

**Timber Offsite  
Construction**

Join the  
opportunities  
for future growth



## Partner and Sponsor Proposals

Frame Australia Conference & Exhibition  
Monday 17 - Tuesday 18 June 2019  
Crown Promenade Melbourne

**FRAME**  
AUSTRALIA

# Introduction

'Timber Offsite Construction' organised by Frame Australia is the only national event for design, manufacture and construction of Offsite timber and mass wood buildings.

Now in its 21st year, the conference is at the forefront of a world-wide transformation to improve building productivity and modernise construction with solutions that are faster and lower cost to build.

Offsite timber systems are already underway in revolutionising residential and commercial projects in Australia, creating a more sustainable and efficient industry. Designers and builders are now seeking more information on the system options to take advantage of increased returns.

The Sessions program includes prominent local and global experts with topics exclusively devoted to timber and mass wood building construction – the only event for delegates to find out what's really happening in this space.

'Join the opportunities for future growth' is the primary objective for Partner and Sponsor participation to enable business development in these evolving markets and achieve long-term growth for suppliers. It is also a major opportunity to demonstrate leadership in your sector.

The spacious Crown Promenade Melbourne, part of Australia's largest purpose-built convention hotel is the new and larger venue, offering state of the art conference and exhibition facilities to accommodate the expanded event in 2019.



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*Updated 20 December 2018*

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## Building construction markets

Offsite manufacture of timber frame and mass wood buildings for residential and commercial buildings has grown significantly in Australia over the past 3 years, with more than 60 major projects currently underway.

The key reasons for this rapid growth are faster build cycles, higher quality, less site labour, improved safety, less waste, less disruption, and more cost-effective outcomes.

This is also resulting in a vast array of new technologies, new building products and services to meet the design and construction sector's evolving needs; along with the timber and engineered wood manufacturing and building materials supply chain.

An example of this trend is Lendlease, global leader and one of Australia's largest developers, announcing "timber is the way of the future" and their intention to showcase timber buildings in all major precincts around Australia.

Mass wood is currently leading the change in large scale projects for housing, apartments, hotels, offices, schools, and other buildings with much faster completion and lower costs than conventional construction systems.

Recent analysis by the timber industry estimates that within a decade, market size for timber frame and mass wood buildings could reach a value of \$1.38 billion annually. This represents some 50,000 mid-rise apartments, along with expansion of mid-rise and high-rise commercial developments in major cities.

## Conference program

This unique event continues to be the leading forum in Australia for exchange of knowledge on timber Offsite construction systems, performing a pivotal role in information sharing and networking.

Some of the world's leading experts along with highly respected local speakers will provide valuable insight into these topics, along with discussion forums and workshops for interaction with delegates.

Conference topics will embrace the information pathway for guidance in the design, manufacture and construction of multi-residential and commercial buildings. Sessions will cover the important steps in the process to achieve successful outcomes from offsite construction systems.

Delegates will also learn what's happening around the world and locally, to be up to date with the latest innovations and construction developments emerging as the popularity of timber and wood buildings expands rapidly.

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## Delegate attendance

Designers and builders are now actively seeking more information on the timber construction system options to take advantage of increased returns.

With this nationally growing interest, attendance is expected to be over 300 delegates representing the spectrum of building design and specification sectors as follows:

- Architects and Building Designers
- Engineers - Structural, Fire & Acoustics
- Building professionals – Quantity Surveyors, Building Surveyors, and others
- Developers and Builders of Residential and Commercial buildings

An overall market sector analysis of previous events and projections for 2019 follow:

Delegate Sectors	2017	2018	2019 est.
Building design & construction	27%	34%	38%
Timber & engineered wood	34%	25%	23%
Pre-fabrication	23%	19%	17%
Building materials supply	7%	12%	14%
Other	9%	10%	8%

The consistent increase in Building design and construction sectors attendance confirms growing interest in improved building productivity and cost-effective construction systems.

Building materials supply sector increases reflect market demand for new building products and construction system solutions.

