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Invitation and Introduction

Now in its fifth exceptionally successful year, we are pleased to announce that the Pacific 2008 Congress (which comprises the Sea Power Conference 2008 and the Pacific 2008 International Maritime Conference) will once again be held at the Sydney Convention and Exhibition Centre, Darling Harbour, Sydney from 29 January to 31 January 2008. This combined biennial maritime event has quickly gained a reputation as one of the major maritime events in the Australasian region and attendance has become a key event for anyone involved in the maritime industry.

The Pacific 2008 Congress and Exposition involves three events:

- The Royal Australian Navy (RAN) Sea Power Conference 2008 - hosted by the Royal Australian Navy and organised by the Sea Power Centre - Australia
- The Pacific 2008 International Maritime Conference (IMC) - hosted by Engineers Australia, The Royal Institution of Naval Architects and the Institute of Marine Engineering, Science and Technology
- The Pacific 2008 International Maritime Exposition - conducted by Maritime Australia Limited

The Pacific 2006 Congress received 1100 delegates and the two Conferences are expected to attract approximately 1,300 delegates in 2008. Delegates are permitted to attend sessions at either Conference.

The Congress is held in conjunction with the Exposition, which attracts an impressive number of visitors, and featured approximately 400 exhibitors in 2006. The Exposition greatly supports the Congress and enhances the experience for Congress delegates.

These landmark maritime events provide sponsors with the opportunity to directly access a large gathering of the international maritime and naval industries. This document contains creative sponsorship packages to maximise that opportunity.

On behalf of the official organising committees, we invite you to be involved in this premiere maritime event and look forward to welcoming you on board.



Captain Peter Leavy, RAN
Director Sea Power Centre – Australia
Conference Director
RAN Sea Power Conference 2008



John C. Jeremy
Committee Chairman
Pacific 2008
International Maritime Conference

Royal Australian Navy Sea Power Conference 2008

Conference Theme:

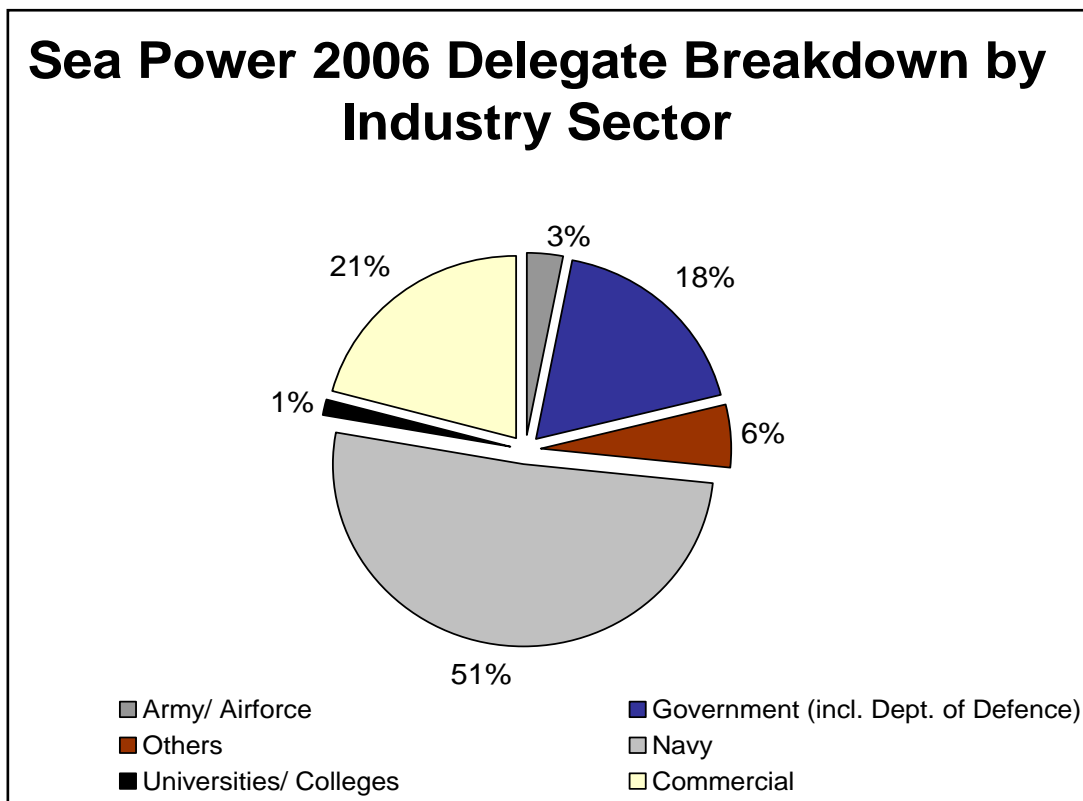
The 2008 Conference theme is *Australia and its Maritime Interests: at Home and in the Region*, and its aim is to examine maritime interests in the Indo-Pacific region and their impact on the roles and activities of maritime forces

