



The New Normal

Sponsorship
Prospectus

2022

80twentyhotelmedia.com

TABLE OF CONTENTS



3 ABOUT THE 80 TWENTY HOTEL MEDIA CONFERENCE SERIES

Learn - Event Locations, Venues, Dates & Times	4
Discuss - 80 Twenty Hotel Data Base	4
Strategise - Demographics	5
Network - Attendee Profile	5

6 SPONSORSHIP OPPORTUNITY

Sponsorship Testimonials	7
Why Sponsor?	8
Sponsorship at a Glance	8

10 SPONSORSHIP PACKAGES

Co-Host Sponsor	10
Feature Sponsor	11
Spotlight Sponsor	12
Lunch Sponsor	13
Coffee Sponsor	14
Networking Drinks Sponsor	15
Exhibitor	16
Supporter	17
Industry Partner	18

19 OPTIONAL EXTRAS

Exhibitor	20
Sponsorship Summary	21

22 FINE PRINT

Terms and Conditions	23
Sponsorship Confirmation Form	25

03

ABOUT 80 TWENTY HOTEL MEDIA



80 Twenty Hotel Media events are a series of informative conferences for senior hotel management, owners, operators and investors in the Australian market who want to know how to optimise performance in a post Covid-19. Gain industry insights from accommodation experts on understanding evolving market conditions and develop strategies that work to drive revenue and manage shareholder interests.

LOCATION	DATE	VENUE	EVENT TIME	ESTIMATED ATTENDEES
Gold Coast	Tuesday 14 June	The Dorestt	8am to 7pm	120
Brisbane	Thursday 16 June	Emporium Hotel	8am to 7pm	200
Sydney	Thursday 11 August	Intercontinental Hotel	8am to 7pm	300
Melbourne	Thursday 13 October	The W Hotel	8am to 7pm	300

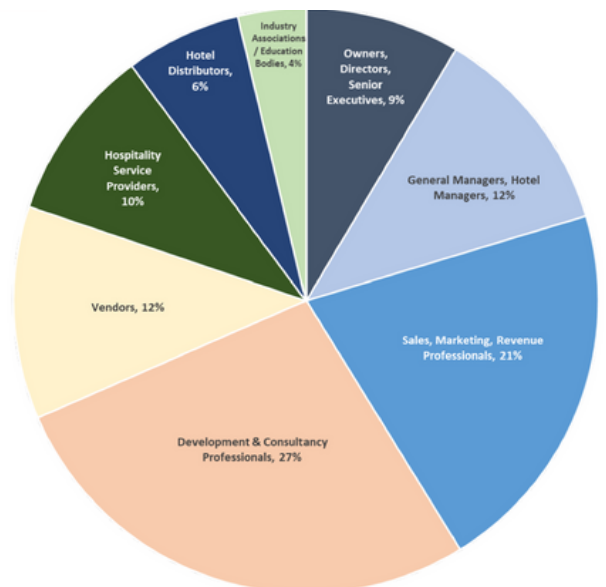
Due to on-going Covid-19 capacity restrictions, venues and dates remain subject to change.

DISCUSS

80 Twenty Hotel Database

The 80 Twenty hotel industry focused database has over 3,000 key qualified hospitality contacts and 7,000 hotel contacts within the accommodation sector. These contacts are targeted to attend the conference and seminars.

Key contacts will be in attendance gain up to date industry insights, discuss the changing market conditions, develop strategies to stay competitive, and network with relevant like minded professionals.



Demographics

Our events bring together different sections of the hotel industry in the same forum for a period of learning, discussing, strategising and networking which brought significant benefits to those who attended.

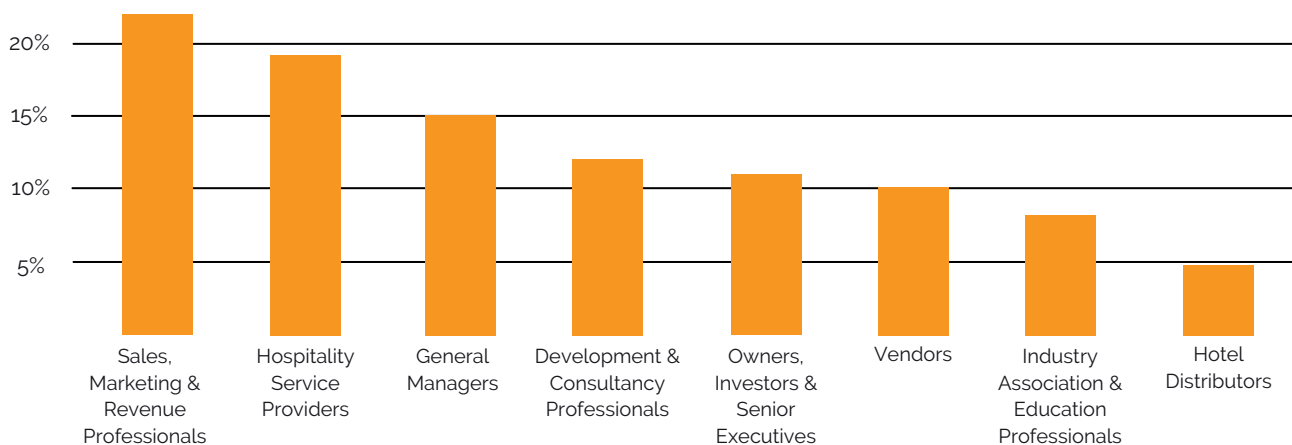
At historical events, 47% of attendees were hoteliers operating as owners, executives or management. Events were also attended by a large number of development and consulting professionals attending on behalf of owners or their hotel clients.