Timber and Prefabrication sectors have steady attendance figures, which lowers the percentage with rising overall numbers.

## Media publicity

A vital component of the event is the publicity program, comprised of several elements including advertising, information releases, a newsletter, and direct mail to achieve extensive reach for event promotion to targeted delegate markets.

- Media Releases to promote sessions content and information on Partners seeking awareness of new business developments or construction products and systems.
- Frame News contains news items and information of interest sent to over 3,000 individuals covering all sectors.
- Advertising in targeted sector publications in the lead-up to the event.
- Frame Australia website is a vital cornerstone for communication with all publicity material directed to the site, and currently receives over 8,000 qualified hits per event.

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## Partner proposals

Building market trends are creating an exceptional opportunity for suppliers to participate in this unique event and “Join the opportunities for future growth”.

The significant bonus for 2019 is larger booth sizes at no extra cost, with booths two to three times the previous floor area and no change in pricing from 2018.

Delegate Surveys have confirmed the exhibition display is a very important component in delegates establishing supplier contacts through face to face exchange; providing an unparalleled opportunity for networking.

The Survey question “Would you attend again” received a 100% ‘Yes’ response, and approval of the value from exhibition displays reached a very high 91%.

Frame Australia is also acknowledged as the only event offering wide-ranging information on products, services and materials available for timber Offsite building systems, providing a ‘one-stop-shop’ to meet and converse with suppliers.

All Partners receive pre-event publicity on the Frame website Home page with organisation logo plus link to Partners page for business description and link to your website.

### Key benefits to Partners:

- Direct contact with targeted delegates representing significant future growth markets.
- Larger booth sizes two and three times the previous floor area at no additional cost.
- Display booths located around all catering stations in the main foyer area.
- Access to delegates during 6 hours of session breaks and lunch, plus 2 hour Delegate Hospitality and Networking event.
- Delegate registration entitlements provide significant cost savings of 20% to 30%.
- Event acknowledgement with logo on screen slide in auditorium.
- Frame website pre-event publicity with your logo, business description and website link.
- Opportunity to demonstrate leadership in your sector by event participation.

## Partner levels summary

Summary of Frame 2019 Partner investment opportunities with booth size comparisons to 2018 event, and value of delegate registrations provided to Partners. Amounts shown are all plus GST.

Partner Level	2018 Booth Size	2019 Booth Size	Partner Investment (Same as 2018)	Value of Delegate Registrations Provided
Principal	5.0 x 1.0	To order	\$25,000	\$6,570
Gold	4.0 x 1.0	<b>3.0 x 3.0m</b>	\$15,000	\$4,927
Silver	3.0 x 1.0	<b>3.0 x 3.0m</b>	\$10,000	\$3,285
Bronze	2.5 x 1.0	<b>3.0 x 2.0m</b>	\$7,500	\$1,642
Exhibitor	2.0 x 1.0	<b>2.0 x 2.0m</b>	\$5,000	\$1,095

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## Partner proposal offers

### Principal Partner

*Exclusive level - One only*

**\$25,000** (+GST)

- Partner logo given high distinction with title 'Principal Partner' in all event material
- Display booth **to order** in the most prominent location
- Partner organisation presentation during conference program (up to 5 min)
- Participation in the speaker program sessions (speaker or panel member)
- Four (4) delegate registrations at no charge (value \$4,380)
- Four (4) delegate registrations at 50% discount (value \$2,190) total \$6,570
- Opportunity to provide branded company gift and/or collateral in delegate satchels

### Gold Partner

*Exclusive level - Two only*

**\$15,000** (+GST)

- Partner logo given prominence with title 'Gold Partner' in all event material
- Display booth **3.0 x 3.0 metres** in prominent location
- Participation in the speaker program sessions (speaker or panel member)
- Three (3) delegate registrations at no charge (value \$3,285)
- Three (3) delegate registrations at 50% discount (value \$1,642) total \$4,927
- Opportunity to provide branded company gift and/or collateral in delegate satchels