RAN Sea Power Conference Delegate Profile

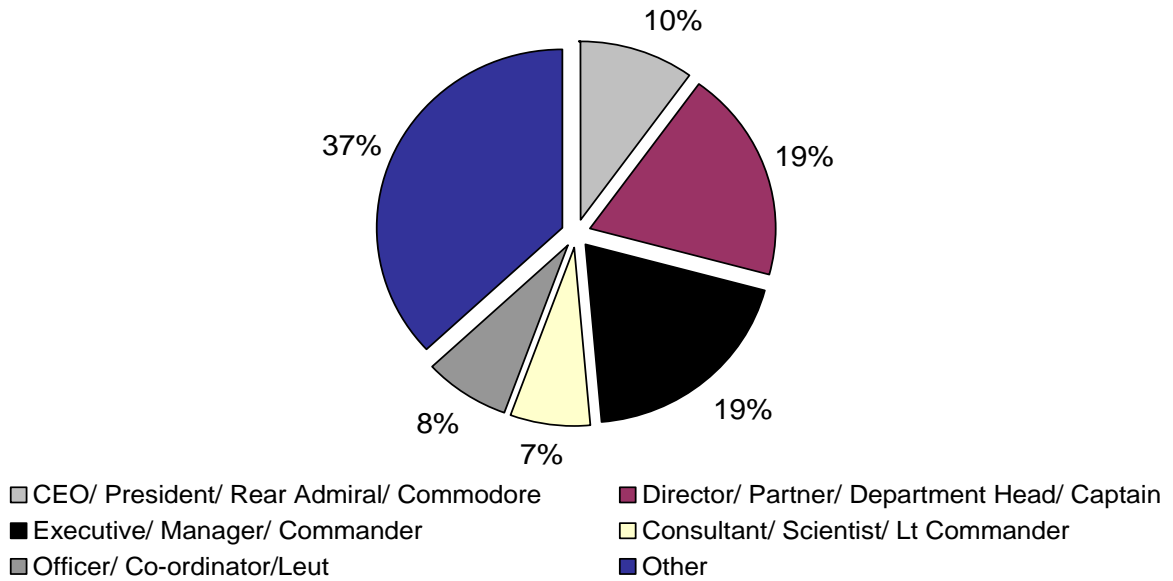
RAN Sea Power Conference in 2006 attracted over 800 delegates and the Conference is expecting to attract at least 900 delegates in 2008.

Delegates will include:

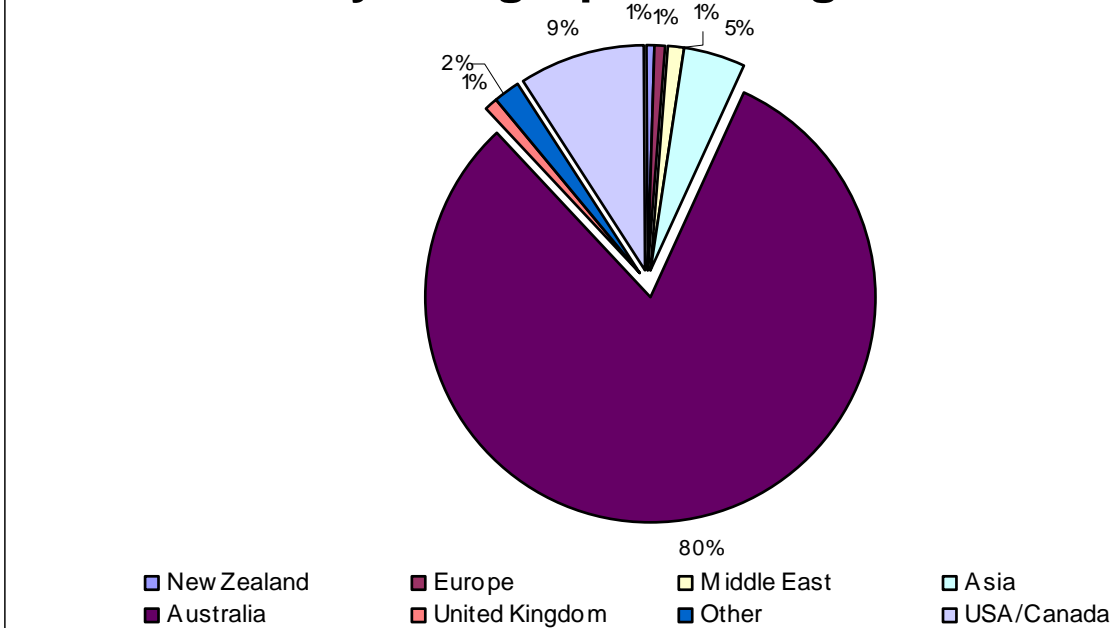
- Senior serving defence officers and personnel
- Representatives from the military and civilian defence industry
- Representatives of national support groups
- Strategic and international relations experts
- Scientists
- Politicians



