

**SPONSORSHIP
PROSPECTUS**

APPEA2023

CONFERENCE AND EXHIBITION

15-18 MAY ADELAIDE



Lead shape innovate—accelerating to net zero

PRINCIPAL PARTNERS



ExxonMobil



SNAPSHOT

Over sixty years of representing Australia's oil and gas industry has cemented the APPEA Conference and Exhibition as the most significant annual upstream oil and gas event in the southern hemisphere.

In addition to attracting delegates from across Australia and around the world, the conference draws the largest specialist media contingent of any industry event in Australia, generating national and international headlines.

2500

oil and gas professionals

556

companies represented

116

exhibiting companies

49

media personnel

“ It's so good to reconnect with so many people in this great industry and engaging with them in a really positive way. APPEA is all about collaboration, innovation and acceleration. That is what is happening here. ”

Justin Nash, Senior Manager, City & Corporate Integrated Solutions, BP APPEA 2022



[Click here to view the full APPEA 2022 post-show report](#)



Delegates anticipate the APPEA Conference, knowing this event is run *by the industry, for the industry.*

As the APPEA Conference is only open to registered attendees and invited guests, our delegates know that APPEA can guarantee high calibre business connections. Our plenary, technical and business programs deliver world-class leaders and cutting edge information for the discerning energy professional.

The APPEA Conference and Exhibition offers attendees an unparalleled, unique opportunity to learn from global experts, meet industry decision-makers and see first-hand, new product and service innovations.

If you only make one sponsorship investment this year, the APPEA 2023 Conference and Exhibition is the only show in Australia that can take your brand to the world of oil and gas, delivering an unrivalled return on investment.

As a sponsor:

- Your brand will be associated with the preeminent oil and gas industry event in the southern hemisphere
- You can choose from options to suit your marketing needs—from merchandise, presentation and speaker sessions, through to social events, networking areas, refreshment breaks, and community engagement
- You have the opportunity for extended brand engagement pre-event, during and post-conference.

To discuss how we can make an APPEA 2023 Conference and Exhibition sponsorship deliver for your business, contact:

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For direct booking details please refer to page 28.




Watch the APPEA 2023 Conference and Exhibition preview




OPPORTUNITIES AT A GLANCE

All rates quoted are in Australian dollars and are inclusive of GST.


 INFLUENCING PACKAGES	
Exhibition	7
Plenary Sessions	8

 ADVOCATING PACKAGES	
Youth Program	21
Community Initiative	22
Media Centre	23

 LEADING PACKAGES	
Conference Dinner	9
Hydrogen Pavillion	10
Technical and Business Sessions	11
eNewsletter Campaign & Newsflashes	12

 TECHNOLOGY AND DELEGATE EXPERIENCE PACKAGES	
Wi-Fi Network	24
Mobile App	25
Charging Stations	26
Hand Sanitiser Stations	27

 COLLABORATING PACKAGES	
Welcome Reception	13
The Collaboration Centre	14
The Meeting Zone	15
Authors' Lunch	16
Daily Catering	17
Happy Hours	18
Farewell Cocktails	19
Golf Tournament	20

 ADDITIONAL INFORMATION	
Sponsorship conditions	28
How to apply for sponsorship	28
Other opportunities	28
Sponsorship terms and conditions	29

APPEA'S SPONSORSHIP PROGRAM ALLOWS YOU TO ACHIEVE YOUR OBJECTIVES

APPEA is committed to being the leading voice of the oil and gas industry, effectively driving conversations and action on the issues that matter, working collaboratively with industry and the community.

As the key event for the energy industry, APPEA's Conference and Exhibition plays a major role in influencing debate and decisions, providing thought leadership, and challenging the status quo, facilitating real collaboration between industry members, and advocating for the issues that matter to industry, governments, and the community.

Our sponsorship program provides our members and participating companies the opportunity to work towards the fulfilment of their own objectives through the amplification of their involvement in APPEA's Conference and Exhibition.



The **Influencing Sponsorship Packages** are designed for companies who wish to demonstrate their presence as a highly esteemed, respected voice and member of the industry.



The **Leading Sponsorship Packages** are for companies wishing to elevate their leadership status with strong brand awareness and exposure to the event community.



The **Collaborating Sponsorship Packages** are key for companies wishing to build, establish and support positive relationships in and amongst the industry and be seen as a connector in the space.



The **Advocating Sponsorship Packages** are designed to support companies in fulfilling their corporate social responsibility objectives by providing long-lasting impact and influence on stakeholders beyond the confines of the sector.



The **Technology and Delegate Experience Sponsorship Packages** provide exceptional service to those attending the conference and exhibition with well thought through, highly visible and appreciated touch points.



ALREADY STARTING TO CONNECT

An integrated global marketing program is already under way for APPEA 2023.

This includes:

- direct engagement, postal and digital — connecting with APPEA's 15,000+ contacts to promote the highlights of the event
- social media — working with our exhibitors, sponsors, speakers and members to develop content on upcoming projects, industry discussions, and APPEA Conference and Exhibition onsite events and promotions
- advertising — industry publications, mainstream media, associations and members newsletters
- website — search engine optimisation and marketing.

APPEA strives to connect our sponsors directly to our delegates. If your team is working on an exciting new initiative, consider launching it at APPEA 2023 to connect with our high calibre network.

Statistics quoted are from the APPEA 2022 campaign.

45
REGISTERED MEDIA

5000
PERSONAL INVITATIONS POSTED TO OUR DATABASE

82,567
REMARKETED ADVERTISEMENTS

446,716
DIGITAL ADVERTISING IMPRESSIONS



INFLUENCING PACKAGE

Exhibition



APPEA2023

BENEFITS INCLUDE:

The buzz and excitement on the exhibition floor makes it the beating heart of the APPEA Conference and Exhibition, and one of the most respected exhibitions in Australia.

With more than 2000 registered oil and gas professionals and over 800 industry visitors passing through the doors, the APPEA Exhibition delivers a valuable opportunity to connect delegates with your brand.

This showcase traditionally attracts 120–150 national and international exhibitors representing the industry's leading explorers, producers and suppliers who showcase the latest technologies and the newest advances in the oil and gas sector.

The exhibition will be fully integrated into conference activities to ensure maximum exposure for your sponsorship investment.

- Premium placement for your company exhibit on APPEA Boulevard within the exhibition.
- 9m² of booth/floor space provided complimentary (with the option to secure additional space).
- Your company name and logo prominently displayed on the exhibition entrance feature.
- Your company name and logo prominently displayed on a minimum of six overhead banners along the APPEA Boulevard.
- Five complimentary booth passes for the duration of the APPEA Exhibition.
- Thirty exhibition-only visitor passes to ensure that your clients experience the vitality of the APPEA Exhibition.
- Your company logo on the exhibition section of the official conference mobile app. This will be used to facilitate delegate visitation to the exhibition stands.
- Your company logo prominently displayed on the printed A3-sized exhibition floor plans that are available for visitors to the exhibition.
- Dedicated social media posts by APPEA acknowledging your sponsorship.
- Visual and verbal acknowledgement of your support of the exhibition during the opening and closing sessions of the APPEA Conference.
- The opportunity to showcase relevant equipment in the 'industry display' areas within the APPEA 2023 Exhibition.
- Two guest invitations to your senior management team to attend the APPEA 2023 VIP Cocktail Reception, allowing for tailored introductions.
- An additional guest invitation for your senior management team to attend the APPEA Members Lunch.
- Your brand highlighted on the official conference website, www.appeaconference.com.au. Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - on the dedicated APPEA Exhibition page.
- Recognition in the official APPEA 2023 app. This includes your company name, logo, company description and a link to your website.
- Visual brand recognition in the closing ceremony and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

www.appeaconference.com.au

SOLD



LEADING PACKAGE

Conference Dinner



APPEA2023

BENEFITS INCLUDE:

The Australian oil and gas industry's night of nights is undoubtedly the annual APPEA Conference Dinner.

