



PARTNERING WITH TOTAL REAL ESTATE TRAINING

YOUR GUIDE TO TRET EVENTS –
EXHIBITOR AND SPONSORSHIP
OPPORTUNITIES 2011



WHY PARTNER WITH TRET?

Is your company looking for the most effective way to showcase your products and services to a highly targeted real estate audience?

Partnering with TRET ensures you are:

- Delivering your message where it counts with direct access to your target market – meet and build relationships and generate leads with key decision makers and influencers.
- Promoting your business and products to real estate agencies and professionals who are amongst the best in the industry or have a qualified interest in becoming the best.
- Positioning your business alongside the top suppliers in the industry in a neutral environment that attracts highly targeted participants.
- Aligning your business with the industry's most respected and established provider of independent, quality professional development education and training.

WHO IS TRET?

The authority in real estate training

An industry pioneer, Total Real Estate Training (TRET) is motivated by the desire to provide those working in real estate with quality professional development. TRET has grown into the leading real estate training company in Australasia and offers first class events and education products. Since 1996 TRET has helped steer the Australasian real estate industry to where it is today – enhancing the level of professionalism, service, creativity and integrity.

TRET is recognised as bringing the industry the best and freshest presenters. It is a career highlight and aspiration of many in the industry to be featured on a TRET program. On the world stage, TRET events are considered the most innovative and progressive for their content and are supported by a larger percentage of the total industry in comparison to similar events in the US and UK.

Leading real estate events

TRET's three main annual events, AREC, the Real Estate Leadership Conference and most recently for 2011 ARPM, are the benchmark in the industry. They give industry practitioners – principals, senior management, sales agents, property managers and support staff – the opportunity to gain knowledge about best practice, innovative techniques and leadership and to rub shoulders with some of the world's brightest real estate and business figures.

Who exhibits and sponsors?

Trade partners at TRET events include anyone and everyone who supplies to, or wishes to target real estate agencies, real estate agents and property managers. Categories include training, software, recruitment, franchising, connection services, insurance, building and maintenance, web portals, media, print and production, signage, display systems, lifestyle and luxury goods, conveyancing, website and marketing support, lead generation, auctioning, mobile technology, data services, financial and credit solutions, superannuation, mortgage services and more.

Companies who have participated in TRET events over the years include:

- ABC Backup
- ACSP / The Staging Professionals
- Advantage by Renta Centre
- agentappraisal.com.au
- Archive Systems
- Australasian Real Estate Bulletin
- Australia Wide Investment Property
- Australian Finance Group
- Australian Property Monitors/Home Price Guide Professional
- Avante Marine
- Barclay MIS
- Barry Plant Group
- Belle Property
- Bespoke Shirts
- Blayney Potential Plus
- Box + Dice Software
- Brightfox
- Business Ignition
- Chromagrafx Real Estate Marketing
- Clientforce Marketing
- Complete Data / Prime Training
- ConnectNow
- Console Australia/New Zealand
- Corum Real Estate Services/RE Connect oneCard
- Corum Training
- Crown Insurance
- Crystal Display
- Decently Exposed
- Deposit Power
- Direct Connect / Moving Tracker
- EBM Insurance Brokers
- eMove.com.au
- Estate Agents Cooperative
- EziDebit
- Fairfax Media (Domain/The Age/Sydney Morning Herald)
- Fastrack Property Managers
- First National Real Estate
- FREEappraisal.com.au
- Fruit Property
- Fuji Xerox The Document Company
- GBC Australia
- Gough Recruitment
- Graphique Enterprises
- HomeGuru
- Human Equity
- Hutchison 3 for Business
- iigloo.com
- IMAGEination / Propvid
- Inhabit
- Interactive Auctions
- iProperty
- iVisual
- Kaplan Professional
- Lawlab Conveyancing
- Macquarie Bank
- McGrath Estate Agents
- Media Wizard
- Megasealed Bathrooms
- MeMePro
- Metrospec
- Mind The Gap
- Mitronics
- Mortgage Choice
- MultiArray
- Multicast Media
- My Business in Real Estate/ Ray White Concierge
- myhome.com.au
- Myhousevalue.com.au
- National Tenancy Database
- New Litho
- News Limited
- One Agency
- OnRequest Property
- Open 2 View
- Open 4 Inspection
- Oxygen Home Loans
- P3 Recruitment
- Paid On Exchange
- PhoneFirst
- Pocket Property
- PoolWerx
- Port Plus
- PPM Group
- printforce.com.au
- Pro200 Software
- Proactive Tours
- Property Data Solutions / PriceFinder
- Propertymode.com.au
- PTY Property
- RE/Max
- Real Estate Academy
- Real Estate Media Group
- Real Estate Results Network
- Real Training International
- realestate.com.au / HubOnline
- RED Real Estate Dynamics
- Rei Super
- REIV / realestateview.com.au
- rent.com.au
- Rental Rewards
- Rentalguide.com.au
- Rentmate / Stratapay
- RentPower
- reuncut.com
- Rockend
- RP Data / Macpro Realtor
- RUN Property
- SalesTrainer / Shire Operating Systems
- SendOutCards
- Soundsreal
- Splash Displays
- Terri Scheer Insurance
- The Professionals
- Ultimate Real Estate Coaching
- Unwired Business / DPT Solutions
- Upstream Print Solutions
- Utility One
- Valiant Hire
- VFX
- Vodafone Australia
- Washington Brown Group
- WDA/Workstream Solutions/realfast.com.au
- What's Your Bottom Line
- Yong Real Estate

AREC

The Australasian Real Estate Conference (AREC) is the pre-eminent real estate industry conference offering delegates unique access to those who have made it to the very top.

A world-class business-to-business event, AREC is the place to obtain the latest selling, negotiating, marketing, branding, innovation and technology tools and resources. It unites the industry's most influential leaders, decision makers, innovators and experts to learn, connect, inspire and explore critical industry issues.

As a supplier to the industry, a presence at AREC and ARPM ensures you are maximising your investment value by reaching the largest group of targeted qualified industry practitioners.

ARPM

The Australasian Residential Property Management Conference.

ARPM is the premier property management event in Australasia, it is set to be one of the biggest and best events ever. Delegates will walk away with loads of new information and ideas that you can immediately implement in your business. ARPM will also give you a great opportunity to network with hundreds of your industry colleagues, and most importantly, you'll have loads of fun while you're there!



AREC 2011 /
AUSTRALASIAN REAL ESTATE CONFERENCE
Sunday 22 - Monday 23 May 2011

 **ARPM**
AUSTRALIAN REAL ESTATE
PROPERTY MANAGEMENT
CONFERENCE

WHAT OUR EXHIBITORS HAVE TO SAY

If we were to show at only one exhibition a year it would definitely be AREC. AREC10 was our first time exhibiting and we will be back next year with a much bigger display.

- iVisual

"AREC for us is a long-term investment in marketing and branding. Having access to real estate principals and agents from all over Australia and NZ has allowed us to be a more prominent player in our field."

- Splash Displays

"AREC offers a captive audience of real estate professionals from all states seeking the latest in sales tools, skills and product knowledge. The service and professionalism of the team is to be highly commended."

- Domain/SMH/The Age

"Extremely positive experience overall. We are very happy with the exposure we have received."

- Real Training International

"An excellent event."

- Printforce

"Fabulous exposure to a broad range of industry professionals. The must attend event of the year."

- Rockend

"AREC was a great opportunity to showcase our new system at a professional and industry respected event. It certainly has achieved the results we were looking for. The response to our product was fantastic and now we talk to new clients about our AREC experience. It has raised our profile considerably."

- Interactive Auctions

"AREC was a huge success for us."

- Kaplan Professional

The AREC exhibition was arranged in a very seamless and professional manner. The high standard of service is certainly very impressive.

- Yong Real Estate

"AREC presents for us an opportunity to capitalize on our market reputation and align it with one of the real estate industry's leading forums for professional education."

- Deposit Power

"The level and quality of enquiry was a pleasant surprise and exceeded our expectations."

- McGrath Estate Agents

"We are very happy with the results from exhibiting at AREC. A really well done event."

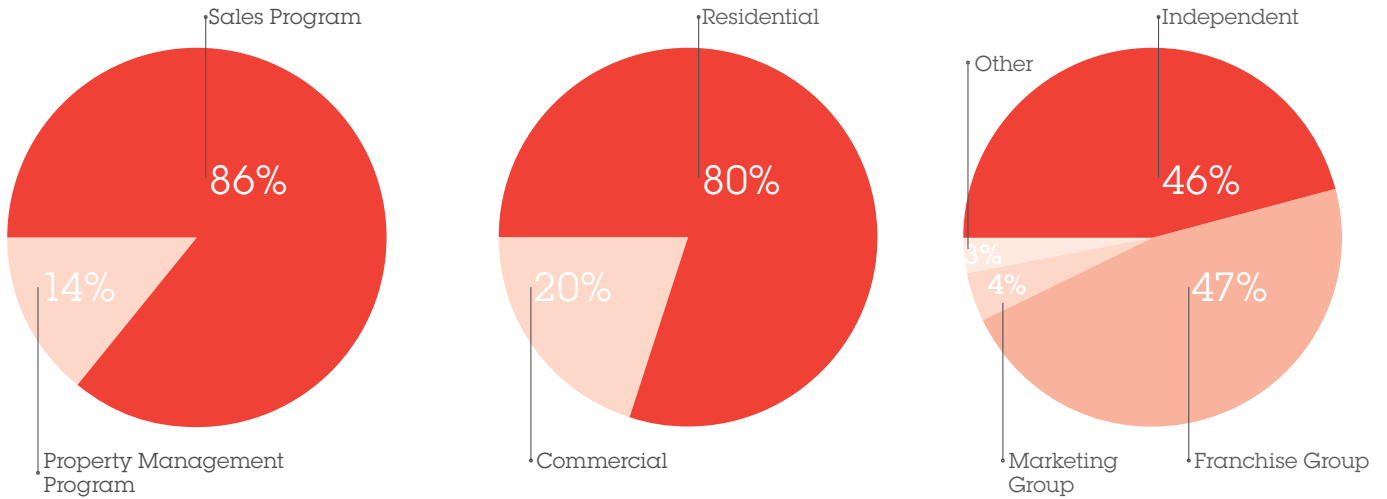
- HubOnline

"Exhibiting at AREC was very positive overall. We consistently experience a very good return from our involvement."

