

Locate24 | G

THE NATIONAL GEOSPATIAL CONFERENCE

International Convention Centre, Sydney | 7-9 May



SPONSORSHIP & EXHIBITION PROSPECTUS

7 - 9 May 2024

International Convention Centre (ICC)
14 Darling Dr, Sydney NSW 2000

Locate Conference Secretariat

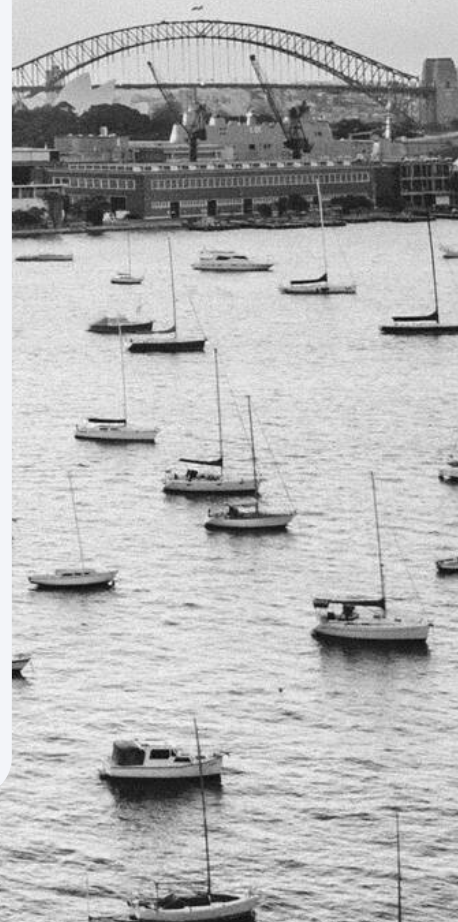
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Geospatial
Council of Australia



WHAT IS THE LOCATE CONFERENCE?

Each year, the Locate Conference attracts national and international delegates from within and outside the geospatial industry. As Australia's premier geospatial conference, Locate provides guests with a unique opportunity to learn about the latest trends and applications in geospatial technologies.

The Locate Conference is the Geospatial Council of Australia's annual national event and encompasses inputs from a wide range of stakeholders.

Locate24 will bring geospatial technology enthusiasts from diverse sectors across Asia Pacific and globally, making it a not-to-be-missed event to consolidate your position and showcase your offerings. We invite you to explore our various attractive sponsorship options. Choose the one most aligned with your business objectives and reach out to your target stakeholders or contact us to develop a custom package.

WHY SHOULD YOU BE INVOLVED?

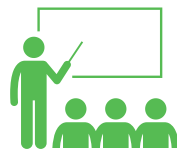
We will work with you to invite and promote the conference to your target market. Delegates will interact with your brand, meet your team, and experience your products. Events are fast becoming the most powerful marketing tool of the digital age. We invite you to partner with us on the premier geospatial event of the Australian and New Zealand calendar.