Sponsors, exhibitors and industry partners provided excellent feedback about the level of meaningful connections they made during our events, with all the sponsors and exhibitors expressing their interest to be involved in future events & seminars.

The aim for 80 Twenty Hotel Media events in 2022 is to target a greater number of attendees by providing events in major Australian cities. In addition to the 3,000 qualified contacts in our database, invitations will be sent to 7,000 hotels within Australia and New Zealand representing 90% of all properties including both urban and regional areas.

With our commitment to growing the attendance numbers using a targeted and diverse approach, our sponsors and exhibitors will benefit by being exposed to a highly engaged audience, providing an opportunity to increase brand reach and connecting to potential customers through hoteliers and key industry decision makers.

NETWORK





Intrust Super



The 80 Twenty Hotel conference is a fantastic platform that helps us to better understand industry trends and market requirements. The event is a great opportunity to participate in industry discussions and forums and learn how to provide better support to the accommodation industry. Our partnership helps us forge real connections in the industry and create new networks and stronger relationships on a national level.



13cabs



We were proud sponsors of the 80 Twenty Hotel Conference which through our involvement we have made invaluable professional connections and been able to tap into markets that could not have been possible through traditional and online marketing mediums. Our involvement has really supported our vision to bolster our brand in the industry.



13cabs

RMS



Our sponsorship with the 80Twenty Hotel Conference was a great opportunity for our business to connect with industry associates on a one-on-one basis, enabling us to build brand awareness and grow our business. As an innovative market-oriented PMS supplier, the exposure to a targeted market was intrinsic in creating meaningful connections with like-minded hospitality operators, setting us up for future success.



WHY SPONSOR?



Becoming an 80 Twenty Hotel Media sponsor will give you access to an engaged audience of key decision makers and influencers within the Australian hotels and accommodation industry. Sponsorship will increase your brand reach and provide your business with opportunities to get an edge on your competitors.

80 Twenty Hotel Media will give your brand the exposure from a diverse range of awareness including direct marketing to our industry focused database. You will be able to showcase your brand and engage with a captive audience that includes general managers, directors, owners, investors, senior management from independent and medium-sized hotels and serviced apartments across Australia.

We developed a format that allows our sponsors to network and interact with potential consumers, which provide a robust platform enabling you to forge new relationships, generate leads and position your products and services at the forefront of our attendees' minds.

We offer a limited number of specially designed sponsorship opportunities, tailored to different levels of investment. Each level will provide you with worthwhile interactions and help you extend your market reach and positioning of your business.

AT A GLANCE \$AUD excluding GST

SPONSORSHIP	NO. AVAILABLE PER EVENT	GOLD COAST	BRISBANE	SYDNEY	MELBOURNE
Co-Host Sponsor	1	by negotiation	by negotiation	by negotiation	by negotiation
Feature Sponsor	4	4,000	5,000	6,500	6,500
Spotlight Sponsor	6	2,500	3,500	5,000	5,000
Out for Lunch Sponsor	1	2,250	3,000	4,500	4,500
Conversation over Coffee Sponsor	3	2,000	2,500	3,000	3,000
Connect Networking Sponsor	1	3,000	4,500	6,000	6,000
Exhibitor	15	1,250	1,750	2,250	2,250
Supporter Sponsor	20	800	1,000	1,200	1,200
SPONSOR OPTIONAL EXTRAS		GOLD COAST	BRISBANE	SYDNEY	MELBOURNE
Exhibitor	10	1,000	1,200	1,500	1,500
DISCOUNT		BUY TWO	BUY THREE	BUY FOUR	
Fee Reduction		5%	10%	15%	



Co-host sponsorship will provide you with influence on our content which will give maximum exposure with key decision makers within the hotel industry, heightening brand awareness and improve product or services sales.

