

SPONSORSHIP PROSPECTUS

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ORGANISING COMMITTEE



CHAIR

Nick Harkness

Principal of Nick Harkness Pty Ltd

PAPERS COMMITTEE

Professor Stephen Dain

University of New South Wales

Dr Paul Green-Armytage

D Arch (Kingston), PhD W.Aust.,

MDIA

Curtin University of Technology

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GradCertEd(HigherEd),

PhD, MDIA, RAIA

Senior Lecturer + Interior Design

Co-ordinator

Queensland University

of Technology

Margaret Pope

University of Sydney

SOCIAL AND ACCOMMODATION

Chair

Katrina Hill

Principal Katrina Hill Design Group

Annamarie di Cara MDIA

CSA Immediate Past President

Ian Bannister

Abet Laminati

Di Swinbourn

colour.dot.design

Maree Knight

Annie Hoar

DESIGN

Glen Bowden

CSA Immediate Past NSW Chair

Rebecca Harkness

CSA NSW Chair

Annamarie di Cara MDIA

CSA Immediate Past President

COLOUR MARKET

Chair

Glen Bowden

CSA Immediate Past NSW Chair

Rebecca Harkness

CSA NSW Chair

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Principal Babette Hayes Design PL

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CSA National President

SPONSORSHIP

Derek Grantham

CSA National President

Nick Harkness

Principal of Nick Harkness Pty Ltd

FINANCIAL

Dr Ken Pidgeon

CSAAIC Representative

Di Robson

GENERAL COMMITTEE

Eva Fay

Principal Eva Fay Colour Design

Dr Peter McGinley

Manger Colour Services Dulux

Akiyo Tanaka

CONGRESS INVITATION



The 11th Congress of the International Colour Association (AIC) 2009 will be held in the Scientia Building, located within the Campus of the University of New South Wales in Sydney

The Congress will offer the opportunity for organisations to participate at an event where delegates will learn about and contribute to a programme which will highlight developments in the study of colour in; architecture, graphics, industrial and interior design, colour vision, colour science, colour reproduction, colour imaging, and colour management for printing, computing, television, photography, food, packaging, philosophy and psychology.

The Congress will be held over five days featuring local, national and international speakers. The planned social program will allow delegates, Sponsors and Exhibitors an opportunity to mix in both a professional and social exchange.

On behalf of the Organising Committee, we would like to invite you to participate in this unique event, either as a Congress Sponsor or within the Colour Market 'one day' exhibition.

The Congress will bring together a broad cross section of delegates from a wide range of colour professions, and will provide Sponsors and Colour Market participants with a unique opportunity to network with attendees in their individual fields of colour expertise, and be entertained.

Various levels of involvement are outlined in this document, however if there are any ways in which you would like to participate, other than the options outlined, the Congress Managers would be happy to consider your suggestions and discuss these with you.

We look forward to having your organisation join us in 2009 as one of our valued sponsorship partners.

120 Hostness

Nick Harkness Congress Chair



Derek Gratham Sponsorship Chair



CONGRESS BACKGROUND



INTERNATIONAL COLOUR ASSOCIATION (Association Internationale de la Couleur)

The International Colour Association (Association Internationale de la Couleur) was founded in June 1967 and now comprises 26 national organisations, making it a truly global organisation.

Every four years the AIC holds a Colour Congress which attracts the leading researchers in all fields of colour interest. Most recently congresses have been held in:

2005 - Granada Spain 2001 – Rochester, New York, USA

The AIC congresses have a long and successful history in providing an International forum for colour research

AIMS & OBJECTIVES

The aims and objectives of the Congress are to provide a forum for discussion of the latest in colour research.

DELEGATE DEMOGRAHICS & PROFILE

Previous Congress: Granada, Spain 2005

548 delegates

Based on past congresses, the program and Sydney as the host city, the expected number of delegates for AIC 2009 is between 500 and 600.

Based on past Congresses, the expected number of accompanying persons is approximately 100.