Sea Power 2006 Delegate Breakdown by Position / Rank



Sea Power 2006 Delegate Breakdown by Geographical Region



Pacific 2008 International Maritime Conference

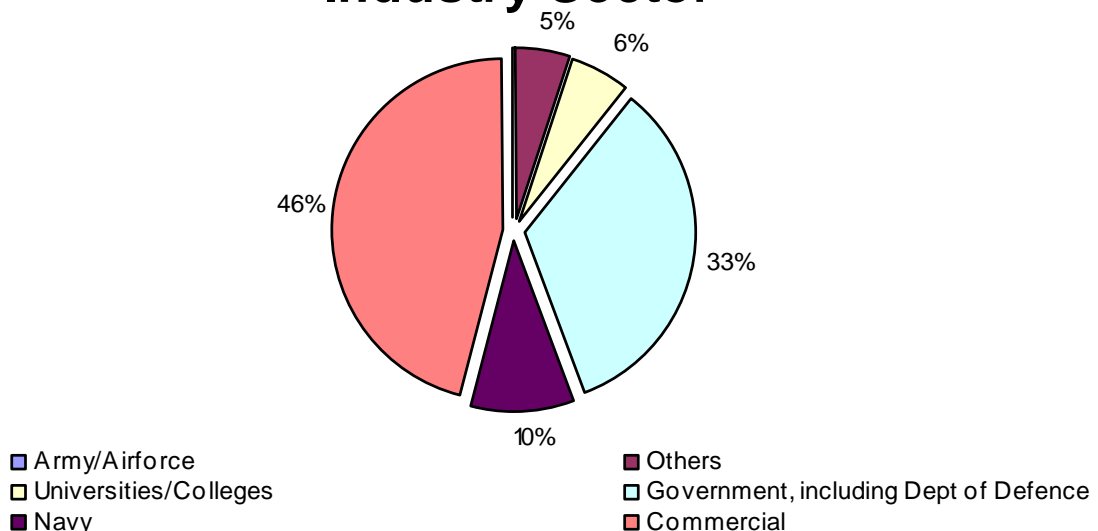
The 2006 IMC attracted over 300 delegates. The 2008 Conference is expecting approximately 400 delegates.

20% of the 2006 delegates were international delegates. It is expected that there will be at least the same ratio in 2008, providing a great opportunity for international marketing and business development through sponsorship and events.

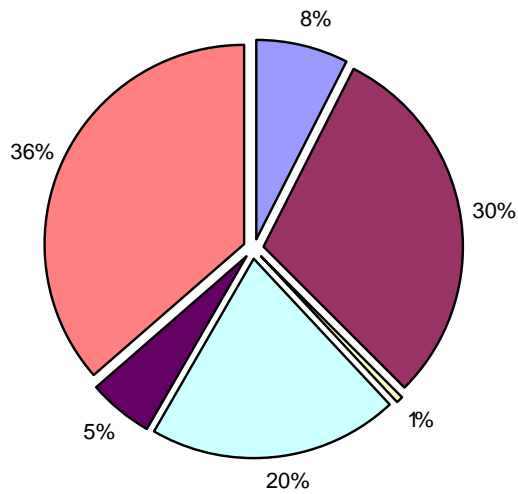
IMC delegates will include:

- Shipbuilders and Shipowners
- Marine Suppliers
- Offshore Oil and Gas Industry
- Designers and Consultants to the Marine Industry
- Naval Architects
- Marine Engineers
- Marine Surveyors
- Academics
- Ocean Engineering
- Port and Harbour Authorities
- Cargo Handling
- Marine Equipment Suppliers
- Marine Safety Authorities
- Defence and Surveillance
- Maritime Research Organisations
- Marine Environment Pollution
- Maritime Electrical Industries

IMC 2006 Delegate Breakdown by Industry Sector

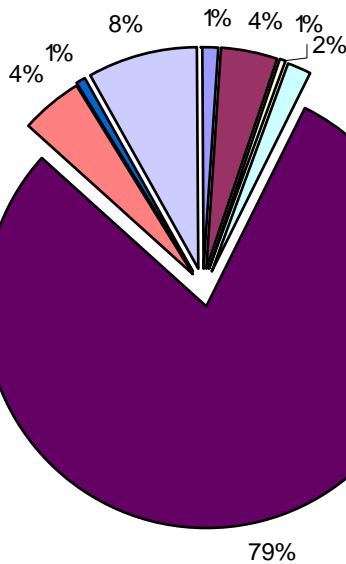


IMC 2006 Delegate Breakdown by Position/Rank



- CEO/President/Rear Admiral/Commodore
- Executive/Manager/Commander
- Officer/Coordinator/Leut.
- Director/Partner/Department head/Captain
- Consultant/Scientist/Lt Commander
- Other

IMC 2006 Delegate Breakdown by Geographical Region



- New Zealand
- Europe
- Middle East
- Asia
- Australia
- United Kingdom
- Other
- USA/Canada

Scientific and Social Programs

For information on both Conference Programs, please review the official websites:

Royal Australian Navy Sea Power Conference: www.seapower2008.com

International Maritime Conference: www.pacific2008imc.com

Sydney



The visual excitement and variety of the harbour city is matched by the diversity and energy of its four million people. High-rise buildings of the central business district look across the water at green headlands of the national parks and comfortable garden suburbs. To the west, the World Heritage Blue Mountains stand as a spectacular barrier to the inland, while the ever-changing moods of the Tasman Sea dominate the beaches, which stretch for miles to both north and south from the forbidding cliffs of Sydney Heads.

Voted World's Best City eight times in 10 years, *by Travel + Leisure magazine*, no other destination can match Sydney's combination of breathtaking beauty, world-class facilities and exceptional reputation.

Venue

The Pacific 2008 Congress and Exposition will be held at the premier Congress venue in Sydney, the Sydney Convention and Exhibition Centre, Darling Harbour. Opening up on Cockle Bay, this area is part of an imaginative redevelopment in a superb waterfront location. With the city silhouetted against the skyline this is the ideal location for media and promotional shots, never failing to impress.

Sponsorship Opportunities

The Pacific 2008 Congress, encompassing the RAN Sea Power Conference and the International Maritime Conference, offers a dynamic opportunity to strengthen your organisation's exposure to a target audience of approximately 1,300 delegates from a diverse cross-section of industries including Government, defence personnel, scientists, academics, technical specialists and equipment manufacturers and suppliers.

Sponsorship packages and commitment levels vary, and can be tailored to suit your marketing strategies. Whatever your business, The Pacific 2008 Congress has a sponsorship package that we are confident will help meet your business, brand and networking objectives.

Why Align your Organisation with the Congress?

The Pacific 2008 Congress will provide a unique opportunity to interact with key players in the industry, while offering opportunities to:

- Network and build relationships
- Promote your products and services
- Increase brand awareness and develop new markets
- Share information at a global level

Marketing and Public Relations

The Congress Managers are here to ensure you get maximum return on your investment, we encourage you to contact our Sponsorship Department to discuss the many additional ways we can further assist your marketing efforts and build your business or profile through The Pacific 2008 Congress.

Congress Managers

Tour Hosts Pty Limited has been appointed as the official Professional Congress Organiser (PCO). Tour Hosts brings over 32 years experience in the management and promotion of Congresses, exhibitions and special events. The organisation has an excellent track record and looks forward to maximising the benefits of your sponsorship presence at The Pacific 2008 Congress.

For further details on the opportunities available please contact the Congress Managers who will be pleased to assist you.



