

SECURITY IN GOVERNMENT 2004 CONFERENCE INFORMATION FOR EXHIBITORS AND SPONSORS

SIG 2004 is to be held at the **National Convention Centre (NCC)** in Canberra, from **Wednesday 17 March to Friday 19 March 2004**.

Security - Striking the Right Balance, is the main theme for this conference.

Events of the past few years have changed the security environment in which we live and work for the immediate and foreseeable future. The Government has progressively worked towards ensuring that the right policies are in place to meet the challenges of this dynamic environment.

Effective security in all Australian Government agencies is vital to Australia's national interest. The Security in Government (SIG) Conference is an annual event, hosted by the Protective Security Coordination Centre (PSCC), as part of the ongoing security awareness program for all Australian Government agencies.

Now in its 17th year, SIG is an important forum for all those involved in the Australian Government security arena. SIG is particularly relevant for any person responsible for the development, implementation and day-to-day management of security within their agency. SIG 2004 promises to attract more representatives, as protective security continues to be a government priority.

The conference provides an opportunity for the private sector security industry to engage with Agency Security Advisers and Information Technology Security Advisers across the Commonwealth.

The SIG 2004 Conference offers:

- The largest gathering of Federal Government Agency and Information Technology Security Advisers in one conference, sharing their knowledge and expertise.
- High level Australian presenters.
- Plenary and information sessions on key security issues.
- A Trade Exhibition – over 60 specialist security organisations showcase their latest products and services.

SIG 2004 offers a tremendous opportunity to members of the security industry to promote their products and services to the largest single customer in Australia. It also provides the opportunity for members to develop a strategic insight into future developments in the Australian security environment.

Trade Exhibition

As in previous years, a Trade Exhibition will run as part of SIG 2004. This exhibition aims to give organisations, whose products / services appear in either the Commonwealth Security Construction and Equipment Committee's (SCEC) Catalogue, or the Defence Signals Directorate's Evaluated Products List (EPL), the opportunity to showcase their products / services. All companies are encouraged to participate, particularly where their products / services have either appeared in the SCEC catalogue or EPL for the first time, or were re-evaluated in the last two years. However, the PSCC reserves the right to approve other exhibitors outside these criteria. Exhibitors will be listed in the conference program as part of their participation in the conference trade exhibition. Participants in the trade exhibition

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may also have the opportunity to take part in the conference plenary and workshop sessions.

Companies wishing to take part in the Trade Exhibition need to complete the Exhibitor/Sponsor Registration Form. Acceptance of your proposal and allocation of exhibition booths will be based on information provided in the Proposal Form and payment of the relevant fees. (Follow the easy steps set out on the pink pages).

There will be room for a maximum of 70 booths. There is also the possibility of some static display areas being available. Booth dimensions are 3m x 3m. A fee of \$1320 per booth to cover administrative costs is payable to the PSCC. Payment of this fee is required within seven days of the PSCC's confirmation of acceptance of an exhibit. Failure to pay may result in the booth(s) being offered to other exhibitors.

Exhibitors are responsible for dealing with the supplier of the exhibition booths, to arrange display booth hire. Advice on contact details will be provided on confirmation of your participation in the Trade Exhibition.

Exhibitors will be required to have their exhibition display fully organised by 10am on Wednesday, 17 March 2004. Exhibition booths will be available for set-up on Tuesday 16 March 2004.

Morning and afternoon tea / coffee and lunch will be provided for two booth staff per booth. Exhibitors must pay for any catering for extra staff, and should indicate staff numbers with their respective names to the SIG 2004 Conference Secretariat. Attendance at

the Conference Dinner is optional and will be at an extra cost (\$99 each).

To maximise exhibitor exposure to over 500 delegates, refreshment breaks and lunches are served in the Exhibition Hall. During these times conference delegates make a ready audience for exhibitors. Also, the PSCC encourages Government agencies to send security staff not attending the conference to view the exhibits during session times.

The Trade Exhibition will close after the morning tea break on 19 March 2004. Pack up of displays can then begin. Dismantling of the booths will not start until after the conference participants have left the conference area (about 1.30pm on 19 March 2004).

Prospective exhibitors will be advised whether their proposal to exhibit has been successful shortly after 20 January 2004, the closing date for proposals.

There will be a conference bag as in previous years. Exhibiting companies are invited to provide promotional items and product literature for inclusion in this bag that is given to every registered delegate. Exhibiting companies also receive two conference bags as part of their booth administration fee.

Sponsorship

If your organisation seeks more prominent involvement, please consider the benefits of sponsoring aspects of the conference. Although preference for sponsorship opportunities will go to exhibiting companies, non-exhibiting companies can make an offer of sponsorship. Some suggested sponsorship opportunities are listed, however other proposals will be considered.

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SECURITY IN GOVERNMENT 2004 EXHIBITOR/SPONSOR REGISTRATION FORM

Please note that your involvement as either an exhibitor or sponsor will be confirmed once the PSCC has received your payment.

Please print in BLOCK LETTERS in black ink.

