



LASA
LEADING AGE SERVICES
AUSTRALIA
The voice of aged care



Better Ageing  *Futures*
It's in our hands

LASA National Congress
27-29 Oct 2019 Adelaide

SPONSORSHIP & EXHIBITION GUIDE

Please take care to read the following information thoroughly. There is a lot of information including all the details you will need to ensure your Congress experience is a smooth and successful one.

- 03** IMPORTANT DATES AND DEADLINES | CHECKLIST
- 04** EXHIBITION EVENT SCHEDULE
- 06** DELIVERIES
- 08** EXTERNAL SUPPLIERS
- 09** SATCHEL INSERTS
- 10** ARTWORK SPECIFICATIONS
- 11** REGISTRATION OF ATTENDEES
- 12** THE CONGRESS APP
- 13** FREQUENTLY ASKED QUESTIONS

Should you have any queries, please contact the LASA Events team on (07) 3725 5588 or via events@lasa.asn.au.

IMPORTANT DATES & DEADLINES

- FRI 23 AUG** Satchel insert bookings due
- 30 Days from booking date OR
- FRI 6 SEPT** Payment for sponsorship & trade bookings due
- FRI 6 SEPT** Sponsor/exhibitor registrations due
- FRI 13 SEPT** Satchel insert deliveries due
- FRI 13 SEPT** Congress app details due
- FRI 27 SEPT** Exponet portal completed
- WED 23 OCT** Agility deliveries due (Couriered items) **by 4pm**
- SUN 27 OCT** Bump In - custom build (11am-4pm)
- SUN 27 OCT** Bump In - standard build (2pm-4pm)
- TUES 29 OCT** Bump Out (after 4pm)

CHECKLIST

- Payment has been made to LASA for the sponsorship or exhibition booth booking
- LASA has received a copy of our company logo
- LASA has received a copy of our 50-word company profile
- Our sponsor / exhibitor registrations have been completed online
- Our accommodation has been booked
- Payment has been made for additional registrations and accommodation
- We have contacted Exponet about signage, furniture and other hire requirements
- LASA and Exponet have been notified of our custom booth (if applicable)
- We have read the ACC documents and all forms have been completed
- Satchel inserts have been delivered to Bedford Packaging (if applicable)
- Our company details have been updated in the Congress App
- Deliveries to ACC have been made using the delivery docket (if applicable)
- Arrangements for bump in and out have been coordinated

EXHIBITION EVENT SCHEDULE

SUNDAY 27 OCTOBER

11.00am	Custom Booth Build Access
11.00am	Deliveries to Adelaide Convention Centre
2.00pm	Exhibitor Bump In
4.00pm	Exhibition Booth Bump In completed
5.00pm - 7.00pm	Welcome Reception held in Trade Exhibition Hall

MONDAY 28 OCTOBER

8.00am	Trade Exhibition Hall Open
All Day	Catering served in Trade Exhibition Hall
5.30pm - 6.30pm	Pre-Dinner Drinks held in Trade Exhibition Hall

TUESDAY 29 OCTOBER

8.00am	Trade Exhibition Hall Open
All Day	Catering served in Trade Exhibition Hall
4.00pm	Exhibitor Bump Out
6.30pm	Congress Dinner

BUMPIN

SUNDAY, 27 OCTOBER

11am – 4pm | **CUSTOM** build bump in

SUNDAY, 27 OCTOBER

2pm - 4pm | **STANDARD** build bump in



Due to workplace health and safety requirements, exhibitors will be unable to enter the exhibition hall prior to 2pm on Sunday, 27 October when the stand build will be complete. It is a requirement that closed in shoes and a high visibility vest are worn during bump in.



PLEASE NOTE THAT YOU MUST BRING YOUR OWN HIGH VISIBILITY VEST AS THESE WILL NOT BE AVAILABLE FOR HIRE OR PURCHASE ONSITE.

All custom stand designs must be sent to the Adelaide Convention Centre (ACC) team and Exponet for approval prior to arriving onsite.

Large items will need to be brought in via the loading dock on North Terrace. Smaller items may be carried up from the carpark.

ALL CUSTOM STAND DESIGNS MUST BE SENT TO THE ADELAIDE CONVENTION CENTRE (ACC) TEAM AND EXPONET FOR APPROVAL PRIOR TO ARRIVING ONSITE.

BUMPOUT

TUESDAY, 29 OCTOBER

4.00PM – 6.00PM



Please note that bump out must not commence prior to 4.00pm. It is a condition of booking that your organisation is committed to ensuring your exhibition booth is attended and available to delegates until this time.

DELIVERIES



DELIVERIES CANNOT BE MADE TO THE ADELAIDE CONVENTION CENTRE - COURIERS WILL BE TURNED AWAY

The loading dock for the Adelaide Convention Centre is operated by **AGILITY FAIRS & EVENTS** and is unattended other than the specific bump in times. Neither staff from the ACC or Agility will sign for deliveries to the convention centre.

If you require items to be delivered by courier, these must be couriered to Agility not the Adelaide Convention Centre.

Step 01

Contact Agility Fairs & Events to book in your consignment.

