



EMC FORUM 2013

LEAD YOUR

TRANSFORMATION

SILVER EXHIBITOR MANUAL

Tuesday 13 August | Sydney Convention Centre
Friday 16 August | Melbourne Convention Centre

EMC²

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WELCOME

Thank you for becoming a sponsor of EMC Forum 2013.

We sincerely value your partnership with us and our aim in the coming weeks is to ensure you gain maximum exposure from your presence at EMC Forum. To help you do that, we've provided some very useful information in this exhibitor manual.

On the following pages, you will find all the forms and information you need to adequately prepare for the event. In particular, please pay special attention to the Sponsors Checklist on page 4, this is a veritable 'to-do' list containing a summary of the key deadlines and materials to ensure your successful participation at EMC Forum.

If you have any queries regarding your sponsorship, please contact Prue Wiesener from PDK Corporate Events on +61 2 8870 7900 or +61 413 155 126.

Thank you again for your support and we look forward to welcoming you to EMC Forum 2013.

KEY CONTACTS

EXHIBITION MANAGEMENT	Vanessa Taylor Program Manager P: +61 2 8870 7900 M: +61 438 915 822 E: vanessa@pdkevents.com.au	Prue Wiesener Exhibition Manager P: +61 2 8870 7980 M: +61 413 155 126 E: prue@pdkevents.com.au
VENUE	Sydney SCEC Exhibitor Services P: +61 2 9282 5499 F: +61 2 9288 6463 E: exhibitorservices@scec.com.au W: www.scec.com.au	Melbourne MCEC Exhibitor Services P: +61 3 9235 8110 F: +61 3 9235 8121 E: exservices@mcec.com.au W: www.mcec.com.au
EXHIBITION STAND BUILDER	Maya Ryan Exhibit Systems P: +61 2 9982 5511 F: +61 2 9982 9899 E: mayar@exhibitsystems.com.au	

SPONSOR CHECKLIST

TASK	DATE	PAGE	ACTION
GENERAL EVENT DETAILS			
Final sponsorship payment due	8 July	7	Mandatory
Register all speakers. Stand staff and delegates through the event website	22 July	7	Mandatory
COMMUNICATE			
Submit your Company Logo to prue@pdkevents.com.au (EPS and JPG)	Upon Confirmation	10	Mandatory
Submit your Website and Mobile App Company profiles to prue@pdkevents.com.au (Word restrictions apply)	Upon Confirmation	10	Mandatory
Send out your co-branded eDM and confirm date of send and database size to prue@pdkevents.com.au	Send date by 2 July	9	Optional
Submit Tweets for inclusion on the EMC Forum 2013 twitter feed to prue@pdkevents.com.au	5 July	10	Optional
Collateral Inserts to be delivered to Betta Concepts	29 July	10	Optional
DEMONSTRATE – STAND ESSENTIALS			
Submit SCEC Internet Connection Form and stand floor plan plotting these elements to exhibitorservices@scec.com.au	19 July	13	Optional
Submit MCEC Internet Connection Form and stand floor plan plotting these elements to exservices@mcec.com.au	19 July	15	Optional
Submit Exhibit Systems Order Forms for additional signage, furniture, power requests and AV to mayar@exhibitsystems.com.au	19 July	7	Optional
Advise prue@pdkevents.com.au if you will be sending freight that will require signature by PDK Corporate Events upon receipt	29 July	7	Mandatory
CULTIVATE – EXHIBITION PROMOTION			
Submit the Company Promotions Form to prue@pdkevents.com.au	Upon Confirmation	8	Mandatory
Ensure that you order your Lead Tracker devices	1 July	9	Mandatory
Submit the Stand Prize and Promotions Form to prue@pdkevents.com.au	15 July	8	Mandatory

GENERAL EVENT DETAILS

ABOUT EMC FORUM

This year marks the 10th anniversary of EMC's proprietary annual event in Australia! EMC Forum is an industry-leading event for technology professionals to learn about the trends that are transforming industries, markets and organisations. Attendees at EMC Forum 2013 will learn how to harness developments such as cloud computing, exploding data volumes, and increasing data security to create more agile organisations.

Most importantly however, EMC Forum offers our valued and strategic partners unique brand exposure and dedicated interaction with key prospects, customers, partners and EMC employees.

CITY	DATE	VENUE
SYDNEY	Tuesday 13 August 2013	Sydney Convention & Exhibition Centre
MELBOURNE	Friday 16 August 2013	Melbourne Convention Centre

AGENDA

08:00 AM – 08:45 AM	Registration & Breakfast in Sponsor Showcase
08:45 AM – 10:30 AM	Opening Keynote
10:30 AM – 11:05 AM	Morning Tea in Sponsor Showcase
11:05 AM – 11:50 AM	Breakout Sessions
11:50 AM – 12:25 PM	Breakout Sessions
12:25 PM – 01:25 PM	Lunch in Sponsor Showcase
01:25 PM – 02:05 PM	Breakout Sessions
02:05 PM – 02:45 PM	Breakout Sessions
02:45 PM – 03:20 PM	Breakout Sessions
03:20 PM – 03:50 PM	Afternoon Tea in Sponsor Showcase
03:50 PM – 04:30 PM	Breakout Sessions
04:30 PM – 05:00 PM	Closing Guest Keynote
05:00 PM – 06:00 PM	Closing Cocktail Reception in Sponsor Showcase
06:00 PM	Close

*Agenda subject to change. Please visit the EMC Forum website for the most current Agenda.

CLOSING COCKTAIL RECEPTION

The Closing Cocktail Reception will be held in the Sponsor Showcase between 5:00pm and 6:00pm. Please ensure your stand has adequate staff and is tidy and cleared of any rubbish prior to this event.

DRESS CODE

The dress code for EMC Forum 2013 is business casual. For example, trousers with a business shirt.

ENQUIRIES

Enquiries concerning all aspects of the Exhibition should be directed to Prue Wiesener at PDK Corporate Events. Tel: +61 2 8870 7900 or email prue@pdkevents.com.au. Alternatively should you have any queries regarding your stand requirements please contact Maya Ryan at Exhibit Systems Tel: +61 2 9982 9899 or mayar@exhibitsystems.com.au.

EXHIBITOR BADGE

Please ensure that all staff and attendees are registered through the EMC Forum 2013 website (www.anz.emc.com/forum2013) by **22 July 2013**. You can collect your Exhibitor Badge at the EMC Forum Registration desk which will be open at the following times:

Sydney: Tuesday 13 August 7:00am – 6:00pm
Melbourne: Friday 16 August 7:00am – 6:00pm

It is essential that all personnel wear Exhibitor Badges at all times while on site. Failure to wear badges will result in being refused entry to EMC Forum 2013.

EXHIBITOR CATERING

Exhibitor lunch will be served PRIOR to delegate luncheon so you may return to your stand whilst delegates are on breaks – timings will be provided in your final details communication.

PAYMENT

Payment in full is required by **COB 8 July 2013** to secure your participation at EMC Forum 2013.

SECURITY

Security will be provided by the Organiser during move-in, the event and move-out. While every reasonable precaution is taken, the Organisers and the venues accept no responsibility for any loss or damage which may occur to persons or property at the exhibitions resulting from any cause whatsoever. Exhibitors are advised to ensure that their exhibits are insured.

If there is an emergency or security-related incident, or a suspicious person is noticed, please contact Prue Wiesener on +61 413 155 126.

DEMONSTRATE

AUDIO VISUAL, FURNITURE & STAND SIGNAGE

Exhibitors are responsible for sourcing their own additional equipment for their exhibition stand. The hire of Audio Visual equipment can be arranged through Exhibit Systems, the official supplier for EMC Forum 2013.

To assist you through this process, simple upgrade packages have been created for you. By selecting an upgrade package you are taking advantage of our industry knowledge, making significant savings and will experience peace of mind knowing that your presence at EMC Forum is maximised.

For further details please refer to the Exhibit Systems Order Form for Additional Signage, Furniture, AV and Power. Please ensure that the Exhibit Systems Order form is submitted to mayar@exhibitsystems.com.au by 19 July 2013.

