



OPEN 2019

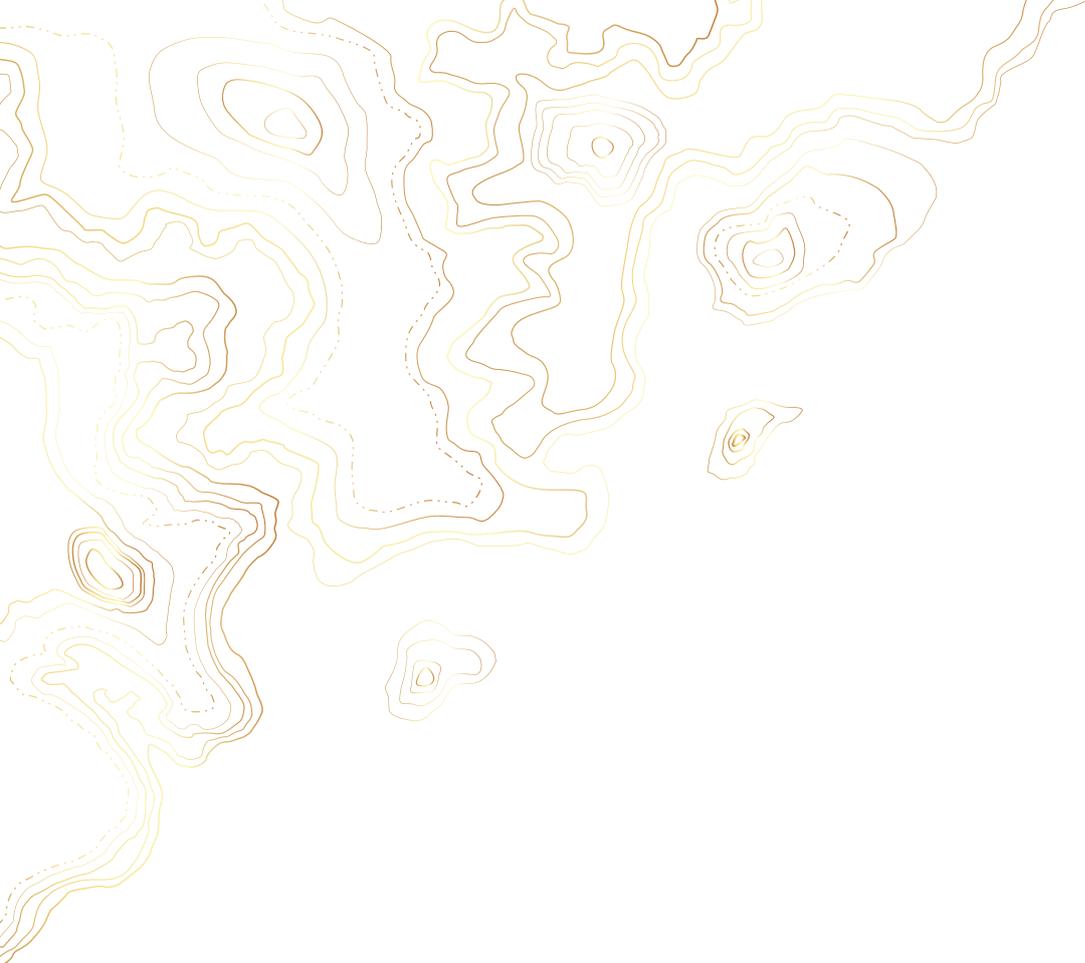
Prospectus

Melbourne
12 NOVEMBER

Sydney
15 NOVEMBER

Brisbane
20 NOVEMBER

 **esri** Australia



CONTENTS

Dates and Venues	3
Event Introduction	4
Event Statistics	5
Ozri Packages	6
Platinum Partner	7
Gold Partner	8
Silver Partner	9
Conference Bag	10
Lanyard	10
Conference App Sponsor	11
Lead Generation	11
TechHub Partner	12
ArcNews / ArcUser Insert	13
Conference Bag or App eSatchel Insert	13
Advertising	13
Webinar - Directions LIVE Online	13
Tailored Packages	13
Booth Options	14
Partner Terms and Conditions	15





DATES AND VENUES



Melbourne

12 NOVEMBER

Melbourne Convention
and Exhibition Centre



Sydney

15 NOVEMBER

International
Convention Centre



Brisbane

20 NOVEMBER

Brisbane Convention
and Exhibition Centre



Ozri 2019: Be seen, be heard

THE AUSTRALIAN ESRI USER CONFERENCE



Integrate



Innovate



Accelerate

Increase your reach and expand your market

As a premier feature of Australia's geospatial calendar, the scope and reputation of Ozri, the Australian Esri User Conference, makes it one of the most influential and impactful GIS events of the year.

