



20 – 21 May 2016, The Menzies Hotel, Sydney

Trade Display & Sponsorship Prospectus

The Children's Book Council of Australia is a national non-profit organisation with branches in every state and territory.

The CBCA National Conferences began in 1992 and are held every second year in a different location.

The 12th National Conference will be held in Sydney in May 2016 where the CBCA will also be celebrating its 70th anniversary.

The Trade Display and Conference Bookshop are valuable features of conferences and very effective ways of promoting new children's books.

The Conference committee members are pleased to discuss ideas for sponsorship and welcome your involvement in this exciting conference.

Please consider the following prospectus.

**On behalf of the CBCA, the authors and illustrators, thank you for your support.
We look forward to a successful conference.**

1. TRADE DISPLAY

- a. Display space is offered to publishers and others at the rates specified below.
- b. Facilities comprise: one trestle table, one pin-board screen, chairs as required.
- c. Signage, decoration and name tags will be the responsibility of the exhibitor.
- d. The conference will run from 8.30 am to approximately 6 pm each day. Access will be allowed for setting up on the afternoon of 19 May.
- e. All books must be sold by the bookshop, which will be in the same room as the trade displays.
- f. Power is available, if indicated on the booking form.

CONDITIONS

1. Bookings will be processed in order of receipt of payment.
2. To ensure listing in the conference program, full payment must be received before 31 March 2016.
3. Cancellations must be in writing to the CBCA National Conference by 31 March 2016 to receive a 75% refund. Cancellations received after this date will not receive a refund.
4. Confirmation of booking will be sent with a tax invoice which will include 10% GST.
5. Booking entitles the exhibitor to one complimentary conference registration (which can be shared between staff members).

PRICES

OPTION 1: One space (1 trestle table and 1 screen) @ \$660.00 (inc GST)

OPTION 2: Double space (2 trestle tables and 2 screens) @ \$990.00 (inc GST)
Plus Chairs and Power available (no extra charge).

2. CONFERENCE DINNER SPONSOR - \$3,000 inc GST ono.

The Conference Dinner is the highlight of the social program to be held in the ballroom at the Menzies Hotel on Friday 20 May. It will also celebrate the 70th anniversary of the CBCA. *Sponsorship package includes:*

- An invitation to briefly address guests (5 minutes) at the dinner
- Provide a free standing banner to display during the dinner
- Acknowledgement of your organisation on the dinner menus
- Complimentary 'Top Table' at the Conference Dinner
- Acknowledgement during the opening ceremony of conference
- Inclusion of company logo on the Conference website and Program
- 1 insert (to be supplied by the sponsor) in delegate bags
- 1 complimentary registration to the conference.

3. WELCOME RECEPTION CATERING

Amount negotiable - dependant on costings from City of Sydney caterers.

The Welcome Reception is a relaxed event with a guest speaker and will be held at the City of Sydney Library, Customs House, Circular Quay, Thursday 19 May.

- Briefly address guests (3 minutes) at the Welcome Reception
- Display a free standing banner during the Welcome Reception
- Inclusion of company logo on the Conference website and Program
- 1 insert (to be supplied by the sponsor) in delegate bags
- 1 complimentary registration to the conference

4. CONFERENCE BAG INSERTS

(multiples available) \$220 inc GST

Each delegate will receive a conference bag containing conference materials. Inclusion of a brochure will ensure direct access to all delegates (anticipated 400).

- Prominent listing and logo on the conference website with hotlink to your organisation website
 - Inclusion of company logo on the Conference website and program
 - 1 insert in delegate bags (450 to be supplied by the sponsor)
 - Production and delivery of inserts is the responsibility of the organisation
 - Delivery required by Friday 6 May to:
CBCA National Conference, NSW Writers Centre,
Callan Park, Balmain Rd, Lilyfield NSW 2040
- OR** PO Box 765, Rozelle NSW 2039.

5. BOOK LAUNCHES AND BOOK SIGNINGS

a. BOOK LAUNCHES \$2000 inc GST

There will be an opportunity to launch new books. Time will be available during morning and afternoon tea breaks, lunches and if possible and appropriate, during sessions. The cost per publisher for one of these spots will be \$2000.00. As spots in the program are limited, early bookings will ensure the best times. This cost will provide for the following:

- A dedicated time on the program to launch your book,
- A contribution to the catering for delegates,
- Exclusive access to PA at the launch site,
- Publicity in the program prior to the conference,
- Publicity on the conference website and on social media,
- Publicity and announcement at the conference.

b. BOOK SIGNINGS (no charge with Trade Display)

Publishers will be able to have their authors and illustrators at the conference for book signings. A 'signing table area' will be set up and a timetable of book signings compiled prior to the conference, to inform delegates when authors and illustrators will be signing books. Launches and book signings will also ensure sales of books to delegates. Publishers must ensure that plenty of stock of books is supplied to the Conference Bookshop. All sales will be made through the conference bookshop where delegates should make their purchase before the signing. Stock of books will be provided at the site of launches to ensure instant sale of new books.

6. TAILORED PACKAGES

We would be delighted to assist in the development of a tailored or 'in-kind' package for your company if none of the listed opportunities suit your promotional activities. Please contact the Conference Committee if you have any questions about the above or suggestions about promotion of your products that differ from those referred to in this prospectus.

Conference Contacts:

CONFERENCE CONVENER & PROGRAM COORDINATOR:

Gail Erskine, Pres, CBCA NSW Branch (gailerskine@me.com / 0430 064840)

TRADE FAIR, PUBLISHER LIAISON & SPONSORSHIP:

Margaret Hamilton (hamiltonbooks@iprimus.com.au / 0402 428911)

PLEASE FILL IN THE ATTACHED BOOKING FORM AND RETURN IT TO THE ADDRESS INDICATED.

CBCA 12th NATIONAL CONFERENCE - BOOKING FORM

We wish to book the following:

1. TRADE DISPLAY (pls tick option, plus power & number of chairs)
 Option 1 (\$660); Option 2 (\$990); power required; chairs @ \$
2. CONFERENCE DINNER SPONSORSHIP (\$3000) @ \$
3. WELCOME RECEPTION @ \$
4. SACHEL INSERT @ \$220.00 per item @ \$
5. BOOK LAUNCH @ \$2000.00 @ \$

Title:

Author: Illustrator:

BOOK SIGNING (no charge if you have a trade display)

TOTAL PAYABLE \$

COMPANY NAME:

ABN: Website:

Postal Address:

State: Postcode: Contact Person:

Position: Phone: Email:

PAYMENT

Please send booking and payment to: CBCA National Conference, PO Box 765, Rozelle NSW 2039. Full payment or deposit of 50% of amount due to be forwarded with this booking form. The balance must be paid before 31 March 2016. Cancellations after that date will forfeit 100% payment.

By cheque:

Enclosed is our cheque (made out to the CBCA NSW Branch) for:

Full payment @ \$ or: 50% deposit \$

By credit card:

M/card/Visa (pl tick) card number:

Name of cardholder:

Expiry date: Signature:

Direct deposit to CBCA NSW Branch: BSB: 032 184 Acc No: 13 8894 Date:

Please include your company name and email remittance to cbcansw@bigpond.com