The Pacific 2008 Congress
C/o - Tour Hosts Pty Ltd

Address: GPO Box 128
SYDNEY NSW 2001
AUSTRALIA

Tel: +61 2 9265 0700
Fax: +61 2 9267 5443

Email: pacific2008congress@tourhosts.com.au
Website: www.pacific2008congress.com

Sponsorship Opportunities Packages at a glance

Principal Sponsor - 2 available	\$55,000
Major Sponsor – 4 available	\$30,000
Other Sponsorship Opportunities	
Hospitality Sponsor – 3 available	\$8,500 per day \$22,000 3 days
Congress Harbour Cruise Sponsor – 1 available	\$15,500
IMC Proceedings CD ROM – 1 available	\$15,500
Congress Stationery – 1 available	\$10,500
Satchel Inserts – 10 available	\$3,000
Brochure Display Area – 5 available	\$2,200
Advertising	From \$700

As a Principal Sponsor of The Pacific 2008 Congress, your organisation will enjoy the highest level of exposure offered over all other sponsorship levels.

We view our Principal Sponsors as the primary partners in the successful execution of the Congress and will constantly work alongside you to provide opportunities to promote your organisation. This is a unique marketing opportunity and we are confident your involvement in this prestigious forum will provide you with exceptional business rewards.

As a Principal Sponsor of this Congress, your organisation will receive premium exposure and recognition through the following entitlements:

- Recognition as a Principal Sponsor (with organisation logo) on all printed Congress material *
- Recognition as a Principal Sponsor (with organisation logo) on the home and sponsors' page of the RAN Sea Power 2008 and IMC 2008 websites, including a hyperlink to your organisation's home page and a 100 word profile of your organisation
- Recognition as a Principal Sponsor (with organisation logo) on the official sponsorship acknowledgement board on-site
- Acknowledgment as a Principal Sponsor at the Opening and Closing Ceremonies for both Conferences
- Prominent staging of your company logo throughout the Congress, including the Opening and Closing Ceremonies for both Conferences
- Complimentary full page advertising space in full colour in the Registration Brochure (artwork to be supplied by sponsor)
- Two (2) complimentary VIP Congress delegate registrations
- Two (2) complimentary tickets to the RAN Sea Power Official Reception
- Two (2) complimentary tickets to the Pacific 2008 IMC Welcome Cocktail Party
- One (1) personal invitation from the Chief of Navy to the sponsor's CEO/MD to attend the Speaker's dinner or a Navy Flagship lunch (details to be advised)
- Opportunity for one (1) organisation brochure (maximum four x A4 pages) to be inserted in all delegate satchels (sponsor to supply material)
- Full delegate list including address, telephone, email and fax details supplied 1 month prior to Congress and 1 month post Congress**

Principal Sponsors will also enjoy the choice of one (1) additional entitlement which is exclusive to this package. These options are outlined on the following page.

Principal Sponsor – Option 1

RAN Sea Power 2008 Official Reception

The RAN Sea Power 2008 Official Reception will be held in the Ballroom of the Sydney Convention and Exhibition Centre, in Sydney's Darling Harbour. This prestigious function will form the core of the Sea Power Conference Social Program and is inclusive for all RAN Sea Power 2008 delegates. IMC delegates and Pacific 2008 exhibitors will also have the opportunity to purchase tickets to this event. Delegates will be entertained by the Royal Australian Navy Band whilst enjoying sumptuous canapés and wines. Following this, delegates will have the opportunity to experience the 'pomp and ceremony' of the Royal Australian Navy's Ceremonial Sunset, which will be staged in and around Darling Harbour. This was a highlight of the 2006 Conference.

- Recognition as the RAN Sea Power 2008 Official Reception Sponsor on all printed Congress material*
- Recognition as the RAN Sea Power 2008 Official Reception on the official sponsorship acknowledgement board on-site
- Recognition as a sponsor by the Chief of Navy during his welcome speech
- Organisation signage displayed at the entrance to the function (sponsor to supply signage – maximum size is 2.0m high x 1m wide)
- Organisation name and logo will be printed on all tickets
- Logo and brand exposure at the function
- Opportunity to display a product within the room or provide a delegate gift to all attendees (subject to approval, sponsor to provide products and gifts)
- Two (2) additional tickets to attend the RAN Sea Power 2008 Official Reception

**Exposure in Congress publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure please confirm your participation by the earliest date possible.*

*** Only Principal Sponsors will receive a copy of the delegate list prior to the Congress. The list will be updated regularly in the lead up to the Congress. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Privacy Act.*

Sponsorship Prospectus

Royal Australian Navy Sea Power Conference
International Maritime Conference

Principal Sponsor – Option 2

Congress Satchels and Congress Name Badges

Congress Satchels

Your logo will feature on one side of the satchel, which contains the official Congress material distributed to all the delegates, speakers and VIP guests. The delegate satchels are distributed to all delegates, speakers and VIP guests of **both** the International Maritime Conference and the Royal Australian Navy - Sea Power Conference and will provide direct and constant exposure throughout the Congress and beyond.

