



Australian Geothermal Energy Conference

www.ausgeothermal.com

16–19 November Adelaide Convention Centre

2010

Tomorrow's energy, today



Sponsorship and Exhibition Opportunities

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Why should you be a sponsor?

This is the official conference of the Australian geothermal industry, and the only one supported by the Australian Geothermal Energy Association (AGEA), the Australian Geothermal Energy Group (AGEG) and the majority of Australian geothermal energy companies.

If you want to be recognised in this industry, or present to potential clients and/or purchasers, this is your chance!

This conference builds on last years' highly successful event, which attracted over 400 attendees and included a sold-out exhibition area. It will be low cost (less than \$1,000/person registration fee for a three day event) and this year the trade show will be expanded utilizing the great exhibition space at the Adelaide Convention Centre.

The Australian Geothermal Energy Conference will feature keynote addresses from international and domestic leaders in the geothermal exploration and development sector, plus speakers from government, academia and research institutes. We will cover issues of science, technology, policy and finance.

Benefits

- Recognition through placement of your logo on conference information and materials before, during and after the event.
- Recognition through verbal acknowledgement during the conference.
- Your promotional material inserted in every conference satchel.
- A professionally constructed trade booth for the three full days.
- Three days of exposure to national and international delegates and major participants in the Australian geothermal sector.
- Further networking opportunities through the conference social events.
- All the latest information from the conference sessions and high quality conference materials.
- Complimentary registration and social event tickets.
- Use of the AGEA hospitality suite for private meetings with potential clients during the conference.

This conference will uniquely bring together representatives of Australia's entire multidisciplinary geothermal community plus the finance, government and research sector in one place for three days



Program

Pre-conference workshops

will be held on Tuesday 16 November.

Day one

Wednesday 17 November, has investors and financiers in mind and will provide an update of latest developments nationally and internationally and will feature presentations from leading Australian geothermal energy companies.

Days two and three

18 and 19 November, are more technical and policy in nature and will provide concurrent sessions covering geothermal energy exploration, evaluation and development, under the key themes of:

- Exploration
- Underground Science & Technology
- Direct Use
- Power Conversion Technologies
- Legislation, Policy and Infrastructure

Conference hosts

The Australian Geothermal Energy Association (AGEA) is the industry representative body for Australian geothermal companies. The Australian Geothermal Energy Group (AGEG) represents the Australian geothermal energy community encompassing industry, academia and both State and Federal government. These two bodies jointly present the 2010 Australian Geothermal Energy Conference.

Adelaide Convention Centre

The venue for the convention and exhibition will be the Adelaide Convention Centre, which overlooks the picturesque Torrens River lake and parklands. The exhibition area adjacent to the meeting halls has ample room, excellent telecommunication outlets, good ceiling height (10.2m), well planned access points via ramp or goods lift (height 4.85m & width 7.2m) and excellent storage facilities. In fact, it provides everything to make exhibiting as easy as possible. www.adelaidecc.com.au.

Sponsor and trade booths

High quality velcro-compatible exhibition booths of 3.0m wide by 3.0 deep will be supplied and installed by a professional exhibition hire contractor, complete with:

- Company fascia sign
- 2 spotlights
- 4 amp power point
- 1.8m trestle table with cloth
- 2 chairs

Please note, sponsors and exhibitors will have a choice of the position of their booth based on the level of their participation and the order in which the Sponsorship Agreement Form is received by the Conference Organisers.

Exhibition booths

Contact the conference organisers for a copy of the exhibition layout.

Major Sponsorship Opportunities

| Sponsorship benefits | Platinum \$25,000 | Gold \$15,000 | Silver \$10,000 | Bronze \$5,000 |
|---|---------------------------|-------------------------|--------------------|-------------------|
| Trade show booth | ✓✓✓ | ✓✓ | ✓ | ✓ |
| Conference registration | ✓✓✓✓✓ | ✓✓✓✓ | ✓✓✓ | ✓ |
| Conference dinner | ✓✓✓✓✓ | ✓✓✓✓ | ✓✓✓ | ✓ |
| 25% on conference registration | ✓✓✓✓✓ | ✓✓✓✓ | ✓✓✓ | ✓✓ |
| Verbal acknowledgement by chairperson at commencement of conference session | ✓ | ✓ | ✓ | ✓ |
| Corporate logo on sponsorship page of conference website | ✓ | ✓ | ✓ | ✓ |
| Link to company website | ✓ | ✓ | ✓ | ✓ |
| Inclusion of A4 flyer inside conference satchel | ✓ | ✓ | ✓ | ✓ |
| Corporate logo on printed materials | ✓ pre-eminent position | ✓ prominent position | ✓ | ✓ |
| Advertisement in conference program booklet | ✓ 1 page | ✓ ½ page | ✓ ¼ page | |
| Corporate profile on conference website | ✓ 100 words | ✓ 50 words | ✓ 50 words | |
| Session chair | ✓ | ✓ | ✓ | |
| Company logo on conference satchel | ✓ | ✓ | ✓ | |
| Company logo on conference banner in registration area | ✓ | ✓ | | |
| Participation in panel session | ✓ | ✓ | | |
| Priority booking of corporate meeting space in hospitality suite | ✓ | ✓ | | |
| Inclusion of corporate CD inside conference satchel | ✓ | | | |
| Corporate logo on home page of conference website | ✓ | | | |
| Personal introduction to VIP dignitaries and keynote speakers | ✓ | | | |
| Sponsor's name acknowledged in major announcements | ✓ | | | |