INVESTMENT \$AUD + GST

By negotiation

BENEFITS

EXCLUSIVE BENEFITS

- Co-hosting event sponsorship
- Influence or coordination of agreed panels
- A 30-second exclusive introduction during the event
- An opportunity to play a 30-second on-screen promotional video during the event
- An introduction at the start of the VIP lunch - Conference only
- An opportunity to leave collateral at the VIP table
- Opportunity to provide a delegate branded merchandise bag
- Logo on the registration lanyard
- MC acknowledgement during the closing presentation
- Preferred table allocation in the exhibition area
- Event program inclusion of a 25-word profile feature
- Tickets to the Conference VIP Lunch

EXPOSURE PRIOR

Branding

- Logo on the Website landing page
- Logo on the event landing page
- Sponsor website link on the event landing page
- Sponsor profile on the website (150 word profile including contact details)

Digital Recognition

- Logo inclusion on Facebook & LinkedIn
- Logo inclusion in the monthly conference EDMs
- Sponsorship announcement with a sponsor introduction on social media

DURING THE EVENT

Attendance

- Five delegate tickets to the event

Branding

- Company logo on the multimedia presentation
- Opportunity to provide a prize for the business card draw

Exhibitor

- One trade display area to exhibit products and/or services

Signage

- Entry signage - Logo on the 80 Twenty pull up banner
- Opportunity to display one sponsor banner in the sponsors dedicated area
- Registration signage - Opportunity to display one sponsor banner at registration

Conference & Seminar Program

- Logo in the event program

POST EVENT

- Delegate database (contact name, company & email)
- Acknowledgement in the post event dedicated EDM
- Receive a copy of the business card draw entries delegate information (contact name, company & email)

With just four Feature Sponsors available this platform has been developed for the sponsor who wants to target specific industry members with a strong emphasis on selling. As a feature sponsor you will gain exposure by having your brand showcased to a targeted audience.

INVESTMENT \$AUD + GST

EVENTS

Melbourne	\$6,500	Gold Coast	\$4,000
Brisbane	\$5,000	Sydney	\$6,500

BENEFITS

EXCLUSIVE BENEFITS

- A 30-second exclusive introduction during the event
- An opportunity to play a 30-second on-screen promotional video during the event
- An introduction at the start of the VIP lunch
- Logo on the registration lanyard
- MC acknowledgement during the closing presentation
- Preferred table allocation in the exhibition area
- Event program inclusion of a 25-word profile feature
- Tickets to the VIP lunch

EXPOSURE PRIOR

Branding

- Sponsor website link on the event landing page
- Logo on the event landing page
- Sponsor profile on the website (150 word profile including contact details)

Digital Recognition

- Logo inclusion on Facebook & LinkedIn
- Logo inclusion in the monthly conference EDMs
- Sponsorship announcement with a sponsor introduction on social media

DURING THE EVENT

Attendance

- Four delegate tickets to the event

Branding

- Company logo on the multimedia presentation
- Opportunity to provide a prize for the business card draw

Exhibitor

- One trade display area to exhibit products and/or services

Signage

- Entry signage - Logo on the 80 Twenty pull up banner
- Opportunity to display one sponsor banner in the sponsors dedicated area

Conference & Seminar Program

- Logo in the event program

POST EVENT

- Delegate database (contact name, company & email)
- Acknowledgement in the post event dedicated EDM
- Receive a copy of the business card draw entries delegate information (contact name, company & email)

With six Spotlight Sponsors available, this platform has been developed for the sponsors who want to compliment the activities already being used to support their business initiatives. This platform offers the opportunity to build and maintain a strong presence amongst industry key decision makers.

INVESTMENT \$AUD + GST

EVENTS

Melbourne	\$5,000	Gold Coast	\$2,500
Brisbane	\$3,500	Sydney	\$5,000

BENEFITS

EXCLUSIVE BENEFITS

- A 30-second exclusive introduction during the event
- An introduction at the start of the VIP lunch
- MC acknowledgement during the closing presentation
- Preferred table allocation in the exhibition area
- Event program inclusion of a 25-word profile feature
- Tickets to the VIP lunch

EXPOSURE PRIOR

Branding

- Sponsor website link on the event landing page
- Logo on the event landing page
- Sponsor profile on the website (150 word profile including contact details)

Digital Recognition

- Logo inclusion on Facebook & LinkedIn
- Logo inclusion in the monthly conference EDMs
- Sponsorship announcement with a sponsor introduction on social media

DURING THE EVENT

Attendance

- Three delegate tickets to the event

Branding

- Company logo on the multimedia presentation
- Opportunity to provide a prize for the business card draw

Exhibitor

- One trade display area to exhibit products and/or services

Signage

- Entry signage - Logo on the 80 Twenty pull up banner
- Opportunity to display one sponsor banner in the sponsors dedicated area

Conference & Seminar Program

- Logo in the event program

POST EVENT

- Acknowledgement in the post event dedicated EDM
- Receive a copy of the business card draw entries delegate information (contact name, company & email)

As the host sponsor for Lunch, you are provided with one-on-one exposure to an engaged targeted audience of industry professionals and an opportunity to present your brand to this exclusive group. The environment is relaxed and informal allowing guests to mix and mingle.

