



14 - 15 OCT 2019

2019 VICTORIAN HOMELESSNESS CONFERENCE



Conference Prospectus

Information for sponsors about the premier conference focusing on ending homelessness in Victoria

Convened by



*Featuring a special
Youth Stream from*



Invitation

On behalf of the Council to Homeless Persons (CHP) Board, I would like to invite you to sponsor the *Victorian Homelessness Conference - Shaping the Future*, being held at the Melbourne Exhibition and Convention Centre on 14 & 15 October 2019.

With over 25,000 Victorians experiencing homelessness on any given night, it has never been more important for us to unify as a community to tackle this humanitarian crisis.

As Victoria's peak body for homelessness, CHP works towards ending homelessness by campaigning for policy change, giving a voice to people who have experienced homelessness and building the capacity of the sector.

Working in partnership with our specialist homelessness sector, member organisations, and a network of thousands of supporters, CHP's reach and impact is growing year on year.

The biennial CHP Victorian Homelessness Conference has been growing too, and this year will be our biggest and best yet.

The 2019 Conference program includes the latest innovations in homelessness practice and prevention, new research, and ongoing challenges in policy and practice.

I am proud to be able to invite you to support us in celebrating our achievements by sponsoring the 2019 CHP Victorian Homelessness Conference – Shaping the Future.

The conference provides you an opportunity to showcase your organisation to a targeted audience of more than 400 delegates over two days, and show your support for the people and organisations who are working to end homelessness in Victoria.

Cathy Humphrey, Chair
Council to Homeless Persons

About the Victorian Homelessness Conference

The Victorian Homelessness Conference 2019 will again engage policy makers and practitioners in the task of ending homelessness in Victoria, and build on the success of the 2017 Conference where:

- 89% agreed or strongly agreed that “The conference made me think about homelessness practice and what works”
- 86% agreed or strongly agreed that “The conference made me think about my role within the homelessness service system”
- 86% agreed or strongly agreed that the plenary sessions were informative and
- 83% agreed or strongly agreed that the concurrent sessions were informative.

The 2019 conference will be at Melbourne Exhibition and Convention Centre on Monday 14 – Tuesday 15 October.

Target audience attending

- CEOs from the homelessness sector, community sector and other allied sectors
- Service managers, policy and communications professionals, and front-line workers in the homelessness services sector
- Private and philanthropic sector representatives
- Academics and researchers
- Students
- Senior public servants
- Allied health and welfare professionals.

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

The Victorian homelessness sector comprises 131 service providers, employs over 2,000 staff and many more volunteers, and assists over 109,000 people each year.

The 2017 conference was attended by over 400 delegates from across the human services sector.

The 2019 Conference program will also include a dedicated youth homelessness stream for practitioners in the youth homelessness and family mediation service sector in Victoria.

Reasons to sponsor and exhibit

The Victorian Homelessness conference program will provide a great platform to interact with industry colleagues and an opportunity to show your support to the sector community:

- Strengthen your profile and show your support of the sector
- Create awareness
- Network and develop new partnerships and reach key decision makers/influencers
- Showcase your products/service face to face and get instant feedback
- Direct access to targeted audience within the sector.

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 about sponsorship and exhibition opportunities, please contact:

Council to Homeless Persons
Jenny Smith, CEO
Ph: 3 8415 6200
Email: jenny@chp.org.au

Think Business Events
Lawrence Li
Ph: 3 9417 1350
Email: lawrencel@thinkbusinessevents.com.au

Conference sponsorship opportunities

Major Sponsorship

Conference partner

\$18,000 incl GST

Acknowledgment and branding opportunities

- Right of acknowledgement on opening slides and in conference marketing materials; 'This event is proudly sponsored by [your organisation]'
- Prominent acknowledgement on all conference signage
- Prominent acknowledgement as Conference Partner in conference app
- Prominent acknowledgement of your organisation on title slide in plenary room
- Organisation logo with link to website to appear on home page and sponsors page of conference website
- Organisation logo included in 5 x CHP e-newsletters (an audience of 2,000)
- Prominent organisation logo on all conference e-newsletters (10 in total)
- Verbal acknowledgment from chair at opening and closing plenary sessions
- Acknowledgment in one selected concurrent session with logo on title slide
- One 20sec promotional video played prior to the opening plenary session (video provided by sponsor)
- Up to 10 x @mentions leading up to the conference in daily conference tweets from the @CHPvic Twitter account (an audience of over 4,300 followers)

Exhibition space and registration entitlements

- (2) two exhibition display table spaces for the duration of the conference
- (4) Four conference registrations – access to all sessions and social functions
- (2) additional tickets to welcome reception on Monday 14 at 5pm

