SimTec 2005 is held under the auspices of the Simulation Industry Association of Australia (SIAA)

Sydney Convention and Exhibition Centre, Sydney, Australia

www.simtect.com

2005

SIMULATION CONFERENCE AND EXHIBITION

9–12 May 2005

simulation - fulfilling the promise

SUCCESSES AND VISIONS FOR THE ROAD AHEAD
SimTecT 2005

invitation to sponsor and/or exhibit

The SimTecT 2005 Conference Organising Committee invites you to participate in the special 10th anniversary SimTecT 2005 Conference in Sydney, Australia.

In making a commitment to become a sponsor or exhibitor your organisation will be assured of high profile exposure to the international simulation community, who have rated SimTecT a high point in the international calendar.

SimTecT 2005, located at the Sydney Convention Centre, will attract delegates who want to know more about the application of simulation in their businesses.

SimTecT 2005 will have special appeal to those interested in the areas related to simulation, training and modelling - particularly in the defence, transport and manufacturing areas.

The Conference is being promoted broadly throughout Australia and internationally under the theme: Simulation – Fulfilling the Promise.

A special 10th Anniversary SimTecT DVD will be produced – with all papers from 1996 to 2005, and a summary of highlights from the 9 previous conferences. This will be a useful reference for many years.

To secure your place at SimTecT 2005, simply choose the sponsorship option or an exhibition booth that suits you best, complete the attached application form, and forward it with your deposit to the SimTecT 2005 Conference Secretariat, Consec - Conference Management.

Individual Packages can also be arranged by contacting the Conference Secretariat to discuss your specific needs for a more personalised package. Please contact the Exhibition and Sponsorship Manager, Barry Neame on:

Telephone: + 61 2 6251 0675
Facsimile: + 61 2 6251 0672
Email: barry.neame@consec.com.au

Conference Details

Dates
Monday 9 May – Thursday 12 May 2005

Darling Harbour, Sydney
Sydney is a vibrant city for both business people and visitors. Major simulation organizations – defence, transport and manufacturing, users and suppliers, are located within the Sydney region.

The Darling Harbour precinct offers delegates an efficient transport network including light rail, monorail, ferry and water taxi. There are many venues within walking distance for hosting a special corporate function around the core SimTecT times.

Conference Venue
Sydney Convention and Exhibition Centre is unique because of its ideal location within the Darling Harbour convention area. It is only five minutes from Sydney’s city centre and within walking distance of restaurants, shops, and a range of accommodation and entertainment facilities.

Floorplan
The attached floorplan has been designed to ensure good visibility and access to all stands. Maximum traffic flow will be encouraged by the placement of catering stations at key points in the exhibition areas as well as by constant referral at Conference sessions.

Conference Program
The Conference will include:
- Keynote addresses
- Plenary sessions
- Workshops
- Panel discussions
- Concurrent sessions
- Site visits; and
- Trade and invited exhibition.
To ensure maximum attendance, the SimTecT 2005 Conference will be widely promoted throughout Australia and overseas by:

- Distribution of the conference main announcement and registration brochure
- SimTecT 2005 website
- Direct emails
- Advertising within industry related journals and magazines (Australian, European and US); and
- Promotion at other industry related Conferences/meetings (including Stand 1025 at I/ITSEC)

Those who will attend SimTecT 2005 include:

- Defence, transport and manufacturing personnel
- Private sector practitioners in the areas of modelling and simulation
- Government agencies; and
- Researchers

The benefits to your company include:

- A significant marketing advantage
- Corporate goodwill from conference delegates
- Relationship marketing
- Creation of brand awareness and acceptance
- Demonstration of your products / services
- Increased business potential
- Enhanced company profile
- Direct access to an audience made up of your clients, current and potential
- Broadened exposure through to May 2005 by acknowledgement in all print material, including the Conference registration brochure, conference program/handbook and the Conference proceedings
- Promotion in industry related journals and magazines
- Promotion on the conference web site; and
- Exposure at the Conference through signage and announcements.

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<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Sunday 8 May</td>
<td>1300</td>
<td>Move In</td>
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<tr>
<td>Monday 9 May</td>
<td>0900–1700</td>
<td>Workshops</td>
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<td></td>
<td>1730–1900</td>
<td>Welcome Reception</td>
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<td>Tuesday 10 May</td>
<td>0900–1700</td>
<td>Paper presentations</td>
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<td>Wednesday 11 May</td>
<td>0900–1700</td>
<td>Paper presentations</td>
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<td>Thursday 12 May</td>
<td>0900–1300</td>
<td>Paper presentations</td>
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<td>1300–1500</td>
<td>Site Visits</td>
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<td>Thursday 12 May</td>
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<td>Move Out</td>
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# Sponsorship Packages