750+
geospatial
professionals



Over 50
industry
exhibitors



20+ cutting
edge industry
sessions



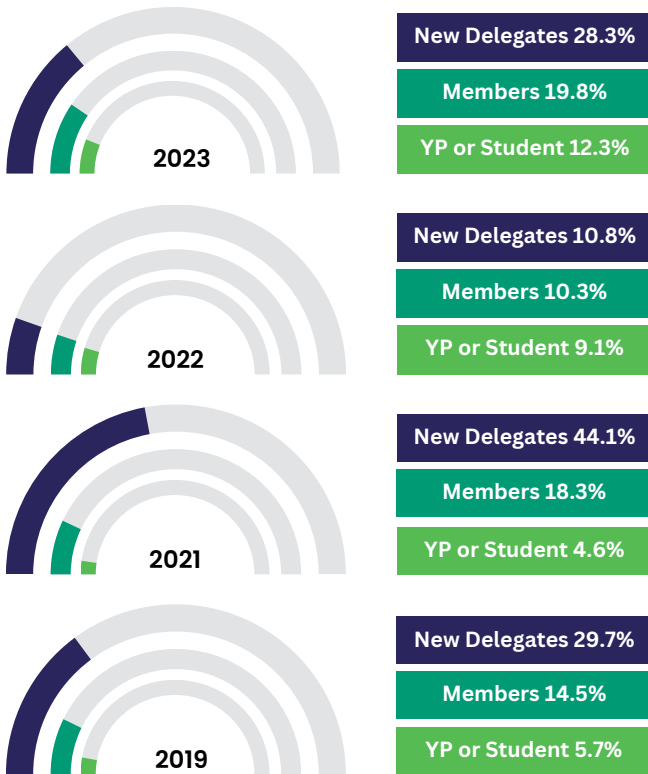
National and
international
delegates



Attendees
from all
sectors

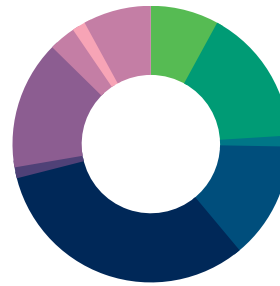
DEMOGRAPHIC

Summary of delegate demographics from 2019 to 2023.

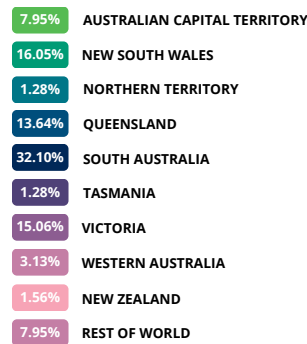


ATTENDEE STATISTICS

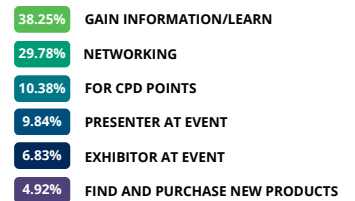
*Statistics from the 2023 Locate Event held in Adelaide, South Australia



Attendees By Location

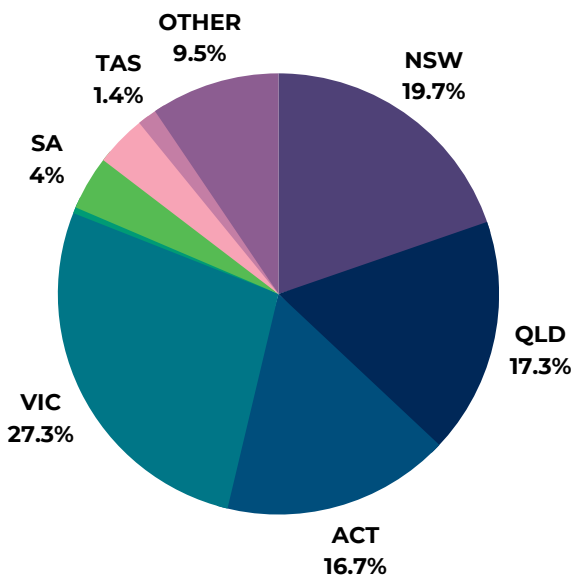


Why They Attended

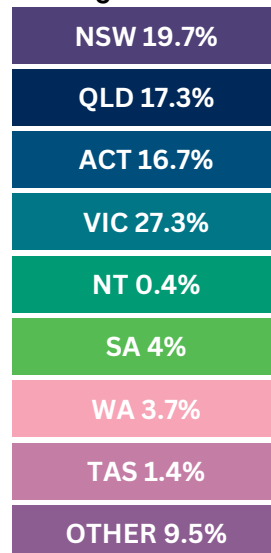


LOCATION

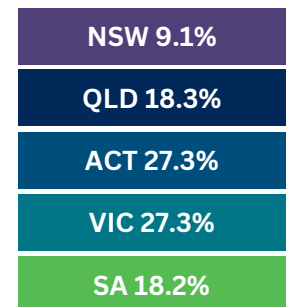
Below is the percentage of attended delegate state locations, in comparison to the number of conferences within the state from 2014 to 2023; excluding 2020 due to covid-19.



