



PROFESSIONAL
SPEAKERS
AUSTRALIA
CONVENTION 2019

22 to 25 March 2019 – Kingscliff, NSW

SPONSORSHIP & PARTNERSHIP PROSPECTUS



**2019 CONVENTION. THE MUST-ATTEND EVENT FOR
PROFESSIONAL SPEAKERS, TRAINERS & PRESENTERS**



Professional Speakers Australia is offering Sponsorship & Partnership packages for the **Professional Speakers Australia Convention 2019** to be held at **Peppers Salt Resort & Spa**, Kingscliff, NSW – 22 to 25 March 2019.

Our annual Convention is one of the largest gatherings of professional speakers and small business owners who translate influence into experiences, **with a direct reach to thousands and connecting to thousands more.**

Our recent Conventions have been the most successful for many years, with a large array of local and global talent, as well as a more diverse audience, not only from around Australia, but from more other countries than ever before!

In 2019, You Are The Message!

We have a limited number of opportunities, that include dedicated spotlights on your product, technology, or service. **With hundreds of people expected** to attend Professional Speakers Australia Convention 2019, joining us as a Sponsor or Partner is an excellent way to connect with and spread **Your Message** to experts who speak and help them confidently lead their businesses into the next decade.

Becoming a Sponsor or Partner will give your organisation access to a powerfully influential audience, who are not only decision-makers themselves, but regularly influence, inform and inspire other decision makers with their message.

Contact our **Sponsorship Co-ordinator Brett Dashwood** brett@brettdashwood.com to discuss how we can allocate and customise your Sponsorship or Partnership package, so that you can get the greatest value as soon as possible for **Your Message**.

We look forward to speaking with you soon!

Tarran Deane
National President
Professional Speakers Australia

Amanda Stevens CSP
Convention Convenor
Professional Speakers Australia Convention 2019



Why Sponsor or Partner?

If speakers, performers, trainers, coaches, facilitators or MC's are your target market, then **Professional Speakers Australia** offers you direct and trusted access to that audience.

This is a prime opportunity to engage with and market directly to business owners who speak to market their business or their message. There are numerous opportunities at the event and significant pre-event **promotion to 2000+** members, potential members, and previous guests. In addition to our local audience, the Convention is promoted throughout the world to the **ten's of thousands of members of our Global Speakers Federation (GSF) partner associations from over 20 countries.**

1. So whether you are after local, regional, or global exposure, this is the event and this is the year to get involved.
2. Permission will be granted as a Sponsor to connect with delegates who opt-in to lead generation activities following the event.
3. Sponsorship is one of the lowest cost per lead of any marketing activities that an organisation can employ to access and build relationships with their target market.
4. Sponsoring is quality time to network with professionals who are leaders in their field of expertise and who are constantly asked for referrals to quality, reliable suppliers.
5. Various levels of opportunity are presented in this document which will allow **your brand to benefit** from the relationships that will be built with the delegates and the wider community of professional speakers throughout Australia and overseas.





About Professional Speakers Australia

Professional Speakers Australia (PSA) is the organisation that supports experts who speak in Australia. We are the **experts who inform, inspire, and influence from the platform**, and together we help each other build on speaking competencies and continually develop our speaking businesses.

Our mission is to recognise and promote excellence in public speaking through professional development and networking.

Established in 1987 (as National Speakers Association of Australia), **Professional Speakers Australia** is industry peak body for Presenters who inform, inspire and influence through the spoken word.

We exist to develop, promote, and uphold the highest possible standards for the benefit of both our members and the public they serve.

The association was a founding member of the **Global Speakers Federation (GSF)**, www.globalspeakers.net including one of the organisations that can certify and grant the international Certified Speaking Professional (CSP) designation.

Any person who has an interest in the speaking industry – whether speaker or supplier – is eligible to attend PSA Convention and may also apply to become a Supplier, Professional Member or Certified Speaking Professional.





