



**Introduce your business to the largest
gathering of real estate professionals**

AREC14

Exhibitor and Sponsorship Opportunities 2014

AREC

A world-class business-to-business event, the Australasian Real Estate Conference (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. AREC is the pre-eminent real estate industry conference offering delegates unique access to those who have made it to the very top.

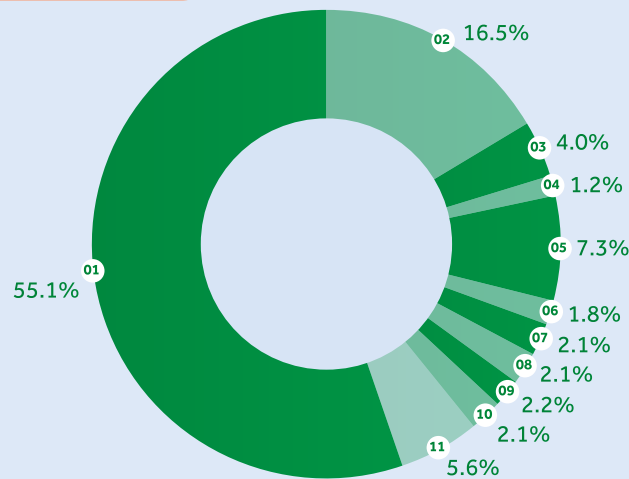
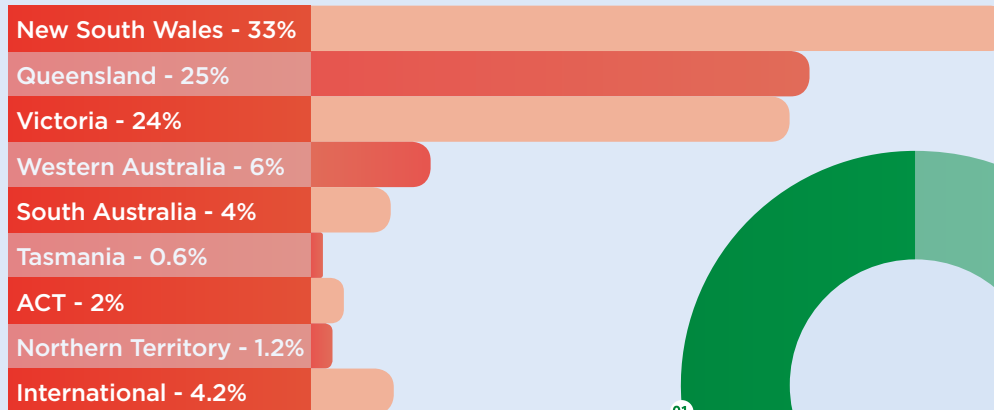
As a supplier to the industry, a presence at AREC ensures you are maximising your investment value by reaching the largest group of targeted qualified industry practitioners.



AREC 13 DELEGATE ATTENDANCE OUTCOMES

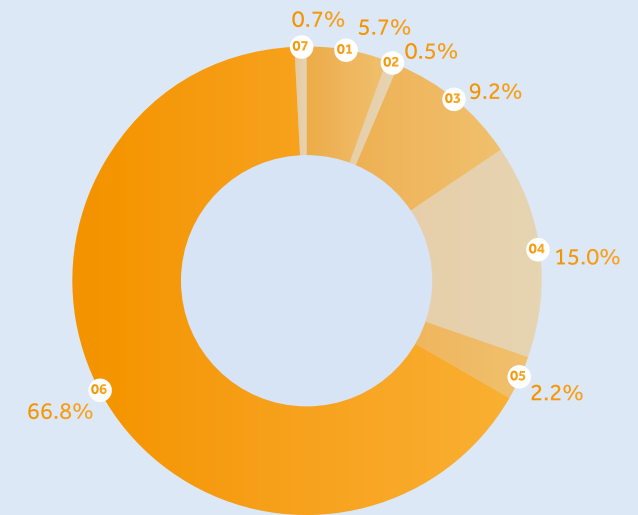
In 2013 AREC attendees represented every aspect of the real estate industry, with more than 70% being key decision makers within their business. When surveyed on why they visit the AREC Exhibition 73% said they visit to investigate new or alternative suppliers. That's over 1,800 decision makers seeking out new suppliers over the two days. As a supplier to the real estate industry, having a presence at AREC is your opportunity to connect with industry decision makers. Just take a look at last year's attendance breakdowns below.