To be held on the evening of 17 May in the Adelaide Convention Centre, an estimated 750 guests will enjoy an outstanding dinner. In conjunction with presenting Industry Awards, the evening is renowned for providing quality networking and world-class entertainment. Previous years have featured acts such as Conrad Sewell, Jon Stevens, Tina Arena, Guy Sebastian and The Black Sorrows to name just a few. As a sponsor of this event, your brand is directly linked with this much anticipated annual event for the industry.

- The opportunity for your Chief Executive to deliver a five-minute welcome address to dinner guests combined with a video presentation.
- Verbal acknowledgement by the MC of your company as the host of the APPEA 2023 Conference Dinner.
- A private VIP room at the Adelaide Convention Centre for pre-dinner drinks with your invited guests.
- Access to the conference dinner attendees list prior to the function. Hand pick your table to maximise your networking on the evening.
- Ten complimentary dinner tickets with a table in a prime location of your choice.
- Your brand included on the menu cards and dinner tickets, at the entry point to the event and shown on the AV screens throughout the evening.
- The option to provide a gift for each guest as a memento of the evening.
- Your brand highlighted on www.appeaconference.com.au, the official conference website, which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign.
- Your logo will appear: on the dedicated conference dinner page; on the home page logo (rotating sponsor list); as a static logo on the sponsor page with a 120-word company description and link.
- Recognition in the official APPEA 2023 app. This includes your company name, logo, company description and a link to your company website.
- Visual brand recognition in the closing ceremony and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

SOLD



LEADING PACKAGE

Hydrogen Pavilion



APPEA2023

BENEFITS INCLUDE:

As one of the most rapidly emerging industries in the energy sector, APPEA will be showcasing a 15m x 12m pavilion for exhibitors who provide technology and services to the Hydrogen Sector.

Companies will have the opportunity to book booths within this pre-designed space, that boasts large overhead signage and a communal networking space at its centre.

As the sponsor of the Hydrogen Pavilion on the bustling exhibition floor — your brand will be aligned with the much-anticipated innovation and new look technology in this energy sector by aligning your company branding to this space on the bustling exhibition floor.

- Recognition of your sponsorship of the Hydrogen Pavilion when the location is promoted in email campaigns or in any pre-event publicity for APPEA 2023.
- Your brand on the overhead circular signage, hung above the Pavilion onsite (minimum of 3m diameter).
- Your brand represented in the networking area of the Pavilion, including the option of branded wall graphics to the entry of the pavilion.
- 3 booth staff passes to enable your company representatives to network and collaborate within the networking zone of the Pavilion.
- An invitation to the APPEA VIP Cocktail Reception, Monday 15 May with the option for tailored introductions to key industry representatives.
- Your brand highlighted on the official conference website, www.appeaconference.com.au.
- Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120 word company description and link.
- Recognition in the official APPEA 2023 app. This includes your company name, logo, company description and a link to your website.
- Visual brand recognition in the closing ceremony and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

INVESTMENT

Price on application

PROUDLY SUPPORTED BY
GEOSCIENCE
AUSTRALIA

APPEA2023



BENEFITS INCLUDE:

The technical and business sessions of the APPEA 2023 Conference provide an invaluable opportunity for sponsors to be associated with their specific areas of interest within the industry, and to increase their exposure to their target market.

A total of 24 technical and business sessions covering key aspects of the oil and gas industry will be available for sponsorship. The conference program will be released in December 2022.

- An invitation to nominate a senior member of your team to chair the session (this company representative must be a fully paid registered day or full delegate of the conference and is required to have the appropriate skills to chair a conference session at APPEA. Note: the session chair can read a description of the sponsoring organisation, however this is limited to a maximum of two sentences in length).
- Two session-only passes for your staff or guests to experience the sponsored session.
- Plasma screen signage incorporating your company logo displayed outside the main access point to the session room.
- The opportunity for additional company signage within the session.¹
- The opportunity to have your company material made available to delegates within the session.¹
- Acknowledgement of your company on the slides displayed at the beginning, at the end, and in between each presentation during the sponsored session.
- Your brand highlighted on the official conference website, www.appeaconference.com.au. Your logo will appear:
 - on every page — including the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - next to the session sponsored on the electronic program schedule.
- Recognition in the official APPEA 2023 app. This includes your company name, logo, company description and a link to your website.
- Visual brand recognition in the closing ceremony and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

¹ Provided by the sponsor, subject to APPEA approval.

INVESTMENT

\$4,500 per session



LEADING PACKAGE

eNewsletter Campaign



APPEA2023

BENEFITS INCLUDE:

Five opportunities available.

The conference eNewsletter campaign plays a major role in the marketing of the APPEA 2023 Conference and Exhibition and this package delivers the most consistent pre-event coverage for its sponsors.

Updates to the event, hot topics and speaker profiles are communicated to APPEA's database of more than 15,000 registered industry representatives (national and international) by email. A minimum of 20 eNewsletters will be distributed from November 2022 to May 2023. In addition to the eNewsletters, APPEA will distribute a number of 'news flashes' to succinctly announce conference news.

- Placement of your company logo on each of the 20 eNewsletters, and at the base of the 'news flashes'.
- Your company logo linked to your website on the eNewsletter.
- A 70-word feature section profiling your company as a sponsor, in one edition of the eNewsletter including an image and a link to your company website (subject to approval by APPEA).
- Two complimentary tickets to the Welcome Reception (Monday 15 May).
- Your brand highlighted on the official conference website, www.appeaconference.com.au. Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link.
- Recognition in the official APPEA 2023 app. This includes your company name, logo, company description and a link to your website.
- Visual brand recognition in the closing ceremony and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

INVESTMENT
\$4,500



BENEFITS INCLUDE:

The Welcome Reception sets the scene for the APPEA Conference and Exhibition. Showcasing the best Adelaide and South Australia have to offer, this themed event will be sure to impress.

This key networking function for delegates and speakers traditionally attracts over 900 attendees, and will be held on the evening of Monday 15 May.

- Signage incorporating your company logo prominently displayed at the entrance to the Welcome Reception and on large visual displays within the function area.
- Your company name on the aprons of the wait staff.
- Your company logo printed on all 'additional tickets' purchased by delegates.
- Twenty tickets for your staff or clients to experience the welcome reception.
- An invitation to your most senior executive onsite to attend the invitation-only APPEA VIP Cocktail Reception prior to the welcome reception.
- One conference eNewsletter article on the welcome reception including acknowledgement of your company as sponsor.
- Your brand highlighted on the official conference website, www.appeaconference.com.au which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign. Your logo will appear:
 - on every page — including the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - on a dedicated welcome reception page.
- Recognition in the official APPEA 2023 app. This includes your company name, logo, company description and a link to your website.
- Visual brand recognition in the closing ceremony and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

SOLD



COLLABORATION PACKAGE

The Collaboration Centre

APPEA2023



BENEFITS INCLUDE:

Whether it's a meeting with new business contacts, following up a lead or simply sitting back to relax with a coffee, the collaboration centre is a place delegates love to be.

This popular sponsorship package offers high-level exposure in a prime location within the APPEA 2023 Exhibition.

It is an ideal opportunity for brand exposure and interaction in a high-traffic area and a unique option for a company seeking to heighten their profile to the industry without making the investment in a custom exhibition stand.

APPEA will advertise hot topics and issues in the industry that can be explored at the collaboration centre at pre-arranged times during the event. This will connect delegates interested in the same topics and provide an opportunity to meet and discuss specific industry issues.