- Recognition as the Satchel Sponsor on all printed Congress material*
- Recognition as the Satchel Sponsor on the official sponsorship acknowledgement board on-site
- Organisation logo on the Congress satchels, on the same side as the individual Conference logos and RAN badge
- Organisation logo printed on satchel tag with delegates' name overprinted

Name Badges

The name badges are worn by all delegates (RAN Sea Power and IMC) for the entire program. The delegates' name badges are their pass into all sessions, inclusive function and meals and must be worn at all times. They are easily visible and, therefore, a great source of exposure and branding of your company to all delegates.

- Recognition as the Name Badge Sponsor on all printed Congress material*
- Recognition as the Name Badge Sponsor on the official sponsorship acknowledgement board on-site
- Organisation logo to be printed on all Congress name badges alongside the two Congress logos only

**Exposure in Congress publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure please confirm your participation by the earliest date possible.*

*** Only Principal Sponsors will receive a copy of the delegate list prior to the Congress. The list will be updated regularly in the lead up to the Congress. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Privacy Act.*

As a Major Sponsor of The Pacific 2008 Congress, your organisation will enjoy a high level of exposure and prestigious branding.

We view our Major Sponsors as playing a significant role in the successful execution of the Congress and will constantly work alongside you to provide opportunities to promote your organisation.

This is a unique marketing opportunity and we are confident your involvement in this prestigious event will provide you with exceptional business rewards.

As a Major Sponsor of this Congress, your organisation will receive considerable exposure and recognition through the following entitlements:

- Recognition as a Major Sponsor (with organisation logo) on all printed Congress material*
- Recognition as a Major Sponsor (with organisation logo) on the sponsors' page of the RAN Sea Power 2008 and IMC 2008 websites, including a hyperlink to your organisation's home page
- Recognition as a Major Sponsor (with organisation logo) on the official Congress sponsorship acknowledgement board on-site
- Acknowledged as a Major Sponsor during the Opening and Closing Ceremonies
- Prominent staging of your company logo throughout the Congress, including opening and closing ceremonies (sponsor to supply banner)
- Complimentary half page advertising space (mono), prominently placed, in the Registration Brochure (artwork to be supplied by sponsor)
- One (1) complimentary VIP Congress delegate registration
- Two (2) complimentary tickets to the IMC Welcome Cocktail Party
- One (1) complimentary ticket to the RAN Sea Power 2008 Official Reception
- One (1) invitation to the sponsor's CEO/MD to attend a Navy Flagship lunch (details to be advised)
- Organisation brochure (maximum four x A4 pages) to be inserted in all delegate satchels (sponsor to supply material)
- Full delegate list including address, telephone, email and fax details supplied after the Congress**

**Exposure in Congress publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure please confirm your participation by the earliest date possible.*

Each Major Sponsor will also enjoy the choice of one (1) additional entitlement which is exclusive to this package. These options are outlined on the following two pages.

As a Major Sponsor you will also receive your choice (on a first in, first served basis) of one of the following as part of your package:

Major Sponsor – Option 1

Congress Pocket Program Sponsor

All delegates will receive a 'pocket size' program, providing a summary of information for the RAN Seapower Conference 2008 and the IMC session details, as well as social and exhibition timetables. The Pocket Program will be a valuable reference tool used by delegates throughout the Congress. A sample can be provided to you for your reference. The organisation supporting this item will gain high visibility and will be entitled to the following benefits

- Recognition as a Sponsor on all printed Congress material*
- Recognition as a Sponsor on the official sponsorship acknowledgement board on-site
- Organisation logo on the front cover of the Pocket Program (full colour)

Major Sponsor – Option 2

Abstract Books (RAN Sea Power Conference and International Maritime Conference)

All delegates attending the Congress will receive either a copy of the RAN Sea Power Conference Abstract Book or the International Maritime Conference (IMC) Abstract Book, which contains the abstracts of all accepted papers for the respective Conference. The Abstract Books will be a valuable reference tool for delegates during and after the Congress and the entitlements, listed below, are applicable to both publications.