The Esri user community plays a major role in promoting the ongoing adoption of advanced spatial technology across the public sector and in commercial industry.

You are invited to affiliate with Ozri 2019 through partnership packages designed to augment your organisation's objectives.

Tap into the power of:

- A three-city roadshow attracting 1,500+ delegates
- An inclusive, accessible one-day format for broad exposure
- Expanded networking and contact opportunities
- Direct connections to engaged GIS technology users

Participation will connect you to a receptive audience of key GIS decision-makers, technology specialists and prospective users who are contemplating adopting GIS technology.

If you require additional scope beyond the proposed options, we can tailor a solution to meet your goals.

For more information, or to secure an Ozri 2019 package, email: events@esriaustralia.com.au.

I look forward to working with you.

Josie Sinni

Head of Events
Esri Australia and Esri South Asia Groups
P +61 (0)3 9321 3426
E events@esriaustralia.com.au



EVENT STATISTICS 2018



1304
Attendees



Rated the program as good or excellent



Had a positive conference experience



54
Tech sessions



2
International experts



30
User presentations



12
Industry round tables



14
Event partners

Why you need to be a part of Ozri 2019:

- Connect with up to 1,500 delegates
- Gain access to receptive decision-makers
- Leverage direct introductions to GIS leaders

Connect with GIS specialists from:

- Architecture, Engineering, Construction
- Agribusiness
- Civil Engineering / Surveying
- Defence
- Education
- Emergency Services
- Energy
- Environmental Management
- Federal Government
- Information and Communications Technology
- Insurance
- Local Government
- Mining and Petroleum
- Natural Resources
- Ports and Maritime
- Public Safety
- Retail
- State Government
- Transport and Logistics
- Utilities

Connect with Australia's GIS decision-makers:

- Academics
- Administrators
- Analytics Managers
- Asset Managers
- BI Professionals
- Business Owners
- CAD-BIM Specialists
- Data Analysts
- Developers
- Entrepreneurs
- GIS Managers
- GIS Professionals
- GIS Thought Leaders
- Imagery Managers
- IT Managers
- Managing Engineers
- Media
- Operations Managers
- Project Managers
- Senior Geoscientists
- Senior Managers
- Software Engineers



OZRI PARTNER & SPONSOR PACKAGES

To facilitate your participation at Ozri 2019, we have created the following selection of partner and sponsor packages.

From comprehensive event coverage and widespread involvement of dedicated speaker spots and Platinum, Gold or Silver partner packages, to options offering collateral and network session branding, you can choose the level of engagement that best suits your organisation's objectives.

If you require any inclusions outside of these options, please contact us to discuss a tailored package.

Summary of partnership opportunities

Investment (including GST)

	Per city	Three-city package	Availability
Platinum Partner	\$8,000.00	\$19,200.00	SOLD OUT
Gold Partner	\$5,500.00	\$14,000.00	SOLD OUT
Silver Partner	\$4,200.00	\$8,400.00 before 12 July 2019	Limited
Conference Bag	–	\$4,500.00	Exclusive
Lanyard	–	\$4,500.00	Exclusive
Conference App	–	\$7,500.00	SOLD OUT
Tech Hub Partner	–	\$5,200.00	Limited

PLATINUM PARTNER

\$8,000 per city or
\$19,200 (Inc. GST) for a three-city package

Speaking spot Tradeshow space Webinar

SOLD
OUT

Speaking opportunity

- Dedicated 3 city presentation in the technical program^{6*}

TechHub kiosk

- Double kiosk (6m x 2m)⁷ with dual internet connection and monitors in a premium location
- The opportunity to showcase demos and products in a prime location
- Includes furnished meeting area
- Includes printing of your company signage²

