internet café (sponsor to provide)
- 2 (two) complimentary exhibition spaces
- 1 (one) complimentary Conference Full Registration
- One item inserted in the Conference satchels
- Electronic copy of delegate details  
\*\*\* - post- Conference

**SATCHELS @ AU\$7,000**

Your logo on the front of the satchel serves as a lasting reminder to delegates of your generous support of the 12th ARSPC Conference

**Your investment entitles you to:**

- Company logo displayed on Conference web site
- Company name and logo on delegate satchels
- Company logo and details printed in all official Conference brochures
- 1 (one) complimentary Full Registration
- 1 (one) item inserted in the Conference satchels
- Electronic copy of a delegate details\*\*\* - post-Conference



**CONFERENCE DINNER @ AU\$6,000  
Wednesday 20 October 2004**

**Your investment entitles you to:**

- Company logo displayed on Conference web site
- Company logo displayed at Conference Dinner
- Company logo and details printed in all official Conference brochures
- Verbal acknowledgement at the Conference Dinner
- 3-minute presentation at the Conference Dinner by a representative of your company
- 1 (one) complimentary Full Registration and proceeds
- 5 (five) complimentary tickets to the Conference Dinner
- 1 (one) item inserted in the Conference satchels
- Electronic copy of a delegate details\*\*\* - post-Conference

**WELCOME RECEPTION @ AU\$5,000  
Monday 18 October 2004**

Sponsorship of the Welcome Reception links your organisation to the first impression the participants have of the Conference.

**Your investment entitles you to:**

- Company logo displayed on Conference web site
- Company logo and details printed in all official Conference brochures
- Verbal acknowledgement at the Welcome Reception
- 3-minute presentation at the Welcome Reception by a representative of your company
- Promotional material placed at the entry of the Welcome Reception venue
- 5 (five) complimentary tickets to the Welcome Reception
- 1 (one) complimentary Full Registration and proceeds

- 1 (one) item inserted in the Conference satchels
- Electronic copy of a delegate details\*\*\* - post-Conference

**DELEGATE NAMEBADGES /  
LANYARDS @ AU\$5,000**

A quality badge with your company logo and as the Sponsor printed on it.

**Your investment entitles you to:**

- Company logo displayed on Conference web site
- Company logo and details printed in all official Conference brochures
- Company logo printed on name badge and lanyard
- 1 (one) item inserted in the Conference satchels
- Electronic copy of a delegate details\*\*\* - post-Conference

**WORKSHOP SPONSORSHIP @  
AU\$3,500**

The Workshop day is an optional, pre or post Conference event and will be held on Monday 18 October 2004.

**Your investment entitles you to:**

- Company logo displayed on Conference web site
- Company logo displayed on PowerPoint slide during the Workshop day
- Company logo and details printed in all official Conference brochures
- 1 (one) item inserted in the Conference satchels
- Electronic copy of a delegate details\*\*\* - post-Conference

**PLENARY SPEAKER SPONSORSHIP  
@ AU\$3,500**

**Your investment entitles you to:**

- Company logo displayed on Conference web site
- Company logo displayed on PowerPoint slide in the plenary speaker's session
- Company logo and details printed in all official Conference brochures
- Acknowledgement of sponsor at the beginning of the plenary session
- Sponsor to nominate plenary speaker to be invited (Committee to approve)
- 1 (one) item inserted in the Conference satchels
- Electronic copy of a delegate details\*\*\* - post-Conference

**CONCURRENT SPEAKER  
SPONSORSHIP @ AU\$2,000**

**Your investment entitles you to:**

- Company logo displayed on Conference web site
- Company logo displayed on PowerPoint slide in the concurrent speaker's session
- Company logo and details printed in all official Conference brochures
- Acknowledgement of sponsor at the beginning of the concurrent session
- Sponsor to nominate concurrent speaker to be invited (Committee to approve)
- 1 (one) item inserted in the Conference satchels
- Electronic copy of a delegate details\*\*\* - post-Conference