Advertising and distribution of materials

- Opportunity to place two single A4 size pages or promotion item on chairs* (subject to approval by committee)
- One seat-drop at the selected sponsored session of the conference
- One full-page advertisement in CHP's monthly national magazine Parity
- Opportunity to place one banner advertisement in the conference app
- 150-word paragraph and hyperlink (content provided by sponsor and subject to approval) to be included in one conference e-newsletter
- Menu Icon in conference app with link to sponsor's website
- 150-word company details on the conference app
- Conference delegate list to all consenting delegates (in accordance to privacy policy)

Conference supporter

\$9,000 incl GST

Acknowledgment and branding opportunities

- Acknowledgement on all conference signage
- Acknowledgement as conference supporter in conference app
- Organisation logo on title slide in plenary room
- Organisation logo with link to website to appear on sponsors page of conference website
- Organisation logo included on 5 x CHP e-news
- Organisation logo included on all conference newsletters/edm
- Verbal acknowledgement from chair sponsor at opening of plenary sessions
- Up to 5 x @mentions leading up to the conference in daily conference tweets from the @CHPvic Twitter account (over 4,300 followers)

Exhibition space and registration entitlements

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

Advertising and distribution of materials

- Opportunity to place one single A4 size pages or promotion item in CHP's national monthly magazine *Parity* (*subject to approval by committee*)
- One half page advertisement in the CHP's magazine *Parity*
- Opportunity to place one banner advertisement in the conference app
- 100-word company details on the conference app

Session sponsor (multiple)

\$4,000 incl GST

Acknowledgment and branding opportunities

- Acknowledgment as session sponsor and link to sponsor profile in the conference app
- Organisation logo on title slides at the selected concurrent session (*conference partners get first priority*)
- Organisation logo with link to website to appear on sponsors page of conference website
- Verbal acknowledgement from chair at the selected concurrent session
- Opportunity to place one free standing banner (sponsors provide) on the stage at the selected concurrent session
- 50-word company details on the conference app

Distribution of materials

One seat-drop at the sponsored concurrent session of the conference

Other sponsorship opportunities

Parity, Conference Edition Sponsor

\$22,000 incl GST

Acknowledgment and branding opportunities

Edition sponsors:

- Have their logo on the cover of the conference edition
- Formally acknowledged and thanked in the Chief Executive Officer's editorial as well as in the Council to Homeless Persons' Annual Report
- Receive multiple hard copies as required for your organisation as well as a Pdf "soft copy" for digital distribution to staff and supporters

Exhibition space and registration entitlements

- (1) two exhibition display table space for the duration of the conference
- (4) Four conference registrations – access to all sessions and social functions

Advertising and distribution of materials

- Opportunity to place one single A4 size pages or promotion item on chairs* *(subject to approval by committee)*
- One full page advertisement in the conference edition of monthly magazine Parity
- Opportunity to write an "Opinion Page" included in the Conference edition (subject to timing)

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

The fifth Victorian Homelessness Achievement Awards will be held in conjunction with the conference. Across seven award categories, the VHAAAs celebrate the achievements of practitioners, organisations and programs in ending homelessness.

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

41 individuals and organisations were nominated for the 2017 Victorian Homelessness Achievement Awards, and 200 people attended the Awards' presentation function.

Acknowledgment and branding opportunities

- Acknowledgement on all conference signage
- Logo acknowledgement on all conference newsletters/e-newsletters as sponsor
- 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 app
- Organisation 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
- One (1) x push notification on the conference app

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 3-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

Name badge & lanyard sponsorship

\$4,000 incl GST

Acknowledgment and branding opportunities

- Acknowledgement as sponsor in the conference app
- Organisation logo with link to website to appear sponsors page of conference website
- Organisation 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 included on the name badge printing kiosk
- Logo to be included on the conference name badges

Individual award sponsorship

\$3,000 Incl GST

Acknowledgment and branding opportunities

- Opportunity to sponsor one award being presented at the awards ceremony
- Acknowledgement in the Victorian Homelessness Achievement Award newsletter for the sponsored award
- Verbal acknowledgement of the sponsored award during presentation
- Logo on Powerpoint slide during selected award presentation acknowledging sponsorship
- Opportunity to present the award to the recipient
- Logo on certificate or plaque presented to recipient

Exhibition opportunities

Exhibition Display Table

\$1,500 Incl GST

Acknowledgment and branding opportunities

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

Advertising

Conference app

\$600 Incl GST

- Menu Icon in the VHC conference app with a link to sponsor's website or an in-app profile or one banner advertisement in the conference app

Pads and Pens

\$1,000 Incl GST

- Opportunity to supply pens and pads in the breakout session rooms

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 completed online 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 online booking form.
3. Upon receipt of completed online 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 or sponsor shall occupy allocated exhibition space until all monies owing are paid in full.
6. All amounts are payable in Australian dollars. Direct deposits must be made payable to CHP19. Credit card payments over \$10,000 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 to 13 September 2019, 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 19 Conference is not permitted without prior approval from the Organising Committee. All functions and events that coincide with the CHP 19 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 13 September 2019.
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.