



# CORPORATE PA SUMMIT

**ONE DAY. A LIFETIME OF INSPIRATION.**

## SPONSORSHIP MANUAL

**Date: 12 June 2024**

**Venue: Pullman on the Park, Melbourne**

**ORGANISED BY:**



RUNNING GREAT  
EVENTS FOR EA'S

SINCE **2005**



Fantastic. Amazing. So Insightful and helpful.  
Inspirational.  
**Australian Institute of Management**



Brilliant, thank you. Most rocking day! I'm inspired.  
**EA, Airbus Group Australia Pacific**



**CORPORATE PA  
SUMMIT**



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## EXHIBIT AREA & SET-UP TIMES

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The Exhibition Area is in the pre-function area of the Grand Ballroom at Pullman on the Park, Melbourne.

The set up time for your exhibit space is from 7.00am to 8.00am on the morning of the conference. Please note that your space must be fully set up by 8.00am in time for the conference delegate registration and welcome coffee to start.

If we can access the area the evening before the conference, we will let you know. However, we will not have this information until the week before the summit.

## ENTITLEMENTS

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A tabletop exhibition space in the pre-function area on 12 June 2024. You are supplied with:

- Trestle table
- 2 x chairs
- Power supply

It is up to you how you dress your stand. You may wish to bring your own pop-up/wrap-around display. Also, please feel free to bring any collateral or other give-aways for your stand. All electrical equipment must be tested and tagged before coming on site. The venue must approve any food or beverage prior to the summit.

You may wish to provide an event day or post-event exclusive to the Corporate PA Summit delegates. Don't forget to produce a flyer to promote this at your stand

Please also let me know if you plan on bringing anything in addition to the above, such as external furniture, TV's, large items etc, so we can ensure a streamlined process on the morning of the summit.

You are welcome to provide any additional AV/Furniture that you require. You can contact the venue directly if you need their in house AV supplier to provide you with any items. Alternatively, you are welcome to source your own. See venue contact details at the back of this document.

## STAND BOUNDARIES

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Exhibitors may not place any display material or exhibit or extend their stand structure and fittings beyond their contracted boundary unless agreed with ThinkTank Media.

No exhibitor will be allowed to display pamphlets or signage in any of the common areas of the venue. In addition, no exhibitor will be allowed to display any signage, posters or brochures on the walls within the venue or around their stand area.

All stands must be fully staffed and operational and exhibits should be displayed to delegates during the conference breaks.

## EXHIBITOR BADGES

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You are entitled to have two members of staff attending your stand throughout the conference. Staff can rotate throughout the day if required at times convenient to their working day.

Identification badges must be worn at all times. We require the names of the personnel that will be manning your stand during the event and the times that they will be manning the stand. The badges will be available for collection from the registration desk.

**PLEASE EMAIL THE BELOW INFORMATION TO [RHIANNON.COEN@THINKTANKMEDIA.NET](mailto:RHIANNON.COEN@THINKTANKMEDIA.NET) BY MONDAY 27MAY 2024**

- Staff member name
- Job Title
- Company name
- Email address

*\*Your staff can rotate through the day but there should be only two staff members looking after your stand at any one time*

## CONFERENCE GUEST PASSES

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As part of your exhibitor package, you are entitled to receive one Conference Guest pass to offer to a client or potential customer. We will email your guest confirmation of their ticket.

**PLEASE EMAIL THE BELOW INFORMATION TO [RHIANNON.COEN@THINKTANKMEDIA.NET](mailto:RHIANNON.COEN@THINKTANKMEDIA.NET) BY MONDAY 27 MAY 2024**

- Guest name
- Job Title
- Company name
- Company Address
- Phone number
- Email address

*\* The submission deadline applies to ensure that your guests are registered and confirmed as attendees.*

## BRANDING AND PRIZE DRAWS

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Your corporate logo will be included in all promotional material between now and the event. Your logo will also appear in the conference delegate workbooks. Your logo will be projected on the screen in the conference room on the official event slide, which will be displayed during the conference breaks.