**FAREWELL DRINKS @ AU\$2,000**

**Your investment entitles you to:**

- Company logo displayed on Conference web site
- Company logo and details printed in all official Conference brochures
- Acknowledgement of sponsor at end of session preceding Drinks

- Promotional materials to be displayed at the Drinks



**LUNCH @ AU\$1,500 (4 opportunities)**

**Your investment entitles you to:**

- Company logo displayed on Conference web site
- Company logo and details printed in all official Conference brochures
- Acknowledgement of sponsor at end of session preceding lunch
- Promotional materials to be displayed at the lunch

**MORNING AND/OR AFTERNOON  
TEAS @ AU\$1000 per tea break  
(8 opportunities)**

**Your investment entitles you to:**

- Company logo displayed on Conference web site
- Company logo and details printed in all official Conference brochures
- Acknowledgement of sponsor at end of session preceding tea
- Promotional materials to be displayed at the morning or afternoon tea

**ADVERTISING IN CONFERENCE  
HANDBOOK / BOOK OF ABSTRACTS  
@ AU\$1,000 per full page**

(Artwork to be supplied by company)

**SATCHEL INSERTS @ AU\$600**

- Inclusion of company materials in Conference satchels

**CONFERENCE STATIONERY @  
AU\$600**

- Sponsor to provide note pads and/or pens for inclusion in Conference satchels

## **IMPORTANT INFORMATION FOR SPONSORS**

### **Follow up**

To secure sponsorship opportunities, complete and return the form at the end of this document with payment of fees directly to the Conference Secretariat. This will generate a confirmation letter and tax invoice. The Conference Secretariat will write to you soon in order to ensure that your benefits are delivered.

### **Complimentary Exhibition Booth**

If your sponsorship package entails a complimentary exhibition booth – please read the appropriate section of this brochure. You will also receive additional information from the Conference Secretariat regarding your participation.

### **Sponsor Registration**

If your sponsorship package includes complimentary conference registrations, this entitles one to daily catering (Tuesday to Thursday), entrance to Conference sessions plus the Welcome Reception. Tickets can be purchased for the Conference Dinner.

It is most important that you nominate the recipient of any complimentary registrations. A Conference registration brochure with instructions will be sent to your organisation upon receipt of your sponsorship participation form.

### **Artwork for advertisements**

If your sponsorship package entails a complimentary advertisement or if you are purchasing an advertisement space in the Conference handbook, please expect to receive artwork production specifications shortly. Artwork is to be supplied by the advertiser. The size of the Conference handbook will be A4 (297x210mm).

### **\*\*\*Delegate details**

**Provision of delegate details is subject to privacy laws – participants can choose not to be listed.**

### **Cancellation Policy**

Please read the Sponsorship Conditions on the sponsorship application form, which outline the payments terms and cancellation policy. By submitting the attached Sponsorship Participation Form you acknowledge and accept the Sponsorship Conditions.

## **SPONSORSHIP CONDITIONS**

- The Organisers reserve the right to change the venue and duration if exceptional circumstances demand. In the event of change of venue and/or duration, the agreement to participate will remain in force so long as the Sponsor is informed at least one month before the changes.
- In the case of cancellation by the Sponsor, notification in writing should be sent to the Conference Secretariat. A refund of fees paid (less a cancellation fee of 50% of the value of the sponsorship) will be made to any Sponsor cancelling before or on 30 June 2004. After that date refunds may not be possible.
- Full payment of fees must be made within seven (7) days of receipt of invoice. Full payment must be made prior to the event.
- Sponsors must obtain the permission of 12 ARSPC when planning to promote the sponsor's involvement in the Conference.

## EXHIBITION OPPORTUNITIES



### VENUE AND DATE

The Exhibition will be held in the Pore-function area at the Esplanade Hotel, Fremantle. The Exhibition will open on Monday 18 October 2004 at 6.00pm (coinciding with the Welcome Reception). The Exhibition will close on Friday 22 October 2004 after afternoon tea.

