



Australasian
Simulation
Congress

Sponsorship Prospectus

Simulation-
Navigating
Uncertain
Futures

Australasian Simulation Congress 2021

Virtual | 9 - 11 November



**SERIOUS
GAMES**
SHOWCASE & CHALLENGE
(AUSTRALASIA)

BACKGROUND



About Simulation Australasia

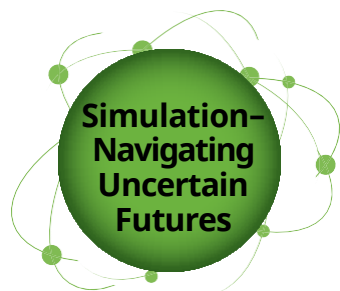
Our Mission

We are the peak association for the simulation community in Australasia and are recognised as such by relevant decision-makers in government, business and education.

We strive to build a better future by connecting Australasia's modelling and simulation network; empowering cross-industry research and collaboration, developing the profession through review and dissemination of standards of practice for accreditation and certification; and provision of trusted sector information.

Our Vision

We envision a future where modelling and simulation is embraced by all industries to create a better, safer world.



2021 Congress Theme

Simulation – Navigating Uncertain Futures

The ASC 2021 will explore the theme of '*Simulation – Navigating Uncertain Futures*'. The theme this year reflects that we live in uncertain times marked by massive global changes, rapidly moving us into unprecedented and unknown directions. With global pandemics, frequent natural disasters, and a shifting geo-political balance, it has never before been so vital for us to predict, look ahead and make best efforts to prepare for what comes next.

Please join us virtually in November 2021, and contribute to the debate, and thus the learning and growth of the simulation community within Australasia and across the world!

WHY SPONSOR?

Benefit Statement

Modelling and simulation is a transformational business practice advocated by Simulation Australasia that empowers organisations to prepare for the future.

For our members, we are the hub of collaboration, networking and professional development.

For the sector, we advocate for standards and recognition of core competencies to enhance credibility and build trust.

For the community, we promote continuous research and development of modelling and simulation capabilities to ensure better innovative, and safer community

At the ASC, Sponsors will have access to 150+ attendees from the Asia Pacific region's premier simulation Congress for industry, government and academia.

Delegates will attend from a primary range of industries including:

- Defence
- Education
- Emergency Management
- National Security
- Health
- Manufacturing
- Resources & Infrastructure
- Transportation

Activities will include:

- Spotlight on students, focused on student experiences and projects
- Action Stations, an informal session designed to spark discussion and ideas
- Masterclasses, workshops and panel discussions led by experts in the field
- Session dedicated to start-ups, entrepreneurs and SME's
- Networking opportunities within the program, including a virtual Awards Dinner.

Fast Facts

At the ASC 2019, there were:

- Over 700 attendees
- 60 Exhibitors
- 19 Sponsors
- International attendees from 12 Countries
- Over 100 Presentation sessions (Plenaries, Workshops, Paper Presentations and Industry Showcases)
- 18 DMT (Distributed Mission Training) Precinct Networked Industry Partners

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor (Exclusive)

\$12,000 + GST

SOLD

Exclusive Opportunity

- Exclusive ASC Awards Dinner Sponsor, including recognition, opportunity to display logo and message on virtual dinner ticket for delegates, and 5-minute address to all attendees at the commencement of the Awards Dinner

Marketing and Promotion

- 3-minute Sponsor video played during the conference
- Sponsor logo on pre-event marketing materials, including website and eDMs, including click-through to Sponsor website
- Sponsor logo on holding slides displayed throughout the conference
- Push notification to delegates during the conference (content to be supplied by Sponsor and approved by the Committee)
- Sponsor profile listing, including bio, logo and link, on the virtual event platform
- Sponsor logo on thank you email to all delegates
- Delegate list (in accordance with privacy laws)

Registration

- 2x Full conference pass

Gold Sponsor (Exclusive)

