

# Sponsor & Exhibitor Opportunities

## Invitation

The second conference of the Global Collaboration in Evidence Based Policing returns in 2024 with in-person conferencing over September 2 – 4 in Australia and New Zealand | September 11 -12 in the United Kingdom.

Evidence-Based Policing (EBP) has continued to grow globally since our last conference, ensuring that policing strategy, operations, and tactics are based on what works, according to data, evidence, and research. Rather than being guided by assumptions, tradition, convention, or subjective impressions, EBP combines the existing skills, knowledge, and experience of police with data-led research, crime science, problem-solving and testing to draw out the best possible insights to support decision making.

This inaugural global conference in 2022 brought together world-leading criminologists, academic thinkers, and police professionals to look at the role that evidence, its legitimacy, and our policing leadership have in everyday policing – shaping “exceptional” policing, the evidence-based way. The 2022 conference was a 24 hour live-broadcast event which enabled over 150,000 police officers and staff access to conference content, with 2,500 joining live online, and another 800 officers and staff attending in person in London and Christchurch – an incredible way to start global conference collaborations!

Partnering with the *What Works in Policing for Community Safety & Our People Conference* is the most significant opportunity you will have in 2024 to align your brand with peak agencies across the professional policing community, influencing change and delivering value.

The conference will sharply focus on:

- *What Works in Managing Demand*
- *What Works in creating and maintaining Gender Diversity*
- *What Works in improving the Health and Wellbeing of our people*
- *What Works in Recruitment and Retention*
- *What Works in targeting Retail, Youth Crime and Gangs*
- *What Works in reducing Counter Terrorism Risk*
- *What Works in targeting Family Violence*

These key subthemes will provide delegates with the most up to date and best available data, evidence, and insight into each area. It is anticipated that over 500 delegates will attend these conferences from across Australia, New Zealand, the United Kingdom, Canada, the United States of America and around the world. Delegates will represent our various policing agencies, our researchers and representatives from other agencies working in partnership with the police and their agencies to reduce crime and improve community safety.

The Australia New Zealand conference will run September 2 – 4 and the UK conference will run September 11 – 12, with more than 30 hours of world class conference programming between them. In Australia and New Zealand, the third conference day will provide an optional Gender Diversity in Policing Masterclass alongside a Youth Crime and Gangs Symposium. Access to recorded sessions will be available to registered delegates one week after the event via the online portal.

The Australia and New Zealand leg of the conference will be held at KPMG conference facilities in Melbourne CBD, with a range of exciting networking functions scheduled to accompany formal presentations. We will be holding a networking event on the first evening, and a formal conference dinner and awards night at one of Melbourne’s iconic venues, the Long Room at the Melbourne Cricket Ground, following day two.

Our sponsorship programme is designed to let you customise your presence for maximised benefit before, during and after the event. Whether your goal is brand recognition, lead generation, or positioning yourself as a thought leader within the industry, we can tailor a sponsorship package that will help you achieve your objectives, in your region, or globally.

Our team is happy to work with you ahead of going live with this offer online – particularly if you are keen to customise visibility and benefits. Contact is [mail@conferencedesign.com.au](mailto:mail@conferencedesign.com.au) or phone +61 3 6231 2999.

## Package Overview

<b>Platinum Sponsor</b>	\$30000 inc. GST
<b>Gold Sponsor</b>	\$10000 inc. GST
<b>Silver Sponsor</b>	\$6500 inc. GST
<b>EBP Supporter</b>	\$4000 inc. GST

## Platinum Sponsor (2 Opportunities)

\$30,000 including GST

### Benefits:

- Prominent logo placement and acknowledgment as a Platinum Sponsor on the conference website homepage
- ANZSEBP Police High Performance Podcast Interview, recording shared and promoted via ANZSEBP LinkedIn and website.
- 400 – word company profile and hyperlink on the conference website
- Three (3) social media posts on LinkedIn and other online networking media posts promoting your support of the conference.
- Logo and acknowledgment as Platinum Sponsor on all conference materials including PDF's and broadcast emails.
- Unlimited brochure/flyer available for download from the conference website
- Advertorial email sent out to the Conference mailing list two weeks prior to the conference.
- Exclusive naming rights to either the **Welcome Reception** or **Conference Dinner**.
- Opportunity to address delegates at your specified event as chosen from above. (5 minutes)
- Logo displayed on an individual sponsors slide
- Five (5) PDF e-satchel inserts on the conference app
- Two (2) app push notifications – One (1) each day of the conference
- Delegate list
- Verbal acknowledgement as Platinum Sponsor during the conference
- Four (4) full registrations including social functions
- Logo displayed in the lower third of recorded sessions