Melike Turan

Domestic Event Logistics Specialist

Agility Fairs & Events

T: +61 3 9330 9021

E-mail: mturan@agility.com

NOTES:

- ! Charges apply for all services through Agility, please speak to their staff about individual arrangements
- ! If you are arranging your own transport of goods and will require a forklift or pallet jack onsite, this will need to be a pre-booked service through Agility
- ! Delivery of your own goods may only occur on Sunday 27 October 2019 and a representative from your company must be on hand to receive the goods

Step 02

Organise your courier to deliver your items to Agility after booking in your consignment with Agility.

Step 03

Ensure your items arrive at Agility no later than **4pm on Wednesday 24 October 2019.**

Step 04

Your items will be delivered to your booth in the Trade Exhibition Hall at LASA Congress.

Step 05

On Bump Out, package your items and leave on your booth after making arrangements with **Agility** for pick up.

EXTERNAL SUPPLIERS

EXPONET

Shenade Austin
Exhibition Coordinator
T: 07 3442 4100

E-mail: shenade@exponet.com.au

Exponet will contact all exhibitors with login details to the online portal to arrange Fascia signage, power, lighting and furniture requirements.

ADELAIDE CONVENTION CENTRE

Jasmine Pohl
Exhibitions Coordinator
T: 08 8210 6774

E-mail: Jasmine.Pohl@avmc.com.au

Website: www.adelaidecc.com

Please refer to the Adelaide Convention Centre Exhibition [Handbook](#).

AGILITY

Melike Turan
Domestic Event Logistics Specialist
Agility Fairs & Events
T:+61 3 9330 9021

E-mail: mturan@agility.com

SATCHEL INSERTS

BOOKING INFORMATION	NUMBER OF INSERT REQUIRED	DELIVERY DEADLINE	DELIVERY ADDRESS
<p>via Congress Website</p>	<p>1500 inserts</p>	<p>Friday 13 September 2019</p>	
<p>Satchel Inserts may be booked via the Congress Website and are at a cost of \$2000 - \$2500 ex GST.</p> <p>If you are already exhibiting, take advantage of booking a satchel insert at half price to enhance your presence at Congress.</p>	<p>Inserts may be DL, A5, A4 or similar size (limited to maximum six pages and stapled, per single insert) or promotional merchandise (not including note pads and pens).</p> <p>Please note that all promotional merchandise inserts must be approved by LASA Events, so please check with us if you are considering promotional items with a difference.</p>	<p>(Items delivered after this date will not be included).</p> <p>Please forward satchel inserts to the satchel packing house not directly to the Adelaide Convention Centre.</p> <p>Please have all items delivered to the address after booking a delivery time (yard booking) with our Supply-chain team on: (08) 8275 0279 or packagingsupplychain@bedfordgroup.com.au</p>	<p>LASA National Congress Satchel Insert Att: Brett Stevens Packaging Bedford Group Packaging Gate 4 Boothby Street Panorama SA 5041</p>

SATCHEL INSERTS

GO TO **PACKING HOUSE**

NOT ACC

ARTWORK SPECIFICATIONS

COMPANY LOGO

Your logo is your brand. It will be showcased on the LASA website and also on Congress related collateral or signage.

EPS preferred

Please supply logos as editable EPS files wherever possible, to ensure best reproduction in both print and online documents.

Reversed logo

Please supply your logo also as a reversed image so that it can be used on dark backgrounds. The preferred format is EPS or a high res png would be suitable.

JPGs

JPG files must be supplied at 300dpi resolution and without compression. No less than 2480 pixels x 3508 pixels (print resolution).

LOGO FLOOR TILES

Floor Tiles are available for Sponsors who don't already have it included in their package and LASA Member exhibitors (who aren't sponsoring). The logos will be scattered throughout the Exhibition Hall at a location decided by management.

Specifications will be supplied by LASA and artwork is to be supplied by sponsor.

Specifications:

- Please supply a high resolution digital copy of your logo (as outlined on page 5)
- Size of tiles: 1000mm x 1000mm (proportionate to this size)

DIGITAL APP BANNER

Size: 1440px x 204px | Format required: jpg, png

One 'alert' will pop up on App user's screens during the event.

This is a great way to promote a special offer, increase your company awareness or express a message.

Wording is to be approved by the Organising Committee prior to being sent.



PUBLICATION ADVERTISING

When supplying artwork please adhere to the following specifications:

- Press Quality PDF
- Fonts: All fonts must be embedded, outlines created or supplied.
- Colour: Text and images must be supplied CMYK or grayscale
- Images: ALL illustrations, images and logos to be high resolution jpg or png.
- JPGs will only be accepted subject to quality.
- Images downloaded from websites, (unless purchased from stock websites or downloaded from an official image gallery), ARE NOT acceptable for print.
- Resolution: 300dpi or better at 100% finished size

WE DO NOT ACCEPT RESPONSIBILITY FOR REPRODUCTION PROBLEMS WHICH RESULT FROM INCORRECTLY SUPPLIED MATERIAL.