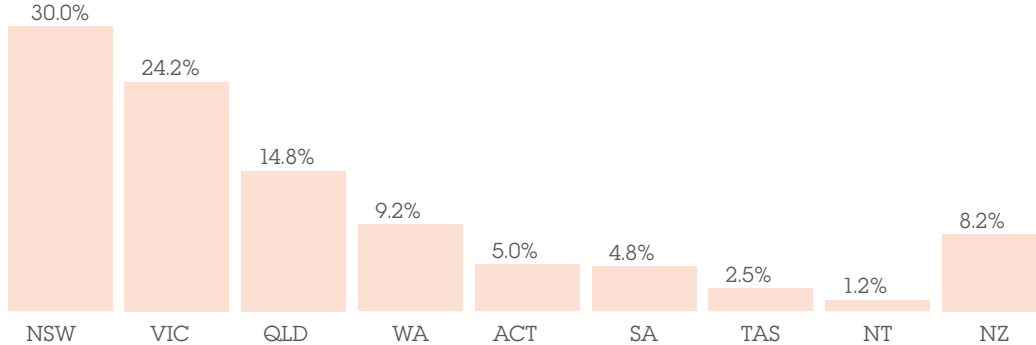
- Complete Data

AREC DEMOGRAPHICS (FROM 2005-2010)

REGISTRATION BREAKDOWN



GEOGRAPHIC BREAKDOWN



DELEGATE FEEDBACK

General

- 95% - will or are likely to attend AREC again
- 95% - would recommend AREC to others
- 90% - attend AREC because of quality of speakers and relevance of content
- 80% - AREC achieved or exceeded their expectations
- 50% - are first time AREC attendees
- 30% - attended AREC at recommendation of a colleague

Exhibition

- 95% - actively interested in exhibition and exhibitors
- 45% - interested to learn about new trends
- 35% - visit to investigate new products
- 15% - intend to make a purchasing decision
- 15% - come to see existing suppliers

95% of delegates actively interested in exhibition and exhibitors



EFFECTIVE EXHIBITING: MAXIMISING YOUR IMPACT

A well planned and properly executed exhibition can be one of the most effective marketing activities of your year: the opportunity to speak with new and existing clients, to show off how good you are, as well as to network.

An exhibition can be a meaningful way to engage with potential and current customers and can deliver an outstanding return on your investment, but this does not happen by chance. As with all highly effective marketing, it requires a proper plan, sufficient resources and some hard work too!

Some points to consider:

- What is your desired result? Are you seeking to attract new customers, impress existing ones or both? Are you launching new products or services or showing your existing range? What are your key messages – what do you want delegates to remember you for?
- Is the exhibition suited to your target audience/s? Will they turn up? Is the time of year and location convenient for the audience? After 13 years AREC can definitely deliver on this point!
- Is the delegate attendance consistent year-on-year? Is the event well marketed and respected? Do your clients have positive things to say about the event? As above!
- Will your competitors be there? This can be a positive opportunity for you to highlight your unique selling points.
- Pre-event marketing is at least as important as being at the event itself. What can you do to cause delegates to be excited about visiting your booth? Advertise your involvement to your own database of current and potential clients. Consider some special hospitality for them from your booth. Pass on special delegate offers from the organiser. Take part in the TRET affiliate program and pass on great savings to your contacts and earn a cash rebate.
- Make sure you have the required human resources to exhibit properly. An impressive booth manned by bored people who lack knowledge can actually do more harm than good. It is vital you have your best people working the crowd, who are motivated to be there.
- Avoid too much technology – something inevitably goes wrong. Having your booth full of technicians being barked at by stressed executives does not give the right impression.
- What handouts or giveaways will you have? Will yours be trashed by the delegate lightening the load for the trip home? Much better to scan a name badge or collect a business card and send them a brochure as a follow-up. Rent an InfoTracker and automatically collect detailed delegate data via the web any time, any place.
- Post-event follow-up – if you've gone to all the trouble and expense to meet new prospects, make sure you follow them up quickly and appropriately. Do this during the exhibition – have members of your team allocated to following up the previous day's leads. An InfoTracker makes this so simple.

DECORATING YOUR BOOTH: IDEAS AND INSPIRATION

Eager to exhibit but no idea where to begin with your fit-out design?
Wondering how much to budget? Need some creative input?

Moreton Hire is our appointed supplier and can assist you with design ideas and quotes for furniture, potted plants and AV equipment or you are welcome to use your own contractor. There are cost effective ways to make a splash with furniture packages or digitally printed wall panels or if your budget allows ask Moreton to quote on a custom-design.



AREC EXHIBITOR PACKAGE

The ideal space in which to create a lounge environment to connect with potential clients or set up a product display.

All booths measure 9m² (3m x 3m x 2.4m H). Multiple booths may be booked and linked together. All prices are GST inclusive.

Early Bird Booth Fee: \$4,500 per booth – must be paid in full by 15 January 2011

Standard Booth Fee: \$5,000 per booth – must be paid in full by 26 March 2011

Security Deposit: A non-refundable deposit of 50% of total fee is required at time of booking to secure your position

Booth Availability: Please refer to the regularly updated AREC exhibition floor plan PDF at tret.com.au for booth availability

Package includes:

- White melamine walls with silver aluminium frame lock system
- Company name and booth number on fascia board on all aisle perimeters
- One 4 amp general purpose power point (max loading 1000w)
- Two 150w spot lights
- Standard carpet tiles
- Colour logo on exhibition entrance feature signage
- Colour logo on welcome social event feature signage
- Provision of refreshments and lunch for registered exhibitors
- Colour logo with click through to your website on the AREC pages on tret.com.au (in alphabetical order)
- Mono logo and company profile in exhibition directory in exhibitor workbook (in alphabetical order)
- Mono logo on delegate passport competition entry form (in alphabetical order)

Plus:

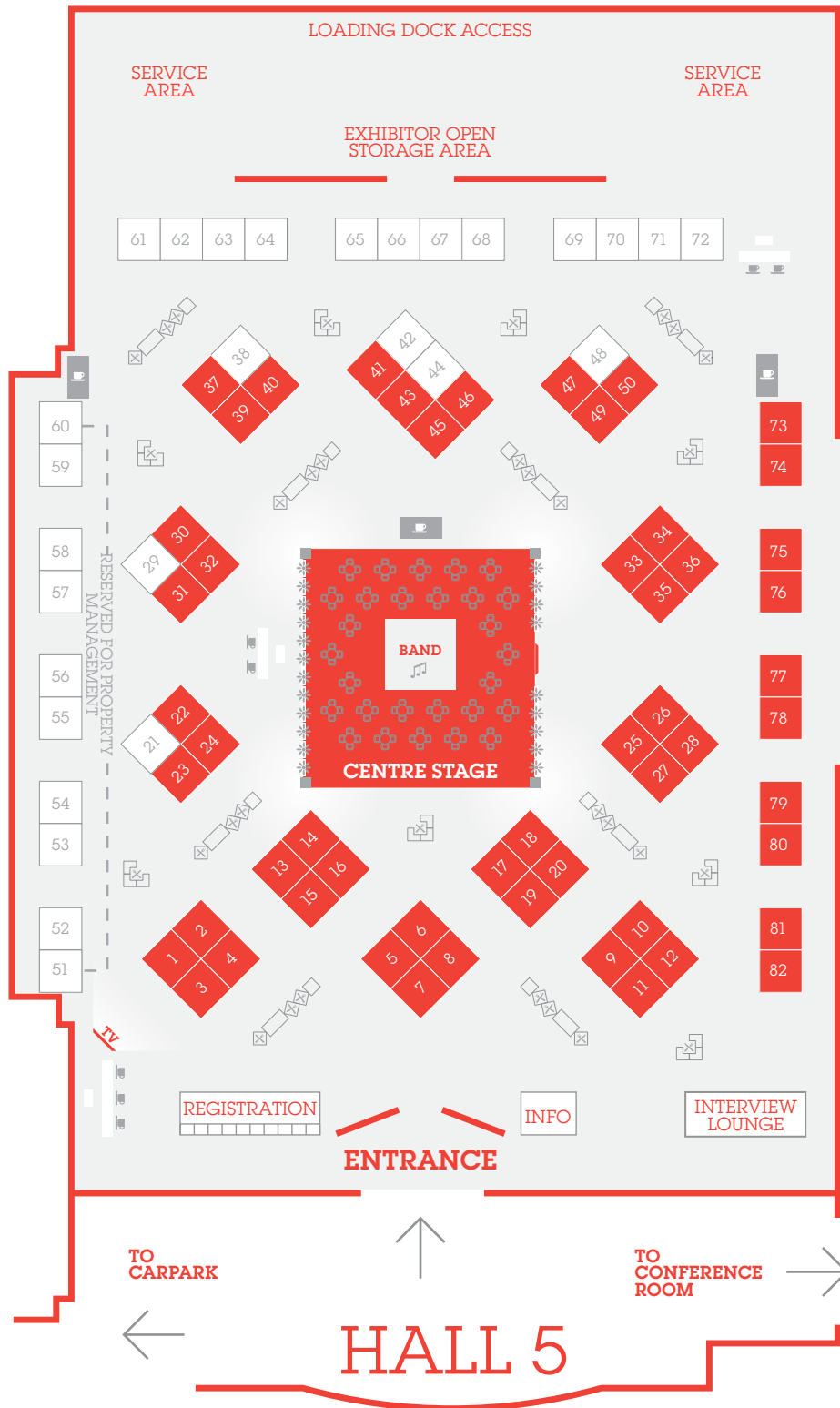
- Complimentary upgrade to colour logo on booth fascia board (value \$240)
- One AREC standard delegate registration (value \$995)
- Four AREC welcome social event tickets (value \$240)