## Gold Sponsor (2 Opportunities)

\$10,000 including GST

### Benefits:

- Prominent logo placement and acknowledgement as Gold Sponsor on the conference website homepage
- 300-word company profile and hyperlink on the conference website
- Up to 12 (12) brochures/flyers available for download from the conference website
- Logo and acknowledgement as Gold Sponsor on all conference materials including PDF's and broadcast emails
- Logo displayed on an individual sponsors slide
- Three (3) PDF e-satchel inserts on the conference app
- Delegate list
- Two (2) full registrations including social functions
- Acknowledged as ~~Coffee Cart~~ or Juice Bar sponsor for conference delegates:
- Opportunity to provide additional branding – sponsor provided cups, napkins etc (sponsor to supply).

## Silver Sponsor (1 Opportunity)

\$6,500 including GST

### Benefits:

- Prominent logo placement and acknowledgement as Silver Sponsor on the conference website homepage
- 200-word company profile on the conference website
- Three (3) brochures/flyers available for download from the conference website
- Logo and acknowledgement as Silver Sponsor on all conference materials including PDF's and broadcast emails
- Logo displayed on an individual sponsors slide
- Two (2) PDF e-satchel inserts on the conference app
- Delegate list
- Two (2) full registrations including social functions
- Acknowledged as Conference App Sponsor\*

\*Your logo, company profile (200 words) and hyperlink will be included on the delegate Conference App. With your logo on every page and an option for your own custom survey to delegates of up to 8 questions. This App will be the delegates go-to source for digital information on the conference including the program, speaker profiles,

venue maps and much more.

## **EBP Supporter**

\$4,000 including GST

### **Benefits:**

- Logo and 50-word company profile on the conference website
- Logo displayed on a joint supporters slide
- One (1) PDF e-satchel insert on the conference app
- Delegate list
- Two (2) full registration including social functions

### **Trade Tables (Limited Opportunities)**

A limited number of Trade Table opportunities are available and 2024 ANZSEBP. Allocation of trade tables will be considered upon application.

Please contact [mail@conferencedesign.com.au](mailto:mail@conferencedesign.com.au) to express your interest. An additional cost may apply.

### **Terms and Conditions**

These terms and conditions apply to organisations and their staff (you, your organisation, your group) participating in this event (the event) being organised by Conference Design Pty Ltd on behalf of the Host (us, we, Conference Design, the Host). By participating in the event, you are deemed to have agreed to these terms and conditions. It is your responsibility to ensure all your staff participant are aware of these terms and conditions.

### **Acceptance**

Acceptance of all applications is subject to our approval and we reserves the right to decline any application.

### **Payment**

Payment is required within 14-days of Conference Design issuing your tax invoice. Sponsorship and exhibition entitlements, including the allocation of exhibition space, do not commence until payment has been received.

### **Currency and GST**

All prices are quoted in Australian Dollars (AUD\$) and include GST, unless otherwise stated.

### **Confirmation of Bookings and Tax Invoice**

Once you have completed an online booking, you will be sent a confirmation email with a PDF Tax Invoice.

### **Point of Contact & Conference Updates**

You will provide a single point of contact when booking to coordinate your participation. All information and updates be sent via email to your point of contact.

### **EFT Payments**

Please include the EFT Reference shown on your Tax Invoice when submitting an EFT and email Conference Design the details including date, amount and your bank's reference.

- BSB: 017 010
- Account #: 1085 82575
- Account Name: Conference Design Pty Ltd
- Bank: ANZ Bank, 61 Liverpool Street, Hobart 7000
- Swift Code: ANZBAU3M

### **Credit Card Payments**

Credit card charges appear as Conference Design Pty Ltd on your card statement. When using the online payment system credit card transactions will be processed directly by ANZ eGate and Conference Design does not store or transmit your credit card details. ANZ eGate is a secure and PCI compliant platform.

### **Attendee Numbers**

We will promote the event to maximise participation, but we do not guarantee a minimum number of attendees either onsite or online.

## **Package Inclusions & Associated Costs**

Refer to the sponsor and exhibitor prospectus for inclusions for each package. All costs associated with your inclusions in the event will be borne solely by you and we shall have no liability for any costs unless we have explicitly agreed in writing.

## **No Cancellation of your Booking**

All payments are non-refundable once an application has been accepted. If you are no longer able to attend the event, please contact Conference Design to discuss your participation.

