

AMPLA Annual Conference

SPARKING CHANGE:
CULTURE, REGULATORS
AND NEW ECONOMIES

16 - 18 OCT 2019
BRISBANE



www.amplaconference.com.au

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2019 AMPLA Annual Conference Sponsorship Prospectus

AMPLA is the leading source of education and development for lawyers practicing in resources and energy. The **AMPLA Annual Conference** is recognised as the premier resources and energy law conference in Australia, and throughout the Asian region. The event gives delegates an opportunity to expand their business network and build their knowledge and skills.

Each year the Conference program is delivered by leaders and experts in the resources and energy industry.

In 2019 the Conference will be held at the Westin Brisbane from 16 – 18 October.

Conference Format

Over 13 hours of business sessions, with expert speakers and 10 hours of networking opportunities:

Wednesday- Pre-Conference Workshops, Welcome Reception

Thursday – Full Day Business Program, Conference Dinner

Friday – Full Day Business Program, Conference Closing Function.

Delegates

The Conference attracts over 200 delegates annually, predominantly lawyers in private practice (60%), and in-house counsel and government agencies (40%).

Program

“Sparking change: Culture, Regulators and New Economies”

Keynote Speaker

Dr Vanessa Guthrie, Chairman at Minerals Council of Australia

The Fallout From the Royal Commissions – The Impact on the Boardroom

In the post-Haynes world, boards and companies are focussed on developing the right culture to ensure the company and its employees is equipped to make the right decisions at the right times. Dr Guthrie will present her views on this change and where it is taking corporate Australia.

Other presentations include:

- The New Corporate Australia: Risk, Culture and Governance for Directors and Executives
- The Fallout From the Royal Commissions – The Impact on the Regulators
- The Complexities of Joint Ventures
- Developments in Contract Law
- Technology and the Future of Work
- The Hydrogen Economy
- Energy Stream
 - Renewable Hydrogen
 - New Business Models
 - Tragedy of the Commons
 - Case Study
- Mining Stream
 - Adani: a Case Study
 - The Canadian Experience
 - Battery Minerals – How do they fare?
 - Project Financing – Alternatives

Why should you be in the room?

- Hear from leading industry experts on the topics effecting the sector
- Understand and prepare for challenges facing the sector
- Meet decision-makers and industry leaders
- Elevate professional profile
- Discuss latest developments and ideas with peers in a collegiate environment



SPONSORSHIP OPPORTUNITIES

AMPLA continues to offer companies the opportunity to be front of mind with lawyers practicing in the resources and energy sector through its Annual Conference Sponsorship Program. A summary of opportunities is presented below:

	Principal	Major	General	Conference Dinner	Welcome Reception
# Available	1	Unlimited	Unlimited	1	1
Speaker Opportunity	Keynote	-	-	Welcome address	Welcome address
Conference Registration:					
• Thursday Delegate	6	3	2	-	-
• Friday Delegate	6	3	2	-	-
• Discounted Registration Rates	Unlimited	Unlimited	Unlimited	2	2
• Unrestricted Pass*	4	1	-	-	-
Social Function Tickets:					
• Welcome Reception	6	3	2	-	5
• Conference Dinner	6	3	2	4	-
• Farewell Networking	6	3	2	-	-
Acknowledgement on Conference website & App	✓	✓	✓	✓	✓
Acknowledgement in Conference marketing emails	✓	✓	✓	✓	✓
Acknowledgement in Conference Program and Handbook	✓	✓	✓	✓	✓
Supported Social Media campaigns profiling sponsor support and any connected speakers	✓	✓	✓	✓	✓
Logo/Branding prominently displayed during Conference Sessions	✓	✓	✓	✓	✓
Logo Branding prominently displayed during Keynote Session	✓	-	-	-	-
Logo/Branding prominently displayed during Conference Dinner	-	-	-	✓	-
Logo/Branding prominently displayed during Welcome Reception	-	-	-	-	✓

***Unrestricted Pass** - only available to sponsors. These unnamed sponsor passes are fully transferable, and don't need to be allocated to a specific individual. They provide access to Conference Sessions only (do not include social functions). **Delegate registrations** require names to be provided to AMPLA 5 business days prior to the Conference.

Sponsor Marketing and Promotion

Pre- Conference Marketing:

- Acknowledgement and logo displayed in conference digital brochure and circulated to over 2,500 AMPLA contacts
- Acknowledgement and logo displayed on the Conference webpage, with weblinks to sponsor content

In-Conference Marketing:

- Logo displayed in Conference collateral including on signage, at venues and online (web/app)

Post-Conference Marketing:

- Acknowledgement in post conference communication to delegates

Supported Social Media Campaign:

Sponsors will be acknowledged in the lead up, during and post conference in all social media posts generated by AMPLA on their preferred platform (LinkedIn), including profiling of conference speakers from your organisation.



Principal Sponsorship (exclusive*)

\$28,875 (inc GST) includes:

- 4 Unrestricted/unnamed conference passes providing access to all conference sessions (excluding social functions)
- 6 tickets to Welcome Reception on Wednesday evening
- 6 delegate registrations for Thursday (*inc Morning Tea, Lunch and Afternoon Tea*)
- 6 tickets to Conference Dinner on Thursday evening
- 6 delegate registrations for Friday (*inc Morning Tea, Lunch and Afternoon Tea*)
- 6 tickets to Farewell Networking on Friday evening
- Full list of confirmed delegates provided prior to conference
- Access to discounted registration rates for additional delegates from your organisation.
- Keynote speaker opportunity (*subject to approval by AMPLA*).

