

WORLD UNION OF  
MARKETS CONGRESS 2017

# SPONSORSHIP AND EXHIBITION PROSPECTUS

23 TO 27 OCTOBER 2017



# INVITATION

It is a great pleasure to introduce to you the World Union of Markets Congress, a global event that will be jointly hosted by the Melbourne Market Authority, Queen Victoria Market and Sydney Markets Limited in October 2017.

Markets are evolving to maintain their relevance in a rapidly changing world. The theme of the 2017 Congress is market modernisation.

Some of the concepts the Congress will explore are infrastructure renewal or redevelopment, the digital revolution's impact on the customer experience and customer expectations and leadership through rapidly changing times.

We are anticipating the Congress will attract around 300 overseas and local delegates between 23 and 27 October 2017 in Australia's premier cities, Melbourne and Sydney.

We invite you to be part of this exciting event through sponsorship and/or exhibition.

Rarely held outside Europe, this is a great opportunity for all participants in the Australian horticulture industry to showcase new technologies and innovations disrupting the supply chain from paddock to plate.

This prospectus provides a range of options that have been tailored to meet differing needs of sponsors and exhibitors, enabling you to share with delegates, the success of your business in solving the challenges faced by wholesale and retail markets around the world.

We look forward to welcoming you to the Congress and encourage your participation in this exciting event.

On behalf of the organising committee,

**Peter Touhey**  
**Chairman**  
**Melbourne Market Authority**

**Paul Guerra**  
**Chairman**  
**Queen Victoria Market**





# ABOUT THE CONGRESS

Between 23 and 25 October, the Congress will be at the Melbourne Convention & Exhibition Centre and include technical visits to the Melbourne Market and the Queen Victoria Market. Technical visits will showcase initiatives to modernise market operations and innovations planned for the future.

On 27 October technical visits are available at the Sydney Market's Haymarket and Flemington sites.

## **Delegate and delegate attraction**

Delegates are generally company chairs or chief executives (or equivalent) of wholesale or retail markets from around the world.

A professional marketing strategy is being implemented to maximise delegate awareness, interest and attendance to the 2017 Congress. Marketing activity includes:

- Promotion at World Union of Markets events in 2016 and 2017,
- Direct mail to market operators around the world,
- Website,
- Social media campaigns, and
- Editorial in industry magazines and publications.



## **WHY YOU SHOULD BE INVOLVED**

The delegates are time poor and need to discover solutions to the challenges they face as efficiently as possible. Delegate feedback is unequivocal - they want the opportunity to meet service providers that can enable them to find solutions to their challenges.

All sponsors and exhibitors will be widely acknowledged leading up to and during the conference. Your company will benefit significantly from exposure to an interested, relevant and influential audience in an informal yet informative environment away from the competition of everyday distractions.

## ABOUT THE VENUE

The Melbourne Convention Centre is a state of the art, world class conference facility situated in the heart of the Melbourne CBD. Congress delegates will be offered a fine range of convenient accommodation at affordable prices, the majority within walking distance of the venue.

## ABOUT MELBOURNE MARKET

The Melbourne Wholesale Market has recently completed its relocation to a new facility that was 10 years in planning and development.

And the outcome is spectacular.

Through consultation and international benchmarking, one of the world's newest wholesale markets - the Melbourne Market - is world class both in design and operations.

## ABOUT QUEEN VICTORIA MARKET

The Queen Victoria Market is about to undergo the largest scale renewal of a public retail market place in the world. Delegates next year will see the transition from the old to the new - an interim operational layout in readiness for the first stage of major infrastructure works. All to be achieved while maintaining continuous operations.

It's an ambitious plan. Delegates will have access to the market's specialist team to provide background on the range of business cases and funding strategies required to support this large scale program.

## ABOUT SYDNEY MARKETS

Sydney Markets is home to the Sydney Produce, Flower and Growers Markets and several days per week transforms from a wholesale market to the bustling Paddy's retail market.