Platinum Sponsorship \$25,000 incl GST

A single, pre-eminent company in the geothermal sector will be selected as the Conference and Trade Show's Platinum Sponsor and will be unequivocally recognised as the leader in the Trade Show and Conference.

This unique sponsorship package includes:

Extra-large Trade Show booth (equivalent to three standard booths), for three days in prominent position in Trade Show area, including shell scheme booth, power, lights, table, chairs and company fascia sign

- Sponsor's name to be acknowledged in major written and during- conference announcements
- Personal introduction to invited dignitaries and speakers
- Verbal acknowledgement by Chairperson at the commencement of conference sessions
- Pre-eminent corporate logo position on all conference media and public relations materials, including Conference satchel
- A4 flyer or corporate CD inside Conference satchel (materials to be supplied by Sponsor)
- Pre-eminent corporate logo position on all printed materials (Conference proceedings, CD-Rom)
- Corporate logo on Conference website, and link within AGEA and Conference website to 100 word corporate profile and company website
- Full page advertisement in conference program booklet ('camera ready' advertisement to be supplied by Sponsor)
- Participation in a Panel Session (topic TBA), with full participant and company biography (subject to approval of nominated representative by the Conference Organising Committee)
- Opportunity to act as Session Chairperson (subject to approval of nominated representative by the Conference Organising Committee)
- Priority booking of corporate meeting space in AGEA hospitality suite
- Five complimentary three day conference registrations
- Five complimentary conference dinner tickets
- Up to an additional five conference registrations at 25% discounted fees

platinum

Gold Sponsorship \$15,000 incl GST

Three major companies will be offered Gold Sponsorship packages

This package includes:

Large Trade Show booth (equivalent to two standard booths), for three days in prominent position in Trade Show area, including shell scheme booth, power, lights, table, chairs and company fascia sign

- Verbal acknowledgement by Chairperson at the commencement of conference sessions
- Prominent corporate logo position on all conference media and public relations materials, including Conference satchel
- A4 flyer inside Conference satchel (materials to be supplied by Sponsor)
- Prominent corporate logo position on all printed materials (Conference proceedings, CD-Rom)
- Corporate logo on Conference website, and link within Conference website to 50 word corporate profile and company website
- Prominent corporate logo position on main banner over registration area
- Half page advertisement in conference program booklet ('camera ready' advertisement to be supplied by Sponsor)
- Participation in a Panel Session (topic TBA), with full participant and company biography (subject to approval of nominated representative by the Conference Organising Committee)
- Opportunity to act as Session Chairperson (subject to approval of nominated representative by the Conference Organising Committee)
- Privileged booking of corporate meeting space in AGEA hospitality suite
- Four complimentary three day conference registrations
- Four complimentary conference dinner tickets
- Up to an additional four conference registrations at 25% discounted fees

gold

Silver Sponsorship \$10,000 incl GST

A maximum of ten significant companies will be selected to take out Silver sponsorships of the event and these packages will include:

- **Standard Trade Show booth for three days, in prominent position in Trade Show area, including shell scheme booth, power, lights, table, chairs and company fascia sign**
- Verbal acknowledgement by Chairperson at the commencement of each day of the conference
- Corporate logo on all conference media and public relations materials
- A4 flyer inside Conference satchel (materials to be supplied by Sponsor)
- Corporate logo on all printed materials (excluding Conference satchel and CD-Rom)
- Corporate logo on Conference website, and link within AGEA and Conference website to 25 word corporate profile and company website
- Quarter page advertisement in conference program booklet ('camera ready' advertisement to be supplied by Sponsor)
- Opportunity to act as Session Chairperson (subject to approval of nominated representative by the Conference Organising Committee)
- Privileged booking of corporate meeting space in AGEA hospitality suite
- Three complimentary three day conference registrations
- Three complimentary conference dinner tickets
- Up to an additional three conference registrations at 25% discounted fees