\$8,000 + GST

Exclusive Opportunity

- Exclusive Educational Panel Sponsor (up to 1 hour) (topic to be chosen by Sponsor and approved by the Committee), including the opportunity for Sponsor to invite a panelist (ideally from a high-profile organisation) and opportunity to address attendees on the topic
- eDM on the Exclusive Educational Panel sent to all delegates prior to the conference

Marketing and Promotion

- Sponsor logo on pre-event marketing materials, including website and eDMs, including click-through to Sponsor website
- Sponsor logo on holding slides displayed throughout the conference
- Sponsor profile listing, including bio, logo and link, on the virtual event platform
- Sponsor logo on thank you email to all delegates
- Delegate list (in accordance with privacy laws)

Registration

- 2x Full conference pass

Silver Sponsor

\$6,000 + GST

SIX AVAILABLE

Session Sponsor Opportunity

- Sponsor to introduce speaker (Sponsor to work with Organising Committee to confirm session most suitable to Sponsor based on product offerings and/or specialty)
- Opportunity to play 3-minute Sponsor video during the conference

Marketing and Promotion

- Sponsor logo on pre-event marketing materials, including website and eDMs, including click-through to Sponsor website
- Sponsor logo on holding slides displayed throughout the conference
- Sponsor profile listing, including bio, logo and link, on the virtual event platform
- Sponsor logo on thank you email to all delegates
- Delegate list (in accordance with privacy laws)

Registration

- 2x Full conference pass

Bronze Sponsor

\$4,500 + GST

SIX AVAILABLE

Sponsor Video Opportunity

- Opportunity to play 3-minute Sponsor video to be played during each session break (subject to availability), including the ability for delegates to access the video for 3 months post-conference

Marketing and Promotion

- Sponsor logo on pre-event marketing materials, including website and eDMs, including click-through to Sponsor website
- Sponsor logo on holding slides displayed throughout the conference
- Sponsor profile listing, including bio, logo and link, on the virtual event platform
- Sponsor logo on thank you email to all delegates
- Delegate list (in accordance with privacy laws)

Associate Sponsor

\$3,000 + GST

UNLIMITED

eDM Opportunity

- Solus eDM sent to all delegates on behalf of the Sponsor (E.g. Exclusive ASC 2021 Offer) (content to be supplied by Sponsor and approved by the Committee)

Marketing and Promotion

- Sponsor logo on pre-event marketing materials, including website and eDMs, including click-through to Sponsor website
- Sponsor logo on holding slides displayed throughout the conference
- Sponsor logo on thank you email to all delegates

Supporter

\$1,000 + GST

UNLIMITED

Marketing and Promotion

- Sponsor logo on pre-event marketing materials, including website and eDMs, including click-through to Sponsor website
- Sponsor logo on holding slides displayed throughout the conference

TERMS & CONDITIONS

These terms and conditions constitute a contract between you ('the Sponsor') and Simulation Australasia Ltd (ABN 13 087 862 619) and The Association Specialists (ABN 35 002 729 606) ('the Conference Organiser') in relation to the sponsorship of the Australasian Simulation Congress 2021 held virtually from 9 to 11 November 2021 ('ASC 2021' or 'the Congress'). By signing the application form you are indicating your acceptance of these terms and conditions.

Acceptance and Allocation

The Congress Organiser reserves the right to accept or reject any application at its absolute and unfettered discretion with the return of any deposit paid in the event of a rejection. Sponsorship packages, which may be limited in number, will be generally allocated in the order of the receipt of application forms. Allocation of sponsorship packages, regardless of the preference indicated, is at the discretion of the Congress Organiser, whose decision will be final.

Application and Payment

To confirm your acceptance of a sponsorship package please complete the Acceptance Form at the back of this brochure and return to Andrea Diaz, Sponsorship Sales Manager at ascongress@theassociationspecialists.com.au and specify the package required. A confirmation letter will then be sent to you outlining the sponsorship details, along with a tax invoice due within 14 days. If the payment is not received within 14 days of invoice, the package will be released for re-sale. As opportunities are strictly limited, returning an Acceptance Form does not guarantee a place as a Sponsor. You will be contacted with a confirmation letter to confirm your acceptance as a Sponsor.