Delegate listings

- Delegate list 7 days prior to and following the UC⁵

Collateral inserts

- 1 insert in the conference bag or 1 PDF electronic insert in the conference app eSatchel³
- 1 insert in 2 quarterly ArcNews/ArcUser, circulated to 1,300+ recipients

Registrations

- 4 full conference registrations (30% off additional registrations)¹

Webinar

- 1 Directions LIVE Online co-hosted Webinar⁴

Advertising

- 1 full-page colour advertisement in conference handbook²⁰

Banner display

- Signage prominently displayed (2 pull-up banners to be supplied by sponsor; location subject to organiser's approval)⁴

Lead generation

- Collect contact details to follow up post event. This will be done via the conference app and scanning QR codes (valued at \$450 for three cities)

Company branding and promotion

- Acknowledgement as Platinum Partner (company logo) on conference marketing materials, including pre- and post-event email campaigns, social media and conference handbook
- Logo included on holding slide at the beginning of each conference session
- Verbal acknowledgment as Platinum Partner during the opening plenary session
- On conference webpage, including corporate profile (200 words), logo and links to company website
- In the conference app, including corporate profile (200 words), logo and links to company website
- In the conference handbook, including corporate profile (200 words) and logo
- Ozri partners will be provided a marketing kit to help promote your participation and support of Ozri

Confirmed partners:



* Presentation must be a user case study and the presentation time and topic must be agreed on with the conference organiser. Esri Australia reserves the right to request a copy of the presentation prior to the event.

^ Presentation time and topic must be agreed on with the conference organiser prior to the presentation. Esri Australia reserves the right to request a copy of the presentation prior to the event.

◇ To be distributed at Brisbane, Sydney and Melbourne events.

Footnotes 1-6 – Please refer to page 15

Footnote 7 – Please refer to Booth Options on page 14

GOLD PARTNER

\$5,500 per city or
\$14,000 (Inc. GST) for a three-city package

SOLD
OUT

Connect directly with the Australian Esri user community – enjoying a strong presence and 'gold class' privileges throughout the event series.

Speaking opportunity

- A presentation in the technical program in one city^{6*}

TechHub kiosk

- Single kiosk (3m x 2m)⁷ in premium position
- The opportunity to showcase demos and products in a prime location
- Includes internet and a monitor
- Includes printing of your company signage²

Delegate listings

- Delegate list 14 days prior to and following the UC⁵

Collateral inserts

- 1 insert in the conference bag or 1 PDF electronic insert in the conference app eSatchel³
- 1 insert into ArcNews/ArcUser, circulated to 1,300+ recipients

Registrations

- 3 conference registrations (20% off additional registrations)¹

Webinar

- 1 Directions LIVE Online co-hosted Webinar[^]

Advertising

- 1 full-page colour advertisement in conference handbook²⁰

Banner display

- Signage prominently displayed (1 pull-up banner to be supplied by sponsor; location subject to organiser's approval)⁴

Company branding and promotion

- Acknowledgement as Gold Partner (company logo) on conference marketing materials, including pre- and post-event email campaigns, social media and conference handbook
- Logo included on holding slide at the beginning of each conference session
- Verbal acknowledgment as Gold Partner during the opening plenary session
- On conference webpage, including corporate profile (150 words), logo and links to company website
- In the conference app, including corporate profile (150 words), logo and links to company website
- In the conference handbook, including corporate profile (150 words) and logo
- Ozri partners will be provided a marketing kit to help promote your participation and support of Ozri

Confirmed partners:



* Presentation must be a user case study and the presentation time and topic must be agreed on with the conference organiser. Esri Australia reserves the right to request a copy of the presentation prior to the event.

^ Presentation time and topic must be agreed on with the conference organiser prior to the presentation. Esri Australia reserves the right to request a copy of the presentation prior to the event.

◇ To be distributed at Brisbane, Sydney and Melbourne events.