- A fully furnished collaboration centre, displaying your company brand, prominently positioned on APPEA Boulevard within the APPEA Exhibition. The lounge will consist of quality furniture and fittings and present a layout that is highly conducive for casual meetings and quality interactions. (To view the proposed layout of the collaboration centre please contact Jason Avery, Event Manager— APPEA: javery@appea.com.au).
- Naming rights to the collaboration centre — with your company name marked on the final APPEA Exhibition plan.
- One conference eNewsletter article featuring your company and the collaboration centre highlighting its presence at the event.
- A plasma screen within the centre for your company video/Powerpoint footage to be displayed (video/PowerPoint to be provided by the sponsor; subject to APPEA's approval).
- Rigged signage above the collaboration centre including two branded banners.
- Access to power for visitors to your collaboration centre to charge their devices.
- The opportunity to place company material on your collaboration centre for the duration of the event (to be provided by the sponsor; subject to APPEA's approval).
- Your brand highlighted on the official conference website, www.appeaconference.com.au which typically receives in excess of 50,000 impressions during the lifecycle of the conference campaign. Your logo will appear:
 - on every page — including the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link.
- Recognition in the official APPEA 2023 app. This includes your company name, logo, company description and a link to your website.
- Visual brand recognition in the closing ceremony and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

SOLD



BENEFITS INCLUDE:

The APPEA 2023 Meeting Zone, located within the APPEA Exhibition, will provide private meeting space at the conference.

Always a popular feature, the Meeting Zone offers the option of one-hour meeting blocks and can be booked pre-conference through APPEA and onsite at the desk at the Meeting Zone.

The zone will include:

- two private meeting pods
- a casual lounge area for less formal meetings
- a 'meet and greet' area.

As the sponsor, your company is able to provide up to two staff at any one time to be in attendance at the meeting zone.

1 At sponsors expense.
2 Additional registration passes can be purchased in consultation with APPEA.

- Two branded meeting pods, with the option to upgrade¹ with AV equipment for presentations.
- A concierge desk branded with your company logo.
- An overhead branded banner signposting 'The Meeting Zone' in a prime location on APPEA Boulevard, including your company logo.
- One complimentary full delegate registration.
- Two complimentary exhibition passes for your meeting zone reception staff.²
- The opportunity to provide a display area showcasing your company products and services within the meeting zone.
- A verbal announcement of the meeting zone service by the Chair in the opening plenary session.
- A verbal announcement of the meeting zone service within the APPEA 2023 Exhibition (twice a day).
- Your brand highlighted on the official conference website, www.appeaconference.com.au. Your logo will appear:
 - on every page — including the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link on the dedicated meeting zone page.
- Recognition in the official APPEA 2023 app. This includes your company name, logo, company description and a link to your website.
- Visual brand recognition in the closing ceremony and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

SOLD



BENEFITS INCLUDE:

The Authors' Lunch is an invitation-only event to thank those who have contributed to the technical and commercial program and *The APPEA Journal and Conference Proceedings for 2023.*

Approximately 120 guests are expected to attend including senior APPEA board members and representatives and select keynote speakers. The Authors' Lunch will be held on Thursday 18 May at the Adelaide Convention Centre and will feature an entertaining speaker.

- The opportunity for your company senior executive to give a short welcome speech (up to five minutes) to the lunch attendees.
- Your company name/logo reflected on the invitation and function menu.
- Acknowledgement by the MC of your company's support as the sponsor.
- Signage incorporating your company logo and name prominently displayed at the function.
- The opportunity for additional signage/company material to be displayed/distributed at the function.¹
- Ten complimentary invitations to the function (one table).
- The opportunity for your CEO to have a private meeting with the guest speaker (subject to confirmation once the speaker is confirmed).
- Your brand highlighted on the official conference website, www.appeaconference.com.au. Your logo will appear:
 - on every page — including the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - on the dedicated authors' lunch page.
- Recognition in the official APPEA 2023 app. This includes your company name, logo, company description and a link to your website.
- Visual brand recognition in the closing ceremony and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

¹ To be provided by the sponsor, subject to approval by APPEA and the venue.

INVESTMENT
\$12,000



APPEA provides delegates complimentary three complimentary meals - morning tea, networking lunch and afternoon tea, all served in the exhibition hall.

Corporate social responsibility is central to modern business.

APPEA 2023, via the best practices of the Adelaide Convention Centre, will make a real difference to:

- **Supporting local businesses**, with over 97% of the food & beverage sourced from local suppliers
- **Feeding the hungry**, with food distribution through *Foodbank* and *OzHarvest*
- **Waste management** from food rescue and recycling not only helps feed the hungry, but also *diverts food waste from landfill, helping to save greenhouse gas emissions and water usage*

In addition to brand presence in the buzzing exhibition hall, **brand acknowledgment is delivered in all the conference presentation rooms – including the plenary hall**, making this sponsorship one of the most far-reaching onsite options available at APPEA 2023

Benefits

- Plasma screen signage (minimum of six screens) for your company logo prominently displayed in key areas of the exhibition for lunches and morning and afternoon teas.
- The opportunity for additional video material/graphics to be played in the exhibition area during refreshment breaks (provided by the sponsor; subject to approval by APPEA).
- Verbal and visual acknowledgement of your company sponsorship – provided in all session rooms – including the plenary hall - immediately preceding each refreshment break.
- Signage (table-top) on the refreshment stations displaying your company logo.
- Napkins with your company branding on the catering stations.
- The opportunity to place your company material and/or promotional items adjacent to the catering stations during break times.
- The opportunity to provide branded aprons and/or headwear for catering staff.
- Your brand highlighted on the official conference website, www.appeaconference.com.au. Your logo will appear:
 - on every page – including the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - on a dedicated catering page (common page with the networking lunch sponsor).
- Recognition in the official APPEA 2023 app. This includes your company name, logo, company description and a link to your website.
- Visual brand recognition in the closing ceremony
- Visual brand recognition in the and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

INVESTMENT

Tuesday \$15,000
 Wednesday \$15,000
 Thursday \$10,000

Exclusive \$30,000* (3 days)

*SAVE \$10,000

¹ Provided by sponsor, subject to APPEA and venue approval



BENEFITS INCLUDE:

More than 500 guests are expected to attend the farewell cocktail reception to APPEA 2023.

The function will be held immediately after the closing ceremony on Thursday 18 May, at a location within a short walking distance to the conference venue.

The Farewell Cocktails provide delegates and exhibitors the opportunity to enjoy a relaxed atmosphere in close proximity to the final session and start the conference wrap over a cold beverage and with some casual dining options on offer. This sponsorship succeeds in lifting your brand to be front and centre at the final delegate experience.

- Signage incorporating your company logo prominently displayed at the function.
- Your company logo or name on the aprons of the wait staff (subject to venue approval).
- The opportunity to distribute promotional items and/or products.¹
- Verbal acknowledgement by the Chair at the closing ceremony of your sponsorship of the farewell cocktails.
- Visual projection of your company logo at the closing ceremony with reference to the function.
- One conference eNewsletter article on the farewell reception including acknowledgement of your company as sponsor.
- Ten complimentary passes for your team or clients to the farewell function.
- Your company logo printed on all 'additional tickets' purchased by delegates.
- Your brand highlighted on the official conference website, www.appeaconference.com.au. Your logo will appear:
 - on every page — including the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link to your website
 - on a dedicated farewell cocktails page.
- Recognition in the official APPEA 2023 app. This includes your company name, logo, company description and a link to your website.
- Visual brand recognition in the closing ceremony and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

¹ To be provided by the sponsor, subject to APPEA and venue approval.

