



ace AUSTRALIAN
CONTEMPORARY
emerging design

AFIA & ACE AWARDS AND GALA EVENT

Proudly presented by The Australian Furniture Association

Saturday 9 July 2016

Brisbane Convention and Exhibition Centre

SPONSORSHIP PROSPECTUS



OPPORTUNITY OVERVIEW

BACKGROUND

The annual **Australian Furnishing Industry Awards (AFIA)** are the highlight of the Furnishing Industry calendar. The awards acknowledge excellence, encourage innovation and design within the Industry and celebrate the success of the Australian furnishing sector.

The Australian furnishing industry has relied on its own ingenuity to create furnishing that has evolved with the times and shaped the industry to what it is today – unique, high quality and innovative in design, use of unique materials, manufacturing and distribution.

The future of Australian furnishing design lies in the hands of emerging designers.

The role of the Australian Furniture Association is to provide an arena to acknowledge and showcase the work and the potential of these amazing creative Australians to national and international markets.

The **Australian Contemporary Emerging (ACE) Design Awards** reflect the vision of FURNITEX & design and are open to students and emerging designers from all fields related to the furnishing industry

Both of these NATIONAL Australian Furnishing Industry Awards represent a tremendous opportunity for all sectors of the furnishing industry to engage in a collaborative way to put the Australian Furnishing Industry on the world map – and help achieve the ultimate goal of Australian Furniture for every room in world!

AFIA and ACE product entries will be on public display as part of the FURNITEX & design exhibition. Nominations are open to AFA members and non-members in all states and territories in Australia.

ALL WINNERS WILL BE INVITED TO PARTICIPATE IN INTERNATIONAL EXHIBITIONS.

AWARD DETAILS

Dates: Saturday 9 July 2016

Exhibition Venue: Exhibition Hall 2
Brisbane Convention and Exhibition Centre

Awards Secretariat: Conference Logistics
PO Box 6150, Kingston,
ACT 2604
Tel: +61 2 6281 6624
Email: furnishing@conlog.com.au



Awards Website: To learn more about the AFIA's and ACE visit
<http://awards.australianfurniture.org.au/>



BENEFITS OF SPONSORSHIP

The annual Australian Furnishing Industry (AFIA) and Australian Contemporary Emerging Design (ACE) Awards aim is to provide an excellent opportunity for your organisation to:

- Maintain a high profile with your target markets;
- Network with industry delegates and evaluate market trends to generate new business opportunities;
- Mix informally with key decision-makers, building and enhancing your relationship;
- The opportunity to build brand awareness;
- Demonstrate your involvement, commitment and support of the sector; and
- Launch new products and services

ABOUT THE ORGANISING COMMITTEE

The Australian Furniture Association (AFA) is the peak Australian industry association for the furniture sector supply chain. Collectively the industry employs more than 220,000 Australians.

The AFA is committed to helping Australian businesses with a focus on building competitive and sustainable business models and to promote the profitable growth, competitiveness, innovation, and the export readiness of its members. The AFA is the recognised voice of the Furnishing Industry by government, media and the general public, both nationally and internationally.

AFA Membership includes manufacturers, importers and exporters of residential and commercial furniture, suppliers to the industry, retailers, allied associations, key stakeholders, such as testing and training organisations, designers and individuals. AFA Members benefit from being part of a collective and respected voice and are represented by a strong organising committee in the development of the Awards Program.



AFIA SPONSORSHIP **PACKAGES**

AFIA BEST OF THE BEST AWARD (Exclusive Opportunity)

\$20,000 (inc gst)

The winners from each AFIA product category will automatically become finalists in the Best of the Best. The Award will be presented to a truly outstanding piece that scores highly against all of the relevant judging criteria, with a particular emphasis on the piece's originality and innovativeness. Specialist judges have been appointed to adjudicate and present their final decision for presentation. Sponsorship of this category provides exclusive, high profile and ongoing branding opportunities.