Only complementary solutions to EMC are permitted to be demonstrated at EMC Forum. EMC reserves the right to decline, prohibit or expel a competitive display and/or Sponsor; this reservation being all inclusive to persons, things, printed matter, product, conduct, sound level, etc. included in or related to the Exhibition Space and any related display.

BANNERS

Banners can be erected at your stand however are not encouraged. They must be contained within your stand perimeter.

FLOOR PLAN

Please note that the floor plan is subject to change and whilst we do our utmost to accommodate your preference there are numerous considerations we must adhere to and priority will be granted chronologically in order of sponsorship contract submissions.

FOOD AND BEVERAGE SAMPLING

Each venue has the exclusive rights for the sale and distribution of all food and beverage, therefore no exhibitor or person shall distribute, sell or giveaway food or drink without the prior written approval of PDK Corporate Events. Please complete the Stand Promotional Form and return to prue@pdkevents.com.au by 15 July 2013.

FREIGHT LOGISTICS

Please complete the relevant form found in the Sydney and Melbourne logistics sections of this manual.

INDEMNITY

Each exhibitor should have already completed and returned to PDK Corporate Events the Exhibitors Indemnity Form within the EMC Forum 2013 Sales Proposal indemnifying the organiser against damage on site.

IMPORTANT NOTE FOR EXHIBITORS: INSURANCE DISCLAIMER

Whilst the Organisers (PDK Corporate Events Pty Limited) will make every effort to provide security during the Exhibition, neither the Organisers nor the Sydney Convention & Exhibition Centre or the Melbourne Convention Centre, or any of their respective staff, employees, agents or other representatives, will be held accountable or liable and are released entirely from any claim for damage, loss, harm or injury to any person or any property of the Exhibitors, including goods in transit to or from the site or goods on the site before, during and after the exhibitions. Exhibitors acknowledge the above conditions and indemnify the Organisers, Sydney Convention and Exhibition Centre, Melbourne Convention Centre and their staff, employees, agents or other representatives accordingly.

Note: Exhibitors should consult their own advisors to ensure they have appropriate insurance coverage for the exhibitions, including public risk insurance cover for their stand area.

INTERNET CONNECTION

Wired internet connections and other specific requirements are available. Please order directly with the venues. Note that these will incur an additional cost for sponsors. Please complete the relevant form found in the Sydney and Melbourne logistics sections of this manual and return directly to the venues.

SOUND LEVEL

Audio on your stand must be set at a reasonable level and kept within the perimeter of your stand so as not to cause interference to neighbouring exhibitors. EMC and the organisers have the right to request your sound equipment be removed if you fail to meet acceptable levels.

STAND PERIMETER

All display material, furniture, selling aids and roving entertainment must be kept within the perimeter of your stand at all times.

STAND PRIZE

Exhibitors are encouraged to conduct their own competitions and lucky prize draws to boost delegate traffic to their stand. To assist in the promotion of your competition and/or lucky prize draw please submit the Stand Prize and Promotion Form to prue@pdkevents.com.au together with an image of your prize by 15 July 2013.

Prizewinner announcement opportunities may be limited and will be advised closer to the events. Please have a method to announce your prizewinner such as phone, SMS, or email if no public announcements are available to you via the official events announcements.

Note: It is the Exhibitor's own responsibility to organise a permit to run their competition at each location.

STAND PROMOTIONS

All additional stand promotions including food and beverage sampling/ giveaways, stand decoration/ theming, promotional or service staff and roving entertainment need approval by submitting the **Stand Promotions Form** to prue@pdkevents.com.au by **15 July 2013**. Failure to obtain approval prior to the events may result in you being requested to withdraw your promotion from the Exhibition Area.

Note: A description of promotional staff attire is required when submitting for approval. As you can appreciate this is a corporate event and promotional staff must wear suitable attire.

STORAGE

As there will be limited storage facilities at the venues it is suggested that exhibitors keep packing materials to a minimum. **Exhibitors may NOT leave boxes and packing material in the Exhibition area during the event.**

TESTING AND TAGGING

It is a legal requirement that all electrical equipment, leads and appliances that exhibitors bring for their stands be tested and tagged. Any electrical equipment found not test tagged will have to be tested and tagged immediately or removed from the exhibition. During move-ins we will have an Electrician on-site for a period of time that can test and tag your equipment however this will be at an additional cost to the sponsor. We strongly recommend all items to be Tested and Tagged prior to arrival onsite at EMC Forum 2013 as we cannot guarantee immediate availability of qualified technicians onsite and this may create wait times. For further information on Testing and Tagging onsite please contact Exhibit Systems on +61 2 9982 5511.

CULTIVATE

LEAD TRACKERS

EMC has provided one lead tracker device as part of each sponsorship package. You also have the option to order further lead trackers at an additional cost, as well as the option to submit customised question set by following the links provided below:

Sydney

https://isa.infosalons.biz/InfoTracker_AUS/Web/InfoTrackerOrderForm.aspx?ShowId=3119

Melbourne

https://isa.infosalons.biz/InfoTracker_AUS/Web/InfoTrackerOrderForm.aspx?ShowId=3120

To collect your Lead Tracker you will be required to visit Info Salons located at the registration desk at the venue/s. A demonstration on how to operate the lead tracker device will be provided and technical assistance will be available for the duration of each show. Your leads will be distributed post events.

LEAD GENERATION

Lead Generation is the responsibility of the individual sponsor. Additional Lead Trackers are available to order (refer to Lead Tracker section) and a Passport program is also provided to drive attendees to your stand.

PASSPORT PROGRAM

You have the option to participate in the Passport program which will assist in driving traffic to your stand. This opportunity is complimentary for all sponsorship tiers. More information will be provided closer to the event, however please register your interest by returning the **Company Promotion Form upon confirmation** of your sponsorship to prue@pdkevents.com.au to ensure that you don't miss out!

PROMOTIONAL STAFF

Promotional staff are permitted in the EMC Forum Exhibitions, please submit the **Prize and Promotions Form** by **15 July 2013**. Please note it is the sponsors' responsibility to provide a uniform to the promotional staff.

COMMUNICATE

EMC LOGO USAGE

All sponsors using the EMC logo on any print materials, website, presentations, etc. need to seek the approval of EMC before publication. Please provide submissions for approval to Prue Wiesener at prue@pdkevents.com.au.

CO-MARKETING TOOLKIT

A Co-Marketing Toolkit will be provided to sponsors if requested, which will include an email signature, web banner, EMC Forum 2013 "register now" weblink and a co-branded eDM. These tools are designed to help drive traffic to your stand and promote the joint alliance between yourselves and EMC. It would be greatly appreciated if you would please advise PDK Corporate Events of the date your co-branded eDM is being sent as well as the distribution size. Please ensure that you request your Co-Marketing toolkit when submitting your Company Promotions Form to prue@pdkevents.com.au due upon confirmation of your sponsorship.

The logo for EMC², featuring the letters "EMC" in a bold, sans-serif font, with a superscript "2" to the right of the "C".

COLLATERAL INSERT

ELITE AND PLATINUM SPONSORS ONLY (UNLESS PURCHASED)

Eligible sponsors are permitted to supply one insert (no larger than A4) or a single promotional item – prior approval from prue@pdkevents.com.au required. All collateral must be delivered by 29 July 2013. Please include the following information on any packages:

Betta Concepts EMC Forum – Collateral Insert (<i>SPONSOR NAME</i>) 4A Whiting Street Artarmon, NSW 2064 Deliveries via Loading Dock at rear, via Curry Lane
--

COMPANY PROFILE

A company profile for all exhibitors will be included on the EMC Forum 2013 website and Mobile onsite guides. For maximum brand exposure, please ensure that you submit both:

Company Profile for the EMC Forum Website
Company Profile for the EMC Mobile Application

SPONSORSHIP TIER	WEBSITE PROFILE	MOBILE ONSITE GUIDE
Elite	300 words	50 words
Platinum	200 words	30 words
Gold	100 words	20 words
Silver	50 words	10 words

SOCIAL MEDIA PROMOTIONS

Please follow the EMC Forum 2013 social media accounts so we are able to follow you in return and therefore re-tweet or re-post your EMC Forum relevant submissions (depending on quantity and timings). Please refer to the Social Media Activation Kit that can be found on page 32 for more information on how best to leverage your presence at EMC Forum 2013.