Professional Speakers Australia Members

What We Do

The purpose of **Professional Speakers Australia** is to ensure the standard of excellence in the profession of speaking and to promote professional speaking through:

- A belief in and adherence to the highest standard of ethics
- Demonstrated professional competence
- A commitment to continued development of expertise and knowledge
- A responsibility to clients and to the professional services we provide
- Regular Meetings in major cities around Australia & Annual Convention
- Professional Development Workshops
- Professional Designation
- Industry-wide & Member-only discussion areas
- Industry cooperation for exclusive member only benefits
- Voices of Experience audio program
- Platform Professionals™ Summits (for CSP and high net Speakers)
- Membership of Global Speakers Federation with reciprocal rights internationally
- Networking with experts and peers
- Opportunities for mentoring through developing professional relationships
- Code of Professional Conduct

Needs of Professional Speakers

Professional speakers spend much of their business life on stage, presenting online, travelling, and meeting with clients. They are leaders in their fields of expertise and require up to date and reliable equipment, software, presentation materials, and apparel.

Referral Opportunities

Our members are constantly referring suppliers of products & services to their own network of clients and colleagues

Most are also business owners, so Professional Speakers Australia members regularly require:

- Professional Services
- Insurance & Superannuation
- Professional Clothing
- Luggage
- Design & Online Management/Services
- Hardware/Software/Service Technology
- Advertising & Marketing
- Digital & Printed Collateral
- Telephone & other Communication items
- Office Equipment & Consumables
- Book Publishers
- ...and much more

The Speaking Industry in Australia

Before our association was established over 30 years ago, organisations may have hired a speaker who had the knowledge but not always the ability to present in an engaging and entertaining manner.

Over the years we have supported, educated, and grown the professional speaking profession throughout Australia and are now a highly recognised and professional association.

The increasing pace of change, the heightened sophistication of audiences and the focus on achieving results, led to the demand for a better answer and a new role was created; that of a professional speaker. A role to be filled by someone who can **present information of interest and value in an interesting and valuable way**, across diverse formats including Keynotes, Plenary, Workshop, Webinars, Breakouts, Public Events and MC/Hosting roles.

Now, every day in Australia at literally hundreds of events – ranging from small team sales meetings and service group dinners to huge corporate conventions and multi-national conferences – professional speakers go about their business of **sharing their Message**, by presenting ideas, information, views and values, to **entertain, enthrall and educate!**





About Professional Speakers Australia Convention 2019

- ★ Friday to Monday, 22-25 March 2019 - Kingscliff, NSW
- ★ 4 days of sessions
- ★ 150+ expected delegates
- ★ 50+ speakers
- ★ Gala Awards Dinner
- ★ Convention website: PSAConvention.com.au

The ultimate annual event where aspiring, experienced, and legendary Professional Speakers alike, come to together to network and learn from the best speakers in Australia and from around the world. Keynotes, workshops, breakouts, and other special events will be held across the 4 days at NSW's Peppers Salt Resort & Spa, Kingscliff.

Embracing breezy seaside style, Peppers Salt Resort & Spa is the ideal coastal resort. Located only **20 minutes south of the Gold Coast (Coolangatta) Airport**.

On Friday and Monday, we have scheduled a series of pre- and post-Convention workshops that will provide you with deeper information and understanding of topics which normally cannot be mined during the normal convention length sessions. These in-depth, intensive sessions will deliver great information to assist you in developing and maintaining your presentations at the leading edge, understanding our changing world, and building your profitable speaking business.

The Opening Ceremony will be held late on Friday afternoon and will be followed by a welcoming, networking function. A special function will be held on Friday afternoon after the workshops to allow first time and other delegates to get the best out of Convention.

4 Day Schedule Overview:

- Friday, 22 March 2019 – Pre-Convention Workshops & Convention Opening
- Saturday & Sunday, 23 & 24 March 2019 – Formal Convention Sessions
- Monday, 25 March 2019 – Post Convention Workshops (Masterclass Monday)

If you are a CSP there will be the Platform Professionals™ stream on Friday where a large range of topics and information relevant to senior speakers will be discussed and shared.

