



# CORPORATE PA SUMMIT

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

## SPONSORSHIP MANUAL

**Date: 18 June 2024**

**Venue: The Fullerton Hotel, Sydney**

**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**



## SPONSORSHIP MANUAL CONTENTS

CONTENT	PAGE
EXHIBITION AREA & SET UP TIMES	2
ENTITLEMENTS	2
STAND BOUNDARIES	2
EXHIBITOR BADGES	3
CONFERENCE GUEST PASSES	3
BRANDING, PRIZE DRAW, and PACKDOWN	4
WIFI, WEBSITE, and CAR PARKING	5
DELIVERIES	6
LOADING DOCK and COLLECTION OF GOODS	7
EXHIBITOR RESPONSIBILITIES, INSURANCE AND SECURITY	8
CONTACT DETAILS – THINKTANK and VENUE	9
APPENDIX – Delivery label	10
APPENDIX – Loading Bay Information	11
APPENDIX – Event Day handout for your staff	12

.....

## EXHIBIT AREA & SET-UP TIMES

---

The Exhibition Area is in Rooms 3 and 4 of the Grand Ballroom at the Fullerton Hotel Sydney, along with the tea and coffee and catering. The conference is held in rooms 1 and 2.

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

---

A tabletop exhibition space in the pre-function area on 18 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 us 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

---

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

---

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 FRIDAY 31 MAY 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

---

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 FRIDAY 31 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

---

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 YOUR PRIZE INFORMATION TO [RHIANNON.COEN@THINKTANKMEDIA.NET](mailto:RHIANNON.COEN@THINKTANKMEDIA.NET) BY FRIDAY 31 MAY 2024**

## PACK DOWN

---

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 ask that pack-down be completed before or after networking drinks.

## WI-FI

---

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

---

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-sydney/conference-program/>

## CAR PARKING AND TRANSPORT

---

### TRAIN

The train is a convenient way to get to the Fullerton Hotel Sydney. The closest train station is Martin Place Station (3 minute walk), Wynyard Station (4 minute walk), and Town Hall station (13 minute walk)

### BUS

The bus stations within walking distance are at each of the above train stations

### FERRY

The ferry service operate 7 days a week from Circular Quay and Barangaroo. Both wharves a approx. 15 minutes walk from the Fullerton Sydney (900m).

### CAR PARKING

There are two car parks close by. Secure Parking is located at 1 Martin Place adjacent to The Fullerton Hotel Sydney on Pitt Street. Wilson Parking is located at 123 Pitt Street, a 5-minute walk from the hotel. Further information (including rates) can be found on the Fullerton website - [parking](#)

## DELIVERIES

---

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 14 June 2024. All deliveries must be received at the hotel Monday to Friday between 12pm and 3pm, unless otherwise arranged.

All deliveries/ couriers to be labelled and directed to:

**C/O Selena Sidik, Senior Event Manager, Senior Event Manager**

**Catering & Conventions Department**

**THE FULLERTON HOTEL SYDNEY LOADING DOCK**

**NO 1 MARTIN PLACE (access via Pitt Street)**

**SYDNEY 2000**

From (company):

Your contact phone:

Function room: THE GRAND BALLROOM

Event Name: The Corporate PA Summit 2023

Event Date: Tuesday 23 May 2023

BOX \_\_ of \_\_

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

---

This can be found in the appendix

## COLLECTION OF GOODS

---

Packages to be collected after the event should be sealed and properly addressed, again with the sender's name and contact phone number. A collection label can be found in the appendix.

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.



## EXHIBITOR RESPONSIBILITIES

---

Neither ThinkTank Media nor the Fullerton Hotel Sydney 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 the Fullerton Hotel Sydney and to ensure that the contractors comply with the venue's grooming and professional behaviour standards and comply 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

---

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

---

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.