of Delegates



of Conferences



PROGRAM OUTLINE

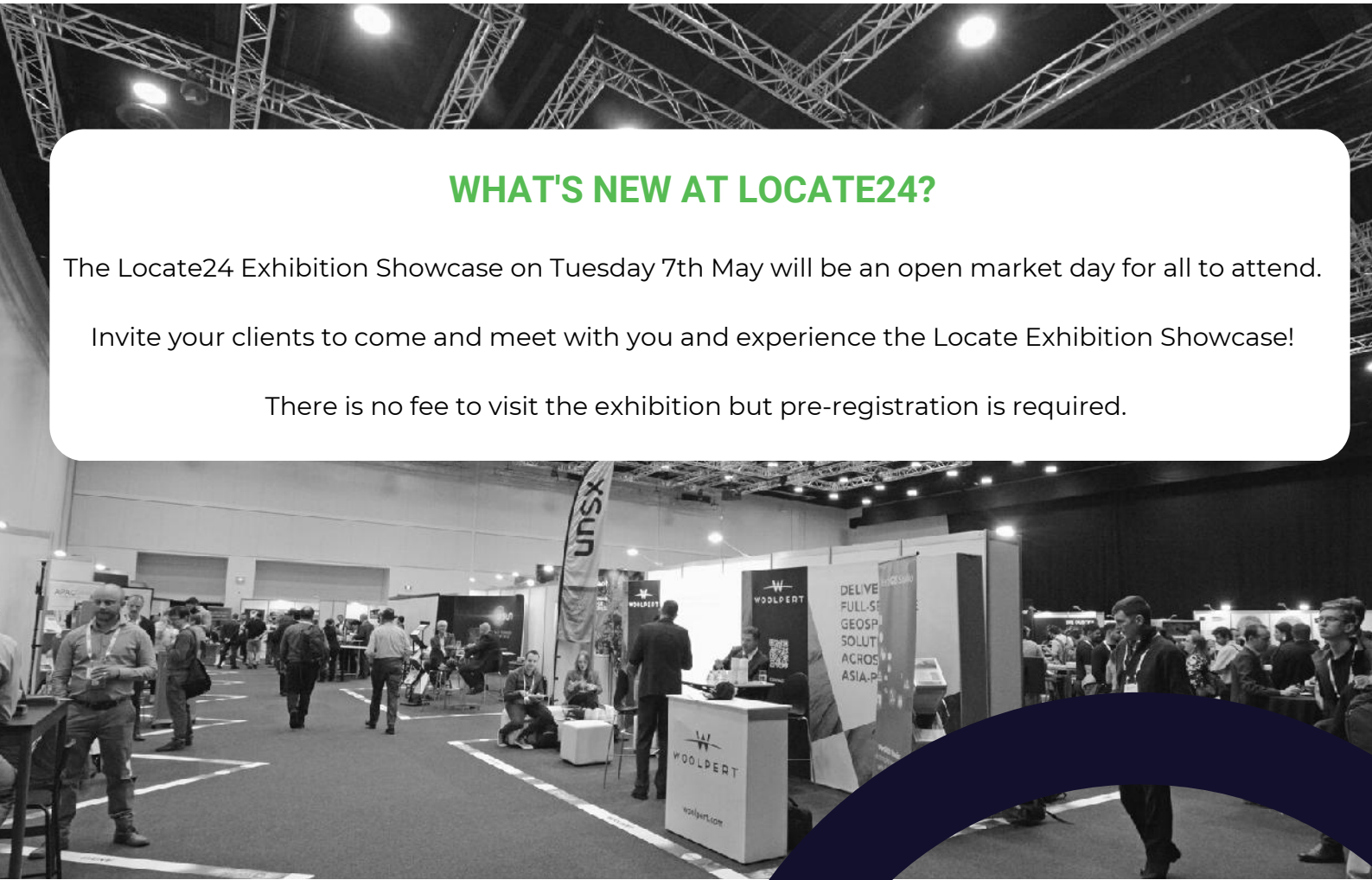
TUESDAY 7 MAY 2024	WEDNESDAY 8 MAY 2024	THURSDAY 9 MAY 2024
<p>EXHIBITION SHOWCASE OPENS AT MIDDAY FOR ALL TO ATTEND*</p> <p>OPTIONAL SPONSORED WORKSHOPS (<i>See page 13 for how you can be involved</i>)</p> <p>YEP SYMPOSIUM</p> <p>WELCOME RECEPTION</p>	<p>EXHIBITION OPEN ALL DAY FOR CONFERENCE DELEGATES ONLY</p> <p>OPENING CEREMONY</p> <p>PLENARY SESSIONS</p> <p>CONCURRENT SESSIONS</p> <p>EXCELLENCE AWARDS DINNER</p>	<p>EXHIBITION OPEN UNTIL AFTER LUNCH FOR CONFERENCE DELEGATES ONLY</p> <p>PLENARY SESSIONS</p> <p>CONCURRENT SESSIONS</p> <p>CLOSING CEREMONY</p>

WHAT'S NEW AT LOCATE24?

