



nsw Federation of
Housing Associations inc

SYDNEY MASONIC CENTRE
JUNE 27-28



2018

AFFORDABLE HOUSING CONFERENCE

SPONSORSHIP & EXHIBITOR PROSPECTUS

IN PARTNERSHIP WITH
Homelessness NSW



2018 Affordable Housing Conference

We invite you to join us for the 2018 Affordable Housing Conference. The conference theme is **'Everybody's Home'** which highlights the current and growing shortfall of accessible and affordable housing in Australia across the entire housing continuum.

Over the two days, housing professionals from the private, not for profit and government sectors will come together to share expertise and find out about the latest news in the industry. The 2018 Affordable Housing Conference included:

- Over 400 delegates
- 120+ speakers
- 31 conference sessions
- Dedicated 10 hours of networking

The event will be marketed through multiple channels including an e-marketing campaign to over 600 subscribers to our conference mailing list. The campaign also includes exposure at all of the Federation's member networks, seminars, workshops and other professional engagement events. As the industry body for community housing providers in NSW we are uniquely placed in our ability to get your brand in front of the sector.

The conference will hear from renowned speakers from Australia and overseas. We will cover the full spectrum of finance, housing and place-making, and in the next few weeks we will start to announce our major speakers.

Already confirmed speakers include the following:

David Orr, Chief Executive Officer of the National Housing Federation (UK). David is CEO of the National Housing Federation (NHF) and former President of CECODHAS-Housing Europe. Previously, he chaired the mobility taskforce and was a board member of The Housing Finance Corporation as well as the Social Investment Taskforce. David was also one of the founding directors of My Home Finance, and CEO of the Scottish Federation of Housing Associations and Newlon Housing Trust.

Emily Cadik, Director, Public Policy, Enterprise Community Partners, Inc (USA). One of the leading tax credit syndicators in the USA. She leads policy and advocacy related to the Low-Income Housing Tax Credit, New Markets Tax Credit, the Rental Assistance Demonstration and rental assistance program reforms. Prior to joining Enterprise in 2012, she was a Presidential Management Fellow at the U.S. Department of Housing and Urban Development, where she served as a program coordinator for the Moving to Work demonstration and in the Office of Intergovernmental Affairs.

Margaret Pfoh, CEO of Aboriginal Management Housing Association (BC Canada). Margaret has over 20 years of direct leadership and business development in Urban Native programs, supplemented with an Honors Degree in Psychology. Through effective leadership and professional involvement Margaret has created a strong network of professional relationships that speak to community and social development through empowerment and respect. She is a powerful speaker.

Why sponsor?

Sponsorship will give your organisation a fantastic exposure to enhance key messages to delegates and offers a unique opportunity to align your brand with a highly successful, high profile event. By sponsoring the 2018 Affordable Housing Conference, you will also allow us to:

- Set prices at a competitive level and heavily discount places for tenants and small organisations
- Create a program with a wide range of expert speakers
- Support the work our organisations do to advocate for more affordable housing options for people on very low to moderate incomes. The 2016 conference has enabled us to commission projects to (1) develop responses for ex-offenders and (2) explore the link between affordable housing and economic productivity

Should you have any questions in relation to the 2018 Affordable Housing Conference sponsorship opportunities please contact:

Leoni Lynch
NSW Federation of Housing Associations
2018Conference@communityhousing.org.au
(02) 9281 7144 ext. 203



ORGANISING AGENCIES

NSW Federation of Housing Associations

The [Federation](#) is the peak industry body for community housing providers in NSW. The Federation leads and coordinates the industry, represents its members' interests, and provides a wide range of good practice advice and resources to assist members to develop their businesses. Through its Centre for Training in Social Housing, the Federation is the leading provider of social housing training in Australia.

Homelessness NSW

[Homelessness NSW](#) is a peak not for profit organisation that works with its members to prevent and reduce homelessness across NSW. Homelessness NSW's members include small, locally based community organisations, multiservice agencies with a regional reach and large State-wide service providers.

Key services that we provide include policy development and advocacy in working to end homelessness, public education about the changing faces of homeless people and those at risk, information about the diverse mix of initiatives operating in NSW and elsewhere and advice and support for member organisations and others about organisational change and improvement.

