

# CRANES, TRAINS AND LITTLE LANES



**SOCIETY OF CONSTRUCTION  
LAW AUSTRALIA.**

# **2024 CONFERENCE SPONSORSHIP PROSPECTUS.**

**MELBOURNE, VICTORIA**

## THE SOCIETY OF CONSTRUCTION LAW AUSTRALIA INVITES YOU TO EXPLORE **SPONSORSHIP OPPORTUNITIES** FOR OUR ANNUAL CONFERENCE IN MELBOURNE.

The partnerships that SoCLA has with our corporate subscribers and other corporate supporters is invaluable to the success of SoCLA in achieving our objectives. The National Conference is the largest event on the SoCLA calendar each year.

The National Conference theme for 2024 is 'Cranes, Trains and Little Lanes', and we expect a lively discussion on what is a central tenant of legal and technical practice.

The conference will cover 10 points of legal CLE, across all compulsory areas in Australian jurisdictions, and will also be well suited to the risk management requirements for engineers.

We are pleased to be able to offer varying levels of sponsorship involvement, which are outlined in the selection of packages contained within this document. However, if there are ways you would like to participate or to support the conference other than the options outlined, we are happy to consider your suggestions and discuss other options with you.

We encourage you to take advantage of these unique opportunities and invite you to consider the benefits of participating as a sponsor:

Please do not hesitate to contact our Sponsorship Manager, Cathie Witcombe, on +61 2 9230 3292 or at [admin@scl.org.au](mailto:admin@scl.org.au) if you would like to discuss any of the partnership opportunities which are outlined in this document.

Regards,

**Ben Davidson**

Chair, Society of Construction Law Australia  
[chair@scl.org.au](mailto:chair@scl.org.au)  
+61 3 9672 3500

**Emma Lampard**

Director, Society of Construction Law Australia  
Chair, Conference Subcommittee  
[conferences@scl.org.au](mailto:conferences@scl.org.au)  
+ 61 3 9286 6594

# SPONSORSHIP OPPORTUNITIES.

## PROGRAM

The Organising Committee is planning an excellent program over the three days.

The conference will kick off on Thursday 13th June 2024 with evening drinks and canapes to welcome all our delegates to the conference at one of Melbourne's best venues.

Zinc at Federation Square is a fantastic setting for the conference program, which will commence on Friday 14th June with a full day of presentations from our speakers. These are eminent national practitioners in the construction industry who have been invited because of their knowledge, experience, reputation and ability to cover the breadth of issues in the program. The Conference presents an ideal opportunity to learn of current trends and issues, and network with some of the nation's leading industry practitioners. The conference format will continue through to Saturday 15 June.

On the evening of Saturday 15th June we will be hosting the Gala Dinner at the National Gallery of Victoria. The evening will include a spirited and entertaining debate by leading industry professionals



### WELCOME RECEPTION

Thursday 13th June  
Venue to be announced



### CONFERENCE | DAY ONE

Friday 14th June  
Zinc at Federation Square, Melbourne



### CONFERENCE | DAY TWO

Saturday 15th June  
Zinc at Federation Square, Melbourne



### GALA DINNER

Saturday 15th June  
National Gallery of Victoria

**THE SOCIETY OF CONSTRUCTION LAW AUSTRALIA (SOCLA) IS A SINGLE NATIONAL ORGANISATION OF MEMBERS, AT VARYING STAGES OF THEIR PROFESSIONAL CAREER, WHO SHARE AN INTEREST IN CONSTRUCTION LAW.**

**THE SOCIETY ENCOURAGES THE ACTIVE INVOLVEMENT OF ALL OF ITS MEMBERS AND DISCOURSE ACROSS THE BROAD SPECTRUM OF ISSUES RELATING TO CONSTRUCTION LAW, INCLUDING MATTERS OF POLICY AND LEGISLATION, "FRONT END" ISSUES, DISPUTE AVOIDANCE, AND ALL FORMS OF DISPUTE RESOLUTION.**

**THE SOCIETY CURRENTLY HAS OVER 1200 MEMBERS ACROSS ALL STATES AND TERRITORIES OF AUSTRALIA.**

## DELEGATE PROFILE

SoCLA's conferences attract a combination of professionals from both the legal and the building and construction industries. Conference delegates work across all areas of the construction law practice and project delivery including feasibility and pre-contract, contract development, transactional, design, construction and dispute resolution services.