Footnotes 1-6 – Please refer to page 15

Footnote 7 – Please refer to Booth Options on page 14

SILVER PARTNER

\$4,200 (Inc. GST) per city

SPECIAL three cities for the price of two when you book before 12 July 2019



TechHub kiosk

- A single kiosk (2m x 2m)⁷
- The opportunity to showcase demos and products
- Includes internet and a monitor
- Includes printing of your company signage²

Delegate listings

- Delegate list 14 days prior to and following the UC⁵

Collateral inserts

- 1 insert in the conference bag or 1 PDF electronic insert in the conference app eSatchel³

Registrations

- 2 conference registrations (15% off additional registrations)¹

Advertising

- 1 half-page colour advertisement in conference handbook²⁰

Banner display

- Signage prominently displayed (1 pull-up banner to be supplied by sponsor; location subject to organiser's approval)⁴

Company branding and promotion

- Acknowledgement as Silver Partner (company logo) on conference marketing materials, including pre- and post-event email campaigns, social media and conference handbook
- Logo included on holding slide at the beginning of each conference session
- Verbal acknowledgment as Silver Partner during the opening plenary session
- On conference webpage, including corporate profile (100 words), logo and links to company website
- In the conference app, including corporate profile (100 words), logo and links to company website
- In the conference handbook, including corporate profile (100 words) and logo
- Ozri partners will be provided a marketing kit to help promote your participation and support of Ozri

Confirmed partners:



⁰ To be distributed at Brisbane, Sydney and Melbourne events.

Footnotes 1-6 – Please refer to page 15

Footnote 7 – Please refer to Booth Options on page 14

CONFERENCE BAG

\$4,500 (Inc. GST) – approx. 1500 bags

Always a popular option, the conference bag puts your brand in the hands of each and every delegate.

Branding opportunity

- Company name/logo on delegate conference bags*
- 10 complimentary conference bags

Delegate listings

- Delegate list following the UC⁵

Collateral inserts

- 1 insert in the conference bag or 1 PDF electronic insert in the conference app eSatchel³

Registrations

- 1 full conference registration¹

Company branding and promotion

- Acknowledgement as Conference Bag Sponsor (company logo) on conference marketing materials, including pre- and post-event email campaigns, social media and conference handbook
- On the conference webpage, including corporate profile (50 words), logo and links to company website
- In the conference app, including corporate profile (50 words), logo and links to company website
- In the conference handbook, including corporate profile (50 words), logo and links to company website
- Ozri partners will be provided a marketing kit to help promote your participation and support of Ozri

LANYARD

\$4,500 (Inc. GST) – approx. 1500 lanyards

Enjoy high brand visibility throughout the entire conference with this promotional package.

Branding opportunity

- Opportunity to brand lanyards with your corporate logo*

Delegate listings

- Delegate list following the UC⁵

Collateral inserts

- 1 insert in the conference bag or 1 PDF electronic insert in the conference app eSatchel³

Registrations

- 1 conference registration¹

Company branding and promotion

- Acknowledgement as Conference Bag Sponsor (company logo) on conference marketing materials, including pre- and post-event email campaigns, social media and conference handbook
- On the conference webpage, including corporate profile (50 words), logo and links to company website
- In the conference app, including corporate profile (50 words), logo and links to company website
- In the conference handbook, including corporate profile (50 words), logo and links to company website
- Ozri partners will be provided a marketing kit to help promote your participation and support of Ozri

* To be distributed at Brisbane, Sydney and Melbourne events.
Footnotes 1-6 – Please refer to page 15

CONFERENCE APP SPONSOR

\$7,500 (Inc. GST) three-city package

Exclusive banner and brand recognition on each app page

SOLD
OUT

Branding opportunity

- Exclusive logo placement in the conference app banner

Delegate listings

- Delegate list following the UC⁵

Collateral insert

- 1 insert in the conference bag or 1 PDF electronic insert in the conference app eSatchel³

Registrations

- 3 conference registrations¹

Company branding and promotion

- Acknowledgement as Conference App Sponsor (company logo) in the plenary session and on conference marketing materials, including pre- and post-event email campaigns, social media and conference handbook
- On conference webpage, including corporate profile (100 words), logo and links to company website
- In the conference app, including corporate profile (150 words), logo and links to company website
- In the conference handbook, including corporate profile (100 words) and logo
- Ozri partners will be provided a marketing kit to help promote your participation and support of Ozri