The Locate24 Exhibition Showcase on Tuesday 7th May will be an open market day for all to attend.

Invite your clients to come and meet with you and experience the Locate Exhibition Showcase!

There is no fee to visit the exhibition but pre-registration is required.



PREMIUM SPONSORSHIP PACKAGE

EXECUTIVE LOUNGE

EXCLUSIVE - ONE ONLY

\$22,000 + GST

- Naming rights: 'Your Company Name Executive Lounge' on conference signage and printed material.
- A dedicated room near the exhibition hall and plenary session room, of approx. 160m from Tuesday 7th May - Thursday 9th May. Furniture, audiovisual and any additional requirements are at the discretion and expense of the sponsoring company.
- Conference catering, as scheduled in the program, for 35 persons each day will be directed into the lounge as well as continuous water, self-service tea and coffee. Any additional catering requirements are at the discretion and expense of the sponsoring company.
- Six (6) full conference registrations including all breaks and social functions as scheduled. Discounted rates offered for additional registrations.
- An invitation for 2 senior representatives to attend the VIP breakfast on Wednesday 8th May.
- Inclusions for the conference app:
 - Digital brochure with your company profile (logo, website link, contact details)
 - One push notification sent during the conference
 - Lead scanning through conference app
- Your logo will be included in the following ways to promote your support:
 - on the conference website with a link to your website
 - on all pre-conference EDMs
 - on all sponsor signage throughout the venue
 - on a sponsors PowerPoint slide shown at various intervals
- One (1) EDM inclusion, to highlight your involvement in the conference. Timing and word count is negotiable.
- One (1) invitation blast to selected delegates invited to the lounge, sent one week before the conference
- One (1) volunteer to support during breaks with room scanning
- Your location published on the exhibition map within the app, on the conference website and any directional signed printed for the conference
- Announcement of sponsorship through conference social media channels
- Acknowledgement during the opening and closing sessions
- Recognition as a premium event sponsor at the Excellence Awards Dinner
- List of delegates who registered to attend the conference pre and post conference (in accordance with privacy laws)

PREMIUM SPONSORSHIP PACKAGE

POP-UP CAFÉ

EXCLUSIVE - ONE ONLY

\$22,000 + GST

- Naming rights: 'Your Company Name Pop-Up Café' on conference signage and printed material
- A 12m x 3m Pop-Up Café on the exhibition floor including:
 - Barista machine, staff and cost of coffee over conference days
 - Baristas to wear aprons with your logo printed onto them (*supplied by Locate*)
 - Coffee cups will be branded with your company logo (*supplied by Locate*)
- One (1) 12m sign for the back wall of the Cafe is included. Furniture and other requirements for the space are not included, so the sponsoring company can design the area and any inclusions to suit their requirements.
- Six (6) full conference registrations including all breaks and social functions as scheduled. Discounted rates offered for additional registrations.
- An invitation for 2 senior representatives to attend the VIP breakfast on Wednesday 8th May.
- Inclusions for the conference app:
 - Digital brochure with your company profile (photo, website link, contact details)
 - One push notification sent during the conference
 - Lead scanning through conference app
- Your logo will be included in the following ways to promote your support:
 - on the conference website with a link to your website
 - on all pre-conference EDMs
 - on all sponsor signage throughout the venue
 - on a sponsor PowerPoint slide shown at various intervals
- One (1) EDM inclusion, to highlight your involvement in the conference. Timing and word count is negotiable.
- Your stand location published on the exhibition map
- Announcement of sponsorship through conference social media channels
- Recognition as a premium event sponsor at the Excellence Awards Dinner
- Acknowledgement of sponsorship during the opening and closing sessions
- List of delegates who registered to attend the conference pre and post conference (in accordance with privacy laws)

ALLOCATED

PREMIUM SPONSORSHIP PACKAGES

PLATINUM SPONSOR

\$17,000 + GST

- 6m x 6m premium exhibition space
- Six (6) full conference registrations including all breaks and social functions as scheduled.
Discounted rates offered for additional registrations.
- Inclusions for the conference app:
 - Digital brochure with your company profile (logo, website link, contact details)
 - One push notification sent during the conference
 - Lead scanning through conference app
- Your logo will be included in the following ways to promote your support:
 - on the conference website with a link to your website
 - on all pre-conference EDMs
 - on all sponsor signage throughout the venue
 - on a sponsors PowerPoint slide shown at various intervals
- Your stand location published on the exhibition map
- Recognition as a premium event sponsor at the Excellence Awards Dinner
- Announcement of sponsorship through conference social media channels
- Acknowledgement of sponsorship during the opening and closing sessions
- List of delegates who registered to attend the conference pre and post conference (in accordance with privacy laws)