Early birds
enjoy 10%
discount for
payment by
15 January

AREC EXHIBITOR PACKAGE

The booth numbers indicated here are for the purpose of selling. Final booth numbering for event promotional purposes will be advised when booth sales close and the layout is finalised.



LEGEND

Buffet tables

Buffet tables

Centre Stage area

9m² booth

SOLD booth

Espresso carts

Refer to tret.com.au for space availability updates.

Disclaimer: The final exhibition floor plan is subject to change without notice based on cancellations, catering requirements and venue conditions.

AREC EXHIBITORS ADD-ONS

PROMOTIONAL

Extend your brand exposure at AREC beyond your booth.

Conference Bag - \$7,000

One of the most powerful branding opportunities, the AREC bag has a life after the event extending your brand presence. One colour printing. Final artwork approval required by 14 January 2011

Lanyard - \$4,000

Turn every delegate into a walking promotion for your brand. Lanyard colour can be selected based on your brand colour. One colour printing. Final artwork approval required by 8 March 2011

Conference Pen - \$3,000

Have your brand featured on the high quality spring loaded ball point pen provided to every delegate in their conference bag and at registration counters. Limited choice of pen body colours. One colour printing. Final artwork approval required by 31 March 2011

Bottled Spring Water - \$3,000

Delegates have requested to have bottled water in their conference bag making this a useful and desired promotional item that delegates will appreciate and recall. Label artwork to be supplied. Material deadline 31 March 2011

Pocket Program & Map - \$3,000

Designed to fit into the delegate badge holder as a ready reference, the front cover will be totally dedicated to your brand and message. Cover artwork to be supplied. Material deadline 31 March 2011

Espresso Carts* - \$5,000 for 1, \$8,500 for 2, \$10,000 for 3

Complimentary espresso coffee always wins fans. Branding one or all of the three carts operating in the exhibition hall will definitely ensure your business makes an impression. Branded 8oz coffee cups to be supplied

Chair Drop Sunday + Monday - \$2,500 each

Take this opportunity to have one item of promotional material placed onto auditorium seats ready for when delegates arrive. Limit of three.

ADVERTISING

Put your brand before the entire TRET database of 40,000 or have it live on after AREC in the workbook retained by delegates as an event reference.

Main Program Brochure

This 30+ page full colour A5 booklet contains a detailed overview of the AREC program, speaker profiles and registration information. It is mailed in late January to an industry database of 40,000± individuals across Australia and New Zealand. It also appears as an interactive PDF on the AREC web pages. Artwork is to be supplied. Material deadline 7 January 2011.

Run of Book - \$2,900/page

Outside Back Cover* - \$4,800/page

Inside Back Cover* - \$4,300/page

Delegate Workbook & Exhibition Directory

This A4 spiral bound booklet is kept post-AREC as a reference and resource. It contains detailed information on the AREC program, speakers, exhibition and exhibitors plus conference resource material, as well as space for notes. Artwork is to be supplied. Material deadline 31 March 2011.

Run of Book - \$2,100/page

Inside Front Cover* - \$3,500/page

Inside Back Cover* - \$3,150/page

* Priority on these items goes to event sponsors

All prices are GST inclusive. Registration and payment terms and conditions as per AREC Exhibitor Package. Early bird discount does not apply to these items.

Put your
brand in front
of 40,000
real estate
professionals

OPTIONAL AREC FURNITURE PACKAGES

1. **\$260** for a Mode round table with two Mode Poly Vogue chairs + folding brochure stand in choice of red, royal blue, white or black.
2. **\$420** for a Mode lockable counter/cupboard with two Mode Poly Vogue stools + folding brochure stand in choice of red, royal blue, white or black.
3. **\$390** for an Asti bench seat and two Asti cube ottomans in white or black leatherette or raspberry or chocolate suede with an Asti square coffee table in white, black or wenge timber.
4. **\$370** for a Mode computer display module and a Mode dry bar table with two Mode Poly Vogue stools in choice of red, royal blue, white or black.

Moreton Hire furniture package prices are for 2-day hire and include GST. Nominal cartage and damage waiver (7%) fees will be added to your order.

Moreton Hire also provides a 15% discount for non-package furniture orders placed from their catalogue by 26 February 2011.

To view catalogue visit moreton.net.au or contact Andrea Diaz on 02 8394 8200 or email andrea.diaz@moreton.net.au for a personalised quote (*please reference AREC 11*).



NAME BADGE SCANNER

To quickly and easily collect data on delegates who visit your booth, why not rent an Info Tracker that scans the unique bar code on a delegate's name badge? You'll have all the data TRET has on that contact instantly via the web-based Info Lead system.

Cost **\$335.50** GST inclusive.

To order visit infosalons.com.au and select Tracker Orders or email trackersales@infosalons.com.au (*please reference AREC11*).



AREC EXHIBITION – FAQs & IMPORTANT INFORMATION

Location & Delegate Registration

- The AREC exhibition is located in Hall 5 of the Sydney Convention and Exhibition Centre, Darling Harbour. Hall 5 is a short walk via an internal link way to the AREC auditorium.
- Delegate registration and the customer service booth are located inside Hall 5.

Exhibition Schedule

- Exhibitors are required to bump in on the Saturday afternoon between 2.00-6.00pm. All booths must be completed by 6.00pm. Representatives of the appointed exhibition services company, Moreton Hire will be on site during this period to assist exhibitors with last minute requirements.
- Exhibitors are required to bump out of the exhibition on Monday afternoon between 4.30-6.00pm.

Booth Numbering & Floor Plan

- The maximum capacity of the exhibition is 82 single booth spaces.
- The booth numbers indicated on the exhibition sales floor plan in this document and on the web site do not represent the final booth numbering promoted to delegates at the event. Exhibitors should not use these booth numbers in any pre-event promotion.
- You will be advised of your final booth number closer to the event date as these are adjusted chronologically when booth sales close.
- The final exhibition floor plan is subject to change without notice based on cancellations, catering requirements and venue conditions.
- The six-booth structure is initially reserved for exhibitors wishing to take three booths in a row.

Conference & Exhibition Program

- The AREC conference runs over two days from Sunday to Monday. The exhibition runs in parallel with the conference.
- The exhibition opens at 7.30am each morning. The conference starts daily at 8.30am. There is a 60-minute coffee and registration period with morning and afternoon tea refreshment breaks of approximately 45-minutes and lunch breaks of approximately 60-minutes.
- The welcome social function will take place the end of the Sunday program from approximately 5.45-8.45pm with drinks, snacks and live entertainment. (Venue to be confirmed)

Conference Catering

- Coffee is served from 7.30-8.30am in Hall 5 during the registration period each morning.
- All refreshment breaks and lunch (hot and cold dishes) for conference delegates are served inside Hall 5.

- In addition to general catering, complimentary espresso coffee carts are located inside Hall 5 for the enjoyment of delegates.
- Live background entertainment will be provided on the expo stage in the central seating area during conference breaks.
- Catering for registered exhibitors is provided 20 minutes prior to the conference breaks.

Complimentary Freight Service

- The venue does not accept deliveries on behalf of exhibitors at any time and there are no on site storage facilities prior to the event bump in on Saturday.
- As a complimentary pre-event service to exhibitors, goods can be delivered to the Agility Fairs & Events Sydney depot anytime between the Monday and 12 noon Thursday prior to the event. Your freight will be delivered to your booth in Hall 5 on Saturday ready for bump in.
- Agility is also able to quote for individual freight requirements for exhibitors. Please call 03 9330 3303 and quote AREC11.
- All courier deliveries to the venue must be received and signed for directly by the exhibitor.

Booth Fit Out & Audio Visual Equipment

- Moreton Hire is the appointed exhibition services supplier to AREC and is responsible for the construction of the exhibition and the supply of furniture, potted plants and audio visual equipment to exhibitors.
- Several AREC furniture package options are available from Moreton Hire or you can order according to your requirements.
- A representative from Moreton Hire will be in contact with you closer to the event to discuss your requirements and you will be sent a catalogue and price list. This information is also available online at moreton.net.au.
- Moreton Hire provides a 15% discount for non-package furniture orders placed from their catalogue by 26 February 2011.
- You are not obliged to use Moreton Hire to fit out your booth.