LEAD GENERATION

\$199 per city or **\$450** (Inc. GST) for a three-city package

Collect contact details to follow up post event. This will be done via the conference app and scanning QR codes

TECH HUB PARTNER

\$5,200 (Inc. GST) all-in-one 3-city package
Limited opportunities

Set up like a luxury showroom, the TechHub Zone is sure to bring the crowds in. Positioned to maximise your exposure to delegates throughout the day, each 2m x 2m kiosk is designed to have you engaging directly with attendees and presenting yourself in a format that is both eye-catching and approachable.

Need more space?
Upgrade your booth to 3m x 2m⁷ for \$600

TechHub kiosk

- 2m x 2m kiosk⁷
- 1x monitor
- 1x basic Internet connection
- 1x cupboard
- 1x company fascia
- 1x stool
- Includes printing of your company signage²

Collateral insert

- 1 insert in the conference bag or 1 PDF electronic insert in the conference app eSatchel³

Registrations

- 2 full conference registration¹

Delegate listings

- Delegate list following the UC⁵

Banner display

- The opportunity to display a banner on your TechHub kiosk⁴

Company branding and promotion

- Acknowledgement as TechHub Partner (company logo) on conference marketing materials, including pre- and post-event email campaigns, social media and conference handbook
- On conference webpage, including corporate profile (50 words), logo and links to company website
- In the conference app, including corporate profile (50 words), logo and links to company website
- Ozri partners will be provided a marketing kit to help promote your participation and support of Ozri

Confirmed partners:



Footnotes 1-6 – Please refer to page 15

Footnote 7 – Please refer to Booth Options on page 14



ARCNEWS/ ARCUSER INSERT

\$1,000 (Inc. GST)

Opportunity to include one insert in the quarterly distribution of ArcNews/ArcUser, which is circulated to 1,300+ recipients (insert to be provided by sponsor and approved by conference organiser).

CONFERENCE BAG OR APP ESATCHEL INSERT³

\$300 (Inc. GST) for the three-city package

1 insert in the conference bag or 1 PDF electronic insert in the conference app eSatchel³ (insert to be provided by sponsor and approved by conference organiser).

ADVERTISING

\$800 (Inc. GST) full page advertisement

1 full-page colour advertisement in the conference handbook (artwork to be supplied in required format by partner).

WEBINAR: DIRECTIONS LIVE ONLINE[^]

\$1,200 (Inc. GST) per webinar

The Directions LIVE Online webinar series leverages the impact and authority of the physical Ozri events, through the convenience of an access-anywhere online format. Designed to meet the needs of busy GIS professionals, each session is scheduled as a live broadcast event with a recording made available as an ongoing, access-anytime resource. As a webinar co-host, you can promote your industry insight to ArcGIS users, with relevant supporting information hosted online for post-event distribution.

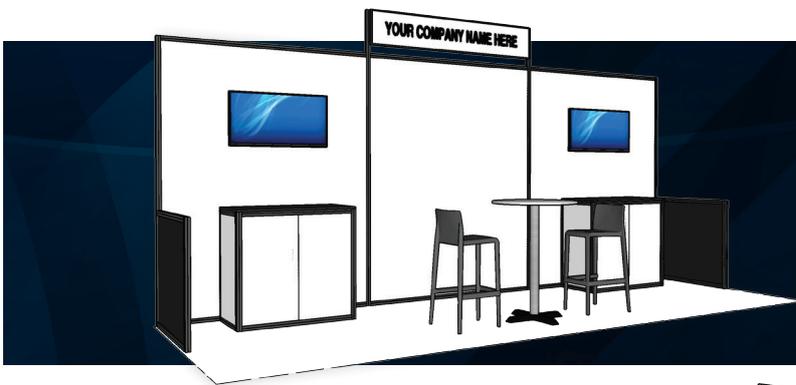
TAILORED PACKAGES

If the outlined packages do not meet your specific needs, speak to us about tailoring a package to suit. If you would like to discuss this option, please contact Head of Events, Josie Sinni on **+61 (0)3 9321 3426** or via email at events@esriaustralia.com.au.

