



MARINE SAFETY CONFERENCE 2010

Safe Passage to a Marine Nation

22-24 August 2010 • Burswood Perth WA

Exhibition Prospectus

www.nmsc.gov.au

National Marine Safety Committee

WELCOME MESSAGE

The National Marine Safety Committee is to host its bi-annual major marine safety conference and exhibition at the Burswood Entertainment Centre, in Perth WA, from Sunday 22 August - Tuesday 24 August 2010.

The Marine Safety Conference 2010 is the pre-eminent gathering on marine safety in the Southern Hemisphere. Perth's state of Western Australia boasts a long coastline with a wide variety of marine-related activities and supporting industries. The Burswood Entertainment Centre venue itself is on the water and the conference program will take advantage of the surrounds.

It is expected that over 300 guests from Australia and the Asia-Pacific region will attend. Please join us for a stimulating, informative, collaborative and outstanding event.

The conference will bring together key players from Australia's maritime industry to discuss the issues, challenges and opportunities of:

- creating one national marine environment
- nationally uniform legislation
- national and international standards development
- the economic future of the maritime industry
- new technological and environmental trends in both commercial and recreational sectors

Australia's key decision makers in relation to setting standards for marine safety from both government and industry will attend. Based on attendance at previous conferences it is expected that there will be between 300 and 400 registrants.

The Marine Safety Conference is the only conference and exhibition of its type in Australia which draws this group together in one location.

THE PROGRAM

The conference is set to include top line speakers from Australia and overseas who will discuss the issues, challenges and opportunities associated with the emergence of one national maritime system.

The conference will cover issues, challenges and opportunities associated with the emergence of one national maritime and marine environment, including:

- national uniform legislation
- harmonisation of service delivery and
- national and international standards developments

The conference will also consider:

- the economic future of the national maritime and marine industry in a national and global environment
- national safety and national standards for the maritime and marine sectors
- technology, legal and environmental trends in both the commercial and recreational sectors.

This conference is about the latest marine safety reforms and initiatives featuring:

- presentations from national and international experts;
- specialist panels, workshop sessions and debates;

- business and networking functions.

The event affords sponsors and exhibitors substantial exposure to the largest gathering of marine safety personnel to meet in Australia. The participants include chief executives, technical, commercial and legal professions, surveyors and trainers as well as those involved with recreational boating. It is a valuable interface between governments and industry sectors. More detail on the program is available on our website here www.nmsc.gov.au

ORGANISING COMMITTEE

Colin Finch - Chief Executive Marine and Safety Tasmania (MAST) (Chair)

David Harrod - General Manager Marine Safety Department of Transport Western Australia

Maggie Brennan - Senior Project Officer Marine Safety Department of Transport Western Australia

Margie O'Tarpey - Chief Executive Officer NMSC

Anne Rauch - Director Programs NMSC

Rosemary Pryor - Communications Officer NMSC

Selina Moscatt - Events Manager ICMS Australasia

ABOUT THE MARINE SAFETY CONFERENCE 2010

Conference Promotion

A professionally planned marketing strategy will ensure that the benefits of supporting the Marine Safety Conference 2010 are widely known across Australia. This includes:

- Extensive direct mail campaigns
- Website and electronic promotions
- Editorial and display advertising through industry associated organizations and magazines
- Distribution of brochures and visual displays at related conferences in the Asia-Pacific region and within Australia.

Why You Should Exhibit At Marine Safety Conference 2010

If government and regional marine safety bodies, ship builders, ship and ocean equipment insurers, marine safety industry specialists, boating clubs, maritime colleges and anyone with a vested interest in marine safety are part of your target market, there is no better way to reach them all in one Conference than by supporting Marine Safety Conference 2010.

Exhibiting provides an excellent opportunity to promote your name, to support your brands and to maintain a high profile among industry figures before, during and after the event.

Conference participants are keen to work together to discuss and raise issues involved with marine safety. Aligning your organisation with this important experience ensures you continue to have a presence and are visibly involved with shaping the future of this industry.

Exhibiting provides you with an opportunity to consolidate corporate and industry relationships and expose your staff to their key markets. Your representatives can mix informally with professionals from across Australia to further the goals of your business, region, or state.

Your organisation's involvement, commitment and support for Marine Safety Conference 2010 will be widely acknowledged, as outlined in this proposal.

Your organisation will benefit significantly from exposure to a keenly interested, relevant and, above all, influential audience in an environment away from the competition of everyday distractions.

Exhibition funds contribute to the promotion, planning and operation of the Conference, reducing the overall cost of managing and staging the event and enabling a higher level of participation by delegates.

The Marine Safety Conference 2010 exhibition team would be delighted to meet with you to discuss these promotional opportunities or any ideas you might have for promoting your products or services. All prices quoted in this prospectus include the Australian Goods and Services Tax (GST).

Early confirmation of your exhibition space at the Conference will ensure an even higher level of exposure. An extensive promotional campaign including advertisements, direct mail campaigns, email broadcasts and web exposure will be implemented in the lead up to the Marine Safety Conference 2010, and the opportunity exists for your organisation to be represented as a supporter of the Conference well in advance of the actual dates.

EXHIBITION OPPORTUNITIES

Full Listing of Exhibitors:

A full listing of all exhibitors and their products and contact details will be provided to all conference delegates and visitors.

Conference Support:

Conference attendees will be taking breaks and mingling within the exhibition area throughout the conference. Food will be served in the exhibitor area. Conference attendees will pass through the exhibition hall to the Conference plenary sessions.

Invited Exhibitor Only Guests:

There will be opportunities for non-conference participants to visit the exhibition during conference sessions. The local marine industry will be invited.

The exhibition will be the networking focal point of Marine Safety Conference 2010 and the Conference program is structured to maximise the opportunity for delegates to visit the Exhibition. All pricing includes GST. Options for exhibition types are listed below:

1. Booth (Shell Scheme)

Modular stand 9 square metres AUD 2,750

- 3m x 3m space within the exhibition
- Carpet
- Back and side walls (2.4m high)
- One standard power point
- Two spotlights
- Exhibitor name and stand number over all open sides
- Organisation listing in Conference Program Book and on Website (subject to time of booking)
- General cleaning of the walkways
- Two exhibitor registrations (including lunch, morning and afternoon tea and Welcome Reception)
- Delegate list at Conference (subject to Privacy Laws)

2. Space Only

Space Only AUD 300 per square metre

- Organisation listing in Conference Program Book and on Conference Website (subject to time of booking)
- General cleaning of walkways
- Two exhibitor registrations (including lunch, morning and afternoon tea and Welcome Reception)
- Delegate list at Conference (subject to Privacy Laws)

3) Upgraded modular stand (available at an additional cost)

4) Tailor-made Custom Stand Design (available at an additional cost)

In addition to the above opportunities the Marine Safety Conference 2010 exhibition team will be happy to tailor a design to meet your specific marketing requirements. Please contact the Exhibition Manager to coordinate your individual look.

We Look Forward To Seeing You In Perth!

For all queries regarding sponsorship and exhibition, please contact our managers for these below:

MARINE SAFETY CONFERENCE 2010

Exhibition Manager
ICMS Australasia Pty Ltd
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Sydney NSW 2000
AUSTRALIA

EXHIBITION ENQUIRIES

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SPONSORSHIP ENQUIRIES

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