Delegates will gain insights into the pioneering operational and environmental practices which enable the market to effectively maximise return on their assets during the technical tours.



# SPONSORSHIP OPPORTUNITIES

The Congress Committee is dedicated to the task of matching partnership packages to your requirements. Early confirmation of your participation with the Congress will ensure an even higher level of exposure. An extensive promotional campaign will be implemented and the opportunity exists for your company to be represented as a key partner of the Congress well in advance of the actual date.

All prices are exclusive of the 10% Goods and Services Tax (GST).

## OPPORTUNITIES AT A GLANCE

<b>Packages</b>	<b>Number Available</b>	<b>Investment AUD (excl GST)</b>
Platinum Sponsor	Exclusive	50,000
Gold Sponsor	Limited opportunities	20,000
Silver Sponsor	Limited opportunities	12,000
Bronze Sponsor	Limited opportunities	7,000
<b>Individual sponsorship items</b>		
Congress breakfast	Exclusive	3,500
Sydney Markets tour and Sydney Harbour Cruise Sponsor	Exclusive	10,000
<b>Delegate Services</b>		
Congress Satchel	Exclusive	3,000
Name Badge and Lanyard	Exclusive	2,000
<b>Exhibition</b>		
Booth 3m x 3m		3,000

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# PLATINUM SPONSORSHIP

(EXCLUSIVE) \$50,000

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- Opportunity for company to present at the Congress.
- Naming rights to the Congress Dinner.
- Logo on all promotional material in the lead up to the Congress.
- Logo on Congress Program.
- Logo on Congress website as Platinum Sponsor.
- Logo on Sponsor signage at venue.
- Logo on Sponsor acknowledgement slide between sessions.
- Full page advertisement in the inside front cover of the program book.
- Complimentary exhibition booth at the Congress.
- One insert to be placed into the delegate satchels.
- Eight complimentary sponsor registrations (full delegate) to the Congress including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception and tickets to the Congress Dinner.

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# GOLD SPONSORSHIP

\$20,000

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- Logo on all promotional material in the lead up to the Congress.
- Logo on Congress Program.
- Logo on Congress website as Gold Sponsor.
- Logo on Sponsor signage at venue.
- Logo on Sponsor acknowledgement slide between sessions.
- Full page advertisement in the Congress Program.
- Complimentary exhibition booth at the Congress.
- One insert to be placed into the delegate satchels.
- Four complimentary sponsor registrations (full delegate) to the Congress including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception and tickets to the Congress Dinner.
- Prominent signage associated with one Congress lunch

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# SILVER SPONSORSHIP

\$12,000

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- Logo on Congress Program.
- Logo on Congress website as Silver Sponsor.
- Logo on Sponsor signage at venue.
- Logo on Sponsor acknowledgement slide between sessions.
- Half page advertisement in the Congress Program.
- One insert to be placed into the delegate satchels.
- Two complimentary sponsor registrations (full delegate) to the Congress including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception and tickets to the Congress Dinner.

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# BRONZE SPONSORSHIP

\$7,000

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- Logo on Congress Program.
- Logo on Congress website as Bronze Sponsor.
- Logo on Sponsor signage at venue.
- One complimentary sponsor registration (full delegate) to the Congress including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, ticket to the Welcome Reception and ticket to the Congress Dinner.

# INDIVIDUAL SPONSORSHIP ITEMS

## CONGRESS BREAKFAST AT MELBOURNE MARKET – \$3,500

- Logo on breakfast signage.
- Logo on Congress website.
- Opportunity to place company provided free standing pull up banner at the breakfast venue.
- Opportunity to hand out company flyers during the breakfast.

