



Council to Homeless Persons

**Victorian Homelessness
Conference 2017**

Sponsorship package



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About CHP and the Victorian Homelessness Conference 2017

Established in 1972, the Council to Homeless Persons (CHP) is the peak body representing organisations and individuals with an interest in and commitment to ending homelessness in Victoria.

For over 40 years CHP has engaged the community both in Victoria and nationally in the debate on how best to respond to, and end homelessness. Through policy analysis and development, media and communications sector capacity building and strong consumer engagement, CHP is continuing this work.

The Victorian Homelessness Conference 2017 will again engage policy makers and practitioners in the task of ending homelessness in Victoria, and build on the success of the 2015 Conference where:

- 87% agreed or strongly agreed that “The conference helped me to think broadly about homelessness in Victoria”
- 80% agreed or strongly agreed that “The conference made me think about my role within the homelessness service system”
- 88% agreed or strongly agreed that the sessions were engaging and
- 96% agreed or strongly agreed that the conference was well organised

The 2017 conference will be at Melbourne Town Hall on Wednesday 13 – Thursday 14 September.

Target audience attending

- Cross-section of CEOs
- Managers, workers, agents in the homelessness services sector
- Private and philanthropic sector representatives
- Academics
- Senior public servants and government agency
- Allied health and welfare professionals

With our strong focus on engaging consumers in everything we do the Victorian Homelessness Conference will also be attended by a number of people who have experienced homelessness.

The Victorian Homelessness Sector comprises 145 service providers, employs 2,200 staff and many more volunteers, and assists over 105,000 people each year.

The 2015 conference was attended by over 265 delegates from across the human services sector, in roles including:

- 9% CEOs
- 37% Senior managers
- 30% Managers/coordinators/team leaders
- 13% practitioners
- 10% policy makers/researcher and academics

These participants came from diverse organisations, with 20 per cent from organisations with less than 20 staff, and 45 per cent from organisations with over 200 staff.

The 2017 CHP conference program will also include a youth homelessness stream, dedicated to attracting practitioners in the youth homelessness and family mediation service sector in Victoria.

Reasons to sponsor and exhibit

The conference will provide a great platform to interact with industry colleagues and opportunity to show your support in the community.

- Strengthen your profile in the industry
- Creating awareness
- Network and develop new partnerships and reach key decision makers/influencers
- Show case your products/service face to face and get instant feedback
- Show your support to the industry
- Direct access to targeted audience within the industry

2017 Victorian Homelessness Awards

The third Victorian Homelessness Awards will be held in conjunction with the conference. The awards provide an opportunity to celebrate the achievements of practitioners, organisations and programs in ending homelessness.

The Victorian Homelessness Awards recognise individuals, programs, organisations or partnerships that have made an outstanding contribution to preventing or ending experiences of homelessness in Victoria.

In 2017 the seven award categories are:

1. Excellence in ending homelessness – children and families
2. Excellence in ending homelessness – young people
3. Excellence in ending homelessness – adults
4. Excellence in ending homelessness – diverse groups (e.g. older people, LGBTQI, Aboriginal or Torres Strait Islander people)
5. The Leading Practitioner award
6. The **Consumer Achievement Award**, which recognises an individual who has experienced homelessness and has made an outstanding contribution to improving the lives of others experiencing or at risk of homelessness in Victoria.
7. The **Beth Thomson Lifetime Achievement Award**, which recognises an individual who has demonstrated dedication and leadership in the provision of effective and empowering responses to homelessness.

A unique partnership

This prospectus serves as a guideline for sponsorship and exhibition opportunities. If you have an idea that caters to your requirements as well as those of the conference, we are able to tailor the sponsorship opportunities to suit your specific marketing objectives and budget.

Please send your proposal to the conference office, and we will review all options. For further details on the sponsorship and exhibition opportunities, please contact:

Jenny Smith, CEO

Ph: 8415 6200

Email: jenny@chp.org.au

Marketing and communication

Marketing for the conference and Victorian Homelessness Achievement Awards has commenced.

The marketing opportunities in the lead up to the conference include:

- 10 email bulletins to CHP's subscriber list of over 1300 subscribers across the community, government and academic sectors in Victoria. This list has an open and click rate of 29%, which is consistently higher than the industry average
- Leverage CHP's social media profile, including a Twitter account with more than 2,700 followers
- 4 editions of CHP's magazine *Parity*, distributed nationally to over 300 organisations and individuals
- A stand-alone conference website and registration system
- Promotion at all CHP events and launches in the lead up to the conference
- Media coverage highlighting international guest speakers.