It is expected that 200-250 delegates will be in attendance including representatives from the following professions:

- Solicitors
- General and In-house Counsel
- Engineers
- Project managers
- Construction industry professionals
- Arbitrators
- Adjudicators
- Barristers
- Mediators
- Academics
- Students

## BENEFITS TO SPONSORS

The Society of Construction Law Australia's National Conference will provide the following benefits to sponsors:

- Maximum exposure at a premier Conference devoted to national construction law
- The opportunity to deliver a clear message that you have a genuine commitment to the practice of national construction law
- High visibility on the official Conference website, Conference App and Conference marketing materials
- Provide an opportunity for 1:1 marketing
- Building brand awareness and education of your brand within the market
- Building prospect databases with networking opportunities with some of the world's leading practitioners in construction law.

## MARKETING & PUBLIC RELATIONS

SoCLA is dedicated to ensuring that sponsors are able to maximise the benefits of their investment. The important role that the sponsors play in the success of the conference is recognised by both the SoCLA Board of Directors and the Organising Subcommittee.

We have a dedicated Sponsorship Manager who will manage all sponsorship correspondence and communications. We encourage you to contact our Sponsorship Manager to discuss the many additional ways we can further assist your marketing efforts and build your business through the Society of Construction Law Australia's National Conference.

The Conference offers a unique opportunity to increase your organisation's exposure to a diverse cross-section of industry professionals through the following marketing strategy:

- E-marketing – including regular EDMs promoting program updates, key dates and featured speakers
- Marketing Collateral – including banners to be used at related events to stimulate interest and provide key details
- Website and Conference App – will be used as the main information distribution channel and, as such, will be regularly updated and refreshed with latest updates
- Promotional activities during the national conferences to keep the target market informed of progress and to stimulate interest in the Conference.

Sponsorship packages and commitment levels vary and can be tailored to suit your marketing requirements. Whatever your business, the Society of Construction Law Australia's National Conference has a sponsorship package that will help you meet your brand and networking objectives.

# AT A GLANCE.

## SPONSORSHIP

SPONSORSHIP	NO.	INVESTMENT (INC. GST)
Keynote Sponsor	Two	POA
Platinum Sponsor	Exclusive	A\$15,000
Gold Sponsor	Three	A\$7,500
Silver Sponsor	Five	A\$5,500
Gala Dinner & Debate Sponsor	Exclusive	A\$7,500
Tech Sponsor	Exclusive	A\$6,500
Coffee Cart	Exclusive	A\$6,500
Welcome Reception Sponsor	Exclusive	A\$4,500
Notepad & Pen Sponsor	Exclusive	A\$4,000
Name Badge Sponsor	Exclusive	A\$4,000
Charrett Moot Sponsor	Exclusive	A\$3,500
Build Your Own	-	POA

## MAJOR PACKAGE ENTITLEMENTS

SPONSORSHIP	KEYNOTE	PLATINUM	GOLD	SILVER
Access to delegate list prior to conference	■	■	■	■
Recognition as major sponsor in Conference App	■	■	■	■
Complimentary Conference delegate registration	Neg.	Two	One	
Display space in refreshment break area	■	■	■	
Display space in conference presentation area	■	■		
Logo space within Conference App	■	■	■	■
Verbal acknowledgement by Chair at opening and closing sessions	■	■	■	■
Tickets to the Conference dinner	Neg.	Two	One	
Sponsor may provide Conference delegates with a branded gift	■	■		
Sponsor banner displayed during Conference dinner	■	■		

# KEYNOTE SPONSOR.

## Exclusive Sponsorship | POA

This unique sponsorship package enables your organisation to work with us to source the best talent from around the world as Keynote Speaker, to officially open and anchor the conference.

The Society of Construction Law Australia will work alongside the Keynote Sponsor to provide aligned opportunities to promote your organisation during the lead-up to, throughout and immediately following the Conference.