Custom Designed & Space Only Booths:

- Moreton Hire has a custom design division (please call 02 8394 8200 to request a quotation) or you are welcome to use your own supplier to design your booth.
- Discounts are not provided to space only exhibitors as support structures, power, lighting and flooring are still required. If you have a special requirement please contact TRET to discuss.

Digitally Printed Infills:

An additional service from Moreton Hire, and a cost effective way to enhance your booth, is to consider digitally printed artwork for your wall panels or counter fronts or a raised overhead sign. These can be flat or curved and prices start from as little as \$140.

Removal of Walls & Fascia Boards:

Due to safety and structural support requirements, if you wish to remove walls or fascia boards from your booth this will need to be discussed and approved by Moreton Hire.

Booth Sharing:

Only one company is permitted to exhibit per booth. The booth package only accommodates for signage and promotion of one business name and logo. If you have a special requirement please contact TRET to discuss.

Internet:

- Exhibitors are able to use their own wireless connection in Hall 5 but consistency of signal cannot be guaranteed.
- The Sydney Convention and Exhibition Centre has an extensive wireless network. An access card costs \$20 per day. Speed is capped at 384k and logs out after 20 minutes of inactivity.
- Cabled internet provided by the venue (128k to 10Mb) ranges from \$250 - \$495 for the duration of the exhibition. For specific information, email exhibitorservices@scec.com.au.

Delegate Contact Data:

- TRET does not make delegate data available to exhibitors due to legal considerations.
- To collect delegate data TRET recommends exhibitors hire an Info Tracker from infosalons.com.au who manages the AREC registration system. The tracker scans the unique barcode on the delegate name badge and delivers to you all the information TRET has collected for that registration. The Info Lead system is web based and accessible from anywhere and provides standard and customised lead qualifiers. Trackers are priced at \$335.50 (GST inclusive) for the two days for fixed or handheld.

Registered Exhibitors:

- Catering will be provided for up to five staff per booth.
- Exhibitors will be issued with five generic exhibitor badges on lanyards per booth. These must be worn by staff at all times for identification and security purposes. Please rotate these around staff working shifts for the exhibition.
- Visitor badges will be available from the customer service booth for short term visitors to the exhibition.
- Exhibitors and visitors will not be permitted access into the conference sessions.
- The conference will be televised live in Hall 5 on two dedicated plasma screens for the enjoyment of exhibitors.

Event Marketing:

AREC is promoted to a database of 40,000+ real estate professionals across Australia and New Zealand by post and email. Marketing begins the December prior. The main program brochure is mailed out in late January.

Print Production Deadlines:

In order to include exhibitors in the delegate workbook and exhibition signage your participation must be confirmed and full payment received by 26 March 2011. Inclusion in event materials cannot be guaranteed after this date.

Complimentary AREC Delegate Ticket/s:

- One complimentary 2-day conference ticket is made available to exhibitors for each booth booked with a value of \$995. Tickets can be given to a third party, eg. as a gift to a client or as a competition prize.
- Tickets are conditional to the recipient being registered using the official exhibitor registration form by 30 April otherwise the benefit is forfeited.

Complimentary AREC Social Event Tickets:

- Exhibitors are entitled to up to four complimentary tickets per booth to the welcome social function immediately after the conference on Sunday. This will be a 3 hour cocktail style function (5.45-8.45pm) with live entertainment.(Venue to be confirmed)
- Due to catering requirements, these tickets are conditional to the recipients being registered using the official exhibitor registration form by 30 April 2011 otherwise the benefit is forfeited.

Exhibitor Competitions:

- Exhibitors are encouraged to maximise their exposure at AREC by running exciting competitions from their booth. This is also an effective way to collect delegate data.
- Competitions can be promoted in the exhibition directory in the delegate workbook.
- Due to the number of exhibitors at AREC and the tight program schedule TRET is unable to announce competition winners at the event.

Accommodation & Travel:

NGT Travel (ngttravel.com.au/arec2011 or call on 1300 134 710) provides AREC delegates and exhibitors with the best rates for hotels close to the Sydney Convention and Exhibition Centre and can also assist with airline bookings and car rental.

AREC EVENT SPONSORSHIP

(Limited to 5. Category exclusive.)

\$25,000 GST inclusive (value in excess of \$30,000)

Position your company as an industry leader and gain unparalleled visibility by having your brand directly associated with AREC. Put your brand in front of close to 40,000 industry professionals via printed and electronic direct marketing and to 3,000± conference delegates. Event sponsorship is limited to a maximum of five category-exclusive industry partners and represents excellent value for money.

Benefits include:

- Five complimentary tickets with premium seating to attend the 2-day AREC conference + five tickets to the welcome social function (value \$5,875)†
- Company logo featured prominently on:
 - the main AREC program brochure‡ distributed in late January to approximately 40,000 potential delegates across Australia and New Zealand
 - the secondary AREC program brochure distributed in March/April to approximately 40,000 potential delegates across Australia and New Zealand
 - the AREC electronic direct marketing template used in all pre-event marketing to a potential audience of approximately 20,000
 - all dedicated AREC web pages on the TRET website
 - the dedicated AREC sponsors page with detailed company profile on the TRET website
 - relevant AREC print, online and insert advertising in industry publications
 - relevant event signage for the AREC conference, exhibition and social function including external and internal banners and electronic signage
 - stage signage and presentation slides
 - the AREC workbook front and back covers – an item which is retained by delegates post-event
- Skyscraper advertisement (120x600) with click-through to your website featured on all AREC web pages on the TRET website until end of May (value \$1,200+)
- Complimentary promotional insert into AREC conference bag (value \$2,100)
- Verbal acknowledgement throughout conference program to an audience of 3,000±
- Complimentary single exhibition booth (3m x 3m) at the 2-day AREC exhibition (value \$5,000)
- Complimentary InfoTracker barcode scanner (value \$335.50)
- Choice of ONE of the following items (early booking increases availability):
 - Additional single exhibition booth (value \$5,000)
 - Main A5 Program Brochure Outside Back Cover* (value \$4,800)
 - Main A5 Program Brochure Inside Back Cover* (value \$4,300)
 - Delegate A4 Workbook Inside Front Cover (value \$3,500)
 - Delegate A4 Workbook Inside Back Cover (value \$3,150)

† these tickets may be used by sponsors for promotional purposes

‡ production of this brochure takes place over December/January

* artwork to be supplied by 7 January 2011

AREC²⁰¹¹

AUSTRALASIAN REAL ESTATE CONFERENCE

Sunday 22 - Monday 23 May 2011

AREC CENTRE STAGE - EXHIBITION LOUNGE & ENTERTAINMENT SPONSORSHIP (1 ONLY)

\$15,000 GST inclusive

In 2010 the AREC exhibition moved to its new home in Exhibition Hall 5 providing a more flexible space in which to accommodate the needs of AREC delegates. The AREC exhibition is where delegates come to register each morning, enjoy a light breakfast before the conference and where they return for refreshment breaks and lunch and to visit exhibitors. In the centre of the hall is a 16m x 18m area complete with cafe tables and chairs and a central stage with a live band providing appropriate background entertainment to enhance the energy and excitement within the exhibition area. This is the ideal sponsorship package for companies who desire a brand presence at AREC.

Benefits include:

- Branding rights for the exhibition lounge
- Two complimentary tickets with premium seating to attend the 3-day AREC conference + two tickets to the social function (value \$2,150)†
- Complimentary light box signage on four corners of the lounge (value \$3,000) – artwork to be supplied
- Two complimentary brochure stands (value \$200)
- Complimentary InfoTracker barcode scanner (value \$335.50)
- Complimentary espresso coffee cart (value \$5,000) – branded cups to be supplied
- Complimentary potted plant border (value \$1,000)
- Complimentary band hire (value \$8,000)
- Complimentary cafe tables and chairs (value \$10,000)
- Complimentary promotional insert into AREC conference bag (value \$2,100)
- Choice of ONE of the following items (early booking increases availability):
 - Main A5 Program Brochure Run of Book* (value \$2,900)
 - Delegate A4 Workbook Run of Book (value \$2,100)
- Skyscraper advertisement (120x600) with click-through to your website featured on all AREC web pages on the TRET website until end of May (value \$1,200+)
- Company logo** featured on:
 - the inside of the main AREC program brochure‡ distributed in mid February to approximately 40,000 potential delegates across Australia and New Zealand.
 - the dedicated AREC sponsors page with detailed company profile on the TRET website.
 - relevant event signage for the AREC exhibition and social event.

† these tickets may be used by sponsors for promotional purposes

** lounge sponsor logo will be smaller in size than event sponsor logos

‡ production of this brochure takes place over December/January

* artwork to be supplied by 7 January 2011

AREC²⁰¹¹

AUSTRALASIAN REAL ESTATE CONFERENCE
Sunday 22 - Monday 23 May 2011

TRET EVENT SPONSORSHIP PACKAGES & PAYMENT PLANS

Sponsor multiple events or commit to future years and save up to 20%

To ensure that your brand equity is developed and your return on investment is maximised through your involvement with TRET's events, the table below outlines the commercial benefit of a long-term sponsorship arrangement that secures not only your category exclusivity but also the sponsorship fee.

