



## **SPONSORSHIP INFORMATION MEMORANDUM**

***“Making It Happen”***  
***getting trade and investment moving***

**5 - 7 November 2017**  
**Sheraton Surabaya Hotel & Towers**

Jointly organised by  
Indonesia Australia Business Council (IABC)  
Australia Indonesia Business Council (AIBC)



**Indonesia Australia Business Council**  
**February 2017**



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This document seeks expressions of interest from parties interested in sponsoring the Indonesia Australia Business Conference in November 2017. Its purpose is to explain in detail the IABC's plans and to provide guidance for potential sponsors. This document does not constitute an offer to contract but rather seeks to establish a framework within which agreement can be reached on an individual sponsor basis.

Although the Organizing Committee will use its best endeavors to ensure a successful conference, the IABC does not in any way guarantee the outcomes described in this paper. Sponsors will, however, be kept informed of the progress of planning and will be able to contribute suggestions to the Organizing Committee.

The IABC reserves the right to accept or reject any response to this memorandum.



## Making it Happen

### 1. Background

Every two years the IABC hosts a Business Conference in Indonesia in which its counterpart the AIBC in Australia is invited to participate to the fullest possible extent. However conference participation is certainly not limited to IABC/AIBC members but it is intended to hold wider appeal to the business community.

At the time of this year's conference, it is expected that the IA-CEPA will have been finalized, and be almost ready to be signed. The agreement is intended to enhance the Indonesia-Australia relationship, which is bigger than any particular agreement. But this agreement, and the atmosphere of cooperation which it will engender, will significantly enhance that relationship.

Hence the need to *make it happen*.

We will hear from practitioners in the sectors that are hoped will receive immediate boosts from the agreement, while at the same time we take a broader view of recent significant political and social and economic developments.

### 2. Business Council

The Indonesia Australia Business Council (IABC), based in Jakarta, is one of the largest and most dynamic bilateral business councils in Indonesia. There are currently around 300 members with branches in Bali, Semarang, Yogyakarta - and Surabaya, the venue for this year's conference.

### 3. IABC Business Conference

This year's Conference is the 35th in the series of business conferences (held over one or more days) in either Indonesia or Australia. It will be held on 5 to 7 November in Indonesia's second largest city of Surabaya.

## **THE INDONESIA AUSTRALIA BUSINESS CONFERENCE 2017**

Dates: **Sunday, 5 November - Tuesday 7 November 2017**

Venue: **Sheraton Surabaya Hotel & Towers**

Conference Theme: **MAKING IT HAPPEN**

Expected Attendees: Around 200 from business and government (from Indonesia and Australia and elsewhere)

Exhibition: There will be poster exhibition space available subject to agreement.

Likely Dignitaries: As with past conferences, both governments are expected to be represented by their respective Ambassadors and Ministers. Business leaders and practitioners from both countries will be in attendance.

### **4. Conference Objectives**

The Conference will bring together Indonesian and Australian business executives, government leaders and academics - and others from the region wishing to benefit from the opportunities the conference offers. The objectives of the Conference are:

- To reinforce the bilateral ties between Indonesia and Australia;
- To assist both Indonesian and Australian delegates to network within business and government circles and to develop strategic links;
- To provide an up-to-date analysis of the political and economic landscape;
- To enhance awareness of the benefits of connectivity throughout Asia and the Pacific;
- To provide practical and relevant information and contacts for organizations with existing business as well as those who are seeking to establish new business;
- To provide an informal environment with sufficient social interaction to enable participants to benefit from each other's experience.

## 5. Conference Programme

The programme for the Conference is evolving. Formalities will be kept to a minimum and the focus will be on networking to encourage stronger links. The programme format will be plenary sessions with keynote and panels of speakers. Specific areas of activity and development which may be highlighted are drawn from those identified to the IA-CEPA negotiators as lending themselves to speedy results, some of which are:

- Creative Industries
- E-commerce
- Energy
- Food
- Health
- Human capital
- Infrastructure
- Tourism and hospitality

Every encouragement will be given to delegates to mingle with each other, with opportunities provided for discussion at all times during the conference.