## SYDNEY MARKETS TOUR AND SYDNEY HARBOUR CRUISE SPONSOR (EXCLUSIVE) – \$10,000

A large percentage of the Congress will be extending their time and attending a tour of the Flemington and Haymarket sites of the Sydney Markets, in addition to a Sydney Harbour Boat cruise. This is an opportunity for a sponsor to exclusively brand this extension of the Congress to a high-level, decision making audience.

- Opportunity for six company representatives to attend the Sydney Markets tour
- Opportunity to distribute material to the delegates on the tour
- Exhibition booth at the congress in Melbourne
- Two complimentary sponsor registrations to attend the congress in Melbourne, including all social functions
- Logo including in congress materials

# DELEGATE SERVICES

## CONGRESS SACHEL (EXCLUSIVE OPPORTUNITY) – \$3,000

- Every registered delegate will receive an official Congress satchel upon registration. The satchel will be of high quality to encourage use by delegates well after the Congress has finished.
- Logo on Congress Satchel along with Congress Logo (size and placement of logo will be at the discretion of the Congress Organising Committee).

## NAME BADGE AND LANYARD (EXCLUSIVE OPPORTUNITY) – \$2,000

- Every registered delegate will receive an official Congress name badge and lanyard upon registration. Delegates will need to wear their name badge and lanyard to gain access into the exhibition and sessions.
- Logo on Name Badge (size and placement of logo will be at the discretion of the Congress Organising Committee).
- Logo on Lanyard (size and placement of logo will be at the discretion of the Congress Organising Committee).
- Opportunity to have a QR code on the lanyard linking to business website.

# EXHIBITION OPPORTUNITIES

The exhibition will be a major component of the Congress and will feature the most up to date information and products available. The Congress Program has been designed to maximise the opportunity for delegates to visit the exhibition. Refreshment breaks, the welcome reception and the barista stations will be located within the exhibition area. The exhibition is set to be the primary networking arena for delegates, sponsors and exhibitors.

## EXHIBITION BOOTH – \$3,000

- Six square metres of exhibition space.
- Carpeted floor.
- Back and side walls.
- Company name on fascia over each open side.
- Two spotlights.
- One standard power outlet.
- Two exhibitor registrations.
- Distribution of promotional items from your stand to delegates.

## GENERAL INFORMATION

Exhibitor personnel passes include morning and afternoon refreshment, lunch daily, a Congress satchel, copy of the Congress program and access to the exhibition.

Additional exhibitor registrations can be purchased at a cost of \$1,320 (inc GST early bird rate) and will have the same entitlements as above.

Priority of placement within the exhibition will be offered to sponsors first and then sold in accordance with the date of application receipt.

An exhibition manual containing information on move-in and out times will be distributed to exhibitors and sponsors.

## CONDITIONS OF PAYMENT

Failure to pay outstanding invoices by due dates may result in your sponsorship item or exhibition stand being released again for sale.

## SPONSORSHIP APPLICATIONS AND CONDITIONS

Sponsorship applications must be received on the Sponsorship Application Form. A tax invoice will be issued upon receipt of this application form.

- Full payment must be made within seven days from date of invoice.
- Sponsorship will not be assigned without a signed application form and full payment upon receipt of invoice.
- The Organisers reserve the right at their total discretion to decline any application.
- All payments must be made in Australian Dollars. See payment details on application form.
- Payment can be made via cheque, bank transfer or credit card.
- If the full payment is not received, the Congress Organiser has the right to review the Sponsorship commitment and withdraw the application.

## SPONSORSHIP CANCELLATION POLICY

In exceptional circumstances the Organisers will be prepared to consider cancellation of the contract with a Sponsor, but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing,
- That the reason given for the cancellation is, in the opinion of the Organiser, well founded,
- That the Sponsor agrees that the Organisers shall retain 10% of the contract price if the cancellation is accepted more than six months before the Congress, 50% of the contract price if the cancellation is accepted between six and three months prior to the Congress and 100% of the contract price if the cancellation is accepted within three months of the Congress, and
- Cancellation will not be considered if the Organisers deem that sponsorship entitlements have already been provided prior to the submission of cancellation.

