Exhibition and Sponsorship Opportunities
Hobart, the capital of Tasmania, Australia, welcomes the upcoming combined meetings of the Scientific Committee on Antarctic Research (SCAR) and of the Council of Managers of National Antarctic Programmes (COMNAP). These meetings will be held in Hobart between July 8th and July 15th, followed by the XXIX meeting of SCAR National Delegates between July 17th and July 19th 2006. The biennial SCAR/COMNAP meetings, last held in Bremen, Germany in 2004, are the major international fora of the Antarctic scientific research and logistic support communities.
SCAR is the international committee responsible for initiation, promotion and co-ordination of high quality scientific research in Antarctica. The scientific business of SCAR is conducted by its Standing Scientific Groups, which represent the scientific disciplines active in Antarctic research. COMNAP facilitates liaison between the managers of national agencies responsible for the conduct of logistics operations in support of Antarctic science. COMNAP membership includes twenty-nine countries from the Americas, Africa, Asia, Europe and Oceania.

The meetings to be held during SCAR XXIX/COMNAP XVIII include:

~ The 2nd SCAR Open Science Conference on “Antarctica in the Earth System” 12-14 July.

~ The 12th COMNAP Standing Committee on Antarctic Logistics and Operations (SCALOP) Symposium on “Going Forward Together, Efficiently and Safely” 13 July.

~ The research planning and business meetings of SCAR scientific bodies 8-11 July.

~ The XVIIIth meeting of COMNAP Working Groups and Committees 9-14 July.

~ The SCALOP Trade Exhibition of Antarctic equipment and service providers 10-15 July.

~ A public lecture on the relevance of, and exciting advances in Antarctic science and knowledge 15 July.

These events will be followed by the XXIXth meeting of SCAR National Delegates, 17-19 July.

Further details of the schedule of meetings are given in the draft timetable available on the conference website www.scarcomnap2006.org

A number of associated Antarctic meetings and workshops will be held before, during and after SCAR XXIX/COMNAP XVIII.

SCAR XXIX/COMNAP XVIII will provide a unique opportunity for Antarctic scientists and logisticians to meet their peers, and a marvelous forum for delegates to explore the most up-to-date research and technology issues. It will likewise provide a unique opportunity for companies to capture the imaginations of the delegates making critical purchasing decisions in support of Antarctic science – it will be an exciting time of interaction, innovation and business opportunity. For national and international businesses alike, it is an opportunity to showcase your abilities and ensure that all the decision makers involved in Antarctic logistics and support are aware of your products. We welcome your contributions to the Trades exhibition and look forward to an exciting program at SCAR XXIX/COMNAP XVIII.
Welcome to Hobart, gateway to Antarctica

On behalf of the Organising Committee, I extend an invitation to all interested parties to consider sponsorship of the SCAR XXIX/COMNAP XVIII 2006 Conference being held in the delightful city of Hobart, Tasmania.

Located on the banks of the picturesque Derwent River and nestled below the rugged beauty of Mount Wellington, Hobart is one of the most beautiful cities in the world, and as part of Tasmania, shares an intimate Gondwanan link with Antarctica and the other southern continents. With a magical mix combining convict era heritage, all the conveniences of a modern city and world renowned wilderness areas on the doorstep, Hobart is truly a magnificent venue for any conference. But what makes Hobart so appropriate for the hosting of the joint SCAR XXIX and COMNAP XVIII conference is not only this physical link but also its long-held tradition of being one of the five main gateways to Antarctica.

Commencing on Saturday 8th July through to Wednesday 19th July, the Organising Committee is putting together a program that will welcome and encourage all delegates to participate and experience the hospitality that Tasmania is renowned for.

In order to offer all Antarctic suppliers the opportunity to participate and gain maximum exposure to delegates, the Organising Committee has several sponsorship packages on offer.

The key components of the conference available for sponsorship as part of various sponsorship packages include the SCAR and COMNAP Dinners, Welcome Receptions, Public Lecture, SCALOP Symposium and SCAR Open Science Conference. These will be keenly sought after, and we urge you to get in early to secure your place as a major industry partner.

All the packages are flexible and the Organising Committee will assist you and your organisation to tailor a specific sponsorship package to meet your needs. The team will also work with you to ensure that any individual event you may be sponsoring is well planned, attended and gains you full exposure.

On behalf of the Organising Committee, I look forward to making you welcome in Hobart, Tasmania for the 2006 Conference.

Dr Tony Press
Director, Australian Antarctic Division
SPONSORSHIP PACKAGES

Conference sponsorship is an important part of a company’s successful marketing strategy. By becoming a sponsor at this premier international meeting, you will be able to raise your corporate profile among key consumers of Antarctic goods and services.