BENEFITS:

- Verbal acknowledgement by the MC during the opening address
- Opportunity for a representative from your organisation to present the sponsored award
- Complimentary tickets for **two delegates** to attend the AFIA/ACE Awards Reception)
- Your logo included on post-event communication activities
- Acknowledgment as an awards sponsor (with organisational logo) on the awards program, post-conference communication activities and other marketing channels (outreach 100,000 relevant impressions)
- Silver AFA Membership



AFIA FURNITURE INDUSTRY MASTER AWARD (Exclusive Opportunity)

\$15,000 (inc gst)

This award recognises an individual for their outstanding contribution to furniture Manufacturing in Australia. The winner of this award is someone whose legacy has been to the benefit of the entire furniture manufacturing industry in this country – a pioneer, innovator, master craftsman or promoter of Australian furniture. The key judging criterion is the significance of this individual's contribution to the industry in terms of design, innovation, industry reputation domestically and/or overseas, or exploration and opening up of new markets.

BENEFITS:

- Verbal acknowledgement by the MC during the opening address
- Opportunity for a representative from your organisation to present the sponsored award
- Complimentary tickets for **two delegates** to attend the AFIA/ACE Awards Reception)
- Your logo included on post-event communication activities
- Acknowledgment as an awards sponsor (with organisational logo) on the awards program, post-conference communication activities and other marketing channels (outreach 100,000 relevant impressions)
- Silver AFA Membership



AFIA PEOPLE'S CHOICE AWARD

\$15,000 (inc gst)

(Exclusive Opportunity)

Power to the people... This is the key message behind the Australian Furnishing Industry People's Choice Award -- the Australian Public will decide who wins. This year ALL Nominated pieces will be on display at FURNITEX & design 2016. Visitors to the exhibition will be able to vote for their favourites in each category which will culminate in the announcement of the People's Choice for the best of the best in Australian made furniture. The Australian Furnishing Industry People's Choice Award will give audiences the chance to choose the best across key 'Product' categories. It is expected that upwards of 10,000 visitors will converge on the Brisbane Convention Centre in Queensland, for the exhibition, with Public voting concluding on Saturday 9th July 2016 for announcement at the Australian Furnishing Industry Awards Cocktail Event the same evening. This award represents a brilliant marketing opportunity for the sponsor as it reflects consumer demand for the winning product and high visibility for associated partners.

BENEFITS:

- Verbal acknowledgement by the MC during the opening address
- Opportunity for a representative from your organisation to present the sponsored award
- Complimentary tickets for **two delegates** to attend the AFIA/ACE Awards Reception)
- Your logo included on post-event communication activities
- Acknowledgment as an awards sponsor (with organisational logo) on the awards program, post-conference communication activities and other marketing channels (outreach 100,000 relevant impressions)
- Silver AFA Membership



INDIVIDUAL AWARDS

\$5,000 (inc gst)

These award categories represent excellence in a range of criteria including innovation in design and use of materials, aesthetics, functionality, quality of workmanship, durability, sustainability, on-site installation and finish, and overall value for money. Great design in conjunction with innovation and originality will be rewarded with extra marks.

Choice of one of the following awards:

- AFIA Residential Freestanding
 - + Lounge
 - + Dining
 - + Occasional/Entertainment/Cinema
 - + Home Office/Study
 - + Bedroom
 - + Sleep Set
- AFIA Residential Built-in
 - + Lounge/Dining/Cinema/Home Office/Al Fresco/Outdoor Living etc
 - + Kitchen
 - + Bathroom
- AFIA Commercial Furniture – Free-standing
- AFIA Commercial Furniture – Built-in
- AFIA Supply Chain
 - + Supplier of the Year
 - + Retailer of the Year

BENEFITS:

- Verbal acknowledgement by the MC during the opening address
- Opportunity for a representative from your organisation to present the sponsored award
- Complimentary tickets for **two delegates** to attend the AFIA/ACE Awards Reception)
- Your logo included on post-event communication activities



ACE SPONSORSHIP PACKAGES

ACE GOLD MEDAL AWARD

\$15,000 (inc gst)

(Exclusive Opportunity)

The winner is selected from all Finalists. This award reflects a piece that covers all the major elements of design, manufacturing and market relevance. It does not have to be the best in all of these categories, however, it must meet all of these requirements in an overall sense. That is, it is a well resolved and complete design. Specialist Judges have been appointed to adjudicate.