[^] Presentation time and topic must be agreed on with the conference organiser prior to the presentation. Esri Australia reserves the right to request a copy of the presentation prior to the event.

Footnotes 1-6 – Please refer to page 15

BOOTH OPTIONS



Option 1

Available to Platinum Partners only.

Booth size: 6m x 2m

Option 2

Available to Gold Partners and as an upgrade option for Tech Hub Partners.

Booth size: 3m x 2m



Option 3

Available to both Silver and Tech Hub Partners.

Booth size: 2m x 2m



PARTNER TERMS AND CONDITIONS

General

- Partners/sponsors are required to ensure they're adequately covered for public liability insurance. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand. The partner/sponsor must take out adequate insurance in respect of all such claims.
- The organiser accepts no liability for damage to exhibits by loss, damage, theft, fire, water, storms, strikes, riots or any cause whatsoever. Partners/sponsors are advised to insure against such liability.
- The partner/sponsor is responsible for all personal injury or damage to property arising in connection with the exhibitor's display area, howsoever caused.
- The organiser reserves the right to change the venue and duration if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force so long as the exhibitor is informed at least one month before the changes.
- For any sponsorship or exhibition presence to be valid at the conference, all monies must be paid in full prior to the commencement of the event.
- With regards to TechHub, the organiser will attempt to provide the best possible position for partners/sponsors, however, they reserve the right to move booth/kiosk positions in extreme cases, provided the partner/sponsor concerned is informed at least one month prior to the event. Position is subject to availability at the time of confirmation.
- If deadlines are not adhered to with regard to supply of logos, profiles, artwork, etc., the organiser reserves the right to proceed without said items.
- Participation as a partner/sponsor is at the discretion of Esri Australia.
- All promotional materials relating to this event are the exclusive property of Esri Australia.
- No part of this work may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying and recording, or by any information storage or retrieval system, except as expressly permitted in writing by Esri Australia. All requests should be sent to marketing@esriaustralia.com.au, attention: Marketing Compliance Manager.
- As the event host, Esri Australia is keen to see sponsors maximise the benefit of their participation. Feel free to contact marketing@esriaustralia.com.au to discuss support for promotional activities.

Partner and sponsorship cancellation policy

- Your cancellation must be advised in writing to Suzie Chan at events@esriaustralia.com.au. An administration fee of 25 percent of the contracted price is retained should the cancellation be up to three months prior to the event, and 100 percent of the contracted price should cancellation be less than one month prior to the event.
- If your selected package is resold, a cancellation fee of 25 percent applies and a refund of any monies owed (less the 25 percent) will be forwarded after the conference. Only once all other trade booths/kiosks are sold is the resale option available. If the item cannot be resold, you are liable for full payment.

Please note: your signature on the application form is taken as confirmation of your booking, acceptance of the details of the relevant package as listed in this material, and acceptance of these conditions.

Professional courtesy

- The organiser of the event aims to ensure all partners/sponsors enjoy a rewarding experience. To this end, partners/sponsors are expected to conduct themselves in a fair, reasonable and respectful manner. For this reason, use of PA or AV systems must be approved by the event organiser and all promotional activities are to be limited to each partner's/sponsor's allocated position, unless otherwise agreed.

¹ Conference registrations are per city and include the networking function

² Complete and final booth signage and/or advertisement artwork to be supplied by sponsor. Artwork to be provided by advised deadlines

³ Hard copy inserts and PDF electronic inserts to be provided by the sponsor, should be no larger than 10MB (PDF) and received by the advised deadlines

⁴ Banners must be supplied by the sponsor, and positioning is to be agreed on by both the sponsor and conference organiser

⁵ Provision of delegate list in digital format to be provided in accordance with privacy laws and subject to personal privacy options. List includes name, position title and organisation, unless otherwise stated

⁶ Any travel costs associated with presenting at the User Conference are the responsibility of the Presenter.



O	Z	R	I
2	0	1	9

Integrate
Innovate
Accelerate



APPLY NOW

Interested in connecting with GIS networks
in Singapore, Malaysia or Indonesia?

Speak to Josie on +61 3 9321 3426