## FURTHER INFORMATION

The WUWM2017 organising committee are dedicated to matching the right package to you. If you would like to discuss a customised package please contact:

**Suzie Kovacevic, Sales Manager**

WUWM 2017 Secretariat

GPO Box 3270, Sydney, NSW, 2000

Tel: +61 2 9254 5000 Fax: +61 2 9251 3552 0344

Email: [SuzieK@icmsaust.com.au](mailto:SuzieK@icmsaust.com.au)



[MelbourneMarket.com.au/2017congress](http://MelbourneMarket.com.au/2017congress)







# SPONSORSHIP FORM

## Personal Details

Please note all correspondence including invoices will be sent to the contact supplied below.

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Position \_\_\_\_\_ Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

State \_\_\_\_\_ Postcode \_\_\_\_\_

Country \_\_\_\_\_ Website \_\_\_\_\_

## Sponsorship Opportunities

Please tick appropriate box. All sponsorship prices are in AUD and exclusive of 10% GST (Goods and Services Tax).

- |   |          |
|---|----------|
| <input type="checkbox"/> Platinum Sponsor (Exclusive)           | \$50,000 |
| <input type="checkbox"/> Gold Sponsor (Limited Opportunities)   | \$20,000 |
| <input type="checkbox"/> Silver Sponsor (Limited Opportunities) | \$12,000 |
| <input type="checkbox"/> Bronze Sponsor (Limited Opportunities) | \$7,000  |

### Individual Opportunities

- |  |          |
|--|----------|
| <input type="checkbox"/> Congress Breakfast (Exclusive)                                    | \$3,500  |
| <input type="checkbox"/> Sydney Markets tour and Sydney Harbour Cruise Sponsor (Exclusive) | \$10,000 |

### Delegate Services

- |   |         |
|---|---------|
| <input type="checkbox"/> Congress Satchel (Exclusive)       | \$3,000 |
| <input type="checkbox"/> Name Badge and Lanyard (Exclusive) | \$2,000 |

I agree to be invoiced for a total of \$ AUD \_\_\_\_\_ plus 10% GST for the items selected above.

Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Sponsorship agreement and tax invoice will be sent upon receipt of your application form.

**Sponsorship Total** \_\_\_\_\_



# EXHIBITION FORM

## Exhibition Requirements

Priority of placement within the exhibition will be offered to sponsors first and then sold in accordance with the date of application receipt.

Preferred exhibition location:

First Choice: \_\_\_\_\_

Second Choice: \_\_\_\_\_

Third Choice: \_\_\_\_\_

### Conditions of Payment

- Payment of a 50% deposit is required upon confirmation of your sponsorship and exhibition selections. Of the balance owing will be due 6 months prior to the event commencing.
- Failure to pay your sponsorship and exhibition invoice may result in your sponsorship item or exhibition stand being released for sale.

## Exhibition Confirmation

Please tick appropriate box. All prices are in AUD and exclusive of 10% GST (Goods and Services Tax).

### Exhibition Opportunities

Exhibition Booth \$3,000 **Exhibition Total** \_\_\_\_\_

Declaration: I have read & accept the terms & conditions in the prospectus and wish to become an exhibitor at World Union of Markets Congress 2017.

I agree to be invoiced for a total of \$ AUD \_\_\_\_\_ plus 10% GST.

Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Application forms may be faxed or mailed to the contact listed below. A tax invoice will be sent upon receipt of your application form.

## Method of Payment

Tick appropriate box

I wish to pay by bank transfer. Bank details will be supplied on your tax invoice issued with confirmation

I wish to pay by credit card:  Visa  MasterCard  Amex

Credit Card Number                 Expiry Date \_\_\_\_/\_\_\_\_

Card Holder's Name \_\_\_\_\_ Signature \_\_\_\_\_

Please Note: All credit card payments will appear as "ICMS Australasia Pty Ltd" on your statement

Please tick this box if you do NOT wish to receive Conference updates via email.