AT A GLANCE

SPONSOR PACKAGE BENEFITS	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Official Conference Partner	International Speaker Sponsor	Conference Dinner Sponsor	Drinks Reception Sponsor	Refreshments Sponsor (Day 1 & 2)	Major Session Sponsor	Minor Session Sponsor
Complimentary Delegate Registration	6	4	2	1	1	1					
Complimentary Official Conference Dinner	6	4	2	1	1	1	2	1			
Complimentary Exhibition Booth	Y	Y	Y								
Panel / Plenary Session Naming Rights	Y									Y	
Concurrent Session Naming Rights		Y			Y						Y
Acknowledgement by Conference / Dinner MC	Y	Y	Y				Y	Y			
Acknowledgement by the Session Facilitator		Y			Y	Y			Y	Y	Y
Welcome Guests to the Conference	Y										
Logo on Official Conference Program	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Logo on Conference Website	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Logo on Conference App	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Program Ad (Full page colour)	Y	Y									
Program Ad (Half page)			Y	Y	Y						
Conference App naming rights	Y										
Holding Slide	Y	Y					Y				
Pull up banner	Y	Y					Y	Y	Y	Y	Y

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor

\$38,500

The Platinum Sponsor will be acknowledged as the premium supporter of the Conference. This package will guarantee maximum exposure both before and during the Conference, with the highest priority branding on all documentation and signage. Named as the only Platinum Sponsor, your organisation will receive:

- *Opportunity to welcome and address guests at a plenary session (5 minutes)*
- *Opportunity to be part of the conference reference group - advising the organisers on speakers, conference themes and topics etc*
- *Verbal acknowledgement by the Conference MC as the Platinum Sponsor during the conference opening speech*
- *Preferential allocation of a complimentary exhibition booth*
- *Complimentary registration for six delegates to both days of the conference*
- *Complimentary conference dinner and pre-dinner drinks for six delegates*
- *A full page colour advertisement in the official conference guide*
- *Complimentary Final Plenary naming rights*
- *Exclusive display a free-standing banner in a prominent position during the final plenary (Sponsor to provide own banner and be responsible for set up and pack down. Maximum size to be 2m high x 1 m wide).*
- *Your logo will be included in the welcome holding slide*
- *Exclusive use of your logo and name on the launch page of the Conference app. All facilitators will refer to your organisation when mentioning the app*
- *Your logo will be included on the Conference website, with hyperlink to your website homepage*
- *Your logo will be included in the official conference program (subject to printing deadlines)*

Gold Sponsor

\$22,000

The Gold Sponsor package is designed for industry-leading companies who want to demonstrate their prominent position. This package will guarantee substantial exposure and acknowledgement. Named as 1 of 2 Gold Sponsors, your organisation will receive:

- *Verbal acknowledgement by the Conference MC as the Gold Sponsor during the conference opening speech.*
- *Preferential allocation of a complimentary exhibition booth*
- *Complimentary registration for four delegates to both days of the conference.*
- *Complimentary invitations for four delegates to the conference dinner and pre-dinner drinks*
- *Naming rights to a concurrent conference session (subject to available sessions)*
- *A full page colour advertisement in the conference guide*
- *Exclusive display a free-standing banner in a prominent position during the concurrent session (Sponsor to provide own banner and be responsible for set up and pack down. Maximum size to be 2m high x 1 m wide).*
- *Your logo will be included in the welcome holding slide*
- *Your logo will be included on the Conference website, with hyperlink to your website homepage*
- *Your logo will be included in the official conference program (subject to printing deadlines)*
- *Your logo will be included on the conference app*

Silver Sponsor

\$13,000

The Silver Sponsor package is a cost-effective way to promote your organisation and ensures significant exposure throughout the entire conference. Named as 1 of 4 Silver Sponsors, your organisation will receive:

- *Verbal acknowledgement by the Conference MC as a Silver Sponsor during the conference opening speech*
- *Preferential allocation of a complimentary exhibition booth*
- *Complimentary registration for two delegates to both days of the conference.*
- *Complimentary invitations for two delegates to the conference dinner and pre-dinner drinks.*
- *A half page colour advertisement in the conference guide*
- *Your logo will be included on the Conference website, with hyperlink to your website homepage*
- *Your logo will be included in the official conference program (subject to printing deadlines)*
- *Your logo will be included on the conference app*