Bronze Sponsorship \$5,000 incl GST

Core companies in the sector will be able to take out Bronze sponsorships, enabling strong differentiation and an enhanced profile compared to simply taking out a booth. These packages will include:

- Standard Trade Show booth for three days, including shell scheme booth, power, lights, table, chairs and company fascia sign
- Verbal acknowledgement by Chairperson at the opening and close of the conference
- Corporate logo on all conference media and public relations materials
- A4 flyer inside Conference satchel (materials to be supplied by Sponsor)
- Corporate logo on all printed materials (excluding Conference satchel and CD-Rom)
- Corporate logo on Conference website, and link within AGEA and Conference website to company website
- One complimentary three day conference registration
- One complimentary conference dinner ticket
- Up to an additional two conference registrations at 25% discounted fees

silver

bronze

Wednesday Happy Hour Sponsorship \$3,000 incl GST (1 only)

The Wednesday Happy Hour will be held from approximately 5.00pm to 6.00pm on Wednesday 17 November, and will include complimentary drinks for all conference delegates who attend.

The sponsor is entitled to:

- Signage at Wednesday Happy Hour (sponsor to provide)
- Opportunity to have promotional literature available in the drinks area during drinks (material to be supplied and laid out by Sponsor)
- Verbal thanks from Conference Chair at close of Conference Day One
- Verbal thanks from dinner MC
- Logo and link on the conference website sponsors page to the company's website
- A4 flyer in conference satchel
- One complimentary 3-day conference registration
- One complimentary conference dinner ticket

Thursday Happy Hour Sponsorship \$3,000 incl GST (1 only)

The Thursday Happy Hour will be held from approximately 5.00pm to 6.00pm on Thursday 18 November, and will include complimentary drinks for all conference delegates who attend.

The sponsor is entitled to:

- Signage at Thursday Happy Hour (sponsor to provide)
- Opportunity to have promotional literature available in the drinks area during drinks (material to be supplied and laid out by Sponsor)
- Verbal thanks from Conference Chair at close of Conference Day Two
- Logo and link on the conference website sponsors page to the company's website
- A4 flyer in conference satchel
- One complimentary 3-day conference registration
- One complimentary conference dinner ticket

Conference Dinner Sponsorship \$5,000 incl GST (1 only)

The Conference Dinner is the conference's major social event, providing delegates with great networking opportunities. The Conference Dinner will be held from 7.00pm to 11.00pm on Wednesday 17 November, at the Stamford Grand, Glenelg. This sponsor gains unique opportunities for exposure through the following entitlements:

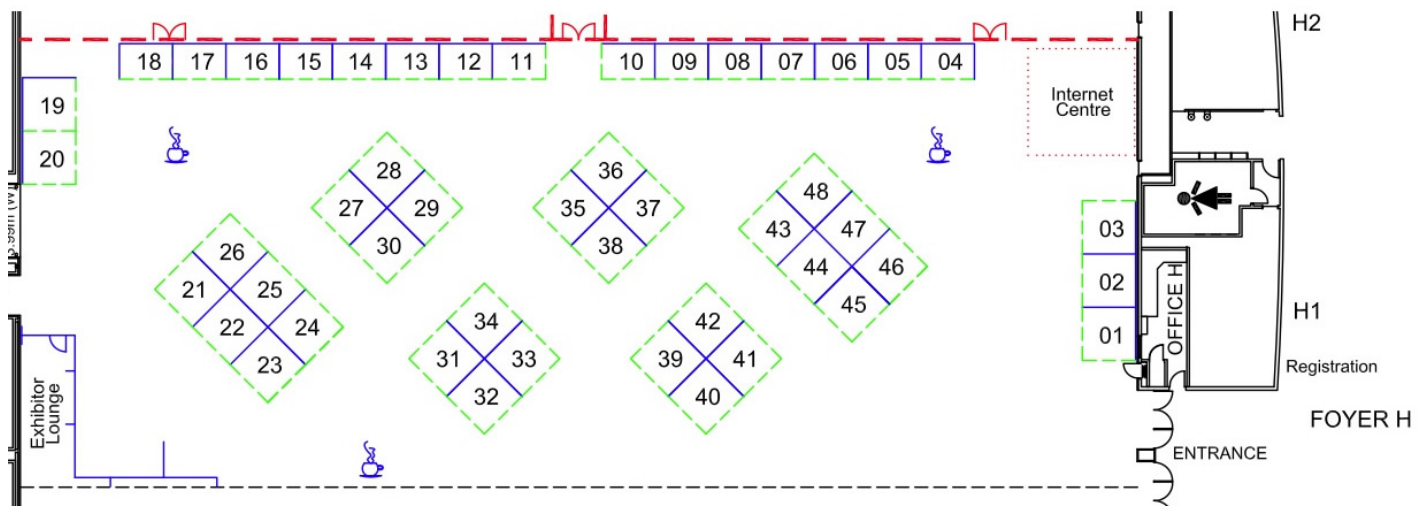
- **Table for 8 persons at the dinner, in prime position**
- Logo in conference program in Conference Dinner description
- Signage at Conference Dinner (sponsor to provide)
- A4 flyer in conference satchel
- One complimentary 3-day conference registration
- Logo and link on the conference website sponsors page to the company's website
- Promotional giveaways on dinner tables (sponsor to provide)
- Verbal thanks from dinner MC
- Up to five minute presentation at dinner
- Input into activities at Conference Dinner (at discretion of organisers)