As a sponsor of a major event, your company will enjoy the following benefits:

~ Significant exposure to an interested, relevant and influential audience drawn from across the world.
~ Acknowledgment as an industry leader.
~ An excellent opportunity to maintain a profile with senior representatives from this sector.
~ Invited Keynote Speakers will generate a high level of conference participation and media attention.
~ Your company’s sponsorship will be advertised prior to and during the SCAR XXIX/COMNAP XVIII 2006 Conference in promotional flyers and conference program handbook.
~ Access to the electronic delegate list (Note: excluding delegates who specify privacy).
~ Ability to network effectively with key decision makers and professionals.
~ Convenient location of the Trade Exhibition area within the Hotel Grand Chancellor.
~ Use of the Trade Exhibition area for Internet Café, service of morning and afternoon refreshments and poster displays ensures good flow of delegates.
~ Morning and afternoon refreshments provided to your representatives prior to scheduled breaks.
~ Sponsorship is a legitimate tax deduction for advertising.
SPONSORSHIP OPPORTUNITIES AT A GLANCE

Sponsorship packages are linked to key events or opportunities within the Conference Program. In addition to the publicity your business will receive through sponsorship of one of these high profile events, there are a number of other benefits within each package. Please refer to the individual packages for details of these benefits.

Levels of sponsorship:
- **GOLD** Sponsorship Opportunities
- **SILVER** Sponsorship Opportunities
- **BRONZE** Sponsorship Opportunities
- **TRADE EXHIBITOR / SUPPORTER**

Key events attracting sponsorship:
- **SCAR Dinner & SCAR Delegates Banquet** included in the SCAR Gold sponsorship package
- **Icebreaker event** included in the COMNAP Gold sponsorship package
- **COMNAP Dinner** included in the COMNAP Silver sponsorship package
- **Welcome Reception** included in the SCAR Silver sponsorship package

Other sponsorship opportunities:

Advertising opportunities include:
- Conference Program Handbook
- Satchel inserts

Poster Awards Sponsorship opportunities for:
- Best student poster
- Best SCAR OSC poster
- Best SCALOP symposium poster
(2 encouragement awards for each category)
- Satchel sponsorship
- Internet Café

DETAILED SPONSORSHIP PACKAGES

Gold Sponsorship is the ultimate available sponsorship category. It gives a profile for the entire convention that is second to none.

**GOLD SPONSORSHIP - SCAR**

$AUD 30,000 inclusive of GST

As a Gold Sponsor - SCAR you receive:
- Naming Rights to the SCAR Open Science Dinner on Thursday July 13th 2006 and Delegates Banquet
on Tuesday July 18th. There will be an opportunity to work with the conference managers to put your own stamp on this significant event plus an opportunity for your company representative to welcome all delegates to this Dinner.

~ 1 x Full Page advertisement in the Conference Program Handbook (located on the inside back cover) which will be distributed to all delegates, as well as being available on the Conference Website. (Artwork to be supplied)

~ 2 x satchel inserts

~ Logo recognition in all conference promotional material, including Conference Program Handbook, Website and Signage

~ Links from the Conference Website to your company’s site

~ 3 Complimentary registrations (includes Open Science Conference, SCALOP Symposium & welcome reception). N.B. this does not include travel or accommodation

~ 3 invitations to the SCAR Conference Dinner

~ Trade Exhibition space located in a prime position equivalent to 9 metres x 4 metres

~ Electronic recognition – through Audio Visual displays

~ Access to delegate list (excluding delegates who specify privacy)

GOLD SPONSORSHIP - COMNAP

$AUD 30,000 inclusive of GST

As a Gold Sponsor - COMNAP you receive:

~ Naming Rights to the COMNAP Icebreaker Reception with prominent corporate recognition

~ 1 x Full Page advertisement in the Conference Program Handbook (located on the inside front cover) which will be distributed to all delegates, as well as being available on the Conference Website. (Artwork to be supplied)

~ 2 x satchel inserts

~ Logo recognition in all conference promotional material, including Registration Brochure, Conference Program Handbook, Website and Signage

~ Links from the Conference Website to your company’s site

~ Trade Exhibition space only, located in a prime position for Gateway Trade display at the Hotel Grand Chancellor (power & standard lighting supplied)

~ Electronic recognition – through Audio Visual displays

~ Access to delegate list (excluding delegates who specify privacy)
Silver sponsorship is an ideal sponsorship for any size of organisation. This category gives you good exposure, often to more low key, social, memorable events whilst still giving you a profile for the whole convention.