SOLD



COLLABORATION PACKAGE

Happy Hour

APPEA2023

BENEFITS INCLUDE:

Two opportunities are available for Tuesday and Wednesday Happy Hour respectively.

Happy hour provides an excellent networking opportunity for all delegates, exhibitors and invited guests. It is held in the exhibition area on Tuesday and Wednesday afternoon from 5.00 pm to 6.00 pm and remains one of the most popular activities for the delegates as they unpack their day with fellow industry colleagues.

This sponsorship is ideal for an exhibiting company.

- Plasma screen signage incorporating your company name/logo prominently displayed in the exhibition area during the happy hour period (minimum of six screens with an additional screen at the exhibition entrance).
- Napkins with your company branding on catering stations and distributed via wait staff.
- The opportunity for additional free-standing signage and/or material to be displayed during this period.¹
- Visual acknowledgement of your sponsorship on slides shown in all conference session rooms immediately preceding the happy hour.
- Verbal acknowledgment of your sponsorship by the Chairs in all conference session rooms immediately preceding the happy hour.
- The opportunity to provide branded aprons and/or headwear for catering staff during the sponsored happy hour.¹
- The opportunity to provide an entertainment activity or piece within the APPEA Exhibition, centred around the your exhibit (subject to approval by APPEA, access points to be maintained and entertainment should refrain from disrupting the general business of other exhibitors²).
- Two exhibitor registrations and two exhibition visitor passes for the day you are sponsoring.
- Your brand highlighted on the official conference website, www.appeaconference.com.au. Your logo will appear:
 - on every page — including the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - on a dedicated happy hour page (common page for both Tuesday and Wednesday sponsor).
- Recognition in the official APPEA 2023 app. This includes your company name, logo, company description and a link to your website.
- Visual brand recognition in the closing ceremony and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

¹ Provided by the sponsor, subject to approval by APPEA and the venue.

INVESTMENT

\$15,000



COLLABORATION PACKAGE Golf tournament



APPEA2023

An APPEA Conference tradition, the Australian Oilfield Golf Tournament will take place on Friday 19 May 2023.

This annual post-conference staple feature is brought to you by a committee of dedicated volunteers.

Sponsorship for various aspects of the tournament are being sought. Golf sponsorship inclusions are organised separately with the golf organisers (i.e. branding is not directly reflected onsite at APPEA 2023).

For further information about sponsorship for the golf activity please visit www.appeaconference.com.au.



ADVOCATING PACKAGE

Youth Program

APPEA2023



BENEFITS INCLUDE:

Three opportunities available.

The youth of today are the energy industry's future.

The Youth Program is designed to create long-lasting impressions and connections with young people interested in careers in the energy industry.

This program encourages students to get involved with the ever-changing industry and explore the numerous viable career paths available by seeing the sector and all its innovation, in action.

As curriculum and career decisions are made earlier and earlier, the program will be open to 80–100 Adelaide-based year 7–9 students who will get to experience the conference and exhibition, meet leaders, be stimulated by innovative STEM learning, and absorb the wide range of career options in our sector.

The students' experience will be tailored, according to sponsors aims and advice from our STEM educators, STEMPunks, to ensure participants end the day informed and excited about their experience. Activities will include (but not limited to):

- a program of STEM related activities including problem solving, inspired by innovation, created by STEMPunks
- a tour of the key features of the APPEA Exhibition including the sponsors stands
- the opportunity to mix with industry leaders
- full catering.

- The opportunity to speak with the students directly about how your organisation is leading the way for future generations, either on stand or within the venue.
- The opportunity for your senior management to engage directly with the students in a controlled environment.
- Your company logo reflected on any invitations issued to schools in relation to participating the program and all onsite conference material relating to the program.
- Special mention of the Legacy Program in the plenary speeches including your sponsorship .
- The opportunity to supply promotional items to students who are part of the program (TBC in consultation with the final sponsors).
- The opportunity to have a senior manager interviewed by the APPEA Communications team in relation to the importance of attracting young people to the industry. This article will be distributed in the April or May edition of APPEA's explore (distributed to 5,000+) and adapted to be presented in eNewsletter campaign for APPEA 2023.
- Students being hosted on site by fully qualified STEM educators who will promote creativity and innovation as part of the day's program.
- Your brand highlighted on the official conference website, www.appeaconference.com.au.
- Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120 word company description and link.
- Recognition in the official APPEA 2023 app. This includes your company name, logo, company description and a link to your website.
- Visual brand recognition in the closing ceremony and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

INVESTMENT

\$15,000
per sponsor

(rate may be adjusted, if sponsors request extra activities)



BENEFITS INCLUDE:

Our industry continues to make a significant contribution the communities in which we operate and are part of—but there is always the opportunity to do more. APPEA 2023 is committed to making lasting impacts for groups or communities either located in the region of the conference or to contribute to a societal challenge further afield.

This sponsorship opportunity is focused on supporting the local community by offering time and supplies to help people in need. This initiative involves partnering with a charity—to deliver an interactive and highly educational piece to the event experience.

The initiative will be run within the conference venue and involve people doing something physical (such as creating a particular item under instruction or packing boxes) whilst they learn about the service and issue it represents.

The initiative can run over the days of the conference and delegates can roll up their sleeves and choose to participate in the activity throughout the conference. This will no doubt be a memorable part of the event as delegates feel good, knowing they contributed to a good cause.

APPEA would welcome feedback and will work collaboratively with the community sponsoring company, to assess the 'best fit' for the activity and the charity for conference. This selection will confirm the final investment level.

- Being a key contributor to a solution-based activity to benefit a charity or group in need of assistance.
- Encouraging employees and stakeholders to ensure corporate and social responsibility is a key deliverable and aim for our industry.
- It is anticipated to be a unique highlight of the event with delegates able to get directly involved and contribute to a key cause for the South Australian / wider community.
- Demonstrating your CSR company values to the industry.
- Your brand reflected on the packing / activity station signage
- Announcement of the initiative within each session prior to a break, to encourage delegates to participate in the chosen activity. This will include your sponsorship support.
- Special thanks including your sponsorship support, provided at the opening and closing plenary sessions including any details / statistics relating to the packing / initiative being completed.
- Where appropriate, specific social media posts will be issued highlighting the activity onsite.
- Your brand highlighted on the official conference website, www.appeaconference.com.au
- Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120 word company description and link.
- Recognition in the conference virtual platform where online delegates from across Australia and the world will view the conference.
- Recognition in the official APPEA 2023 app. This includes your company name, logo, company description and a link to your website.
- Visual brand recognition in the closing ceremony and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

One opportunity available.

INVESTMENT
Price on application
(charity dependent)



BENEFITS INCLUDE:

Typically more than 40 journalists and media personnel from leading newspapers, trade press, TV, radio and online services from Australia and overseas attend and report on the APPEA Conference and Exhibition.

Presented with a professional working media room, key industry organisations and government officials will broadcast major announcements from this event.

The media centre will operate from Monday 15–Thursday 18 May, and will be located within the conference venue.

- Your company branding on signage outside the entrance to the media centre.
- Your company logo and selected image reel on the AV screen within the media centre (between session feeds).
- The opportunity to place additional freestanding company signage and promotional items inside the media centre.¹
- Your brand highlighted on the official conference website, www.appeaconference.com.au. Your logo will appear:
 - on every page—including the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link
 - on the dedicated APPEA media page.
- Recognition in the official APPEA 2023 app. This includes your company name, logo, company description and a link to your website.
- Visual brand recognition in the closing ceremony and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

¹ To be provided by the sponsor, subject to APPEA approval.

UPGRADE OPTION—MEDIA HOSPITALITY AREA **SOLD**

An opportunity exists for the media centre sponsor to brand and ‘host’ a separate area adjacent to the official media centre.