<table>
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<tr>
<th>Package</th>
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| **Principal (ONE)**   | $11,000* | • Principal sponsor acknowledgement  
• Two (2) complimentary full registrations  
• Complimentary Exhibition booth (3m x 2.4m) in prime position  
• “Principal Sponsor” on booth signage  
• Organisation acknowledgement on the SimTecT web page  
• 60 Second video grab at the start of each day  
• Complimentary satchel insert (to be supplied by you)  
• Corporate logo on Conference signage  
• Corporate logo featured on the cover of the registration brochure  
• Corporate logo featured on the cover of the conference program/handbook  
• Corporate logo and company acknowledgement featured in the conference proceedings - hard copy and DVD version  
• Corporate logo on the main Conference slide in each room |
| **Major (MULTIPLE)**  | $6,600*  | • One (i) complimentary full registration  
• One (i) Complimentary Exhibition booth (3m x 2.4m) in prime position  
• “Major Sponsor” on booth signage  
• Organisation acknowledgement on the SimTecT web page  
• 60 Second video grab at the start of each day  
• One (i) complimentary satchel insert (to be supplied by you)  
• Corporate logo on conference signage  
• Corporate logo featured on the cover of the registration brochure  
• Corporate logo featured on the cover of the conference program/handbook  
• Corporate logo and company acknowledgement featured in the conference proceedings - hard copy and DVD version |
| **10th Anniversary DVD** (MULTIPLE) | $2,200* | • Corporate Logo on the 10th Anniversary DVD cover and DVD label  
• Corporate logo on the 10th Anniversary DVD home page  
• Corporate video and promotional material to max 50MB included on the 10th Anniversary DVD  
• Organisation acknowledgement on the SimTecT web site as sponsor of the 10th Anniversary DVD  
• Corporate logo featured in the SimTecT conference program/handbook as the 10th Anniversary DVD  

**Note**  
Principal, Major Sponsors, Conference Dinner, Welcome Reception and Golf Challenge sponsors will be given an option to value add to those sponsorships for an extra $550, which will entitle the sponsor to provide corporate profile and promotional material to max 20MB for inclusion on the 10th Anniversary DVD.  
10th Anniversary DVD sponsors will be clearly and distinctly identified as such, as described above. |
| **Conference Dinner** (ONE) | $4,400* | • One (i) complimentary full registration  
• Corporate logo featured on the conference dinner menu  
• Company acknowledgement and promotional paragraph in the Conference registration brochure  
• Corporate logo and promotional paragraph featured in the conference program/handbook  
• Company sign, supplied by you, displayed during the Conference Dinner (size and type of sign to be determined by the Conference Secretariat) |
| **Welcome Reception** (ONE) | $3,300* | • Four (4) complimentary tickets to the Welcome Reception  
• Introduction to Conference delegates during the Welcome Reception  
• Company sign, supplied by you, displayed during the Welcome Reception (size and type of sign to determined by the Conference Secretariat)  
• Company acknowledgement in the Conference registration brochure  
• Corporate logo and promotional paragraph featured in the conference program/handbook |
| **Golf Challenge** (ONE) | $3,300* | • Two (2) complimentary tickets to the Welcome Reception  
• Four (4) complimentary tickets to the Golf Challenge  
• Company sign/banner, supplied by you, displayed at the start and the end of the Golf Challenge  
• Opportunity to distribute company shirts, caps etc., on the day.  
• Corporate logo in registration brochure and company description on website  
• Presentation to winners during the conference  

**Please note that all costs are GST Inclusive.**
**Exhibition Stand Package**

**Dimensions**
3m x 2.4m

**Walls**
Walls are 2.4m high and finished in blue velcro compatible fabric

**Fascia**
Fascia is 30cm deep and finished in teal Velcro compatible fabric

**Company name**
1 company name per stand in computer cut vinyl standard style letters. Max of 25 Letters - Pty Ltd etc deleted. Corner stands have 1 name

**Lights and power**
2 x 150 watt lights per stand and lights are mounted on the inside of the front fascia. One single power point per stand - 1,000 watts (4amps) capacity

**Welcome Reception**
An invitation is extended by the Conference Committee, for two (2) people per exhibition booth booked to attend the Welcome Reception as their guests on Monday 9 May 2005

**Conference Kit**
One per exhibition booth including delegate listing

**Name badges**
Name badges for two (2) representatives

**Promotion**
Listing of company name in the Conference Program/Handbook and website

**Invitation Flyers**
250 Invitation to Visit the Exhibition flyers for your distribution

**Catering**
Morning/afternoon teas and lunches for two (2) representatives each day

**Cost**
$3,400.00 per 3m x 2.4m booth (GST Inclusive)

Discount of $1,700.00 (GST Inclusive) for the first booth for all SIAA Full Members
how to book and details of payment deadlines

Sponsorship
In order to confirm your sponsorship, we will require the Application to Sponsor form and fifty percent (50%) deposit payment to be forwarded by return mail. Balance of the sponsorship must be received by 4 March 2005.

Exhibition
Early booking is necessary, as space is limited. Priority will be given to financial SIAA Full Members, and confirmed sponsors, by allocating space to them on 19 November 2004. Space will be allocated to other exhibitors after that date. Within these two categories, booths will be allocated strictly in order of the date the deposit payment and Application to Exhibit form is received.

In order to confirm your exhibition space we will require the Application to Exhibit Form and fifty percent (50%) deposit payment to be forwarded by return mail. Balance must be received by 4 March 2005.

See over for method of payments and details.

Cancellation Policy
In the event of withdrawal of sponsorship/exhibition booth booking please be advised that unless that particular area of sponsorship/booth is resold, the conference will reserve the right to retain deposit monies received.

Please Note:
1. Acknowledgment in the main announcement and registration brochure, the Conference Program/Handbook and the Conference Proceedings is subject to sponsorship confirmation prior to printing deadlines. All logos may be printed in colour, or in monotone only.
2. The production of banners, transparencies and any promotional material is the responsibility of the sponsor.