**FORWARD COMPLETED APPLICATION FORMS TO:**  
**WUWM 2017 Sponsorship and Exhibition Sales Manager**  
ICMS Australasia Pty Ltd | E: suziek@icmsaust.com.au | T: 02 9254 5000

# TERMS AND CONDITIONS OF CONTRACT

## The Contract

1. The term "Organiser" refers to ICMS Australasia Pty Ltd and includes associations, corporate and government bodies who have engaged ICMS Australasia Pty Ltd as their representative.
2. The term "Exhibitor" includes any person, firm, company or corporation and its employees and agents identified in the Application Form or other written request for exhibition space.
3. A "contract" is formed between the Organiser and Exhibitor when the Organiser accepts the signed Application Form and receives a minimum of 50% of the total owing as a deposit. The Organiser will then issue a confirmation letter to the Exhibitor.
4. The Organiser may cancel the contract at their discretion if the agreed deposit is not received within 28 days of lodging the Application Form. Additionally the Organiser reserves the right to cancel the contract by returning the deposit within 28 days of receipt.

## The Application

5. An official Exhibition Application Form must be received to reserve space.
6. The Organiser reserves the right to refuse application or prohibit any Exhibitor from participation without assigning a reason for such refusal or prohibition.

## Obligations and Rights of the Organiser

7. The decision of the Organiser is final and decisive on any question not covered in this contract.
8. The Organiser agrees to hold the exhibition however, reserves the right to postpone the exhibition from the set dates and to hold the exhibition on other dates as near to the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the Organiser.
9. The Organiser agrees to promote the exhibition to maximise participation.
10. The Organiser agrees to allocate the Exhibitor an exhibition space as close as possible to their desired location.
11. The Organiser reserve the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organiser.
12. The Organiser reserves the right to change the exhibition floor layout if necessary.
13. The Organiser is responsible for the control of the exhibition area only.
14. The Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.
15. The Organiser agrees to provide the Exhibitor with an Exhibition Manual prior to the exhibition for the purpose of communicating required actions on the part of the Exhibitor.
16. The Organiser has the right to take action based on verbal or written directions including those contained in the Exhibition Manual. This is to ensure that all laws in connection with the exhibition are complied with, to prevent damage to person or property and to maximise the commercial success of the exhibition.
17. The Organiser may refuse without limitation to permit activity within the exhibition or may require cessation of particular activities at their discretion.
18. The Organiser reserves the right to specify heights of walls and coverings for display areas.
19. The Organiser reserves the right to disapprove the content and presentation of the Exhibitor catalogues, acknowledgements, handbills and printed matter with respect to the exhibition.
20. The Organiser may determine the hours during which the Exhibitor will have access to the exhibition venue for the purpose of setting up and dismantling.
21. The Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents entry to the exhibition if they do not hold a purchased or complimentary entry card.
22. The Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.

23. The Organiser will specify any regulations with regard to sound levels including microphones, sound amplification, machine demonstrations and videos. The exhibitor agrees to abide by these.
24. The Organiser will arrange security onsite during the period of the exhibition but will accept no liability for loss or damage.
25. The Organiser will arrange for daily cleaning of aisles outside the exhibition open hours.