This area will be a hospitality lounge for journalists. It provides a unique opportunity for the sponsor to extend branding exposure to the high-level media group, and it provides journalists with an ideal networking area.

Inclusions for this upgrade option:

- hospitality room/designated area with furniture
- signage reflecting your company logo at entrance to the area
- the opportunity to provide upgraded catering and host gifts (at sponsor’s own expense)
- the opportunity for additional free-standing signage within the room/space.¹

Note: If not secured by the media centre sponsor, APPEA reserves the right to sell as a standalone item.

SOLD



TECHNOLOGY AND DELEGATE
EXPERIENCE PACKAGE

Wi-Fi Provider



APPEA2023

BENEFITS INCLUDE:

APPEA offers a free Wi-Fi service for all attendees attending the conference onsite at the Adelaide Convention Centre. This service is ideal for quick reference internet access, email and message checking and to use the APPEA 2023 mobile app which attendees will use to view the conference program.

With the majority of onsite attendees typically using this service, the Wi-Fi sponsorship offers unparalleled exposure.

- Recognition on the official conference Wi-Fi splash page.
- Once delegates log on to the Wi-Fi they will be automatically directed to your website or preferred URL (The URL is subject to APPEA's approval).
- If a password is required to access the Wi-Fi, your company name or a nominated phrase can be used as the password.
- Your brand highlighted on the official conference website, www.appeaconference.com.au. Your logo will appear:
 - on every page — including the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link.
- Recognition in the conference virtual platform where online delegates from across Australia and the world will view the conference.
- Recognition in the official APPEA app. This includes your company name, logo, company description and a link to your website.
- Visual brand recognition in the closing ceremony and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

INVESTMENT
\$20,000

www.appeaconference.com.au



TECHNOLOGY AND DELEGATE
EXPERIENCE PACKAGE

Mobile App



APPEA2023

BENEFITS INCLUDE:

Put your company's brand and message in the hands of all attendees with sponsorship of the APPEA 2023 Conference and Exhibition Mobile App.

As APPEA moves away from printed materials, APPEA 2023 will see the mobile app as the only source of onsite program information.

Accessible to all registered attendees for APPEA 2023, this intuitive platform allows delegates to ask presenters questions, connect with other attendees, access session abstracts and the full schedule of events, exhibitor listings, receive important updates, all general event information and the exhibition hall floor plan using their mobile devices.

- Your company logo on the splash page of mobile application (appearing every time a user opens the app).
- An icon on the app dedicated exclusively to your business including promotional paragraph and logo, linking to your organisation's website.
- Placement of a banner advert on the app home page.
- Acknowledgement as the mobile app sponsor in one dedicated app EDM distributed to APPEA's database of registered attendees.
- Your brand highlighted on the official conference website, www.appeaconference.com.au. Your logo will appear:
 - on every page — including the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link to your company website.
- Visual brand recognition in the closing ceremony and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

SOLD



TECHNOLOGY AND DELEGATE
EXPERIENCE PACKAGE

Charging stations

APPEA2023

Keeping delegates charged and connected is a great way to showcase your brand and create a memorable moment in a busy schedule.

Two charging stations will be placed strategically around the Conference and Exhibition and allows delegates to charge their phones and devices.

This invaluable feature for delegates comes with excellent branding opportunities in highly visible areas where people congregate.

BENEFITS INCLUDE

- Highly visible company branding placement on the charging stations, with exclusive use.
- Naming rights to the charging stations, with the option to rename with a company tag line or phrase.
- Opportunity to purchase branded phone charges to provide to delegates (cost to be taken by sponsoring company).
- A newsletter article in the conference electronic marketing campaign, advertising the charging station service on site.
- Your brand highlighted on the official conference website, www.appeaconference.com.au.
- Your logo will appear:
 - on the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120 word company description and link.
- Recognition in the conference virtual platform where online delegates from across Australia and the world will view the conference.
- Recognition in the official APPEA 2023 app. This includes your company name, logo, company description and a link to your website.
- Visual brand recognition in the closing ceremony and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

\$15,000

*price based on two stations.



TECHNOLOGY AND DELEGATE
EXPERIENCE PACKAGE

Hand Sanitiser Stations



APPEA2023

BENEFITS INCLUDE:

Delegate safety is a priority at the APPEA Conference.

The hand sanitiser units deliver high profile branding in high traffic areas and ensure delegates have the opportunity to regularly sanitise onsite.

- Placement of your company logo and branding on 8 x branded free standing hand sanitiser stations, located in high traffic areas of the conference venue—including but not limited to session rooms and registration areas.
- The final design, branding and location of the units is at APPEA's discretion. Units to be approximately 1.5m tall.
- Your brand highlighted on the official conference website, www.appeaconference.com.au. Your logo will appear:
 - on every page—including the home page (rotating sponsor list)
 - as a static logo on the sponsor page with a 120-word company description and link.
- Recognition in the official APPEA app. This includes your company name, logo, company description and a link to your website.
- Recognition in the official APPEA online platform that all virtual attendees will engage with. This includes your company name, logo, company description, PDF brochures and videos and a link to your website.
- Visual brand recognition in the closing ceremony and the post-show report.
- Your logo displayed on signage at the main registration desk, ensuring your brand is one of the first items seen when the delegates arrive and register onsite at the conference venue.

INVESTMENT
\$12,000



CONDITIONS

Free-standing signage

Where free-standing signage is included in a sponsorship category, only pull-up banners will be accepted. APPEA reserves the right to reject a sponsor banner if its content is considered inappropriate, unsuitable or damaged.

Company material

Where included in a sponsorship category, a sample or detailed description of the company material to be provided for delegates must be submitted to APPEA for approval no later than 40 days prior to the commencement of the conference. Material will be placed on display tables at suitable locations determined by APPEA according to the individual sponsorship purchased.

Branded items

Where included in a sponsorship category, a sample or visual of the branded item (e.g. t-shirt, hat, apron, napkins), if being provided by the sponsor, must be submitted to APPEA for approval no later than 40 days prior to the commencement of the conference. All costs associated with branded items, if not being directly provided by APPEA, are at the sponsor's expense.

Return freight

The sponsor is responsible for organising and meeting the cost of the return of sponsor items after the conclusion of the conference. A completed consignment note and address labels must be provided to APPEA's sponsorship coordinator no later than seven (7) days prior to the commencement of the conference. APPEA will not be responsible for the return of banners or other goods if incomplete or incorrect documentation is provided.

HOW TO APPLY

Applications open in September 2022 at www.appeaconference.com.au

To apply to sponsor the APPEA 2023 Conference and Exhibition:

- Refer to the sponsorship items listed in this prospectus.
- Decide on your sponsorship preferences—up to six preferences can be requested on the online form.
- Note the sponsorship allocation guidelines as listed on www.appeaconference.com.au.
- Submit your sponsorship request online under sponsorship at www.appeaconference.com.au.

A confirmation email of your allocated sponsorship item will be issued, at which time you will have five working days to confirm your acceptance of the allocation. If confirmation of your acceptance is not received within five working days, APPEA has the right to re-sell the sponsorship. Your sponsorship will be regarded as fully confirmed on receipt by APPEA of your email accepting the allocation.

A tax invoice for 50% of the sponsorship fee will be issued, and payment is required within required within 10 days of receipt of the invoice. The balance of payment for your sponsorship item must be made by 13 January 2023. If payment is not received by this time, APPEA reserves the right to resell the item and hold any monies paid to date.

For full terms and conditions, please see separate section in this prospectus.

Other opportunities

APPEA reserves the right to present additional sponsorship packages for sale throughout the conference campaign.

Have something special in mind that is not listed here? APPEA would be delighted to tailor a package to suit your requirements.