Bronze Sponsor

\$8,000

The bronze Sponsor package is a cost-effective way to promote your organisation and ensures significant exposure throughout the entire conference. Named as 1 of 4 Bronze Sponsors, your organisation will receive:

- *Complimentary registration for one delegate to both days of the conference.*
- *Complimentary invitation for one delegate to the conference dinner and pre-dinner drinks.*
- *A half page colour advertisement in the conference guide*
- *Your logo will be included on the Conference website, with hyperlink to your website homepage*
- *Your logo will be included in the official conference program (subject to printing deadlines)*
- *Your logo will be included on the conference app*

Partner

\$6,600

Conference Partners will reap the rewards of a personalised package which enables them to sponsor up to 3 different concurrent conference sessions. Named as 1 of 3 Conference Partners, your organisation will receive:

- *Verbal acknowledgement by the session facilitator at the start of one concurrent conference session*
- *Complimentary registration for one delegate to both days of the conference*
- *Complimentary invitation for one delegate to the conference dinner and pre-dinner drinks*
- *A half page colour advertisement in the conference guide*
- *Your logo will be included on the Conference website, with hyperlink to your website homepage*
- *Your logo will be included in the official conference program (subject to printing deadlines)*
- *Your logo will be included on the conference app*

International Speaker Sponsor

\$6,600

As the sponsor of an International Speaker, your organisation will assist in the travel and accommodation requirements of a renowned guest speaker. Your organisation will be entitled to:

- *Verbal acknowledgement of your organisation during the introduction to the speaker by the facilitator as the international speaker sponsor*
- *Complimentary registration for one delegate to both days of the conference.*
- *Complimentary invitation for one delegate to the conference dinner and pre-dinner drinks*
- *Your logo will be included on the Conference website, with hyperlink to your website homepage*
- *Your logo will be included in the official conference program (subject to printing deadlines)*
- *Your logo will be included on the conference app*
- *Guidelines negotiable and can be tailored to suit sponsor requirements*

Dinner Sponsor

\$8,000

As the sole sponsor of the Dinner, your organisation will receive naming rights to this well attended event. This includes:

- *The opportunity to address dinner guests*
- *Verbal acknowledgement of your organisation during the presentation dinner by the MC at the dinner*
- *Complimentary invitations for two delegates to the conference dinner and pre-dinner drinks*
- *Exclusive display a free-standing banner in a prominent position during the conference dinner (Sponsor to provide own banner and be responsible for set up and pack down. Maximum size to be 2m high x 1 m wide).*
- *Your logo on holding slide during the dinner*
- *Your logo will be included on the Conference website, with hyperlink to your website homepage*
- *Your logo will be included in the official conference program (subject to printing deadlines)*
- *Your logo will be included on the conference app*

Pre-dinner drinks Sponsor

\$6,600

As the sole sponsor of the pre-dinner drinks, your organisation will receive naming rights to this well attended and much enjoyed event. This includes:

- *Introduction by the MC during the drinks reception*
- *The opportunity to address guests during the drinks reception*
- *Complimentary invitation for one delegate to the conference dinner and pre-dinner drinks*
- *Exclusive display a free-standing banner in a prominent position during the conference pre-dinner drinks (Sponsor to provide own banner and be responsible for set up and pack down. Maximum size to be 2m high x 1 m wide).*
- *Your logo will be included on the Conference website, with hyperlink to your website homepage*
- *Your logo will be included in the official conference program (subject to printing deadlines)*
- *Your logo will be included on the conference app*

Refreshments Sponsor

\$1,650

Everyone heads straight to the refreshments during the break and there are opportunities to sponsor 1 of 3 refreshments: Morning Tea, Lunch or Afternoon Tea sessions. Entitlements include:

- *Verbal acknowledgement by the facilitator or session chair at the end of the session prior to the sponsored refreshment break.*
- *Exclusive display a free-standing banner in a prominent position during the sponsored break (Sponsor to provide own banner and be responsible for set up and pack down. Maximum size to be 2m high x 1 m wide).*
- *Your logo will be included on the Conference website, with hyperlink to your website homepage*
- *Your logo will be included in the official conference program (subject to printing deadlines)*
- *Your logo will be included on the conference app*