Professional Speakers Australia Convention 2019 will be full of practical ideas you can apply to your business, opportunities to connect with key people in the industry and a load of fun re-connecting with other PSA members.

Summary of Sponsorship Opportunities

Sponsorship Inclusions	Diamond \$10,000 +GST (1)	Ruby \$6,000 +GST (2)	Emerald \$3,000 +GST (4)	Sapphire \$1,000 +GST (10)
Sponsor specific acknowledgement on the PSAConvention.com.au website	Yes	Yes	Yes	Yes
“Proud Sponsor of PSA Convention 2019” logo for use on your marketing material	Yes	Yes	Yes	Yes
Sponsor rights of the Saturday Gala Awards Dinner	Yes			
Sponsor rights of one Premium Convention event 1. Friday Platform Professionals™ Summit 2. Friday evening entertainment/networking function		Yes		
Opportunity to speak via professional video at the Convention for up to 4m30s (program slot TBD)	Yes	Yes		
Sponsor rights of a breakout room	1	1		
Exclusive marketing opportunities during 2019: <ul style="list-style-type: none"> • Webinar / Interview with the PSA President • Interview transcript extracts repurposed in 3 monthly PSA President Newsletters/Blogs • Sponsorship page on the PSA website 	Yes			
Continuous digital and hard copy advertising before and during the event, including the event program	Yes	Yes	Yes	Yes
Premium-placed Trade Table	1			
Trade Table		1	1	
Option to add a co-branded gift item to the delegate bag	1	1	1	1
Selection of an available You Are The Message theme option	Exclusive	Exclusive	1	1
Delegate registration for all events (incl. Gala Awards Dinner and pre-/post-Convention days)	2	1		
Sponsor only registration (incl. meals/ex Gala Awards Dinner, no sessions)	1	1	1	
Ticket to the Gala Awards Dinner		1	1	
Option to upgrade to an additional Sponsorship	Yes	Yes		
Connect with delegates who opt-in to lead generation activities following the event	Yes	Yes	Yes	Yes
First right of refusal for Sponsor position for Professional Speakers Australia Convention 2020	Yes	Yes		



Sponsorship Opportunities & Inclusions

Diamond Sponsor (1 available) – \$10,000 +GST

- Diamond Sponsor acknowledgement, organisation name, logo and 200-word profile on the PSAConvention.com.au website
- Provided with the “Proud Sponsor of PSA Convention 2019” logo for your use
- Sponsor rights of the Gala Awards Dinner – *naming format to be confirmed, e.g.:*
 - 2019 Professional Speakers Australia Awards thanks to Sponsor
- Opportunity to show a professional video at Convention up to 4min 30sec
 - introduced by the MC
 - *to be confirmed in the program*
- Sponsor rights of a breakout room at Convention
- Exclusive marketing opportunities during 2019:
 - Webinar / Interview with the PSA President
 - Interview transcript extracts repurposed in 3 x monthly PSA President Newsletters and/or Blogs
 - Diamond Sponsor acknowledgement, organisation name, logo and 200-word profile on the ProfessionalSpeakers.org.au website
- Recognition in the digital and hard copy marketing before and during Convention, including the event program
- Premium-placed Trade Table in the Exhibition Area at Peppers Salt Resort & Spa
- Option to select and add a co-branded gift item to the delegate bag from the list (below) with exclusive use of an available **You Are The Message** option.
- 2 x Delegate registrations for all events
 - *incl. Gala Awards Dinner, as well as pre- and post-Convention days*
- 1 x Sponsor only registration (incl. meals/ex Gala Awards Dinner, no sessions)
- Option to upgrade to additional Sponsorship
- A contact list of delegates who opt-in to their details being provided to Sponsors
- First right of refusal for the Diamond Sponsor position for PSA Convention 2020