Organisation

ABN

Attention For Payment

Contact Number

Contact Name

Sponsorship (Please indicate your sponsorship preferences on the attached list of sponsorship items.)

Promotional Item x 750 _____

Exhibition booth hire	Fee <small>All prices are GST inclusive.</small>	Amount
<input type="checkbox"/> 1 X Booth	\$1320	
<input type="checkbox"/> 2 X Booth	\$2640	

A tax invoice will be issued for all registrations.

Payment ? Master Card ? Bankcard ? Visa Card ? American Express

Card Number _____ / _____ / _____ / _____

Cardholder's Name

Expiry Date

_____ Cardholder's
Signature _____

? I enclose a cheque, in Australian Dollars, payable to the Attorney-General's Department.

? Direct Credit to Attorney-General's Official Departmental Account BSB 092 009, Account 009 110 695.

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SECURITY IN GOVERNMENT 2004 EXHIBITOR PROPOSAL

TO EXHIBIT AT SIG 2004, FOLLOW THESE EASY STEPS:

1. Complete the Proposal and the Exhibitor/Sponsor Registration Form.
2. Return your completed Exhibitor/Sponsor Registration Form and Proposal to the SIG Secretariat by 20 January 2004.
3. If successful, further instructions will be provided to you including exhibition booth set-up and payment details etc.

The allocation of exhibition booths for the SIG 2004 Conference will be in accordance with the Terms and Conditions.

Please read the TERMS AND CONDITIONS at the end of this document, detailing your obligations as an exhibitor before completing the registration form.

Please answer the questions on the Proposal to assist the SIG Secretariat in the decision making process about exhibition booth allocation. You may provide additional details on a separate sheet of paper if there is insufficient space on this form. In doing so, please ensure that you include your company details on that sheet of paper.

1. Please provide details of the Security Construction & Equipment Committee's Catalogue (SCEC) endorsed product/s, or the Defence Signals Directorate Evaluated Products List (EPL) product/s that your company will display. Otherwise, indicate that you are a SCEC approved consultant.

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2. Please provide details of the relevance of your security related products. For example, "our company produces B class security containers".

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.....

Signature

(_____)
Please print your name here

Date:

Proposals to participate in the SIG2004 trade exhibition and / or provide sponsorship should be submitted before close of business on **20 January 2004**.

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SECURITY IN GOVERNMENT 2004 SPONSORSHIP REGISTRATION

TO SPONSOR AN ASPECT OF SIG 2004, FOLLOW THESE EASY STEPS:

1. Complete the Exhibitor/Sponsor Registration Form and indicate your sponsorship preferences on the Sponsorship Opportunities Form.
2. Return your completed Registration Form and Sponsorship Preferences Form to the SIG Secretariat at the address at the end of this document.
3. To secure a sponsorship opportunity, payment must be received by 6 February 2004. This will allow sufficient time to include your company logo in the Conference program.

If you have any enquiries please contact the SIG 2004 Conference Secretariat. Avoid disappointment by getting in early!

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SPONSORSHIP OPPORTUNITIES

You are invited to sponsor aspects of SIG 2004, the Attorney-General's annual security conference. Some of the suggested sponsorship opportunities are listed below and while there is room for negotiation, \$1,000 is the minimum amount to take up sponsorship. A separate invoice will be sent to your organisation for the selected options.

If you have any other ideas for sponsorship, please contact the SIG Secretariat.

Sponsorship benefits appear on the following page.

Please indicate your preference/s for the sponsorship of Conference item/s by ticking the appropriate box/es.

<input type="checkbox"/> Pre-dinner drinks musical entertainment – 1 opportunity.	\$1000 each
<input type="checkbox"/> Gifts for speakers – 1 opportunity - to be coordinated through the SIG 2004 Secretariat.	
<input type="checkbox"/> Water fountains – 1 opportunity	
<input type="checkbox"/> Arrival morning tea – 2 opportunities	
<input type="checkbox"/> Musical entertainment for cocktail function – 1 opportunity	
<input type="checkbox"/> Supply of lanyards – 1 opportunity.	\$1500 each
<input type="checkbox"/> Music – gala dinner – 1 opportunity	
<input type="checkbox"/> Pre-dinner drinks for gala dinner – 7 opportunities	\$2000 each
<input type="checkbox"/> Morning/afternoon tea – 5 opportunities	
<input type="checkbox"/> Cocktail function – 6 opportunities	
<input type="checkbox"/> Sponsorship of entrance to plenary room for day 3 (half a day) – 1 opportunity	
<input type="checkbox"/> Lunch – 6 opportunities	\$2500 each
<input type="checkbox"/> Sponsorship of workshop rooms – 1 day – 8 opportunities	\$3000 each
<input type="checkbox"/> Internet café – 1 opportunity	
<input type="checkbox"/> Workshop room demonstrations during lunch break – 8 opportunities	\$3500 each
<input type="checkbox"/> Sponsorship of entrance to plenary room for one full day – 2 opportunities	\$4000 each
<input type="checkbox"/> Sponsorship of wine for gala dinner with your company logo to appear on the label – 1 opportunity	\$7500
<input type="checkbox"/> Conference bags x 750	\$10,000- \$15,000

Prices are GST inclusive.

