

PARTNERSHIP PROSPECTUS

Partnership prospectus for the FSC Leaders Summit
25-26 July 2017

Robert Campbell
Strategic Alliances Manager

CONTENTS

About the Financial Services Council	2
About the Summit	3
Why Partner.....	4
Platinum - SOLD	5
Gold	6
DINE Gala Dinner (GOLD) SOLD	6
CEO Cocktail Function (GOLD)	7
MIX Welcome Drinks (GOLD)	8
Summit Concurrent room partner (GOLD)	9
The Summit App Partner (GOLD) SOLD	10
Silver	11
Lanyard Partner – (Silver)	11
late night bar Partner – (Silver) SOLD	12
Bronze.....	13
Networking Area display partnership (Bronze)	13
Terms and Conditions	14

ABOUT THE FINANCIAL SERVICES COUNCIL

The Financial Services Council (FSC) has over 100 members representing Australia's retail and wholesale funds management businesses, superannuation funds, life insurers, financial advisory networks and licensed trustee companies. The industry is responsible for investing more than \$2.7 trillion on behalf of 13.0 million Australians. The pool of funds under management is larger than Australia's GDP and the capitalisation of the Australian Securities Exchange and is the third largest pool of managed funds in the world. The Financial Services Council promotes best practice for the financial services industry by setting mandatory Standards for its members and providing Guidance Notes to assist in operational efficiency.

As one of the largest representative organisations in the financial services sector, the FSC is an effective advocate on a range of industry, business, regulatory and economic issues.

As custodians of Australians' investments we influence the environment in which we invest and continually act in their best interests.

Our Priorities:

1. Working to improve the wellbeing of all Australians;
2. Promoting financial adequacy for all Australians;
3. Increasing consumer confidence in the industry;
4. Promoting efficiency, integrity & good regulation; and
5. Continuing to improve the professionalism and success of FSC and its Members.

ABOUT THE SUMMIT

The FSC is delighted to announce that the FSC Leaders Summit 2017 will be held at The International Convention Centre Sydney.

The Summit will deliver the expected high quality program incorporating an impressive list of industry experts, politicians, regulators, key stakeholders and influential guest speakers drawn both locally and internationally. The Summit program will deliver an outstanding opportunity to hear the latest trends affecting the industry and to understand the impending changes within the industry. The program provides high-end, multi-platform topics covering a range of industry sectors and the chance to hear distinguished speakers who will give presentations on major contemporary themes and impacts.

In conjunction with the first-rate program the Summit will also deliver an enjoyable and effective social program. Networking at this event still rates as one of the number one reason as why people attend. The social events allow time to engage with peers and colleagues in a relaxed atmosphere which is conducive to carrying out business negotiations.

Event Details: Financial Services Council Leaders Summit 2017

Date: 25-26 July 2017

Venue: International Convention Centre Sydney

NETWORKING

The social program offers the opportunity for delegates and partners to engage with peer-level colleagues in an environment favourable to prospecting. Each social event offers its own partnership package, providing your organisation with exposure and a platform to profile your brand effectively and create business channels.

WHY PARTNER

The FSC views Summit partners as integral to the success of the event. These key business partners play a pivotal role in making the Summit possible for all who participate whether as a delegate, speaker or partner.

Our goal is to ensure that our business partners gain maximum value from their investment and the FSC works towards building mutually beneficial outcomes for partners.

- Reach key decision makers – The Summit sees a high number of CEOs and Executives attend and speak;
- Be part of and lead the conversation – Join panellists and offer your expertise to the program;
- Build brand awareness in the industry – This is a unique event in the financial services calendar where the entire wealth industry converge to network and influence change; and
- Build relationships – enhance current relationships and forge new ones.

In addition to the extensive range of benefits outlined in the following pages, all Summit partners will be included in the FSC's intensive digital pre-Summit promotional campaign.

The FSC will also have dedicated Summit pages on the FSC's website and members will receive regular Summit email updates linking them directly to the website providing further brand exposure.

Additional profiling will be provided through our media partners and the specifically developed Summit app.

Partnership packages include Platinum, Gold, Silver and Bronze partners.

PLATINUM - **SOLD**

As the platinum partner of the FSC Leaders Summit, your organisation will be sending a firm message of support to the Australian financial services sector at the industry's premier annual event.

The platinum partner receives headline recognition before, during and after the conference. From pre-conference marketing material through to in-session audio-visual presentations, the platinum partner's recognition is consistent every step of the way.

A notable benefit, and exclusive to the platinum partner, is the Plenary Hall branding package, ensuring high brand profile. The platinum partner will also have first choice of booth display space, providing premium exposure to delegates.

