



**30th NATIONAL
ANNIVERSARY CONFERENCE**

**Sponsorship
& Exhibition
Prospectus
2022**



Welcome to the 2022 National Conference - your sponsorship invitation!

Who would have thought we would still be riding the COVID roller-coaster.

The team at Caravan Industry Association of Australia went on a wild ride in 2021, and ended up hosting one of the very few industry conferences for the year. We now could not be more excited to announce the 2022 Caravan Industry Association of Australia National Conference (which also coincides with our 30th Anniversary).

With a new date of March 29 - April 1, the countdown is officially on, and we are coming to you with an opportunity for highly sought-after sponsorship and exhibition spots. What is more, as the industry has been starved of opportunities to come together as one, you can be sure that we will be working harder than ever to make 2022 a very special event.

In 2022 we will be returning to the sensational RACV Royal Pines Resort Gold Coast. The venue boasts luxurious accommodation, versatile meeting spaces, dining and bars, it's own day spa, a golf course, pool and much more all with the iconic Gold Coast right on your doorstep.

Throughout the conference we will again welcome key decision makers, innovators, procurement teams and influencers from across the industry for presentations, workshops, panel discussions, fantastic social events and more.

As an industry supplier, this is an event you will not want to miss, and we are inviting you to take your attendance to the next level with sponsorship of the 2022 National Conference.

Please find attached an official sponsorship invitation containing all the details on the benefits of sponsorship and exhibiting at the National Conference. We can't wait to welcome you there!

Why Sponsor?

The Caravan Industry Association of Australia National Conference is the largest industry event of its kind on the calendar and - with over 800 delegates in 2021 - offers an unrivalled opportunity to establish and maintain a high profile amongst a specialist audience before, during and after the event.

This is the country's most significant gathering of industry practitioners including state associations, manufacturers, dealers, caravan park owners, corporates and more, and is the perfect occasion to form and develop relationships with these key stakeholders.

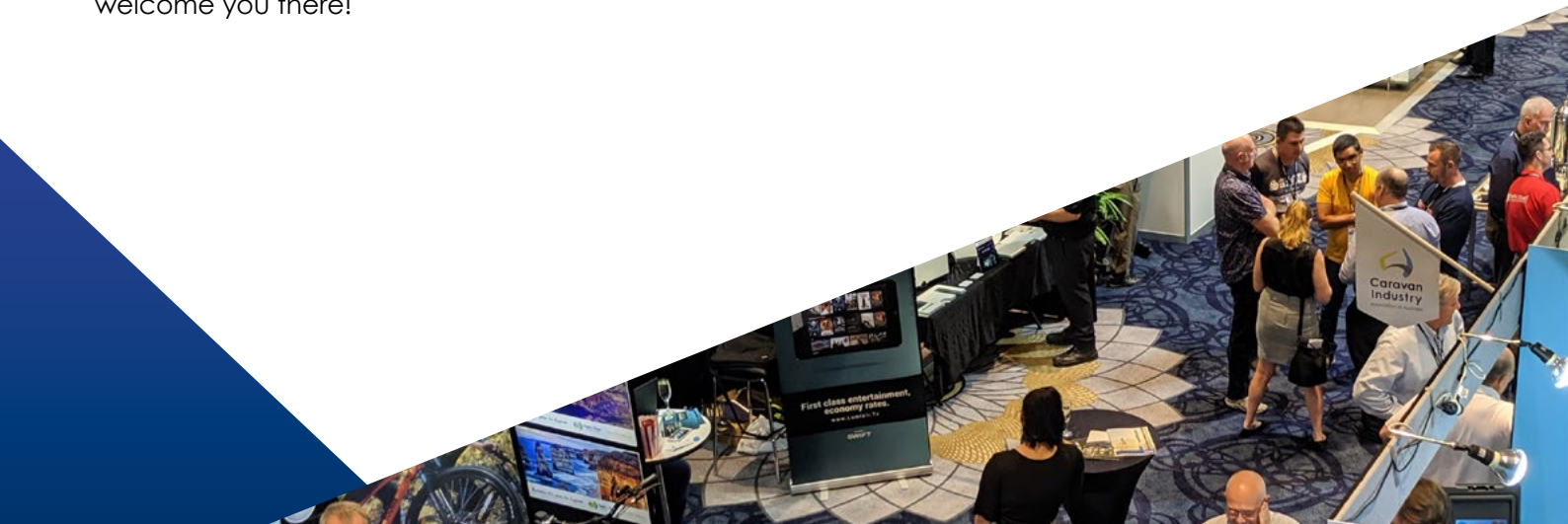
Exhibiting at the conference provides you a platform to:

- Promote your company to the industry.
- Showcase new products and services.
- Generate new leads.
- Develop and maintain key industry relationships.
- Obtain key market intelligence; and
- Interact with the decision makers of the Industry.

NB: All morning tea, lunch, and afternoon tea, as well as opening social function held within the inside trade exhibition. Outdoor seating and afternoon sausage sizzle (Friday April 1) are held in outside trade exhibition.



Stuart Lamont
Chief Executive Officer
Caravan Industry Association of Australia



Venue & Program

Awarded the accolade of "Queensland's Best", RACV Royal Pines Resort is one of the most versatile conference and exhibition venues in the country. With extensive inside and outside exhibition spaces, a multi-faceted plenary hall and multiple meeting rooms, RACV Royal Pines Resort provides a luxury conference and accommodation venue in Australia's premier holiday destination.

Delegate

Monday 28 & Tuesday 29 March

- Caravanning Queensland Conference

Wednesday 30 March

- Future Leaders Forum
- Trade Exhibition Open
- Workshops and Masterclasses
- Product Demonstrations
- Conference Opening (3.30pm)

Thursday 31 March

- Breakfast Workshop
- Conference Plenary and Breakouts
- Trade Exhibition Open

Friday 1 April

- Breakfast Workshop
- Conference Plenary and Breakouts
- Trade Exhibition Open

Trade Exhibitors

Monday 28 March

- Custom Build Booths Set-Up
- Bump-In (for Majority of Trade)

Wednesday 30 March

- Final Bump-In / Set-Up
- Trade Exhibition Briefing and Registration
- Trade Exhibition Open (12 Noon)

Thursday 31 March

- Trade Exhibition Open

Friday 1 April

- Trade Exhibition Open (until 2pm)
- Bump-Out

Social

Monday 28 March

- Golf Day
- Caravanning Queensland Awards Dinner

Tuesday 29 March

- Drinks & Karaoke Social Function
- Future Leaders Networking Dinner

Wednesday 30 March

- Welcome Social Function
- Kids Club

Thursday 31 March

- Outdoor Casual Dinner and Drinks
- Networking Drinks and Concert
- Kids Club

Friday 1 April

- Gala Dinner and Awards
- Dometic's Glam Bar
- Kids Club

Saturday 2 April

- Race Day



BRING YOUR FAMILY ALONG

RACV Royal Pines Resort provides a great experience for the entire family. The kids will enjoy the in-house movies, water park and playground facilities, whilst your partner can slip off for a relaxing spa treatment or head into town for a bit of retail therapy on the free shuttle services. Let's not forget the golf course and multiple dining options all on site that will ensure everyone has a great experience. Conference rate is available the weekend prior and the weekend post the conference dates. Early Bookings are essential! - Kids Club is running Wed-Fri, please get in touch to register prior to the conference.

Overview of Benefits

Caravan Industry Association of Australia's annual national conference is Australia's largest gathering of the industry's decision-makers under one roof. Each year the event attracts delegates representing all sectors of the industry, facilitating industry-specific learning and networking, business opportunities and allowing delegates to connect with the leaders of the caravan and camping industry.

Contributors provide financial support to Caravan Industry Association of Australia and enables us to lead and champion a robust, compliant and sustainable caravanning and camping industry in Australia. As a voluntary contributor to Caravan Industry Association of Australia, we are pleased to offer you a number of benefits throughout the year, including a discount for the National Conference!