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SPONSORSHIP BENEFITS

Bronze level sponsor - \$1000 to \$1500

- Acknowledgment of SPONSOR in Conference Program
- Logo to appear on backlit signs within the National Convention Centre
- Chairperson of previous session to promote sponsor
- Complimentary insert of company brochure into conference satchel

Silver level sponsor - \$2000 to \$2500

- Acknowledgment of SPONSOR in Conference Program
- Logo to appear on backlit signs within the National Convention Centre
- Chairperson of previous session to promote sponsor
- Complimentary insert of company brochure into conference satchel
- Opportunity to invite two guests to the cocktail function

Gold level sponsor - \$3000 to \$4000

- Acknowledgment of SPONSOR in Conference Program
- Logo to appear on backlit signs within the National Convention Centre
- Chairperson of previous session to promote sponsor
- Complimentary insert of company brochure into conference satchel
- One complimentary conference registration
- One complimentary conference dinner ticket (two dinner tickets in total)

Platinum level sponsor - \$7500 and above

- Acknowledgment of SPONSOR in Conference Program
- Logo to appear on backlit signs within the National Convention Centre
- Chairperson of previous session to promote sponsor
- Complimentary insert of company brochure into conference satchel
- Prime location of exhibition booth
- Two complimentary conference registrations
- Two complimentary conference dinner tickets (four dinner tickets in total)

NOTE: *Sponsorship of \$10,000 or more entitles you to the benefits of platinum level sponsorship and complimentary exhibition booth hire. While there are limited sponsorship opportunities of \$10,000 or more, you may wish to be the sole sponsor of one aspect of the conference. For example, sole sponsorship of the cocktail party. For further information about sponsorship opportunities of \$10,000 or more, please contact the SIG Secretariat.*

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CONFERENCE BAG - PROMOTIONAL ITEMS

If you would like to promote your company at SIG 2004, why not include an item with your company logo on it in this year's conference bags? You can include your company name or logo on your chosen item and gain broad recognition of your company's identity.

The items need only be branded with your company logo, and any left over items can be returned to your company for your ongoing use.

It is worth considering that a quality item for inclusion in the conference bags will be remembered long after the conference is over.

Following the success of SIG 2003, **750** SIG conference bags will be distributed to delegates, presenters and exhibitors for SIG 2004. You are invited to either contribute an item from your company's existing stock of promotional items, or else have something produced from the following list.

Please complete the following details and return to the SIG Secretariat by 31 December 2003.

Contact Name
Organisation name
Address
Phone No: ()

Suggested Item	Approximate cost for 750 Items	Please tick box in this Column to indicate Sponsorship preference
A4 Notepads	\$1600	
Good quality Pen	\$1100	
Diary – pocket	\$1600	
Pewter key ring holder	\$3300	
Traveller mug	\$2800	
Waiter's friend (cork screw)	\$5800	
CD Wallet	\$4500	
Mobile phone recharger	\$8000	
Key torch	\$4500	
Stainless Steel coasters (single)	\$1800	
A4 Compendium	\$14,500	
Synthetic travel wallet	\$5600	
Stainless steel water bottle	\$6900	

If you would like to see any of these items, please contact the SIG 2004 secretariat and we will fax a photograph of the relevant item/s to you.

Contact Lea Edwards of the SIG Secretariat on: (02) 6250 5358 to find out more about how you can promote your company by including an item in the conference bag for SIG 2004.

(Note: inclusion of promotional literature in the conference bags will cost \$300).

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TERMS AND CONDITIONS

1. The Attorney-General's Department reserves the right to select exhibitors according to:
 - a) the contribution that the exhibitor's product will provide to increase the knowledge of protective security;
 - b) the SIG Secretariat reserves the right to ensure that there is a representative range of products provided by the exhibitor at the SIG Conference;
 - c) full payment being received by 20 January 2004 for the exhibition booth;
 - d) co-operativeness of the exhibitor in complying with the terms and conditions set out in this document;
 - e) Past record, i.e. loyalty to past SIG conferences.

2. The Attorney-General's Department also imposes the following conditions:
 - a) Exhibiting companies are limited to a maximum of two staff per exhibition booth. The exhibition fee entitles your company to catering for those two staff and a fee of \$180 is payable for any additional staff who will man your exhibition booth.
 - b) Exhibitors must comply with the set up and pack up guidelines as set out in the joining instructions which will be provided to successful applicants.

SIG SECRETARIAT CONTACT DETAILS

Contact: Lea Edwards
Phone: (02) 6250 5358
Fax: (02) 6273 4041
E-mail: sig2004@ag.gov.au
Web site: www.ag.gov.au/sig

Please return completed proposals, sponsorship preferences, details of promotional items and registration forms to:

SIG 2004 Secretariat
PSCC
Robert Garran Offices
National Circuit
BARTON ACT 2600

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