Delegates will be drawn from the following business and industry groups;

Academics

Architects

Art

Automotive

Building Products

Colour Scientists

Colour Vision

Computing

Dramatic Arts

Environmental Colour

Food Technologists

Interior Designers

Graphic Designers

Fashion

Packaging

Photography

Paint Manufacturing

Plastics Manufacturing

Printing

Television

GEOGRAPHIC DEMOGRAPHICS:

30% Local (Australian)

30% Asia Pacific

25% Europe

15% Americas



CONGRESS VENUE AND PROGRAMME



The Congress will be held in the Scientia Conference area located within the campus of the University of New South Wales. The Scientia boasts several meeting rooms all with state of the art technical facilities.

Leighton Hall, located in the Scientia, will be the central meeting place for the Congress Welcome Reception, daily lunch and refreshment breaks and the one day Colour Market.

The University of New South Wales is close to many hotels, the famous Coogee and Bondi beaches and a 20 minute bus or taxi ride from the Sydney central business district.

The University of New South Wales is a truly unique venue for the 2009 Congress!

THE CONGRESS PROGRAMME

The multi-disciplinary character of the Congress is reflected in the structure of the program which will focus on commercial rather than academic disciplines. It is the program committee's aim to cover every aspect of the study of colour, including architecture, art, design, biology and botany, chemistry, physics, psychology and physiology, engineering, vision and textiles.

The program will include symposia of the AIC study groups;

ENVIRONMENTAL COLOUR COLOUR VISION AND AGEING COLOUR EDUCATION ILLUSIONS

Further information will be available on the Congress website as it is confirmed.

Please refer to the website at www.aic2009.org

A detailed and comprehensive marketing strategy has been put in place to promote the Congress combining direct mail, internet marketing, media exposure, public relations and promotional activities.

The Congress will be promoted by members of the Organising Committee at other related national and international meetings leading up to the 2009 event and in selected industry publications and journals.







SPONSORSHIP OPPORTUNITES



THE CONGRESS

The Congress will provide many long lasting benefits to participating Sponsors and/or Colour Market participants, including:

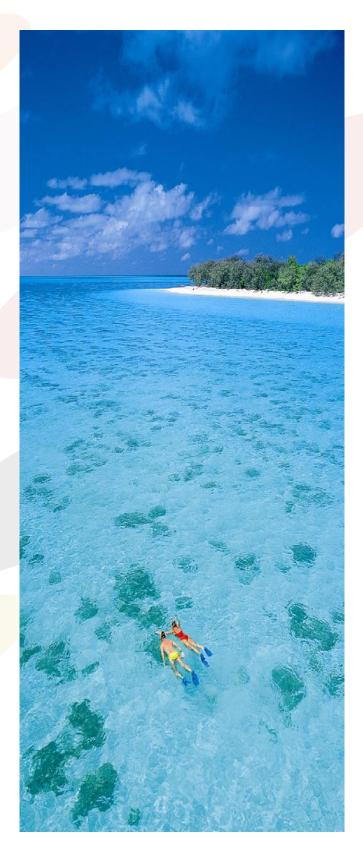
- Maximum exposure at a premier Congress devoted to colour
- The opportunity to deliver a clear message that you have a genuine commitment to colour
- High visibility on the official Congress website and Congress marketing materials
- Access to contact details of participating delegates worldwide

This document contains varied sponsorship packages to benefit a wide range of marketing objectives and budgets. The Congress Managers would be happy to suggest appropriate packages to ensure you leverage your involvement in the Congress.

COLOUR MARKET

A one day Colour Market will be held in conjunction with the AIC 2009 Congress. The Colour Market will provide an opportunity for companies involved in various aspects of colour to promote their wide range of products and services to attending delegates. Further details will be outlined in the Colour Market document which will be available shortly.

Companies wishing to participate in the Colour Market are encouraged to contact the Congress Managers to discuss their specific marketing requirements.



PLATINUM SPONSOR

\$22,000 (inc. 10% GST) Maximum 3



As a Platinum Sponsor of the 11th Congress of the International Colour Association (AIC) 2009, your organisation will be affiliated with major aspects of the Congress. This unique marketing opportunity will provide your business with a value-added partnership with the following exclusive benefits.