TWITTER

SPONSORSHIP TIER	NUMBER OF TWEETS
Elite	20
Platinum	15
Gold	10
Silver	5

Please submit your “tweets” to prue@pdkevents.com.au by **5 July 2013** and we will add these to the official @EMCANZ twitter feed for maximum event exposure. Please ensure characters are kept to a **maximum of 130** and include the #EMCForum hash tag. (If you provide a URL that has not been shortened using bit.ly or similar, the maximum characters are **115 characters**) All sponsors must adhere to the below schedule. If content is not provided in the week they have been designated, this will not be replaced at a later date.



DATE	24* Jun	01* Jul	08* Jul	15* Jul	22* Jul	29* Jul	05* Aug	13** Aug	16** Aug	19* Aug
ELITE	2	1	1	1	1	1	2	4	4	3
PLATINUM	3	2	1	2	1	1	2			3
GOLD	2	2	2	1	1	1	1			
SILVER			1	1	1	1	1			

*Tweets will be published the week of the specified date.

**Tweets will be published the actual date specified (event days).

SYDNEY

EMC FORUM, SYDNEY 13 AUGUST 2013

Parkside Foyer
Sydney Convention and Exhibition Centre
Darling Dr, Darling Harbour NSW 2000

AGENDA

KEY TRAFFIC TIMES	
08:00 AM – 08:45 AM	Registration & Breakfast in Sponsor Showcase
08:45 AM – 10:30 AM	Opening Keynote
10:30 AM – 11:05 AM	Morning Tea in Sponsor Showcase
11:05 AM – 11:50 AM	Breakout Sessions
11:50 AM – 12:25 PM	Breakout Sessions
12:25 PM – 01:25 PM	Lunch in Sponsor Showcase
01:25 PM – 02:05 PM	Breakout Sessions
02:05 PM – 02:45 PM	Breakout Sessions
02:45 PM – 03:20 PM	Breakout Sessions
03:20 PM – 03:50 PM	Afternoon Tea in Sponsor Showcase
03:50 PM – 04:30 PM	Breakout Sessions
04:30 PM – 05:00 PM	Closing Guest Keynote
05:00 PM – 06:00 PM	Closing Cocktail Reception in Sponsor Showcase
06:00 PM	Close

*Subject to change

ACCESS

Access to the Sydney Convention and Exhibition Centre for exhibitors is via the main entrance from 7:00am.

DELIVERIES TO THE VENUE

The Sydney Convention and Exhibition Centre will not accept deliveries on behalf of exhibitors. PDK Corporate Events will be onsite to accept deliveries on Monday 12 August 2013 between 8:00am – 3:00pm. These goods will be at your stand when you move-in.

Please advise prue@pdkevents.com.au if you would like PDK Corporate Events to sign for any deliveries before your arrival onsite.

To assist in the smooth delivery of goods, all delivery items must be individually labelled with the SCEC Delivery Label. For further details please refer to the SCEC Delivery Label found on page 34.

Please note: The organisers and the venue will not accept any responsibility for the safety or well-being of any items on, or delivered to, the site. It is the exhibitor's own responsibility to arrange insurance coverage.



EXHIBITOR MOVE IN DETAILS

Monday 12 August 2013 4:00pm – 6:00pm

Stands must be operational including demonstrations and cleared of any excess boxes or rubbish by 6:00pm. Exhibitors are only permitted to bring items that can be carried by hand or trolley through the main entrance or car park. All other items are to be unloaded from the loading dock, please advise if you will be requiring this access.

EXHIBITOR MOVE OUT DETAILS

Tuesday 13 August 2013 6:00pm – 7:00pm

Removal of products and exhibits will commence from 6:00pm on show day. No Exhibitor will be permitted to remove products prior to this time. All equipment must be removed by 7:00pm. Please remember to book couriers for equipment pick-up INCLUDING items being couriered to the Melbourne EMC Forum. All goods must be removed at the conclusion of the event. Please note that no responsibility will be taken by the organisers or the venue for goods waiting to be collected by couriers.

INTERNET CONNECTION

Internet connections can be organised directly with Sydney Convention and Exhibition Centre at additional cost to the sponsor. If required, please visit the following link
http://iebms.scec.com.au/sop/sop_p1_steps_booth.aspx?oc=01&cc=SOPEXH2&eventid=42174

PARKING

The Sydney Convention and Exhibition Centre Car Park is conveniently located off Darling Drive directly underneath Exhibition Halls 1 – 5. The car park is open 24 hours and has direct access to the venue.

Automatic pay stations are located throughout the car park, with a central pay station in the area under Hall 5. Payment is the responsibility of the Exhibitor and can be made at these stations prior to exiting the car park.

Payment can be made by cash, all major credit cards and EFTPOS. The Centre accepts no responsibility for theft of, or damage to vehicle parked in the car park.

MELBOURNE

EMC FORUM, MELBOURNE 16 AUGUST 2013

Melbourne Room 2 (Level 2)
Melbourne Convention Centre
1 Convention Centre Place, South Wharf 3006

AGENDA

KEY TRAFFIC TIMES	
08:00 AM – 08:45 AM	Registration & Breakfast in Sponsor Showcase
08:45 AM – 10:30 AM	Opening Keynote
10:30 AM – 11:05 AM	Morning Tea in Sponsor Showcase
11:05 AM – 11:50 AM	Breakout Sessions
11:50 AM – 12:25 PM	Breakout Sessions
12:25 PM – 01:25 PM	Lunch in Sponsor Showcase
01:25 PM – 02:05 PM	Breakout Sessions
02:05 PM – 02:45 PM	Breakout Sessions
02:45 PM – 03:20 PM	Breakout Sessions
03:20 PM – 03:50 PM	Afternoon Tea in Sponsor Showcase
03:50 PM – 04:30 PM	Breakout Sessions
04:30 PM – 05:00 PM	Closing Guest Keynote
05:00 PM – 06:00 PM	Closing Cocktail Reception in Sponsor Showcase
06:00 PM	Close

*Subject to change

ACCESS

Access to the Melbourne Convention Centre for exhibitors is via the main entrance from 7:00am.

DELIVERIES TO THE VENUE

PDK Corporate Events will be onsite to accept deliveries that are delivered on Thursday 15 August 2013 between 8:30am – 4:00pm. These goods will be at your stand when you bump-in. The Melbourne Convention & Exhibition Centre will not accept any deliveries that arrive before 8.30am or after 4pm, nor will they sign for deliveries on behalf of exhibitors. It is recommended that all items are delivered to the Convention Centre loading dock. Small portable items (e.g. laptop and pull up banner) can be hand carried through the venue into the exhibition area.

The logo for EMC², featuring the letters 'EMC' in a bold, sans-serif font, with a superscripted '2' to the right.

Please advise prue@pdkevents.com.au if you would like PDK Corporate Events to sign for any deliveries before your arrival onsite.

To assist in the smooth delivery of goods, all delivery items must be individually labelled with the MCEC Delivery Label found on page 35.

Please note: The organisers and the venue will not accept any responsibility for the safety or well being of any items on, or delivered to the site. It is the exhibitor's own responsibility to arrange insurance coverage.

Melbourne Convention Centre Convention Centre Loading Dock (enter off Normanby Road) South Wharf VIC 3006 Australia	
Stand Name & Number:	
Contact Name:	
Event Name:	
Room/Area for Delivery:	
Date of Event:	

EXHIBITOR MOVE IN DETAILS

Thursday 15 August 2013 4:00pm – 6:00pm

Stands must be operational including demonstrations and cleared of any excess boxes or rubbish by 6:00pm. Exhibitors are only permitted to bring items that can be carried by hand or trolley through the main entrance or car park. All other items are to be unloaded from the loading dock, please advise if you will be requiring this access.