### TIMETABLE FOR THE EXHIBITION

Date	Time	
Monday 18 October 2004	0800 – 1200	Booths built
	1200 – 1700	Exhibitors move in
	1800 – 1930	Welcome Reception + Exhibition Open
Tue 19 – Thu 21 October 2004	0830 – 1730	Exhibition open
Friday 22 October 2004	0830 – 1400	Exhibition open
	1400	Exhibitors move out
	1500 – 1800	Booths dismantled

#### EXHIBITION BOOTH @ AU\$3,800

- 3m x 3m shell scheme booth
- walls 2.4m high
- 2 x 150 watt spotlights
- 1 x 5 amp power point
- named fascia – maximum of 25 letters – one name per stand
- Acknowledgement in Conference Handbook
- 1 complimentary Full Registration
- Furniture catalogue

#### FLOOR SPACE ONLY @ AU\$3,500

- 3m x 3m carpeted floor space
- 1 x 5 amp power point
- Acknowledgement in Conference Handbook
- 1 complimentary Full Registration
- Furniture catalogue

### IMPORTANT INFORMATION FOR EXHIBITORS

#### Follow Up

Once your completed Exhibition Application Form has been received, you will be sent a tax invoice and closer to the Conference details of delivery of goods, access and venue information.

#### Public Liability Insurance

Exhibitors are required to ensure that they are adequately covered for Public Liability Insurance. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand.

If you prefer, we have retained the services of an insurance brokerage to provide Public Liability coverage, arranged with QBE Insurance (Australia) Limited, for a cost of \$75.00 plus \$7.50 GST based on a limit of indemnity of \$10,000,000 any one occurrence. The Insurance has effect from the first day of build-up to the final day of dismantling, being 18 – 22 October 2004.

This policy provides Public Liability Insurance only and will not respond to any claims arising from the sale or supply of products at the event, except for food or drink. Your insurance will not take effect until full payment has been received.

Please fill in your Public Liability Insurance Policy number in the exhibition application form or tick the box if you wish to pay for one now.

### **Exhibitor Registration**

Each paid booth or space entitles your organisation to one complimentary Full Registration. This entitles one to daily catering (Tuesday to Thursday), entrance to Conference sessions plus the Welcome Reception.

It is most important that you nominate the recipient of this complimentary registration. A Conference registration brochure with instructions will be sent to your organisation upon receipt of your exhibition participation form.

### **Extra Exhibition Staff**

Additional booth staff must be registered as Extra Exhibition Staff by completing the registration brochure. This entitles one to morning & afternoon teas and lunches (Tuesday to Thursday) and the Welcome Reception only. Extra tickets can be purchased for the Conference Dinner.