Major Session Sponsor (Panel / Plenary session)

\$3,000

There are only 6 opportunities available to sponsor a major panel or plenary session. These are highly regarded sessions and form part of our program highlights. Entitlements include:

- *Exclusive session naming rights of a panel or plenary session (subject to available sessions and excluding the final plenary)*
- *Acknowledgement as the session sponsor by the MC*
- *Exclusive display a free-standing banner in a prominent position during the panel or plenary session (Sponsor to provide own banner and be responsible for set up and pack down. Maximum size to be 2m high x 1 m wide).*
- *Your logo will be included in the session holding slide*
- *Your logo will be included on the Conference website, with hyperlink to your website homepage*
- *Your logo will be included in the official conference program (subject to printing deadlines)*
- *Your logo will be included on the conference app*

Minor Session Sponsor (Concurrent session)

\$550

There are 20 opportunities available to sponsor a concurrent session. Entitlements include:

- *Exclusive session naming rights of a concurrent session (subject to available sessions)*
- *Acknowledgement by the facilitator during the session*
- *Exclusive display a free-standing banner in a prominent position during the concurrent session (Sponsor to provide own banner and be responsible for set up and pack down. Maximum size to be 2m high x 1 m wide)*
- *Your logo will be included on the Conference website, with hyperlink to your website homepage*
- *Your logo will be included in the official conference program (subject to printing deadlines)*
- *Your logo will be included on the conference app*

EXHIBITION BOOTHS

Standard Booth

\$2,500

The Exhibition Space is always the focal point of the conference. The exhibition space will be positioned close to the area where refreshments are served. This ensures plenty of opportunities to network with conference delegates. Booths will be allocated on a “first in first served” basis, after Platinum, Gold, Silver sponsors’ preferences have been accommodated. An Exhibition Booth package includes the following:

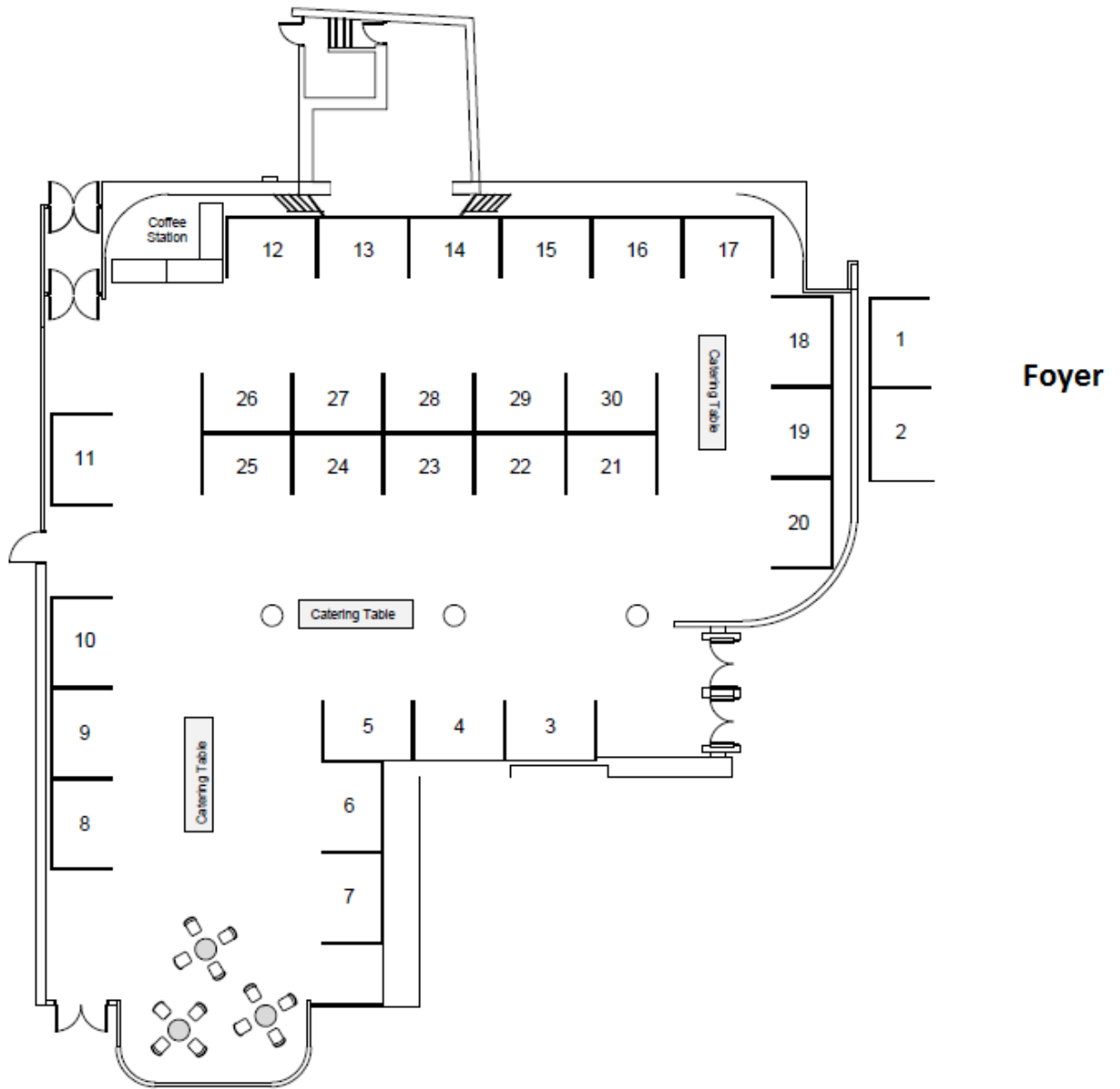
- *A 3m x 2.1m exhibition booth with 2.4m high velcro compatible panels.*
- *One digital print sign of your organisation’s name per aisle*
- *Appropriate lighting and power point outlets*
- *Two complimentary exhibitor registrations to attend the exhibition, morning and afternoon teas, lunches and the official welcome*
- *Your logo will be included on the Conference website, with hyperlink to your website homepage*
- *Your logo will be included in the official conference program (subject to printing deadlines)*
- *Your logo will be included on the conference app*