GOLD SPONSOR

\$14,000 + GST

- 6m x 3m premium exhibition space
- Five (5) full conference registrations including all breaks and social functions as scheduled.
Discounted rates offered for additional registrations.
- Inclusions for the conference app:
 - Digital brochure with your company profile (logo, website link, contact details)
 - Lead scanning through conference app
- Your logo will be included in the following ways to promote your support:
 - on the conference website with a link to your website
 - on all pre-conference EDMs
 - on all sponsor signage throughout the venue
 - on a sponsors PowerPoint slide shown at various intervals
- Your stand location published on the exhibition map
- Announcement of sponsorship through conference social media channels
- List of delegates who registered to attend the conference pre and post conference (in accordance with privacy laws)

PREMIUM SPONSORSHIP PACKAGES

SILVER SPONSOR

\$11,000 + GST

- 3m x 3m premium exhibition space
- Four (4) full conference registrations including all breaks and social functions as scheduled. Discounted rates offered for additional registrations.
- Inclusions for the conference app:
 - Digital brochure with your company profile (logo, website link, contact details)
 - Lead scanning through conference app
- Your logo will be included in the following ways to promote your support:
 - on the conference website with a link to your website
 - on all pre-conference EDMs
 - on all sponsor signage throughout the venue
 - on a sponsors PowerPoint slide shown at various intervals
- Your stand location published on the exhibition map
- Announcement of sponsorship through conference social media channels
- List of delegates who registered to attend the conference pre and post conference (in accordance with privacy laws)

REGISTRATION/LANYARDS

EXCLUSIVE - ONE ONLY

\$15,000 + GST

- Your logo will be included in the following ways to promote your support:
 - on the conference website with a link to your website
 - on all pre-conference EDMs
 - on a sponsors PowerPoint slide shown at various intervals
 - Your company logo (*full colour*) printed onto every lanyard
 - Recognised as the registration sponsor on the kiosk screens and printed kiosk signage
- Three (3) full conference registrations including all breaks and social functions as scheduled. Discounted rates offered for additional registrations.
- Inclusions for the conference app:
 - Digital brochure with your company profile (logo, website link, contact details)
- Announcement of sponsorship through conference social media channels
- Acknowledgement of sponsorship during the opening and closing sessions
- List of delegates who registered to attend the conference pre and post conference (in accordance with privacy laws)

PREMIUM SPONSORSHIP PACKAGE

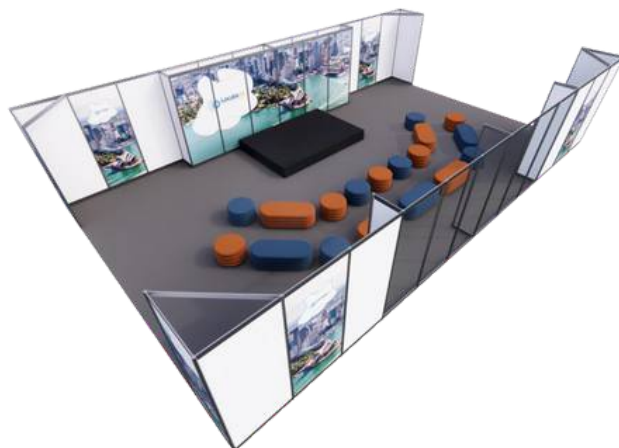
EXHIBITION THEATRETTE

EXCLUSIVE - THREE ONLY

\$10,000 + GST

The theatrette is a space within the exhibition hall that is used for sponsoring company tech talks as well as providing seating for delegates during break times. The theatrette will be open on Tuesday 9th May (Exhibition Showcase day) as well as Wednesday 10th and Thursday 12 May (Locate24 conference days).