## 6. Social Events

Social events/meals will be structured to maximize networking opportunities. They are planned to be:

- |                           |  |
|---------------------------|--|
| <b>Sunday 5 November</b>  | - Golf (am)<br>- 6:30 pm Welcome Cocktail Reception<br>(Opening of Conference) |
| <b>Monday 6 November</b>  | - Seated Lunch<br>- Conference Dinner  |
| <b>Tuesday 7 November</b> | - Seated Lunch<br>- Closing Drinks   |

## 7. Conference Venue and Accommodation

The conference venue and accommodation will be at the Sheraton Surabaya Hotel & Towers.

## 8. Marketing and Promotion

There will be extensive marketing of the Conference in Indonesia, Australia and Asia. This has already commenced and will include:

- In excess of 2,000 flyers and 2,000 conference brochures to be mailed to companies on mailing lists held by the IABC/AIBC, Austrade, Australian State Governments and Department of Foreign Affairs and Trade, Indonesian Chamber of Commerce and the Indonesian Consulates, Australian Chambers of Commerce around Asia;
- Scheduled media campaign in Indonesia and Australia with both advertising and editorial articles;
- Extensive publicity in IABC newsletter, flyers e-mail blasts and IABC/AIBC websites; and
- Specific targeting of major organizations in both Indonesia and Australia.

The following booklets will also be prepared:

- A conference programme booklet to be given to all registrants at the Conference.
- A conference kit provided at the Conference with a list of the delegates and sponsors;
- A conference proceedings publication of papers presented during the Conference to be available to delegates after the Conference in CD-ROM format and/or on the IABC/AIBC internet websites.

## 9. Sponsorship

To ensure that the Conference is priced at a level to encourage a strong attendance it is necessary to supplement Conference fees with sponsorship funds, and this is why your kind support is so essential and very much appreciated.

We are therefore seeking sponsorship for the Conference at 5 levels:

<b>Diamond</b>	<b>one major sponsor at a cost of US\$40,000</b>
<b>Ruby</b>	<b>a major sponsor at a cost of US\$25,000</b>
<b>Emerald</b>	<b>a maximum of 4 executive sponsors, each at a cost of US\$ 15,000</b>

<b>Sapphire</b>	<b>a maximum of 4 corporate sponsors, each at a cost of US\$ 7,500</b>
<b>Opal</b>	<b>supporting sponsors, each at a cost of US\$ 3,500</b>

Sponsorship payments will be required as soon as agreement is reached, and in any case in advance of the Conference. And we do hope that you will benefit as much as participants certainly will.

## 10. Sponsor's Benefits and Rights

This is a unique promotion opportunity for Indonesian and Australian (and other) organizations. The sponsors' benefits and rights are as follows:

### Diamond Main Sponsor

- The Main Sponsor will take precedence over all other sponsors as long as an early commitment is given;
- The Main Sponsor will be the sponsor of the Conference Dinner;
- Recognition of sponsorship in *The Jakarta Post* daily in the form of advertisement;
- Logo to appear prominently on Conference publicity and marketing materials and backdrops;
- Right to display four corporate standing banners at the Conference venue (including inside the ballroom) and where appropriate during the specific sponsored event;
- Right to provide Conference bag with sponsor's logo (at sponsor's cost and specifications from IABC);
- Back cover color advertisement in Conference booklet at no extra cost;
- MC to introduce and thank a representative from the sponsor at the sponsored event;
- Six conference registrations at no cost, and 50% reduction for additional registrations (maximum four);
- Back cover colour advertisement in IABCnews for one issue (subject to existing agreements in the case of conflicting interests).

### Ruby Major Sponsor

- The Major Sponsor will take precedence after the Diamond Sponsor as long as an early commitment is given;

- The Major Sponsor may choose to host one of the following: Welcome Cocktail Reception/Opening of Conference (Sunday), Lunch (Monday) or Lunch (Tuesday).
- Recognition of sponsorship in *The Jakarta Post* daily in the form of advertisement;
- Logo to appear on Conference publicity and marketing materials and backdrops;
- Right to display two corporate standing banners at the Conference venue and where appropriate during the specific sponsored event;
- Inside front cover color advertisement in Conference booklet at no extra cost;
- MC to introduce and thank a representative from the sponsor at the sponsored event;
- Four conference registrations at no cost, and 50% reduction for additional registrations (maximum four);
- Full A-4 page (inside page) colour advertisement in IABCnews for one issue (subject to existing agreements in the case of conflicting interests).