BENEFITS:

- Verbal acknowledgement by the MC during the opening address
- Opportunity for a representative from your organisation to present the sponsored award
- Complimentary tickets for **two delegates** to attend the AFIA/ACE Awards Reception)
- Your logo included on post-event communication activities
- Acknowledgment as an awards sponsor (with organisational logo) on the awards program, post-conference communication activities and other marketing channels (outreach 100,000 relevant impressions)
- Silver AFA Membership



ACE PEOPLE'S CHOICE AWARD

(Exclusive Opportunity)

\$15,000 (inc gst)

Selected from all Finalists. This award reflects a piece that is voted on by the visiting public throughout the duration of the FURNITEX & design event from 9-10 July 2016 at the Brisbane Exhibition & Convention Centre. This award represents a brilliant marketing opportunity for the sponsor as it reflects consumer demand for the winning product and high visibility for associated partners.

BENEFITS:

- Verbal acknowledgement by the MC during the opening address
- Opportunity for a representative from your organisation to present the sponsored award
- Complimentary tickets for **two delegates** to attend the AFIA/ACE Awards Reception)
- Your logo included on post-event communication activities
- Acknowledgment as an awards sponsor (with organisational logo) on the awards program, post-conference communication activities and other marketing channels (outreach 100,000 relevant impressions)
- Silver AFA Membership

ACE CUTTING EDGE AWARD

(Exclusive Opportunity)

\$10,000 (inc gst)

Selected from all Finalists. This award recognises a piece that has true innovation in its design, production, marketability or potential for development. This piece does not have to be the most resolved in other areas or the best, but it must display and show the most innovative solution in its intent. This piece could require further work to bring it to market standards and or to completion for sale, however it shows promise led by its innovative idea.

BENEFITS:

- Verbal acknowledgement by the MC during the opening address
- Opportunity for a representative from your organisation to present the sponsored award
- Complimentary tickets for **two delegates** to attend the AFIA/ACE Awards Reception)
- Your logo included on post-event communication activities



INDIVIDUAL AWARDS

\$5,000 (inc gst)

- ACE Craftsmanship Award - Student
- ACE Craftsmanship Award – Emerging Designer

Selected from Category Finalists. These awards recognise pieces that not only incorporate great design but also demonstrate high levels of difficulty and quality of craftsmanship in production. These awards acknowledge not only the design ability of the makers but also the complexity and investment of time and skill required to produce the pieces.

- ACE Creative Vision – Student
- ACE Creative Vision – Emerging Designer

Selected from Category Finalists. These awards recognise pieces that successfully tie together the main elements of design. It recognises piece that are visually mature. These pieces do not however have to be finished to completion, but must be developed to prototype. Additional engineering and production design may be required to bring the work from prototype to be viable for completion to sale.

BENEFITS:

- Verbal acknowledgement by the MC during the opening address
- Opportunity for a representative from your organisation to present the sponsored award
- Complimentary tickets for **two delegates** to attend the AFIA/ACE Awards Reception)
- Your logo included on post-event communication activities



GENERAL INFORMATION FOR SPONSORS

PUBLIC LIABILITY:

It is a requirement of FURNISHING futures 2016, Conference Logistics and the Brisbane Convention and Exhibition Centre that all sponsors have adequate Public and Product Liability Insurance. Sponsors are required to submit their public liability certificate along with their booking form.