We will be running a Sponsor Prize Draw at the event. If we have been informed of your choice of prize, we will communicate this to delegates in the lead up to the conference, and our MC will also promote this on the day. You may wish to produce a flyer to advertise your prize at your stand.

Taking part in the prize draw is easy. You will need to download an app for free, and when delegates visit your stand, you can scan their name badges to obtain their details (name, job title, company, phone number, email and address) and they will go in the running for your prize. Following the event, you can export this information as a .csv file to every team member at a touch of a button. It is straightforward to set up, and we will send information in advance and assist you with this on the day. Log on details will be provided the week before the conference

The Prize Draw will take place after the last speaker session on the day of the event, via a random generator. The MC will announce the prizes, and the delegates will then collect these from our registration desk at the end of the conference. In addition to the sponsor prize draw, we also run a passport draw, for added incentive for delegates to visit every stand. Delegates will visit your stand with a 'passport' and you will need to place a stamp next to your logo. Delegates who visit every stand will go into the running for a Westfield Gift Voucher, which we provide. We will supply the passports and the stamps so you don't need to bring anything for this on the day.

**PLEASE EMAIL THE BELOW INFORMATION TO [RHIANNON.COEN@THINKTANKMEDIA.NET](mailto:RHIANNON.COEN@THINKTANKMEDIA.NET) BY MONDAY 27 MAY 2024**

## PACK DOWN

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Pack down can be completed after the afternoon tea break, but you are still welcome to stay for the final presentations, and we would love you to join us and the delegates for networking drinks. Alternatively, if you would like your stand to remain until the end of the event, that's fine too. We just ask that pack-down be completed before or after networking drinks.

## WI-FI

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Basic Wi-Fi will be provided, suitable for internet browsing and checking emails. However, if you have higher needs than this, such as streaming content at your stand, please contact the hotel directly.

## WEBSITE

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The event website, featuring the conference program, speakers and their presentation topics can be found at: <https://www.thinktankmedia.net/conferences/corporate-pa-summit/corporate-pa-summit-melbourne/>

## CAR PARKING

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Conveniently located beneath the hotel and accessible via Wellington Parade, Pullman Melbourne on the Parks has onsite underground parking facilities. The entrance to the car park is at the main entrance to the hotel at 192 Wellington Parade, East Melbourne, VIC, 3002. Parking is limited and is subject to availability. We are pleased to offer a special conference rate is \$35.00 per vehicle flat rate per exit

Please note parking is not permitted in the loading dock, this is only for loading and unloading.

The hotel is 25 kilometres from Melbourne International Airport and a short walk from the Jolimont Train Station.

### **How to pay for parking**

- Enter the hotel carpark via the driveway on Wellington Parade and retrieve a ticket at the boom gate.
- Prior to exiting the building each guest will need to collect a validation ticket, from Concierge.
- To make payment, guests will need to go to the pay machine, located on level B1 of the car park.
- Guests will need to ensure the second ticket received from concierge is inserted into the machine following the original ticket, before making payment. This will ensure the discounted rate is applied.
- Once payment has been made, the guest will receive an exit ticket and receipt.

## DELIVERIES

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You will find a delivery label in the appendix for any boxes you wish to send to the conference. Please fill in the label and attach it to the boxes, so the venue can identify them and ensure they're ready for when you arrive.

Deliveries should NOT arrive at the venue earlier than Friday 7 June 2023. All deliveries must be received at the hotel Monday to Friday between 10.30am and 3.00pm, unless otherwise arranged.

All deliveries/ couriers to be labelled and directed to:

C/O HOTEL LOADING BAY (access via Wellington Parade)

PULLMAN MELBOURNE ON THE PARK

192 WELLINGTON PARADE

EAST MELBOURNE VIC 3002

**Attention: Conferences & Events Department (03 9419 2000)**

Event Name: The Corporate PA Summit

Event Date: 12 June 2024

Event Room Name: The Palladium Rooms

Pullman Hotel Contact: MICHELLE SCHEMBRI

Please also make a note on your labels as follows:

***\*\*These items are to be delivered to the conference registration desk or exhibitor stand no later than 7am on the event day\*\****

## LOADING DOCK INFORMATION

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This can be found in the appendix

## COLLECTION OF GOODS

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Packages to be collected after the event should be sealed and properly addressed, again with the sender's name and contact phone number.