Location Breakdown



Franchise Group attendance

- 01: Independents
- 02: McGrath Estate Agents
- 03: Ray White
- 04: Richardson & Wrench
- 05: PRD Nationwide
- 06: Place Estate Agents
- 07: Nelson Alexander
- 08: Coronis Realty
- 09: Barry Plant
- 10: LJ Hooker
- 11: Elders



Delegate Job Title

- 01: Administration
- 02: Commercial
- 03: Management
- 04: Principal/Licensee
- 05: Property Management
- 06: Sales
- 07: CEO

2566 
Total delegates on site

WHAT OUR EXHIBITORS HAVE TO SAY

Just wanted to let you know that I thought AREC was AMAZING! The exhibition centre looked fantastic and the networking opportunities were great. The help from you and the team was outstanding and I found attending AREC was very beneficial. I will not be missing an AREC event ever!

Direct Connect

AREC is a great platform for us to showcase our corporate real estate signs to a wide range of offices. Delegates come from all over and are focused on making those new business contacts. AREC has had a very positive effect on our business and we look forward to AREC 2013!

Queensland Screenprints

AREC offers realestate.com.au the opportunity to be seen by the largest group of Real Estate professionals in Australia at the one time. The exhibition set-up encourages a high level of traffic flow providing excellent customer/supplier interaction during the 2 days. AREC is a must on realestate.com.au's annual marketing calendar.

Realestate.com.au



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

Thank you to the TRET team for putting together such an amazing, well thought-out event. AREC is not only a great platform to showcase our company but it's also a great opportunity to connect with our clients more on a personal level and also connect with other real estate professionals whether it be through our stand, the conference or the networking party."

News Australia

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

Rockend

AREC year on year provides our organisation significant value and exposure to the Real Estate industry. We value our contribution and will continue to invest in this trade show.

GBC Neopost Australia

AREC was extremely effective for our business to increase awareness and educate quality agents on our innovative service designed to grow their business. And as a bonus we had lots of fun! The team is looking forward to next year!

Sellmycastle

AREC was a great exposure opportunity for our services to the real estate sector. Ongoing enquiry levels are excellent. Well done to the TRET team!

BPG Training

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

Real Training International

AREC is the most important real estate conference of the year. With outstanding speakers and the largest delegate attendance of any real estate conference in Australia, it is THE conference to connect with customers.

RP Data

WHO EXHIBITS AND SPONSORS?

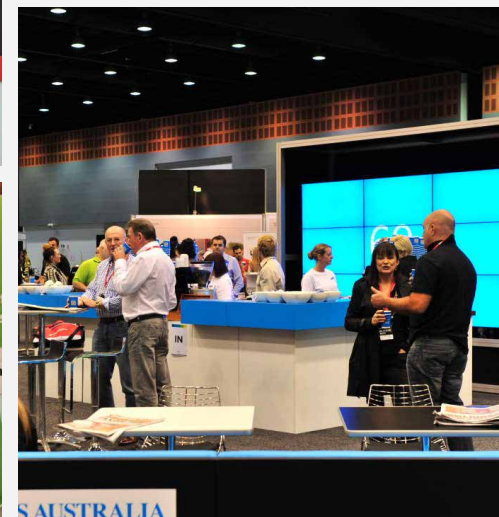
Trade partners at TRET events include anyone and everyone who supplies to, or wishes to target real estate agencies, real estate agents and property managers. Categories include training, software, recruitment, franchising, connection services, insurance, building and maintenance, web portals, media, 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:

- | | | | | | |
|--|---|--|---|--|---|
| <ul style="list-style-type: none">• ABC Backup• Advantage by Renta Centre• Airviewonline.com• American Express• Archive Systems• Australia Wide Investment Property• Australian Finance Group• Australian Property Monitors/ Home Price Guide Professional• Auswide Real Estate Solutions• Barclay MIS• Barry Plant Group• Belle Property• Bespoke Shirts• Blayney Potential Plus• BMT Tax Depreciation• Box + Dice Software• BPG Training• Brightfox• Business Covers• Campaign Track• Chromagrafx Real Estate Marketing• Clientforce Marketing• Complete Data / Prime Training• ConnectNow• Connic Telemarketing• Console Australia/New Zealand | <ul style="list-style-type: none">• Corum Real Estate Services/ RE Connect oneCard• Corum Training• Crown Insurance• Crystal Display• Decently Exposed• Deposit Power• Direct Connect• Domain• EBM Insurance Brokers• Elders• eMove.com.au• Estate Agents Cooperative• EziDebit• Fairfax Media (Domain/ The Age/ Sydney Morning Herald)• Fastrack Property Managers• First National Real Estate• Fletchers• Fruit Property• Fuji Xerox The Document Company• GBC Australia• Gold Coast Property Styling• Gough Recruitment• Graphique Enterprises• HomeGuru• homesales.com.au• Human Equity• Hutchison 3 for Business• IMAGEination.tv• Inhabit | <ul style="list-style-type: none">• Inspection Manager• Intellitrain Pty Ltd• Interactive Auctions• iProperty• iVisual• Josh Phegan• Juwai.com• Kaplan Professional• Kyocera Document Solutions• Lawlab Conveyancing• LJ Hooker• Laguna Signs• Lock-it Systems• Macquarie Bank• Marsh Insurance Brokers• Marsh Media• McGrath Estate Agents• Megasealed Bathrooms• Metrospec• Mind The Gap• Mitronics• Mortgage Choice• MultiArray• Multicast Media• My Business in Real Estate/ Ray White Concierge• myhome.com.au• Myhousevalue.com.au• My Real Estate Mastermind• National Tenancy Database• New Litho• News Limited• One Agency | <ul style="list-style-type: none">• OnRequest Property• Onthehouseholdings• Open 2 View• Open 4 Inspection• OSL• Oxygen Home Loans• P3 Recruitment• Paid On Exchange• PhoneFirst• PoolWerx• Port Plus• PPM Group• Pricefinder• printforce.com.au• Proactive Tours• Property Data Solutions / PriceFinder• Property mode.com.au• Property Training Solutions• PTY Property• QR Codes• Queensland Screenprints• RE/Max• Real +• Real Estate1• Real Estate Academy• Real Estate Business• Real Estate Career Developers• Real Estate Media Group• Real Estate Publications Australia• Real Estate Results Network | <ul style="list-style-type: none">• Real Training International• Real Estate Training Solutions• Real Estate Dynamics• Real Satisfied• Real Save• realestatebookings.com.au• realestate.com.au / HubOnline• realestateVIEW.com.au• realoz• REAPIT• REI Super• REIV• rent.com.au• Rental Rewards• Rentalguide.com.au• Rentmate / Stratapay• RentPower• ReUncut• Richardson + Wrench• Rockend• Rolls Filing Systems• RP Data• RUN Property• SalesTrainer / Shire Operating Systems• sellmycastle.com.au• SendOutCards• Smoke Alarm Testing Services• Sold Magazine• Soundsreal• Splash Displays | <ul style="list-style-type: none">• Stockdale & Leggo• Street News Pty Ltd• Styled By Me• Surefire social• Surga Central• Terri Scheer Insurance• The Australian College of Property & Finance• The Australian Real Estate Review• The homepage.com.au• The Professionals• The Staging Professionals• Top Snap• TOTALCAMPAIGNS• Ucovered• Ultimate Real Estate Coaching• United Cellars + United Networks• Unwired Business / DPT Solutions• Upstream Print Solutions• Utility One• Valiant Hire• Vengent• VFX• Visual Domain• Vodafone Australia• Washington Brown Group• Westpac• Winning Edge Solutions• Yong Real Estate |
|--|---|--|---|--|---|

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? Our appointed supplier 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 them to quote on a custom-design.