### **Emerald Executive Sponsor X 4**

- Executive Sponsors may host one of the following, on a first come first served basis (after Major Sponsors): Welcome Cocktail Reception/Opening of Conference (Sunday), Lunch (Monday), Lunch (Tuesday), Morning or Afternoon coffee/tea breaks (Monday or Tuesday), or Closing Drinks (Tuesday);
- Recognition of sponsorship in *The Jakarta Post* daily in the form of advertisement;
- Logo to appear on Conference publicity and marketing materials and backdrops;
- Right to display one corporate standing banner during the specific sponsored event;
- Half page color advertisement in Conference booklet (inside page) at no extra cost;
- MC to introduce and thank a representative from the sponsor at the sponsored event;
- Two conference registrations at no cost, 50% reduction for additional registrations (maximum three per sponsor);
- Half page colour advertisement in IABCnews (inside page) for one issue (subject to existing agreements in the case of conflicting interests).



## **Sapphire Corporate Sponsor X 4**

- Each Corporate Sponsor to host one of the coffee breaks on a first come first served basis (after larger sponsors have been satisfied);
- Right to display one corporate standing banner during the specific sponsored event;
- Logo to appear on Conference publicity and marketing materials and backdrops;
- Quarter page colour advertisement in Conference booklet (inside page) at no cost;
- One Conference Registration at no cost, 50% reduction on conference tickets (maximum two per sponsor);
- Quarter page colour advertisement in IABCnews (inside page) for one issue (subject to existing agreements in the case of conflicting interests).

## **Opal Supporting Sponsor**

Each Supporting Sponsor to have company name included on/in one of the following support materials in addition to the Conference booklet:

- Conference flyers;
- Conference proceedings;
- Other Conference materials which will be determined by the Organising Committee.
- 50% reduction on conference ticket (maximum two persons per sponsor);

## **Backdrop**

Backdrop will be provided in the main Auditorium. The design and placement of sponsors' logos will be determined by the IABC.

## **Non-Competition**

Sponsorship will not be accepted from two organizations of a directly competitive nature in the same sponsorship category, unless agreed by both organizations. If the Diamond Sponsor requests, no competing sponsors will be accepted at any level (unless already committed).

## Sponsor Selection

Selection of sponsors will be final as determined at the discretion of the Sponsorship Committee.

### 11. Sponsorship Committee

The Conference Organizing Committee and Sponsorship Committee welcome input from the sponsors to ensure maximum value is achieved for all sponsors.

### 12. Further Information

To proceed with your interest in one of the four sponsorship packages, please contact one of the Sponsorship Committee Members below:

**IABC Conference Chairman**

**Mr. Peter Fanning**

**Tel: +62 21 2988 5988**

**Fax: +62 21 2988 5989**

**Mobile: +62 (0)811 862094**

**E-mail: [peter.fanning@hhrlawyers.com](mailto:peter.fanning@hhrlawyers.com)**

**IABC Executive Director**

**Mr. Vic Halim**

**Tel: +62 21 521 1540**

**Fax: +62 21 521 1541**

**Mobile: +62 (0)816 975831**

**E-mail: [director@iabc.or.id](mailto:director@iabc.or.id)**

### 13. Policy on Sponsorship Postponement

Sponsorship payments will be required as soon as agreement is reached and in advance of the Conference. If the Conference is postponed then any remaining sponsorship funds will be carried forward to the later conference.

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**Indonesia Australia Business Council**

**World Trade Centre I, 16<sup>th</sup> Floor**

**Jl. Jenderal Sudirman Kav. 29 - 31**

**Jakarta 12920**

**INDONESIA**

**t: +62 21 5211540 f: +62 21 5211541**

**e: [director@iabc.or.id](mailto:director@iabc.or.id)**

**[www.iabc.or.id](http://www.iabc.or.id)**