



CUSTOMER EXCELLENCE

SCA AUSTRALIA & NEW ZEALAND CONFERENCE

3-5 JULY 2024 | SYDNEY, NSW

CONFERENCE PROSPECTUS

PO Box 256
Cherrybrook NSW 2126
www.strata.community
ABN: 15 151 156 357



Content

Your Support	Page 3
Benefits	Page 3
About SCA	Page 4
About Australasia Conference	Page 4
The Trade Exhibition Opportunity	Page 5
Exhibition Floor Plan	Page 8
Sponsorship Opportunities	Page 11
Social Event Opportunities	Page 13
Meal Break Opportunities	Page 15
Other Opportunities	Page 17
Terms and Conditions	Page 18



Your Support

The support of our sponsors is integral to the work that SCA do for our members and the broader strata community.

Benefits

Some benefits to sponsor or exhibit at the conference:

- **Visibility:** It puts your brand in front of a targeted audience, increasing visibility and awareness among potential customers, partners, and industry professionals.
- **Networking:** It provides opportunities to network with industry peers, potential clients, suppliers, and partners, fostering relationships that can lead to future collaborations and business opportunities.
- **Lead Generation:** It serves as a platform for generating leads and capturing contact information of potential customers who express interest in your products or services.
- **Brand Building:** It helps reinforce your brand image and messaging, allowing you to showcase your unique selling points, expertise, and offerings to a captive audience.
- **Market Research:** It allows you to gather valuable insights into market trends, competitor activities, and customer preferences through interactions and feedback collected at the booth.
- **Product Showcase:** It provides an opportunity to showcase your latest products, innovations, and solutions, allowing attendees to experience them firsthand and understand their benefits.
- **Educational Opportunities:** It offers a platform to educate attendees about your industry, products, and services through presentations, demonstrations, and interactive sessions.



About SCA



Strata Community Association (SCA) is the peak industry body for Industry Managers, Lot Owners, Tenants and Stakeholders living in or affected by Strata Title, Body Corporate, Community Title and Owners Corporations in Australia and New Zealand. Membership includes body corporate managers, support staff, committee members and suppliers of products and services to the industry.

SCA has in excess of 4,896 strata management members who help oversee, advise or manage a combined property portfolio with an estimated replacement value of over \$1.3 trillion.

Lead

Support

Represent

About Australasia Conference

3-5 July 2024

International Convention Centre Sydney

Join us at the conference under the theme of Customer Excellence, tailored for Senior Executives in the strata industry, both management and supplier companies. This year we'll be covering a diverse ray of topics, curated specifically to help take your business to the next level. Don't miss the chance to explore the pathways to unparalleled excellence in the realm of customer relations.

The opportunity

The SCA Australia and New Zealand Conference brings together the growing strata industry. It is one of the only gatherings for Australian and New Zealand leaders working in a fast growing industry. Sponsorship opportunities present the unique and valuable opportunity to influence an association representing over 16% of the population.

The Trade Exhibition Opportunity

We have 40 trade booths available for 2024 and we recommend booking early to secure your spot. This year's trade exhibition, held 4-5 July, will be a major feature at the convention for companies to showcase their products and services.

The conference opening and all conference meal breaks will be held around the exhibition area, which gives delegates the opportunity to browse and meet exhibitors to find out more about their products and services. Furthermore, the exhibition room is close walking distance to the conference room, to ensure ample exposure to delegates for you.

Only available for SCA Corporate Supplier Members.



The Booth

Structure:

2.4m high velcro booth structure

Signage:

1 x Printed Fascia board with signage (up to 25 characters with black digital text on a white board)

Lighting:

2 x 150w spotlights

Power:

1 x 4amp power outlet, located in the back corner



Premium

\$9,500 inc. GST

Inclusions:

- Premium booths with prime location located near the entrance/exit (Booth 1-6, 8-17, 19-23 & 28-32) - See page 8 for the floor plan
- 2 x Full Registrations, worth up to \$2,900 (including conference, Welcome Cocktail Party, Mexican Fiesta, and the Australasia Awards)
- Premium booth in trade exhibition area for the 4-5 July 2024
- Logo on the SCA conference website
- Your company directory listing including your logo in the SCA conference program and indicating booth location in exhibition map
- Premium 3m wide x 3m deep velcro compatible shell, company signage
- 2 x spotlights and power board
- 1 x 4amp power outlet, located in the back corner
- Electronic copy of delegate listing (in accordance with privacy laws)

Standard

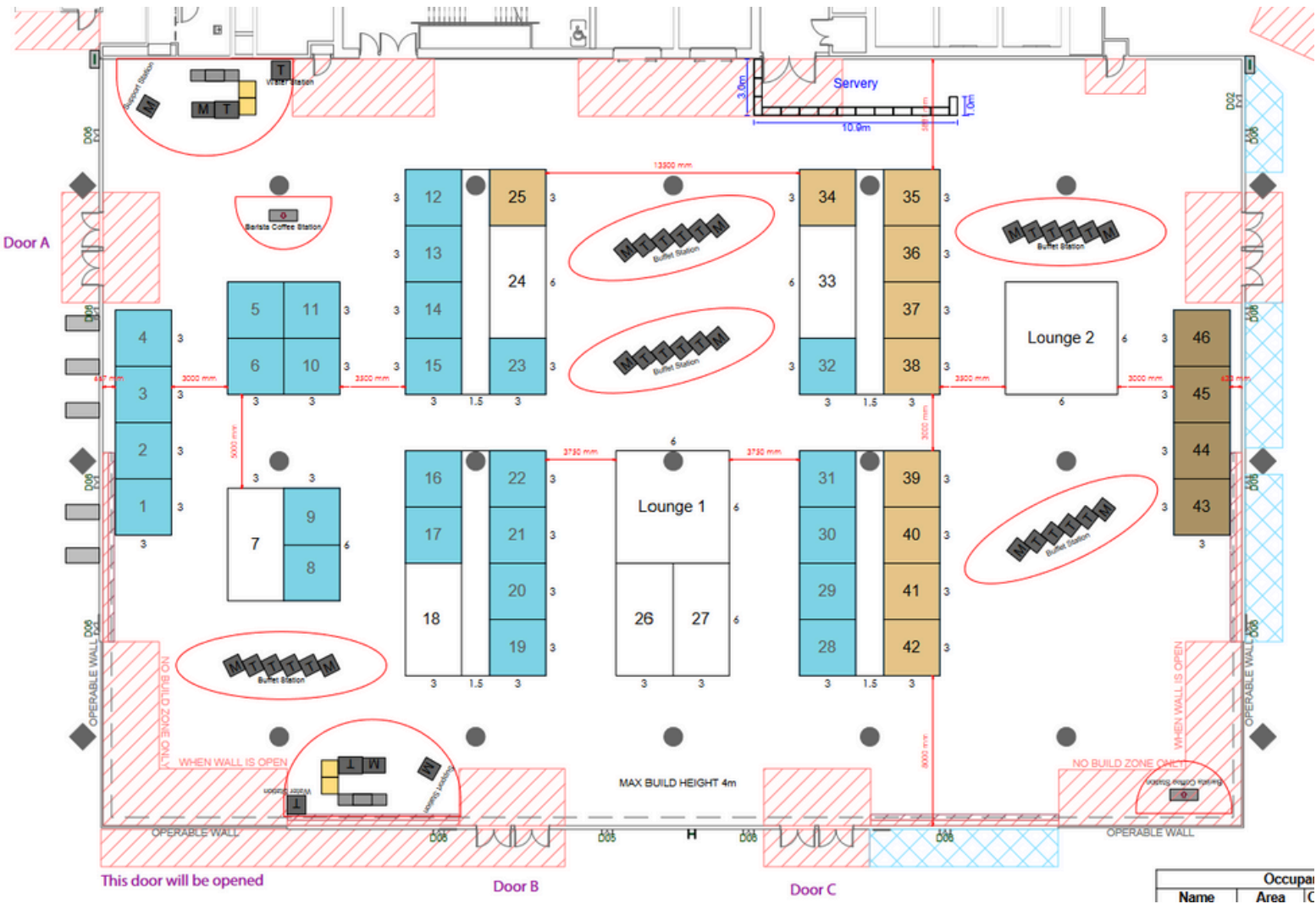
\$8,300 inc. GST

Inclusions:

- 2 x Full Registrations, worth up to \$2,900 (including conference, Welcome Cocktail Party, Mexican Fiesta, and the Australasia Awards)
- Standard booth in trade exhibition area for the 4-5 July 2024
- Logo on the SCA conference website
- Your company directory listing including your logo in the SCA conference program and indicating booth location in exhibition map
- Standard 3m wide x 3m deep velcro compatible shell, company signage
- 2 x spotlights and power board
- 1 x 4amp power outlet, located in the back corner
- Electronic copy of delegate listing (in accordance with privacy laws)

Exhibition Floor Plan

*Premium booths are in blue, Standard booths are in yellow.



Exhibition Floor Plan

[Click here to see the full details of the floor plan](#)

Booth No.	Company	Booth No.	Company
1	Exhibitor 1	16	Exhibitor 16
2	Exhibitor 2	17	Exhibitor 17
3	Exhibitor 3	18	Body Corporate Brokers (BCB)
4	Exhibitor 4	19	Exhibitor 19
5	Exhibitor 5	20	Exhibitor 20
6	Exhibitor 6	21	Exhibitor 21
7	CHU Underwriting Agencies	22	Exhibitor 22
8	Exhibitor 8	23	Exhibitor 23
9	Exhibitor 9	24	Grace Lawyers
10	Exhibitor 10	25	Exhibitor 25
11	Exhibitor 11	26	Macquarie Bank
12	Exhibitor 12	27	NBN
13	Exhibitor 13	28	Exhibitor 28
14	Exhibitor 14	29	Exhibitor 29
15	Exhibitor 15	30	Exhibitor 30

Continued on next page

Exhibition Floor Plan

[Click here to see the full details of the floor plan](#)

Booth No.	Company	Booth No.	Company
31	Exhibitor 31	39	Exhibitor 39
32	Exhibitor 32	40	Exhibitor 40
33	Active	41	Exhibitor 41
34	Exhibitor 34	42	Exhibitor 42
35	Exhibitor 35	43	Exhibitor 43
36	Exhibitor 36	44	Exhibitor 44
37	Exhibitor 37	45	Exhibitor 45
38	Exhibitor 38	46	Exhibitor 46

To lodge your interest in an opportunity, please complete the booking form.

[BOOKING FORM](#) >

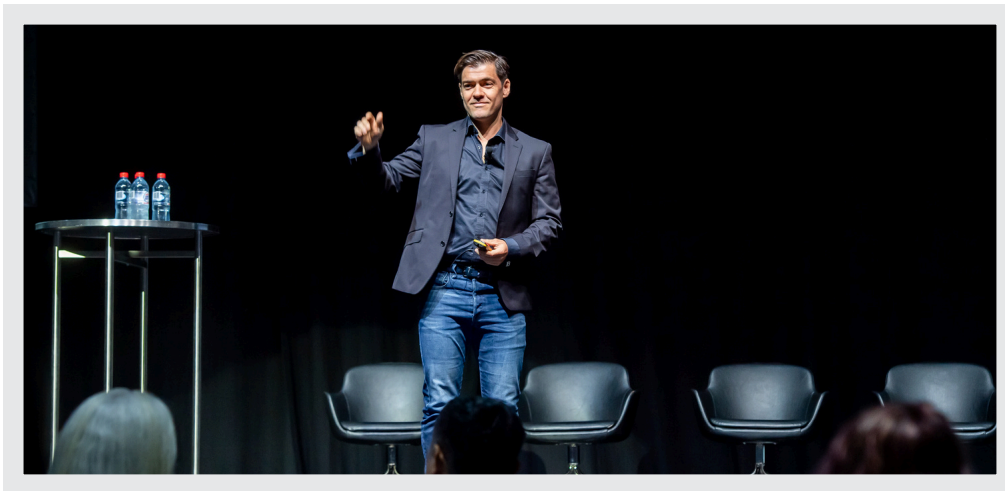
If you have an enquiry, please send us an email to events@strata.community

Sponsorship Opportunities

Premium Keynote Day 1

One opportunity
\$11,800 inc. GST

Sponsor a Keynote Speaker at the Australasia Conference and highlight your commitment to professional standards in the industry.