INVESTMENT \$AUD + GST

EVENTS

Melbourne	\$4,500	Gold Coast	\$2,250
Brisbane	\$3,000	Sydney	\$4,500

BENEFITS

EXCLUSIVE BENEFITS

- Introduction announcing the Out for Lunch sponsorship
- Opportunity to provide marketing collateral in the designated sponsor area

EXPOSURE PRIOR

Branding

- Sponsor website link on the event landing page
- Logo on the event landing page

Digital Recognition

- Logo inclusion on Facebook & LinkedIn
- Logo inclusion in the monthly conference EDMs
- Sponsorship announcement with a sponsor introduction on social media

DURING THE EVENT

Attendance

- Two delegate tickets to the event

Branding

- Company logo on the multimedia presentation
- Opportunity to provide promotional collateral at the allocated function
- Opportunity to provide a prize for the business card draw

Signage

- Entry signage - Logo on the 80 Twenty pull up banner
- Opportunity to display one sponsor banner in the sponsors dedicated area

Conference & Seminar Program

- Logo in the event program

Optional Extra

- One trade display area to exhibit products and/or services

POST EVENT

- Acknowledgement in the post event dedicated EDM
- Receive a copy of the business card draw entries delegate information (contact name, company & email)

There are three Coffee sponsors available - arrival, morning, afternoon - which provides another opportunity for a sponsor to profile their brand exclusively. These breaks encourage attendees to get together in a relaxed setting during the breaks to have conversation over coffee, creating an opening to exchange information for future connection.

INVESTMENT \$AUD + GST

EVENTS

Melbourne	\$3,000	Gold Coast	\$2,000
Brisbane	\$2,500	Sydney	\$3,000

BENEFITS

EXCLUSIVE BENEFITS

- Introduction announcing Conversation Over Coffee Break sponsorship
- Opportunity to provide marketing collateral in the designated sponsor area

EXPOSURE PRIOR

Branding

- Sponsor website link on the event landing page
- Logo on the event landing page

Digital Recognition

- Logo inclusion on Facebook & LinkedIn
- Logo inclusion in the monthly conference EDMs
- Sponsorship announcement with a sponsor introduction on social media

DURING THE EVENT

Attendance

- Two delegate tickets to the event

Branding

- Company logo on the multimedia presentation
- Opportunity to provide promotional collateral at the allocated function
- Opportunity to provide a prize for the business card draw

Signage

- Entry signage - Logo on the 80 Twenty pull up banner
- Opportunity to display one sponsor banner in the sponsors dedicated area

Conference & Seminar Program

- Logo in the event program

Optional Extra

- One trade display area to exhibit products and/or services

POST EVENT

- Acknowledgement in the post event dedicated EDM
- Receive a copy of the business card draw entries delegate information (contact name, company & email)

With only one Networking sponsor available, this platform has been developed to enable the sponsor to profile their brand exclusively. The function encourages attendees to get together in a relaxed and informal setting to connect and engage over delicious hors d'oeuvres and a drink or two.

INVESTMENT \$AUD + GST

EVENTS

Melbourne	\$6,000	Gold Coast	\$3,000
Brisbane	\$4,500	Sydney	\$6,000

BENEFITS

EXCLUSIVE BENEFITS

- Introduction announcing the Networking After 5 Function sponsorship
- Opportunity to provide marketing collateral in the designated sponsor area

EXPOSURE PRIOR

Branding

- Sponsor website link on the event landing page
- Logo on the event landing page

Digital Recognition

- Logo inclusion on Facebook & LinkedIn
- Logo inclusion in the monthly conference EDMs
- Sponsorship announcement with a sponsor introduction on social media

DURING THE EVENT

Attendance

- Three delegate tickets to the event

Branding

- Company logo on the multimedia presentation
- Opportunity to provide promotional collateral at the allocated function
- Opportunity to provide a prize for the business card draw

Signage

- Entry signage - Logo on the 80 Twenty pull up banner
- Opportunity to display one sponsor banner in the sponsors dedicated area

Conference & Seminar Program

- Logo in the event program

Optional Extra

- One trade display area to exhibit products and/or services

POST EVENT

- Acknowledgement in the post event dedicated EDM
- Receive a copy of the business card draw entries delegate information (contact name, company & email)

As an exhibitor you are provided with the opportunity to gain one-on-one access to key decision makers showcasing your innovative products or services. As an exhibitor you will be provided with an allocated space only area including 1 x trestle table – standard size, 1 x table cloth, 2 x chairs & 2 delegate tickets.