Conference sponsorship opportunities

Conference partner \$15,000 incl GST

Acknowledgment and branding opportunities

- Prominent acknowledgement on all conference signage
- Prominent acknowledgement as Conference Partner in conference program handbook
- Logo on title slide in plenary room
- Logo with link to website to appear on home page and sponsors page of conference website
- Logo on 10 e-news and conference bulletins sent out to potential delegates
- Verbal acknowledgment from chair at opening and closing plenary sessions
- Acknowledgment to one selected session with logo on title slide
- One free standing banner on the stage of the selected session
- 5 @mentions / week in daily conference tweets from the @CHPVic Twitter account

Exhibition space and registration entitlements

- One exhibition display table for the duration of the conference
- Four conference registrations – access to all sessions and social functions

Advertising and distribution of materials

- Opportunity to place two single A4 size pages into satchels.
- One seat drop at selected sponsored session of the conference
- One full page advertisement in the CHP's magazine *Parity*
- Opportunity to place one full page advertisement into the conference program handbook
- 150-word paragraph (*content provided by sponsor and subject to approval*) to be included in one e-news bulletin

Conference supporter \$8,000 incl GST

Acknowledgment and branding opportunities

- Acknowledgement on all conference signage
- Acknowledged as a supporter in conference program handbook
- Logo on title slide in plenary room
- Logo with link to website to appear on sponsors page of conference website
- Logo on 8 e-news bulletins and all conference bulletins sent out to potential delegates
- Chair to acknowledge sponsors at opening of plenary sessions
- 2 @mention / week in daily conference tweets from the @CHPVic Twitter account

Exhibition space and registration entitlements

- One exhibition display table for the duration of the conference
- Two conference registrations – access to all sessions and social functions

Advertising and distribution of materials

- Opportunity to place one single A4 size pages into satchels.
- One half page advertisement in the CHP's magazine *Parity*
- Opportunity to place one half page advertisement into the conference program handbook

Session sponsor (multiple) \$3,500 incl GST

Acknowledgment and branding opportunities

- Acknowledged as session sponsor in conference program handbook
- Logo on title slides of the selected session (*conference partners get first priority*)
- Logo with link to website to appear on sponsors page of conference website
- Verbal acknowledgment from chair at the selected session
- One free standing banner on the stage of the selected session

Distribution of materials

- One seat drop at sponsored session of the conference

Victorian Homelessness Achievement Awards sponsor \$11,000 incl GST

Acknowledgment and branding opportunities

- Acknowledgement on all conference signage
- Opportunity for sponsor to display one (1) free standing banner at the awards presentation
- Logo acknowledgement on all printed promotional collateral related to the awards presentation and in conference program handbook
- Logo with link to website to appear on awards page and sponsors page of conference website
- Logo acknowledgment on holding slide at the awards presentation
- Logo on certificate or plaque on one selected award presented to recipient

Exhibition space and registration entitlements

- One exhibition display table for the duration of the conference
- Two conference registrations – access to all sessions and social functions
- Two (2) additional awards dinner tickets

Attendance

- Opportunity for a 5-min opening address at the award ceremony
- Potential opportunity to provide MC for the award ceremony
- Opportunity to present one selected award

Distribution of materials

- Opportunity to provide a show bag or promotional material for each guest

Individual award sponsorship \$2,750 incl GST

Acknowledgment and branding opportunities

- Opportunity to sponsor one award being presented at the awards ceremony
- Acknowledgement in communication regarding the sponsored award
- Verbal acknowledgement of award during presentation
- Logo on PowerPoint slide during presentation acknowledging sponsorship
- Opportunity to present the award
- Logo on certificate or plaque presented to recipient

Other sponsorship opportunities

Parity – Homelessness conference edition sponsor - \$20,000 (or part thereof)

Acknowledgment and branding opportunities

- Edition sponsors have their logo on the cover of the edition
- Are formally acknowledged and thanked in the Chief Executive Officer’s editorial as well as in the Council to Homeless Persons Annual Report
- have the opportunity to write an “Opinion Page”
- receive multiple hard copies as required for their organisations as well as a Pdf “soft copy” for distribution via their web site

Conference delegate satchel \$4,500 incl GST

Acknowledgment and branding opportunities

- Acknowledged as sponsor in conference program handbook
- Logo with link to website to appear on sponsors page of conference website
- Logo to appear on delegate satchel alongside conference branding
- Opportunity to place one single A4 size page or promotion item* into satchels.
(subject to approval by committee)

Name badge & lanyard sponsorship \$4,500 incl GST

Acknowledgment and branding opportunities

- Acknowledged as sponsor in conference program handbook
- Logo with link to website to appear sponsors page of conference website
- Logo printed on lanyards worn by all delegates during the conference
(Lanyards to be provided by sponsor subject to approval by the conference committee)
- Logo printed on the name badge printing machine
- Logo to be included on the conference name badges

Exhibition display table \$1,500 incl GST

Acknowledgment and branding opportunities

- Logo and listing in conference program handbook
- Logo to appear on the conference website
- One trestle table, standard power, display board and 1 chair for the duration of the conference.
- Two (2) exhibition passes, with access to exhibition and catering areas

Advertising in conference program handbook

- Full page advertisement - \$1,200
- Half page advertisement - \$600

Satchel inserts \$1,000 incl GST

- One single A4 size* page into satchels.