FULL PAGE
ADVERTISEMENT

Type area:
270 mm(h) x 185 mm(w)
Trim: 297 mm(h) x 210 mm(w)
(add 3 mm bleed to trim)

HALF
PAGE
VERTICAL

Half page vertical
270 mm(h) x
90 mm(w)

HALF PAGE
HORIZONTAL

Half page horizontal
130 mm(h) x 185 mm(w)

QUARTER PAGE
HORIZONTAL

Quarter page horizontal
65 mm(h) x 185 mm(w)

REGISTRATION OF ATTENDEES



CHECK YOUR EMAIL!

Refer to your registration email which outlines the number of complimentary full registrations included in your booking.

Additional registrations can be purchased for those working on your booth or representing sponsors at a discounted cost.

Additional Full Exhibitor \$820 ex gst
(Includes general networking functions)

Additional One Day Exhibitor \$535 ex gst
(Does not include networking functions)



UNIQUE DISCOUNT CODE

This email also includes your **Unique Discount Code** which you will need during the registration process to access the complimentary registrations at no charge.

Full Registrations include a ticket to the Welcome Reception, Pre-Dinner Drinks Function and Congress Dinner.

CLICK HERE TO ACCESS THE REGISTRATION PORTAL



ACCOMMODATION

Accommodation is available at a number of hotels within close proximity of the Adelaide Convention Centre. LASA has contracted discounted room blocks at a number of these hotels, however accommodation must be booked and paid for during the registration process on the Congress Registration Portal. Rooms are limited, so please ensure you book early.

All Congress accommodation bookings must be made through LASA's online portal and **NOT DIRECTLY WITH THE HOTELS** to receive the discounted congress rates.

THE CONGRESS APP

An integral part of LASA Congress is the utilisation of the LASA Congress App.

For this event, we are using EventsAIR which includes a Lead Management service designed specifically for exhibitors.

Using the Lead Management service, you and your team can scan the bar code or QR code on an attendee's name badge when they visit your stand to capture their contact details.

You are also able to:



ASK CUSTOM PROFILE OR MARKETING QUESTIONS during the lead collection process. You are able to create and use your own custom questions.



SEND OUT AUTOMATED THANK YOU EMAILS to the attendee immediately after they visit your stand



ATTACH PDF OR OTHER DOCUMENTS to the thank you email – perfect for show special offers or other marketing materials



SEND ALERT EMAILS containing attendee details that were just collected to one or more assigned personnel within your organization immediately



VIEW GEOGRAPHIC LEAD DISTRIBUTION to display your leads in a graphical world map in the Exhibitor Portal



EXPORT LEAD DETAILS to a spreadsheet for use in a CRM or other sales follow up process (Exhibitor Portal)

FURTHER APP DETAILS WILL BE AVAILABLE IN EARLY OCTOBER 2019.

FREQUENTLY ASKED QUESTIONS

CAR PARKING



The ACC operates the Riverbank and North Terrace car parks, which are open 24 hours per day, seven (7) days per week. The Riverbank car park is accessed via Festival Drive whilst the North Terrace car park is accessed off North Terrace and is situated immediately below Halls I, J & K.

Both car parks are fitted with video surveillance camera systems. Security patrol these areas every afternoon and night on weekdays and 24 hours per day on weekends and public holidays. A ticket must be taken upon entry into the car park and scanned prior to

exiting at one of the numerous pay stations located throughout the car park. Payment can be made with cash or credit/ debit card. EFTPOS facilities are not available. A surcharge is applicable to all card payments.

Early bird parking is available for \$16.00 a day. To access this rate, you must enter the car park between 5.30am and 9.30am and exit between 2:30pm and 6.30pm. Outside these times, casual rates apply. up to a maximum of \$29.00 per 24 hour period.

PAYMENTS



Payment for exhibition booths, sponsorship packages and all other additional costs must be made prior to the Congress. Failure to finalise payment prior to the Congress will mean your organisation will not be admitted to the event. If you require a copy of your tax invoice please email events@lasa.asn.au

Payment is due within 30 days of the booking and all payments must be received by 13 September 2019. Any bookings received between 13 September and 20 October 2018 are due within 10 business days from the date of invoice.

Payment must be made prior to the Congress and any attendees with outstanding payments will be asked to make payment via credit card at the registration desk before they will be admitted to the event.

INTERNET ACCESS



COMPLIMENTARY WI-FI

Free wireless internet is provided by the ACC and can be accessed throughout the venue. The service is suitable for checking emails and basic web browsing, however connections are not guaranteed due to the varying number of users connected at one time.

HIGH SPEED WIFI

High speed wireless internet can be provided with a faster bandwidth for the duration of an event on individual separate networks throughout the ACC. Whether you choose to provide the network name and password to delegates or use this specifically for the devices on your stand, the choice is yours.

An invitation will be sent to your company representative closer to the event to access the app and update any information prior to delegates accessing the app.



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(LASA)

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(Ask for the Events Team)

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www.lasacongress.asn.au



[@LASANational](https://twitter.com/LASANational)



[Leading Age
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\(LASA\)](https://www.linkedin.com/company/Leading-Age-Services-Australia-(LASA))



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