conference dinner

Trade Exhibition Booth \$3,500 incl GST

Trade exhibition booths are available for equipment suppliers, research facilities and government departments seeking exposure to the geothermal industry.

- To acknowledge the exhibition's importance, all lunches, morning and afternoon teas as well as two happy hours will be held in the trade area. Lunches will be included in the registration for Conference delegates and will be served adjacent to the exhibition area, encouraging delegates to remain in the exhibition during this important break. Booths will be positioned adjacent to the main session rooms in the Adelaide Convention Centre.
- Conference posters will also be displayed in the Exhibition Hall and will encourage frequent visits by delegates.
- A detailed trade exhibition kit will be forwarded to exhibitors approximately six weeks prior to the event.
- Café bar services are an excellent way of ensuring delegates visit your stand. These facilities are available for hire through the Adelaide Convention Centre. Contact them for more details.
- Trade Exhibition space is provided for three days in Exhibition area, including shell scheme booth, power, lights, table (1.8m x 700mm), 2 chairs and company fascia sign
- One complimentary three-day conference Trade registration is included, but excludes attendance to sessions and conference materials.
- One additional Trade registration can be obtained at a discounted rate of \$330 if required



Australian Geothermal Energy Association
Adelaide
Convention Centre Hall H
17th - 19th November 2010

Numbered areas 04-18 are 3m x 2m booths.
The Internet Centre is a 6m x 6m space only.
The Exhibitor Lounge is 8m x 3m.
All other numbered areas are 3m x 3m booths.
There are a total of 48 booths.
There are 3 catering areas.

Other Sponsorship Opportunities

Naming rights to Internet Centre

\$3,300

- Your company's signage or banner will be displayed prominently in the centre
- Your sponsorship will be acknowledged on the screen saver at each station, as well as in the program.

Host breakfast on Thursday 18 November

\$2,000

- The opportunity to host a breakfast for delegates on a topic of your choosing (subject to approval).
- Delegates would be expected to pay a minimal cost to attend.
- Further information is available from the Conference Secretariat.

Conference Lunches

\$1,000

- Merchandising material and/or banners prominently displayed during the lunch
- Acknowledgement during the lunch.

Lecture Rooms

\$1,000

- The lecture room will be named after your organisation for the day.
- Your company's signage or banner will be displayed in the lecture room for the day
- your sponsorship will be acknowledged in the Program.

Co2 Emissions Offset

- Carbon offset packages are available for various aspects of the conference. Please discuss the options with the Conference Secretariat.

Student Sponsorship

\$1,000

- A limited number of opportunities are available for organizations to sponsor attendance at the conference by students who are undertaking appropriate studies.
- The sponsorship will entitle 2 students to attend the conference, but not the dinner.
- The committee will allocate the applicants to each sponsor, and the students will be advised which organization is supporting their attendance.
- Sponsors will be advised the names of the students.

Advertisements

- Advertise in the Program booklet (finished artwork to be supplied by sponsor)
- Full Page **\$1,100**
- Inside Cover **\$1,650**
- Back Cover **\$2,200**

Other Sponsorship Opportunities

- For other sponsorship opportunities, eg supplying note pads, pens etc, please contact the Conference Secretariat.

