

# The 2010 Annual Dinner & Excellence Awards Sponsorship Proposal



**TECHNOLOGY**  
INDUSTRY ASSOCIATION

**Environmental Sustainability Award**

OR

**Best Media Story Award**

OR

**Student of the Year Award**

## Sponsorship Invitation

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The Technology Industry Association (TIA) is delighted to announce that the **TIA Annual Dinner and Excellence Awards – 2010**, will be held on 29<sup>th</sup> October at the Stamford Grand Hotel, Glenelg.

Forward thinking companies look to creative opportunities to expand their brand and product awareness direct to their target market. The TIA annual dinner provides this creative opportunity and offers a conduit to showcase sponsor's synergy with the electronics and ICT industries.

### 2010 Dinner Format

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The TIA annual dinner attracts approximately 300 people from the electronics and ICT industries, academia, government and the community. The dinner is a formal occasion with the presentation of awards constituting the main part of the evening. Awards are given in the following categories:

- Engineering excellence
- Excellence in Innovation
- Service
- Education
- Export
- Media
- Environment
- Graduate of the Year and
- Students of the Year

This year will again see a genuine celebration of outstanding achievement from a diverse range of organisations and people from within our industries. To celebrate this night of nights we will theme the event to clearly acknowledge one's ability and desire to achieve, the effort, determination and the journey to be successful.

### Who will attend?

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Guests representing the following sectors are expected to attend the **TIA annual dinner**:

- Electronics manufacturing
- Defence electronics
- Digital Media
- Software Development
- Service sector
- Industrial electronics
- Education sector
- Communications – data, wireless LAN, and telecom
- Electronics supply/logistics management
- Photonics
- Engineering – electronics design
- Project management
- Environment
- Nanotechnology
- Biological/electronic materials
- Material physics
- Microelectronics
- Micro electro-mechanical (MEMS) systems
- Quantum computing
- Biomedical engineering

Guests will consist of chief executive officers, managing directors, chief technology officers, engineers, designers, technicians, purchasers, quality managers and key decision-makers from the above industry sectors.

As such, this event and the promotion leading up to the night will provide sponsors with an invaluable opportunity to create awareness and establish long-term relationships with prospective customers. It will also enable sponsors to cement and strengthen current relationships with existing customers.

## Promotion

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The TIA annual dinner will be promoted throughout South Australia commencing in April 2010 via:

- A media release inviting **Award Nominees** to nominate - and regular media releases will be issued to mainstream print and broadcast media, as well as to relevant industry journals and publications, leading up to and during the event
- TIA newsletters
- The TIA web site, [www.TIA.asn.au](http://www.TIA.asn.au) features a dedicated excellence awards page, sponsors listing, past winner profiles and other relevant information which will be updated regularly.
- The official award nomination form, providing full details of the excellence awards, including acknowledgement of participating sponsors, will be distributed to the following:
  - a mail out database of more than 2,800 industry personnel
  - a specially targeted media audience including industry trade magazines and newsletters
  - mainstream broadcast and print media.

## Award Sponsorship Opportunities

**\$2,000 + gst**

Environmental Sustainability Award OR Best Media Story Award OR  
Student of the Year Award (TAFE SA)

### Brand Elevation Opportunities

- MC's acknowledgement of sponsors as part of the welcome introduction
- MC's acknowledgement prior to and following presentation of your nominated award
- Opportunity to personally present this award
- Opportunity to display your corporate banner/signage in the main dinner area and the foyer area (to be supplied by sponsor)
- Acknowledgement by logo in the awards nomination brochure
- Acknowledgement by logo on the dinner menu, TIA website and AV projected images during the dinner
- Leading acknowledgement by name and logo in the TIA Newsletters prior to the dinner (promotion of event) and with the announcement of Award Winners. (November, 2010 issue)

### Promotional Opportunities

- Consider a co-operative marketing opportunity (at no cost to TIA ) in the period leading up to the dinner

### Publicity

- Complimentary quarter of a page colour advertisement in the TIA newsletter prior to the dinner

### Privileges

- Two complimentary dinner tickets to attend the dinner as our guests (valued at \$280)
- First right of refusal at the same level of sponsorship for the next dinner

## **Securing Sponsorship Package**

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To confirm your sponsorship participation we would appreciate your commitment of a **25% deposit payment on acceptance**. Balance of payment is then required by **30 September 2010**.

### **Payment details**

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Cheques should be made payable to:  
**Technology Industry Association**

Please forward your sponsorship acceptance and payment to:

TIA Annual Dinner Sponsorship  
Technology Industry Association  
7 Glen Osmond Road  
EASTWOOD South Australia 5063

### **Contact details**

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If you require further information please contact:

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