EXHIBITOR MOVE OUT DETAILS

Friday 16 August 2013 6:00pm – 7:00pm

Removal of products and exhibits will commence from 6:00pm on show day. No Exhibitor will be permitted to remove products prior to this time. All equipment must be removed by 7:00pm. Please remember to book couriers for equipment pick-up. All goods must be removed at the conclusion of the event. Please note that no responsibility will be taken by the organisers or the venue for goods waiting to be collected by couriers.

INTERNET CONNECTION

Internet connections can be organised directly with Melbourne Convention Centre at an additional cost to the sponsor. Please complete the internet connection form on page 36 and return directly to the venue.

PARKING

The Melbourne Convention Centre is serviced by five parking areas within walking distance of the centre.

Siddeley Street Car Park – enter via Siddeley Street, 24 hour operation

Melbourne Exhibition Centre Basement Car Park – enter via Normanby Road, 24 hour operation

Freeway Car Park – enter via Munro Street

South Wharf Retail Car Park – enter via Normanby Road, 24 hour operation

Corner of Montague & Munro Streets Car Park (Pay & Display) – enter via Munro Street

APPENDIX

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SPONSOR BENEFITS OVERVIEW

SPONSORSHIP PACKAGE – PER CITY	
SPONSORSHIP TIER	SILVER
ELEVATE	Take advantage of additional marketing promotional opportunities to elevate your brand exposure throughout the event and beyond
DEMONSTRATE	3x2m turn-key booth solution in a prime showcase location with simple upgrade options (see following pages)
EDUCATE	Social Media <ul style="list-style-type: none"> – Utilise social media activities to promote and educate delegates on your showcase demonstration and customer case study content
CULTIVATE	Lead Capture <ul style="list-style-type: none"> – 1 lead tracker provided per city, additional available for purchase
COMMUNICATE	<ul style="list-style-type: none"> – Logo on website and URL click-through* – 50 word company profile on event website* – eDM logo and URL click-through* – Optional co-branded eDM* – 5 tweets from event Twitter account – Logo featured on holding slide during keynote walk-in – On-site branding on Thank You to Our Sponsor signage – Logo on mobile onsite guide – 10 word company profile on mobile onsite guide

* Across both cities

Stand Inclusions, Furniture and Audio-Visual Options

EMC Forum 2013

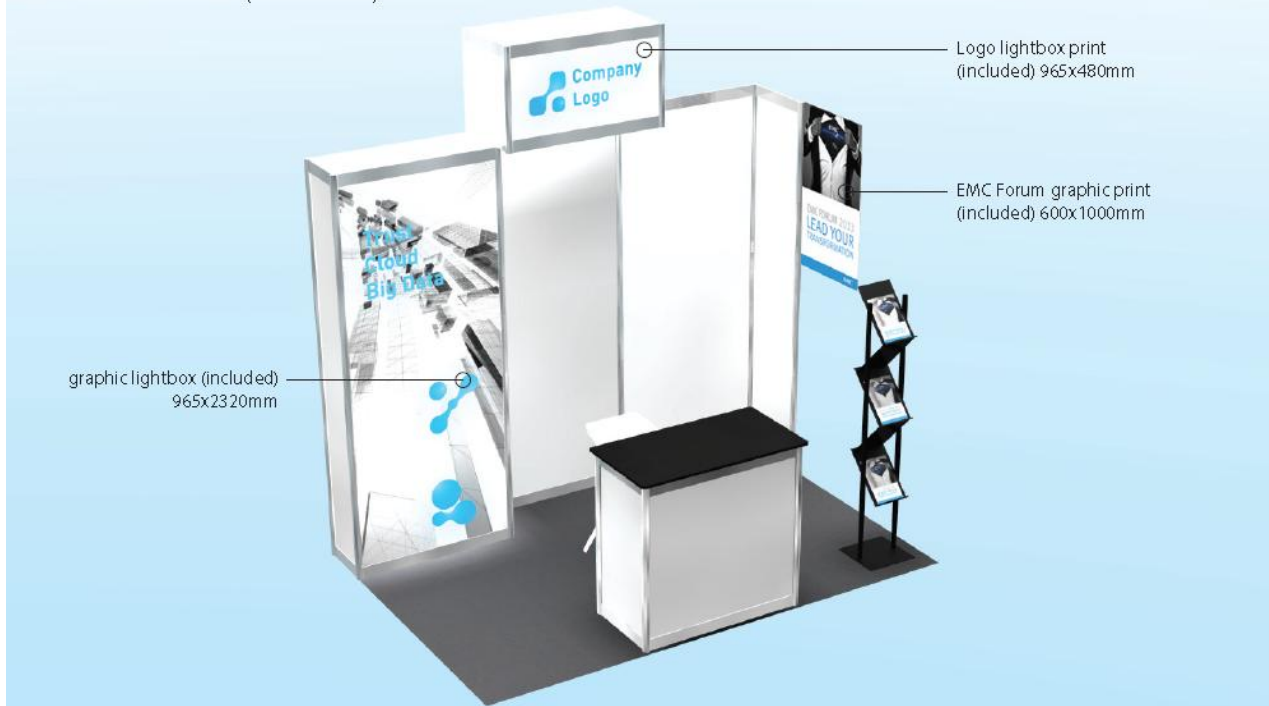
Sydney August 13

Melbourne August 16

SILVER STAND INCLUSIONS

EMC - 3x2m Silver (standard)

PERSPECTIVE VIEW



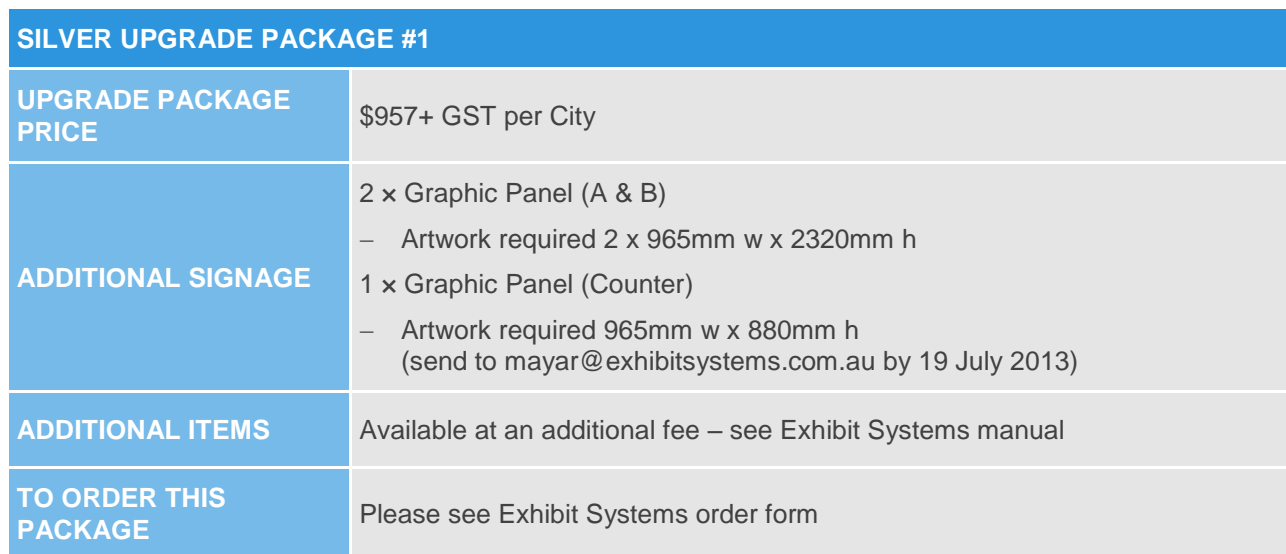
STAND INCLUSIONS AS SHOWN ABOVE

SPONSORSHIP TIER	Silver
STAND AREA	3m x 2m
INCLUDED POWER	1 x 10amp
INCLUDED SIGNAGE	<ul style="list-style-type: none"> 1 x Company Logo on Fascia Panel 965mm w x 480mm h (send to prue@pdkevents.com.au) 1 x Lightbox Panel – artwork required, 1 x 965mm w x 2320mm h (send to mayar@exhibitsystems.com.au by 19 July 2013)
INCLUDED FURNITURE	<ul style="list-style-type: none"> 1 x Counter Lockable 1 x Stool 1 x Brochure Stand
FLOOR	Venue Floor (Carpet)
ADDITIONAL ITEMS	See Exhibit Systems manual and/or Upgrade Packages (at an additional fee)

