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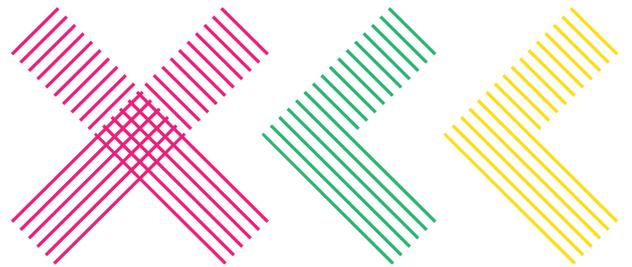


ICT Industry Association of the Northern Territory

WEDNESDAY  
20<sup>TH</sup> APRIL 2016

**TECH**  
**EXP** 16

BUSINESS  
TECHNOLOGY  
CONFERENCE



DARWIN CONVENTION CENTRE



# ABOUT

Business Technology Conference is the must visit event for Territory businesses who want to keep up to date with all the latest solutions available to help them grow their business, improve productivity and improve the customer experience, as well as take advantage of the strategic and tactical advice that will be available to help them.

This unique Business Technology Conference/Expo combines an exhibition offering a comprehensive range of solutions and products from a wide range of exhibitors from leading enterprise resource planning vendors to smaller, boutique solution providers with a FREE informative and interactive seminar and conference programme, three education theatres featuring over 27 independent presentations and discussions, workshops and inspirational features, plus a host of networking opportunities and hospitality – all under one roof and it's free to attend!

**TECH  
EXPO 16**

**BUSINESS  
TECHNOLOGY  
CONFERENCE**



**\*FREE**

**INTERACTIVE SEMINARS**

**WORKSHOPS**

**PRESENTATIONS**

**EXHIBITION**

**NETWORKING**

# WHO SHOULD PARTICIPATE?

The Conference/Expo provides the ideal platform for organisations to showcase the latest technology, business services, tools and solutions, as well as being the perfect environment for visitors to discover the newest and most innovative products and solutions to help them run their businesses even more effectively.

Anyone who supplies business technology solutions and wants to target decision makers within this dynamic market including suppliers of:

- Alarm systems
- ATM systems
- Barcode scanners
- Biometrics
- Business information systems
- Card provider
- Cash management solutions
- Cash registers
- CCTV systems
- Cloud Computing
- Checkout systems
- Communication technology
- CRM systems
- Customer counting
- Data capturing
- Digital signage
- Document Scanning
- eCommerce
- Electronic payment solutions
- Electronic Timesheets
- EPoS solutions
- Email Marketing
- E-Learning
- Fraud management
- Identification systems
- Inventory management
- Kiosks
- Labelling
- Logistics management
- Loss prevention
- Loyalty schemes
- mCommerce
- Media Technology
- Mobile solutions
- Mobile Devices
- Multi-Function Devices
- Online Marketing
- Printers
- Projectors
- Phone Systems
- Queue management
- RFID Inventory tracking
- Scanning solution
- Screens and video walls
- Security technology
- Search Engine Optimisation
- Smart card technology
- Social Media Marketing
- Stock taking technology
- Tour Operator Booking Systems
- Online Surveys
- Web Conferencing
- Vehicle Tracking

# WHY EXHIBIT AND SPEAK?

Exhibiting and speaking at the Expo should be a central part of your marketing plan.

This platform provides you with the opportunity to:

- Launch new products or services
- Meet prospective new customers who are there specifically looking for solutions
- Capture new data to build a new customer database
- Build company or brand awareness
- Demonstrate your commitment to the industry
- Use it as a catalyst and platform for other marketing activity
- Meet and do business with fellow exhibitors
- Meet existing customers to reinforce your relationships
- Benefit from the event's extensive marketing campaign



## WHEN AND WHERE?

Conference and Exhibition  
9am to 4pm, Wednesday 20<sup>th</sup> April 2016  
Darwin Convention Centre, Northern Territory

## WHAT'S ON

### EXHIBITION

46 Exhibitors @ \$1800 (non members @ \$2100) (GST exempt)

Stand includes catalogue entry, walls, lighting, power point, fascia board with company name and exhibitor lanyards.

### PRESENTATIONS & WORKSHOPS

24 presentations or workshops @ \$250 each (GST Exempt)

For the opportunity to present please submit an abstract via the website

[www.businesstechnologyconference.com.au](http://www.businesstechnologyconference.com.au)

Conference sessions are 25 minutes in length (20 minute presentation, 5 minute discussion)

To apply as an exhibitor or to submit an extract please go to:

[www.businesstechnologyconference.com.au](http://www.businesstechnologyconference.com.au)

# THE MARKETING

The 2016 marketing campaign is designed and managed by professional marketers to ensure that all decision makers and influencers within every significant industry are engaged with.