INVESTMENT \$AUD + GST

EVENTS

Melbourne	\$2,250	Gold Coast	\$1,250
Brisbane	\$1,750	Sydney	\$2,250

BENEFITS

EXPOSURE PRIOR

Branding

- Sponsor website link on the event landing page
- Logo on the event landing page

Digital Recognition

- Logo inclusion on Facebook & LinkedIn
- Logo inclusion in the monthly conference EDMs
- Sponsorship announcement with a sponsor introduction on social media

POST EVENT

- Acknowledgement in the post event dedicated EDM
- Receive a copy of the business card draw entries delegate information (contact name, company & email)

DURING THE EVENT

Attendance

- Two delegate tickets to the event

Branding

- Company logo on the multimedia presentation
- Opportunity to provide a prize for the business card draw

Exhibitor

- Exhibitor - One trade display area to exhibit products and/or services, network with attendees and disseminate information

Signage

- Entry signage - Logo on the 80 Twenty pull up banner
- Opportunity to display one sponsor banner in the sponsors dedicated area

Conference & Seminar Program

- Logo in the event program

As a supporter, this sponsorship platform suit businesses who are considering targeting industry associates to start or maintain a presence or to compliment other activities to promote or sell a product or service.

INVESTMENT \$AUD + GST

EVENTS

Melbourne	\$1,200	Gold Coast	\$800
Brisbane	\$1,000	Sydney	\$1,200

BENEFITS

EXPOSURE PRIOR

Branding

- Sponsor website link on the event landing page
- Logo on the event landing page

Digital Recognition

- Logo inclusion on Facebook & LinkedIn
- Logo inclusion in the monthly conference EDMs
- Sponsorship announcement with a sponsor introduction on social media

POST EVENT

- Acknowledgement in the post event dedicated EDM
- Receive a copy of the business card draw entries delegate information (contact name, company & email)

DURING THE EVENT

Attendance

- One delegate ticket to the event

Branding

- Company logo on the multimedia presentation
- Opportunity to provide a prize for the business card draw

Conference & Seminar Program

- Logo in the event program

80 Twenty Hotel Media partner with complimentary industry bodies and have included industry associations, educational institutions and tourism bodies. Engagement is typically negotiated on a contra basis in return for exposure and promotion of 80 Twenty events.

INVESTMENT \$AUD + GST

EVENTS

By negotiation

PARTNER BENEFITS

EXPOSURE PRIOR

Branding

- Website link on the event landing page
- Logo on the event landing page

Digital Recognition

- Logo inclusion on Facebook & LinkedIn
- Logo inclusion in the monthly conference EDMs
- Partnership announcement on social media

POST EVENT

- Acknowledgement in the post event dedicated EDM
- Receive a copy of the business card draw entries delegate information (contact name, company & email)

DURING THE EVENT

Attendance

- Two delegate tickets to the event

Branding

- Logo on the multimedia presentation
- Opportunity to provide a prize for the business card draw

Conference & Seminar Program

- Logo in the event program

ASSOCIATE BENEFITS

- Discount code provided to members with 20% off published rate

IN RETURN FOR

EXPOSURE PRIOR

Branding

- Event listed on the partner event page
- 80 Twenty logo included on partner event pages

Digital Recognition

- Announcement of partnership on social media
- Dedicated EDM to partner members or database promoting the event
- Promotion of event via social media

POST EVENT

- Tagging of the event in post event social media activity



SPONSOR OPTIONAL EXTRAS - EXHIBITOR TABLE

The optional extras are crafted to allow enhancements to your existing investment and are available as an extension to your existing sponsorship platform. They have been designed to create a more focused one-on-one opportunity for those sponsors wanting to promote their service or product. As an exhibitor you are provided with the opportunity to gain one-on-one access to key decision makers showcasing your innovative products or services. As an exhibitor you will be provided with an allocated space only area including 1 x trestle table – standard size, 1 x table cloth, 2 x chairs & 2 delegate tickets.

INVESTMENT \$AUD + GST

EVENTS

Melbourne	\$1,500	Gold Coast	\$1,000
Brisbane	\$1,200	Sydney	\$1,500

BENEFITS

EXPOSURE PRIOR

Branding

- Sponsor website link on the event landing page
- Logo on the event landing page

Digital Recognition

- Logo inclusion on Facebook & LinkedIn
- Logo inclusion in the monthly conference EDMs
- Sponsorship announcement with a sponsor introduction on social media

POST EVENT

- Acknowledgement in the post event dedicated EDM
- Receive a copy of the business card draw entries delegate information (Contact name, company & email)

DURING THE EVENT

Attendance

- Two delegate tickets to the event

Branding

- Company logo on the multimedia presentation
- Opportunity to provide a prize for the business card draw

Exhibitor

- Exhibitor - One trade display area to exhibit products and/or services, network with attendees and disseminate information