Please ensure that you bring the appropriate consignment notes to attach to your freight. Couriers will not collect freight unless there is a completed consignment note on all freight.

All packages must be collected within 48 hours after the event conclusion.

Our event co-ordinator is Michelle Schembri, feel free to email her with any specific delivery questions on [MICHELLE.SCHEMBRI@ACCOR.COM](mailto:MICHELLE.SCHEMBRI@ACCOR.COM)



## EXHIBITOR RESPONSIBILITIES

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Neither ThinkTank Media nor the Pullman accepts responsibility for loss & or damage to any goods brought to the venue before, during or after an event. It is the exhibitors' own responsibility to arrange adequate insurance to cover such potential loss & or damage. Your insurance should cover you to a minimum value of AUD\$10 million.

Should exhibitors engage external contractors directly, it is the responsibility of the exhibitor to advise Pullman on the Park, Melbourne and to ensure that the contractors comply with the venue's grooming and professional behaviour standards and complies with all workplace health and safety requirements. Contractors who fail to do so will be asked to leave the premises. All contractors are required to have adequate public liability insurance.

## INSURANCE

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Exhibitors and sponsors are reminded that their insurance for goods and exhibits should take effect from the day that such goods are delivered to the venue and such insurance should remain in force until their exhibits are removed.

Your insurance should cover you to a minimum value of AUD \$10 million.

Exhibitors can either take out an extension on their current policy covering the event or obtain a new policy for the duration of the event for Public Liability Insurance.

## SECURITY

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All care is taken by ThinkTank Media and venue staff to ensure that products and personal belongings of sponsors are not targeted by thieves. However, there is still the possibility that goods could be stolen during the events held at the hotel. To minimise risk to your valuables, please remove all small handheld valuable equipment when away from your stand. Although all care is taken by ThinkTank Media staff in protecting your valuables while on site, your own insurance is necessary.

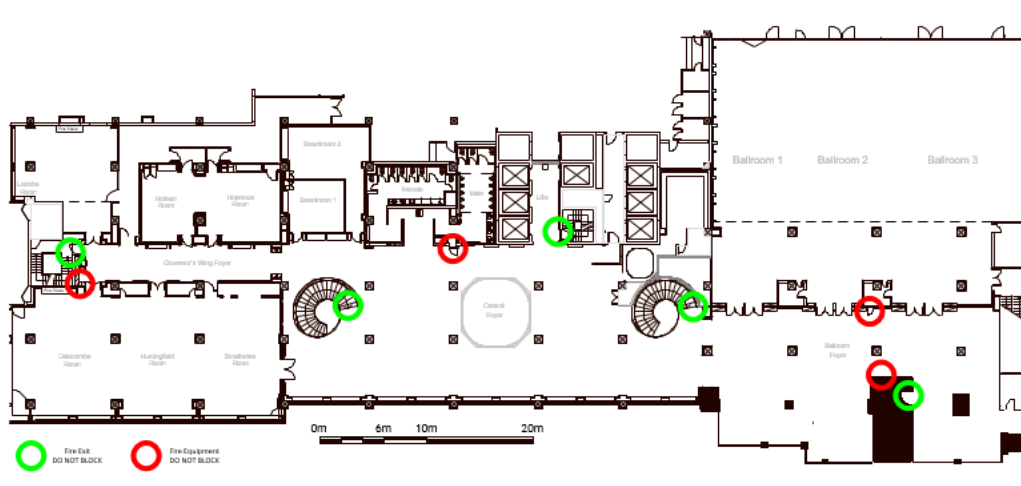
## EMERGENCY PROCEDURES

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At all times, clear access to the venue's emergency exits must be maintained.

Clear access must be provided to fire fighting equipment. No items should be placed in front of fire cupboards and hose reels located within the Centre or in the loading docks.