EVENT/S	SINGLE YEAR SPONSORSHIP	PAYMENT TERMS	2-YEAR SPONSORSHIP (10% discount)	FEE/YEAR	3-YEAR SPONSORSHIP (20% discount)	FEE/YEAR
AREC Event Sponsor	\$25,000	\$6,250 on booking \$6,250 by 15 Jan \$12,500 by 26 Mar <i>Early Bird: 5% discount for full payment by 15 Jan</i>	\$45,000	\$6,250 on booking/by 15 Jan \$6,250 by 26 Mar \$10,000 by 31 May	\$60,000	\$6,250 on booking/ by 15 Jan \$6,250 by 26 Mar \$ 7,500 by 31 May
AREC Centre Stage Sponsor	\$15,000	\$3,750 on booking \$3,750 by 15 Jan \$7,500 by 26 Mar <i>Early Bird: 5% discount for full payment by 15 Jan</i>	\$27,000	\$3,750 on booking by 15 Jan \$3,750 by 26 Mar \$6,000 by 31 May	\$36,000	\$3,750 on booking by 15 Jan \$3,750 by 26 Mar \$4,500 by 31 May
ARPM Platinum Sponsor	\$25,000	\$6,250 on booking \$6,250 by 15 May \$12,500 by 26 Jun <i>Early Bird: 5% discount for full payment by 15 Apr</i>	\$45,000	\$5,625 on booking /by 15 Apr \$5,625 by 26 May \$11,250 by 31 Aug	\$60,000	\$5,000 on booking /by 15 Apr \$5,000 by 26 May \$10,000 by 31 Aug
Real Estate Leadership Conference Sponsor	\$20,000	\$5,000 on booking / by 26 Mar \$5,000 by 30 Apr \$10,000 by 6 Jun <i>Early Bird: 5% discount for full payment by 30 Apr</i>	\$36,000	\$5,000 on booking /by 26 Mar \$5,000 by 30 Apr \$8,000 by 6 Jun	\$48,000	\$5,000 on booking /by 26 Mar \$5,000 by 30 Apr \$6,000 by 6 Jun
AREC Event Sponsor + Real Estate Leadership Conference Sponsor	\$42,750 (5% discount)	\$6,500 on booking \$6,500 by 15 Jan \$12,000 by 26 Mar \$12,000 by 30 Jun \$5,750 by 6 Aug <i>Early Bird: 5% discount for full payment by 30 Jun</i>	\$76,950	\$6,500 on booking \$6,500 by 15 Jan \$10,000 by 26 Mar \$10,000 by 30 Jun \$5,475 by 6 Aug	\$102,600	\$6,500 on booking \$6,500 by 15 Jan \$8,000 by 26 Mar \$8,000 by 30 Jun \$5,200 by 6 Aug

AREC²⁰¹¹

AUSTRALASIAN REAL ESTATE CONFERENCE
Sunday 22 - Monday 23 May 2011

AREC SPONSORSHIP BOOKING FORM

Please treat this form as a tax invoice. Total Real Estate Training ABN 17 093 918 122. A tax receipt will be issued on final payment.

1. CONTACT DETAILS

Company name (for tax receipt) _____

Company name (exhibiting under) _____

Mailing address _____

Key Contact _____

Telephone _____

Mobile _____

Email _____

Secondary Contact _____

Telephone _____

Mobile _____

Email _____

2. SPONSORSHIP PACKAGE

SELECT	COST (GST inclusive)	5% DISCOUNT (full payment by 15 Jan 2011)	TOTAL (\$)
<input type="checkbox"/> MAIN EVENT - 1 YEAR	\$25,000	\$23,750	
<input type="checkbox"/> MAIN EVENT - 2 YEARS (10% discount)*	\$45,000		
<input type="checkbox"/> MAIN EVENT - 3 YEARS (20% discount)*	\$60,000		
<input type="checkbox"/> CENTRE STAGE - 1 YEAR	\$15,000	\$14,250	
<input type="checkbox"/> CENTRE STAGE - 2 YEARS (10% discount)*	\$27,000		
<input type="checkbox"/> CENTRE STAGE - 3 YEARS (20% discount)*	\$36,000		
			TOTAL (\$)

* Please refer to 'Your Guide to TRET Events' document or tret.com.au for payment terms.

AREC SPONSORSHIP TERMS AND CONDITIONS

Registration:

Please complete the sponsorship booking form and forward with your deposit to TRET. Please note that the sponsorship fee does not include travel, accommodation or meals (other than those provided as part of the conference program). Sponsors are required to supply artwork for advertisements according to supplied specifications.

Early Bird Offer:



Payment Terms:

- An immediate 25% non-refundable deposit is required at the time of booking to confirm your sponsorship and secure your category exclusivity. A second non-refundable payment of 25% is required before 15 January 2011. For bookings made after 15 January 2011, a 50% non-refundable deposit is required at the time of booking. Full payment is required by 26 March 2011.
- Preferred payment is by credit card (all cards except Diners) or via EFT (please include a copy of the EFT confirmation). Macquarie Bank, Sydney. BSB 182 222 Account No. 247 505 241.
- Please treat your booking form as a tax invoice. Once your booking is processed you will be sent a tax receipt and password to access the online exhibitor manual.
- To be eligible to receive the early bird rate, full payment must be received on or before 15 January 2011 or the standard fee will apply.
- All sponsors are required to enter into a legal contract with TRET.

Exclusivity:

- Secondary sponsorships can only be considered if they do not contravene the category exclusivity rights of the main AREC event sponsors

Cancellation Policy:

Sponsors are required to notify TRET, in writing, 45 business days prior to the conference of their intention to terminate their sponsorship agreement. Sponsors agree to compensate TRET in the event of cancellation by way of 50% of the total sponsorship fee. TRET will refund in full any balance of funds remaining in the event the fee has been fully paid. The sponsorship fee in full is required to be paid for cancellations after this date.

AREC EXHIBITOR BOOKING FORM*

Please treat this form as a tax invoice. Total Real Estate Training ABN 17 093 918 122. A tax receipt will be issued on final payment.

1. CONTACT DETAILS

Company name (for tax receipt) _____

Company name (exhibiting under) _____

Mailing address _____

Key Contact _____

Telephone _____

Mobile _____

Email _____

Secondary Contact _____

Telephone _____

Mobile _____

Email _____

2. BOOTH SIZE & PREFERRED POSITION (visit tret.com.au for updated booth availability)

SELECT	SIZE	COST (GST inclusive)	DISCOUNT (full payment by 15 Jan 2011)	BOOTH LOCATION (indicate your preference in order of priority)	TOTAL (\$)
<input type="checkbox"/>	SINGLE	3m x 3m/9m ²	\$5,000	\$4,500	1. _____ 2. _____ 3. _____
<input type="checkbox"/>	DOUBLE	3m x 6m/18 m ²	\$10,000	\$9,000	1. _____ 2. _____ 3. _____
<input type="checkbox"/>	TRIPLE	3m x 9m/27 m ²	\$15,000	\$13,500	1. _____ 2. _____ 3. _____
<input type="checkbox"/>	OTHER (pls indicate)				1. _____ 2. _____ 3. _____

3. PROMOTIONAL ADD-ONS

SELECT	FINAL ARTWORK	COST (GST inclusive)	TOTAL (\$)
<input type="checkbox"/>	CONFERENCE BAG	14 Jan 2011	\$,7000
<input type="checkbox"/>	LANYARD	8 Mar 2011	\$4,000
<input type="checkbox"/>	CONFERENCE PEN	31 Mar 2011	\$3,000
<input type="checkbox"/>	BOTTLED SPRING WATER	31 Mar 2011	\$3,000
<input type="checkbox"/>	POCKET PROGRAM & MAP	31 Mar 2011	\$3,000
<input type="checkbox"/>	ESPRESSO CARTS* for 3	31 Mar 2011	\$10,000
<input type="checkbox"/>	ESPRESSO CARTS* for 2	31 Mar 2011	\$8,500
<input type="checkbox"/>	ESPRESSO CARTS* for 1	31 Mar 2011	\$5,000
<input type="checkbox"/>	CHAIR DROP †	7 May 2011	\$2,500

* priority to event sponsors † limited to 3

TOTAL (\$)

4. ADVERTISING ADD-ONS

SELECT	FINAL ARTWORK	COST (GST inclusive)	TOTAL (\$)
MAIN PROGRAM BROCHURE (A5)			
<input type="checkbox"/>	- run of book	\$2,900	
<input type="checkbox"/>	- outside back cover*	\$4,800	
<input type="checkbox"/>	- inside back cover*	\$4,300	
DELEGATE WORKBOOK/EXHIBITION DIRECTORY (A4)			
<input type="checkbox"/>	- run of book	\$2,100	
<input type="checkbox"/>	- inside front cover*	\$3,500	
<input type="checkbox"/>	- inside back cover*	\$3,150	
*priority to event sponsors			TOTAL (\$)

5. PAYMENT

<input type="checkbox"/>	Pay FULL AMOUNT now	or	<input type="checkbox"/>	Pay 50% now + 50% by 26 Mar 2011																				
BOOTH		\$																						
+ PROMOTIONAL ADD-ONS		\$																						
+ ADVERTISING ADD-ONS		\$																						
GRAND TOTAL (pay in FULL)		\$																						
OR																								
50% PAYMENT NOW +		\$																						
50% PAYMENT BY 26 MAR 2011		\$																						
<input type="checkbox"/>	Pay by credit card	or	<input type="checkbox"/>	Pay by EFT (please email or fax confirmation of payment) Total Real Estate Training, Macquarie Bank, Sydney BSB 182 222 Account No. 247 505 241																				
CARD TYPE	<input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD																							
CARD No.	<table border="1"> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table>																							
EXPIRY DATE	<table border="1"> <tr> <td></td><td></td><td>/</td><td></td><td></td> </tr> </table>						/																	
		/																						
CARD HOLDER NAME	SIGNATURE																							

6. SUBMIT YOUR COMPLETED FORM TO

Yolanda Cardile
Exhibition & Conference Coordinator
Fax +61 2 9386 3344
Total Real Estate Training
PO Box 178 Edgecliff NSW 2027
Tel +61 2 9386 3122 Toll free (in Australia) 1800 335 336
www.tret.com.au

Email yolandacardile@tret.com.au
 LANYARD 8 Mar 2011 \$4,000

For terms and conditions please refer to 'Your Guide to TRET Events' document or tret.com.au.