EMC²

EMC - 3x2m Silver Option 2 (upgrade 1)

PERSPECTIVE VIEW



SILVER STAND UPGRADE PACKAGE #2

EMC - 3x2m Silver Option 2 (upgrade 2)

PERSPECTIVE VIEW

+ \$1851 +gst

Wall mounted 40"
Full HD LCD screen
(with reinforced wall panel)

Lockable computer pod
565x700x1000mm

Upgrade print panel A
965x2320mm

Upgrade print panel B
965x2320mm

Upgrade counter print
965x880mm

SILVER UPGRADE PACKAGE #2

UPGRADE PACKAGE PRICE	\$1,851 + GST per City
ADDITIONAL SIGNAGE	2 x Graphic Panel (A & B) – Artwork required 2 x 965mm w x 2320mm h 1 x Graphic Panel (Counter) – Artwork required 965mm w x 880mm h (send to mayar@exhibitsystems.com.au by 19 July 2013)
ADDITIONAL FURNITURE	1 x Lockable Computer Pod
ADDITIONAL AV	1 x 40inch LCD Monitor. Wall mounted as shown
ADDITIONAL ITEMS	Available at an additional fee – see Exhibit Systems manual
TO ORDER THIS PACKAGE	Please see Exhibit Systems order form

EMC²

FURNITURE

stool
sangrita



○ white	(020301)	\$95 ⁰⁰
● black	(020302)	\$95 ⁰⁰

upholstered seat
adjustable height chrome base

stool
vogue



○ white	(020601)	\$79 ⁰⁰
● black	(020602)	\$79 ⁰⁰

plastic seat with backrest
chrome legs

stool
brooklyn



○ white	(021201)	\$95 ⁰⁰
● black	(021202)	\$95 ⁰⁰

upholstered cushion seat with
back rest, adjustable chrome
based

stool
miura



○ white	(021101)	\$85 ⁰⁰
● black	(021102)	\$85 ⁰⁰

modern plastic stool

table
bella bar



○ white	(040201)	\$100 ⁰⁰
● black	(040202)	\$100 ⁰⁰
● red	(040203)	\$100 ⁰⁰
● blue	(040204)	\$100 ⁰⁰

+ digital print top (075101) +\$90⁰⁰
700mm diameter 1045mm height

counter
octa
computer
module



○ white	(050301)	\$147 ⁰⁰
● black	(050302)	\$147 ⁰⁰
● red	(050303)	\$147 ⁰⁰
● blue	(050304)	\$147 ⁰⁰

+ digital print front (077801) +\$94⁰⁰
565(w) x 700(d) x 1000mm(h)
lockable door
internal shelf

pod
octa
double
computer
module



○ white	(052001)	\$441 ⁰⁰
● black	(052002)	\$441 ⁰⁰
● red	(052003)	\$441 ⁰⁰
● blue	(052005)	\$441 ⁰⁰

565 (w) x 1330(d) x 2000mm(h)
double-sided with lockable doors
*includes digital print sign panel
470mm (w) x 930mm (h)
*audio-visual ordered separately

brochure
acrylic



○ wall-mount	(060601)	\$21 ⁰⁰
○ desk-mount	(062001)	\$21 ⁰⁰

A4 size
clear acrylic

brochure
zig-zag



● black	(060702)	\$100 ⁰⁰
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A4 brochure holder
double-sided
5 shelves
1665mm height

brochure
folding



○ silver/clear	(060808)	\$100 ⁰⁰
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folding A4 brochure holder
double-sided
6 shelves
1430mm height

brochure
ramped



○ white	(072501)	\$100 ⁰⁰
● black	(072502)	\$100 ⁰⁰
● red	(072503)	\$100 ⁰⁰
● blue	(072505)	\$100 ⁰⁰

290(w) x 290(d) x 1200mm(h)
black frame/mesh - colour infills

barrel
entry



● clear	(062501)	\$165 ⁰⁰
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rotating barrel
lockable door hatch
white frame with castors
700(w) x 430(d) x 1100mm(h)

bowl
business
card



○ clear	(061901)	\$50
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AUDIO-VISUAL

55"
LCD
full HD

screen



○ 1 day (081701) \$767⁰⁰

full HD (1080p)
for plasma stand only (order separately)

40"
LCD
full HD

screen



○ 1 day (081601) \$515⁰⁰
+ wall-mount panel \$185⁰⁰

full HD (1080p)
desk mount, wall-mount (+ \$185)
or plasma stand (order separately)

32"
LCD

screen



○ 1 day (080601) \$490⁰⁰
+ wall-mount panel \$185⁰⁰

desk mount, wall-mount (+ \$185)
or plasma stand (order separately)

26"
LCD
full HD

screen



○ 1 day (082701) \$185⁰⁰
+ wall-mount panel \$295⁰⁰

desk mount, wall-mount (+ \$185 for
reinforced wall panel) or plasma
stand (order separately)

24"
LCD

screen



○ 1 day (082801) \$275⁰⁰
+ wall-mount panel \$185⁰⁰

desk mount, wall-mount (+ \$185)
or plasma stand (order separately)
only compatible with PC or laptop

Lilipad
IPAD floor

stand



○ 1-2 days (083501) \$130⁰⁰
○ 3 days (083502) \$170⁰⁰
○ 4-7 days (083503) \$200⁰⁰

lpad floor stand (order IPAD
separately)

Blu-Ray

player



○ 1 day (081501) \$95⁰⁰

high-definition Blu-Ray player

DVD

player



○ 1 day (080401) \$30⁰⁰

DVD, CD, CD-R, MP3, JPEG
formats

computer

laptop



○ 1 day (083102) \$350⁰⁰

Dell Vostro 3550, Core A5,
Windows 7, Office 2010

keyboard & mouse

combo



○ 1 day (082201) \$40⁰⁰

Wireless keyboard & mouse

plasma
& stand

combo



○ 1 day (082101) \$650⁰⁰

includes 42" Plasma screen
includes shelf
landscape or portrait display

plasma

stand



○ 1 days (080701) \$180⁰⁰

includes shelf
stand only

SPECIAL TERMS AND CONDITIONS

- 1 **CANCELLATIONS:** Any products delivered then cancelled will be charged at the full rates. Goods cancelled less than 5 days prior to exhibition opening, but not installed will be charged at 50% of full rate.
- 2 **DAMAGE WAIVER:** Payment of 7% of the hire charges is compulsory – see clause 9 of the general terms and conditions below. Notwithstanding it is the hirer's responsibility to guard equipment against loss or damage until it is collected by the owner.
- 3 **STOCK AVAILABILITY:** Orders for all goods and items listed are subject to stock availability at the time.
- 4 **PRICES & CHARGES:** Subject to change without notice but will not be changed after receipt of order & confirmation payment. All quoted rates are for the duration of the event (maximum 7 days).
- 5 **LATE ORDER SURCHARGE:** Goods being ordered after deadline date will incur a late fee of \$60.00.
- 6 **ON SITE ORDERS:** Goods being ordered during exhibitor setup will incur a late fee of 20% of sub total.
- 7 **DELIVERY & PICKUP:** All goods will be delivered the day or morning prior to opening and must be available for collection immediately following closure of the event.
- 8 **HIRERS GOODS:** Owner does not accept any responsibility for hirer's goods left in or on hire goods following closure of exhibition.
- 9 **GST:** All hire items are excluding GST and will attract 10% tax.