Signage

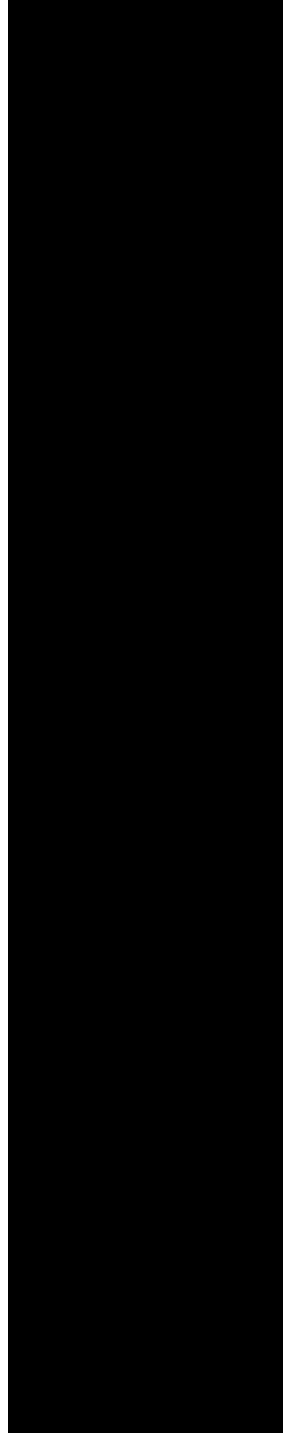
- Entry signage - Logo on the 80 Twenty pull up banner
- Opportunity to display one sponsor banner in the sponsors dedicated area

Conference & Seminar Program

- Logo in the event program

SPONSORSHIP SUMMARY

OPPORTUNITIES											
	CO-HOST	FEATURE	SPOTLIGHT	LUNCH SPONSOR	CONNECT - NETWORKING	COFFEE SPONSOR	EXHIBITOR	OPTIONAL EXHIBITOR	SUPPORTER	INDUSTRY PARTNER	
Number of sponsorships available	2	4	6	1	1	3	15	5	20	10	
EXCLUSIVE BENEFITS											
Co-hosting event sponsorship	✓	-	-	-	-	-	-	-	-	-	-
Influence or coordination over agreed panel sessions	✓	-	-	-	-	-	-	-	-	-	-
A 30-second exclusive introduction during the event	✓	✓	✓	-	-	-	-	-	-	-	-
An opportunity to play a 30-second on-screen promotional video during the event	✓	✓	-	-	-	-	-	-	-	-	-
An introduction at the start of the VIP lunch - Conference only	✓	✓	✓	-	-	-	-	-	-	-	-
An opportunity to leave collateral at the VIP table	✓	-	-	-	-	-	-	-	-	-	-
Logo on the registration lanyard	✓	✓	-	-	-	-	-	-	-	-	-
MC acknowledgement during the closing presentation	✓	✓	✓	-	-	-	-	-	-	-	-
Opportunity to provide a delegate branded merchandise bag	✓	-	-	-	-	-	-	-	-	-	-
Preferred table allocation in the exhibition area	✓	✓	✓	-	-	-	-	-	-	-	-
Event program inclusion of a 25-word profile feature	✓	✓	✓	-	-	-	-	-	-	-	-
Introduction announcing the Out for Lunch sponsorship	-	-	-	✓	-	-	-	-	-	-	-
Introduction announcing the Networking After 5 Function sponsorship	-	-	-	-	✓	-	-	-	-	-	-
Introduction announcing Conversation Over Coffee Break sponsorship	-	-	-	-	-	✓	-	-	-	-	-
Opportunity to provide marketing collateral in the designated sponsor area	-	-	-	✓	✓	✓	-	-	-	-	-
Announcement introducing demonstrations	-	-	-	-	-	-	-	-	-	-	-
Tickets to the Conference VIP Lunch	6	4	3	-	-	-	-	-	-	-	-
EXPOSURE PRIOR											
Branding											
Logo on the website landing page	✓	-	-	-	-	-	-	-	-	-	-
Logo on the event landing page	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor website link on the event landing page	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor profile on the website (150 word profile including contact details)	✓	✓	✓	-	-	-	-	-	-	-	-
Digital Recognition											
Logo inclusion on Facebook & LinkedIn	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo inclusion in the monthly conference EDMs	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsorship announcement with a sponsor introduction on social media	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
DURING THE EVENT											
Attendance											
Delegate tickets to the event	5	4	3	2	3	2	2	2	1	2	2
Branding											
Company logo on the multimedia presentation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to provide promotional collateral at the allocated function	-	-	-	✓	✓	✓	-	-	-	-	-
Opportunity to provide a prize for the business card draw	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Exhibitor											
One trade display area to exhibit products and/or services	✓	✓	✓	-	-	-	✓	✓	-	-	-
Signage											
Entry signage - Logo on the 80 Twenty pull up banner	✓	✓	✓	✓	✓	✓	✓	✓	-	-	-
Opportunity to display one sponsor banner in the sponsors dedicated area	✓	✓	✓	✓	✓	✓	✓	✓	-	-	-
Registration signage - Opportunity to display one sponsor banner at registration	✓	-	-	-	-	-	-	-	-	-	-
Opportunity to display one sponsor banner in the demonstration station area	-	-	-	-	-	-	-	-	-	-	-
Conference/Seminar Program											
Logo in the event program	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
POST EVENT											
Delegate database (contact name, company & email)	✓	✓	-	-	-	-	-	-	-	-	-
Acknowledgement in the post event dedicated EDM	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Receive a copy of the business card draw entries delegate information (contact name, company & email)	On submission of prize	On submission of prize	On submission of prize	On submission of prize	On submission of prize	On submission of prize	On submission of prize	On submission of prize	On submission of prize	On submission of prize	On submission of prize



1 TERM OF CONTRACT

The term of this contract shall commence on the date of signing, and continue until the day post your contracted event, or where either of the parties terminates pursuant to the terms and conditions of this contract.