Attendance

- Eight (8) complimentary conference registrations;
- Two (2) places at the FSC VIP tables at DINE;
- Two (2) invitations to the CEO Cocktail Party; and
- The opportunity to host one table at DINE – guests to be selected from the delegate list (compliant with Privacy Act).

Branding

- Your company branding in all plenary sessions including plenary session stage set;
- Your company logo on all introductory PowerPoint slides together with the FSC logo;
- The premium position on the partner montage banners, positioned at strategic vantage points throughout the conference venue;
- Branding on conference promotional material; and
- Prime display space in the main exhibition area. To ensure your area stands out the FSC will include complimentary flooring.

Profiling

- Acknowledgement as the platinum partner during opening remarks (prior to the first plenary session) and closing remarks (following the final plenary session);
- Branding on the Summit app, creating ongoing and broader profiling;
- A brief description of your company in the partners' directory section of the Summit app; and
- A link on the Summit web pages to your company's website including a brief description of your company.

Access

- An electronic copy of the delegate list provided eight (8) weeks prior to the conference, with weekly updates until seven (7) days prior to the conference. A final delegate list will be provided at the Summit (compliant with the Privacy Act).

Media

- Prominent and regular media exposure prior to, during and post the Summit utilising various FSC media and our media partner(s) to deliver key messages.

Report

- The FSC will provide a final report outlining key findings from a post conference survey to delegates. This will assist to value your company's investment.

Platinum Partner Investment - \$75,000 (excluding GST)

GOLD

DINE GALA DINNER (GOLD) **SOLD**

DINE is the flagship social event of the Summit. A partnership of DINE provides your organisation with an opportunity to increase your profile in the financial services sector. As partner of this event your branding will be incorporated into the theme of the evening and given prominent exposure throughout the dinner venue.

Attendance

- Three (3) complimentary Summit registrations;
- Five (5) additional complimentary dinner registrations;
- Two (2) places at the FSC VIP tables at DINE;
- One (1) invitation to attend the CEO cocktail party; and
- The opportunity to host table/tables at DINE – guests to be selected from the delegate list (compliant with Privacy Act).

Branding

- Your company branding will be incorporated into the event staging at the dinner to ensure the highest level of exposure;
- The opportunity to provide a branded gift or branded literature on the dinner tables;
- The opportunity to place your company branding/banners at the dinner venue;
- Your company branding on the partner montage banners, positioned at strategic vantage points throughout the conference venue; and
- Branding on Summit promotional material.

Profiling

- Acknowledgement as the DINE partner during opening and closing remarks at the dinner;
- The opportunity for your CEO or company representative to provide brief opening remarks at DINE;
- Branding on the Summit app which is designed for all platforms, creating ongoing and broader profiling;
- A brief description of your company in the partners' directory section of the Summit app; and
- A link on the Summit web pages to your company's website including a brief description of your company.

Access

- An electronic copy of the delegate list provided six (6) weeks prior to the Summit, with weekly updates until seven (7) days prior to the Summit. A final delegate list will be provided at the Summit (compliant with the Privacy Act).

Media

- Prominent and regular media exposure prior to, during and post Summit utilising various FSC media and our media partner(s).

Report

- The FSC will provide a final report outlining key findings from a post conference survey to delegates. This will assist to value your company's investment.

DINE Investment - \$40,000 (excluding GST)

CEO COCKTAIL FUNCTION (GOLD)

The CEO Cocktail Party provides the opportunity to raise awareness of your organisation among industry leaders, politicians, keynote speakers and representatives from the media, in a relaxed and informal environment. This highly sought-after opportunity is the only place you'll find almost 100 FSC member CEOs and senior representatives in the same place, at the same time. Attendance at the 2016 CEO Cocktail Party will be by invitation only.

Attendance

- Nine (9) complimentary tickets to attend the CEO Cocktail Party;
- Two (2) complimentary Summit registrations; and
- The opportunity to host one table at DINE – guests to be selected from the delegate list (compliant with Privacy Act).

Branding

- The opportunity to place your company branding/banners at the cocktail venue;
- Your company branding on the partner montage banners, positioned at strategic vantage points throughout the Venue; and
- Branding on Summit promotional material.

Profiling

- Acknowledgement as the CEO Cocktail partner during opening and closing remarks at the function;
- Branding on the Summit app which is designed for all platforms, creating ongoing and broader profiling;
- A brief description of your company in the partners' directory section of the Summit app; and
- A link on the Summit web pages to your company's website including a brief description of your company.

Access

- An electronic copy of the delegate list provided six (6) weeks prior to the Summit, with weekly updates until seven (7) days prior to the Summit. A final delegate list will be provided at the Summit (compliant with the Privacy Act).

Media

- Prominent and regular media exposure prior to, during and post Summit utilising various FSC media and our media partner(s).