GENERAL TERMS AND CONDITIONS

- 1 THE Owner will let on hire to the Hirer for the period and at the rental, the furniture, chattels and effects set out in the Schedule hereto (hereinafter referred to as "the goods").
- 2 THE Hirer shall on the signing hereof pay the full amount of the rental, delivery and damage waiver and the deposit (if applicable) set out on the Order Form.
- 3 THE Hirer must abide by the payment terms set out on the Order Form. Any special agreements made between the Hirer and Owner will be null and void if payment terms are not met.
- 4 THE goods shall be delivered by the Owner at the Hirer's expense to the place of hire on or before the opening date of the event. The Hirer shall, immediately following closure of the event, have the goods available for collection by the Owner at the Hirer's expense.
- 5 IN the event that the goods are not available for collection nor delivered to the Owner on the date of closure, the Hirer shall pay to the Owner the further rent specified in the Catalogue for each additional day of hire until the goods are delivered.
- 6 THE Hirer shall not sell or offer for sale, assign, mortgage, pledge, underlet, lend or otherwise deal with the said goods but will keep the goods in his own possession and will not remove the same or any of them from the place of hire mentioned in the Schedule hereto without the consent of the Owner in writing and will not cause or allow any of the said goods to be so affixed to the premises being the place of hire as to become fixtures and will not create or allow to be created any lien upon the goods and will duly and punctually pay all rates, taxes, charges and impositions payable in respect of the premises whereon the goods shall for the time being be situate and produce all the receipts for such payments to the Owner on demand and will protect the goods against distress, execution or seizure and indemnify the Owner against all losses, costs, charges, damages and expenses incurred by him by reason or in respect thereof.
- 7 THE Hirer shall at all times use the goods in a proper manner and shall at his own expense service, clean and maintain the goods in good and substantial repair and condition reasonable wear and tear expected.
- 8 THE Hirer hereby indemnifies the Owner in respect of any loss or damage to property or persons caused by the use, operation or keeping of the goods for any reason whatsoever during the period of hire
- 9 THE Hirer shall pay to the Owner, in addition to the hire charges, an amount equal to 7% of such hire charges, and in consideration of such payment the Owner agrees to waive the liability of the Hirer for accidental damage to the goods.
- 10 THE Hirer shall be responsible for any loss of goods from any cause whatsoever. The replacement cost of such must be paid forthwith by the Hirer to the Owner.
- 11 IN the event of a break-down or failure of the goods the Hirer shall contact the Owner forthwith and on no account shall repair or attempt to repair the goods without the prior consent of the Owner. In no event shall the Owner be responsible for any expenditure and damages and/or loss incurred by the Hirer arising out of any break-down or failure of the equipment whether caused by fair wear and tear, negligence on the part of the Owner or any other person or any other reason whatsoever.
- 12 THE Hirer shall allow the Owner access at any time during normal business hours to inspect the goods and to enter into and upon any premises where the goods are or are presumed to be for any purpose incidental to or arising out of this agreement.
- 13 THE Owner may notwithstanding the specified period of hire and notwithstanding any waiver of any previous default forthwith terminate this agreement and repossess the goods in any of the following events:
 - (a) if the Hirer fails to pay any hiring charges on or before the due dates,
 - (b) if the Hirer shall do or permit any act or thing to be done whereby the Owner's rights in any of the goods may be prejudiced,
 - (c) if the Hirer shall become or be made insolvent or bankrupt or make any arrangement or composition with his creditors or in the case of a Hirer being a company should an order be made or a resolution passed for winding up on such company,
 - (d) if the Hirer commits any breach of this agreement.
- 14 UPON termination of this agreement for any reason whatsoever the Owner may enter into or upon any premises where the goods may be without prejudice to the rights of the Owner to recover from the Hirer any monies due hereunder or any damages for breach hereof and the Hirer indemnifies the Owner in respect of any claims, damages or expenses arising out of any action taken under this Clause.

FURNITURE & AUDIO-VISUAL ORDER FORM

EMC Forum 2013 (Sydney & Melbourne)



Email, Fax or Post Form: NO LATER THAN **FRIDAY 19 JULY 2013**

Fax: +61 2 9982 9899 Email: mayar@exhibitsystems.com.au

Post to: Exhibit Systems Pty Ltd PO Box 709 Brookvale NSW 2100 Ph: +61 2 9982 5511

Company Name & Postal Address

Contact Name		Email	
Phone Number		Fax Number	
Date		Stand Number	

EMC Forum Events: I will require the items for the following events:

Sydney ☐ Melbourne ☐ Or I will require the items for both events ☐

This form will become a Tax Invoice once payment is made ABN 78 091 935 116
Please notify our staff onsite of any disparity to your order, No claims will be recognised after the event

Code	Hire Items	Colour	Qty	\$ Rate Rate per event	\$ Total (All Events) Multiply by 2 for both EMC Forums

ACCEPTANCE

I have read and agree to all terms & conditions as listed on the back of this form

SUB-TOTAL

DAMAGE WAIVER (compulsory)

7% of Sub-Total

CARTAGE FEE (compulsory)

20% Sub-Total (min \$50)

SUB-TOTAL A

UPGRADE PACKAGE: (per city)

ELITE (6x6m) Upgrade 1_ \$2469 <input type="checkbox"/>	ELITE (6x6m) Upgrade 2_ \$3073 <input type="checkbox"/>
PLATINUM (6x3m) Upgrade 1_ \$1511 <input type="checkbox"/>	PLATINUM (6x3m) Upgrade 2_ \$2710 <input type="checkbox"/>
GOLD (4x2m) Upgrade 1_ \$1360 <input type="checkbox"/>	GOLD (4x2m) Upgrade 2_ \$2254 <input type="checkbox"/>
SILVER (3x2m) Upgrade 1_ \$957 <input type="checkbox"/>	SILVER (3x2m) Upgrade 2_ \$1851 <input type="checkbox"/>

SUB-TOTAL B

LATE ORDER SURCHARGE

Orders received after deadline 20% Sub-Total

TOTAL

Sub-totals A+B, plus late order surcharge (if applicable)

10% GST Calculated on the above TOTAL

FINAL TOTAL Including GST

Signed _____

Order not valid unless signed

*** ALL ORDERS RECEIVED LATE OR ONSITE WILL INCUR A SURCHARGE ***

TERMS OF PAYMENT: Full Payment MUST accompany this order or work will not be carried out

Tick appropriate box

☐ CHEQUE ☐ DIRECT DEPOSIT - St George Bank, Kogarah BSB 112 879 A/C no065930031 SWIFT SGBLAU2S
☐ VISA ☐ MASTERCARD ☐ DINERS ☐ AMEX

Account Name Expiry Date /

Credit Card No Amex Pin / CSV

SignedORDER NOT VALID UNLESS SIGNED BY HIRER (AUTHORISED AGENT/ CARD HOLDER)

CREDIT CARD ORDERS IN EXCESS OF \$1500 WILL INCUR A 3% SURCHARGE

EMC Forum 2013

Sponsor Booth Artwork Notes:

DESIGN

The Exhibit Systems design department can assist with creating the artwork for your signage if required.

Please contact Maya Ryan with your requirements.

ARTWORK SETUP

All files must be supplied as press quality PDF files at 100% size.

Files must be prepared with visible trim marks (to panel size) and 10mm bleed on all edges.

Resolution is advised to be no less than 140 dpi at 100%

Printing colour mode is CMYK - use Pantone (PMS) colours where possible for exact match.

All text must be outlined.

Other file formats (EPS, AI, PSD, TIFF, JPG, INDD) and sizes can be accepted although additional charges may apply.

We do not accept files created in Office programs such as Word or PowerPoint.

Template files (Illustrator format) are available upon request - please contact the Exhibit Systems design department.

Files can be submitted via email (less than 10mb), or via our FTP Drop Box:
<http://dropbox.yousendit.com/ExhibitSystemsDropBox>

TECH NOTES

Artwork must be supplied as press quality PDF files at 100% size, with visible trim marks to the exact panel size, plus 10mm bleed to all edges.

Note that 7.5-10mm of each panel edge will be hidden by Octanorm frame - 10mm for horizontal edges and 7.5mm for vertical edges.

Artwork split by a post will have a 25mm panel offset (visible offset is 40mm)

Artwork that is spread across multiple panels must be split into individual files.