To discuss options, please contact:

Jason Avery, Member Relations & Events Manager—APPEA

e javery@appea.com.au

m +61 417 976 083

Terms and conditions

EVENT AGREEMENT

- A The Australian Petroleum Production & Exploration Association Limited ACN 000 292 713 (APPEA) proposes to conduct an Event to facilitate information-sharing, business and networking opportunities for stakeholders in the petroleum production and exploration industry.
- B The Sponsor wishes to sponsor the Event.
- C These Sponsorship Terms and Conditions are to be read in conjunction with the Sponsorship Application Form, the Sponsorship Guidelines and the Sponsorship Prospectus. In the event of any inconsistency, the Sponsorship Terms and Conditions take precedent to the extent of any inconsistency.
- D Upon written acceptance by the Sponsor of the offer of sponsorship by APPEA, an agreement is entered into between APPEA and the Sponsor.

1 Definitions

- 1.1 **ACL** means the Australian Consumer Law in Schedule 2 of the *Competition and Consumer Act 2010* (Cth) and any other relevant consumer laws within the Australian Capital Territory and the Commonwealth of Australia.
- 1.2 **Agreement** means these Sponsorship Terms and Conditions, the Sponsorship Application Form, the Sponsorship Guidelines and the Sponsorship Prospectus.
- 1.3 **APPEA** means the Australian Petroleum Production & Exploration Association Limited ACN 000 292 713 and its directors, officers, employees, and contractors.
- 1.4 **Applicable Laws** means the laws of the Australian Capital Territory and the Commonwealth of Australia.
- 1.5 **Business Day** means a day on which banks generally are open for trading in the Australian Capital Territory.
- 1.6 **Cancellation Date** means 13 January 2023.
- 1.7 **Confidential Information** means any information:
 - a relating to the business of the Sponsor or the Event;
 - b of the Organiser or the Sponsor which is designated by the respective owner as confidential; or
 - c of the Organiser or the Sponsor which is of a confidential or sensitive nature, which is marked or denoted as confidential or which a reasonable person to whom that information is disclosed or to whose knowledge the information comes would consider confidential,
 - d which is disclosed by the Organiser or the Sponsor to the other, directly or indirectly, or otherwise comes to the knowledge of that party in relation to or in connection with this Agreement, whether that information is in oral, visual or written form or is recorded or embodied in any other medium.
- 1.8 **Confirmed Sponsorship** means a sponsorship where a Sponsor has, following a Sponsor Application Form being lodged with APPEA, been offered a specific Sponsorship Package and accepted it by providing written confirmation to APPEA.
- 1.9 **Event** means the APPEA 2023 Conference and Exhibition event.
- 1.10 **Invoice** means an invoice issued by the Organiser to the Sponsor which specifies the Sponsorship Fee payable by the Sponsor to the Organiser for the Event.
- 1.11 **Intellectual Property** means copyright, all rights conferred under statute, common law or equity in relation to inventions (including patents), registered and unregistered trademarks, registered and unregistered designs, look and feel, circuit layouts and all other rights resulting from intellectual activity in, but not limited to, the industrial, scientific, literary or artistic fields.
- 1.12 **Organiser** means the Australian Petroleum Production & Exploration Association Limited ACN 000 292 713.
- 1.13 **Parties** means the Organiser and the Sponsor.
- 1.14 **Related Bodies Corporate** has the meaning provided in the *Corporations Act 2001* (Cth).
- 1.15 **Sponsor** means the entity sponsoring the APPEA 2023 Conference and Exhibition or a part of that Event.
- 1.16 **Sponsorship Application Form** means the form available at www.appeaconference.com.au/sponsorship/sponsorship-sales-booking
- 1.17 **Sponsorship Fee** means the relevant amount payable under the Sponsorship Prospectus, based on the applicable Sponsorship Package, or as agreed with the Organiser.
- 1.18 **Sponsorship Guidelines** means the APPEA 2023 Sponsorship Guidelines available at www.appeaconference.com.au, as amended from time-to-time.
- 1.19 **Sponsorship Package** means the item applied for in the Application.
- 1.20 **Sponsorship Prospectus** means the APPEA 2023 Sponsorship Prospectus available at www.appeaconference.com.au, as amended from time-to-time.
- 1.21 **Venue** means the Adelaide Convention Centre, in the State of South Australia.

2 Interpretation

- 2.1 In this Agreement, unless the context otherwise requires:
 - a headings are for convenience only and do not affect interpretation;
 - b the singular includes the plural and vice versa;
 - c a gender includes every gender;
 - d a reference to a party, clause, schedule or annexure is a reference to a party and annexure to and a clause and schedule of, this agreement and a reference to this Agreement includes any schedule and annexure;
 - e a reference to the date of any termination is a reference to the date of the expiry of any period of notice of termination and a reference to termination is a reference to the termination of these Agreement;
 - f mentioning anything after includes or including does not limit what else might be included;
 - g a reference to a right or obligation of two or more persons confers that right, or imposes that obligation, as the case may be, jointly and severally;
 - h a reference to any legislation or to any provision of any legislation includes any modification or re-enactment of it, any legislative provision substituted for it and any regulations and statutory instruments issued under it;
 - i a reference to conduct includes any omission, representation, statement or undertaking, whether or not in writing;
 - j the schedules prevail in the event of any conflict between the clauses and the schedules;
 - k if the day on or by which anything is to be done is not a Business Day, that thing must be done on or by the preceding Business Day; and
 - l no rule of construction applies to the disadvantage of a party because that party was responsible for the preparation of this Agreement;
 - m a reference to dollars or \$ is to Australian currency; and
 - n all references to time are to Canberra time.

3 Applications

- 3.1 Applications are handled in accordance with the Sponsorship Guidelines and prospectus.
- 3.2 All Sponsors are required to lodge their preferences for Sponsorship Packages with the Organiser using the online Sponsorship Application Form. The Organiser will then notify the Sponsor which preference is successful, following which the Organiser offers the Sponsorship Package which may then be accepted by the Sponsor by confirming it in writing to the Organiser.
- 3.3 On receipt of written acceptance of a Sponsorship Package by the Organiser, the Sponsorship Package will be deemed to be a Confirmed Sponsorship.
- 3.4 All Sponsors with a Confirmed Sponsorships are required to pay the Sponsorship Fee as set out under clause 4.

Terms and conditions

- 3.5 The Organiser retains the express right to reject any Sponsor that it deems inappropriate or unsuitable in its sole discretion.
- 3.6 All Sponsor Applications will only be accepted from the Sponsor itself and the Organiser reserves the right to reject any Application from any agent purportedly acting on behalf of a Sponsor unless otherwise agreed in writing between the Parties or with the prior written consent of the Organiser.
- 3.7 The Organiser is not required to provide reasons for any decisions it makes under this clause.

4 Sponsorship Fees

- 4.1 The Sponsorship Fee is as set out in the Sponsorship Prospectus.
- 4.2 The Sponsor agrees make the Payments in accordance with this Agreement.
- 4.3 Upon receipt of written acceptance of the Sponsorship Package, the Organiser will issue an Invoice for 50% of the Sponsorship Fee which must be paid within ten (10) days of the Invoice date.
- 4.4 The balance of the Sponsorship Fee is payable by the Sponsor to the Organiser on or before 13 January 2023.
- 4.5 The terms of payment on the Invoice may only be altered as agreed in writing by the Organiser.
- 4.6 The Sponsorship Fee does not include conference registrations or access to delegate lists unless expressly stated as a Sponsor benefit to the Sponsor by the Organiser.

5 Sponsor intellectual property

- 5.1 The Sponsor must provide an image of their logo in the format required by the Organiser and other details as required (e.g. contact details, trademarks etc.) to the Organiser within ten (10) days of the sponsorship becoming a Confirmed Sponsorship.