MAXIMISING YOUR IMPACT

The more you engage with your customers, the better the return on investment. Here are a few tried and tested techniques to ensure your brand is highly visible.

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 17 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.
- 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 an item as a follow-up.
- How about a competition or prize draw? Consider how to drive attendees to your booth and engage them whilst there.
- 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.



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.

Standard Booth Fee: \$5,500 per single booth and \$11,000 for a double booth. We are offering an Early Bird special of \$5,000 per single booth and \$10,000 per double booth. Premium (highlighted spaces) \$6,000 single and \$11,500 for a double – no early bird rate on these spaces.

Package includes

- White melamine walls with silver aluminium frame lock system
- Company logo and booth number on fascia boards
- 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 networking function 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 the delegate workbook (in alphabetical order)
- Company logo and profile included in the AREC Smartphone App

Plus

- One AREC standard delegate registration, includes networking function (value \$1,170)
- Four AREC networking function tickets (value \$480)



**Early Bird booth rate \$5,000 single
(payment by 17 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.



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

- Premium booth @ \$6000 each
- Booth **SOLD**
- Standard booth @ \$5500 each

AREC EXHIBITOR ADD-ONS

PROMOTIONAL

Extend your brand exposure at AREC beyond your booth.

Conference Satchel - \$8,000

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 17 January 2014.

Delegate Lanyard - \$5,000

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 7 March 2014.

Conference Pen - \$4,000

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. One colour printing. Final artwork approval required by 7 March 2014.

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 7 March 2014.

Chair Drop Sunday + Monday - \$1,000 each

Take this opportunity to have one item of promotional material placed onto auditorium seats ready for when delegates arrive. Limit of three. Material deadline 24 May 2014.

Conference Bag Insert \$1,000

An opportunity to have one item of promotional material (excludes pens and branded water bottle) placed into the delegate's conference satchel. Every delegate will receive a conference satchel on their seat and it will contain the official conference workbook, pen, and bottled spring water. Material deadline 24 May 2014.

Theatrette \$1,500

Located inside the exhibition hall is a theatrette with seating for up to 150. Excellent opportunity for those that wish to showcase their products and services or offer delegates further useful information or data. Three slots available.

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 7 March 2014.

Run of Book - \$1,050/page

Inside Front Cover* - \$1,750/page

Inside Back Cover* - \$1,750/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.



OPTIONAL AREC FURNITURE PACKAGES

- 1 **\$250** inc GST - 1x Expo round table (White, Grey, Black, Blue or Red), 2x Expo Chairs (White, Grey, Black, Blue or Red), and 1x Icon brochure stand
- 2 **\$380** inc GST - 1x Aria lockable module display (orange, yellow, blue, dark grey, cream), 1x Aria Bar table and 2x Aria stools (Orange, Yellow, Blue, Dark Grey, Cream)
- 3 **\$375** inc GST - 1x Long ottoman (cream, black) + 2x square ottomans (White, Black, Blue, Red), 1x Edge coffee table (White, Black)
- 4 **\$440** inc GST - 1x Expo counter (blue, red) 2x Expo stools (White, Grey, Black, Blue, Red), 1x zig zag brochure stand (silver or Black)

ExpoNet furniture package prices are for the duration of the show and include GST. Nominal Cartage (20%) and Damage waiver (7.5%) fees will be added to your order. Stock is subject to availability at time of confirmation and payment.

ExpoNet also provide a 15% discount for non-package furniture orders placed from their catalogue by 28 February 2014.

You can view ExpoNet's full range of furniture and order online:

www.exponet.com.au or contact ExpoNet on: 02 9645 7000 to speak to a furniture hire consultant for a personalised quote (please reference AREC 14).