**SILVER SPONSORSHIP - SCAR**
$AUD 20,000 inclusive of GST

**As a Silver Sponsor you receive:**
- Naming Rights to the SCAR Open Conference Welcome Reception with prominent corporate recognition
- 1 x Half Page advertisement in the Conference Program Handbook (artwork to be supplied)
- Logo recognition in selected conference promotional material, including Conference Program Handbook, Website and Signage
- Links from the Conference Website to your company’s site
- 1 x satchel insert
- 2 complimentary registrations to the Open Science Conference N.B. this does not include travel or accommodation
- 2 x SCAR dinner invitations
- 1 x trade booth, 6 metres x 4 metres
- Electronic recognition – through Audio Visual displays
- Access to delegate list (excluding delegates who specify privacy)

**SILVER SPONSORSHIP – COMNAP**
$AUD 20,000 inclusive of GST

**As a Silver Sponsor you receive:**
- Naming Rights to the COMNAP Dinner on Friday July 14th 2006. There will be an opportunity to work with the conference managers to put your own stamp on this significant event plus an opportunity for your company representative to welcome all delegates to this Dinner.
- 1 x Half Page advertisement in the Conference Program Handbook (artwork to be supplied)
- Logo recognition in selected conference promotional material, including Conference Program Handbook, Website and Signage
- Links from the Conference Website to your company’s site
- 2 complimentary registrations to the Open Science Conference N.B. this does not include travel or accommodation
- The opportunity to supply a coffee barista at the COMNAP meetings venue
- Access to delegate list (excluding delegates who specify privacy)
Bronze sponsorship is an ideal sponsorship for any size organization. This category gives you good exposure, often to more low key, social, memorable events whilst still giving you a profile for the entire conference.

**BRONZE SPONSORSHIP – SCAR/COMNAP**

4 x $AUD 5,000 inclusive of GST

As a Bronze Sponsor you receive:

~ Sponsorship of refreshment breaks on all days including recognition at all refreshment stations at the Hotel Grand Chancellor
~ 1 x Half Page advertisement in the Conference Program Handbook (artwork to be supplied)
~ Logo recognition in selected conference promotional material, including Registration Brochure, Conference Handbook, Website and Signage
~ Links from the Conference Website to your company’s site
~ 1 x trade booth, 3 metres x 2 metres
~ 1 x satchel insert
~ 2 complimentary registrations to the Open Science Conference N.B. this does not include travel or accommodation
~ Electronic recognition - through Audio Visual displays
~ Access to delegate list (excluding delegates who specify privacy)

**TRADE EXHIBITOR / SUPPORTER**

$AUD 2,500 inclusive of GST

As a supporter you receive:

~ 1 x trade booth, 3 metres x 2 metres
~ 1 x satchel insert
~ Access to delegate list (excluding delegates who specify privacy)
~ Two complimentary registrations to the Open Science Conference N.B. this does not include travel or accommodation

**SATCHELS**

$AUD 8,000 inclusive of GST

An opportunity exists to sponsor the conference satchel that will be supplied to all delegates. Highly visible throughout the conference it is an ideal way to keep your company’s logo and name uppermost in delegates minds.

As satchel sponsor you will receive:

~ Your company’s name and logo placed prominently on the satchel supplied to all conference delegates
~ 1 x satchel insert
~ Access to delegate list (excluding delegates who specify privacy)
Advertising Opportunities

CONFERENCE PROGRAM HANDBOOK
Opportunities are available to advertise in the Conference Program Handbook which will be a full colour production. Full page, half page and quarter pages are available throughout the handbook. All delegates to the conferences will receive the handbook.

All prices include GST.

Full page  $AUD 1100.00
Half page  $AUD 600.00
Quarter page  $AUD 330.00

POSTER AWARDS
$AUD 1,000 inclusive of GST

Three opportunities are available to sponsor the Conference Poster awards in the categories of:

Best Student Poster
Best SCAR OSC Poster
Best SCALOP Symposium Poster

A further six opportunities will be available to sponsor two encouragement awards in each of the above categories.

As the Poster Awards sponsor your logo and company name will be featured on the boards displaying the posters plus your company representative will have the opportunity to present the awards at the Open Science Conference Poster Session.

SATCHEL INSERTS
$AUD 550 inclusive of GST

A satchel insert is an ideal cost effective way to reach every delegate at the conference. Size is limited to no bigger than A4, 14 pages stapled or saddle stitched and other items are welcome by negotiation. Your insert does not have to be printed material – it can also be novelty items that promotes your organisation or a stationery item such as an A4 notepad or pen.

INTERNET CAFÉS
SCAR - $AUD 16,000 inclusive of GST or the equivalent in-kind support
COMNAP - $AUD 8,000 inclusive of GST or the equivalent in-kind support
Opportunities exist for an organisation to have exclusive sponsorship of an Internet Café for the duration of the conference. There will be two cafes set up - one at the Hotel Grand Chancellor for SCAR and one at the venue for the COMNAP business meetings.

Your sponsorship will entitle you to:
- Prominent signage in the Café area
- Opportunity to temporarily brand the machines with your company logo
- Opportunity to display Company promotional material at Café
- Company badged screensavers on all machines
- Space to have staff on Café site to speak to delegates about company products (SCAR internet café only)
- Full page advertisement in the Conference Program Handbook
- Access to delegate list (excluding delegates who specify privacy)