- Recognition as a Sponsor on all printed Congress material*
- Recognition as a Sponsor on the official sponsorship acknowledgement board on-site
- Logo and 50 word profile in both Abstract Books
- Organisation name and logo printed on the cover the Abstract Books alongside the Congress logo
- One full page colour advertisement to appear on the back outside cover of the Abstract Books

**Exposure in Congress publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure please confirm your participation by the earliest date possible.*

Major Sponsor – Option 3

Pacific 2008 Congress Websites (RAN Sea Power Conference website and the IMC website)

One organisation is offered exclusive website advertising on The Pacific 2008 Congress websites, encompassing the RAN Sea Power Conference 2008 website and the IMC website, (www.seapower2008.com and www.pacific2008imc.com) which will be a key source of information for all delegates, sponsors and exhibitors in the lead up to the Congress. The Website Sponsor will enjoy significant exposure during this time, with the opportunity for branding on every page.

- Recognition as the Website Sponsor on all printed Congress material*
- Recognition as the Website Sponsor on the home page of the Sea Power 2008 and IMC 2008 Conference websites
- A banner advertisement on every page (Including the sponsors page) of the RAN Sea Power Conference 2008 website (www.seapower2008.com)
- A banner advertisement on every page (Including the sponsors page) of the IMC website (www.pacific2008imc.com)
- A banner advertisement on the Congress page website (www.pacific2008congress.com)

Major Sponsor – Option 4

International Maritime Conference (IMC) Cocktail Party

The Pacific 2008 IMC Cocktail Party will be held at the stunning Australian National Maritime Museum on Wednesday 30 January 2008. This relaxed evening will give delegates a chance to catch up with old acquaintances and meet new ones.

- Recognised as the IMC Cocktail Party Sponsor on all Congress material
- Company signage displayed at the entrance to the IMC Cocktail Party (sponsor to supply signage – maximum size is 2.0m high x 1m wide)
- Opportunity to give a five (5) minute speech at the Cocktail Party
- Four (4) complimentary tickets to the Cocktail Party
- Company name and logo will be printed on tickets and signage
- Organisation literature may be displayed on the refreshment drop off tables

**Exposure in Congress publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure please confirm your participation by the earliest date possible.*

Hospitality Sponsor (3 available)

One day

\$8,500

Three days

\$22,000

As the Hospitality Sponsor, your organisation has the opportunity to be recognised as the sponsor of one full day's catering (including morning and afternoon tea and lunch, held in the exhibition area) during the Congress, through the following entitlements.

- Recognition as a Hospitality Sponsor (with organisation logo) on all printed Congress material*
- Recognition as a Hospitality Sponsor (with organisation logo) on the sponsor's page of the RAN Sea Power Conference 2008 website and the IMC website, including a hyperlink to your organisation's home page
- Recognition as a Hospitality Sponsor (with organisation logo) on the official sponsorship acknowledgement board on-site
- Complimentary half page advertising space (mono) in the Registration Brochure
- Sponsor's corporate literature may be displayed within the refreshment break stations in the exhibition area (literature to be supplied by sponsor)
- Small table signs featuring the organisation name and logo displayed at the sponsored breaks
- Acknowledgement in the session prior to each sponsored break

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The Pacific 2008 Congress Harbour Cruise Sponsor

A\$15,500 (1 available)

The Pacific 2008 Congress Harbour cruise will depart from Circular Quay Wharf on Monday 28 January 2008. This lunch time cruise will provide spectacular views of the Opera House and Harbour Bridge, Botanic Gardens and the magnificent waterfront homes of the Eastern Suburbs. Guests will enjoy a delightful lunch while cruising Sydney Harbour.

- Recognition as a Sponsor (with organisation logo) on all printed Congress material*
- Recognition as a Sponsor (with organisation logo) on the sponsor's page of the RAN Sea Power Conference 2008 website and the IMC website, including a hyperlink to your organisation's home page
- Recognition as a Sponsor (with organisation logo) on the official sponsorship acknowledgement board on-site
- Organisation signage may be displayed onboard during the function (sponsor to supply signage – maximum size is 2.1m high x 1m wide)
- Opportunity for a representative from your organisation to give a five minute welcoming speech
- Organisation literature may be displayed on the cruise
- Organisation logo will be printed on all tickets
- Five (5) complimentary tickets to the Pacific 2008 Congress Harbour Cruise

IMC 2008 Proceedings (1 available)

A\$15,500

The full IMC 2008 Proceedings will be produced on a CD ROM and given to all delegates as a valuable reference tool to the program. The CD ROM includes all full papers and a list of participating organisations.