Ruby Sponsor (2 available) – \$6,000 +GST

- Ruby Sponsor acknowledgement, organisation name, logo and 100-word profile on the PSAConvention.com.au website
- Ruby Sponsor acknowledgement, organisation name and logo on the ProfessionalSpeakers.org.au website
- Provided with the “Proud Sponsor of PSA Convention 2019” logo for your use



- Sponsor rights of one Premium Convention event:
 1. **Platform Professionals™ Summit**
 2. **Opening Evening Networking Event**
 - *Naming format to be confirmed, e.g.:*
 - Platform Professionals™ Summit thanks to *Sponsor*
- Opportunity to show a professional video at Convention up to 4min 30sec
 - introduced by the MC
 - *to be confirmed in the program*
- Sponsor rights of a breakout room
- Recognition in the digital and hard copy marketing before and during Convention, including the event program
- Trade Table in the Exhibition Area
- Option to select and add a co-branded gift item to the delegate bag from the list (below) with exclusive use of an available **You Are The Message** option.
- 1 x Delegate registration for all events
 - (incl. Gala Awards Dinner, as well as pre- and post-Convention days)
- 1 x Sponsor only registration (incl. meals/ex Gala Awards Dinner, no sessions)
- 1 x Ticket to the Gala Awards Dinner
- Option to upgrade to additional Sponsorship
- A contact list of delegates who opt-in to their details being provided to Sponsors
- First right of refusal for a Ruby (or equivalent) Sponsor position for PSA Convention 2020

Emerald Sponsor (4 available) – \$3,000 +GST

- Emerald Sponsor acknowledgement, organisation name, logo and 100-word profile on the PSAConvention.com.au website
- Emerald Sponsor acknowledgement, organisation name and logo on the ProfessionalSpeakers.org.au website
- Provided with the “Proud Sponsor of PSA Convention 2019” logo for your use
- Continuous digital and hard copy advertising before and during the event (incl. program)
- Trade Table in the Exhibition Area
- Option to select and add a co-branded gift item to the delegate bag from the list (below) with an available **You Are The Message** option.
- 1 x Sponsor only registration (incl. meals/ex Gala Awards Dinner, no sessions)
- 1 x Ticket to the Gala Awards Dinner
- A contact list of delegates who opt-in to their details being provided to Sponsors



Sapphire Sponsor (10 available) – \$1,000 +GST

- Sapphire Sponsor acknowledgement, organisation name and logo on the PSAConvention.com.au and ProfessionalSpeakers.org.au website
- Provided with the “Proud Sponsor of PSA Convention 2019” logo for your use
- Recognition in the digital and hard copy marketing before and during Convention, including the event program
- Option to select and add a co-branded gift item to the delegate bag from the list (below) with an available **You Are The Message** option.
- A contact list of delegates who opt-in to their details being provided to Sponsors

Coffee Cart Sponsor (1 available) – \$7,000 +GST

- Coffee Cart Sponsor acknowledgement, organisation name, logo and 100-word profile on the PSAConvention.com.au website
- Coffee Cart & Barista in Expo Hall for Friday, Saturday & Sunday (up to 350 coffees/day)
- Opportunity to show a professional video at Convention up to 4min 30sec
 - introduced by the MC
 - *to be confirmed in the program*
- Option to select and add a co-branded gift item to the delegate bag from the list (below) with an available **You Are The Message** option.
- Sponsorship signage
- A contact list of delegates who opt-in to their details being provided to Sponsors

Picnic Lunch Sponsor (1 available) - \$5,000 +GST

- Includes a quality co-branded Picnic Blanket for delegates to take home.

Gift Bag Sponsor (1 available) - \$3,000 +GST

- Includes a co-branded, reusable, insulated Cooler Tote Bag.