### **\*\*\*Delegate details**

**Provision of delegate details is subject to privacy laws – participants can choose not to be listed.**

### **Cancellation Policy**

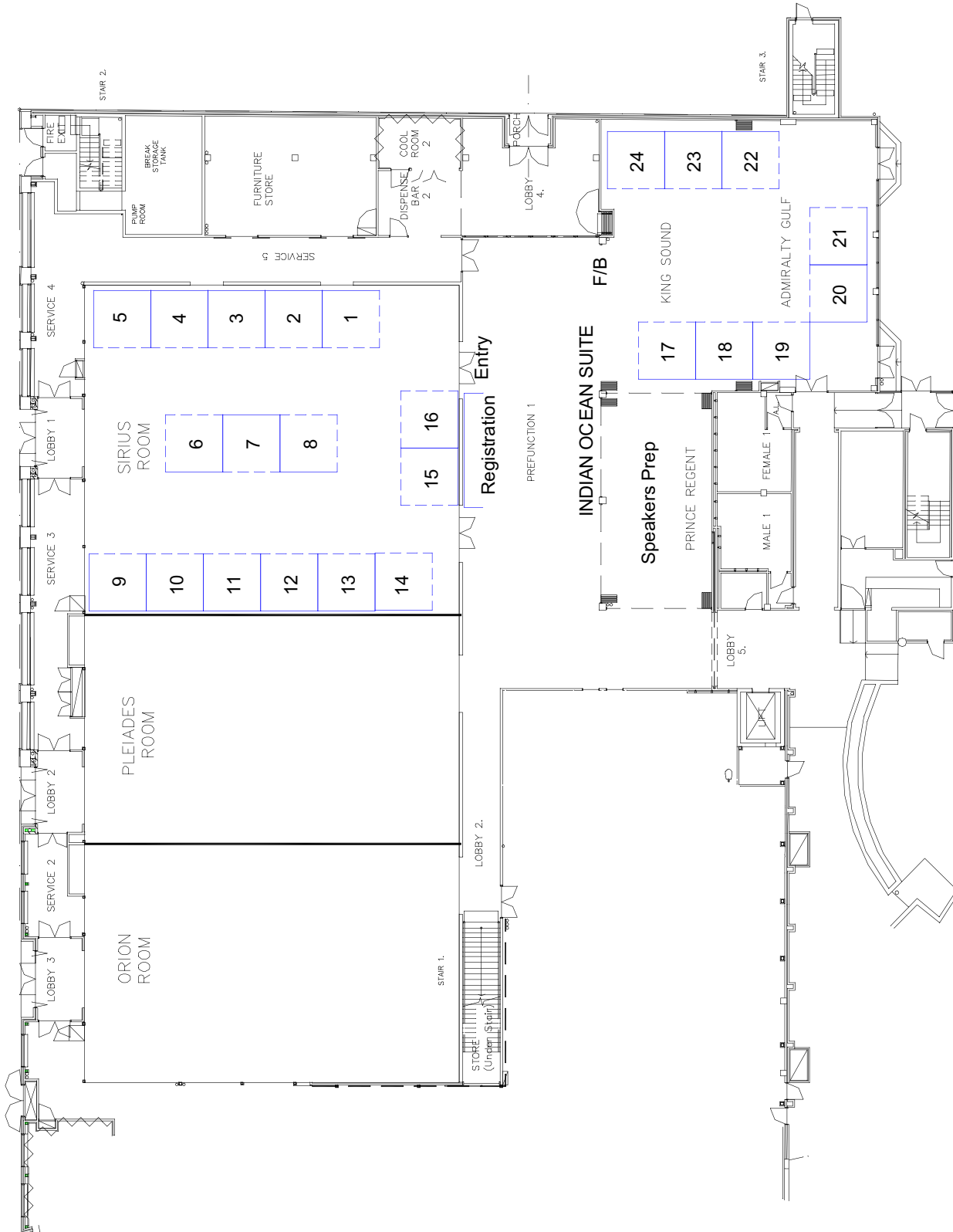
Please read the Exhibition Conditions at the end of this document, which outline the payments terms and cancellation policy. By submitting the attached Exhibition Application Form you acknowledge and accept the Exhibition Conditions.

### **EXHIBITION CONDITIONS:**

- **Public Liability Insurance**  
Exhibitors are required to ensure that they are adequately covered for Public Liability Insurance. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand. The Exhibitor will indemnify the Organisers in respect of any claim and demands in respect thereof. The Exhibitor must take out adequate insurance in respect of all such claims.
- A 10% discount is available on the above full costs if full payment is included with your booking and received before 30 March 2004. This discount will not apply to bookings received without full payment.
- The Organisers reserve the right to change the venue and duration if exceptional circumstances demand. In the event of change of venue and/or duration, the agreement to participate will remain in force so long as the Exhibitor is informed at least one month before the changes.
- In the case of cancellation by the Exhibitor, notification in writing should be sent to the Conference Secretariat. A refund of fees paid (less a cancellation fee of \$500) will be made to any Exhibitor cancelling before 30 June 2004. After that date refunds may not be possible.
- The Organisers accept no liability for damage to exhibits by loss, damage, theft, fire, water, storms, strikes, riots, or any cause whatsoever. Exhibitors are advised to insure against such liability.
- Full payment of fees must be paid within seven (7) days of receipt of invoice. Full payment must be made prior to the event.

