



TRANSLATING AND INTERPRETING

AWARENESS DAY

Friday, 21st May 2010

BEYOND 2010

Translating and Interpreting:
ANOTHER DIMENSION

Sponsorship and Exhibition Proposals

Proudly presented by

NATIONAL ACCREDITATION AUTHORITY FOR TRANSLATORS AND INTERPRETERS LTD (NAATI)

REGIONAL ADVISORY COMMITTEE OF VICTORIA



THE CONFERENCE PROGRAM

The conference aims to:

- Showcase how technology improves translating and interpreting service delivery and access locally and globally e.g. videoconferencing;
- Showcase new translation technology including translating websites;
- Explore how technology impacts on international and remote work opportunities for Translating and Interpreting practitioners and service providers;
- Consider translating and interpreting training issues arising from the growing use of technology;
- Explore how the translating and interpreting profession is evolving in Australia and internationally;
- Provide the opportunity for translating and interpreting service providers and global providers of telepresence, high-definition video conferencing, mobile video products/services and translation technology to exhibit their innovative technology and services.

DELEGATE PROFILE

As a sponsor or exhibitor, you will be able to directly target organisations providing translating and interpreting services, translating and interpreting practitioners and students, and global providers of telepresence, high-definition video conferencing, mobile video products/services and translation technology.

WHY YOU SHOULD PARTICIPATE

Sponsoring or exhibiting at TIAD 2010 offers many benefits, including:

- Opportunity to market your organisation's capability and products
- Opportunity to promote your organisation to potential clients
- Maximum exposure at an established event devoted to language, interpreting and translating issues
- Acknowledgement in printed materials

MARKETING AND PUBLIC RELATIONS

An extensive publicity and marketing campaign will be coordinated during the lead up to the conference, targeting both individuals and key organisations.

There will be:

- Electronic distribution of flyers
- Promotion at industry events
- Website promotions

This high profile conference will deliver maximum exposure to the sponsoring organisations in the broader community.

THE VENUE

Auditorium
Storey Hall
Building 16, RMIT University
342 Swanston Street, Melbourne

RMIT University is in Melbourne's city centre and can be easily accessed by public transport.





SPONSORSHIP OPPORTUNITIES

Sponsorship of Translating and Interpreting Awareness Day (TIAD) 2010 can play a vital role in a comprehensive and successful marketing plan. Your presence during the TIAD Conference will put you and your organisation into immediate contact with a large audience of decision-makers from within the translating and interpreting industry. The benefits you can derive are unique, unlike many other marketing strategies. Targeting the audience will be selective and direct, giving you the opportunity to meet the delegates and potential clients.

Sponsors of the Conference will enjoy a wide range of benefits, including:

- Direct face to face contact with your specific target group.
- Increased market awareness of your services and products through your organisation's visible commitment.
- The opportunity to showcase your organisation's products and services to a valuable target market.
- The ability to influence a qualified audience in a conducive environment.
- The chance to improve existing networks within the community.

As the organising committee, we want you to achieve the best possible results for your organisation and the best value for your sponsorship dollar.

For those wishing to participate in TIAD 2010 we offer a range of promotional opportunities tailored to your current marketing and promotions objectives. Opportunities exist either to sponsor an event within the program, to provide accessories to the conference, to sponsor the conference in its entirety, or to display in the exhibition area. Irrespective of the promotion you decide best suits your marketing objectives, be assured that this event presents the most cost-effective targeted promotional medium to directly engage with the delegates.

GOLD SPONSORSHIP

The Gold class sponsorship provides an excellent opportunity for your organisation, including maximum exposure during the pre-Conference marketing phase as well as on-site promotions throughout the Conference to this highly targeted audience.

Pre-Event Marketing

- Company logo and recognition in all Conference materials.
- Company logo and name included on NAATI website providing two-way hyperlink to/from site.
- Acknowledgment as the Gold Sponsor in the electronic Registration Brochure to be distributed to relevant mailing lists.

On-site Acknowledgment

- 2 x Trestle Tables
- Verbal acknowledgement as the Gold Sponsor at the opening and closing addresses.
- Short address by senior company executive at the commencement of the Conference.
- One-page colour advertisement in the Conference Program (artwork supplied by sponsor).
- Company signage displayed in main lecture theatre.
- Company logo and recognition in all Conference materials.
- Company logo displayed prominently on power point show prior to session commencements.
- Four (4) satchel inserts.

Conference Benefits

Six (6) complimentary registrations.

INVESTMENT BY 2ND NOVEMBER 2009 - \$4,000

SILVER SPONSORSHIP

The Silver class sponsorship offers an excellent opportunity for your organisation to gain maximum exposure throughout the event amongst this highly targeted audience.

Pre-Event Marketing

- Company logo and recognition in all Conference materials.
- Company logo and name included on NAATI website providing two-way hyperlink to/from site.
- Acknowledgment as the Silver Sponsor in the electronic Registration Brochure to be distributed to relevant mailing lists.

On-site Acknowledgment

- 1 x Trestle Table.
- Verbal acknowledgement as the Silver Sponsor at the opening and closing addresses.
- Half-page colour advertisement in the Program (artwork supplied by sponsor).
- Company signage displayed in main lecture theatre.
- Company logo and recognition in all event materials.
- Company logo displayed prominently on power point show prior to session commencements.
- Two (2) satchel inserts.

Conference Benefits

Four (4) complimentary registrations.

INVESTMENT BY 2ND NOVEMBER 2009 - \$2,500



BRONZE SPONSORSHIP

The Bronze class sponsorship offers an excellent opportunity to your company, including exposure during the pre-Conference marketing phase and on-site promotions during the Conference among this highly targeted audience, ensuring coverage in most areas of the Conference.