Investment

	Gala Dinner (Table Sponsorship)	Trade	Platinum	Premium
Investment for Contributors	\$990	\$4,620	\$6,600	\$8,800
Investment for Non-Contributors	N/A	\$5,720	\$7,700	\$9,900
Pricing after 1 January 2022 (incl. GST)				
Investment for Contributors	N/A	\$5,170	\$7,150	\$9,350
Investment for Non-Contributors	N/A	\$6,270	\$8,250	\$10,450

Trade booth

	Gala Dinner	Trade	Platinum	Premium
Key trade booth, including fascia board, power and lighting		✓	✓	✓
Trade display space		2.4 x 1.8m	2.4m x 2.4m	3m x 2.4m
Preferential positioning of trade display booth			✓	✓
Availability for outside space				✓

Sponsorship / Exhibitor Attendee Benefits

	Gala Dinner	Trade	Platinum	Premium
Full delegate registrations (including all social events) *		One	Two	Three
Future Leaders forum delegate registrations		One	Two	Three
Accommodation (room only for 3 nights per person)			One	One
Discounted day delegate conference registration rate (no social functions)		✓	✓	✓
Access to private meeting rooms (by appointment)				✓
Invitation to private special events within the conference				✓

Marketing and promotion

	Gala Dinner	Trade	Platinum	Premium
Listing on Caravan Industry Association of Australia's conference website	✓	✓	✓	✓
Full delegate list in advance of conference (subject to the Privacy Act.)	✓	✓	✓	✓
Participation in Trade Passport promotion		✓	✓	✓
Logo acknowledgement on conference marketing collateral (subject to submission timing)		✓	✓	✓
List of delegates who are captured visiting your stand (with contact details)		✓	✓	✓
Placement of non-paper inserts in delegate satchel bags		✓	✓	✓
Verbal acknowledgement by MC in main conference auditorium				✓
Table signage	✓			

* delegates attending the trade expo only (no social functions) will be charged an amount of \$90 per day

2022 National Conference Sponsorship & Exhibition Form

Yes, we would like the opportunity to be a sponsor/exhibitor at the following level for the 2022 National Conference at RACV Royal Pines Resort Gold Coast, Wednesday 30 March to Friday 1 April 2022

Trade

Platinum

Premium

Gala Dinner
(Table Sponsorship)

To find out more about sponsorship and partnership opportunities at the Caravan Parks Association of Queensland's industry conference (28 & 29 March 2022), please visit:

<https://www.caravanqld.com.au/industryconference/sponsorship/>

Yes, I would like more information on additional sponsorship opportunities at the 2022 National Conference

Exhibitor Details

Primary Contact:

Business Name

Contact Person

Postal Address

Mobile

Email Address

On-site Exhibitor Contact:

Contact Person

Mobile

Email Address

You will receive more information on how to register your delegates online upon receipt of form

There is only a limited number of spaces available. Don't miss out in 2022!

TERMS & CONDITIONS: By completing this form, you are agreeing to sponsor the 2022 Caravan Industry Association of Australia National Conference. **In the event of cancellation, or a reduction in exhibitor level, a 50% cancellation fee based on the initial exhibitor level will be applied.** For companies who have selected Premium, Platinum or Trade Exhibitor exhibitor levels we will require a logo for your full participation in conference activities. Please supply in electronic format (EPS or AI format preferred) by email to conference@caravanindustry.com.au prior to Friday 31 December 2021 for final participation in 2022 delegate communication. All completed sponsorship/exhibition forms received will generate a return confirmation email acknowledging their receipt, and a tax invoice will then be issued. All invoices must be paid in full by the respective due date as a condition of exhibiting. Trade display booths are only available to Principal, Premium, Platinum Sponsors and Trade Exhibitor status.

Trade exhibition booths within each sponsorship level is limited and will be allocated firstly to those businesses that sponsored the event in 2021 (subject to receiving their completed exhibitor forms by Friday 31 December 2021) and then in the order received. *Contributor status applies to those businesses which have made a financial contribution to the National Marketing and Advocacy Fund in the 2022 financial year.

To receive full conference benefits, forms must be received by Friday 31st December 2021.

For any exhibitor enquiries please contact Bebe Mawer, General Manager - Commercial Services

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