CONTACT

For artwork file submission and artwork enquiries, please contact Maya Ryan.

e | mayar@exhibitsystems.com.au
p | 02 9982 5511

PRIZE AND ONSITE PROMOTIONS FORM

This form is mandatory for all Sponsors.

Please complete this form and return by **COB Monday 15 July 2013** to prue@pdkevents.com.au.

Company		Contact Name	
Position		Phone Number	
Signed			
Cities Attending		Date	

EXHIBITOR STAND PRIZE

☐ Confirming that there will be **NO** prizes or promotional giveaways distributed at EMC Forum.

OR

If you plan to have a prize or promotional giveaways for delegates attending your stand at EMC Forum 2013, please give a description of the item to be given away and a jpg picture.

Prizewinner announcement opportunities may be limited and will be advised closer to the event. Please have a method to announce your prizewinner such as Phone, SMS, or email if no public announcements are available to you via the official event announcements.

DESCRIPTION OF PRIZE GIVEAWAY AND PRIZE

Sydney		Valued at \$
Melbourne		Valued at \$

☐ JPG image of prize submitted with this form to prue@pdkevents.com.au.

STAND FOOD & BEVERAGE, ENTERTAINMENT & PROMOTIONAL STAFF APPROVAL

☐ Confirming that there will be **NO** food, beverages or promotional staff on stand.

OR

Please provide for approval details of the food and beverage and/or the promotional staff you are planning for your stand at EMC Forum 2013. Please note you will need to register any promotional or entertaining staff requiring access to the exhibition hall.

Entertainment Description:
(I.e., pinball machine, caricaturist.)

Promotional Staff Description:
(Please note that all entertainment and promotional staff **MUST** remain within the perimeter of your stand.)

☐ JPG image of promotional staff dress attire submitted with this form to prue@pdkevents.com.au.

☐ Food and beverage on stand (lollies, mints). Describe type and quantity below:

Food and beverage must be supplied by SCEC/MCEC except in the instance they are unable to in which case external suppliers may be used (pending approval).

Proposed Supplier		Contact Name	
Phone Number		Email Address	

EMC²

SOCIAL MEDIA ACTIVATION KIT

SOCIAL OBJECTIVES

Our goal is to drive registration and engage attendees and those unable to attend using social media before, during and after EMC Forum 2013. We want to increase the excitement and buzz well beyond those attending and at the same time offer a more personal, intimate experience. Those attending in person and virtually can make connections, network, learn and share experiences.

WHAT'S IN IT FOR ME?

EMC Forum Partners have the opportunity to leverage off the event to promote their own brand. Partners will also have exclusive access to the EMC Network to spread their message to reach EMC Forum attendees.

TARGET AUDIENCE

The majority of the audience attending EMC Forum 2013 is made up of IT decision makers and Line of Business decision makers from organisations across Australia.

SOCIAL MEDIA CONTENT

EMC Forum ANZ 2013 Partners will also receive #5 tweets sent from the @EMCANZ Twitter account. Tweets to be sent from the @EMCANZ Twitter account will need to consist of a maximum of 140 characters.

PRE-EVENT TWEETS

Help us promote EMC Forum ANZ by Tweeting about registration to the event. Sample Tweets include:

#XXXXcompany proud sponsors of #EMCForum Sydney 13 Aug. Secure your spot for free here:
<http://emc.im/Forum2013AU>

#XXXXcompany proud sponsors of #EMCForum Melb 16 Aug. Register now for free here:
<http://emc.im/Forum2013AU>

Register now for #EMCForum #EMCANZ. Visit <http://emc.im/Forum2013AU> #XXXXcompany proud to support

Ready for #EMCForum 2013? #XXXXcompany is! Registration open (and free, too!):
<http://emc.im/Forum2013AU>

RETWEETING

On the days of EMC Forum ANZ (13th & 16th August), this SMAK (Social Media Activation Kit) will be updated with a link to re-tweet an anchor tweet. Retweeting the same tweet will help us earn the top tweet position of the #EMCForum discussion on Twitter. Stay tuned for additional updates!

SAMPLE POSTS FOR FACEBOOK OR LINKEDIN

Come visit XXXXCompany at EMC Forum 2013 and learn how cloud solutions transform IT and business. Register and secure your spot for free now: <http://emc.im/Forum2013AU>

EMC Forum ANZ 2013 is coming to Sydney and Melbourne and we are proud to support this event. Register for free today and learn what's happening in Cloud, Big Data and Trust: <http://emc.im/Forum2013AU>

Thinking of attending EMC Forum? We will be there! Spread the word about EMC Forum and you could WIN a \$1000 Visa Gift Card. Ensure that your colleagues include your email address in the referral field on the registration form to go into the draw to win: <http://emc.im/Forum2013AU>

FEATURED SOCIAL ACTIVITIES AT EMC FORUM ANZ

During EMC Forum ANZ, we will be promoting the event via the EMC Community Network, our Twitter account, as well as our LinkedIn Group. Blog posts will be posted on the EMC Community Network before, during and after EMC Forum while more regular Tweets and Updates will be pushed out via Twitter and LinkedIn.



Below is a list of key platforms and terminology to utilise when referring to the EMC brand and the event:

KEY ACCOUNTS – EMC AUSTRALIA & NEW ZEALAND

EMC COMMUNITY NETWORK ANZ	https://community.emc.com/community/connect/anz
TWITTER	@EMCANZ
LINKEDIN GROUP	http://www.linkedin.com/groups/EMC-ANZ-3848314

KEY HASHTAGS

#EMCFORUM	Key hashtag for the event
#EMCANZ	Optional when #EMCForum is used

Furthermore, to help us ensure we track correctly all of our social media efforts, please use the link below if referring your audience to the EMC Forum 2013 Registration Page:

RECOMMENDED SHORT URL – EMC FORUM 2013 REGISTRATION PAGE

EMC FORUM 2013 - REGISTRATIONS	http://emc.im/Forum2013AU
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Referring your audience to the EMC Forum 2013 Registration Page:

SUGGESTED CONTENT – EMC FORUM 2013 REGISTRATION PAGE

EMC FORUM 2013 - REGISTRATIONS	#EMCForum ANZ - 10 yrs strong! Register today: http://emc.im/Forum2013AU
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SYDNEY FORMS

SYDNEY DELIVERY LABEL

This label is required to be attached to each individual item being delivered to the Sydney Convention and Exhibition Centre for exhibitors participating within an event.

DELIVER TO:	Sydney Convention and Exhibition Centre Darling Drive, Darling Harbour, NSW 2000
VIA THE:	Convention Centre Loading Dock
EVENT NAME:	EMC Forum 2013 c/o PDK Corporate Events
DO NOT DELIVER BEFORE:	
DATE OF EVENT:	Tuesday 13 August, 2013
ROOM NAME:	Parkside Foyer
STAND/COMPANY NAME:	
STAND NUMBER:	
STAND CONTACT MOBILE NUMBER:	
ORGANISER CONTACT NAME:	Prue Wiesener
ORGANISER MOBILE NUMBER:	0413 155 126
COURIER/CARRIER COMPANY:	
DESCRIPTION OF ITEMS BEING DELIVERED:	
<p>NOTE: Exhibitor deliveries will not be accepted out of dock operating hours unless prior arrangement has been made between the event organiser and the Centre.</p> <p>The organiser will accept deliveries between 8:30am and 4:00pm Monday 12 August. The Exhibitor must be onsite to accept and sign for deliveries outside these times. The Centre will not accept goods on behalf of exhibitors.</p>	

MELBOURNE FORMS

MELBOURNE DELIVERY LABEL

Goods will not be accepted unless the building facility below is identified.

CONVENTION CENTRE BUILDING Melbourne Convention & Exhibition Centre Convention Centre Entrance Loading Dock – enter off Normanby Road South Wharf VIC 3006	
YOUR CONTACT NAME:	
YOUR CONTACT PHONE NUMBER:	
NAME OF EVENT:	EMC Forum 2013
DATE OF EVENT:	16 August 2013
ROOM/AREA FOR DELIVERY:	Melbourne Room 2
STAND NAME:	
STAND NUMBER:	
TOTAL NUMBER OF ITEMS:	
ITEM NUMBER:	
NOTE: The MCEC will not sign for deliveries on behalf of organiser and/or exhibitors, nor does it accept any liability or responsibility for items bought onsite as part of an event. The organiser will be onsite and will accept deliveries on your behalf between 8:00am and 4:00pm, Thursday 15 August 2013.	