As the Keynote Sponsor, your organisation will benefit from the highest level of exposure and representation through the following entitlements:

- Exclusive tickets to the Welcome Reception (number negotiable).
- Tickets for the sponsor's nominated guests to attend the Gala Dinner (number negotiable).
- Delegate list supplied two weeks prior to the conference.
- Acknowledgement as Keynote Sponsor in Conference App.
- Conference delegate registrations (number negotiable).
- Opportunity to display a banner in the refreshment break area.
- Logo located within Conference App.
- Verbal acknowledgement as the Keynote Sponsor during the opening and closing sessions.
- Sponsor may provide delegates with a branded gift (sponsor to provide).
- Acknowledgement as the Keynote Sponsor on promotional material, including the website and Conference App.
- Acknowledgement of Keynote Speaker Sponsor on LinkedIn.
- The Keynote is the only sponsored speaker at the event.

# PLATINUM SPONSOR.

## ■ Exclusive Sponsorship | AUD\$15,000 (incl. GST)

We view our Platinum Sponsor as our partner in the successful execution of the Society of Construction Law Australia's National Conference. We will work alongside you to provide aligned opportunities to promote your organisation during the lead-up to, throughout and immediately following the Conference.

As the Platinum Sponsor of the Conference, your organisation will benefit from the highest level of exposure and representation through the following entitlements:

- Five (5) guests invited to the Welcome Reception valued at \$750
- Two (2) Gala Dinner tickets for the sponsor's nominated guests valued at \$700.
- Two (2) Conference delegate registrations valued at up to \$2,700
- Delegate list supplied two weeks prior to the conference.
- Acknowledgement as Platinum Sponsor in Conference App.
- Opportunity to display a banner in the refreshment break area.
- Opportunity to display a banner in the conference presentation area.
- Opportunity to display a banner at the entrance to the Gala Dinner venue.
- Logo located within Conference App.
- Verbal acknowledgement as the Platinum Sponsor during the opening and closing sessions.
- Sponsor may provide delegates with a branded gift (sponsor to supply gifts).
- Acknowledgement as the Platinum Sponsor on promotional material, including the website.
- Acknowledgement of Platinum Sponsor on LinkedIn.

# GOLD SPONSOR.

## ■ Max. Three Opportunities | AUD\$7,500 (incl. GST)

As one of the Gold Sponsors, your organisation will benefit from a strong alignment with the Conference through the many opportunities for branding and exposure prior to, during and immediately after the Society of Construction Law Australia's National Conference.

As a Gold Sponsor, your organisation will receive considerable exposure and recognition through the following entitlements:

- Three (3) guests invited to the Welcome Reception valued at \$450.
- One (1) Gala Dinner ticket for the sponsor's nominated guest valued at \$350.
- One (1) Conference delegate registration valued at up to \$1,350.
- Delegate list supplied two weeks prior to the conference.
- Acknowledgement as Gold Sponsor in Conference App.
- Opportunity to display a banner in refreshment break area.
- Logo located within Conference App.
- Verbal acknowledgement as a Gold Sponsor during the opening and closing sessions.
- Acknowledgement as a Gold Sponsor on promotional material, including the website
- Acknowledgement of Gold Sponsor on LinkedIn.

THE THEME FOR THE 2024  
NATIONAL CONFERENCE IS  
**'CRANES, TRAINS AND LITTLE LANES'**.  
WE EXPECT A LIVELY DISCUSSION ON  
WHAT IS A CENTRAL TENANT OF  
**LEGAL AND TECHNICAL PRACTICE.**

# SILVER SPONSOR.

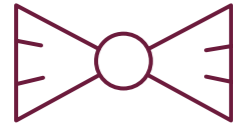
**Max. Five Opportunities | AUD\$5,500 (incl. GST)**

Your organisation will experience a solid alignment with the Conference as a Silver Sponsor, through opportunities for branding and exposure prior to, during and immediately following the Society of Construction Law Australia's National Conference.

As one of the Silver Sponsors, your organisation will receive exposure and recognition through the following entitlements:

- Three (3) guests invited to the Welcome Reception valued at \$450.
- Delegate list supplied two weeks prior to the conference.
- Acknowledgement as Silver Sponsor in Conference App.
- Logo located within Conference App.
- Verbal acknowledgement as a Silver Sponsor during the opening and closing sessions.
- Acknowledgement as a Silver Sponsor on promotional material, including the website.





## GALA DINNER & DEBATE SPONSOR.

**Exclusive | AUD\$7,500 (incl. GST)**

The Gala Dinner is fast becoming one of the most important social events in the construction industry. The dinner, which has been sold out for the last two years, is attended by both delegates as well as other industry professionals who want to join in the entertainment and excellent networking event. The Gala Dinner will be held at the National Art Gallery of Victoria on Saturday 15th June 2023.