Report

- The FSC will provide a final report outlining key findings from a post conference survey to delegates. This will assist to value your company's investment.

CEO Cocktail Function Investment - \$30,000 (excluding GST)

MIX WELCOME DRINKS (GOLD)

MIX sets the scene for the entire conference and is exceptionally well supported by delegates, because of the great networking opportunity.

Attendance

- Six (6) complimentary tickets to MIX;
- Two (2) complimentary Summit registrations;
- One (1) invitation to attend the CEO cocktail party; and
- The opportunity to host one table at DINE – guests to be selected from the delegate list (compliant with Privacy Act).

Branding

- The opportunity to place your company branding/banners at the venue;
- Your company branding on the partner montage banners, positioned at strategic vantage points throughout the Venue; and
- Branding on Summit promotional material.

Profiling

- Branding on the Summit app which is designed for all platforms, creating ongoing and broader profiling;
- A brief description of your company in the partners' directory section of the Summit app; and
- A link on the Summit web pages to your company's website including a brief description of your company.

Access

- An electronic copy of the delegate list provided six (6) weeks prior to the Summit, with weekly updates until seven (7) days prior to the Summit. A final delegate list will be provided at the Summit (compliant with the Privacy Act).

Media

- Prominent and regular media exposure prior to, during and post Summit utilising various FSC media and our media partner(s).

Report

- The FSC will provide a final report outlining key findings from a post conference survey to delegates. This will assist to value your company's investment.

MIX Welcome Drinks Investment - \$30,000 (excluding GST)

SUMMIT CONCURRENT ROOM PARTNER (GOLD)

Each Summit room will play host to a number of session running throughout the two days of the conference.

Attendance

- Two (2) complimentary Summit registrations;
- One (1) invitation to attend the CEO cocktail party; and
- The opportunity to host one table at DINE – guests to be selected from the delegate list (compliant with Privacy Act).

Branding

- Branded lectern in the room;
- Exclusive signage rights within the room;
- Opportunity to provide branded literature on the chairs in the room;
- Your company logo on the introductory PowerPoint slides;
- Your company branding on the partner montage banners, positioned at strategic vantage points throughout the venue; and
- Branding on Summit promotional material.

Profiling

- Acknowledgement as the room partner in the opening remarks by the session chair;
- Branding on the Summit app which is designed for all platforms, creating ongoing and broader profiling;
- A brief description of your company in the partners' directory section of the Summit app; and
- A link on the Summit web pages to your company's website including a brief description of your company.

Access

- An electronic copy of the delegate list provided six (6) weeks prior to the Summit, with weekly updates until seven (7) days prior to the Summit. A final delegate list will be provided at the Summit (compliant with the Privacy Act).

Media

- Prominent and regular media exposure prior to, during and post Summit utilising various FSC media and our media partner(s).

Report

- The FSC will provide a final report outlining key findings from a post conference survey to delegates. This will assist to value your company's investment.

Summit Room Partner Investment - \$30,000 (excluding GST)

THE SUMMIT APP PARTNER (GOLD) **SOLD**

The summit app polling partnership will provide extended exposure for your company. This unique opportunity forms part of the FSC's integrated online strategy that aims to provide our stakeholders with a dynamic and interactive environment to communicate with us and each other.

The live polling feature will give the partner the opportunity to ask questions throughout the summit to the delegates. There will also be the opportunity to ask delegates questions in specific summit sessions.

Please note that other sessions will be able to access the live poll.

As the partner your organisation will gain a great opportunity to increase your profile in the financial services sector.

Attendance

- Two (2) complimentary summit registrations;
- One (1) invitation to attend the CEO cocktail party; and
- The opportunity to host table/tables at DINE – guests to be selected from the delegate list (compliant with Privacy Act).

Branding

- Your company logo exclusively on the live polling section of the summit app;
- The opportunity to place your company branding/banners at the venue;
- Your company branding on the partner montage banners, positioned at strategic vantage points throughout the Exhibition Centre; and
- Branding on summit promotional material.

Profiling

- Branding on the summit app which is designed for all platforms, creating ongoing and broader profiling;
- A brief description of your company in the partners' directory section of the summit app; and
- A link from the summit website to your company's website including a brief description of your company.

Access

- An electronic copy of the delegate list provided four (4) weeks prior to the summit, with weekly updates until seven (7) days prior to the summit. A final delegate list will be provided at the summit (compliant with the Privacy Act).

Media

- Prominent and regular media exposure prior to, during and post summit utilising various FSC media and our media partner(s).

Report

- The FSC will provide a final report outlining key findings as established by way of survey to delegates. This will assist to value your company's investment.