Inclusions:

- Sponsorship of one Premium Keynote Speaker
- MC to acknowledge sponsor at the beginning of the session
- Introduction of the sponsored Keynote Speaker
- One PowerPoint Slide displaying your company logo and key service benefits - design to be approved by SCA Marketing Team (Widescreen 16:9)
- Your logo featured in the official conference program
- Your logo featured on screen at the beginning of the session 160 x 600 pixels
- Your logo featured on the conference website
- Half-page ad in the SCA conference program

Keynote Day 2

One opportunity
\$9,500 inc. GST

Inclusions:

- Sponsorship of one keynote speaker
- MC to acknowledge sponsor at the beginning of the session
- Introduction of the sponsored Keynote Speaker
- One PowerPoint Slide displaying your company logo and key service benefits - design to be approved by SCA Marketing Team (Widescreen 16:9)
- Your logo featured in the official conference program
- Your logo featured on screen at the beginning of the session 160 x 600 pixels
- Your logo featured on the conference website
- Half-page ad in the SCA conference program

Plenary Session

Two opportunities
\$5,000 inc. GST

Inclusions:

- Sponsorship of one plenary session
- MC to acknowledge sponsor at the beginning of the session
- One PowerPoint Slide displaying your company logo and key service benefits - design to be approved by SCA Marketing Team (Widescreen 16:9)
- Your logo featured in the official conference program
- Your logo featured on screen at the beginning of the session 160 x 600 pixels
- Your logo featured on the conference website



Social Event Opportunities

Welcome Cocktail 3 July

One opportunity
\$10,000 inc. GST

Sponsor the opening night aboard Jackson and get ready to party as we officially begin the conference. Enjoy the sunset along the remarkable Sydney harbour in a luxurious superyacht with spectacular food, and of course the wonderful company.



Inclusions:

- 5 minutes speaking opportunity and acknowledgement on the evening
- Signage displayed during the event (to be provided by sponsor)
- Logo on the conference website
- 2 x Full Registrations, worth up to \$2,900 (including conference, Welcome Cocktail Party, Mexican Fiesta, and the Australasia Awards)
- Recognition in a pre-conference EDM and the added opportunity to provide a 60 word message to be included in this opportunity (design and date of EDM release is at the discretion of SCA)
- Opportunity for a giveaway in line with cocktail theme (sponsor to provide)
- Acknowledgement in the SCA conference program

To qualify for this opportunity, it is a requirement that your company must not be a competitor of our National Partners.

SOLD

Mexican Fiesta

4 July

One opportunity
\$8,000 inc. GST

Colourful, vibrant and buzzy, this Mexican Fiesta will be held at El Loco, Sydney's own spicy little slice of Mexico.

Take the opportunity to display your branding while enjoying the company of your peers over delicious Mexican food and music.



Inclusions:

- 5 minutes speaking opportunity and acknowledgement on the evening
- Signage displayed during the event (to be organised by sponsor)
- Logo on the conference website
- Acknowledgment in the SCA conference program
- Recognition in a pre-conference EDM and the added opportunity to provide a 60 word message to be included in this opportunity (design and date of EDM release is at the discretion of SCA)
- Opportunity to provide a giveaway in line with the theme (sponsor to provide)

To qualify for this opportunity, it is a requirement that your company must not be a competitor of our National Partners.