6 Sponsor obligations

- 6.1 The Sponsor now agrees and warrants to observe and be bound by all the requirements and obligations set down by the Organiser in this Agreement for the conduct of the Event.
- 6.2 The Sponsor must exercise the rights and pursue the opportunities granted under this Agreement in a manner consistent with the good name, goodwill, reputation and image of the Organiser and the Event and in compliance with all applicable laws, regulations and industry standards.
- 6.3 Only the Sponsor may exercise the rights granted under this Agreement. For the avoidance of doubt, these rights may not be exercised by Related Bodies Corporate, agent or contractor of the Sponsor without the prior written consent of the Organiser.
- 6.4 The Sponsor must comply with any brand guidelines or other reasonable directions provided by the Organiser when using the Organiser's Intellectual Property.
- 6.5 The Sponsor:
 - a grants to the Organiser a non-exclusive royalty free licence to use any of the Sponsor's Intellectual Property provided to the Organiser to promote and market the Event;
 - b warrants that it owns, is licensed to use and/or is solely entitled to use the Sponsor's Intellectual Property in Australia;
 - c indemnifies the Organiser against any claims, demand, suits, loss or damages (including legal costs on a full indemnity basis) to the extent that such actions arise out of a claim that a use by the Organiser of the Sponsor's Intellectual Property under this clause infringes any intellectual property rights of a third party;
 - d warrants that any Sponsor content published, displayed, broadcast, advertised, exhibited or otherwise promoted by the Sponsor;
 - e shall comply with any specifications stated by the Organiser;
 - f is truthful and accurate in all respects with all Applicable Laws (including the provisions of the ACL and any relevant State or Territory law);
 - g complies at all times with this Agreement.

7 Sponsorship materials

- 7.1 All sponsorship materials must be submitted to the Organiser as directed by the Organiser.

8 Sponsorship options

- 8.1 Sponsors may apply for sponsorship of single or multiple Sponsorship Packages. Should the Sponsor be interested in sponsoring an arrangement not listed within the Sponsorship Prospectus then it may contact the Organiser to discuss possible preferences.
- 8.2 The Organiser may offer alternative Sponsorship Packages under this clause in its absolute discretion.

9 Logo printing

- 9.1 In order to limit costs, the Organiser may in its sole discretion limit the number of colours used to print Sponsor logos.

10 Breach of Agreement

- 10.1 Any breach of this Agreement will result in the Organiser taking whatever action it considers appropriate against the Sponsor including, but not limited to, prohibiting in whole or in part or rejecting the Sponsor, its servants, agents, contractors or employees from participating in the Event.
- 10.2 Failure by the Sponsor to comply with this Agreement will result in damages including but not limited to the Sponsor forfeiting any and all Payments made to the Organiser.
- 10.3 The Sponsor agrees to pay interest to the Organiser at the rate of 10% per annum as a liquidated debt for all monies overdue and unpaid during the period of the default in the event that the Sponsor defaults in payment of any money due under this Agreement.
- 10.4 The Sponsor agrees to pay the Organiser any expenses reasonably incurred by the Organiser in enforcing its rights against the Sponsor under this Agreement, including but not limited to legal expenses.
- 10.5 On termination of this Agreement by either Party, the Sponsor continues to be responsible for any liabilities under this Agreement incurred before termination.
- 10.6 Subject to the above subclauses, the Organiser reserves its rights in their entirety.

11 Assignment

- 11.1 Sponsors may not sublet, assign, apportion or otherwise transfer any part of the Event or item(s) sponsored, nor represent, advertise or distribute literature or materials for the products or services of any other entity, without the prior written consent of the Organiser
- 11.2 Consent under this clause may be granted or withheld in the Organiser's absolute discretion.

12 Cancellation and refunds

- 12.1 The Organiser reserves the right to cancel the Event in the event it receives an insufficient number of registrations, or for any other reasonable grounds, as determined by the Organiser.
- 12.2 If the Event is cancelled in accordance with clause 12.1, subject to Applicable Laws, the maximum liability of the Organiser is limited to a refund of any Payments made under this Agreement.
- 12.3 The Organiser, to the fullest extent permissible under law and subject to clause 12.2, will not be liable for damage, loss or additional costs incurred by the Sponsor arising out of the cancellation including but not limited to travel costs, hotel costs, or any other costs or expenses whatsoever
- 12.4 If a Sponsor wishes to cancel a Confirmed Sponsorship, the Organiser requires a request to be received in writing by the Organiser on or before 5.00pm AEDT on the Cancellation Date, failing which the Organiser will not refund any Sponsorship Fees. If a request is received on or before 5.00pm AEDT on the Cancellation Date, the Organiser will use its best endeavours to on-sell the Confirmed Sponsorship in which event the Sponsor

Terms and conditions

will receive a refund of 50% of the Sponsorship Fee within 30 days after the Cancellation Date. If the Organiser is unable to on-sell the sponsorship prior to the Cancellation Date then all Sponsorship Fees paid under this Agreement will be forfeited to the Organiser.

- 12.5 The Organiser, without prejudice to any other rights under this Agreement, shall agree to a cancellation of Confirmed Sponsorship at the Sponsor's request if and only if all of the following conditions are met:
- a request is received in writing by the Organiser on or before close of business on the Cancellation Date; and
 - the Organiser is able to successfully on-sell the Confirmed Sponsorship; and
 - the reason given for the request for the cancellation is, in the opinion of the Organiser, reasonable and well founded as determined by the Organiser acting in its sole discretion.
- 12.6 If the conditions of clause 12.5 are met, the Organiser shall retain the following monies by way of liquidated damages and not by way of penalty:
- 50% of the Event Fee in relation to the cancelled Confirmed Sponsorship if the cancellation is presented in writing before 5.00pm AEDT on the Cancellation Date; and
 - 100% of the Event fees for the cancelled Confirmed Sponsorship if notice of the cancellation is given after the Cancellation Date.
 - If the Organiser is unable to on-sell the sponsorship prior to the Cancellation Date then all Sponsorship Fees paid under this Agreement will be forfeited to the Organiser.
 - Any refunds on Payments made in accordance with the preceding subclauses shall be made 30 days after the Cancellation Date.
 - The Sponsor agrees not to claim a refund of Payments unless notice of cancellation is given by the Organiser, subject to conditions of the preceding subclauses.

13 Confidentiality

- 13.1 Neither party may disclose any Confidential Information of the other party without obtaining the prior written consent of the other party.
- 13.2 A party may disclose any Confidential Information:
- to its employees, officers and agents on a need to know basis provided that they comply with the obligations of this clause.
 - if required to do so, to the extent that the disclosure is required by law; and
 - to any professional advisors, provided that they comply with the obligations of this clause.

14 Termination

- 14.1 The Organiser fully reserves its rights to immediately cancel, refuse and withdraw the Sponsor from the Event and any rights it may have under this Agreement, without notice, where the Sponsor is in breach of this Agreement or the APPEA Conference Sponsorship Guidelines, in which event the Sponsor will immediately withdraw from publication, display, broadcast, advertisement, exhibition or otherwise any Sponsor owned content in relation to the Event.

15 Force Majeure

- 15.1 The Organiser will not be liable to the Sponsor for any loss suffered, nor be in default under this Agreement for any delay, failure or interruption resulting directly or indirectly from industrial action, blackouts, fire, war, terrorism, civil or military unrest, explosions, earthquakes, pandemics, floods, labour disputes, acts of God or any other event or cause beyond the control of the Organiser, or if the attendance at the Event is adversely impacted by any of the causes nominated by this clause. In all such circumstances the Organiser shall be entitled to retain all Payments paid by the Sponsor.