Summit App Partner Investment - \$30,000 (excluding GST)

SILVER

LANYARD PARTNER – (SILVER)

This is a smart, cost effective opportunity for a major brand exposure, as each and every delegate of the Summit is given a lanyard. The lanyard partner will have their company logo or equivalent printed on the lanyard worn by all event attendees for the duration of the event

Attendance

- Two (2) complimentary Summit registrations;
- One (1) invitation to attend the CEO cocktail party; and
- The opportunity to host one table at DINE – guests to be selected from the delegate list (compliant with Privacy Act).

Branding

- Your company branding on the partner montage banners, positioned at strategic vantage points throughout the networking area;
- Your company branding on the partner montage banners, positioned at strategic vantage points throughout the venue; and
- Branding on Summit promotional material.

Profiling

- Branding on the Summit app which is designed for all platforms, creating ongoing and broader profiling;
- A brief description of your company in the partners' directory section of the Summit app; and
- A link on the Summit web pages to your company's website including a brief description of your company.

Access

- An electronic copy of the delegate list provided five (5) weeks prior to the Summit, with weekly updates until seven (7) days prior to the Summit. A final delegate list will be provided at the Summit (compliant with the Privacy Act).

Media

- Prominent and regular media exposure prior to, during and post Summit utilising various FSC media and our media partner(s).

Report

- The FSC will provide a final report outlining key findings from a post conference survey to delegates. This will assist to value your company's investment.

Lanyard Partner Investment - \$20,000 (excluding GST)

LATE NIGHT BAR PARTNER – (SILVER) SOLD

The late night bar will open after the formal dinner proceedings are completed. It enables delegates, speakers and partners to continue their networking in a more relaxed, bar-style setting.

Wine and beer are supplied – spirits, packaged beers and specialty drinks are not included, but can be made available at additional cost to the partner.

Attendance

- Two (2) complimentary Summit registrations;
- One (1) invitation to attend the CEO cocktail party; and
- The opportunity to host table/tables at DINE – guests to be selected from the delegate list (compliant with Privacy Act).

Branding

- Exclusive branding at the bar;
- Your company branding on the partner montage banners, positioned at strategic vantage points throughout the networking area; and
- Branding on Summit promotional material.

Profiling

- Branding on the Summit app which is designed for all platforms, creating ongoing and broader profiling;
- A brief description of your company in the partners' directory section of the Summit app; and
- A link on the Summit web pages to your company's website including a brief description of your company.

Access

- An electronic copy of the delegate list provided five (5) weeks prior to the Summit, with weekly updates until seven (7) days prior to the Summit. A final delegate list will be provided at the Summit (compliant with the Privacy Act).

Media

- Prominent and regular media exposure prior to, during and post Summit utilising various FSC media and our media partner(s).

Report

- The FSC will provide a final report outlining key findings from a post conference survey to delegates. This will assist to value your company's investment.

Late Night Bar Partner Investment - \$20,000 (excluding GST)

BRONZE

NETWORKING AREA DISPLAY PARTNERSHIP (BRONZE)

The 2017 networking space will be the main hub of activity for delegates providing access for exhibitors throughout the Summit.

Attendance

- Two (2) staff representatives are able to work on the booth display;
- One (1) complimentary Summit registrations;
- The opportunity to host one table at DINE – guests to be selected from the delegate list (compliant with Privacy Act).

Branding

- Your company branding on the partner montage banners, positioned at strategic vantage points throughout the networking area;
- Branding on Summit promotional material.

Profiling

- Branding on the Summit app which is designed for all platforms, creating ongoing and broader profiling;
- A brief description of your company in the partners' directory section of the Summit app; and
- A link on the Summit web pages to your company's website including a brief description of your company.

Access

- An electronic copy of the delegate list provided four (4) weeks prior to the Summit, with weekly updates until seven (7) days prior to the Summit. A final delegate list will be provided at the Summit (compliant with the Privacy Act).

Media

- Prominent and regular media exposure prior to, during and post Summit utilising various FSC media and our media partner(s).

Report

- The FSC will provide a final report outlining key findings from a post conference survey to delegates. This will assist to value your company's investment.

Booth Display Partner Investment - \$6,500 (excluding GST)

TERMS AND CONDITIONS

Existing partners are always given the first right of refusal.

All partnership opportunities are offered on “a first-in, first-served” basis.

Payment

All partner fees are due and payable on the issue of a tax invoice from FSC.

Delegate Information

The Summit delegate list will only be provided to partners prior to the Summit. In accordance with privacy legislation, delegates will be asked to consent to the release of their personal information to the Summit partners. In the event that permission is not obtained, the delegate list provided will be amended accordingly.

Cancellation

Partnership arrangements cancelled before 30 April 2017 will be refunded for 50% of the value of the partnership. Cancellations made after 30 April 2017 will not receive any refund.

Partnership fees will be refunded in full in the event of cancellation of the Summit.