This is a unique marketing opportunity and we are confident your involvement in this prestigious forum will provide your company with exceptional business rewards.

BENEFITS:

- Opportunity to nominate a guest speaker in either topic review or concurrent stream. Presentation must be approved by paper committee.
- Recognition as a Platinum Sponsor (with corporate logo) in all Congress publications including the Registration Brochure and Programme Book
- Recognition as the Platinum Sponsor (with corporate logo) on the Congress website with a hyperlink to your organisation's home page
- Recognition as the Platinum Sponsor (with corporate logo) in all Congress marketing (national and international) leading up to the event
- Recognition as the Platinum Sponsor (with corporate logo) in relevant industry newsletter or journal
- Recognition as the Platinum Sponsor (with corporate logo) on Congress Welcome signage
- Recognition as the Platinum Sponsor (with corporate logo) on the sponsors acknowledgement sign situated in a prominent location within the venue
- Sponsor may provide corporate signage which will be displayed in a prominent location of the Congress venue
- Verbal acknowledgement as the Platinum Sponsor by the Congress Chair during the Opening and Closing Ceremonies
- Full page mono advertising space in the Congress Registration Brochure and on-site Programme Book (artwork to be supplied by the sponsor)
- Two complimentary Congress registrations
- Company brochure (maximum A4 size flyer or 4 page brochure) inserted in delegate satchels (print material to be supplied by the sponsor)
- Access to the Congress delegate list. The list will be provided to the Sponsor at the late registration cut off date (in accordance with the Australian Privacy Act, only those delegates who have provided their consent to be listed in Congress marketing will be included on the delegate list)

PLATINUM SPONSORSHIP OPPORTUNITIES

As one of the Platinum Sponsors you are invited to select <u>one</u> of the following complimenary alternatives as part of your package.

The preferred alternative <u>must</u> be selected at time of confirmation of the platinum Sponsor package.

WELCOME RECEPTION

The Welcome Reception will be held on Sunday 27th September 2009

The Sponsor will receive two complimentary invitations to the Welcome Reception.

CONGRESS DINNER Including Judd Award

The Congress Dinner will be held on Wednesday 30th September 2009

- Company logo will feature on the dinner Tickets
- The Sponsor will receive two complimentary invitations to the Congress Dinner

CONGRESS SATCHELS

- Company Logo printed on satchels alongside the Congress Logo
- Company Logo printed on satchels tags with delegates' name overprints



SILVER SPONSOR



As one of the Congress Silver Sponsors your organisation will enjoy an excellent level of exposure.

As a Silver Sponsor your organisation will receive considerable exposure and recognition through the following benefits:

- Recognition as a Congress Silver Sponsor (with corporate logo) in all Congress publications including the Registration Brochure and Programme Book
- Recognition as a Congress Silver Sponsor (with corporate logo) on the Congress website with a hyperlink to your homepage
- Recognition as a Congress Silver Sponsor (with corporate logo) on Congress Welcome signage
- Recognition as the Silver Sponsor (with corporate logo) on the sponsors acknowledgement sign situated in a prominent location within the venue
- Recognition as a Congress Silver Sponsor (with corporate logo) in all Congress marketing (national and international) leading up to the event
- Verbal acknowledgement as a Congress Silver Sponsor by the Congress Chair during the Opening and Closing Ceremonies
- Half page mono advertising space in the Registration Brochure and Congress Programme Book (material to be supplied by the sponsor)
- One complimentary Congress registration
- Company brochure (maximum A4 size flyer or 4 page brochure) inserted in delegate satchels (material to be supplied by the sponsor)
- Access to the Congress delegate list. The list will be provided to the Sponsor at the late registration cut off date (in accordance with the Australian Privacy Act, only those delegates who have provided their consent to be listed in Congress marketing will be included on the delegate list)



SILVER SPONSORSHIP OPPORTUNITIES

As one of the Silver Sponosrs you are invited to select <u>one</u> of the following complimenary alternatives as part of your package.

The preferred alternative <u>must</u> be selected at time of confirmation of the Silver Sponsor package.