OFFICE USE ONLY

BKGRCID / / DEPRCD / / FINRCD / / INV# _____ BTH# _____

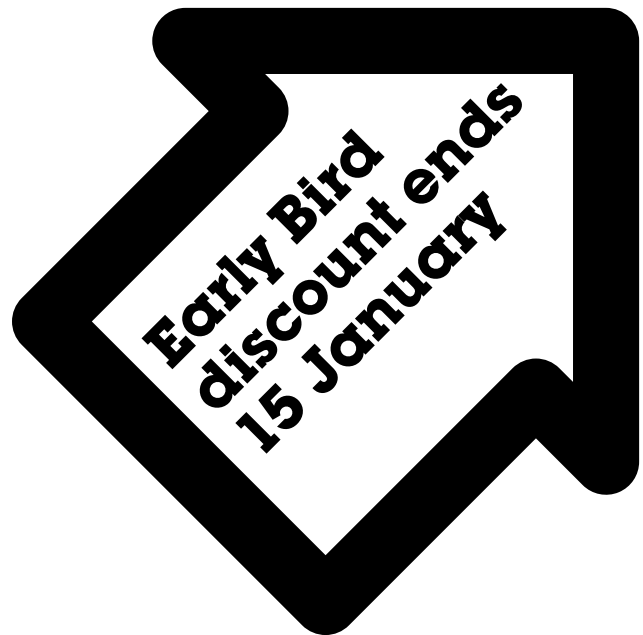
*10% discount applies if exhibiting at both ARPM and AREC.

REGISTERING FOR AREC EXHIBITION + TERMS AND CONDITIONS:

- Please complete the exhibition booking form indicating your three preferred booth/s in order of preference. Booths are allocated on a first come basis. Forward this form with deposit to TRET. A non-refundable deposit of 50% of total fee is required at time of booking to secure your position. Preferred payment is by credit card (all cards except Diners) or via EFT (please include a copy of the EFT confirmation). Macquarie Bank, Sydney, BSB 182 222 Account No. 247 505 241.
- Please refer to the FAQs section for important information on exhibiting.
- Please treat your booking form as a tax invoice. Once your booking is processed you will be sent a tax receipt and password to access the online exhibitor manual.
- To be eligible to receive the 10% early bird discount, full payment must be received on or before 15 January 2011 or the standard fee will apply.
- Final payment of fees must be received on or before 26 March 2011 or your deposit will be retained and TRET reserves the right to re-sell the space to another organisation.
- All efforts will be made to accommodate special requests but these cannot be guaranteed. Requested booth location may change at the discretion of the organiser if not fully paid.
- Should the exhibition sell out prior to 26 March 2011 requests will be waitlisted in the event of a cancellation.
- The final exhibition floor plan is subject to change without notice based on final sales, cancellations, catering requirements and venue conditions.

Cancellation Policy:

Cancellations must be received in writing prior to 31 March 2011. Exhibitors who cancel on or before this date will receive a 50% refund of total fees. No refunds will be given for cancellations received from 1 April 2011.



AREC²⁰¹¹

AUSTRALASIAN REAL ESTATE CONFERENCE
Sunday 22 - Monday 23 May 2011

Fiona Blayney and TRET bring back ARPM

Dear Friend,

I can remember my first speaking session at ARPM 2003, it was the day that my career as a Business Strategist officially commenced. Presenting "The Coal Face Property Manager" a Time Management session where we discussed the amazing benefits of outlook - well the industry has certainly changed since then.

With changes to the industry, it is our role to adapt to the needs of our delegates and sponsors - that's you! Over the years I have been proud of our ability to bring together our clients and service providers through direct marketing, online presence and of course our conferences. To maximise your exposure this has meant often changing our approach. Changes in 2008 saw the amalgamation of the AREC and ARPM events, bringing Sales and Property Management together under the one roof for the first time.

Since this day, I have often been asked by delegates and service providers to create and host a Property Management conference of a different type, to exclusively showcase to the Australasian Property Management industry the best that the world has to offer. Whilst our joint approach has delivered brilliant business speakers, and opened the doors for brand awareness, it's time to again deliver a renewed approach, offering you the chance to directly market to your target audience Property Managements business and their teams and we believe it's now time to BRING BACK A REVITALISED ARPM!

I am very excited to be able to invite you to join us and 500 other Property Management professionals and service providers, at ARPM 2011 - The Property Management event of the year.

**Australasian Residential Property
Management Conference
Hilton Sydney
Sunday 7th - Monday 8th August 2011**

Stay tuned for further information, I look forward to seeing you at an event - like no other

Fiona Blayney



ARPM EXHIBITOR PACKAGE

In 2008 TRET's popular ARPM conference was integrated into the AREC event to provide property management professionals the same opportunity as their sales peers to hear from high-profile international presenters and turn AREC into one big industry event. For 2011 ARPM will run as a stand-alone conference catering for the PM industry exclusively.

With the separation of ARPM as a standalone event, the ARPM exhibition is ideal space in which to create a lounge environment to connect with potential Property Management clients and show case your products and services.

All booths measure 9m² (3m x 3m x 2.4m H). All prices are GST inclusive.

Early Bird Booth Fee: \$3,600 per booth – must be paid in full by 15 January 2011

Standard Booth Fee: \$4,000 per booth – must be paid in full by 26 March 2011

Security Deposit: A non-refundable deposit of 50% of total fee is required at time of booking to secure your position

Booth Availability: Please refer to the regularly updated AREC exhibition floor plan PDF via tret.com.au for booth availability

Standard Exhibition Package includes:

- Company name and booth number on fascia board
- One 4 amp general purpose power point (max loading 1000w)
- Standard carpet flooring
- One brochure insert in ARPM bag
- Provision of refreshments and lunch for registered exhibitor
- Colour logo with click through to your website on the ARPM pages on tret.com.au (in alphabetical order)
- Mono logo and company profile in exhibition directory in exhibitor workbook (in alphabetical order)
- Mono logo on delegate passport competition entry form (in alphabetical order)

Plus:

- One ARPM standard delegate registration
- Two ARPM social event tickets



Enjoy 10% off
for early bird
payment by
January 15th

ARPM EXHIBITORS ADD-ONS

PROMOTIONAL

Extend your brand exposure at ARPM beyond your booth.

Conference Bag - \$3,000

One of the most powerful branding opportunities, The ARPM bag has a life after the event extending your brand presence. One opportunity only.

Lanyard - \$2,000

Turn every delegate into a walking promotion for your brand. Lanyard colour can be selected based on your brand colour. One colour printing.

Conference Pen - \$1,500

Have your brand featured on the high quality spring loaded ball point pen provided to every delegate in their conference bag and at registration counters. Limited choice of pen body colours. One colour printing.

Branded Water Bottle - \$1,500

Delegates have requested to have bottled water in their conference bag making this a useful and desired promotional item that delegates will appreciate and recall. Label artwork to be supplied.

ADVERTISING

Put your brand before the entire TRET database of 40,000 or have it live on after AREC in the workbook retained by delegates as an event reference.

Main Program Brochure

This 30+ page full colour A5 booklet contains a detailed overview of the ARPM program, speaker profiles and registration information. It is mailed to an industry database of 15,000± individuals across Australia and New Zealand. It also appears as an interactive PDF on the ARPM web pages. Artwork is to be supplied.

Run of Book - \$1,500/page

Outside Back Cover* - \$2,200/page

Inside Back Cover* - \$2,200/page

Delegate Workbook & Exhibition Directory

This A4 spiral bound booklet is kept post-ARPM as a reference and resource. It contains detailed information on the ARPM program, speakers, exhibition and exhibitors plus conference resource material, as well as space for notes.

Run of Book - \$1,100/page

Inside Front Cover* - \$2,000/page

Inside Back Cover* - \$1,500/page

* Priority on these items goes to event sponsors. All prices are GST inclusive. Registration and payment terms and conditions as per ARPM Exhibitor Package. Early bird discount does not apply to these items.

ARPM PLATINUM EVENT SPONSORSHIP

(Limited to 1. Category exclusive.)

\$25,000 GST inclusive (value in excess of \$30,000)

Position your company as an industry leader and gain unparalleled visibility by having your brand directly associated with ARPM. Put your brand in front of close to 15,000 industry professionals via printed and electronic direct marketing and conference delegates. Event sponsorship is limited to ONE exclusive industry partners and represents excellent value for money.