Pre-Event Marketing

- Company logo and recognition in all Conference materials.
- Company logo and name included on NAATI website providing two-way hyperlink to/from site.
- Acknowledgment as the Bronze Sponsor in the electronic Registration Brochure to be distributed to relevant mailing lists.

On-site Acknowledgment

- 1 x Trestle Table.
- Verbal acknowledgement as the Bronze Sponsor at the opening and closing addresses.
- Quarter-page colour advertisement in the Program (artwork supplied by sponsor).
- Company signage displayed in main lecture theatre.
- Company logo and recognition in all event materials.
- One (1) satchel insert.

Conference Benefits

Two (2) complimentary registrations.

INVESTMENT BY 2ND NOVEMBER 2009 - \$1,000

KEYNOTE SPEAKER SPONSORSHIP (LIMIT 1)*

The Keynote Speaker sponsorship will be limited to one sponsor, offering your organisation an excellent opportunity to promote directly to the Conference's key session audience.

You will be invited to officially welcome the speaker onto the stage and present them with a gift (provided by the organising committee) at the close of their presentation; The Conference Facilitator will verbally acknowledge your organisation's sponsorship to the audience when welcoming you onto the stage. In addition to exposure during the Conference Session you also receive exposure during the pre-Conference marketing phase and on-site during the Conference.

Pre-Event Marketing

- Acknowledgement as the Keynote Speaker Sponsor in the Program and in the electronic Registration Brochure to be distributed to relevant mailing lists.

On-site Acknowledgment

- Verbal acknowledgement as the Keynote Speaker Sponsor at the opening address prior to the Keynote Speaker's presentation.
- Company logo and recognition in all conference materials.
- Company logo displayed prominently on power point show prior to Keynote Speaker's presentation.
- One (1) satchel insert.

Conference Benefits

One (1) complimentary registration.

* Booking will be allocated strictly in accordance with the date of receipt of application and payment.

INVESTMENT BY 2ND NOVEMBER 2009 - \$750

NAME BADGE AND LANYARD SPONSOR (LIMIT 1)✘

All delegates are required to wear the official Conference name badge with a lanyard. There is the opportunity for one company to have their name and logo printed on the name badge and lanyard. These are a highly visible platform for promoting your company name and logo. This option provides the following benefits:

Pre-Event Marketing

- Acknowledgement as the name badge and lanyard sponsor in the electronic Registration Brochure to be distributed to relevant mailing lists.

On-site Acknowledgment

- Company logo and recognition in all conference materials in the program.
- One (1) satchel insert.
- Placement of your company name and logo printed on the lanyard worn by all delegates.

Conference Benefits

One (1) complimentary registration.

✘ Booking will be allocated strictly in accordance with the date of receipt of application and payment.

INVESTMENT BY 2ND NOVEMBER 2009 - \$750



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CONFERENCE STATIONERY - NOTE PADS OR PENS

On-site Acknowledgment

- > Organisation's logo to appear on pen and/or note pads (company to supply their own).
- > The pens and note pads will be included in each delegate's bag.

INVESTMENT BY 2ND NOVEMBER 2009 - \$200

EXHIBITION

INVESTMENT BY 2ND NOVEMBER 2009 - \$950

Exhibition Booking Inclusions

- > Two (2) complimentary registrations to enable you to man your table, inclusive of day catering (all staff must be pre-registered).
- > Logo acknowledgment in the electronic Registration Brochure and all promotional material in relation to the event.
- > 1 x Trestle table (150cm x 75cm).
- > 1 x Damask Trestle Linen (black)
- > 2 x Chairs.
- > Freestanding Brochure Stand (5 x A4 Pockets).
- > Computer Cupboard (50cm x 60cm x 106cm h).

SPONSOR/EXHIBITOR REGISTRATION FORM

TAX INVOICE - ABN 42 008 596 996 (Fees quoted are ex-GST)

(This will become a complaint Tax Invoice for GST purposes once payment is made)

PERSONAL DETAILS - Please use block letters

Company: _____

Name: _____

Surname: _____

Position: _____

Address: _____

State: _____

Postcode: _____

Phone: _____

Fax: _____

Mobile: _____

Email: _____

SECTION 1: SPONSORSHIP (Fees quoted are ex-GST)

I / We wish to become a sponsor in the following category:

Tick	Category	Confirmation required by 2 November 2009	Total
	Gold Sponsorship	\$4,000	
	Silver Sponsorship	\$2,500	
	Bronze Sponsorship	\$1,000	
	Keynote Speaker Sponsorship - Limit 1	\$750	
	Name Badge & Lanyard Sponsor - Limit 1	\$750	
	Conference Stationery		
<input type="checkbox"/>] Pens	\$200	
<input type="checkbox"/>] Notepads	\$200	
TOTAL SPONSORSHIP			\$





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SECTION 2: EXHIBITION

I /We wish to book the following exhibition space

[] Exhibition Space	Confirmation Required by 2 November 2009 \$950	Total \$
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Enclosed is our cheque/credit card details. All cheques will be made payable to NAATI. I/We understand that all bookings will be allocated strictly in accordance with the date of receipt of application and payment.

Signed _____

Date _____

CREDIT CARD DETAILS (Must be completed):

Please charge my: Visa Mastercard Amex

Card No: / / / Expiry Date: /

Card Holder's Name: _____

Card Holder's Signature: _____

Please return a copy of this form including payment to:

NAATI
TIAD 2010
Lonsdale Court, Suite 14, Level 1, 600 Lonsdale St, Melbourne Vic 3000
FAX BACK: 03 9642 3303