



The Australian Lotus User Group Conference

29th & 30th August 2011 - Sydney, Australia

AusLUG 2011

AusLUG 2011 is HERE!

Your wait is over! Australia is set to host the biggest Lotus event in over a decade. In August 2011, the best Lotus speakers, gurus, users and business partners will come together in Sydney to share something amazing.



Featuring two days of mind-blowing content, across three streams, and presented by world-renown international speakers, multiple networking and social events, one-on-one guru sessions, round-table discussions, prizes, competitions and much more. AusLUG 2011 will be like nothing you've experienced before.

And did we mention that the event is FREE for attendees?

It's no wonder that we expect AusLUG 2011 to book out very early.

So that you can get your preparations started right away, we can confirm that the venue we've booked is the classy [UTS Aerial Function Centre](#), Level 7, 235 Jones St (UTS Building 10), Ultimo. And the dates to put in your diary are Monday 29th August and Tuesday 30th August 2011.





BIG Blue

IBM are confirmed as the Platinum sponsor for the event.

BIG Speakers

The cream of the crop of international speakers combined with the best local talent. World-renown speakers such as Ed Brill, Stephan Wissel, Mikkel Heisterberg, Chris Miller and Paul Calhoun are just the tip of the iceberg. Many more to be announced over the coming weeks.

BIG Goals

- Showcase the breadth, depth and potency of IBM Lotus technology
- Build, empower and strengthen the local IBM Lotus community
- Demonstrate the breadth, vibrancy and expertise of the Business Partner community
- Reinforce IBM's commitment to Lotus technology

BIG Exposure

- Up to 300 of the top Lotus users
- All session breaks take place in the exhibitors' area
- Major marketing campaign

BIG Value

- FREE for attendees (thanks to our generous sponsors)
- Amazing Sponsorship opportunities. Fantastic early-bird discounts

AusLUG 2011 is HAPPENING!

- August 29th – 30th in Sydney
- Brought to you by the non-profit AusLUG Incorporated, founded by twelve Australian Lotus evangelists
- Part of Lotus Week in Australia



AusLUG is YOU!

Our typical AusLUG Sponsor is an innovative organisation who appreciate that AusLUG 2011 is the most cost-effective, high return method, available to engage with the Lotus market in Australia, New Zealand, and beyond.

You've probably heard the buzz about AusLUG 2011 already and now you know the reasons why. We've got the speakers, the activities and the attendees. Now, all we need is you!

AusLUG 2011 Sponsorship Opportunities

Platinum Sponsor

We are excited to announce our Platinum sponsor is **IBM Australia**.

Gold Sponsor \$4,850 (Early Bird* price \$4,250)

**Save \$600 by paying in full before the 15th July*

- One prime time speaker session as part of the conference program
- Exhibitors stand as described below for the two full days and one night
- Logo placement on all event publicity including website, program and conference pack
- Inclusion of your company brochure in the conference pack
- Promotional message included on attendee confirmation email of 700 characters and company logo

Only 3 Sponsorships available at this level so be quick to register!

Silver Sponsor \$2,850 (Early Bird* price \$2,450)

*Save \$400 by paying in full before the 15th July

- Exhibitors stand as described below for the two full days and one night
- Logo on event publicity including website, program and conference pack
- Promotional message included on attendee confirmation email of 400 characters and company logo

Limited availability so be quick to register!



Bronze Sponsor \$600 (Early Bird* \$500)

*Save \$100 by paying in full before the 15th July

- Inclusion of your company brochure in the conference pack
- Small logo placement on website and conference agenda

Social Evening Sponsor \$2,150 (Early Bird* price \$1,850)

*Save \$300 by paying in full before the 15th July

For many people the Social Evening will be the highlight of AusLUG 2011. Attendees come together in a relaxed atmosphere to network and have fun. This is a great opportunity to have your name associated with maybe the best part of the whole conference.

You sponsorship includes:

- a banner at the event (sponsor to provide)
- your logo highlighted on the conference program for this event
- a 10 minute speaking slot on the night
- up to four attendees at the social evening event
- prize draw (prizes supplied by sponsor)

VIP Dinner Sponsor \$2,150 (Early Bird* price \$1,850)

*Save \$300 by paying in full before the 15th July

The VIP Dinner is an invitation-only event where the movers and shakers from inside and outside of IBM will meet in a more intimate environment. This is where the big deals will be done and the big decisions will be made.



You sponsorship includes:

- Banner at the event (to be provided by sponsor)
- Your logo on the invitations
- A 10 minute speaking slot
- Two places at this special event

Other Sponsorship Options \$600 each (Early Bird* price \$500)

*Save \$100 by paying in full before the 15th July

- Sponsor Morning Tea **OR** Afternoon Tea for the two days and have your company banner front and centre during each break
- Seat drop of your company brochure before an event

Production of sponsorship item(s) and delivery to the event location is at the sponsors expense and additional to the sponsorship price.

All prices are in Australian dollars. All prices exclude GST and GST will be added where legally required.

Exhibitors Stand Inclusions

Single space area in Sponsor showcase including

- Networking space including 2 x bar stools & 1 x bar table
- 1 x lockable cabinet
- 1 x LCD Screen (data only)
- 1 x Power board



Don't miss out on AusLUG 2011

- Exhibitor spaces are strictly limited and assigned on a first-come first-served basis.
- Generous early-bird discounts available when paid in full by 15th July 2011.
- To get your sponsorship started, or for more information, contact Karen Hooper. Ph: +61 419 558 769. Email: karen.hooper@drnotes.com.au

Application Form

Sponsorship applications and payment must be received by AusLUG by 5pm AEST on 30th July 2011 or by the 15th July if taking advantage of the Early Bird price. Please complete the following form and email it to karen.hooper@drnotes.com.au or fax it to 03 8531 2799.



Name:

Company Name:

ABN:

Address:

Telephone:

Mobile:

Email:

Purchase Order number:

Sponsorship	Early bird price (before July 15th)	Full Price (after July 15th)	Qty	Price
Platinum Sponsor	Taken	Taken	Taken	Taken
Gold Sponsor (3 only)	\$ 4,250	\$ 4,850		
Silver Sponsor	\$ 2,450	\$ 2,850		
Social Evening	\$ 1,850	\$ 2,150		
VIP Dinner	\$ 1,850	\$ 2,150		
Morning Tea for two days	\$ 500	\$ 600		
Afternoon Tea for two days	\$500	\$600		
Seat Drop	\$ 500	\$ 600		
Total price				

Payment Details

- Please complete this form ensuring you include a purchase order number.
- Fax the form to 03 8531 2799.
- Once email or fax is received and processed, an invoice will be sent
- Please pay the invoice as per the details outlined in the invoice
- Payment terms are 7 days from the date of the invoice
- AusLUG can accept payments by direct deposit to our Australian bank account, or by Visa or Mastercard through PayPal. AusLUG will charge the credit card processing fee of 2.4% for PayPal payments
- Terms and conditions will be supplied with the invoice



Note: Costs quoted in this application are in AUD and exclusive of GST.