## **Cancellation or Postponement of an In-person Event**

We do not accept any liability for losses incurred, including but not limited to travel, accommodation, exhibition and displays, or any other costs or expenses, if the in-person Event is cancelled or postponed due to an unforeseen circumstances or any occurrence that renders performance of the Event inadvisable, illegal, impracticable or impossible in our sole opinion. An unforeseen event could include, but is not limited to, an infectious disease outbreak; industrial disruptions; service provider failures; governmental restrictions or regulations; war or apparent act of war; terrorism or apparent act of terrorism; disaster; civil disorder, disturbance, and/or riots; curtailment, suspension or restriction on transportation; or any other emergency.

If an in-person conference is cancelled or postponed, refunds will not be issued but available funds will be credited towards an online conference or a in-person conference.

## **Moving to an Entirely Online Event**

If we believe, at our sole discretion, that a hybrid or in-person event needs to be held entirely online, all bookings will be transferred to the online event. The package fees will be revised to reflect an online format and you will be refunded any difference between the in-person and online package fees. Full refunds of sponsor and exhibitor bookings will not be available due to an event moving online.

## **Changes**

We reserve the right to change any and all aspects of the event, including but not limited to, the name, themes, content, program, speakers, format, performers, hosts, moderators, venues, and times. We reserve the right to amend or remove any sponsorship package, exhibition package or exhibition floor plan.

## **Disclaimer**

Every effort has been made to present all the information accurately, however, we do not accept any liability for any inaccuracies in any published information. We will correct any published information as soon as possible and advise you as soon as possible.

## **Code of Conduct and Disruptive Behaviour**

You agree your representatives will abide by the Conference Code of Conduct.

## **Codes of Practice**

Where relevant, we urge you to observe and follow the Codes of Practice of the **Medical Technology Association of Australia (MTAA)** which are available at [www.mtaa.org.au](http://www.mtaa.org.au). This includes sponsors and exhibitors who may not be members of the MTAA. We also encourage sponsors and exhibitors to adhere to the **Medicines Australia Code of Conduct** and associated guidelines available at <https://medicinesaustralia.com.au/code-of-conduct/>.

## **Revocation of Participation**

We may revoke an agreement with you, if we believe, in our sole opinion, the participation of an organisation is prejudicial to the interests and objectives of the event Host.

## **Product or Service Endorsement**

Your participation in the event or sponsorship of any activity does not indicate endorsement of your products or services and must not be stated or inferred in any way.

## **Exhibition Floor Plan**

The exhibition floor plan is subject to change without notice. The floor plan is not to an exact scale but accurately represents the position and sizes of exhibition spaces at in-person conferences.

## **Allocation of Exhibition Space**

Exhibition spaces are selected when booking online. We may revise allocated spaces after taking into account an organisation's sponsorship, the date of application, preferences, proximity to competitors and any other matters deemed relevant by us.

## **Insurance**

No insurance is provided.

All sponsors and exhibitors must have adequate insurance for the period of the conference, including public and product liability cover and professional indemnity insurance. You will need to provide a certificate of currency to confirm your participation onsite.

## **Indemnity**

You shall indemnify and hold harmless the Host and Conference Design for any loss, damage to property or injury to persons suffered as a result of your participation in the conference, except where the Host or Conference Design are found to be negligent.

## **Supply of Goods and Services**

The supply of any goods, services, samples or advice is entirely at your own risk.

## **Security**

Valuable items should NOT be left unattended at your exhibition space at any time and especially not overnight. No responsibility is accepted for any loss or damage to equipment and display materials.

## **Representatives**

Anyone from your organisation attending the conference or guests you wish to invite to the conference must register with Conference Design before the conference. An official name badge will be required to access the in-person meeting and exhibition areas.

## **Registration Terms and Conditions**

All terms and conditions listed on the Registration page apply to your representatives.

## **Custom Stands**

All custom stands must fit within the purchased exhibition space. Custom stands must not exceed 3.0 metres high. If you have any questions please email us a floor plan and elevations of your proposed stand.

## **Opt-in Delegate List**

The opt-in delegate list will be supplied to eligible sponsors and exhibitors prior to the conference and will include name, organisation, state and email address. The list provided will exclude the names of delegates who have not provided their consent.

## **Interactive Exhibitions**

Whilst we encourage you to develop entertaining and interactive displays to attract delegates, please be mindful not to disturb other exhibitors or delegates.

## **Signage at the venue**

Your signage should be free standing to allow for easy placement and should be contained within your exhibition space.

## **Dismantling Displays**

Due to safety requirements you will not be able to dismantle your display before the published closing time.

## **Damage to the Venue**

You indemnify us from all liability for damage to the venue deemed to have been caused by your staff, contractors, agents or guests. The cost of repairs will be the sole responsibility of your organisation.