Based on 20 standard day delegate registrations, and social functions, the Principal Sponsorship offer is valued at over \$32,800. This package provides access for a minimum of 20 employees to Conference Sessions and 18 employees to social functions.

Major Sponsorship

Price \$15,600 (inc GST) includes:

- 1 Unrestricted/unnamed conference passes providing access to all conference sessions (excluding social functions)
- 3 tickets to Welcome Reception on Wednesday evening
- 3 delegate registrations for Thursday (*inc Morning Tea, Lunch and Afternoon Tea*)
- 3 tickets to Conference Dinner on Thursday evening
- 3 delegate registrations for Friday (*inc Morning Tea, Lunch and Afternoon Tea*)
- 3 tickets to Farewell Networking on Friday evening
- Full list of confirmed delegates provided prior to conference

Based on 7 standard day delegate registrations, the Major Sponsorship offer is valued at over \$11,420. This package provides access for a minimum of 8 employees to the Conference sessions and 9 to social functions.

General Sponsorship

Price \$7,000 (inc GST) includes:

- 2 tickets to Welcome Reception on Wednesday evening
- 2 delegate registrations for Thursday (*inc Morning Tea, Lunch and Afternoon Tea*)
- 2 tickets to Conference Dinner on Thursday evening
- 2 delegate registrations for Friday (*inc Morning Tea, Lunch and Afternoon Tea*)
- 2 tickets to Farewell Networking on Friday evening
- Full list of confirmed delegates provided prior to conference

Based on 4 standard day delegate registrations and social functions, the General Sponsorship offer is valued at over \$6,860 including evening social events. This

package provides access for a minimum of 4 employees to the Conference Sessions and 6 to social functions.

Conference Dinner Sponsorship

Price \$11,000 (inc GST) includes:

- Exclusive Opportunity
- Acknowledgement as the exclusive Conference Dinner Partner in the conference collateral and during the conference dinner
- Opportunity to make a 5 minute (maximum) welcome address to guests during the conference dinner
- Opportunity to display corporate signage (supplied by partner) in the conference dinner venue
- 4 tickets to attend the conference dinner
- Discounted registration for 2 delegate Conference registrations

Welcome Reception Sponsorship

Price \$5,000 (inc GST) includes:

- Exclusive Opportunity
- Acknowledgement as the exclusive Welcome Reception Partner in the conference collateral and during the welcome reception
- Opportunity to make a 5 minute (maximum) welcome address to guests during the welcome reception
- Opportunity to display corporate signage (supplied by partner) in the welcome reception venue
- 5 tickets to attend the welcome reception
- Discounted registration for 2 delegate Conference registrations

Terms and Conditions

Generally Applicable

- 1) A contract of sponsorship will be deemed to have been formed upon written communication by AMPLA (by email) to the applicant that the applicant's Sponsorship Application has been accepted.
- 2) Each contract of sponsorship is subject to the terms and conditions set out in this prospectus, including as described for the relevant category of sponsorship in respect of which the Sponsorship Application has been submitted.
- 3) An applicant is not entitled to favourable treatment of its representatives or employees for speaking positions at the conference.
- 4) No representative of AMPLA other than the AMPLA President or Executive Director may make any binding representation or agreement varying these terms and conditions in respect of any applicant.
- 5) The sponsorship fee is due for payment by a successful applicant on or before the date specified by AMPLA when communicating acceptance of the applicant's Sponsorship Application.
- 6) Benefits will only commence upon full payment of the sponsorship fee unless otherwise agreed by AMPLA in its absolute discretion.

Principal Sponsorship

- 1) The Principal Sponsorship is available to one law firm, one corporate sponsor and one government/other sponsor.
- 2) The Principal Sponsorship will be awarded in each category to the first completed application for Principal Sponsorship received by AMPLA.
- 3) AMPLA will notify each applicant in writing (by email).
- 4) To receive the full benefits of marketing and promotion as outlined in the proposal, applications should be submitted by 30 June 2019.

Major & General Sponsorships

- 1) Applications for Major and General sponsorships may be submitted at any time, however to receive the full benefits of marketing and promotion as outlined in the proposal, applications should be submitted to AMPLA by 30 June 2019.
- 2) AMPLA will notify each applicant in writing (by email).

Conference Dinner & Welcome Reception Sponsorships

- 1) The Conference Dinner and Welcome Reception sponsorships will be awarded to the first completed application received by AMPLA.
- 2) AMPLA will notify each applicant in writing (by email).
- 4) To receive the full benefits of marketing and promotion as outlined in the proposal, applications should be submitted by 30 June 2019.

2019 Annual Conference Sponsorship Application

This sponsorship application is subject to the Terms and Conditions set out in this prospectus.

Organisation:

Contact Name:

Email:

Telephone:

Level of Sponsorship (please tick):

Principal Sponsorship Package AU \$28,875 (inc GST)

Major Sponsorship Package AU \$15,600 (inc GST)

General Sponsorship Package AU \$6,500 (inc GST)

Conference Dinner Sponsorship Package AU \$11,000 (inc GST)

Welcome Reception Sponsorship AU \$5,000 (plus GST)

Signed:

Name:

Position:

Date:

Please note that signing and delivery of this sponsorship application to AMPLA is subject to acceptance by AMPLA and to the Terms and Conditions set out in this prospectus.

Please return the completed form to the AMPLA Office by email to ampla@ampla.org

Upon acceptance of this application by AMPLA, an invoice for sponsorship will be issued.