# 12<sup>TH</sup> AUSTRALASIAN REMOTE SENSING & PHOTOGRAMMETRY CONFERENCE

## Hotel Esplanade, 18-22 October 2004





## 12<sup>th</sup> ARSPC 2004

**Esplanade Hotel  
Fremantle 18-22 October 2004**

### **SPONSORSHIP and EXHIBITION APPLICATION FORM**

Please return this form to: ACTS Conferencing Pty Ltd  
Acting as agent for the 12th ARSPC  
GPO Box 2200, CANBERRA ACT 2601  
Tel: +61 2 6257 3299 Fax: +61 2 6257 3256

Company Name: .....

Address: .....

Suburb: ..... State: .....Postcode:.....

Telephone No:..... Facsimile No: .....

Contact Person: .....

Position: .....

Person/s to receive free registration/s (if applicable).....

### **SPONSORSHIP / EXHIBITION PACKAGE**

<b><i>Sponsorship</i></b>	<b><i>Cost</i></b>	<b><i>Fee/s payable</i></b>
<b>Gold Sponsorship</b>	AU\$20,000	
<b>Silver Sponsorship</b>	AU\$11,000	
<b>Bronze Sponsorship</b>	AU\$6,000	
<b>Internet Café Sponsorship</b>	AU\$10,000	
<b>Satchels</b>	AU\$7,000	
<b>Conference Dinner</b> (Wed 20 Oct 2004)	AU\$6,000	
<b>Welcome Reception</b> (Mon 18 Oct 2004)	AU\$5,000	
<b>Delegate Name Badges and Lanyards</b>	AU\$5,000	
<b>Workshop Sponsorship</b> (Mon 18 Oct 2004)	AU\$3,500	
<b>Plenary Speaker Sponsorship</b> <i>Name of speaker:</i>	AU\$3,500	
<b>Concurrent Speaker Sponsorship</b> <i>Name of speaker:</i>	AU\$2,000	
<b>Farewell Drinks</b>	AU\$2,000	
<b>Lunch (per lunch)</b> <i>Day of sponsorship: Tue / Wed / Thu / Fri</i>	AU\$1,500	
<b>Morning or Afternoon Tea (per break)</b> <i>Sponsored break: Tue morning / afternoon Wed morning / afternoon Thu morning / afternoon Fri morning / afternoon</i>	AU\$1,000	

<b>Advertising in Conference Handbook (per page)</b>	AU\$1,000	
<b>Satchel inserts</b>	AU\$600	
<b>Conference Stationery</b>	AU\$600	
<b>Exhibition</b>		
<b>Exhibition Booth</b> <i>Preferred booths - please list in order of preference: a)      b)      c)</i>	AU\$3,800	
<b>Floor space only</b> <i>Preferred floor spaces - please list in order of preference: a)      b)      c)</i>	AU\$3,500	
<b>Public Liability Insurance</b> I wish to take out Public Liability Insurance for the total period of the exhibition including buildup, exhibition open days and dismantling, 18-22 October 2004, at a cost of \$75.00 plus \$7.50 GST. Full payment \$ 82.50 is enclosed. <i>Please note - your insurance will not take effect until full payment has been received.</i>	AU\$82.50	
	<b>TOTAL</b>	

**Public Liability Insurance** (see page 8 for more information)

Please provide your Public Liability Insurance policy number: .....

Or tick the appropriate box above to take out this insurance:

**By submitting the Sponsorship / Exhibition Participation Form you acknowledge and accept the Sponsorship / Exhibition Conditions.**

**Sponsorship / Exhibition Payment**

Bank cheques in Australian dollars drawn on an Australian bank should be made payable to 12ARSPC and posted with this form

or

Please debit my:

<input type="checkbox"/> Bankcard	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Visa	<input type="checkbox"/> Diners	<input type="checkbox"/> American Express
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Cardholder's Name:.....

Card Number:.....      Expiry Date:.....

Amount AU\$:.....      Signature:.....

**12th ARSPC ABN 67 057 704 088**



**SECRETARIAT**

ACTS Conferencing Pty Ltd, Acting as agent for the 12<sup>th</sup> ARSPC  
GPO Box 2200, CANBERRA ACT 2601

Telephone: (+61 2) 6257 3299      Facsimile: (+61 2) 6257 3256

Email: 12arspc@ausconvservices.com.au      Web site: www.rss.dola.wa.gov.au /12arspc