## EMERGENCY EXITS



## EVACUATION PLAN

In case of an emergency, we will be advised of the status of the emergency via loudspeaker. Please only evacuate when advised to do so. Your allocated catering supervisor is on hand to advise you of any action that needs to be taken. When asked to evacuate please do so via the nearest marked exit. The Hotel Emergency assembly point is Fitzroy Gardens on Clarendon Street.

## CONTACT DETAILS - THINKTANK MEDIA

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Rhiannon Coen - Events Manager

Tel: 0466 798 739

Email: [rhiannon.coen@thinktankmedia.net](mailto:rhiannon.coen@thinktankmedia.net)

Cass Brownlow Davies – Corporate Partnerships Manager

Email: [cass.davies@thinktankmedia.net](mailto:cass.davies@thinktankmedia.net)

## VENUE

Pullman on the Park, Melbourne

192 Wellington Parade,

East Melbourne VIC 3002

Tel: [\(03\) 9419 2000](tel:(03)94192000)

Fax: [+61 3 9419 2001](tel:+61394192001)

Email: [H9875@accor.com](mailto:H9875@accor.com)

*Conference Room:*

*The Grand Ballroom*

*Exhibition Room:*

*Pre-function area – The Grand Ballroom*

## EVENT AND CONFERENCE MANAGER

Our Event and Conference Manager is Michelle Schembri, and she can be contacted on

Tel: 03 9419 2000

Direct line: 03 9412 3164

Email: [MICHELLE.SCHEMBRI@ACCOR.COM](mailto:MICHELLE.SCHEMBRI@ACCOR.COM)

## AV REQUIREMENTS

Should you have any AV needs, Audio Visual Dynamics are more than happy to assist. They can be contacted on:

Audio Visual Dynamics

Tel: 03 9412 3088

Email: [pullmanmelbourneonthepark@avdynamics.com.au](mailto:pullmanmelbourneonthepark@avdynamics.com.au)



# COURIER DELIVER TO:

PULLMAN MELBOURNE ON THE PARK  
192 WELLINGTON PARADE, EAST MELBOURNE 3002  
VICTORIA, AUSTRALIA

DELIVER TO: Hotel Loading Bay (Access via Wellington Parade)  
Delivery between 10:30 am – 3:00 pm Monday to Friday

Please contact Events Department, if delivering after 3:00 pm to make alternative arrangements. Clearance height for trucks: 3 metres.

Please note any trucks over this height will be turned away and an alternate delivery must be arranged by the courier. Clearance length for trucks: 6.4 metres long.

ATTENTION: Conferences & Events Department, +61 3 9419 2000

EVENT: \_\_\_\_\_

EVENT DATE: \_\_\_\_\_

CONTACT ON THE DAY: \_\_\_\_\_

ARTICLE #

Pullman Melbourne on the Park does not accept any responsibility for items held in transit on the premises. The sender is ultimately responsible for the transfer of goods to and from the exhibition area or function room without obstructing the day-to-day operation of the venue. This also includes the delivery of goods by transport companies. The hotel does not employ any staff for this purpose. Should you require any assistance from hotel staff, please advise your event planner and note that as per our OH&S policy, our staff cannot handle any items which weigh 20 kg or more. The hotel will not be responsible for any items that are not packed and labelled, and are left in a meeting room/exhibition space unattended.

Sender: \_\_\_\_\_ Address: \_\_\_\_\_

Company: \_\_\_\_\_ Telephone: \_\_\_\_\_



# LOADING BAY INFORMATION

The loading bay is situated on B1, accessible via Wellington Parade entry.  
An intercom is located at the roller door for access.

## Hours of Operation

Monday to Friday – 7:30 am – 3:00 pm

Conference deliveries to be made between the hours of 10:00 am – 3:00 pm

Should you require access to the loading dock outside of these times, please liaise directly with your conference and events planner to coordinate.

All requests must be made in writing and with a minimum 7 days' notice.

