



*Australian*  
**Global Positioning Systems** *Society Inc.*

## **SatNav 2003**

*The 6<sup>th</sup> International Symposium  
on Satellite Navigation Technology  
Including Mobile Positioning  
& Location Services*

MELBOURNE AUSTRALIA 22<sup>ND</sup> – 25<sup>TH</sup> JULY 2003

# SatNav 2003 MELBOURNE AUSTRALIA - 22<sup>nd</sup> - 25<sup>th</sup> JULY 2003

## The Event:

The Australian Global Positioning Systems Society (GPS Society Inc). is proud to host SatNav2003 an event featuring workshops and a free delegate trade exhibition. The 6<sup>th</sup> International Symposium on Satellite Navigation Technology including Mobile Positioning & Location Services will be held at the Grand Hyatt, Melbourne, from Tuesday 22<sup>nd</sup> to Friday 25<sup>th</sup> July, 2003.

SatNav2003 is co-sponsored by the International Association of Chinese Professionals in Global Positioning Systems (CPGPS) and is supported by The Australian Institute of Navigation (AION) and leading organisations in surveying, navigation, mobile positioning and locations services. This support ensures that SatNav2003 will again be the premier event on navigation and location services in the Australasian region.

The 6<sup>th</sup> International Symposium on this theme following the last symposium in 2001, is being supported by leading organisations in surveying, navigation, positioning and mobile location services.

The 5<sup>th</sup> International Symposium in 2001 attracted sponsors, exhibitors and delegates from Canada, USA, United Kingdom, France, Germany, India South Korea, New Zealand and Australia and from enquiries received to date the 6<sup>th</sup> International Symposium promises to attract attendees from even further afield.

## The Venue: Grand Hyatt, Melbourne, Victoria

Melbourne has a life of it's own. Vibrant, friendly, with a fervent spirit and a youthful outlook, Melbourne's appeal is universal. Culture, style, sports and history are just a few of the elements embodying the city's persona.

The Grand Hyatt, Melbourne, is located in the heart of Melbourne's central business and shopping districts. It is conveniently located close to arts, parks, theatre and the casino.

## Sponsorship and Exhibition Opportunities:

Symposiums and their associated exhibitions are a very effective way to present products and services to a large number of enthusiastic prospects in a very economical manner.

A wide range of sponsorship opportunities are available ranging from single sheet satchel inserts right through to Gold Sponsor status and its associated benefits – opportunities for organisations large and small.

The exhibition area will comfortably cater for twenty-eight, 3 metre by 2 metre built exhibition booths. Single and double booths are available.

All catering (morning and afternoon teas and buffet lunches) will be served in the exhibition area, thus maximising exhibitor exposure to delegates.

All sponsorship and exhibition prices in this document are inclusive of GST.

## Free Delegate Trade Exhibition:

A free delegate trade exhibition is included in the Symposium Registration.

SatNav2003 is the only:

- GPS
- Navigation, and
- Mobile location

exhibition serving the Australasian region in 2003.

The exhibition will include leading application developers and will be held concurrently with the symposium.

The exhibition aims to provide an extension of the learning experience. Free Exhibitor Forums for delegates will highlight the most recent product developments in the positioning, navigation and mobile location services application areas.

## Sponsorship and Exhibition Benefits:

- Present your products when the delegates are in a learning environment and a receptive frame of mind.
- Launch a new product with impact.
- Show your continuing commitment to the industry.
- Raise your profile to potential customers.

**PACKAGE 1:  
Gold Sponsorship  
(\$16,500)**

- Double booth at the trade exposition - includes two complimentary registrations – inclusive of daily catering and the cocktail party.
- Gold Sponsors receive first choice of booths and are allocated on a first in, first deposit received basis.
- Full page (A4) mono advertisement in the symposium handbook. (Sponsor to provide artwork).
- Logo displayed at all sessions
- Acknowledgment at Opening and Closing Ceremonies.
- Sponsor name and logo mentioned in all symposium literature.
- Sponsor logo on symposium web page with links to their home page.
- Satchel insert (2 x double sided A4 pages).
- Delegate list provided prior to the Symposium\*

**NB** *This sponsorship package can be tailored to suit individual sponsors requirements and budgets.*

**PACKAGE 2:  
Exclusive Satchel Sponsorship  
(\$6,600)**

- Exclusive Sponsor logo and name on A4 sized Wine Cooler Satchel.
- Half page (A4) mono advertisement in the Symposium Handbook (Sponsor to provide artwork).
- Sponsor name and logo mentioned in all symposium literature.
- Satchel insert (2 x double sided A4 pages).
- Delegate list provided prior to the Symposium\*

**PACKAGE 3:  
Cocktail Party  
(\$6,600)**

- Naming rights to the Cocktail Party – “The ... (Sponsor's Name) .. Cocktail Party” in all symposium literature.
- Exclusive signage at the Cocktail Party. (To be provided by sponsor).
- Half page (A4) mono advertisement in the Symposium Handbook (Sponsor to provide artwork).
- 5 minute presentation by the sponsor at the Cocktail Party.
- Sponsor name and logo mentioned in all symposium literature.
- Satchel insert (2 x double sided A4 pages).
- Delegate list provided prior to the Symposium\*

**PACKAGE 4:  
Symposium Handbook (\$5,500)  
(Includes Program, General Information and  
Speakers Abstracts, provided in delegate satchels)**

- One full page (A4) mono advertisement on the back cover of the symposium handbook. (Sponsor to provide artwork).
- Quarter page (A4) mono advertisement in the Registration Brochure (Sponsor to provide artwork).
- Sponsor name and logo mentioned in all symposium literature.
- Satchel insert (2 x double sided A4 pages).
- Delegate list provided prior to the Symposium\*



**PACKAGE 5:**  
**Registration Brochure**  
**(\$4,400)**

- One full page (A4) mono advertisement on the inside front cover of the registration brochure. (Sponsor to provide artwork).
- Quarter page (A4) mono advertisement in the Symposium Handbook (Sponsor to provide artwork).
- Sponsor name and logo mentioned in all symposium literature.
- Satchel insert (2 x double sided A4 pages).
- Delegate list provided prior to the Symposium\*

**PACKAGE 6:**  
**Symposium Proceedings – CD (\$2,200)**  
**(Full Symposium Papers on CD provided in delegate satchels).**

- Exclusive inside cover mono advertisement on the CD-ROM case of the proceedings. (Sponsor to provide artwork). No other sponsors advertisements will be allowed in the symposium proceedings.
- Quarter page A4 mono advertisement in the Symposium Handbook (Sponsor to provide artwork).
- Sponsor name and logo mentioned in all symposium literature.
- Satchel insert (2 x double sided A4 pages).
- Delegate list provided prior to the Symposium\*

**PACKAGE 7:**  
**Name badges**  
**(\$1500)**

- Sponsor's logo on name badges (mono only)
- Quarter page (A4) mono advertisement in the Symposium Handbook (Sponsor to provide artwork).
- Sponsor name and logo mentioned in all symposium literature.
- Satchel insert (2 x double sided A4 pages).
- Delegate list provided prior to the Symposium\*

**PACKAGE 8:**  
**Keynote Session Sponsors**  
**(\$1,500 each)**

Wednesday, Thursday, Friday:

**(Program will be available at a later date. First preference of sessions will be given to the first sponsor to confirm and pay a deposit)**

- Naming rights to nominated session in all symposium literature.
- Acknowledgment by chairperson prior to the nominated session.
- One minute presentation by the sponsor prior to introducing the Keynote Speaker.
- Slide saying "This session is proudly sponsored by...Sponsor Name..." at the beginning of the session).
- Satchel insert (2 x double sided A4 pages).
- Delegate list provided prior to the Symposium\*

**PACKAGE 9:**  
**Concurrent Session Sponsors**  
**(\$990 each)**

Wednesday, Thursday, Friday

**(Program will be available at a later date. First preference of sessions will be given to the first sponsor to confirm and pay a deposit)**

- Naming rights to nominated session in all symposium literature.
- Acknowledgment by chairperson prior to the nominated session.
- Slide saying "This session is proudly sponsored by...Sponsor Name..." at the beginning of the session).
- Satchel insert (2 x double sided A4 pages).
- Delegate list provided prior to the Symposium\*



**PACKAGE 10:**  
**Satchel Insert**  
**(\$550 per insert)**

- For each A4 page double sided insert.
- Other types of satchel inserts are available by negotiation only.

**PACKAGE 11:**  
**General Advertising**  
**(Cost on Application)**

- Registration Brochure
- Symposium Handbook

**PACKAGE 12:**  
**Web Page Hotlinks**  
**(\$150 per link)**

- For each link on the GPS Society Website. Links will be removed three months after the conclusion of SatNav2003.

**\* A privacy clause will be inserted into the registration brochure that will give the delegate the option to be excluded from the delegate list. The delegate list will include the delegate name and organisation name only.**

**Exhibition**  
**Details:**

The exhibition will be open from Wednesday morning 23<sup>rd</sup> July and conclude on Friday afternoon 25<sup>th</sup> July, 2003.

To maximise exhibitor contact with delegates, all teas and lunches will be in the exhibition area.

A professional exhibition contractor will be provided to construct the built booths and assist with modifications. They will provide help and advice for any special requests.

**Exhibition Package**  
**Details:**

A limit of twenty-eight single booths is planned in the display area and whilst regrettably we may not be able to accommodate all intending exhibitors, our aim is to have adequate space for catering and delegates in the exhibition area.

Standard Exhibition Package – \$2,490 for a single stand (50% of the total stand fee should accompany your booking).

A single stand exhibition package will include:

- One full delegate registration, which entitles the exhibitor to daily catering Wednesday to Friday.
- Attendance for one at the Cocktail Party
- Admission to any of the symposium sessions
- Symposium Delegate List\*
- Company listing in Symposium Handbook
- One satchel and one copy of the Symposium Proceedings on CD

The committee has agreed to subsidise the costs for one additional representative per booth and have reduced the additional representative registration to \$375.00. All other trade representatives (excluding one complimentary and one subsidised representative) must register at the full delegate registration fee.

Booths will be allocated to exhibitors in the order booking forms (accompanied with deposits) are received with Gold Sponsors receiving first priority of choice of booths.

A feature of this symposium is to welcome trade representatives and invite them to attend all industry functions. We believe all industry functions will be memorable events and will present trade representatives with a unique opportunity to network with their industry colleagues.

Further exhibition and accommodation details will be sent in a full "Exhibitor Kit:" in May, 2003.



### Exhibition Incentives:

To encourage delegates to visit each stand it will be advertised that many exhibitors have provided fantastic prizes. Each stand will have their own method of collecting names for the draw and will draw their own prize. A general announcement will be made of the winners to collect their prize.

### Conditions of Payment for Sponsors/ Exhibitors:

A deposit of 50% of the total sponsorship/exhibition fee must accompany your booking.

All outstanding balances must be received by 1<sup>st</sup> May 2003.

Should payment not be received by the due date, the Organising Committee will release the assigned space and any deposits paid will be forfeited.

Payments are to be made by cheque payable to:

"Australian Global Positioning Systems Society"  
C/- Organisers Australia,  
PO Box 1237, Milton, Qld, 4064,  
Australia  
Ph: (07) 3369 7866  
Fax: (07) 3367 1471  
Email: [vanessa@orgaus.com.au](mailto:vanessa@orgaus.com.au)  
Web: [www.gps-society.org](http://www.gps-society.org)

Contact: Vanessa Russell or Kryss Henshaw

### Cancellation Policy for Sponsorship and Exhibition:

Your cancellation must be advised in writing.

An administration fee of 25% of the contracted price is retained should the cancellation be up to three months prior to the event and 100% of the contracted price should cancellation be less than three months prior to the event. If your selected package is resold, then a total cancellation fee of 25% applies.

The information contained in this prospectus is correct at the time of publication. The committee reserves the right to change any part of the prospectus.



## 6<sup>th</sup> International Symposium on Satellite Navigation Technology. Including Mobile Positioning & Location Services

### Hosted by:

The Australian Global Positioning  
Systems Society (GPS Society Inc.)

### Co- Sponsored by:

The International Association of  
Chinese Professionals in Global  
Positioning Systems (CPGPS)

### Supported by:

The Australian Institute of  
Navigation (AION)

## Sponsorship/Exhibition Booking Form

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Sponsorship Package preferred: \_\_\_\_\_

Exhibition Stand Preference: 1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

Deposit Enclosed: \$ \_\_\_\_\_

We enclose a deposit and agree to the conditions attached to this form.

Name of authorised person: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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Should payment not be received by the due date, the Organising Committee will release the assigned space and any deposits paid will be forfeited.

Payments are to be made by cheque payable to:

“Australian Global Positioning Systems Society”

c/- Organisers Australia,

PO Box 1237, Milton, Qld, 4064

**ABN 60 429 268 823**

Ph: (07) 3369 7866 Fax: (07) 3367 1471

Email: [vanessa@orgaus.com.au](mailto:vanessa@orgaus.com.au)

Web: [www.gps-society.org](http://www.gps-society.org)

Contact: Vanessa Russell or Krys Henshaw

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