Please note

- Platinum, Gold and Silver Sponsors have priority of choice of booth location
- All booths will be allocated on a “first in first served” basis. Please indicate a minimum of three booth location preferences at the time you register and pay
- The proposed layout may slightly change if the take up of booths is less than 30
- Exhibition booths do not include complimentary delegate registration to attend the conference

See the following page for the proposed layout of the Exhibition Space within the Sydney Masonic Centre.

EXHIBITION BOOTH LAYOUT



SPONSORSHIP + EXHIBITION APPLICATION FORM

This form should be completed and returned to: 2018Conference@communityhousing.org.au A Tax Invoice will be issued upon receipt.

Organisation name (marketing purposes):	
Organisation name (invoicing purposes):	
Contact name:	
Position:	
Address:	
Telephone:	
Email:	
Website:	

Sponsorship Type	Amounts (include GST)	No. packages available
<input type="checkbox"/> Conference Platinum Sponsor	\$38,500	1
<input type="checkbox"/> Conference Gold Sponsor	\$22,000	2
<input type="checkbox"/> Conference Silver Sponsor	\$13,000	4
<input type="checkbox"/> Conference Bronze Sponsor	\$8,000	4
<input type="checkbox"/> Conference Partner	\$6,600	3
<input type="checkbox"/> International Speaker Sponsor	\$6,600	Negotiable
<input type="checkbox"/> Conference Dinner Sponsor	\$8,000	1
<input type="checkbox"/> Conference Drinks Reception Sponsor	\$6,600	1
<input type="checkbox"/> Refreshments Sponsor: Morning tea– Day 1 & 2	\$1,650	1
<input type="checkbox"/> Refreshments Sponsor: Lunch – Day 1 & 2	\$1,650	1
<input type="checkbox"/> Refreshments Sponsor: Afternoon tea – Day 1 & 2	\$1,650	1
<input type="checkbox"/> Major Session Sponsor (Panel or Plenary Session)	\$3,000	6
<input type="checkbox"/> Minor Session Sponsor (Concurrent Session)	\$550	20
Exhibition booths	Amounts include GST	
<input type="checkbox"/> Standard booth Indicate Preferences: _____	\$2,500	30
Total Amount Including GST		

Authorised Signatory _____ Date: _____