INTERNET CENTRE

- Company logo will feature on Internet Centre signage
- Company logo will feature as a 'screen saver' on all computer screens
- Company corporate banner/mouse pads and writing pads may displayed in the Internet Centre (to be supplied by the Sponsor)
- Listed as Internet Centre sponsor in the Congress Programme Book

POSTER AREA

- Opportunity to display corporate signage and literature in the Poster Session area (literature and signage to be supplied by the sponsor
- Listed as a Poster Area sponsor in the Congress Programme Book

POSTER BREAKS

- This is an ideal opportunity for your company to provide hospitality to all Congress delegates
- Corporate signage displayed during the break (signage to be supplied by the sponsor)
- Listed as the afternoon tea sponsor in the Congress Programme Book

FAREWELL RECEPTION

 The Sponsor will receive two complimentary invitations to Farewell Reception.

NAME BADGES

Company logo will feature delegate name badges.
 Listed as name badge sponsor in the Congress
 Programme Book

BRONZE SPONSOR

\$5,500 (Incl. 10% GST) Maximum 4



The Bronze Sponsors' package is a cost effective way to receive a strong level of exposure directed straight at your target market.

- Recognition as a Congress Bronze Sponsor (with corporate logo) in all Congress publications including the Registration Brochure and Programme Book
- Recognition as a Congress Bronze Sponsor (with corporate logo) on the Congress website with a hyperlink to your homepage
- Recognition as a Congress Bronze Sponsor (with corporate logo) on Congress Welcome signage
- Recognition as a Congress Bronze Sponsor (with corporate logo) on the sponsors acknowledgement sign situated in a prominent location within the venue
- Recognition as a Congress Bronze Sponsor (with corporate logo) in all Congress marketing (national and international) leading up to the event
- Verbal acknowledgement as a Congress Bronze Sponsor by the Congress Chair during the Opening and Closing Ceremonies
- Quarter page mono advertising space in the Registration Brochure and Congress Programme (material to be supplied by the sponsor)
- One complimentary Congress registration
- Company brochure (maximum A4 size flyer or 4 page brochure) inserted in delegate satchels (material to be supplied by the sponsor)
- Access to the Congress delegate list. The list will be provided to the Sponsor at the late registration cut off date (in accordance with the Australian Privacy Act, only those delegates who have provided their consent to be listed in Congress marketing will be included on the delegate list)



BRONZE SPONSORSHIP OPPORTUNITIES

As one of the Bronze Sponsors you are invited to select <u>one</u> of the following complimenary alternatives as part of your package.

The preferred alternative <u>must</u> be selected at time of confirmation of the Bronze Sponsor package.

POCKET PROGRAMME SPONSOR

- Company logo will feature on the pocket programmes.
- Listed as pocket programme sponsor in the Congress Programme Book

SPEAKERS PREPARATION ROOM SPONSOR

- Company logo will feature on Speaker's Room signage
- Company logo will feature as a 'screen saver' on all computer screens Company corporate banner/ mouse pads and writing pads may displayed in the Speakers Room (to be supplied by the Sponsor)
- Listed as Speakers' Room sponsor in the Congress Programme Book

MORNING TEA

- This is an ideal opportunity for your company to provide hospitality to all Congress delegates
- Corporate signage displayed during the break (signage to be supplied by the sponsor)
- Listed as the morning tea sponsor in the Congress Programme Book

AFTERNOON TEA

- This is an ideal opportunity for your company to provide hospitality to all Congress delegates
- Corporate signage displayed during the break (signage to be supplied by the sponsor)
- Listed as the afternoon tea sponsor in the Congress Programme Book

ADVERTISING OPPORTUNITIES



ADVERTISING OPPORTUNITIES

The following advertising opportunities will provide a cost effective medium in which to communicate your corporate message, products and services to Congress Delegates.

PRINT MATERIAL - SATCHEL INSERTS

Providing satchel insert material is a cost effective way to promote your Company or Organisation's activities - your promotional material will be included in all delegate satchels.

Size Guide:

A DL size pamphlet,

A4 double sided flyer or

A4 brochure of no more than 4 single pages in length.