### Silver Partner

**\$10,000** (+GST)

- Display booth **3.0 x 3.0 metres** in a prime location
- Two (2) delegate registrations at no charge (value \$2,190)
- Two (2) delegate registrations at 50% discount (value \$1,095) total \$3,285

### Bronze Partner

**\$7,500** (+GST)

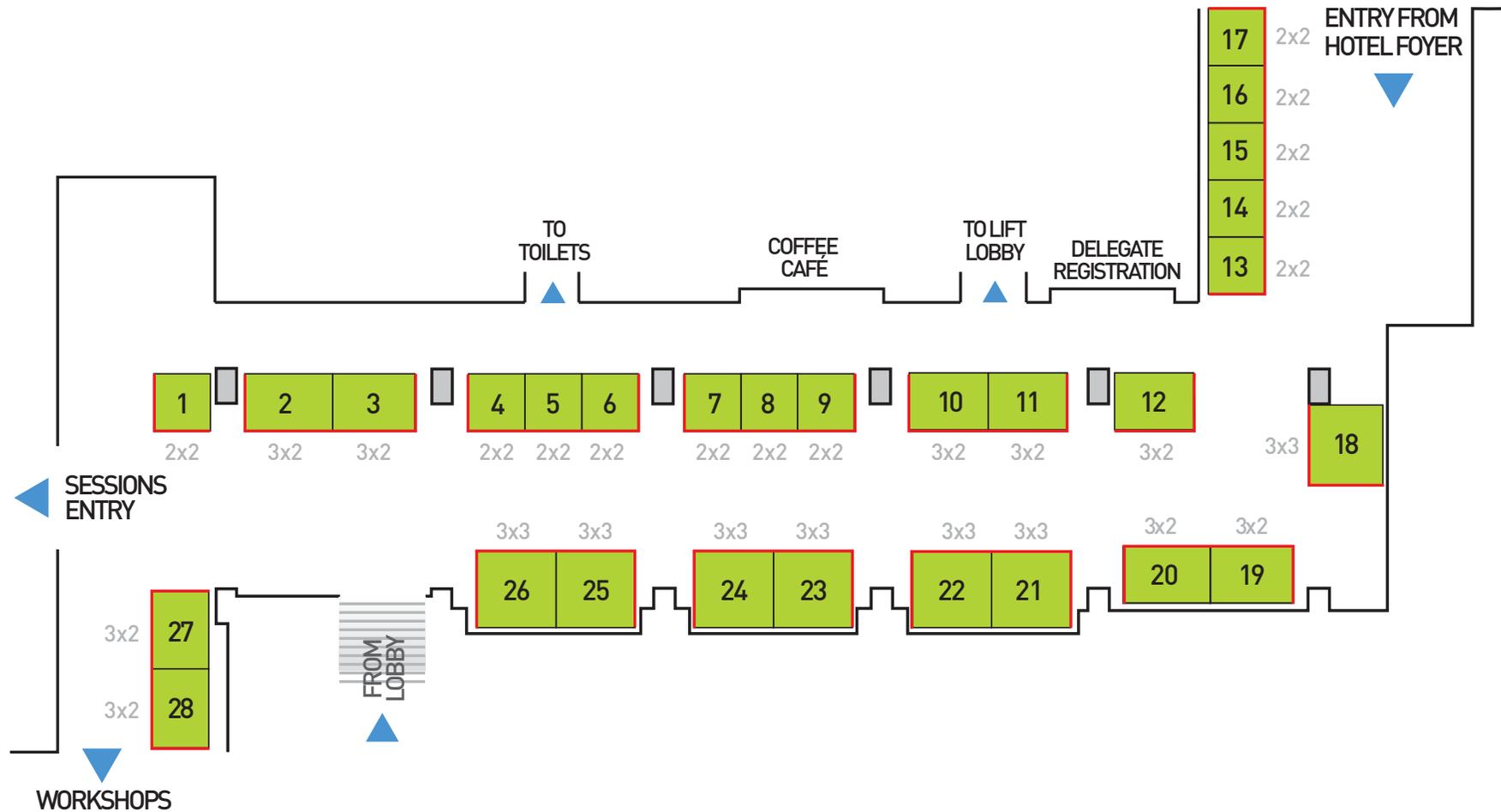
- Display booth **3.0 x 2.0 metres**
- One (1) delegate registration at no charge (value \$1,095)
- One (1) delegate registrations at 50% discount (value \$547) total \$1,642

### Exhibitor Partner

**\$5,000** (+GST)

- Display booth **2.0 x 2.0 metres**
- One (1) delegate registration at no charge (value \$1,095)
- Event acknowledgement with logo on screen slide in auditorium.