AREC EXHIBITION – FAQs IMPORTANT INFORMATION

Location & Delegate Registration

- The AREC exhibition will be held in Halls 1–4 of the **Gold Coast Convention and Exhibition Centre**, Broadbeach.
- Delegate registration and customer service booths are located outside the exhibition hall.

Exhibition Schedule

- Exhibitors are required to bump-in on the Saturday afternoon between 2.00pm–6.00pm. All booths must be completed by 6.00pm. Representatives of the appointed exhibition services company 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 3.00pm–4.00pm.

Booth Numbering & Floor Plan

- The maximum capacity of the exhibition is 88 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.

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 8.45am. There is a 60-minute coffee and registration period, a morning tea refreshment break of approximately 45 minutes and lunch break of approximately 75 minutes.
- The welcome social function will take place at the end of the Sunday program from approximately 4.00pm–6.00pm with drinks, snacks and live entertainment. (Venue to be confirmed)

Conference Catering

- Coffee is served from 7.30am–8.30am in the exhibition hall during the registration period each morning.
- All refreshment breaks and lunch (hot and cold dishes) for conference delegates are served inside the exhibition hall.
- In addition to general catering, complimentary espresso coffee is served inside the exhibition hall for the enjoyment of delegates.
- Catering for registered exhibitors is provided 20 minutes prior to the conference breaks.

Booth Fit Out & Audio Visual Equipment

- ExpoNet 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 ExpoNet or you can order according to your requirements.
- A representative from ExpoNet 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 www.exponet.com.au
- You are not obliged to use ExpoNet to fit out your booth.

Custom Designed & Space Only Booths

- ExpoNet has a custom design division (please call Matthew Desprez on (07) 3442 4100 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.

AREC EXHIBITION – FAQs IMPORTANT INFORMATION

Digitally Printed Infills

An additional service from EXPONET, 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.

Internet

The Gold Coast Convention and Exhibition Centre has extensive wifi which can be purchased via credit card upon arrival. If you would like to pre-pay an internet access plan or would prefer a cabled connection please contact GCCEC for further information.

Plan 1 - \$32 Per 10 Hours (Spd. 1 Mbps)

Plan 2 - \$80 For 3 Full days (Spd. 1 Mbps)

If you have any special requirements please don't hesitate to contact us. For full terms & conditions visit <http://public.gccec.com.au>
For specific information, email shucksteep@gccec.com.au.

Delegate Contact Data

- TRET does not make delegate data available to exhibitors due to legal and privacy considerations.

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 the exhibition hall on dedicated plasma screens for the enjoyment of exhibitors. Broadcasting of this material is not permitted. No sound or audio may be recorded of the conference and rebroadcast unless with the written consent of TRET.

Event Marketing

AREC is promoted to a database of 32,000 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 28 March 2014. 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 \$1,170. Tickets can be given to a third party, e.g. as a gift to a client or as a competition prize.

- Tickets are conditional to the recipient being registered using the official exhibitor registration portal by 2 May 2014 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 2 hour cocktail style function (4-6pm) 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 portal by 2 May 2014 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.
- Competition draws must be done by exhibitors

Accommodation & Travel Partner

To be advised.

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 RATE (full payment by 17 Jan 2014)	BOOTH LOCATION (indicate in order of preference - refer to page 9)			TOTAL
<input type="checkbox"/> SINGLE	3m x 3m/9m	\$5,500	\$5,000	1.	2.	3.	\$
<input type="checkbox"/> DOUBLE	3m x 6m/18m	\$11,000	\$10,000	1.	2.	3.	\$
<input type="checkbox"/> PRM. SINGLE	3m x 3m/9m	\$6,000	N/A	1.	2.	3.	\$
<input type="checkbox"/> PRM. DOUBLE	3m x 6m/18m	\$11,500	N/A	1.	2.	3.	\$