## Obligations and Rights of the Exhibitor

26. The Exhibitor must ensure that all accounts are finalised and paid prior to the allocated exhibition move-in period.
27. The Exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition.
28. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the exhibition.
29. The Exhibitor must comply with all directions / requests issued by the Organiser including those outlined in the Exhibition Manual.
30. The Exhibitor must comply with all applicable laws, including laws in relation to occupational health & safety. The Exhibitor will therefore act with care to avoid damage to persons or property in the exhibition.
31. The Exhibitor must ensure the cleanliness and tidiness of their allocated space. Upon the conclusion of the exhibition the Exhibitor will promptly remove all exhibits, tools and other materials. If the Exhibitor fails or refuses to do so, the Organiser will make arrangements for this to be done by an external party at a cost to be paid by the Exhibitor.
32. The Exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.
33. The Exhibitor will submit plans and visuals of custom designed exhibits to the Organiser for approval prior to the commencement of the exhibition. Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building. A valid Insurance Certificate of Currency for independent exhibition contractors will also be submitted prior to the Organiser granting this company access to the exhibition area.
34. The Exhibitor is responsible for all items within their allocated exhibition space.
35. The Exhibitor agrees to adhere to all fire regulations and will refrain from using flammable or dangerous materials within the exhibition. Written approval must be sought from the Organiser if flammable or dangerous materials are required for the success of the exhibit.
36. The Exhibitor will not use nails, screws or other fixtures on any part of the premises including walls and floor unless authorised by the Organiser. In any case all permanent damage will result in the Exhibitor being invoiced for all repairs.
37. The Exhibitor acknowledges that the Organiser has a preferred freight forwarder and agrees to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the Exhibitor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified or on return.
38. The Exhibitor agrees to abide by requests made by the Organiser to stop any activity that may cause annoyance to others in the exhibition.
39. The Exhibitor agrees to conduct all business transactions within their allocated exhibition space unless otherwise approved by the Organiser.

## Storage of goods

40. Unless otherwise communicated storage will not be provided onsite at the exhibition. Under no circumstance are goods permitted to be stored in public access areas.

## Stand Services and Construction

41. Official contractors will be appointed by the Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics, telecoms and IT equipment. This is for insurance and security reasons. All non-official contractors wishing to enter the exhibition are required to produce current Certificates of Currency for Insurance, Public Liability and OH&S. Access will be denied without such documentation.

## Insurance and Liability

42. All Exhibitors must have Public Liability Insurance for the period of the exhibition and must be able to produce this documentation immediately at the request of the Organiser.
43. Exhibitors must insure, indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Organiser may become liable.
44. Whilst the Organiser will endeavour to protect exhibition property whilst on display at the exhibition, it must be clearly understood that the venue, the Organising Committee and the Organiser cannot accept liability for any loss or damage to property sustained or occasioned from any cause whatsoever.
45. The Organiser shall not be liable for any loss, which exhibitor may incur as a result of the intervention of any Authority, which prevents the use of the premises or any part thereof in any manner whatsoever.
46. The Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the Organiser will not be accountable for the level of commercial activity generated.

## Payment & Cancellation

47. The Exhibitor has seven (7) days in which to make their final payment when it falls due. After this time the space will be available for sale to another company. All deposits paid will automatically be forfeited and NO refund will be made. NO exhibitor shall occupy allocated exhibition space until all monies owing to the Organiser by the Exhibitor are paid in full.
48. In the event that the Exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the Organiser is authorised to occupy this space in any manner deemed to be in the best interest of the Exhibition. The Exhibitor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.
49. If the Exhibitor wishes to cancel their participation a request must be submitted to the Organiser in writing. Exhibitor cancellations and refunds will be administered as follows:
  - a. If notice of cancellation is received 12 months or more before the first day of the exhibition, the Exhibitor will be entitled to a 75% refund on funds due at the time of cancellation.
  - b. If notice of cancellation is received between 6 and 12 months before the first day of the exhibition, the Exhibitor will be entitled to a 50% refund on funds due at the time of cancellation.
  - c. If notice of cancellation is received less than 6 months before the first day of the exhibition, the Exhibitor will not be entitled to a refund.
  - d. If notice of cancellation is received and full payment for funds owing has not been received, the Exhibitor may be invoiced for the difference to satisfy the above cancellation and refund policy.
50. Booth availability may be limited or restricted, and allocations and available quantities will be advised upon processing your application.