2.1 EXHIBITOR SERVICES ACCOUNT FORM

Name of Event:			
Event Dates:			
Stand Name:			
Stand No.:			
Company:			
ABN / ACN: (Australian Business / Company Number)			
Contact Name:			
Position:			
Address:			
	Suburb:	Post Code:	State:
Telephone:	Facsimile:		
Email:	Mobile:		

Please indicate your requirements on the following pages and return this form and all relevant order forms, no later than seven (7) days prior to the commencement of the event.

Please return your completed forms to email forms to exservices@mcec.com.au or fax to 03 9235 8121. Please ensure all fields are completed.

Once your order has been received and processed, you will be sent a Proforma Tax Invoice confirming your order details. Please log in to the MCEC online payment system to make payment as per instructions provided by Exhibitor Services. No services will be provided until payment is received.

All service charges are current and subject to change without notice.

Information Privacy Act 2000 – Information collected on this form will only be used for the completion of this enquiry.

The Melbourne Convention and Exhibition Trust (MCET) Privacy Policy is available from our web site www.mcec.com.au, Reception or Customer Service.

Advised of MCET Privacy Policy: ☐ Yes ☐ No

I hereby give my consent to use and disclose information on this form in accordance with the advised Use and Disclosure Statement. I have been advised of the MCET Privacy Policy and how to obtain a copy of the policy.

Signature: _____ Date: _____

2.2.4 BROADBAND INTERNET ACCESS



Please indicate your requirements below and return together with the Exhibitor Services Account form to exservices@mcec.com.au.

NOTE: YOUR ORDER CANNOT BE PROCESSED WITHOUT AN EXHIBITOR SERVICES ACCOUNT FORM AND COMMUNICATIONS LINE FLOOR PLAN INCLUDED

NOTE: ONCE YOUR DOWNLOAD ALLOWANCE IS REACHED, EXCESS DATA IS CHARGED AT 10c PER Mb

Please refer to the service information section below for additional details. You must sign and return this service information with your order. For additional information please contact Exhibition Services on (03) 9235 8110 or exservices@mcec.com.au.

SERVICE	1 - 7 DAY PRICE (DOWNLOAD ALLOWANCE)	8 - 14 DAY PRICE (DOWNLOAD ALLOWANCE)
BROADBAND INTERNET– 256 Kbps 1 cable for 1 computer – Private IP address assigned as standard. Additional connections must be ordered on the following page to connect more than one computer	\$225.00 (1GB) <input type="checkbox"/>	\$315.00 (2GB) <input type="checkbox"/>
BROADBAND INTERNET – 512 Kbps 1 cable for 1 computer – Private IP address assigned as standard. Additional connections must be ordered on the following page to connect more than one computer	\$270.00 (2GB) <input type="checkbox"/>	\$405.00 (4GB) <input type="checkbox"/>
BROADBAND INTERNET – 1 Mbps 1 cable for 1 computer – Private IP address assigned as standard. Additional connections must be ordered on the following page to connect more than one computer	\$405.00 (4GB) <input type="checkbox"/>	\$532.00 (6GB) <input type="checkbox"/>
BROADBAND INTERNET – 2 Mbps 1 cable for 1 computer – Private IP address assigned as standard. Additional connections must be ordered on the following page to connect more than one computer	\$532.00 (6GB) <input type="checkbox"/>	\$654.00 (8GB) <input type="checkbox"/>

SERVICE	1 - 7 DAY PRICE (DOWNLOAD ALLOWANCE)	8 - 14 DAY PRICE (DOWNLOAD ALLOWANCE)
BROADBAND INTERNET – 6 Mbps 1 cable for 1 computer – Private IP address assigned as standard. Additional connections must be ordered on the following page to connect more than one computer	\$828.00 (10GB) <input type="checkbox"/>	\$1260.00 (15GB) <input type="checkbox"/>
BROADBAND INTERNET – 10 Mbps 1 cable for 1 computer – Private IP address assigned as standard. Additional connections must be ordered on the following page to connect more than one computer	\$1260.00 (15GB) <input type="checkbox"/>	\$1620.00 (20GB) <input type="checkbox"/>

The following address will allow you to periodically check your usage. Simply enter the address provided below whilst you are connected to your MCEC Broadband service
<http://internet.mecc.com.au:7011/myUsage>.

PLEASE NOTE:

The MCEC will not manage, monitor or support any third party devices connected to our network such as network switches, routers or wireless routers. Should it be discovered that these devices pose either a security risk to the MCEC network or create network issues we will be forced to disconnect, remove or disable any such devices in order to ensure the integrity of the network for both the venue and for other clients relying upon the infrastructure (including the MCEC wireless network and M Connect).

PERIPHERAL BROADBAND SERVICES	COST PER CONNECTION	NUMBER OF CONNECTIONS REQUIRED
ADDITIONAL CONNECTION – <u>PRIVATE</u> IP ADDRESS WITH CABLE Required to connect an additional computer. 1 per each additional computer	\$22.00	
ADDITIONAL CONNECTION – <u>PUBLIC</u> IP ADDRESS WITH CABLE See section 2.2.5 below. 1 per additional computer	\$44.00	
TECHNICAL ASSISTANCE		
COMPUTER CONFIGURATION I require assistance in configuring my computer(s). Minimum Charge of ½ hour	\$41.25 per half hour	

2.2.5 ADDITIONAL CONNECTIONS

Additional IP's are required when more than one computer is to be connected to a broadband service. Irrespective of whether you are providing your own hub/switch and cables.

By default private IP's are assigned for your security, however public IP addresses are available for specific requirements. Some Virtual Private Networks (VPN) and server applications may require public IP addresses.

2.2.6 BROADBAND INTERNET ACCESS – SERVICE INFORMATION

Please note for connection to our Broadband Internet you will need to have your computer set to obtain IP and DNS addresses automatically from our DHCP server. This is the standard operating system default. Administrator access is required if you require the MCEC to configure your computer with these settings. Ideally your administrator can configure these details for you.

Broadband Internet Access price includes the internet access itself through the supplied network cable for the nominated amount of downloads. We can help you configure your computer with the appropriate settings to access our Broadband connection. For other computer related issues you should contact your administrator, computer vendor or IT support. We may be able to assist with some queries, however please note that a labour charge will be incurred and we do not take responsibility for problems with your computer.

Broadband Services do not pass through any firewalls to allow maximum access to our end users, however by default are private IP addresses which offer some protection from the outside world. Computer Security and Virus Protection remains the responsibility of the client. We recommend that virus protection with the latest virus definitions be installed and that all operating systems patches and updates also be installed. MCEC accepts no responsibility for clients computers contracting viruses or having security compromised once connected to the Internet. We will ensure that the Internet Connection is functioning correctly.

Broadband Services provided are not for resale or sharing with other exhibitors. Offenders will be disconnected and further action may be taken.

MCEC can provide you computers that have a fresh install with the latest virus definitions and windows updates installed.

2.2A COMMUNICATION LINE FLOOR PLAN

NOTE: THIS FORM IS A MANDATORY REQUIREMENT FOR ANY COMMUNICATIONS ORDERS. PLEASE INCLUDE THIS PAGE WHEN PLACING AN ORDER

DELIVERY DETAILS			
Connection Date:	/ /	Time:	
Disconnection Date	/ /		
Stand Name:			
Stand Number:			
Custom Flooring:	YES / NO	Floor Plan Included:	YES / NO

SERVICE LOCATION	
Please draw a representative plan of your stand and mark your ordered services on this plan. (Please show all solid walls). If you already have a floor plan please attach to this order instead.	
P = Phone Line	<div>Back Of Stand</div>
F = Fax Line	
E = EFTPos Line	
B = Broadband Line	
D = Direct Line	
I = ISDN Line	
	Front Of Stand

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