- Exclusive opportunity to be one of three exhibition theatrette sponsors of the conference.
- An approx. 12m x 7m theatrette on the exhibition floor including selected furniture, signage and audiovisual
- One (1) 15min tech talk spot - selection of day/time allocated on a first come first served basis. *Subject to the approval of the program committee.* Other talks held within the theatrette over the 3 days, will be from sponsoring companies.
- Four (4) full conference registrations including all breaks and social functions as scheduled. Discounted rates offered for additional registrations.
- An invitation for 2 senior representatives to attend the VIP breakfast on Wednesday 8th May.
- Inclusions for the conference app:
 - Digital brochure with your company profile (logo, website link, contact details)
 - One push notification sent during the conference
 - Lead scanning through conference app
- Your logo will be included in the following ways to promote your support:
 - on the conference website with a link to your website
 - on all pre-conference EDMs
 - on theatrette signage
 - on all sponsor signage throughout the venue
 - on a sponsors PowerPoint slide shown at various intervals
- Place your brochures in the theatrette area (supplied by sponsor)
- The theatrette location published on the exhibition map
- Announcement of sponsorship through conference social media channels
- Recognition as a premium event sponsor at the Excellence Awards Dinner
- Acknowledgement of sponsorship during the opening and closing sessions
- List of delegates who registered to attend the conference pre and post conference (in accordance with privacy laws)



PREMIUM SPONSORSHIP PACKAGE

CONFERENCE APP

EXCLUSIVE - ONE ONLY

\$12,000 + GST

- Naming rights: 'Your Company Name Conference App' whenever the app is reference and in printed material
- Three (3) full conference registrations including all breaks and social functions as scheduled. Discounted rates offered for additional registrations.
- Your logo will be included in the following ways to promote your support:
 - on the conference website with a link to your website
 - on all pre-conference EDMs
 - on all sponsor signage throughout the venue
 - on a sponsors PowerPoint slide shown at various intervals
 - at the bottom of all pages of the conference app
- Dedicated icon on the app with your logo and page to include company profile, logo, website link/s and contact information
- Two (2) push notifications sent on your behalf via the app
- Lead scanning through conference app
- Announcement of sponsorship through conference social media channels
- Acknowledgement of sponsorship during the opening and closing sessions
- List of delegates who registered to attend the conference pre and post conference (in accordance with privacy laws)

POWER UP STATION

\$5,500 + GST

EXCLUSIVE - TWO ONLY

- One (1) full conference registration including all breaks and social functions.
- Your stand location published on the exhibition map
- Acknowledgement of sponsorship during the opening and closing sessions
- Your logo displayed on all sponsor signage throughout the venue
- Your logo on a sponsors PowerPoint slide shown at various intervals
- Your logo branded on each side of the charging station
- Lights, power, charging station and 4 stools included



YOUNG AND EMERGING PROFESSIONAL (YEP) GRANT SPONSOR

\$1,000 + GST

The Geospatial Council of Australia want to encourage the next generation of young and emerging professionals to attend, network and engage with the Geospatial Event – Locate24. This is your opportunity to help a young and emerging professional experience Locate24 and build their network and career.

INCLUSIONS:

- Covers one (1) full conference registration including all breaks and social functions as scheduled for one (1) young and emerging professional
- Meet and greet with the young and emerging professional's
- Presentation of certificate to recipient by representative of your company at the event
- A mention/tag in a young and emerging professional post on conference social media
- Your logo to appear in the program acknowledging your sponsorship
- Your logo and website linked on the conference website
- Your logo displayed on a session PowerPoint slide

Young and Emerging Professional applications for the grant will be shortlisted by the Program Committee. Effort will be made to match sponsors with young and emerging professionals from a similar sector or industry, but no guarantee can be made.

YEP SOCIAL SPONSOR

\$1,500 + GST

NEW PACKAGE

Support the young and emerging professionals by sponsoring the YEP social function being held on Tuesday the 7th of May. Your sponsorship will play a vital role in allowing emerging geospatial professionals to come together to network and build connections.

- Covers three (3) social tickets for your company to attend
- Opportunity to address the YEP group for 5 minutes at the beginning of the social event
- A mention/tag in a young and emerging professional post on conference social media
- Your logo to appear in the program acknowledging your sponsorship
- Your logo and website linked on the conference website
- Your logo displayed on a session PowerPoint slide



YEP SPONSORS OPPORTUNITY

Locate24 invites YEP Sponsors to donate a prize to the YEP presentation winners. If you would like to donate a prize, please contact the conference secretariat.