As the sponsor of the Gala Dinner your organisation will receive the following entitlements:

- Three (3) guests invited to the Welcome Reception valued at \$450.
- One (1) Gala Dinner ticket for the sponsor's nominated guest valued at up to \$350.
- The opportunity to give a short speech at the Gala Dinner.
- Opportunity to display a banner in the dinner venue which will be displayed in a prominent area for the duration of the Gala Dinner.
- Logo in Conference App
- Sponsor may provide Gala Dinner guests with a branded gift (sponsor to supply gifts which will be subject to approval of the organising committee).
- Verbal acknowledgement as the Gala Dinner Sponsor during the opening and closing sessions of the conference.
- Acknowledgement as the Gala Dinner Sponsor on some promotional material, including the website.



## COFFEE CART SPONSOR.

**Exclusive | AUD\$6,500 (incl. GST)**

A Barista run coffee cart will be located at the conference venue each morning to supply delegates with their daily coffee needs. This package enables the sponsor to provide delegates with their 'daily fix' in branded coffee cups. As Coffee Cart sponsor your organisation will be acknowledged as follows:

- Three (3) guests invited to the Welcome Reception valued at \$450.
- Opportunity to display a banner near the coffee cart.
- Opportunity to supply branded coffee cups, one of the highest brand exposure opportunities of the conference.
- Logo in the Conference App.
- Acknowledgement as the Coffee Cart Sponsor on some promotional material, including the website.



## TECH SPONSOR.

**Exclusive | AUD\$6,500 (incl. GST)**

The Conference Papers will be available to download on the Conference App, as well as distributed on USB to all delegates. As Tech Sponsor, your organisation will be acknowledged as follows:

- Three (3) guests invited to the Welcome Reception valued at \$450.
- Logo displayed in a prominent location on the Conference App.
- Branded USB's (to be supplied by the sponsor) for distribution to delegates
- Logo in the Conference App.
- Acknowledgement as the Tech Sponsor on some promotional material, including the website.

**IN 2023, 89% OF DELEGATES UTILISED THE CONFERENCE APP TO ACCESS THE PROGRAM, DELEGATE LISTS, CONFERENCE PAPERS, SURVEY AND MORE.**

# CHOOSE FROM OUR TAILORED SPONSORSHIP PACKAGES TO ENSURE YOUR BRAND IS FRONT AND CENTRE AT THIS YEAR'S CONFERENCE.

## WELCOME RECEPTION SPONSOR.

### Exclusive | AUD\$4,000 (incl. GST)

The Welcome Reception is a fantastic opportunity for delegates, speakers and sponsors to network in a relaxed environment on the first evening of the conference. The welcome reception venue will be held at an iconic Melbourne venue.

As the sponsor of the Welcome Reception your organisation will receive the following entitlements:

- Ten (10) guests invited to the Welcome Reception valued at \$1,500.
- Opportunity to give a short speech at the Welcome Reception.
- Opportunity to display a banner in registration area of the welcome venue which will be displayed in a prominent area.
- Verbal acknowledgement as the Welcome Reception Sponsor during welcome address.
- Logo in the Conference App.
- Acknowledgement as the Welcome Reception Sponsor on some promotional material, including the website and Conference App.

### Exclusive | AUD\$4,000 (incl. GST)

A marketing opportunity is available to provide delegates with branded note pad and pens. This is an opportunity to provide your organisation with exposure that exceeds the duration of the Conference.

As the sponsor of the notepad and pen, your organisation will receive the following entitlements:

- Three (3) guests invited to the Welcome Reception valued at \$450.
- Branded notepad and pens (provided by the sponsor) will be available on tables each day of the conference.
- Logo in the Conference App.
- Acknowledgement as the Notepad and Pens sponsor on some promotional material, including the website and Conference App.

## NOTEPAD AND PEN SPONSOR.

## CHARRETT MOOT SPONSOR.

### Exclusive | AUD\$3,500 (incl. GST)

With the assistance of this Sponsorship package, SoCLA provides travel support to the two Charrett Moot grand final teams to attend the conference. This Sponsorship package provides a great opportunity for your organisation to support the next generation of leaders in our industry.