Cost: \$1,100.00 (Incl. 10% GST)

PROMOTIONAL ITEM / PRODUCT:

If you have a pre-existing item that you would like to provide such as:

Pens and note pads

T-shirt

Highlighter pen

Baseball cap

Post-it-note

We will insert your item in the delegate satchels.

Cost: \$1,100.00 (Incl.10% GST)

ADVERTISING - CONGRESS PUBLICATION

Advertising opportunities are also available in the Congress Publications.

The registration brochure will be distributed to over 2,000 industry professionals and offers a great way to reach your target market - even those who are unable to attend the Congress.

Deadline for booking: May 2008
Deadline for submission of artwork: July 2008

Artwork specifications sheet will be provided upon receipt of signed booking form.

PUBLICATION ADVERTISING RATES

☐ Full page mono A\$2,000

Half Page mono A\$1,000

PROGRAMME BOOK

The Congress Program Book will be distributed onsite to all registered delegates.

Deadline for booking: June 2009
Deadline for submission of artwork: August 2009

PUBLICATION ADVERTISING RATES

Full page mono A\$1,000

☐ Half Page mono A\$500



COLOUR MARKET



A one day Colour Market will be held in conjunction with the Congress. The Colour Market will provide participating companies and organisations actively engaged in all aspects of the colour industry with a fun forum to promote their wide range of products and services to a diverse delegate base.

The Colour Market package has been designed to provide the best possible promotional opportunities. Limited space is available, therefore we urge interested parties to contact the Congress Managers as soon as possible in order to reserve their preferred location.

Lunch and morning and afternoon tea will be served to delegates in the Colour Market.

In addition interactive activities will be co-ordinated within the Colour Market to draw the attention of delegates to encourage interaction. Entertainment such as pavement art and interactive colour events will be incorporated into the Market to provide an uplifting and exciting environment.

Hands on and interactive promotions in order to promote your products or services, as well as encouraging interaction from delegates, is the best may to showcase your business.

Details of your planned promotions should be submitted to the Congress Managers for reference prior to 1 March 2009.

To compliment and increase the reach of your investment, why not consider one of the following options?

- Advertising in the Congress Registration Brochure and/or on-site Proramme Book.
- Taking up one of the sponsorship options outlined in this document.

We encourage Colour Market participants to be innovative with their displays. Video presentations, giveaways, display presentation and design, competitions and creative signage are all ways to improve the look and appeal of your promotion. This is your business and you know how to stand out from the crowd!

COLOUR MARKET LOCATION

The Colour Market will be in Leighton Hall on Thursday 1st October

COLOUR MARKET SPACE

Space only will be provided 2m wide x 2m deep

Colour Market participants are encouraged to be as creative as possible within their space allocations.

COLOUR MARKET CONCEPT

The concept is a Glebe or Paddington style street market and all Exhibitors will have to provide their own tables

COLOUR MARKET

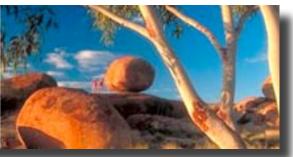
Move in and Set-up Schedule (TBC) Thursday 1st October

For more information on the colour market please contact Kirsty O'Brien Sponsorship and Exhibition Sales Executive Tel:- +61 2 9265 0700 or email kobrien@tourhosts.com.au

Exhibition Open - 9.00am

Exhibition Closed - 4.30pm





THE CONGRESS MANAGERS



CONGRESS SUMMARY

The Congress is a unique marketing opportunity, and we are confident your involvement either as a Sponsor or Colour Market Partcipant will provide your company with exceptional rewards.

We want to help you achieve your corporate objectives and service your customer groups. The Congress Managers have a team ready to assist you to deliver creative ways in which to integrate your marketing strategies into your Sponsorship and exhibition investment, to promote long-term brand loyalty.

Contact the Congress Managers now to further discuss how we can assist you to maximise your involvement.

TOUR HOSTS PTY LIMITED

Tour Hosts Pty Limited has been appointed as the official PCO (Professional Congress Organiser). Tour Hosts brings over 33 years experience in the management and promotion of Congresss, exhibitions and special events. The company has an excellent track record in successfully managing major Congress and events and looks forward to assisting your organisation in maximising the benefits of your participation in the Congress.