YEP Sponsors are encouraged to donate items to be placed in the YEP Swag Bag. Swag bags will be provided to all those attending the YEP Forum.

LUNCH SPONSOR EXCLUSIVE - TWO ONLY

\$5,500 + GST

- One (1) full conference registration including all breaks and social functions as scheduled.
- Recognised as the sponsor of one (1) lunch at the conference via the app, in the conference program, on signage and by the conference MC or session chairperson
- Your logo printed on cards placed at each lunch station
- 'Lunch sponsored by' announced in session/s prior to your break
- Additional 'special' catering item served to delegates

START UP HUB*

\$1,500 + GST

- 2m x 1m space within the conference venue including back wall, lighting and power. *The space EXCLUDES furniture and signage on panels*
- Acknowledgement of sponsorship through conference social media channels
- One (1) full conference registration including all breaks and social functions as scheduled.
Discounted rates offered for additional registrations.



OPTIONAL EXTRA: HOST A WORKSHOP OR TECH TALK

TECH TALK & WORKSHOP SUBMISSIONS NOW CLOSED

Sponsoring companies were offered the option to add a workshop to their package. Additionally, tech talks were offered to sponsoring companies only.

Workshop and tech talk submissions are now closed.

EXHIBITION PACKAGES

*Want the delegate list and lead scanning?
Sign up as a silver sponsor to receive these benefits.*

PREMIUM BOOTH

\$6,500 + GST

- 3m x 3m exhibition space with two (2) open sides and fascia.
- Booth includes standard lights and power but EXCLUDES furniture and signage on panels
- Two (2) full conference registrations including all breaks and social functions as scheduled.
- Acknowledgement of sponsorship through conference social media channels
- Your logo on the conference website
- Your company profile within the conference app including your logo, website link and contact details
- Your stand location published on the exhibition map



STANDARD BOOTH

\$5,500 + GST

- 3m x 3m exhibition space with one (1) open side and fascia.
- Booth includes standard lights and power but EXCLUDES furniture and signage on panels
- Two (2) full conference registrations including all breaks and social functions as scheduled.
- Acknowledgement of sponsorship through conference social media channels
- Your logo on the conference website
- Your company profile within the conference app including your logo, website link and contact details
- Your stand location published on the exhibition map

If you would like to confirm sponsorship or exhibition, please complete below and return to the Conference Secretariat by email: locate@geospatialcouncil.org.au

COMPANY NAME:

ABN: (IF APPLICABLE)

CONTACT NAME:

POSITION:

ADDRESS:

TELEPHONE:

EMAIL:

PREMIUM PACKAGES

- Executive Lounge - \$22,000 + GST
- Pop-Up Cafe - \$22,000 + GST
- Registration & Lanyards - \$15,000 + GST
- Conference App - \$12,000 + GST
- Exhibition Theatre - \$10,000 + GST
- Power Up Station - \$5,500 + GST
- Lunch Sponsor - \$5,500 + GST

YOUNG AND EMERGING PROFESSIONAL GRANT

- YEP Grant Sponsor - \$1,000 + GST

SPONSORSHIP PACKAGES

- Platinum Sponsor - \$17,000 + GST
 - Gold Sponsor - \$14,000 + GST
 - Silver Sponsor - \$11,000 + GST
- ### EXHIBITION ONLY OPPORTUNITIES
- Premium Booth - \$6,500 + GST
 - Standard Booth - \$5,500 + GST
 - Start Up Hub - \$1,500 + GST

WORKSHOP ADDITION

- 2 hour workshop - \$1,500 + GST
- 3 hour workshop - \$2,000 + GST

Sponsorship will only be considered confirmed once payment has been received and terms and conditions agreed to. Terms and conditions will be provided as a separate document along with your confirmation letter and invoice once booking form is received. Cancellations prior to the deadline of 5pm 1st March 2024 after entitled to 50% reduction/refund of full package cost. After this date, no refund is available. This conference is proudly hosted by Geospatial Council of Australia (ABN 22 135 572 815). We have engaged Will Organise Pty Ltd (ABN 84 606 495 381) as our agent to manage this event on our behalf. Any communications concerning your sponsorship or exhibition at this event will be managed by Will Organise and any contract for sponsorship and exhibition of your products, services and brand at the event will be entered into by Will Organise for and on behalf of us, as our agent.

TOTAL:

DATED:

SIGNED: