



PERTH, AUSTRALIA AND ONLINE
8-10 NOVEMBER 2021

IRON ORE CONFERENCE 2021

Sponsorship Prospectus





AusIMM, the leading provider of technical conferences

AusIMM is the peak body for people working in the resources sector. We shape careers, develop leaders, create communities and uphold standards.

We have a global reputation for delivering world class technical conferences to the global mining industry, showcasing the latest technologies, innovations and industry best practice for more than 40 years. In 2021, AusIMM will deliver a suite of technical mining conferences in hybrid format (in person and online), attended by thousands of mining professionals, with an ever-increasing international presence.

We take a unique market-based-approach to our conference program, by listening to the market and working with the industry to develop relevant and in demand professional development.

We seek out renowned international keynote speakers and industry experts to present on a range of technical topics. We create outstanding networking opportunities for knowledge exchange, skills transfer and business development. We attract a diverse range of companies who want to align with our brand and showcase the latest technology, innovations and equipment to advance the mining industry.

AusIMM offers a captive audience, with more than 13,000 members and a conference database of 32,000 which reaches mining professionals across the globe.

As a conference sponsor or exhibitor, you will receive exceptional opportunities to gain premium brand exposure, connect with conference delegates and showcase your products and services on a global stage.



CSIRO. Unlocking a better future for everyone

As Australia's national science agency and innovation catalyst, CSIRO is solving the greatest challenges through innovative science and technology.

We are Australia's most trusted research institution and most connected innovator, working with every Australian university, government department and major Australian industry.

We are one of the largest and most multidisciplinary mission-driven research agencies in the world. Our more than 5,000 people are based across 58 sites in Australia and around the world, and we manage state-of-the-art research facilities for the nation.

Our collaborative research turns science into solutions for food security and quality, clean energy and resources, health and wellbeing, resilient and valuable environments, innovative industries, and a secure Australia and region.

CSIRO Mineral Resources is one of the largest minerals research and development groups in the world with a proud track record of industry innovation.

We partner with industry, government and the research sector to deliver breakthrough innovation across the minerals value chain.

Addressing the industry's greatest challenges, our research aims to benefit Australia and the globe by growing our resource base, increasing mining productivity and driving social and environmental performance.

We apply our expert knowledge and specialised research to deliver innovation that solves the challenging, complex problems faced by minerals companies, mining equipment, technology and services (METS) companies, government, and other industry stakeholders.

CSIRO Mineral Resources. Your science and technology partner in business.



Access brand exposure to a targeted audience

Following on from the highly successful conference in 2019, jointly hosted by AusIMM and Australia's national science agency, CSIRO, Iron Ore 2021 will bring together all industry professionals and decision-makers in the technical and management aspects of the iron ore industry.

With the key theme "Sustainability in a Changing World", the conference will explore the latest developments in the genesis, geology, exploration, mining and processing of iron ores, bringing solutions to address the carbon footprint of iron and steel mining.

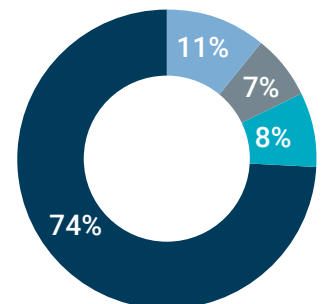
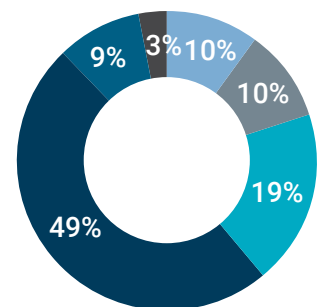
Global audience

The new hybrid conference format for Iron Ore 2021 is expected to attract 600+ delegates generating a truly global audience. This conference will reach more international delegates and regional Australians, than ever before.

Delegate roles

- Executives and Directors
- Senior Managers
- Manager
- Resource professionals
- Professor/Lecturer
- Student

- Academia
- Government
- Other
- Resource Industry



**figures and audience location indicative only*



Why get involved?



Premium brand exposure

Increase your brand visibility by showcasing your organisation to a captive and targeted audience



Build strategic connections

Connect with key decision-makers in mining organisations as well as resources professionals and industry stakeholders



Capitalise for future investment

Generate new leads and business opportunities securing your sales pipeline in 2021 and beyond



Showcase your unique offering

Demonstrate your unique offering through our exhibition and content opportunities to engaged audiences



Our promotional reach



13,000

Active AusIMM members globally across 100 countries



4,000+

Delegates attending AusIMM conferences annually



25,000+

Followers across AusIMM's social media platforms



100+

Countries represented showcasing our international reach



32,000+

Subscribers to AusIMM's conference database for email marketing



12,000+

Average new users to AusIMM's conference websites annually



Event experience

Dates

Monday 8 November – Wednesday 10 November 2021

AusIMM conferences are going hybrid

AusIMM is excited to be delivering our 2021 conferences in an exciting and innovative new hybrid event model.

The hybrid model will enable delegates to experience all the usual highlights of AusIMM conferences including industry leading keynote presentations, outstanding networking opportunities and a full trade exhibition showcasing the latest technologies and products.

Through a powerful virtual platform, Events OnAir, delegates will be able to explore live and on-demand content, interact in live streamed Q&A discussions and engage virtually.

Most notably, this platform will allow our sponsors and exhibitors to showcase their products and services online to industry professionals across the world.



Perth Convention Centre

[Check out the venue](#)



Your safety is our first priority

[Read more about our COVID-safe approach](#)



Events OnAir platform

[View our video](#)

"We look forward to hosting outstanding conference experiences for all delegates wherever they are in the world to learn, connect and network at AusIMM hybrid conferences in 2021"

Stephen Durkin, CEO, AusIMM

Sponsorship opportunities at a glance

Conference Packages			
Major Conference Sponsor SOLD	Platinum Sponsor \$30,000 Exclusive opportunity	Gold Sponsor \$20,000 Limited opportunities	Silver Sponsor \$15,000 Limited opportunities
Networking			
Conference Dinner \$20,000 Exclusive opportunity	Welcome Reception SOLD Exclusive opportunity	Networking Function \$10,000 Exclusive opportunity	Coffee Cart and Break SOLD Exclusive opportunity
Exhibition Lounge \$12,000 Exclusive Opportunity	Charging Station \$7,000 Exclusive Opportunity	Lunch Sponsor \$4,000 Three (3) opportunities	
Content			
Premier Content Sponsor \$10,000 Limited opportunities	Technical Session \$7,000 Limited opportunities	Conference Proceedings SOLD Exclusive opportunity	
Conference Materials			
Name Badge and Lanyard SOLD	Conference App SOLD Exclusive opportunity		
Exhibition			
Exhibition Booth (single 3m x 3m) \$4,400 Limited opportunities	Exhibition Booth (double 3m x 6m) \$8,500 Limited opportunities	Exhibition Space only (3m x 6m) \$7,700 Limited opportunities	

All prices are quoted in Australian dollars and are inclusive of the Australian Goods and Services (GST) tax.

Conference Packages

Major Conference Sponsor

SOLD

Platinum Sponsor

\$30,000

Exclusive opportunity

Gain premium brand exposure by showcasing your company to a captive and targeted audience. Build strategic connections with key decision makers in mining organisations and showcase your products and services through our in-person and virtual exhibition. AusIMM conferences provide a unique opportunity to capitalise for future investment, providing your company with the ability to generate new leads and business opportunities, securing your sales pipeline for 2021 and beyond.

Registration

- Six (6) complimentary hybrid delegate registrations, including tickets to all networking functions and the hybrid conference platform.

Exhibition

- One (1) double complimentary raw space or shell scheme exhibition stand (3m x 6m, with exhibition entitlements) in a premier position in the exhibition hall.
- One (1) virtual exhibition booth in the hybrid conference platform in a premier position. Opportunity to connect with delegates and showcase your company's products and services through video content, promotional documents, brochures and links to your website and social media pages.

Program involvement

- Sponsorship of one (1) technical session, including a company representative to chair the session (subject to approval by event management).
- Your company logo on the sponsored technical session recording. Available to delegates post-conference and accessible to AusIMM members via our digital library (subject to speaker approval of public release).
- Opportunity to provide a 30 second pre-roll video to play at the start of your sponsored technical session (sponsor to provide and subject to approval by event management).
- Your company logo featured on all versions of the conference program in alignment with your sponsored technical session.
- Your company logo on opening slide of your sponsored technical session.
- Opportunity to provide one (1) pull-up banner for the sponsored technical session on stage.

Company branding and promotion

- Your company logo on all major signage onsite.
- Two (2) social media post via AusIMM social media platforms (reach of 25,000+) Sponsor to be tagged. Includes one (1) announcement post of sponsor involvement and one (1) opportunity for sponsor to provide content (subject to approval by event management).
- Opportunity to provide a written news article related to conference content to be displayed on the conference website and incorporated into the conference marketing campaign (content to be developed in consultation with event management).
- Receive verbal acknowledgement of your sponsorship by the Conference Chair throughout the conference.
- Your company logo on the conference website, including a link to your company homepage.
- Your company logo featured on the conference app and hybrid conference platform.
- Your company logo on PowerPoint slides throughout the conference.
- One (1) promotional PDF flyer in the eSatchel on the conference app.

Business development opportunities

- Access to the delegate contact exchange via the conference app – scan the QR code to obtain a delegate's digital business card. Contacts can be exported into your database.
- One (1) promotional push notification via the conference app and hybrid conference platform. This provides an exclusive opportunity to share your message with delegates and drive traffic to your exhibition stand and virtual booth (sponsor to provide and subject to approval by event management).
- Opportunity to create a lead capture questionnaire available through the AusIMM conference app and/or the virtual exhibition booth.
- Access to the meeting hub on the hybrid conference platform – connect with online delegates via live chat, video call and direct messaging.



Gold Sponsor

\$20,000

Two (2) opportunities

Showcase your company to a captive and targeted audience. Access excellent brand exposure and connect with key decision makers in mining organisations. Capitalise for future investment through our in-person and virtual exhibition with the opportunity to generate new leads and business opportunities.

Registration

- Five (5) complimentary hybrid delegate registrations, including tickets to all networking functions and the hybrid conference platform.

Exhibition

- One (1) double complimentary shell scheme exhibition stand (3m x 6m, with exhibition entitlements) in the exhibition hall.
- One (1) virtual exhibition booth in the hybrid conference platform. Opportunity to connect with delegates and showcase your company's products and services through video content, promotional documents, brochures and links to your website and social media pages.

Program Involvement

- Sponsorship of one (1) technical session, including a company representative to chair the session (subject to approval by event management).
- Your company logo on the sponsored technical session recording. Available to delegates post-conference and accessible to AusIMM members via our digital library (subject to speaker approval of public release).
- Opportunity to provide a 30 second pre-roll video to play at the start of your sponsored technical session (sponsor to provide and subject to approval by event management).
- Your company logo featured on all versions of the conference program in alignment with your sponsored technical session.
- Your company logo on opening slide of your sponsored technical session.
- Opportunity to provide one (1) pull-up banner for the sponsored technical session on stage.

Company branding and promotion

- Your company logo on all major signage onsite.
- Receive verbal acknowledgement of your sponsorship by the Conference Chair throughout the conference.
- Your company logo on the conference website, including a link to your company homepage.
- Your company logo featured on the conference app and hybrid conference platform.
- Your company logo on PowerPoint slides throughout the conference.
- One (1) promotional PDF flyer in the eSatchel on the conference app.

Business development opportunities

- Access to the delegate contact exchange via the conference app – scan the QR code to obtain a delegate's digital business card. Contacts can be exported into your database.
- Opportunity to create a lead capture questionnaire available both onsite through the AusIMM conference app and the virtual exhibition booth.
- Access to the meeting hub on the hybrid conference platform – connect with online delegates via live chat, video call and direct messaging.



Silver Sponsor

\$15,000

Limited opportunities

Access attractive opportunities for outstanding brand exposure. Showcase your company to a captive and targeted audience and connect with key decision makers in mining organisations.

Registration

- Four (4) complimentary hybrid delegate registrations, including tickets to all networking functions and the hybrid conference platform.

Exhibition

- One (1) single complimentary shell scheme exhibition stand (3m x 3m, with exhibition entitlements) in the exhibition hall.
- One (1) virtual exhibition booth in the hybrid conference platform. Opportunity to connect with delegates and showcase your company's products and services through video content, promotional documents, brochures and links to your website and social media pages.

Company branding and promotion

- Receive verbal acknowledgement of your sponsorship by the Conference Chair throughout the conference.
- Your company logo on the conference website, including a link to your company homepage.
- Your company logo featured on the conference app and hybrid conference platform.
- Your company logo on PowerPoint slides throughout the conference.
- One (1) promotional PDF flyer in the eSatchel on the conference app.

Business development opportunities

- Access to the delegate contact exchange via the conference app – scan the QR code to obtain a delegate's digital business card. Contacts can be exported into your database.
- Access to the meeting hub on the hybrid conference platform – connect with online delegates via live chat, video call and direct messaging.



Networking

Conference Dinner Sponsor

\$20,000

Exclusive opportunity

Gain exclusive brand exposure and the opportunity to host your guests and clients at the most anticipated social event of the conference.

Registration

- Five (5) complimentary hybrid delegate registrations, including tickets to all networking functions and the hybrid conference platform.
- A reserved table of ten (10) at the conference dinner in a premier position.

Conference Dinner

- Receive co-branding of the conference dinner.
- Your company logo on conference dinner signage and menus.
- Opportunity to provide a 30 second video or rolling PowerPoint presentation to display during the conference dinner (sponsor to provide and subject to approval by event management).
- Opportunity for a company representative to deliver a brief welcome to dinner guests.
- Opportunity to present a gift to dinner guests (at sponsor's expense and subject to approval by event management prior to the conference).

Company branding and promotion

- Your company logo featured on all versions of the conference program.
- Receive verbal acknowledgement of your sponsorship by the Conference Chair throughout the conference.
- Your company logo on the conference website, including a link to your company homepage.
- Your company logo featured on the conference app and hybrid conference platform.
- Your company logo on PowerPoint slides throughout the conference.
- One (1) promotional PDF flyer in the eSatchel on the conference app.

Additional opportunities

- Access additional opportunities to elevate your company presence at the conference dinner. This could include premium branding and signage, dinner entertainment or streaming approved content to online delegates. (Sponsor to collaborate with event management).



Welcome Reception Sponsor

SOLD

Exclusive opportunity

First impressions count! Access the exclusive opportunity to welcome delegates to the first social event of the conference and gain outstanding brand exposure.

Registration

- Four (4) complimentary hybrid delegate registrations, including tickets to all networking functions and the hybrid conference platform.

Welcome Reception

- Receive co-branding of the welcome reception.
- Six (6) complimentary tickets to the welcome reception.
- Your company logo on welcome reception signage.
- Opportunity to present a gift to welcome reception guests (at sponsor's expense and subject to approval by event management prior to the conference).

Company branding and promotion

- Your company logo featured on all versions of the conference program.
- Your company logo on the conference website, including a link to your company homepage.
- Your company logo featured on the conference app and hybrid conference platform.
- Your company logo on PowerPoint slides throughout the conference.
- One (1) promotional PDF flyer in the eSatchel on the conference app.

Networking Function Sponsor

\$10,000

Exclusive opportunity

The networking function is a key social activity hosted prior to the conference dinner and provides your company with attractive brand exposure opportunities.

Registration

- Three (3) complimentary hybrid delegate registrations, including tickets to all networking functions and the hybrid conference platform.

Networking Function

- Receive co-branding of the networking function.
- Two (2) complimentary tickets to the networking function.
- Your company logo on networking function signage.

Company branding and promotion

- Your company logo featured on all versions of the conference program.
- Your company logo on the conference website, including a link to your company homepage.
- Your company logo featured on the conference app and hybrid conference platform.
- Your company logo on PowerPoint slides throughout the conference.
- One (1) promotional PDF flyer in the eSatchel on the conference app.



Coffee Cart and Break Sponsor

SOLD

Exclusive opportunity

Everyone loves a caffeine hit and if you love coffee as much as we do this package will give you access to fantastic branding opportunities. This sponsorship opportunity includes branded morning and afternoon tea breaks and acknowledgment on the hybrid conference platform.

Registration

- Two (2) complimentary hybrid delegate registrations, including tickets to all networking functions and the hybrid conference platform.

Company branding and promotion

- Your company logo on the coffee machine.
- Opportunity to supply branded cups (keep cups are subject to COVID-19 safe guidelines).
- Opportunity to provide a pull-up banner to sit beside the coffee machine.
- Your company logo featured on all versions of the conference program in alignment with your sponsored morning and afternoon tea breaks.
- Your company logo on the conference website, including a link to your company homepage.
- Your company logo featured on the conference app and hybrid conference platform.
- Your company logo on PowerPoint slides throughout the conference.
- One (1) promotional PDF flyer in the eSatchel on the conference app.

Exhibition Lounge Sponsor

\$12,000

Exclusive opportunity

The exhibition lounge is the focal point of the conference exhibition. A great place for delegates to network or relax, it also provides a unique space to facilitate strategic business connections.

The package includes basic furniture and signage (any additional requirements at sponsor's expense and subject to approval by event management).

Registration

- Four (4) complimentary hybrid delegate registrations, including tickets to all networking functions and the hybrid conference platform.

Company branding and promotion

- Your company logo on the conference website, including a link to your company homepage.
- Your company logo featured on the conference app and hybrid conference platform.
- Your company logo on PowerPoint slides throughout the conference.
- One (1) promotional PDF flyer in the eSatchel on the conference app.



Charging Station Sponsor

\$7,000

Exclusive opportunity

Power delegate smartphones, tablets and laptops with a branded charging station. A necessity for delegates attending a hybrid event, the charging station is utilised throughout the conference, providing your company with a unique opportunity to gain brand exposure

Registration

- Two (2) complimentary hybrid delegate registrations, including tickets to all networking functions and the hybrid conference platform.

Company branding and promotion

- One (1) branded charging station featuring your company logo located in a premier position in the exhibition hall.
- Your company logo on the conference website, including a link to your company homepage.
- Your company logo featured on the conference app and hybrid conference platform.
- Your company logo on PowerPoint slides throughout the conference.

One (1) promotional PDF flyer in the eSatchel on the conference app.

Lunch Sponsor

\$4,000

Three (3) opportunities

Opportunity to showcase your brand during an essential conference activity that brings all delegates together.

Your company is entitled to sponsor lunch on one of the following days:

- Day 1 – Monday 8 November
- Day 2 – Tuesday 9 November
- Day 3 – Wednesday 10 November

Registration

- One (1) complimentary hybrid delegate registration, including tickets to all networking functions and the hybrid conference platform.

Company branding and promotion

- Company signage to be displayed during your sponsored lunch break.
- One (1) push notification during lunch to acknowledge your support. This will be sent via the conference app and hybrid conference platform.
- Your company logo featured on all versions of the conference program.
- Your company logo on the conference website, including a link to your company homepage.
- Your company logo featured on the conference app and hybrid conference platform.
- Your company logo on PowerPoint slides throughout the conference.
- One (1) promotional PDF flyer in the eSatchel on the conference app.

Content

Premier Content Sponsor

\$10,000

Limited opportunities

Opportunity to provide engaging and thought-provoking content relevant to the conference audience which will be distributed via AusIMM's marketing channels. Amplify your message on a global platform to reach a targeted market.

Registration

- Two (2) complimentary hybrid delegate registrations, including tickets to all networking functions and the hybrid conference platform.

Content opportunities

Opportunity to provide a written article that will showcase your industry leadership and expertise. The article will be published via the following marketing channels:

- Conference website under the latest news (12,000+ reach) – ausimm.com/conferences-and-events/iron-ore/news/
- AusIMM website as a featured news article (190,000+ reach) - ausimm.com/news-and-media/
- AusIMM Bulletin website (subject to approval by the Editor) - ausimm.com/bulletin/
- AusIMM social media platforms including LinkedIn, Facebook and Twitter (25,000+ reach)
- Feature article in AusIMM's fortnightly professional development e-newsletter (13,000 subscribers)

*All content to be developed in consultation with event management and subject to availability and publication deadlines

Company branding and promotion

- Your company logo on the conference website, including a link to your company homepage.
- Your company logo featured on the conference app and hybrid conference platform.
- One (1) promotional PDF flyer in the eSatchel on the conference app.

* For opportunities to tailor this package, please contact event management.

Technical Session Sponsor

\$7,000

Limited opportunities

Strategically align your core business objectives with a program session. Showcase your company's expertise and industry leadership via our renowned technical program. This unique opportunity provides your company with a platform to address conference delegates, both in person and online.

The attractiveness of this package is about longevity. The new hybrid event format will ensure brand exposure for the entire conference life cycle.

Registration

- Two (2) complimentary hybrid delegate registrations, including tickets to all networking functions and the hybrid conference platform.

Program involvement

- Sponsorship of one (1) technical session, including a company representative to chair the session (subject to approval by event management).
- Your company logo on the sponsored technical session recording. Available to delegates post-conference and accessible to AusIMM members via our digital library (subject to speaker approval of public release).
- Opportunity to provide a 30 second pre-roll video to play at the start of your sponsored technical session (sponsor to provide and subject to approval by event management).

- Your company logo featured on all versions of the conference program in alignment with your sponsored technical session.
- Your company logo on opening slide of your sponsored technical session.
- Opportunity to provide one (1) pull-up banner for the sponsored technical session on stage.

Company branding and promotion

- Your company logo on the conference website, including a link to your company homepage.
- Your company logo featured on the conference app and hybrid conference platform.
- Your company logo on PowerPoint slides throughout the conference.
- One (1) promotional PDF flyer in the eSatchel on the conference app.

*Sessions will be allocated in order of confirmation once the program has been finalised.



Conference Proceedings Sponsor

SOLD

Exclusive opportunity

A digital collection of technical submissions, the conference proceedings are a valuable reference document for delegates.

Your branding will be featured on the downloadable eBook supplied to delegates both pre- and post-conference.

Registration

- One (1) complimentary hybrid delegate registration, including tickets to all networking functions and the hybrid conference platform.

Company branding and promotion

- Your company logo displayed on the eBook proceedings front cover.
- One (1) full page advertisement in the eBook proceedings.
- Your company logo on the conference website, including a link to your company homepage.
- Your company logo featured on the conference app and hybrid conference platform.



Conference Materials

Name Badge and Lanyard Sponsor

SOLD

Name badges and lanyards are worn by delegates for the duration of the conference, providing your company with fantastic brand exposure.

Registration

- Two (2) complimentary hybrid delegate registration, including tickets to all networking functions and the hybrid conference platform.

Conference name badge and lanyard

- Your company logo alternated with AusIMM logo on the conference name badge and lanyards.

Company branding and promotion

- Your company logo on the conference website, including a link to your company homepage.
- Your company logo featured on the conference app and hybrid conference platform.
- Your company logo on PowerPoint slides throughout the conference.
- One (1) promotional PDF flyer in the eSatchel on the conference app.

Conference App Sponsor

SOLD

The conference app is a valuable communication and engagement tool for delegates, speakers, sponsors and exhibitors throughout the conference. It is used for connecting with attendees; viewing the conference program, speaker profiles and proceedings; and keeping up to date with important announcements.

Registration

- One (1) complimentary hybrid delegate registration, including tickets to all networking functions and the hybrid conference platform.

Company branding and promotion

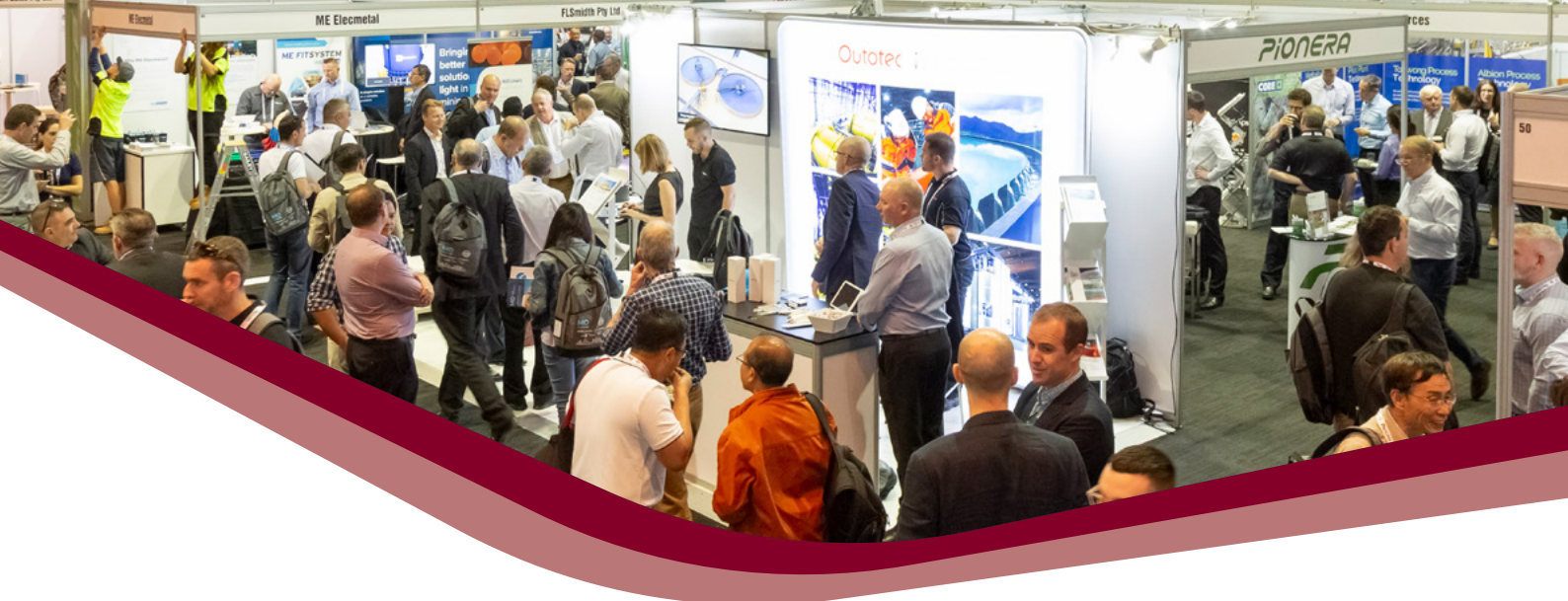
- Your company logo displayed alongside the host logo in a prominent position on the conference app.
- One (1) push notification acknowledging your support, sent via the conference app and hybrid conference platform.
- Your company logo on the conference website, including a link to your company homepage.
- Your company logo featured on the conference app and hybrid conference platform.
- Your company logo on PowerPoint slides throughout the conference.
- One (1) promotional PDF flyer in the eSatchel on the conference app.

Exhibition

The conference program maximises the opportunity for delegates to visit the exhibition during the tea breaks and lunch. The onsite networking functions will also be held in the exhibition space.

Onsite and virtual exhibition booths are ideal opportunities to showcase your products and services, generate new leads and secure your sales pipeline for 2021 and beyond.

Specification	Full Registrations	Onsite Exhibition Pass	Virtual Booth	Price
Exhibition Booth (single 3m x 3m) Limited opportunities	One (1) complimentary hybrid delegate registration, including tickets to all networking functions and the hybrid conference platform.	One (1) complimentary exhibition pass (onsite only). Social function tickets are an additional cost.	One (1) virtual exhibition booth in the hybrid conference platform.	\$4,400
Exhibition Booth (double 3m x 6m) Limited opportunities	Two (2) complimentary hybrid delegate registrations, including tickets to all networking functions and the hybrid conference platform.	Five (5) complimentary exhibition passes (onsite only). Social function tickets are an additional cost.	One (1) virtual exhibition booth in the hybrid conference platform.	\$8,500
Exhibition Space only (3m x 6m) Limited opportunities	Two (2) complimentary hybrid delegate registrations, including tickets to all networking functions and the hybrid conference platform.	Five (5) complimentary exhibition passes (onsite only). Social function tickets are an additional cost.	One (1) virtual exhibition booth in the hybrid conference platform.	\$7,700+ cost



Onsite exhibition booth

Your exhibition booth includes the following features:

- **Walls:** polished aluminium frame with white melamine infill panels.
- **Fascia:** all open aisle frontages include a fascia sign consisting of your company name and stand number. Computer cut vinyl and standard lettering (maximum 30 characters).
- **Lighting:** two (2) track spotlights per 9 sqm (lights are mounted on the inside of the front fascia).
- **Power:** one (1) single power point per stand (regardless of booth dimensions). Power point is positioned in the rear corner of the stand.

Virtual exhibition booth

Your virtual exhibition booth includes the following features:

- Your company name and logo displayed on the virtual exhibition.
- A blurb sharing your organisation's unique offering and purpose.
- Link to your company website and social media sites.
- Promotional videos, brochures or pdf documents.
- Access to one-on-one live video or chat meetings with hybrid delegates.

Company branding and promotion

- Your company logo on the conference website, including a link to your company homepage.
- Your company logo featured on the conference app and hybrid conference platform.
- One (1) promotional PDF flyer in the eSatchel on the conference app.

Business development opportunities

- Access to the delegate contact exchange via the conference app – scan the QR code to obtain a delegate's digital business card. Contacts can be exported into your database.
- Opportunity to create a lead capture questionnaire available both onsite through the AusIMM conference app and the virtual exhibition booth.
- Access to the meeting hub on the hybrid conference platform – connect with online delegates via live chat, video call and direct messaging.

Additional equipment

Additional equipment can be ordered through the exhibition contractor. Upon booking, your details will be forwarded to the exhibition company and they will contact you directly.

Floor Plan

Booths will be allocated in order of receipt by AusIMM and payment must be received in full to secure your booth placement.

[View the latest floorplan here](#)

AusIMM Sponsor Terms and Conditions

These terms and conditions (Terms) together with any Commercial Terms, (together the Agreement) establishes the terms and conditions on which the sponsor set out in the Commercial Terms (Sponsor, you and your) agrees to pay the Sponsorship Fees and perform other duties in exchange for the Sponsor Benefits granted by Australasian Institute of Mining and Metallurgy (ABN 59 836 002 949) of 204 Lygon Street, Carlton VIC 3053 (AusIMM) in respect of the relevant event or conference set out in the Commercial Terms (Event).

1. Commercial Terms and Agreement Formation

- 1.1 This Agreement applies to you if: (a) you have received or otherwise accessed a Sponsorship Prospectus and submitted a Booking Form to AusIMM (whether in person, by post, by email, through AusIMM's website or any other means made available by AusIMM) and AusIMM has confirmed in writing (including electronically) to accept you as a Sponsor for the Event; or (b) you have contacted AusIMM to sponsor an Event and AusIMM have confirmed in writing (including electronically) your acceptance as a Sponsor and provided you with these Terms.
- 1.2 The commercial details of the Event will be set out in the Commercial Terms and the Commercial Terms are taken to be incorporated into this Agreement.
- 1.3 To the extent of any conflict or inconsistency between these Terms and any Commercial Terms, these Terms prevail over any Commercial Terms to the extent of the conflict or inconsistency, unless under the Commercial Terms the parties expressly agree in writing that a specific conflicting or inconsistent term or condition in these Terms is to be replaced by a specific term or condition in the Commercial Term.

2. Exclusivity and Term

- 2.1 This Agreement commences on the date that AusIMM accepts you as a Sponsor under clause 1.1 and continues until completion of the Event, unless terminated earlier in accordance with this Agreement.
- 2.2 Unless expressly stated in the Commercial Terms, the Sponsor will not be the exclusive Sponsor (of their industry, sector or otherwise) at an Event and all Sponsorship Benefits are provided on a non-exclusive basis.

3. Sponsorship Benefits and Sponsor Obligations

- 3.1 Subject to payment of the Sponsorship Fee and the Sponsor complying with the terms and conditions of this Agreement, AusIMM will provide the Sponsor with the Sponsorship Benefits.
- 3.2 The Sponsor must comply with all applicable laws, conditions, rules, regulations and standards as well as any reasonable procedure, direction or instruction provided by AusIMM, the Health Department, the Metropolitan Fire Brigade, any other relevant Government department, the manager or owner of the venue where the Event is held (Venue Operator) and/or the online provider hosting the Event (Online Operator).

3.3 The Sponsor must: (a) for the duration of the Term, insure against losses and damages which are the result of the act, fault or negligence of the Sponsor and which relate to this Agreement, including, public liability, personal injury, and property damage up to a minimum level of (ten million dollars) \$10,000,000 (such insurance to cover the full replacement value of the contents of the Sponsor's and all associated equipment and materials); and (b) on request from AusIMM, provide AusIMM with a certificate of currency evidencing the insurances referred to in this clause.

3.4 The Sponsor must: (a) not erect any sign, stand, wall or obstruction, which in the opinion of AusIMM or its representative, interferes with an adjoining sponsor; (b) not damage any walls or floors or ceiling of the exhibition area in which her/his stand is located or by nails, screws, oil, paint or any other cause whatsoever; and (c) ensure all of its property, materials and packaging is promptly removed from the venue at the end of the Event (and the Sponsor acknowledges that AusIMM is not responsible for providing storage space at the venue).

3.5 The Sponsor is responsible for the safety of the Sponsor's products, displays, stands and other materials. During the move-in or move-out period of the Event and the Sponsor's products, displays, stands and other material should be not left unattended at any time.

3.6 The Sponsor may only conduct competitions, run trade promotions or offer prizes with the prior written consent of AusIMM. If AusIMM does provide consent for the Sponsor to run a competition or conduct a trade promotion in connection with the Event, the Sponsor must: (a) provide competition terms and conditions; (b) comply with all applicable laws including the Privacy Act 1988 (Cth); (c) ensure that all applicable permits are obtained; and provide the prizes.

3.7 The Sponsor must not conduct any workshops, social functions, online chat groups or the like during the Event, without written consent from AusIMM.

3.8 The Sponsors' nametags and online registration details (as applicable) will be issued to the Sponsor and the relevant number of staff as set out in the Commercial Details; these are not transferable and online access codes must not be shared. Nametags must be worn at all times during the Event. AusIMM reserves the right to charge the Sponsor or the relevant individual an additional full registration fee for transferring or sharing physical name tags or individual online access to the Event.

3.9 AusIMM will not provide delegate contact information or personal information to the Sponsor prior to, during or post the Event. If the Sponsor separately and independently collects any personal information directly from a delegate, the Sponsor must: (a) only collect such personal information with the knowledge and consent of the delegate; and (b) must handle such personal information in accordance with the Privacy Act 1988 (Cth).

3.10 The Sponsor must ensure that any materials or content submitted or otherwise published or displayed as part of the Event (in person, online or in any other format): (a) is submitted by the relevant deadline for publication, display or broadcast and complies with any format or design guidelines communicated by AusIMM or its representative; (b) does not infringe the Intellectual Property Rights or other rights of a third party; (c) is truthful and accurate and does not include any false or misleading statements; (d) is not defamatory, obscene, discriminatory, unlawful and does not bring AusIMM into disrepute; and complies with: (e) all applicable laws, including: (i) the Competition and Consumer Act 2010 (Cth); (ii) the Advertiser Code of Ethics of the Australian Association of National Advertisers Standards of The Advertising Standards Council, all other relevant regulatory bodies; and (iii) any terms or conditions of the Online Operator.

4. Sponsorship Fees and GST

- 4.1 In consideration of the rights granted to the Sponsor under this Agreement, the Sponsor must pay to AusIMM the Sponsor Fee.
- 4.2 AusIMM will provide the Sponsor with a tax invoice in respect of a Sponsorship Fee prior to an Event to which a Sponsorship Fee relates.
- 4.3 The Sponsor must pay AusIMM the total Sponsorship Fee for the relevant Event, and GST payable with respect of the Sponsorship Fee, within 30 days of the date of the invoice.

5. Intellectual Property Rights

- 5.1 A party's Intellectual Property Rights (First Party) will remain the property of the First Party and the other party (Other Party) acknowledges that nothing in the Agreement will be construed as transferring title in or ownership of any First Party's Intellectual Property Rights to the Other Party.
- 5.2 The Sponsor grants to AusIMM a non-exclusive, worldwide, sublicensable and irrevocable licence to use the Sponsors logo, trademarks and other materials and Intellectual Property Rights provided or otherwise made available to AusIMM for the purpose of: (a) providing the Sponsorship Benefits to the Sponsor; (b) marketing, promoting and conducting the Event in a manner consistent with this Agreement; and post Event activities such as post Event reports.
- 5.3 Any proposed use of AusIMM's Intellectual Property Rights (including its name, logo or any trade mark) by the Sponsor must be first approved by AusIMM in writing and in the event that AusIMM provides its consent, the Sponsor agrees that it will adhere to AusIMM's brand guidelines (if any) provided to the Sponsor. The Sponsor must stop using or otherwise referring to AusIMM's Intellectual Property Rights (including its name, logo or Trade Marks) on expiration or termination of the Agreement.

6. Warranties and indemnities

- 6.1 Each party to this Agreement warrants that: (a) it has full power and authority to enter into and perform its obligations under this Agreement; (b) it has obtained all necessary approvals, consents and authorisations to enter into and perform its obligations under this Agreement; (c) this Agreement imposes binding obligations on the party in accordance with its terms; and (d) it is not the subject of an Insolvent Event.

6.2 The Sponsor indemnifies AusIMM (its directors, officers, employees and personnel) against any damage, liability (whether actual, contingent or prospective), action, loss, charge, cost or expense, incurred in connection with: (a) any breach of any obligation under this Agreement; (b) any wilful, negligent or wrongful act or omission of the Sponsor (or its employees, servants, agents and representatives); (c) any Claims that the materials, consent, logos or trademarks provided by the Sponsor infringe the Intellectual Property Rights or other rights of a third party.

7. Limitation of Liability

- 7.1 Nothing in this Agreement is to be read as excluding, restricting or modifying the application of any legislation which by law cannot be excluded, restricted or modified.
- 7.2 The liability of AusIMM for breach of a guarantee implied by the Competition and Consumer Act 2010 (other than a guarantee under sections 51, 52 or 53 of the Australian Consumer Law) in relation to the supply of goods or services not of a kind ordinarily acquired for personal domestic or household use or consumption, is limited, at AusIMM's option, to: (a) in the case of goods – the replacement of the goods, the supply of equivalent goods, the payment of the cost of replacing the goods or the payment of the cost of acquiring equivalent goods; or (b) in the case of services – the supply of the services again or the payment of the cost of having the services supplied again.
- 7.3 Notwithstanding any other provision of this Agreement, and to the fullest extent permitted by law, AusIMM will not be liable to the Sponsor for any: (a) consequential, indirect or special losses or damages of any kind (which means loss or damage which does not arise naturally, according to the usual course of things, from the relevant breach of contract or tortious duty or other relevant act or omission); or (b) loss of profit or revenue, loss of goodwill, loss or corruption of data, business interruption or indirect costs, suffered by the Sponsor as a result of any act or omission whatsoever of AusIMM, its employees, agents or sub-contractors (including negligence) connected with this Agreement or the provision of the Sponsorship Benefits.
- 7.4 To the fullest extent permitted by law, and without limiting the application of the provisions of this clause 7, AusIMM's total maximum liability to the Sponsor for any Claims sustained, incurred or suffered by the Sponsor (a Sponsor Claim) arising under or in connection with this Agreement, the provision of the Sponsorship Benefits or the delivery of the Event, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, shall be limited for all Sponsorship Claims in aggregate to an amount equal to the Sponsorship Fees.

8. Confidentiality

The parties must keep confidential and secure all confidential information belonging to the other party (disclosing party), including (without limitation) the terms of this Agreement, and all business and financial information relating to the other party, except with the prior written consent of the disclosing party or where disclosure is required by law, in which case disclosure must be only to the extent required by law. This clause will survive the expiry of termination of this Agreement.

9. Termination

Termination for convenience

9.1 AusIMM may without cause terminate this Agreement upon 45 days' notice to the Sponsor. If this Agreement is terminated by AusIMM pursuant to this clause 9.1, then AusIMM will promptly refund to the Sponsor the full amount of the relevant Sponsorship Fee received. The Sponsor will not be entitled to any further moneys from AusIMM or have any other claim against AusIMM in respect of the termination.

Cancellation

9.2 Subject to clause 10, AusIMM may cancel an Event upon 45 days' notice to the Sponsor prior to the relevant Event Commencement Date.

Termination for cause

9.3 Either party may terminate this Agreement in whole or in part by written notice to the other party if: (a) the other party breaches any of the provisions of this Agreement and fails to rectify such breach, if capable of remedy, within 30 days of being required in writing to do so; (b) the other party commits a material breach of this Agreement which is not capable of being remedied; (c) the other party commits repeated breaches of any of the provisions of this Agreement; (d) the other party is undergoing an Insolvency Event; and/or (e) the other party suffers a Force Majeure Event for 60 days in succession or longer.

Termination by AusIMM

9.4 AusIMM may terminate this Agreement (in whole or in part) immediately upon written notice to the Sponsor if, in its sole discretion, it determines that there is an ethical or reputational concern in respect of the Sponsor which may have, or has had, a negative impact upon AusIMM or any Event the subject of this Agreement. In such event, AusIMM agrees to reimburse any monies paid by the Sponsor towards Sponsorship Fees for an Event which has not yet occurred. AusIMM will not be liable for reimbursing the Sponsor for any other costs incurred by the Sponsor in respect of any Event the subject of this Agreement, including, but not limited to, the costs of any advertising or promotional material produced by the Sponsor for any such Event.

Effect of termination

9.5 Termination of this Agreement for any reason shall not affect any rights and obligations of the Sponsor or AusIMM which have accrued as the date of the termination.

9.6 On termination of this Agreement, each party (Receiving Party) must hand over to the other party (Disclosing Party) all materials produced by the Disclosing Party and any other property of the Disclosing Party that are or ought to be in the Receiving Party's possession, custody or control or destroy such materials if requested by the Disclosing Party and subject to applicable laws.

The following clauses survive the expiry or termination of this Agreement: clause 5 (Intellectual Property) 6 (Warranties and Indemnities) 7 (Limitation of Liability), 8 (Confidentiality) and 12 (General).

10. Cancellation, Postponement and Format Change

Cancellation of an Event

10.1 If an Event is cancelled by AusIMM, in whole or in part, then AusIMM will promptly notify the Sponsor and will refund to the Sponsor the full amount of the relevant Sponsorship Fee received if the whole Event is cancelled, or a pro rata amount of the Sponsorship Fee received in the event of part cancellation. The Sponsor will not be entitled to any further moneys from AusIMM or have any other claim against AusIMM in respect of any cancellation.

Postponement of an Event or Format Change

10.2 If an Event is postponed or the format of the Event in whole or in part is changed (for example, from an in-person Event to an online Event or partial online Event) in order to protect AusIMM's legitimate business interests, then AusIMM will promptly notify the Sponsor of the details of the postponed Event or postponed day and of the rescheduled Event or day or format change for the Event (as applicable). The Sponsor will not be entitled to any refund or payment of any other moneys or have any other claim against AusIMM in respect of any postponement or format change required to protect AusIMM's legitimate business interests.

No refunds

10.3 If the Sponsor does not take advantage of all or any of the Sponsorship Benefits specified in the Commercial Terms Schedule, it will not be entitled to a refund of, or to withhold payment of, any of the moneys payable by the Sponsor under this Agreement.

11. Cancellation by Sponsor and refunds

11.1 If the Sponsor wishes to cancel its sponsorship such cancellations of sponsorship must be received in writing by email only to conference@ausimm.com and a partial refund will only be provided by AusIMM as set out in clause 11.2.

11.2 Subject to receiving written notice in accordance with clause 11.1 AusIMM will issue a partial refund of the Sponsorship Fee as follows: (a) where the Sponsor provides more than six (6) months prior written notice of the cancellation before the Event Commencement Date – 75% refund of the Sponsorship Fee (less 25% administration fee); (b) where the Sponsor provides between (6) months and three (3) prior written notice of the cancellation before the Event Commencement Date – 50% refund of the Sponsorship Fee (less 50% administration fee); and (c) where the Sponsor provides less than three (3) months prior written notice of the cancellation before the Event Commencement Date – No refund of the Sponsorship Fee will be issued by AusIMM.

12. General

12.1 This Agreement is governed by the laws of Victoria, Australia. The parties submit to the non-exclusive jurisdiction of the courts of Victoria.

12.2 AusIMM may engage such sub-contractors as AusIMM considers necessary for the performance of its obligations under this Agreement. Subject to the terms of this Agreement, AusIMM will remain responsible for the acts and omissions of any sub-contractor.

- 12.3 Except where expressly provided, no party to this Agreement has the power to obligate or bind any other party.
- 12.4 Nothing in this Agreement will be construed or deemed to constitute a partnership, joint venture, agency or employee, employer or representative relationship between the Sponsor and AusIMM.
- 12.5 AusIMM may cancel or suspend the performance of the Sponsorship Benefits and/or the delivery of the Event if there is a Force Majeure Event until such time as the Force Majeure Event has ceased. AusIMM will not be in breach of this Agreement if it does so. For the avoidance of doubt, the Sponsor is not entitled to make a Claim against AusIMM, and AusIMM will not be liable to the Sponsor, in connection with a Force Majeure Event.
- 12.6 These Terms are governed by and are to be construed in accordance with the laws of Victoria, Australia. Each party submits to the non-exclusive jurisdiction of the courts of Victoria.
- 12.7 If a court determines that any provision of these Terms is invalid or not enforceable, that provision shall be read down or severed to the extent of the invalidity or unenforceability only, without affecting the remaining provisions of these Terms.
- 12.8 This Agreement may only be varied by a document executed by the parties.
- 12.9 This Agreement constitutes the entire agreement between the parties about the subject matter contained in it; and supersedes and cancels any contract, deed, arrangement, related condition, collateral arrangement, condition, warranty, indemnity or representation relating to the subject matter contained in it, that was imposed, given or made by a party (or an agent of the party) prior to entering into this Agreement.
- 12.10 All notices to be given to or demands to be made upon any party to the Agreement must be in writing and may be delivered in person or sent by email to the current business address of the party

13. Definitions

In this Agreement, unless expressed or implied to the contrary:

Booking Form means a sponsor booking form attached to a Sponsorship Prospectus, provided to the Sponsor by AusIMM or available on AusIMM's website.

Claims includes actions, proceedings, suits, causes of action, arbitrations, verdicts and judgements either at law or in equity or arising under a statute, debts, dues, demands, claims of any nature, costs and expenses.

Commercial Terms means any commercial terms applicable to the sponsorship of the Event, set out in a Booking Form, a Sponsorship Prospectus or as otherwise agreed by the parties.

Event means an AusIMM event, conference or course which may be delivered in person, online or a hybrid format as further described in the Commercial Terms.

Event Commencement Date means the date the Event is to commence as set out in the Commercial Terms.

Intellectual Property Rights means all and any patents, patent applications, trade marks, service marks, trade names, domain names, registered designs, unregistered design rights, copyrights, know how, trade secrets and rights in confidential information, URLs and all and any other intellectual property rights, whether registered or unregistered, and including all applications and rights to apply for any of the same.

Force Majeure Event includes any:

(a) lightning strike, severe storm, earthquake, natural disaster, landslide, bushfire, mudslide or tsunami; (b) sabotage, vandalism, malicious damage, riot or a 'terrorist act' as defined in the Terrorism Insurance Act 2003 (Cth); (c) explosion, flood or fire; (d) war (declared or undeclared), civil war, insurrection, invasion, rebellion, revolution, military action or usurped power, martial law, act of public enemy or embargo; (e) ionising radiation, radioactive contamination, nuclear contamination or toxic, chemical or biological contamination; (f) epidemic, pandemic or public health emergency, or any resulting governmental action including work stoppages, mandatory business, service or workplace closures, full or partial lockdowns of affected areas, quarantines, border closures and travel restrictions, and any other event that is beyond the reasonable control of a party, was not caused by an act or omission of the party, and could not have been prevented, avoided, mitigated, remedied or overcome by the party taking steps a prudent and reasonable person would have taken in the circumstances.

Loss means any damage, liability (whether actual, contingent or prospective), action, loss, charge, cost or expense.

Sponsorship Benefits means the sponsorship benefits set out in the Commercial Terms.

Sponsorship Fee means the fee for the Sponsorship Benefits set out in Commercial Terms.

Sponsorship Prospectus means an sponsorship prospectus for an Event.

Booking Form

IRON ORE
CONFERENCE 2021

CONTACT DETAILS – Person/s responsible for sponsorship liaison

Title – Please circle (Prof / Dr / Mr / Mrs / Miss / Ms)

First Name _____ Last Name _____

Organisation _____

Position _____

Address _____ City _____

State _____ Postcode _____ Country _____

Telephone _____ Mobile _____

Email _____ Website _____

SPONSORSHIP – Please select level of sponsorship: (Please indicate)

Platinum Sponsor \$30,000

Gold Sponsor \$20,000

Silver Sponsor \$15,000

Conference Dinner Sponsor \$20,000

Welcome Reception Sponsor SOLD

Networking Function Sponsor \$10,000

Coffee Cart and Break Sponsor SOLD

Exhibition Lounge Sponsor \$12,000

Charging Station Sponsor \$7,000

Lunch Sponsor \$4,000

Premier Content Sponsor \$10,000

Technical Session Sponsor \$7,000

Conference Proceedings Sponsor SOLD

Name Badge and Lanyard Sponsor SOLD

Conference App Sponsor SOLD

EXHIBITION

Exhibition Booth (single 3 x 3m) \$4,400

Exhibition Booth (double 3 x 6m) \$8,500

Exhibition Space only (3 x 6m) \$7,700+cost

BOOTH NUMBER PREFERENCE 1 _____ 2 _____ 3 _____ 4 _____

I agree to the terms and conditions outlined in this prospectus.

Date: _____ Signature: _____

PAYMENT AND COMPANY LOGO (IN HIGH RESOLUTION JPG & EPS PRINT FORMAT) MUST BE RECEIVED WITH YOUR COMPLETED FORM

Sponsorship Total \$ _____

METHOD OF PAYMENT: PLEASE SELECT YOUR METHOD OF PAYMENT AND EVENT MANAGEMENT WILL SEND YOU AN INVOICE FOR EFT TRANSFER OR A CREDIT CARD PAYMENT LINK

Credit Card

Invoice

SPONSORSHIP AND EXHIBITION BOOKINGS ARE NOT CONFIRMED UNTIL PAYMENT HAS BEEN MADE IN FULL

PLEASE RETURN COMPLETED FORM TO EVENT MANAGEMENT:

AusIMM Conferences, PO Box 660, Carlton South, Victoria, Australia 3053

ABN 59 836 002 494 | Telephone: +61 3 9658 6120 | Email: conference@ausimm.com



Iron Ore Conference 2021 27

Contact

Event Management:

AusIMM

Ground Floor, 204 Lygon Street
Carlton South, 3053 VIC Australia

Telephone: +61 3 9658 6120

Email: conference@ausimm.com

ironore.ausimm.com