Benefits include:

- Platinum exhibitor speaking session – 15 minutes on main stage during full conference program
- Major prize draw sponsorship – Travel Voucher
- Two complimentary tickets to attend the 2-day ARPM conference + two tickets to the social function (value \$1,800)†
- Company logo featured prominently on:
 - the introductory ARPM brochure‡ distributed at AREC, and 2011 industry events
 - the main ARPM program brochure distributed to approximately 15,000 potential delegates across Australia and New Zealand
 - the ARPM electronic direct marketing template used in all pre-event marketing
 - all dedicated ARPM web pages on the TRET website
 - the dedicated ARPM sponsors page with detailed company profile on the TRET website
 - relevant ARPM print, online and insert advertising in industry publications
 - relevant event signage for the ARPM conference
 - stage signage and presentation slides
 - the ARPM workbook front and back covers – an item which is retained by delegates post-event
- Skyscraper advertisement (120x600) with click-through to your website featured on all ARPM web pages on the TRET website until end of August
- Complimentary promotional insert into ARPM conference bag and chair drop
- Verbal acknowledgement throughout conference program
- Complimentary single exhibition booth (3m x 3m) at the 2-day ARPM exhibition
- Choice of ONE of the following items (early booking increases availability):
 - Main A5 Program Brochure Outside Back Cover*
 - Main A5 Program Brochure Inside Back Cover*
 - Delegate A4 Workbook Inside Front Cover
 - Delegate A4 Workbook Inside Back Cover.

† these tickets may be used by sponsors for promotional Purposes

* artwork to be supplied by Sponsor

ARPM GOLD EVENT SPONSORSHIP

(Limited to 1. Category exclusive.)

\$18,000 GST inclusive (value in excess of \$20,000)

Positioning yourself as the gold class sponsor provides a unique opportunity to show case your services and/or products direct to our delegate audience from the stage.

Imagine your brand in front of close to 15,000 industry professionals via printed and electronic direct marketing and conference delegates.

Event sponsorship is limited to ONE partner and represents excellent value for money.

Benefits include:

- Gold exhibitor speaking session – 15 minutes on main stage during full conference program
- Two complimentary tickets to attend the 2-day ARPM conference + two tickets to the social function (value \$1,800)†
- Company logo featured prominently on:
 - the introductory ARPM brochure‡ distributed at AREC, and 2011 industry events
 - the main ARPM program brochure distributed to approximately 15,000 potential delegates across Australia and New Zealand
 - the ARPM electronic direct marketing template used in all pre-event marketing
 - all dedicated ARPM web pages on the TRET website
 - the dedicated ARPM sponsors page with detailed company profile on the TRET website
 - relevant ARPM print, online and insert advertising in industry publications
 - relevant event signage for the ARPM conference, exhibition and social function including external and internal banners and electronic signage
 - stage signage and presentation slides
 - the ARPM workbook front and back covers – an item which is retained by delegates post-event
- Skyscraper advertisement (120x600) with click-through to your website featured on all ARPM web pages on the TRET website until end of August
- Complimentary promotional insert into ARPM conference bag
- Verbal acknowledgement throughout conference program
- Complimentary single exhibition booth (3m x 3m) at the 2-day ARPM exhibition
- Choice of ONE of the following items (early booking increases availability):
 - Main A5 Program Brochure Outside Back Cover*
 - Main A5 Program Brochure Inside Back Cover*
 - Delegate A4 Workbook Inside Front Cover
 - Delegate A4 Workbook Inside Back Cover

† these tickets may be used by sponsors for promotional Purposes

* artwork to be supplied by Sponsor

ARPM SILVER EVENT SPONSORSHIP

(Limited to 1. Category exclusive.)

\$13,000 GST inclusive (value in excess of \$16,000)

Imagine hosting a party for over 500 of the industry's best Property Management talent, well you will as a Silver Sponsor.

Imagine your brand in front of close to 15,000 industry professionals via electronic marketing and conference delegates.

Event sponsorship is limited to Four partners and represents excellent value for money.

Benefits include:

- Sponsorship of the ARPM exclusive social function at the Hilton's Zeta Bar, with associated event signage and announcements during the evening.
- One complimentary tickets to attend the 2-day ARPM conference + one ticket to the social function (value \$900)†
- Company logo featured prominently on:
 - the ARPM electronic direct marketing template used in all pre-event marketing
 - the dedicated ARPM sponsors page with detailed company profile on the TRET website
 - stage signage and presentation slides
 - the ARPM workbook back cover - an item which is retained by delegates post-event

- Skyscraper advertisement (120x600) with click-through to your website featured on all ARPM web pages on the TRET website until end of August
- Complimentary promotional insert into ARPM conference bag
- Verbal acknowledgement throughout conference program
- Complimentary single exhibition booth (3m x 3m) at the 2-day ARPM exhibition

† these tickets may be used by sponsors for promotional Purposes

* artwork to be supplied by Sponsor

ARPM SPONSORSHIP TERMS AND CONDITIONS

Registration:

Please complete the sponsorship booking form and forward with your deposit to TRET. Please note that the sponsorship fee does not include travel, accommodation or meals (other than those provided as part of the conference program). Sponsors are required to supply artwork for advertisements according to supplied specifications.

Early Bird Offer:



Payment Terms:

- An immediate 25% non-refundable deposit is required at the time of booking to confirm your sponsorship and secure your category exclusivity. A second non-refundable payment of 25% is required before 15 January 2011. For bookings made after 15 January 2011, a 50% non-refundable deposit is required at the time of booking. Full payment is required by 26 May 2011.
- Preferred payment is by credit card (all cards except Diners) or via EFT (please include a copy of the EFT confirmation). Macquarie Bank, Sydney. BSB 182 222 Account No. 247 505 241.
- Please treat your booking form as a tax invoice. Once your booking is processed you will be sent a tax receipt and password to access the online exhibitor manual.
- To be eligible to receive the early bird rate, full payment must be received on or before 15 January 2011 or the standard fee will apply.
- All sponsors are required to enter into a legal contract with TRET.

Exclusivity:

- Secondary sponsorships can only be considered if they do not contravene the category exclusivity rights of the main ARPM event sponsors

Cancellation Policy:

Sponsors are required to notify TRET, in writing, 45 business days prior to the conference of their intention to terminate their sponsorship agreement. Sponsors agree to compensate TRET in the event of cancellation by way of 50% of the total sponsorship fee. TRET will refund in full any balance of funds remaining in the event the fee has been fully paid. The sponsorship fee in full is required to be paid for cancellations after this date.



ARPM SPONSORSHIP BOOKING FORM

Please treat this form as a tax invoice. Total Real Estate Training ABN 17 093 918 122. A tax receipt will be issued on final payment.

1. CONTACT DETAILS

Company name (for tax receipt) _____

Company name (exhibiting under) _____

Mailing address _____

Key Contact _____

Telephone _____

Mobile _____

Email _____

Secondary Contact _____

Telephone _____

Mobile _____

Email _____

2. SPONSORSHIP PACKAGE

SELECT		COST (GST inclusive)	TOTAL (\$)
<input type="checkbox"/>	PLATINUM - 1 YEAR	\$25,000	
<input type="checkbox"/>	PLATINUM - 2 YEARS (10% discount)*	\$45,000	
<input type="checkbox"/>	PLATINUM - 3 YEARS (20% discount)*	\$60,000	
<input type="checkbox"/>	GOLD - 1 YEAR	\$18,000	
<input type="checkbox"/>	GOLD - 2 YEARS (10% discount)*	\$32,400	
<input type="checkbox"/>	GOLD - 3 YEARS (20% discount)*	\$43,200	
<input type="checkbox"/>	SILVER - 1 YEAR	\$13,000	
<input type="checkbox"/>	SILVER - 2 YEARS (10% discount)*	\$23,400	
<input type="checkbox"/>	SILVER - 3 YEARS (20% discount)*	\$31,200	
			TOTAL (\$)

* Please refer to 'Your Guide to TRET Events' document or tret.com.au for payment terms.

3. BOOTH SIZE & PREFERRED POSITION

For property management packages only.

SELECT	SIZE	BOOTH LOCATION (indicate your preference in order of priority)
<input type="checkbox"/>	SINGLE 3m x 3m/9m ²	1. _____ 2. _____ 3. _____

4. PAYMENT

Pay FULL AMOUNT now or Pay 25% now + 25% by 15 Mar 2011 + 50% by May 2011

SPONSORSHIP PACKAGE TOTAL (pay in FULL) \$

OR

25% PAYMENT NOW \$

+ 25% PAYMENT BY 15 MAR 2011 \$

+ 50% PAYMENT BY 26 MAY 2011 \$

Pay by credit card or Pay by EFT (please email or fax confirmation of payment)
Total Real Estate Training, Macquarie Bank, Sydney
BSB 182 222 Account No. 247 505 241

CARD TYPE AMEX VISA MASTERCARD

CARD No.

EXPIRY DATE /

CARD HOLDER NAME

SIGNATURE

6. SUBMIT YOUR COMPLETED FORM TO

Yolanda Cardile
Exhibition & Conference Coordinator
Total Real Estate Training

Email yolandacardile@tret.com.au
Fax +61 2 9386 3344

PO Box 178 Edgecliff NSW 2027
Tel +61 2 9386 3122 Toll free (in Australia) 1800 335 336
www.tret.com.au

For terms and conditions please refer to 'Your Guide to TRET Events' document or tret.com.au.