# Display Booths Layout



Booths are 2.4m high with both sides and rear wall panels in a white PVC coated face and anodised aluminium frame. All booths are fitted with spotlights, power outlet and fascia with company or organisation name.

A comprehensive Exhibitor Manual is provided for guidance in preparation of booth displays with technical specifications, event timing details, and venue information.

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## Sponsor Proposals

Sponsor participation is an effective method to be visible and create market awareness of your organisation without the cost and logistics required of a display booth.

All Sponsors receive pre-event publicity on the Frame website Home page with organisation logo plus link to Sponsors page for business description and link to your website.

Sponsor participation key benefits summary:

- Direct contact with delegates representing future growth markets
- Opportunity for 'Pop-up' signage for brand awareness by attendees
- Delegate registration entitlements provide valuable cost savings.
- Event acknowledgement with logo on Sponsor screen slide in auditorium.

### Delegate Hospitality & Networking Sponsor

*Three only*

**\$2,500** (+GST)

Sponsors of the Delegate Hospitality and Networking event will receive:

- Announcement of Sponsor names and business descriptions prior to event.
- Space allocation for Sponsor 'Pop-up' banner during Delegate Hospitality event.
- One delegate registration at no charge (value \$1,095)
- Four (4) guest invitations for Delegate Hospitality attendees.

### Morning or Afternoon Break Sponsor

*One only per break (4 breaks)*

**\$2,500** (+GST)

Sponsor of a Morning or Afternoon break receives:

- Announcement of Sponsor name and description before the Break.
- Space allocation for 'Pop-up' banner during Sponsored Break.
- Sponsorship includes one (1) delegate registration at no charge (value \$1,095)

### Speaker Session Sponsor

*One only per Monday session (4 sessions)*

**\$2,500** (+GST)

Sponsor of a Speaker Session receives:

- Announcement of Sponsor name and description at start of Speaker Session.
- Space allocation for 'Pop-up' banner during Sponsored Session.
- Sponsorship includes one (1) delegate registration at no charge (value \$1,095)

### Coffee Café Sponsor

*Two only per day – Monday or Tuesday*

**\$1,250** (+GST)

Sponsor for one all-day Coffee Café receives:

- Coffee Café for delegates with Barista service during all scheduled breaks and lunch.
- Space at side of Coffee Café for 'Pop-up' banner during the day(s) selected.
- Coffee orders consumption charge paid by Frame – no cost to Sponsor
- Sponsorship includes one delegate registration at 50% discount (value \$497)

### Delegate Satchel Collateral Sponsor

**\$1,250** (+GST)

Sponsor for Delegate Satchel Collateral receives:

- Collateral supplied by Sponsor in advance for insertion into Delegate Satchels
- Sponsor achieves communication to all delegates attending
- Sponsorship includes one delegate registration at 50% discount (value \$547)

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## Event venue

The conference will be held at Crown Promenade Melbourne, centrally located in bustling Southbank precinct and part of Australia's largest purpose-built convention hotel offering state of the art conference facilities.

The exhibition displays will be held in the generously proportioned conference foyer area where all catering will be provided for delegates in an open light-filled mezzanine space.

Accommodation is available in Crown Promenade rooms directly above the conference area at special event discount rates, and on-line bookings can be made from the Frame Australia website.

Free parking is available at Crown multi-level car park for all staff of Partners and Sponsors during the event.