Sponsorship/Exhibition Agreement Form

NOTE: Sponsorships and the priority of choice of booth location within the sponsorship category will be assigned in order of receipt of this form by the conference organisers

I enrol my organisation for the position(s) indicated below at the Australian Geothermal Energy Conference to be held on 17–19 November 2010. I accept the terms and conditions as outlined in the Australian Geothermal Energy Conference Sponsorship & Exhibition Information. I understand that this is a binding commitment and that full payment is due by 31 July 2010. All amounts are in Australian Dollars.

Sponsorship Opportunities

- | | | | |
|---|----------|--|----------|
| <input type="checkbox"/> Platinum Sponsor | \$25,000 | <input type="checkbox"/> Gold Sponsor | \$15,000 |
| <input type="checkbox"/> Silver Sponsor | \$10,000 | <input type="checkbox"/> Bronze Sponsor | \$ 5,000 |
| <input type="checkbox"/> Conference Dinner Sponsor | \$ 5,000 | <input type="checkbox"/> Trade Exhibition Booth | \$ 3,500 |
| <input type="checkbox"/> Wednesday Happy Hour Sponsor | \$ 3,000 | <input type="checkbox"/> Thursday Happy Hour Sponsor | \$ 3,000 |
| <input type="checkbox"/> Naming Rights to Internet Centre | \$ 3,300 | <input type="checkbox"/> Naming rights to lecture room | \$ 1,000 |
| <input type="checkbox"/> Host Breakfast on Thursday | \$ 2,000 | <input type="checkbox"/> Lunch sponsor | \$ 1,000 |
| <input type="checkbox"/> Co2 Emissions Offset | | <input type="checkbox"/> Student Sponsorship | \$ 990 |

Advertise in Program: Full Page \$1,100 Inside Cover \$1,650 Back Cover \$ 2,200

Contact Details:

Organisation Name:

Proposer Name and Position:

Address:

State:Postcode:.....

Phone:Fax: Mobile:

Email:

Public Liability Insurance Details:

Insurer: Policy Number:

Date: Amount:Expiry:.....

Authorisation:

Signed:..... Date:

Conference Organiser:

Fax or Post your signed Agreement Form to:
 Australian Geothermal Energy Conference
 12/202 Glen Osmond Road
 Fullarton SA 5063
 P: +61 8 8274 6043 F: +61 8 8274 6000
 E: agec010@sapmea.asn.au

Payment:

A tax invoice will be provided
 Cheques payable to: sapmea meetings
 Direct deposit to: BSB 105 022
 Account: 112 596 640
 Bank: Bank SA
 Swift Code: SGBLAU2S

Tomorrow's energy, today

Terms and Conditions

The Conference Organisers reserve the right to accept or reject any application for sponsorship. Full payment is required by 31 July 2010 for all applications received prior to that date. After that date, full payment on application is required.

Exhibition Booths

Sponsors and exhibitors will have a choice of the position of their booth based on the level of their participation followed by the order in which the sponsorship/exhibition agreement form is received by the Conference Organisers. The Conference Organisers reserve the right to change the Trade Exhibition Area Layout and/or the allocation of booth positions.

All exhibition materials such as furniture and signs must be kept within the exhibition booth or display space perimeter, unless approved by the Conference Organisers. Subletting and/or sharing of exhibition space is not permitted unless prior approval is given by the Conference Organisers.

Cancellations

Cancellations by sponsors and exhibitors must be made in writing to the Conference Organisers. Cancellation fees are as follows:

- A cancellation fee of 25% of the total sponsorship amount will be charged for all cancellations made before 31 July unless the position is resold.
- A cancellation fee of 50% of the total sponsorship amount will be charged for all cancellations between 31 July and 30 September unless the position is resold.
- A cancellation fee of 80% of the total sponsorship amount will be charged for all cancellations after 30 September 2010.
- Neither the Conference Organisers nor its employees, managers or agents shall have any liability to sponsors or exhibitors if the event is cancelled, postponed or relocated due to circumstances outside the Organiser's control.

Liability

The Conference Organisers take no responsibility for goods or materials lost, damaged or stolen at or in association with the Australian Geothermal Energy Conference. Sponsors and exhibitors are liable for any damage they cause to the venue or other exhibitors. All exhibitors are required to hold their own public liability insurance, and the details must be provided on the Sponsorship/Exhibition Agreement Form.

The information contained in this booklet is correct at the time of publication. sapro Conference Management, the Conference Organising Committee and the Host Organisations reserve the right to alter or remove or change any part of this document and the conference. None of the abovementioned parties will be held liable for any cost or damage arising from any action based on the information contained herein.