** Adjustments to all Sponsorship package inclusions can be made following discussion and agreement.*

Additional Sponsorship Opportunities

- Scavenger Hunt Sponsor, Lanyard Sponsor, Keynote Speaker Sponsor
- Other position/activity to be determined with Sponsor
 - We would be happy to craft a tailored Sponsorship package to suit your organisation in order to maximise your return on investment.



Exhibition Area at Peppers Salt Resort & Spa

The exhibition will be held in the pre-function area where morning and afternoon tea will be served. Lunch will not be served in the pre-function area.

Furniture

One draped trestle table with two chairs will be provided for Sponsors (where applicable).

Exhibition Opening Hours

Indicative only (will be finalised closer to the event)

- Friday, 22 March 2019 8:00am – 5:00pm
- Saturday, 23 March 2019 8:00am – 5:00pm
- Sunday, 24 March 2019 8:00am – 5:00pm
- {optional} Monday, 25 March 2019 8:00am – 1:30pm (TBC)

Bump in/out times and other Exhibitor related information (logistics etc.) is outlined in the **Exhibitors Manual**, which (along with other Sponsor/Partner information) will be supplied by the team from Wise Connections (our Professional Conference Organiser).

Partnership Opportunities

Sponsors provide a significant financial investment, however **Partnership** opportunities are also available for organisations that wish to provide significant product or services that Professional Speakers Australia or our members would otherwise need to pay for.

Partnership inclusions are crafted in consultation with both parties and may not always be available.

If you would like to discuss a Partnership opportunity, please contact **Brett Dashwood** (Sponsorship Co-ordinator) brett@brettdashwood.com to discuss further.

Strategic Alliance Partnership Opportunities

Ongoing Strategic Alliance Partnership Opportunities are also available with Professional Speakers Australia beyond Convention.



Co-branded Gift Selection

We want to ensure that your value as a Sponsor or Partner lasts with each delegate, well beyond the event itself.

As such, for this year's Convention we have elected to go for a "wedding register" type approach to gift bag contents to ensure that our delegates get quality items that they will use, as well as reminding them of your support and offerings.

Each Sponsor and Partner has the option of selecting a gift item for the delegate bag with co-branding from the list below.

plus \$3000+GST

- Quality leatherette A5 Notebook Portfolio

plus \$2000+GST

- Compact Umbrella
- Aluminium Drink Bottle or Keep Cup
- Powerbank Charger
- Flashlight

plus \$1200+GST

- Luggage Tag
- Cork Coaster Set
- Foldable USB memory stick

plus \$800+GST

- Stress Shape
- Stylus Pen
- Pencil case

plus \$500+GST

- Simple Notepad
- Nice but simple Pen
- Mini-highlighter

Another item as mutually agreed





Sponsorship & Partnership Expression of Interest

Organisation Details

Organisation Name (for use in marketing)		
Company Name (for invoicing purposes)		
ABN		
Address		
City	State	Postcode
Key Contact Name		
Phone	Mobile	

Contact details for Sponsor/Partner liaison

The team from Wise Connections (our Professional Conference Organiser) will liaise with this contact on all matters relating to Sponsorship/Partnership.

Name	Position
Email	Phone

Sponsorship Opportunities

Diamond Sponsor (1)	\$10,000 +GST	
Ruby Sponsor (2)	\$6,000 +GST	
Coffee Cart Sponsor (1)	\$7,000 +GST	
Gift Bag Sponsor (1)	\$3,000 +GST	

Emerald Sponsor (4)	\$3,000 +GST	
Sapphire Sponsor (10)	\$1,000 +GST	
Picnic Lunch Sponsor (1)	\$5,000 +GST	

Additional suggested Sponsorship opportunity

<i>enter detail here</i>

Partnership Opportunity

<i>enter details of suggested Partnership</i>

Please complete this form and forward:

by email to brett@brettdashwood.com or by fax to: (03) 8610 2181



PROFESSIONAL
SPEAKERS
AUSTRALIA
CONVENTION 2019

Thank you to our recent Sponsors & Partners