Targeted marketing on and off line attracts visitors to the range of attractions and solutions on offer.

## ACTIVITIES INCLUDE:

- A regularly updated and heavily promoted website
- TV
- Radio
- Promotion through [www.nt.gov.au/business](http://www.nt.gov.au/business)  
– Department of Business website
- Promotion through NTG Business mailing List  
– a major news resource from NTG
- Specifically targeted email campaigns
- Extensive advertising and inserts in all the key trade press
- Banner advertising and online marketing
- Distribution of visitor invitations
- Newsletters
- Full direct mail campaign
- PR targeting print and broadcast media
- Telemarketing promotion to key individuals
- PR campaign targeting trade, regional and national print and online media
- Extensive social media marketing

## THE INDUSTRY DATABASE

Fundamental to the marketing, our database ensures that the right people are invited and aware of what is relevant to them at the event. A comprehensive database has been built and is constantly updated with the most up to date contact details for decision makers across business sectors in the NT.



# TARGET AUDIENCE

The Conference/Expo is primarily targeted at established Territory-based IT purchasers from SME businesses, NGOs, and large corporate entities from key industries such as defence, oil and gas, and government agencies.

## MARKETING OPPORTUNITIES FOR EXHIBITORS

All Exhibitors booked into the Expo can take advantage of a range of marketing activities to support their presence at the event:

### PRE-EVENT

- Invitations (print and email) to send out to your contacts
- Email invite system for exhibitors to use
- Promotional material to upload onto your websites
- Promotion of your company and details of your products on the official event website
- PR opportunities through editorial in show previews
- Hyperlink from the official event website to your website
- Opportunity to pre arrange meetings with potential visitors
- Media Partner packages through TV, Radio and Newspaper

### AT THE EVENT

- Up to 50 words of text in the official Conference/Expo guide promoting your company
- Press packs and information at the registration desk.

### POST-EVENT

- Overall feedback report
- Continued online presence including hyperlink to your website



# SPONSORSHIP

## WELCOME

You are invited to sponsor the 2016 Business Technology Conference/Expo, which will be held on 20<sup>th</sup> April at the Darwin Convention Centre.

## GET INVOLVED WITH THE EVENT

Sponsorship can be a highly effective way of allowing companies to become involved in the event or to enhance their presence and can help achieve marketing objectives, which include:

- Gain access to business decision makers within the Northern Territory
- Generate premium quality sales leads and drive new business
- Communicating brand values and positioning
- Enhanced awareness
- Building customer insight and loyalty
- Gaining media exposure
- Demonstrating competitive differentiation
- Providing highly targeted marketing
- Providing hospitality
- Driving more traffic to a stand
- Recognition and significant branding opportunities
- Exposure at all events in the Conference/Expo program
- Promotion of your company's products, services and new capabilities
- Access government audience seeking the latest IT trends and solutions
- Opportunities to host workshop sessions to the Conference/Expo's target audience
- Ability to influence and advise business via the keynote speaker address
- Breakout facilities for presentations to targeted and specially invited audiences

# FAST FACTS

The 2016 Business Technology Conference/Expo is a unique and exciting forum for a diverse target audience and is the only business technology event of its kind in the Northern Territory. The event has strong industry and government support, and will feature national keynote speakers and relevant Government Ministers.

The objective of the 2016 event is to highlight the benefits of the Territory's business technology industry, the ICT Association's strategic planning objectives, ICT workforce capabilities and the impact of ICT innovation across all industries.

*"The 2015 Expo provided good exposure for Territory Technology Solutions to promote its capabilities. All of the exhibitors welcomed the chance to highlight their IT offerings."*

MICHAEL FELDBAUER,  
Director, Territory Technology Solutions  
- Expo exhibitor

*"The 2015 Expo, in particular the keynote speakers, gave our exhibitors and sponsors access to new clients and drew business attendees from all areas of Northern Territory industry."*

CHRIS HOWARD,  
Northern Territory Government  
- Expo sponsor

## WHY SPONSOR?

Sponsorship of the Business Technology Conference\Expo offers a premium platform and unique opportunity to leverage promotion of your business, products, services and brand.

PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR
\$20,000	\$15,000	\$7,500
3 Available - see details on next page.	3 Available - see details on next page.	See details on next page.