Meal Break Opportunities

Delegates at the conference will enjoy a buffet lunch each conference day as well as morning and afternoon tea. This is a great branding opportunity for you to be at the forefront of new and existing

Conference Lunch

Two opportunities

\$3,000 inc. GST each

- Lunch on 4 July
- Lunch on 5 July

Inclusions:

- Logo on main screen prior to and after meal break
- Logo featured at meal stations
- Logo on the official conference website
- Logo in the official conference program
- MC acknowledgement

Conference Refreshments

Three opportunities

\$1,700 inc. GST each

- Morning Tea on 4 July
- Afternoon Tea on 4 July
- Morning Tea on 5 July

Inclusions:

- Logo on main screen prior to and after meal break
- Logo featured at meal stations
- Logo on the official conference website
- Logo in the official conference program
- MC acknowledgement



Barista Coffee Cart

Two opportunities

\$5,000 inc. GST each

- 4 & 5 July

Inclusions:

- Logo on main screen prior to and after meal break
- Logo featured on the coffee cart (at sponsor's expense)
- Logo on the official conference website
- Logo in the official conference program
- Barista coffee cart for the two days
- Opportunity to provide branded cups (at sponsor's expense)

Tea & Coffee Station

Two opportunities

\$1,500 inc. GST each

- 4 July
- 5 July

Inclusions:

- Logo on main screen prior to and after meal break
- Logo featured on all tea and instant coffee stations
- Logo on the official conference website
- Logo in the official conference program
- Opportunity to provide branded tablecloths (at sponsor's expense)
- MC acknowledgement



Other Opportunities

Meeting Space

Two opportunities

\$4,000 inc. GST each

- 4 July

Two opportunities

\$3,500 inc. GST each

- 5 July

A place where members can gather to catch up with industry peers or hold a meeting. This space will provide an ample opportunity to showcase your branding.

Inclusions:

- Logo on main screen prior to breaks
- Logo on the official conference website
- Logo in the official conference program (in sponsor list)
- Opportunity to display your company banner in the meeting space
- MC acknowledgement



To lodge your interest in an opportunity, please complete the booking form.

[**BOOKING FORM**](#) >

If you have an enquiry, please send us an email to events@strata.community

Terms & Conditions

Sponsors and Exhibitors are accepted at the discretion of Strata Community Association Ltd (SCA) and sponsors and exhibitors participate on the understanding that:

- A minimum requirement of the 2024 SCA Australia and New Zealand Conference attendance is that all companies must be a current member of an SCA region to sponsor and/or exhibit.
- Sponsorship or Exhibiting does not include accommodation or airfares.
- Any variations required to the exhibition floor plan will be at the discretion of the organiser; it is subject to change at any time.
- Additional items including furniture are at the exhibitor's expense. For additional items to hire, the contracted trade stand builder details will be given to you upon confirming your sponsorship.
- Premium & Standard Exhibitor Packs - For safety purposes only 3 representatives are to be at the trade exhibitor stand at any one time. Different times can have different representatives however SCA must be informed of names. This does not apply to National Partners who are allowed to have 6 exhibitors at any one time.

Booking

- To lodge your interest in an opportunity, please complete the [booking form](#).
- 2023 Sponsor and Exhibitors will be offered the opportunity first and given 10 business days to confirm interest. You are welcome to go on a waiting list during this period. Please email events@strata.community
- By completing the booking form you acknowledge and accept the terms and conditions for Sponsors and Exhibitors.
- To read the full information click [here](#).

Payment

- A 50% deposit is required at the time of booking. You will then have the option of paying the balance prior to the conference, which must be received no later than Friday, 17 May 2024.
- Booths must be confirmed and paid in full before Friday, 17 May 2024 (unless sold out prior).
- Booth numbers will only be allocated to companies who pay their 50% deposit.
- Booths are allocated on a first-in-best-dressed policy.

Cancellation Policy

- Cancellations received prior to Friday, 17 May 2024 will incur a 30% charge of your applicable booking.
- Cancellations received on or after Friday, 17 May 2024 are not-refundable.

Note: ALL cancellations must be received in writing to SCA Head Office via email to events@strata.community.

Artwork

Within 7 days of completing the booking form you will need to provide:

- High-resolution PNG, JPEG or EPS company logo (must provide high-resolution for printing)
- Hyperlink to your website
- Contact number and email for directory listing in the conference program

All deadlines for logos, artwork, and signage must be met. SCA cannot guarantee the accuracy of delivery of any materials delivered outside of the agreed deadlines.