2 SPONSORSHIP RIGHTS AND BENEFITS

80 Twenty Hotel Conference Pty Ltd grant sponsorship rights to the Sponsor as a non-exclusive sponsorship right in the selected category for events held by 80 Twenty Hotel Media. The Sponsor is entitled to Sponsorship benefits as described in the Sponsorship Prospectus. The sponsor agrees to provide all information related to their benefits as specified in Schedule 1

2.1.1 RIGHT TO USE OFFICIAL LOGO TO PROMOTE SPONSORSHIP

80 Twenty Hotel Conference Pty Ltd grants to The Sponsor the non-exclusive, non-transferable, royalty free license to reproduce and display the 80 Twenty Hotel Media logo during the term of this agreement, in order to promote its sponsorship of the event.

3 COOPERATION

Both 80 Twenty Hotel Conference Pty Ltd and The Sponsor will endeavour to conduct itself in a manner so as to present a professional and high-quality promotion and image of 80 Twenty Hotel Media events. 80 Twenty Hotel Conference Pty Ltd must not bring into disrepute or otherwise damage the name or goodwill of the Sponsor or the associated corporate identification. The Sponsor must not bring into disrepute or otherwise damage the name or image of the 80 Twenty Hotel Media. 80 Twenty Hotel Conference Pty Ltd will use its best endeavours to ensure that all third parties act consistently with the Sponsorship Rights and Benefits and do everything necessary for 80 Twenty Hotel Conference Pty Ltd to perform its obligations under this Agreement.

4 THE EVENT

80 Twenty Hotel Conference Pty Ltd must stage the event. 80 Twenty Hotel Conference Pty Ltd must ensure that the associated event is commensurate with the high quality and reputation of the 80 Twenty Hotel Media and the benefits to be provided to the Sponsor under this Agreement.

5 SPONSORSHIP ITEMS

In the event Sponsor provides articles, products, and materials, including any prizes, ("the Sponsorship Items"), unless otherwise approved by Organisers. All Sponsorship Items must at all times abide by the health and safety standards set and monitored by the hosting venue. The Sponsor shall make its own arrangements for transportation of Sponsorship Items including packaging material.

6 SIGNAGE AND EQUIPMENT

The Sponsor will be responsible for the proper and effective installation, dismantling and packaging of all signage and equipment, unless otherwise provided in this agreement. 80 Twenty Hotel Conference Pty Ltd will not be liable for any goods that are not delivered on time, or correct location at the event, or delivery for packing of promotional materials.

7 SPONSORSHIP MONIES

In consideration of the Rights and Benefits granted to The Sponsor and the obligations to be performed by 80 Twenty Hotel Conference Pty Ltd. Under this Agreement, The Sponsor will pay 80 Twenty Hotel Conference Pty Ltd the sponsorship monies on or before the dates as set out in the sponsor details form.

8 CONFIDENTIALITY

8.1 PROTECTION OF CONFIDENTIAL INFORMATION

Subject to each party's rights under this Agreement, each recipient must:

a. Hold the confidential information in strict confidence, and not disclose, cause, or permit the disclosure of the confidential information, except as required by law or as permitted under this agreement, or with the prior written consent of the discloser; and b. Do anything reasonably required by the discloser to restrain a breach of confidentiality by any person.

8.2 PERMITTED USE AND DISCLOSURE

Each recipient may only: a. Use the confidential information for a purpose necessary for exercising its rights or performing its obligations under this agreement, or as required by law; and b. Allow access to the confidential information to such of the recipient's employees, directors or professional advisers who have a genuine need to know that confidential information.

9 INDEMNITY

9.1 INDEMNITY BY 8020 HOTEL CONFERENCE PTY LTD

80 Twenty Hotel Conference Pty Ltd and the Sponsor indemnifies The Sponsor against any claim, action, damage, loss, liability, cost or expense that The Sponsor may suffer, pay, incur or is liable for, directly or indirectly by reason of, or in any way arising out of, or in connection with: a. Any breach of this Agreement by 80 Twenty Hotel Conference Pty Ltd; or b. Any negligent act or omission, fraud or wilful misconduct on part of 80 Twenty Hotel Conference Pty Ltd.

9.2 INDEMNITY BY THE SPONSOR

The Sponsor indemnifies 80 Twenty Hotel Conference Pty Ltd against any claim, action, damage, loss, liability, cost or expense that 80 Twenty Hotel Conference Pty Ltd may suffer, pay, incur or is liable for, directly or indirectly by reason of, or in any way arising out of, or in connection with: a. Any breach of this Agreement by The Sponsor; or b. Any negligent act or omission, fraud or willful misconduct on part of The Sponsor.

