

ASSOCIATION OF INDEPENDENT RETIREES (A.I.R.) LIMITED

ACN 102 164 385



The 15th Biennial A.I.R. 2010 National Conference – “Sailing Ahead”

SPONSORSHIP AND EXHIBITION PROSPECTUS

The Conference, hosted by the Tasmanian Division of the Association of Independent Retirees (A.I.R.) Limited, is being held at Wrest Point Hotel-Casino, Hobart from Monday 8th November to Wednesday 10th November 2010. The Conference theme of “**Sailing Ahead**” has been chosen to reflect the view that a good lifestyle should not end on retirement from the workforce. Indeed, many of our members believe that retirement has presented them with the opportunity to embrace a lifestyle that can be even more enjoyable, fulfilling and adventuresome. Some 300 self-funded retirees will hear addresses from prominent experts and politicians, debate retirement issues, and visit local attractions. A Retirement Expo by Sponsors and Exhibitors will be presented in the area adjoining the Conference auditorium.

The Conference offers you an opportunity to be directly involved by way of Sponsorship. The following packages have been tailored to appeal to a wide variety of marketing objectives. However, if there are other ways in which your Organisation would like to be involved, we welcome the opportunity to discuss these with you.

Sponsorship and Retirement Expo opportunities with related benefits are as follows:

Benefits of Conference Gold Sponsorship \$15,000 including GST

- Recognition of your Organisation as the major Sponsor.
- Your Organisation’s logo and/or name displayed in all Conference printed material including a full colour page in the Conference Program (with art work supplied by Sponsor) and on the hyperlink on the Conference Web site.
- Exhibition Stand with Organisation’s name.
- Prominent display of your Organisation’s banner in the main auditorium.
- Two Complimentary Conference Registrations.
- Complimentary Promotional Insert (as supplied by Sponsor) in attendees’ satchels.

Benefits of Conference Silver Sponsorship \$10,000 including GST

- Your Organisation’s logo and/or name displayed with a half colour page in the Conference Program (with art work supplied by Sponsor) and on the hyperlink on the Conference Web site.
- Exhibition Stand with Organisation’s name.
- Prominent display of your Organisation’s banner in the main auditorium.
- Two Complimentary Conference Registrations.
- Complimentary Promotional Insert (as supplied by Sponsor) in attendees’ satchels.

Benefits of Conference Bronze Sponsorship \$5,500 including GST

- Your Organisation’s logo and/or name displayed with a quarter colour page in the Conference Program (with art work supplied by Sponsor) and on the hyperlink on the Conference Web site.
- Exhibition Stand with Organisation’s name.
- One Complimentary Conference Registration.
- Complimentary Promotional Insert (as supplied by Sponsor) in attendees’ satchels.

Benefits to Sponsor for Conference Satchels \$4,000 including GST

- Your Organisation's logo/and or name printed on the Conference Satchel together with the logo and name of Association of Independent Retirees (A.I.R.) Limited (with art work supplied by Sponsor).
- Your Organisation's logo /and or name displayed with a one eighth colour page in the Conference Program
- Complimentary Promotional Insert (as supplied by Sponsor) in attendees' satchels.

Benefits to Sponsor for Conference Lunches at \$3,500 including GST- Two available

- Your Organisation's logo and/or name displayed in the Conference Program (with art work supplied by sponsor) and on the hyperlink on the Conference Web site.
- Your Organisation's logo and/or name displayed on table signage on each lunch station in the Sponsored lunch break.
- Verbal recognition by the Chairperson as the Lunch Sponsor at the session before and directly after the Sponsored Lunch.
- Complimentary Promotional Insert (as supplied by Sponsor) in attendees' satchels.

Benefits to Sponsor for Conference Lanyards and Name Badges \$2,000 including GST

- Your Organisation's logo and/or name printed on the Lanyard as supplied by Sponsor.
- Your Organisation's logo displayed in the Conference Program (with art work supplied by Sponsor) and on the hyperlink on the Conference Web site.
- Complimentary Promotional Insert (as supplied by Sponsor) in attendees' satchels.

Benefits to Sponsor for Conference Exhibition Display Stand at \$2,000 including GST

- Your Organisation's logo and/or name displayed in the Conference Program (with art work supplied by Sponsor) and on the hyperlink on the Conference Web site.
- Display and talk about your product to approximately 300 self-funded retirees.
- Refreshments for two during morning and afternoon as well as daily lunch.

Benefits to Sponsor for Conference Morning & Afternoon Refreshment breaks at \$1,500 including GST - Four available

- Your Organisation's logo and/or name displayed in the Conference Program (with art work supplied by Sponsor) and on the hyperlink on the Conference Web site.
- Your Organisation's logo and/or name displayed on table signage on each refreshment station in the Sponsored break.
- Napkins supplied in conjunction with the above to include the AIR logo and your Organisation's name and/or logo.
- Complimentary Promotional Insert (as supplied by Sponsor) in attendees' satchels.
- Refreshments for two during morning and afternoon as well as daily lunch.

Benefits to Sponsor for Conference Exhibition Display Stand at \$1,000 including GST

- Display and talk about your Product to 300 self-funded retirees.
- Refreshments for two during morning and afternoon as well as daily lunch.

Conference Pads & Pens \$1,000 including GST

- Promotional pens and pads supplied by the Sponsor to be distributed to each attendee.

Conference Satchel Insert \$500 including GST

- Promotional items to be placed in each satchel to consist of a DL 5 brochure or two A4 Information sheets as supplied by Sponsor.
- Additional Promotional items may be distributed from a Conference Exhibition Stand.