CONFIRMATION:

To secure sponsorship opportunities, please complete and return the form at the end of this document. As sponsorship packages will be sold on a 'first come, first served' basis, please secure your package by making a 50% payment of fees to the Conference Secretariat as this will generate a confirmation letter and tax invoice. The Conference Secretariat will be in touch with you in order to ensure that your benefits are delivered. All amounts include GST.

ACCOMMODATION:

Sponsors will be able to book accommodation at the Conference hotels where competitive room rates have been negotiated. Further details will be provided with registration information.

DELEGATE DETAILS:

Provision of delegate details is subject to privacy laws—participants can choose not to be listed. Listed delegate details will include name, organisation and state only, in PDF format.

CANCELLATION POLICY:

Please read the sponsorship conditions below, which outline the payments terms and cancellation policy. By submitting the attached sponsorship booking form you acknowledge and accept the terms and conditions.

CONDITIONS OF SPONSORSHIP:

The organisers reserve the right to change the venue and duration if exceptional circumstances demand. In the event of change of venue and/or duration, the agreement to participate will remain in force so long as the sponsor is informed at least one month before the Conference.

In the case of cancellation by the Sponsor, notification in writing should be sent to the Conference Secretariat. A refund of fees paid (less a cancellation fee of 50% of the value of the sponsorship) will be made to any Sponsor cancelling before or on 6 March 2016. After that date refunds may not be possible.

50% payment of fees must be made within seven (7) days of receipt of invoice.

Full payment must be made before 5 June 2016.

Sponsors must obtain the permission of the Local Organising Committee (contact the Conference Secretariat) when planning to promote the Sponsor's involvement in the Conference.

AFIA & ACE AWARDS AND GALA EVENT

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Saturday 9 July 2016 | Brisbane Convention and Exhibition Centre

SPONSORSHIP BOOKING FORM

PERSONAL DETAILS

Title: _____ First Name: _____ Surname: _____
 Position: _____ Organisation: _____
 Address: _____
 Phone / Mobile: _____ Email: _____
 Website: _____

SPONSORSHIP BOOKING

I would like to purchase the following sponsorship packages:

- | | |
|---|--|
| <input type="checkbox"/> AFIA Best of the Best Award at \$20,000 (inc GST) | <input type="checkbox"/> ACE Gold Medal Award at \$15,000 (inc GST) |
| <input type="checkbox"/> AFIA Furniture Industry Master Award at \$15,000 (inc GST) | <input type="checkbox"/> ACE People's Choice Award at \$15,000 (inc GST) |
| <input type="checkbox"/> AFIA People's Choice Award at \$15,000 (inc GST) | <input type="checkbox"/> ACE Cutting Edge Award at \$10,000 (inc GST) |
| <input type="checkbox"/> AFIA Individual awards at \$5,000 (inc GST) | <input type="checkbox"/> ACE Individual awards at \$5,000 (inc GST) |

Award: _____

Award: _____

TICKETS

I would like to purchase the following additional tickets:*

- ☐ AFIA Awards and ACE Awards Ticket @ \$110 each (inc GST). Number of Tickets: _____

PAYMENT SUMMARY

SPONSORSHIP TOTAL \$ _____

ADDITIONAL TICKETS \$ _____

TOTAL AMOUNT TO BE INVOICED (inc GST) \$ _____

CONDITIONS

I/we accept the terms and conditions of undertaking sponsorship of AFIA and ACE AWARDS.

Name: _____

Signature: _____ Date: _____

PAYMENT DETAILS

- ☐ I wish to pay by Electronic Funds Transfer. Bank details will be provided on your invoice.
☐ I wish to pay by credit card and hereby authorise Conference Logistics to charge the amount of \$_____ to my credit card.

Credit card number: _____ ☐ Mastercard ☐ Visa

Name on credit card: _____ Expiry date: _____

Signed: _____ Date: _____

Please return the completed form to samantha@conlog.com.au