Cancellation Policy

Cancellations will be accepted in writing only. A cancellation notice received 3 months prior to the start of the Congress will be subject to a 50% cancellation fee. Any cancellation notice received within 3 months of the start of the Congress will be subject to a 100% cancellation fee.

Legal Responsibility

Simulation Australasia Ltd and the Congress Organiser accept no responsibility for any act, omission or other default on the part of the Sponsor during, or in connection with, the Congress that results directly or indirectly in any loss or damage. The Conference Organiser will not be liable for any indirect or consequential damages arising out of a breach of this Sponsorship contract. In the event that the Congress is cancelled or delayed through no fault of the Conference Organiser, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the Sponsor shall not be entitled to any refund or any claim for any loss or damage.

Sponsor Requirements

- The Congress Organiser's requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display or other arrangements will be sent to you in a confirmation letter at a later date with relevant due dates.
- Logos will be requested in .jpg or .png format, high resolution 300dpi. If logos in other formats are received, the Organiser are not responsible for the quality of the logos displayed in any of the promotional material.
- In the event that materials, information or artwork required by the Congress Organiser are not received by the designated due date, their use for their intended purpose cannot be guaranteed and the Organiser are not responsible for any losses sustained as a result.

TERMS & CONDITIONS

Partnerships

- Nothing contained in the agreement will be deemed to constitute a partnership, joint venture or agency relationship between you and Simulation Australasia Ltd and/or the Congress Organiser. You must not do anything where you will, in any way, be represented that you are a partner of Simulation Australasia Ltd and/or the Congress Organiser.

Registrations

- Sponsors are not permitted to attend Congress Sessions or Networking Functions unless the relevant tickets are offered as part of the particular Sponsorship package. Should the Sponsor wish to attend the Congress as a delegate or attend Networking Functions, the appropriate registration must be purchased. Specific Sponsor online registration link will be sent out at a later date.

Sponsorship and Exhibition Packages

- Please refer to the Sponsorship packages in this Sponsorship Prospectus. Any variations to the description of each package must be as agreed in writing with the Congress Organiser. Sponsorship entitlements will not commence until the Acceptance Form and payment is received by the Congress Organiser.

ACCEPTANCE FORM



Simulation Australasia Limited ABN 13 087 862 619
All amounts are in Australian dollars and exclusive of GST

Key Contact

Salutation	<input type="checkbox"/> Mr	<input type="checkbox"/> Mrs	<input type="checkbox"/> Miss	<input type="checkbox"/> Ms	<input type="checkbox"/> Dr	<input type="checkbox"/> Other (please specify)	
Name							
Organisation							
Position							
Address							
Suburb		State		Postcode			
Country		Phone		Mobile			
Email							

*All correspondence will be forwarded to this person.

Level of Sponsorship (please tick):

SPONSORSHIP OPPORTUNITIES			
<input type="checkbox"/>	Platinum Sponsor (Exclusive)	\$12,000	<input type="checkbox"/> Associate Sponsor \$3,000
<input type="checkbox"/>	Gold Sponsor (Exclusive)	\$8,000	<input type="checkbox"/> Supporter \$1,000
<input type="checkbox"/>	Silver Sponsor	\$6,000	
<input type="checkbox"/>	Bronze Sponsor	\$4,500	

I/WE AGREE TO THE TERMS AND CONDITIONS SET OUT IN THIS SPONSORSHIP PROSPECTUS

Signature	Date

Please return this form to the Conference Organiser:

Andrea Diaz
Sponsorship Sales Manager
The Association Specialists
Phone: +61 2 9431 8626
Email: ascongress@theassociationspecialists.com.au



Australasian
Simulation
Congress

Contact details

Simulation Australasia

Phone: +61 2 4925 7702

Email: admin@simaust.com

Website: www.simaust.com

The Association Specialists (Professional Conference Organiser)

Phone: +61 2 9431 8600

Email: ascongress@theassociationspecialists.com.au

Website: www.simulationcongress.com