10 TERMINATION

10.1 MUTUAL TERMINATION EVENTS FOR DEFAULT

Either the Sponsor or 80 Twenty Hotel Conference Pty Ltd may immediately terminate this Agreement by written notice if: a. One party breaches a material term of this Agreement; and It cannot be remedied; or If capable of being remedied, such breach is not remedied within 14 business days of a written request by the other party to remedy that failure. b. It becomes illegal for one party to perform any of its material obligations under this Agreement; c. An insolvency event occurs in relation to either party; or d. Any warranty, representation or statement by either party, is or becomes false or incorrect when made or regarded as made.

10.2 SPONSOR GROUNDS FOR TERMINATION FOR DEFAULT

The Sponsor may immediately terminate this Agreement by written notice to 80 Twenty Hotel Conference Pty Ltd if:

a. The Sponsor's name is, in the reasonable opinion of The Sponsor brought into disrepute by 80 Twenty Hotel Conference Pty Ltd or by being associated with the 8020 Hotel Conference.
b. Upon termination of this Agreement by The Sponsor, 80 Twenty Hotel Conference Pty Ltd will refund to The Sponsor the Sponsorship Monies paid in relation to the Event, which was scheduled to be held after the date of termination.

10.3 80 Twenty HOTEL CONFERENCE PTY LTD GROUNDS FOR TERMINATION FOR DEFAULT

80 Twenty Hotel Conference Pty Ltd may immediately terminate this Agreement by written notice to The Sponsor if: 80 Twenty Hotel Conference Pty Ltd is, in the reasonable opinion of 8020 Hotel Conference Pty Ltd brought into disrepute by The Sponsor or by being associated with The Sponsor.

Upon termination of this Agreement by 80 Twenty Hotel Conference Pty Ltd, The Sponsor will forfeit any monies already paid in Sponsorship Monies.

11 AMENDMENTS

No amendment or variation of this Agreement is valid or binding on a party unless in writing and executed by all parties.

12 GENERAL

Nothing in this Agreement will be construed to place the parties in the relationship of partners, joint ventures, principal and agent, or any other legal or equitable relationship in which any one of the parties may (except as specifically provided in this Agreement) be liable for the acts or omissions of the other party, and no party has the authority to bind or obligate the other party in any matter whatsoever.

In the event that this Contract cannot be performed or its obligations fulfilled for any reason beyond the reasonable control of either of the parties, including war, industrial action, floods or Acts of God, then such non-performance or failure to fulfil those obligations shall be deemed not to be a breach of this Contract. If this Contract cannot be performed or its obligations fulfilled for any reason beyond the reasonable control of the defaulting party for a continuous period of 30 days then the other party may, at its discretion, terminate this Contract by notice in writing at the end of that period.

13 PHOTOGRAPHY & FILMING

By becoming a sponsor at a 80 Twenty Hotel Media event, you agree that 80 Twenty Hotel Media or its agents may take photographs and film footage of you at the event, and may use the photographs and/or film footage for 80 Twenty Hotel Media promotional and/or commercial purposes, including, but not limited to, on our website, social media, eNewsletters, and other print and digital publications. You agree that filmed material may be reproduced for these purposes as film, audio or written quotation. You also agree that you are not entitled to remuneration, residuals, royalties or any other payment from 80 Twenty Hotel Media in respect of the images/footage. The photographs and footage will be used by 80 Twenty Hotel Media only and will not be released to any external parties, except for production purposes. You accept the risk that photographs and/or film footage of you may be downloaded from the 80 Twenty Hotel Media website, or taken from a brochure or other publication, and reproduced in social media or other websites or elsewhere, or otherwise communicated or made available to the public or sections of the public.

14 PRIVACY

80 Twenty Hotel events supplies attendee data to sponsors as part of the negotiated sponsorship agreement. All attendees agree to supply their personal information via the registration/booking system which includes the event terms & conditions. Data supplied should only be used as event follow up and should not be added to any database without the written permission of the attendee. Data should also only be used in accordance with the Australian Privacy Principles (APPs) and Spam Act Laws.

SPONSOR CONFIRMATION



Please complete and return this form to sponsorship@80twentyhotelmedia.com - Upon receipt, we will generate an invoice, which will be sent with a sponsor brief.

SPONSOR DETAILS

Contact Name:	
Telephone:	
Email:	

SPONSORSHIP	MELBOURNE	GOLD COAST	BRISBANE	SYDNEY	TOTAL
Co-Host					
Feature					
Spotlight					
Out-for-Lunch					
Conversation-over-Coffee					
Connect Networking					
Exhibitor					
Supporter					
Industry Partner					
Subtotal					
Discount					
Plus 10% GST					
Total					

SPONSOR SIGNATORY

Authorised Name:	
Authorised Signature:	
Date:	

INVOICE & PAYMENT DETAILS

Company Name	
Postal Address:	
Accounts Email:	



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