## CONTACT DETAILS - THINKTANK MEDIA

---

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

The Fullerton Hotel Sydney

1 Martin Place

Sydney, NSW, 2000

Tel: 02 8223 1111

Website: <https://www.fullertonhotels.com/fullerton-hotel-sydney>

*Conference Room: The Grand Ballroom 1 and 2*

*Exhibition Room: The Grand Ballroom 3 and 4*

## EVENT AND CONFERENCE MANAGER

Our Event and Conference Manager is Selena Sidik and she can be contacted on

Tel: 02 8223 1131

Email: [Selena.Sidik@fullertonhotels.com](mailto:Selena.Sidik@fullertonhotels.com)

## AV REQUIREMENTS

Should you have any AV needs, Encore Event Technology are the supplier on site at Fullerton Hotel and they are more than happy to assist. You can contact them on:

[thefullertonhotel@encore-anzpac.com](mailto:thefullertonhotel@encore-anzpac.com)

**Attn:** Selena Sidik  
Senior Event Manager  
Catering & Conventions Department

**Address:** The Fullerton Hotel Sydney Loading Dock  
No 1 Martin Place (access via Pitt Street)  
Sydney, 2000

**From (Company):**

**Event / Stand Number:**

**Function Room:**

**Date of Event:**

**Content:**

**Box** \_\_\_\_\_ **of** \_\_\_\_\_

**IMPORTANT:**

Delivery Hours 12:00 – 15:00 I Ensure all details are completed on the above document I There are no forklifts available Trucks should have a ramp I Banners must be delivered at least 3 hours prior to your event & cannot be hung I Please note that boxes/deliveries will not be accepted until 48 hours prior to the event I The Fullerton Hotel Sydney reserves the right to refuse delivery of items I The Fullerton Hotel Sydney takes no responsibility for any items left outside of these times and all items delivered are at client's own risk I The Fullerton Hotel Sydney accepts no responsibility of loss or damage to any items I All items are to be collected no longer than 48 hours post event I If items are not collected after 4 working days, we will reserve the right to dispose all the items.



THE FULLERTON HOTEL  
SYDNEY

### LOADING DOCK INFORMATION:

Date of Access	Time of Access	Duration in dock	Number of Vehicles	Largest Vehicle Size	Is Lift Access Required YES/NO

## ADDITIONAL INFORMATION

- a. Car park height restriction is **2 metres**
- b. Loading Dock height restriction is **3.3 metres**
- c. Loading Dock dimensions are:  
Width – **6.6 mteres**  
Depth – **7.5 mteres**
- d. Once unloaded, **all** vehicles **MUST** be removed from the loading dock
- e. Service lifts are restricted from **1800-0600 M-F, 1200 Sat to 0600 Monday**. A lift key must be obtained from Banquets,  
who will supervise the access.
- f. Service lift dimensions **are 2.5 metres high, 1.6 metres wide and 2.1 metres deep**
- g. Service Lift entry is **2.2 metres high and 1.2 metres wide**
- h. Service Lift maximum weight is **1500kg**
- i. There is to be **NO** unloading immediately outside the Grand Ballroom located on parking  
level C2

**Additional parking may attract a charge by Secure Parking**

Vehicles are not to be left parked in the loading dock area. Once unloaded/loaded, they are to be removed from the loading dock. Company representatives or event coordinators are not to park in the loading dock. If vehicles are to remain on-site, arrangements are to be made with The Fullerton Hotel Sydney Catering and Conventions Contact and additional parking charges may apply.

**IMPORTANT NOTE:** Vehicles are **NOT** to be parked or unloaded outside of The Fullerton Hotel Sydney loading dock. In particular, the exit lane to the George St exit, striped in yellow. If vehicles are too large for the loading dock, the load is to be broken down or other arrangements made with The Fullerton Hotel Sydney Risk Management Department. Vehicles are **NOT** to overhang the loading dock into the exit lane to George Street. Where there are more vehicles then can be accommodated in the loading dock, those vehicles are to stage in Bus Bays 6 and 7, to be called into the loading dock



## 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.