As the sponsor of the Charrett Moot your organisation will receive the following entitlements

- Three (3) guests invited to the Welcome Reception valued at \$450.
- Acknowledgement at the Charrett Moot Grand Final.
- Logo in the Conference App.
- Acknowledgement as the Charrett Moot Sponsor on some promotional material, including the website and Conference App.

## NAME BADGE SPONSOR.

### Exclusive | AUD\$4,000 (incl. GST)

To gain access to the Conference, all delegates are required to wear the official name badge. This is an opportunity to have your organisation logo printed on all name badges alongside the Conference logo and gain considerable exposure throughout the conference.

As the sponsor of the name badge your organisation will receive the following entitlements:

- Three (3) guests invited to the Welcome Reception valued at \$450.
- Logo to appear on all name badges and/or lanyard alongside the SoCLA logo.
- Logo in the Conference App.
- Acknowledgement as the Name Badge Sponsor on some promotional material, including the website and Conference App.

## APP ADVERTISEMENT.

### Max. Six Opportunities | AUD\$1,200 (incl. GST)

These cost-effective advertising opportunities are an effective medium to communicate your corporate message and products/services to the Conference delegates.

Your organisation may provide a link and advertising content to be included within the App

- Promotional advertisement within the Conference App.  
Note: advertisement must be approved by Organising Committee.

# SPONSORSHIP BOOKING TERMS & CONDITIONS.

1. Items to be provided as part of sponsorship packages must be provided free of cost.
2. The item must be provided in consultation with, and with the approval of, the Organising Committee.
3. The quantity required will be approximately 200-300, depending on delegate numbers which shall be confirmed by the Organising Committee.
4. Exposure in the conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.
5. Goods & Services Tax (GST) is applicable to all goods and services offered by SoCLA, and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. SoCLA reserves the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
6. All monies are payable in Australian dollars.
7. Sponsorship will be allocated only on receipt of a signed booking form. A letter of confirmation will be provided to confirm the booking.
8. If the sponsorship is in relation to the conference then a tax invoice for a 50% deposit of the total amount will be provided with the booking form. The 50% deposit is required 14 days from the date of invoice. The balance is due and payable on or before 03 May 2024. Booking forms received after 15 April 2024 must include full payment.
9. All monies due and payable must be received (and cheques cleared) by SoCLA prior to the event. No organisation will be listed as a sponsor in any official conference material until full payment and a booking form have been received by SoCLA.
10. CANCELLATION POLICY: No refunds will be made for cancellations by the Sponsor. A reduction in sponsorship is considered a cancellation and will be governed by the above cancellation policy.
11. No sponsor shall assign, sublet or apportion the whole or any part of their sponsorship package except upon prior written consent of SoCLA.
12. Sponsorship entitlements including organisation logo on the conference website and other marketing material will be delivered upon receipt of the required deposit or full payment.
13. In relation to a sponsorship in relation to the conference, the delegate list will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.
14. All freestanding banners will be a maximum size of 2m high x 1m wide.

## BOOKING FORM.

Please email this booking form to [admin@scl.org.au](mailto:admin@scl.org.au)

Sponsorship will be allocated only on receipt of a signed booking form. A letter of confirmation will be provided to confirm the booking.

Sponsorship Package(s) Requested	Cost
1.	
2.	
<b>Total Amount Payable</b>	<b>\$</b>

### Sponsor Organisation

Organisation Name (for Marketing):		
Organisation Name (for Invoice):		
Address:	City:	
Postcode:	State:	Country:

### Sponsor Primary Contact

Name:	Mr/Mrs/Ms/Other:
Position:	
Telephone:	Fax:
Email:	Website:

Yes I have read and agree to the booking terms and conditions.

Authorised by:

Date:

Signature:

Please note that your booking will not be processed unless all sections above are completed.

### PAYMENT DETAILS (please tick)

We wish to pay via EFT.

Account name: Society of Construction Law Australia

BSB: 105 900

Account No: 198 861 840

Please note this is the preferred method of payment.

Credit card (Visa and Mastercard only)

Please contact [admin@scl.org.au](mailto:admin@scl.org.au) if you wish to pay by credit card.

We wish to pay via company cheque.

Note: all cheques must be made payable to: Society of Construction Law Australia.

**JOIN US FOR THREE DAYS OF LIVELY  
DEBATE AND DISCUSSION AT OUR 11TH  
ANNUAL CONFERENCE HELD IN**

**MELBOURNE,  
VICTORIA.**