OFFICE USE ONLY

BKGRCD / / DEPRCD / / FINRCD / / INV# _____ BTH# _____



ARPM EXHIBITOR BOOKING FORM*

Please treat this form as a tax invoice. Total Real Estate Training ABN 17 093 918 122. A tax receipt will be issued on final payment.

1. CONTACT DETAILS

Company name (for tax receipt) _____

Company name (exhibiting under) _____

Mailing address _____

Key Contact _____

Telephone _____

Mobile _____

Email _____

Secondary Contact _____

Telephone _____

Mobile _____

Email _____

2. BOOTH SIZE & PREFERRED POSITION (visit tret.com.au for updated booth availability)

SELECT	SIZE	COST (GST inclusive)	DISCOUNT (full payment by 15 Jan 2011)	BOOTH LOCATION (indicate your preference in order of priority)	TOTAL (\$)
<input type="checkbox"/>	SINGLE	3m x 3m/9m ²	\$4,000	\$3,600	1. _____ 2. _____ 3. _____
<input type="checkbox"/>	OTHER				

3. PROMOTIONAL ADD-ONS

SELECT		FINAL ARTWORK	COST (GST inclusive)	TOTAL (\$)
<input type="checkbox"/>	CONFERENCE BAG	9 May 2011	\$3,000	
<input type="checkbox"/>	LANYARD	9 May 2011	\$2,000	
<input type="checkbox"/>	CONFERENCE PEN	9 May 2011	\$1,500	
<input type="checkbox"/>	INSERT IN ARPM CONFERENCE BAG	9 May 2011	\$950	
<input type="checkbox"/>	BRANDED WATER BOTTLE	9 May 2011	\$1,500	
				TOTAL (\$)

4. ADVERTISING ADD-ONS

SELECT	FINAL ARTWORK	COST (GST inclusive)	TOTAL (\$)
MAIN PROGRAM BROCHURE (A5)			
<input type="checkbox"/>	- run of book	\$1,500	
<input type="checkbox"/>	- outside back cover*	\$2,200	
<input type="checkbox"/>	- inside back cover*	\$2,200	
DELEGATE WORKBOOK/EXHIBITION DIRECTORY (A4)			
<input type="checkbox"/>	- run of book	\$1,100	
<input type="checkbox"/>	- inside front cover*	\$2,000	
<input type="checkbox"/>	- inside back cover*	\$1,500	
			TOTAL (\$)

5. PAYMENT

Pay FULL AMOUNT now or Pay 50% now + 50% by 26 May 2011

BOOTH \$
 + PROMOTIONAL ADD-ONS \$
 + ADVERTISING ADD-ONS \$
 GRAND TOTAL (pay in FULL) \$

OR

50% PAYMENT NOW + \$
 50% PAYMENT BY 26 MAY 2011 \$

Pay by credit card or Pay by EFT (please email or fax confirmation of payment)
 Total Real Estate Training, Macquarie Bank, Sydney
 BSB 182 222 Account No. 247 505 241

CARD TYPE AMEX VISA MASTERCARD

CARD No.

EXPIRY DATE /

CARD HOLDER NAME

SIGNATURE

6. SUBMIT YOUR COMPLETED FORM TO

Yolanda Cardile
 Exhibition & Conference Coordinator

Email yolandacardile@tret.com.au

Fax +61 2 9386 3344
 Total Real Estate Training

PO Box 178 Edgecliff NSW 2027
 Tel +61 2 9386 3122 Toll free (in Australia) 1800 335 336
www.tret.com.au

For terms and conditions please refer to 'Your Guide to TRET Events' document or tret.com.au.

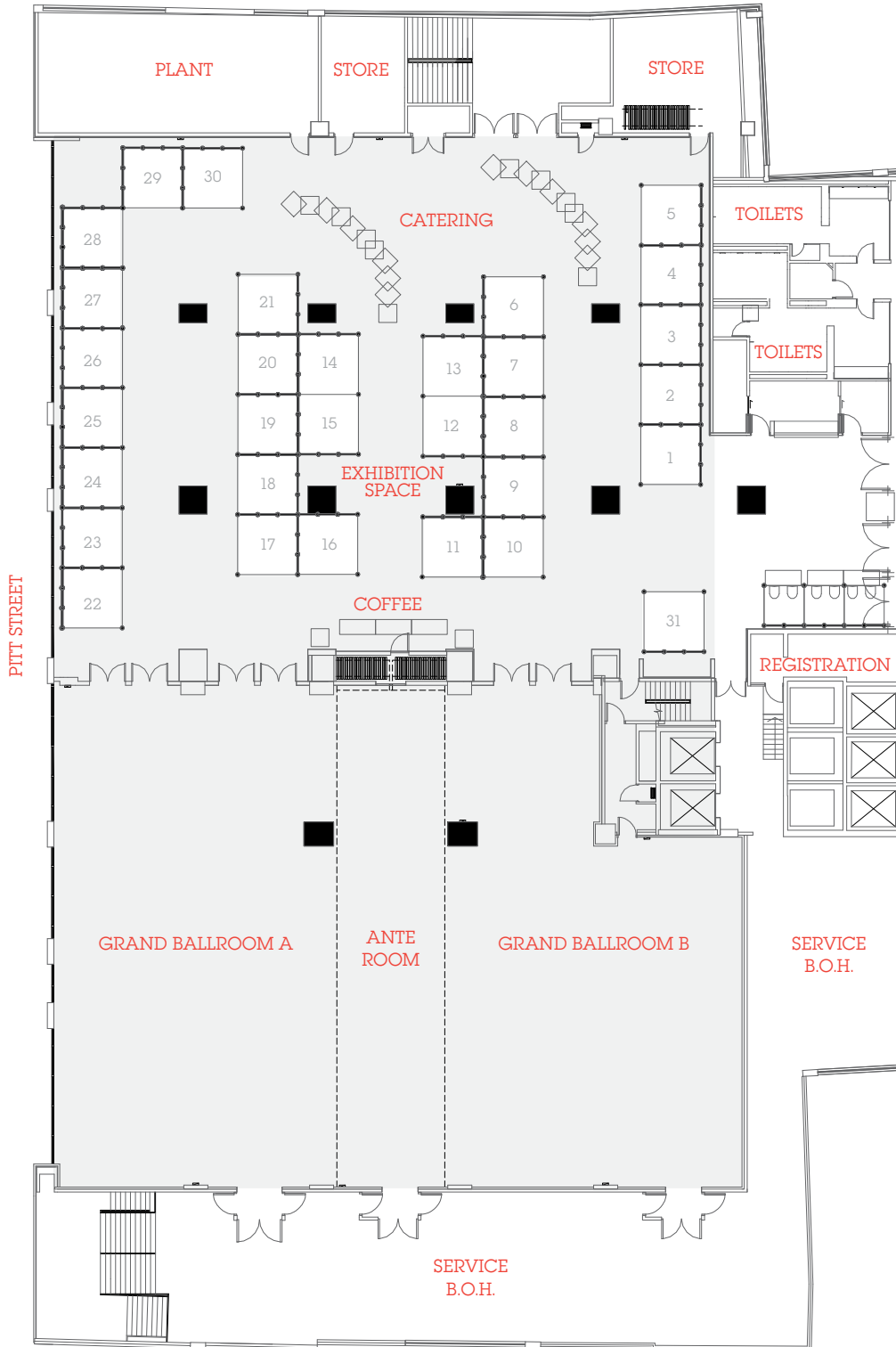
OFFICE USE ONLY

BKGRCID / / DEPRCD / / FINRCD / / INV# _____ BTH# _____

*10% discount applies if exhibiting at both ARPM and AREC.

ARPM EXHIBITOR PACKAGE

The booth numbers indicated here are for the purpose of selling. Final booth numbering for event promotional purposes will be advised when booth sales close and the layout is finalised.



LEGEND

- Buffet tables
- Buffet tables
- Lounge area

- 9m² booth
- SOLD booth
- Espresso carts

Refer to tret.com.au for space availability updates.

Disclaimer: The final exhibition floor plan is subject to change without notice based on cancellations, catering requirements and venue conditions.

ADVERTISING WITH TRET

Currently advertising opportunities with TRET are limited. Plans are in the pipeline for more options in the coming year. If you have an interest to advertise your business through TRET please contact Stephanie Mason on 02 9386 3155 or yolandacardile@tret.com.au to discuss.

EDITORIAL WITH TRET

TRET's monthly eBulletin goes to a targeted industry email database of 20,000± with an average unique view rate of 26%. Each article clicks through to a dedicated section of the TRET web site.

The eBulletin is published mid-month between March and October with the festive season issues in late November for November/December and late January for January/February.

A free resource to the TRET database the eBulletin provides interesting articles from event speakers and industry practitioners.

If your company would like to provide articles for consideration for the eBulletin, please contact Stephanie Mason on 02 9386 3155 or yolandacardile@tret.com.au to discuss.

Articles should be educational in nature such as case studies or industry commentary. Articles of an advertorial nature discussing product or company names will not be included.

Articles are submitted with the understanding that they may be edited to fit the style of the publication and to fit in with editorial guidelines.

All contributed articles will be duly acknowledged. Please also supply any support images such as head shot of author for consideration.

For examples of past eBulletin articles please refer to the resource section of tret.com.au.