- 15.2 An event under clause 15.1 will not affect or prejudice the right of the Organiser to pursue outstanding Payments owed to the Organiser by the Sponsor.

16 South Australia State Lockdown due to COVID

- 16.1 If the Organiser is unable to deliver the Event at the Venue between the Commencement Date and the Completion Date due to any official SA Government lockdown or restrictions, the Organiser reserves the right, at its sole discretion to:
- Transfer the Event to a virtual event, transferring all Sponsorship bookings to the revised date. The Organiser will deliver by all means possible, additional opportunities to advertise the Sponsors of the Event via the virtual platform. Communications will take place on a case-by-case basis between the Organiser and the Sponsor.
 - Postpone the Event to a later date within 2023, transferring all Sponsorship bookings to the revised date.

17 Liability

- 17.1 The Sponsor, to the fullest extent permissible under law, indemnifies and releases the Organiser, its employees, contractors and agents from and in relation to all actions, suits, proceedings, losses, claims, demands and costs which may be brought against the Organiser, its employees, contractors and agents by any person, firm or entity for all damage, loss, injury (including death), costs or expenses caused directly or indirectly to or suffered by any person, firm or entity as a result of or arising out of any breach of this Agreement or any actual or alleged default by the Sponsor of the Agreement or resulting directly or indirectly from the Sponsor's sponsorship or participation in the Event including travel to and from the Event.
- 17.2 The Organiser, to the fullest extent permissible under law, will not in any circumstances be liable for any loss, damage or injury which may occur to the Sponsor, its employees, or any third party, or for any damage to property including damage to exhibits, plant, equipment, fixtures, fittings, display stock or other property whatsoever or for any loss of profits suffered however caused.
- 17.3 The indemnity contained in clauses 16.1 and 16.2 includes any costs incurred by the Organiser (including legal costs on a full indemnity solicitor/client basis) in defending any actions, proceedings, claims and demands or being represented at proceedings, inquiries or inquests.
- 17.4 The Organiser, to the fullest extent permissible under law, will not be liable for damage or loss to Sponsors' properties by fire, theft, accident, or any other cause or for any indirect or consequential damages arising from any breach of this Agreement or otherwise relating to or arising from the sponsorship or the Event.
- 17.5 To the fullest extent possible under law, the Sponsor indemnifies and holds the Organiser harmless against any loss, damage, action, demand, expense, claim or obligation of whatever nature which the Organiser may suffer or incur by reason of or arising out of:
- the Sponsor's breach of the provisions of this Agreement or any other terms and conditions imposed by the Organiser;
 - the application of the ACL in relation to this Agreement or any agreement arising hereunder;
 - any other wilful misconduct or negligence of the Sponsor or any person for whose conduct the Sponsor is responsible in law.
- 17.6 In the event that any statute implies any term, condition or warranty into this agreement which cannot be lawfully excluded, this Agreement will apply, save that the liability of the Organiser for breach of any such implied term will be limited to the fullest extent permissible under law including the ACL, at the option of the Organiser, to any one or more of the following:
- the replacement of goods or re-supply of services to which the breach relates or the supply of equivalent goods or services;
 - the repair of such goods;
 - the payment of the cost of replacing the goods or of acquiring equivalent goods or having the services supplied again, or
 - the payment of the cost of having the goods repaired.

Terms and conditions

18 Intellectual Property

18.1 The Sponsor shall indemnify the Organiser from and against all claims, liabilities, losses (including fines and penalties), damages and reasonable costs arising from any claim, suit or action (including legal costs and expenses) arising from reliance on information provided by the Sponsor for use by the Organiser or for any breaches of third party intellectual property.

19 Employees, Agents and Contractors of Participant

19.1 Any breach of this Agreement by any employee, contractor, licensee or invitee of the Sponsor constitutes a breach of this Agreement by the Sponsor.

20 General

20.1 Each Party covenants to, upon request of any other Party to this Agreement, give any consent, do anything or act and execute any document as may be reasonably necessary to give full effect to this Agreement and it is hereby agreed that none of the covenants or warranties contained in this Agreement shall merge on completion.

21 Notices

21.1 A notice or other communication including, but not limited to, a request, demand, consent or approval to be made or given to or by a party to this Agreement:

- a must be in writing unless expressly specified otherwise;
- b must be legible and in English;
- c must be signed by an authorised officer of the party giving or making it, or (on its behalf) by any solicitor, director, secretary or authorised agent of that party;
 - i must be delivered by hand (including courier delivery) or posted by prepaid post to the address of the addressee, or emailed to the email address of the addressee as notified by that party to the other parties from time to time;
- d is deemed to be duly given or made;
 - ii in the case of a prepaid posted letter, on the third (or fifth, if posted to or from a place outside Australia) Business Day after posting;
 - iii in the case of delivery by hand on a Business Day, on delivery; and
 - iv in the case of email on a Business Day, at the time it was sent unless a failed transmission report is received by the sender,
- v but, if delivery or receipt is on a day other than a Business Day or is later than 5.00pm (local time) in the place of receipt, it will be deemed to have been duly given or made at 9.00am on the next succeeding Business Day in that place.

22 Bar to proceedings

22.1 The Organiser may plead this Agreement in bar to any claim, action, proceeding or suit brought by the Sponsor against the Organiser for any matter, circumstance or thing, concerning or in any way relating to the Event.

23 Jurisdiction

23.1 This Agreement shall be construed in accordance with and governed by the laws of the Australian Capital Territory and the Commonwealth of Australia and the parties submit to the jurisdiction of the courts of the Australian Capital Territory and the Commonwealth of Australia.

23.2 If any doubt, difficulty or dispute shall arise in respect of the interpretation meaning or effect of this Agreement or any part thereof or of the respective rights and duties of the parties to the Agreement then the dispute shall be submitted to arbitration under the provisions of the *Commercial Arbitration Act 2017* (ACT), save that the parties shall be entitled to legal representation.

24 Entire Agreement

24.1 This Agreement embodies the entire understanding of the parties and no representation, promise or term shall be deemed to form part of the agreement between the parties save to the extent that the same is embodied in this Agreement.

25 Variations

25.1 No agreement as between the parties varying or amending this Agreement shall have any force or effect unless it is committed to writing and signed by the parties.

26 Relationship

26.1 The parties agree that nothing in this Agreement shall constitute a partnership, agency, employer/employee relationship or joint venture arrangement between them.

27 Severability

27.1 If any clause or part thereof in this Agreement becomes invalid or is rendered unenforceable or prohibited then such clause(s), or part thereof, will be severable without invalidating or affecting the validity of the remainder of this Agreement, which shall continue in full force and effect.

28 Survival on termination

28.1 All indemnities survive termination of this Agreement.

APPEA PRIVACY POLICY

APPEA is concerned with the protection of your privacy. We acknowledge and abide by our obligations under the Australian Privacy Principles contained in the *Privacy Act 1988* (Cth) as amended. APPEA collects and stores your personal information for the purposes of providing registration and delegate services, education and training programs, and improving and promoting products and services, and membership status in various ways. To view full details of APPEA's privacy policy please visit our website at www.appea.com.au/privacy-policy.

Subject at all times to its obligations under law and under APPEA's privacy policy, by registering for this event, each individual applicant consents to having relevant details and personal information stored on a secure database held by APPEA. Each applicant further consents to the provision of a delegate list to all event participants which will include personal information including name, position and organisation, and to the release of such certain personal information to parties directly related to the event including selected sponsors. APPEA may use information collected from the event to advise applicants of any future APPEA events and services. You may request access to personal information held by APPEA by providing a written request to APPEA's privacy manager, or to have it corrected or updated.