Colour reproduction will, when printed, be as close to the specified colours as practical.

Provision of banner and any other promotional material (including any relevant freight cost) is the responsibility of the sponsor and/or exhibitor.

Name Badges

Your name badge is your passport to access all events and meals included in your registration. Please ensure your badge is visible at all times and worn only by the correct person. We can't guarantee a professional badge will be printed if the registrations are not received by Sunday, 16 June 2024.

Dietary Requirements

Dietary Requirements must be provided by Sunday, 16 June 2024. Although SCA will make every effort to accommodate late additions, please note that due to varying venue terms and conditions, we cannot guarantee that any dietary requirements received after this date can be accommodated.

Policy on “Suitcasing” and “Outboarding”

Suitcasing

Suitcasing will not be tolerated at all. Any Strata Services who is not an exhibitor of the conference is NOT permitted to openly market products/services during the conference. Delegates are permitted to converse, hand out business cards/network with other delegates. Delegates may not, however, hand out any form of marketing material for products/services of their organisation and/or verbally market services and/or make appointments to meet with delegates during the conference period. Clothing branded in any way with identifying organisation logos or text is not permitted to be worn during the conference or its functions. This applies only to service providers and not strata managers.

Note: Breaking these terms may mean expulsion from the conference, a fine equal to the cost of a conference sponsorship, the penalty of suspension from the next event, and potential loss of membership.

Unofficial Events “Outboarding”

SCA will not permit any organisation whether or not a sponsor of the conference, to host any event, any kind of invitation only or private event within the conference dates (from 3 July 2024 to 5 July 2024) that has not been booked and advertised through SCA.

Note: Breaking these conditions carries the penalty of suspension from the following year’s conference and potential loss of membership.

Capacity of Venues & Strata Services Attendance

The Welcome Cocktail Event does have restricted numbers for safety purposes; therefore, a limitation has been made on the number of strata services registrations for Early Bird Registrations to ensure a greater percentage of strata management firms have access to attend the conference program and social events. With a waitlist in place, management and strata services conference attendance is not confirmed until payment is received for your registration.

For the Welcome Cocktail Event, the number of tickets per strata services companies across the country will be limited to:

- National partner – As per sponsorship contract.
- Exhibitors and selected sponsorship categories – 3 tickets per company.
- General strata services registration - 2 tickets per company.

Within the restrictions above for additional Strata Services tickets, attendees will be able to purchase a Strata Service Delegate ticket which includes the 2 day conference program, Mexican Fiesta Event, and Australasia Awards Gala, without the Welcome Cocktail Event.

Any extra delegates have the opportunity to indicate their interest to join a waitlist to attend the Welcome Cocktail Event. SCA staff will reach out to discuss availability after Thursday, 13 June 2024, and must be paid by credit card at time of acceptance to secure booking.

Insurance Disclaimer

Regulations set by the Strata Community Association Head Office and the International Convention Centre Sydney require that the former must sight exhibitors' public liability cover. Please extend your public liability to cover your display and email the front cover of your Public Liability Policy to events@strata.community by Friday, 17 May 2024.

SCA must have evidence of your public liability before we can allow you to set up your display.

Dates required to be covered by your public liability are:

- Wednesday, 3 July 2024
- Thursday, 4 July 2024
- Friday, 5 July 2024

SCA cannot take any responsibility for any participant failing to arrange their own insurance. SCA does not provide insurance coverage for any accidental injuries, loss or damage for Exhibitors/Sponsor at the events.

Force Majeure

Where there is an agreement between SCA and a Sponsor or registrant, it is automatically null and void if any events offered are cancelled due to an act of God including, but not limited to, hurricane, earthquake, flood, volcanic eruption, tornado, famine, terrorism, war, or pandemic. In the event of cancellation due to an act of God neither party shall be liable for any further payments.

SCA Contact Details

Strata Community Association
PO Box 256
Cherrybrook NSW 2126
events@strata.community