## OTHER SPONSORSHIP OPPORTUNITIES

### SPONSORED NETWORKING DRINKS

\$5000

The opportunity to sponsor the networking drinks which will be held at the close of the Conference/Expo.

### SPONSORED WI-FI

\$2500

The Conference/Expo Wi-Fi is a possible sponsorship opportunity, located within the main hall and offers visitors the opportunity to use the free Wi-Fi, and have the sponsor's logo appear upon login.

### SPONSORED CAFÉ

\$7000

Sponsor the café located at the Darwin Convention Centre. The opportunity to have your signage on the café for the day. The café will be run by the Darwin Convention Centre.

# MAXIMUM EXPOSURE

The Business Technology Conference\Expo will deliver a strong marketing and media campaign to promote its major sponsors:

- Print media comprising newspapers and magazines and promotional brochures
- Television commercials
- Radio broadcasts
- Social media including Facebook and Twitter

SPONSORSHIP BENEFITS	PLATINUM	GOLD	SILVER
	\$20,000 3 AVAILABLE	\$15,000 3 AVAILABLE	\$7,500
Wording on all marketing collateral "proudly supported by "xxx" and "xxx"	✓		
One exhibition booth in prime position at the Expo	2x	✓	✓
Keynote Presentation	✓		
One Workshop presentation	✓	✓	
Your company's logo on the event website with direct links to your company's website.	✓	✓	✓
A 50-word description of your company on the event website	✓	✓	✓
Your company's logo on event program guide	✓	✓	✓
Your company's logo featured on event TV Commercial	✓		
Your company's name mentioned in event radio advertising	✓		
Your company's name mentioned in event newspaper advertising	✓	✓	
Your company's logo featured on sponsors pull-up banner and/or stage flags	✓	✓	✓
Opportunity to display your company's pull-up banner in the foyer areas at the venue hosting the event	✓	✓	
Opportunity for your company to distribute promotional information and merchandise at the event	✓	✓	
Logo placement of delegate lanyards	✓		
Access to delegate details – company, first and last name, position, email address	✓	✓	

For more information or to register as an exhibitor please go to: [businesstechnologyconference.com.au](http://businesstechnologyconference.com.au)

# DRAFT CONFERENCE PROGRAM

	MAIN THEATRE	THEATRE 1	THEATRE 2	THEATRE 3
8:30am	<b>WELCOME</b>			
8:45am	<b>KEYNOTE 1 (45 MINUTES) - PLATINUM SPONSOR</b>			
9:45am	<b>BREAK</b>			
10:00am	1	7	13	19
10:30am	2	8	14	20
11:00am	3	9	15	21
11:30am	<b>KEYNOTE 2 (45 MINUTES) - PLATINUM SPONSOR</b>			
12:30pm	<b>LUNCH [45 MINUTES]</b>			
1:30pm	4	10	16	22
2:00pm	5	11	17	23
2:30pm	6	12	18	24
3:00pm	<b>KEYNOTE 3 (40 MINUTES) - PLATINUM SPONSOR</b>			
3:45pm	<b>CLOSE OF CONFERENCE &amp; NETWORKING DRINKS</b>			

# DRAFT CONFERENCE PROGRAM

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# SPONSORSHIP APPLICATION FORM



BUSINESS  
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## ORGANISATION DETAILS

Company Name:

ABN:

Postal Address:

Contact Name:

Telephone:

Facsimile:

Mobile:

Email:

I/We would like to apply for a sponsorship package of:

- |                          |                           |                       |
|--------------------------|---------------------------|-----------------------|
| <input type="checkbox"/> | Platinum (3 available)    | \$20,000 (GST exempt) |
| <input type="checkbox"/> | Gold (3 available)        | \$15,000 (GST exempt) |
| <input type="checkbox"/> | Silver                    | \$7,500 (GST exempt)  |
| <input type="checkbox"/> | Networking Drinks Sponsor | \$5,000 (GST exempt)  |
| <input type="checkbox"/> | Wifi Partner              | \$2,500 (GST exempt)  |
| <input type="checkbox"/> | Cafe Sponsor              | \$7,000 (GST exempt)  |

## PAYMENT EFT PAYMENT (PREFERRED):

Bank: Bank of Queensland

BSB: 125 460

Account #: 216 261 19

Cheque or money order payable to: ICT Industry Association NT  
PO Box 38617, WINNELLIE NT 0821

**SIGNED:**

**DATE:**

Please return this sponsorship application form to  
info@agentur.com.au or fax 08 8942 2150