- Recognition as a Sponsor on all printed Congress material*
- Organisation logo displayed on the IMC Conference website together with a hyperlink to the organisation's website
- Recognition as a Sponsor on the official sponsorship acknowledgement board on-site
- Organisation logo and name to appear on the CD ROM and artwork
- Organisation brochure (maximum four x A4 pages) to be inserted in all delegate satchels (sponsor to supply material)

There is the opportunity to have your organisation's logo printed on the official Congress pen and writing pads. These will be distributed to all RAN Sea Power Conference 2008 and IMC delegates. This stationery will not only be used at the Congress but also long afterwards, providing an excellent platform to display your logo to the naval and maritime industries.

- Recognition as a Sponsor on all printed Congress material*
- Organisation logo to appear on the sponsors' page of the Sea Power 2008 and IMC 2008 Conference websites, including a hyperlink to your organisation's home page
- Recognition as a Sponsor on the official sponsorship acknowledgement board on-site
- Organisation name and logo printed alongside the Congress logo on the Congress writing pads which will be included in all delegate satchels and used throughout the Congress
- Organisation name and logo printed alongside the Congress logo on the Congress pens which will be included in all delegate satchels and used throughout the Congress

**Exposure in Congress publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure please confirm your participation by the earliest date possible.*

Advertising

Satchel Inserts: A\$3,000.00 (inc GST)

Your organisation may provide promotional material, which will be included in all delegate satchels. A maximum of 4 x A4 pages is allowed

Brochure Display Area: A\$2,200.00 (inc GST)

Your organisation may provide promotional company literature which will be displayed, in a prominent area, during the Congress.

Advertising: Registration Brochure

The registration brochure will be sent to all potential delegates, sponsors and exhibitors prior to the Congress. Advertising in the Registration Brochure is an ideal opportunity for exposure and awareness to a large target base prior to the Congress, and will be distributed to over 10,000 people.

Registration Brochure

<u>Full Page A4</u>	<u>Half Page A4</u>	
- mono A\$1,200	- mono A\$700	Deadline for booking: 1 July 2007
- colour A\$2,500		

Finished artwork to be supplied by the advertiser. Artwork specifications will be provided to advertisers two months prior to the printing deadline.

Summary

We want to help you achieve your business objectives and service your customer groups. The packages listed in this document can be tailored to your specific marketing needs as well as new ideas incorporated into the available options. If you would like to suggest other ways in which your organisation would like to be involved with the Congress, please do not hesitate to contact Tour Hosts, The Pacific 2008 Congress Managers.

This Congress is a unique and prestigious marketing opportunity and we are confident your involvement as a sponsor in this international forum will provide your organisation with exceptional business rewards.

For further details on the opportunities available please contact the Sponsorship and Exhibition Sales Executive, at Tour Hosts, today.



The Pacific 2008 Congress Managers
C/o - Tour Hosts Pty Ltd

Address: GPO Box 128
SYDNEY NSW 2001
AUSTRALIA

Tel: +61 2 9265 0700
Fax: +61 2 9267 5443

Email: pacific2008congress@tourhosts.com.au
Website: www.pacific2008congress.com

Sponsorship and Advertising Booking Form

The Pacific 2008 Congress 29 – 31 January 2008

To book your selected sponsorship package(s) please complete the next two pages and return with your deposit to:

The Pacific 2008 Congress

Address: GPO Box 128
SYDNEY NSW 2001
AUSTRALIA

Tel: +61 2 9265 0700

Fax: +61 2 9267 5443

Email: pacific2008congress@tourhosts.com.au

	ITEM(S) REQUESTED	COST A\$
1)
2)
3)

TOTAL AMOUNT (50% deposit required at time of booking)

TOTAL AMOUNT PAYABLE	A\$
----------------------	-----

Balance due: 1 November 2007

Organisation Name (for marketing purposes).....

Organisation Name (for invoicing purposes).....

Contact Name:.....

Position:.....

Address:.....

Suburb:.....State:.....Postcode.....

Country:.....

Phone:.....Fax:.....

Email:.....Website:.....

Signed:..... **Dated:**.....