11th Congress of the International Colour Association (AIC) 2009

AIC 2009 Congress Managers
Tour Hosts Pty Limited

Address: GPO Box 128

SYDNEY NSW 2001

AUSTRALIA

Tel: 61 2 9265 0700

Fax: 61 2 9267 5443

Email: aic2009@tourhosts.com.au

Website: www.aic2009.org



SPONSORSHIP BOOKING FORM

11th Congress of the International Colour Association (AIC) 2009

Complete this form, keep a photocopy for your records and return the original to:

11th Congress of the International Colour Association (AIC) 2009 C/O Congress Managers, Tour Hosts Pty Limited

Address: GPO Box 128

SYDNEY NSW 2001

AUSTRALIA

Tel: +61 2 9265 0700 / Fax: +61 2 9267 5443

Email: aic2009@tourhosts.com.au Website: www.aic2009.org

Refer to the next page for payment information and terms & conditions.

Please send me further information about participating in the Colour Market



	BOOKIN	G DETAILS		
SPONSORSHIP ITEM REQUESTED:				
COMPANY NAME(for invoicing)				
COMPANY NAME (for promotional use)			
ADDRESS:				
CITY:	STATE:		POST/ZIP CODE:	
COUNTRY:				
ELEPHONE:	L	FAX:		
EMAIL:		WEBSITE:		
SPONSORSHIP CONTACT:		POSITION:		
SIGNED BY:		DATED:		
TOTAL AMOUNT PAYABLE:				
	company cheque. Note all cheq		yable to: uld be forwarded to the Congress Managers	s at
	EFT. (Bank details will be provid	ed by the Congress N	lanagers with your tax invoice.)	
Please charge the re	equired deposit / total amount to	the following credit ca	ard.	
MASTERCARD	() VISA ()	DI	NERS () AMEX ()	
CREDIT CARD NO:				
	! _!_!_! _!	_/_/_/		
Name on Card:				
Company Name:				
Exp Date:	Signature		Date Signed:	



SPONSORSHIP BOOKING & PAYMENT CONDITIONS

- The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the
 Congress and all prices in this document are inclusive of the GST. GST is calculated at the date of publication
 of this document. The Congress reserves the right to vary the quoted prices in accordance with any movements
 in the legislated rate of the GST.
- 2. Sponsorship will be allocated only on receipt of signed Sponsorship Application Forms. A letter of confirmation will be provided to confirm the booking, together with a Tax Invoice. A 25% deposit is payable 30 days from the date of the Tax Invoice. A second payment of 25% is due April 2008, a third payment of 25% is due 29th August 2008. The 25% balance is due and payable by 9 March 2009. Applications received after 9 March 2009 must include full payment.
- 3. All monies are payable in Australian dollars. Cheques should be made payable to the 11th Congress of the International Colour Association (AIC) 2009 and must be drawn on an Australian bank.
- 4. All monies due and payable must be received (and cheques cleared) by the Congress prior to the event. No Sponsor will be allowed to neither begin move-in operations nor be listed as a Sponsor in the Congress Program until full payment and a booking form has been received by the Congress Managers.
- 5. CANCELLATION POLICY. In the event of cancellation, a service fee of 50% applies for cancellations prior to 9 March 2009. No refunds will be made for cancellations after this date. After Sponsorship has been confirmed and accepted, a reduction in Sponsorship is considered a cancellation and will be governed by the above cancellation policy.
- No Sponsor shall assign, sublet or apportion the whole or any part of their Sponsorship package except upon prior written consent of the Congress Managers.
- 7. Tour Hosts Pty Limited complies with the principles of permission-based marketing. Tour Hosts Pty Limited will use your information to send you updates and other news about related services or events. We will only pass on your information to reputable third party official contractors of the Congress for the purpose of assisting you with your participation.

11th Congress of the Intern	ational Colour Association (AIC) 2009, please tick here []
Disclosure Authorised by:	Date:	

If you do not wish to receive further information about related services and events to the