To make a booking – please complete the [online booking form](#).

BOOKING TERMS AND CONDITIONS

The term 'Conference Organiser' refers to Think Business Events Pty Ltd and includes associations, corporate and government bodies who have engaged Think Business Events as their representative.

The term 'exhibitor' includes any person, firm, company or corporation and its employees and agents identified in the Booking Form or other written request for exhibition

space. Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the conference. All prices listed in the sponsorship prospectus are in Australian dollars and includes GST.

1. A signed booking form is required to allocate sponsorship and exhibition booth/s.
2. Sponsorship/Exhibition booths/space will be allocated on a 'first come' basis, as close as possible to the desired location. Payment does not have to accompany the Booking Form.
3. Upon receipt of signed booking form, the conference organiser will confirm entitlements in writing and forward acknowledgement of receipt, together with a tax invoice.
4. The deposit will be 50% of the full amount and payment is due 14 days from date of invoice. After this time, the space will be available for sale to another company.
5. The balance of the full amount will be due at a date specified on invoice by the conference office and must be paid prior to the conference start date. NO exhibitor shall occupy allocated exhibition space until all monies owing are paid in full.
6. All amounts are payable in Australian dollars. Cheque/ direct deposits must be made payable to CHP17 and forwarded to the address below. Credit card payments will incur a 2% service fee.
7. All payments must include 10% Goods and Services Tax component.
8. Acceptance of sponsorship and exhibition offers is at the discretion of the organising committee.
9. The conference organiser agrees to promote the exhibition to maximise participation.
10. A 50% deposit can be refunded minus administration fee for all cancellations made prior 11 August 2017, unless the booth can be re-sold. No refunds will be made for cancellations after that date. After bookings have been confirmed and accepted, a reduction of the sponsorship package is considered a cancellation.
11. Sponsors/Exhibitors are not permitted to assign, sublet or apportion the whole or any part of their package/ booked space unless prior consent in writing from conference organisers is provided.
12. Privacy Statement: In order to assist with your participation, your organisation and contact details may be shared with suppliers and contractors, and be included in the participant lists and for the information distribution in respect to other related events organised by Think Business Events Pty Ltd. If you object to your details being shared, please inform the conference organiser.
13. Any event that conflicts with CHP 17 is not permitted without prior approval from the Organising Committee. All functions and events that coincide with the CHP 17 Conference must seek approval through the conference organiser.
14. All exhibitors must produce a valid Insurance Certificate of currency for the period of the exhibition and this must be submitted to the conference organiser by 11 August 2017.
15. The conference organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the exhibitor undertakes to agree to any alteration to the site or the space reallocated by the conference organiser.

16. The conference organiser reserves the right to change the exhibition floor layout if necessary.
17. The conference organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.
18. The conference organiser agrees to provide the exhibitor with an exhibitor manual prior to the exhibition for the purpose of communicating required actions on the part of the exhibitor.
19. The conference organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents' entry to the exhibition if they do not hold a conference name badge.
20. The conference organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
21. The conference organiser will arrange security onsite during the period of the exhibition but will accept no liability for loss or damage.
22. The conference organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the conference organiser will not be accountable for the level of commercial activity generated.
23. The exhibitor must comply with all the directions/ requests issued by the organiser including those outlined in the exhibitor manual.
24. The exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.
25. The exhibitor agrees to adhere to all CHP 17 Conference venue rules and regulations.
26. The exhibitor acknowledges that the conference organiser has a preferred freight forwarder and agrees to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the exhibitor acknowledges that the conference organiser will not be able to provide assistance in tracking lost deliveries.
27. The exhibitor agrees that the conference organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified.
28. Official contractors will be appointed by the conference organiser to undertake stand construction and freight forwarding plus supply furniture, electrics and IT equipment. This is for insurance and security reasons.
29. Discounts for any entitlements not used or required will not be provided.
30. The exhibitor will submit plans and visuals of custom designed exhibits to the conference organiser by no later than 11 August 2017 (if applicable). Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building.

Conference Office:

Think Business Events

Phone: +61 2 8251 0045

Fax: + 61 2 8251 0097

Email: CHP@thinkbusinessevents.com.au

Website: <http://chpconference.com.au/>

For further information, please contact the Conference Office, or visit the conference website