Prior to the conference, you may be advised of a time to bump in and bump out your equipment. When a time has been allocated, please adhere to this as it will assist in the smooth set up and pack down of your event.





# LOADING BAY INFORMATION

## Loading Bay Measurements

Height — 3 m (clearance)

Please note that if a truck and/or vehicle higher they will be turned away and additional delivery must be arranged by the courier

Length — 6.4 m

Width — 3.4 m (including mirrors)

As there is no 'dock' vehicles need to unload to ground level.

Therefore, vehicles should have a tailgate lifter fitted, or be able to unload directly to the ground.

Please note the loading dock is only for loading and unloading.

Parking is strictly prohibited in the loading dock.

## Elevator Access to the Conference Floor

An elevator is available to move your product from our loading bay to the 1st floor.

The elevator measures 1.8m wide x 4.9m deep x 2.5m high.

Weight restrictions apply — maximum weight allowed is 2 Tonne.



# PICK UP ITEMS FROM:

PULLMAN MELBOURNE ON THE PARK

192 WELLINGTON PARADE, EAST MELBOURNE 3002

VICTORIA, AUSTRALIA

SENDER: \_\_\_\_\_

DESTINATION

COMPANY: \_\_\_\_\_

DESTINATION

ADDRESS: \_\_\_\_\_

Contact telephone: \_\_\_\_\_

ARTICLE #  OF

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The hotel does not employ any staff for this purpose. Should you require any assistance from hotel staff, please advise your event planner and note that as per our OH&S policy, our staff cannot handle any items which weigh more than 20kg. The hotel will not be responsible for any items that are not packed and labelled, and are left in a meeting room/exhibition space unattended.

EVENT ATTENDED: \_\_\_\_\_



## Event day information

### Preparation

- We will send information on how to access our free lead capture app to download on your phone. Delegates need to have their name badge scanned at your stand using this app to allow you to capture their details. You can add notes against each delegate or give them a star rating out of 5 to highlight the most promising leads.
- Please feel free to bring any collateral for your table that you would like to give away to delegates.

### Running order

<b>6.45am</b>	We recommend arriving from 7.00am to set up your stand, so your stand is set up by 8am. A trestle table with a tablecloth and two chairs will be provided, along with a power source. We will be on hand to assist with any questions.
<b>8am</b>	Delegates begin arriving. We provide tea and coffee prior to the summit, so you will find that delegates start visiting you early on.
<b>8.55 am</b>	Conference door opens in time for a 9am start.
<b>10.45 am</b>	Morning tea. The delegates will visit your stand during this time.
<b>11.15 am</b>	Conference recommences.
<b>12.30 pm</b>	Lunch break. The delegates will visit your stand during this time.
<b>1.30 pm</b>	Conference recommences.
<b>3.00 pm</b>	Afternoon tea. This is the delegates' last opportunity to visit your stand and enter your prize draw.
<b>3.30 pm</b>	Conference recommences. During this time, we ask that you leave your prize or voucher at the registration desk, where prize winners will collect them from us at the end of the conference. We randomly select the prize winners from your leads captured using the app. We will email the details of your winner after the event.
	<i>Note: While you are more than welcome to stay until the end of the summit for networking drinks (this is a great way to catch up with delegates in a less formal manner), we usually pack down the stands after the afternoon tea break. You are also welcome to pack down after networking drinks, if this is preferred.</i>
<b>5.00 pm</b>	Sponsor prize draws. The MC will announce the winners.
<b>5.10 pm</b>	Closing remarks from the chair, followed by networking drinks.

### Important information to note

- You will find that your stand will be quite busy in the breaks. When the conference is in session, please feel free to watch the presentations. There will be plenty of theatre seating at the back of the room, so that you can enter and exit without disruption to delegates.
- We will serve all catering approximately 10 minutes prior to the breaks, so that staff and exhibitors can enjoy also.
- Your logo will appear on the conference documentation (delegate workbooks) and the opening slide and holding slides in the breaks.
- We will have a photographer who will be taking photos of the conference, both in the conference room and exhibition space. If you have a particular shot that you would like them to take, please just let the team know.