### Venue location:

Crown Promenade Melbourne, Cnr Queensbridge & Whiteman Streets, Southbank, Victoria 3006. Tel: (03) 9292 6688

## Participation acceptance

To arrange your participation in the 2019 event please complete the enclosed Acceptance Form and send to [info@frameaustralia.com](mailto:info@frameaustralia.com) or Fax (03) 9537 3822

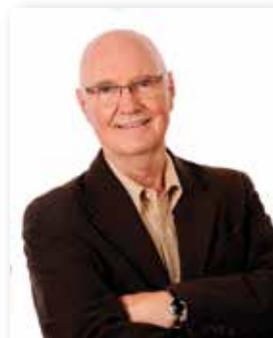
Alternately to discuss your requirements contact Kevin Ezard, Conference Director on mobile 0419 538 638 or email [kevin@frameaustralia.com](mailto:kevin@frameaustralia.com).

When Acceptance is received we will confirm the booth booking and issue an invoice for 50% deposit payable 30 days, with 50% balance to be invoiced for payment by April 30.

***We encourage early acceptance to ensure your preferred booth location is available, and to maximise opportunities from the event promotional programs.***

## Contact us

To obtain more information or discuss your event participation please contact:



Kevin Ezard  
Conference Director  
Frame Australia Pty Ltd  
Mobile – 0419 538 638  
Email – [kevin@frameaustralia.com](mailto:kevin@frameaustralia.com)  
Website – [www.frameaustralia.com](http://www.frameaustralia.com)

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## Partner / Sponsor Acceptance Form

To become a Partner or Sponsor for the 2019 "Timber Offsite Construction" event please complete and return this form to Frame Australia Pty Ltd by fax or email as shown below.

**Yes, we accept participation in the 2019 Timber Offsite Construction event as indicated (please tick box)**

### PARTNERS

Partner level	Booth Size	Investment amount
<input type="checkbox"/> Principal	To order	\$25,000 (+GST)
<input type="checkbox"/> Gold	3.0 x 3.0 metres	\$15,000 (+GST)
<input type="checkbox"/> Silver	3.0 x 3.0 metres	\$10,000 (+GST)
<input type="checkbox"/> Bronze	3.0 x 2.0 metres	\$7,500 (+GST)
<input type="checkbox"/> Exhibitor	2.0 x 2.0 metres	\$5,000 (+GST)

### SPONSORS

**Delegate Hospitality & Networking Sponsor** (Three only) \$2,500 (+GST)

#### Morning or Afternoon Break Sponsor (One only per break)

<input type="checkbox"/> Monday morning	\$2,500 (+GST)
<input type="checkbox"/> Monday afternoon	\$2,500 (+GST)
<input type="checkbox"/> Tuesday morning	\$2,500 (+GST)
<input type="checkbox"/> Tuesday afternoon	\$2,500 (+GST)

#### Speaker Session Sponsor (One only per Monday session)

<input type="checkbox"/> Session one	\$2,500 (+GST)
<input type="checkbox"/> Session two	\$2,500 (+GST)
<input type="checkbox"/> Session three	\$2,500 (+GST)
<input type="checkbox"/> Session four	\$2,500 (+GST)

#### Coffee Café Sponsor (Two only per day)

<input type="checkbox"/> Monday	\$1,250 (+GST)
<input type="checkbox"/> Tuesday	\$1,250 (+GST)

**Delegate Satchel Collateral Sponsor** \$1,250 (+GST)

### CONTACT DETAILS

Company name

Address

Post Code

Contact person

Telephone

Mobile

Email

A confirmation tax invoice for 50% of the investment amount will be issued on receipt of this form, payable within 30 days. Final balance payment of 50% will be due by April 30, 2018

Please complete details and send to Frame Australia Pty Ltd at:  
Fax number **(03) 9537 3822** or email **info@frameaustralia.com**

Please note that to fully participate in the event promotional program acceptances are to be received by February 28, 2019

### More Information

For additional information visit the website **www.frameaustralia.com.au** or contact:  
**Kevin Ezard** – telephone (03) 9537 3800, mobile 0419 538 638 or email  
kevin@frameaustralia.com