3. PROMOTIONAL ADD-ONS

SELECT	FINAL ARTWORK	COST (GST inclusive)	TOTAL
<input type="checkbox"/> CONFERENCE BAG	17 Jan 2014	\$8,000	\$
<input type="checkbox"/> LANYARD	7 Mar 2014	\$5,000	\$
<input type="checkbox"/> CONFERENCE PEN	7 Mar 2014	\$4,000	\$
<input type="checkbox"/> BOTTLED SPRING WATER	7 Mar 2014	\$3,000	\$
<input type="checkbox"/> CHAIR DROP (priority given to event sponsor)	24 May 2014	\$1,000	\$
<input type="checkbox"/> BAG INSERT	24 May 2014	\$1,000	\$
<input type="checkbox"/> THEATRETTE		\$1,500	\$

4. ADVERTISING ADD-ONS - DELEGATE WORKBOOK / EXHIBITION DIRECTORY (A4)

SELECT	FINAL ARTWORK	COST (GST inclusive)	TOTAL
<input type="checkbox"/> INSIDE FRONT COVER*	7 Mar 2014	\$1,750*	\$
<input type="checkbox"/> INSIDE BACK COVER*	7 Mar 2014	\$1,750*	\$
<input type="checkbox"/> RUN OF BOOK	7 Mar 2014	\$1,050	\$

*priority to event sponsors

5. PAYMENT

BOOTH	\$
PROMOTIONAL ADD-ONS	\$
ADVERTISING ADD-ONS	\$
GRAND TOTAL	\$

☐ Pay FULL AMOUNT now **OR** ☐ Pay 50% now + 50% by 28 Mar 2014
☐ Early bird rate - full payment required on booking

6. PAYMENT DETAILS

☐ Pay by credit card
☐ AMEX ☐ VISA ☐ MASTERCARD CARD No. - - -

EXPIRY / CARDHOLDER NAME SIGNATURE

☐ 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

Platinum Sponsor \$50,000 (GST Inclusive) Limited to 2 – category exclusive

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 32,000 industry professionals via printed and electronic direct marketing and to 3,000 conference delegates. Event sponsorship is limited to a maximum of 2 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 networking function (value \$5500+)
- 30 second advertisement to be shown daily in the auditorium (high value given this is only available to platinum and media sponsors \$10,000)
- Company logo featured prominently on:
 - (significant value in being positioned as a platinum sponsor on event and pre-marketing – approx. \$20,000)
 - the main AREC program brochure distributed in late January to approximately 32,000 potential delegates across Australia and New Zealand (some printed, some via link to e version on web)
 - the secondary AREC program brochure distributed in March/April to approximately 32,000 potential delegates across Australia and New Zealand
 - multiple (at least 6) AREC electronic direct marketing promotions to a potential audience of approximately 32,000
 - dedicated AREC web pages on the TRET website
 - 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 introduction slides
 - the AREC workbook front and back covers, an item which is retained by delegates post-event
 - the AREC Smartphone App
- Skyscraper advertisement (120x600) with click-through to your website
 - featured on all AREC web pages on the TRET website until end of May 2014 (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 name badge scanner (value \$220)
- 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 for promotional purposes

Networking Party Sponsor \$20,000 (GST Inclusive)

Imagine hosting a party for over 700 of the industry's finest Agents and Principals. The AREC networking function held on the Sunday night is a 2-3 hour cocktail function with the host company gaining party naming rights and logo on all AREC promotion pre and post event.

Benefits include:

- Naming rights to the party.
- Advertised in the main AREC brochure, website, electronic direct marketing and all AREC print promotion in industry publications.
- One complimentary ticket to attend the 2 day conference and networking party (value \$1,150)
- Complimentary single exhibition booth (value \$4,500)
- Complimentary promotional insert into AREC conference bag (value \$2,100)

Company logo featured on:

- The AREC program brochure distributed in late January to approximately 32,000 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 networking function
- The AREC Smartphone App

Opportunity to provide:

- Branded napkins to be used on the night
- Venue staff to wear your company branded t-shirts and/or caps
- Signature cocktail on arrival
- Gobo (projected signage - venue permitting)
- 5 minute welcome speech



The AREC exhibition is where delegates come to register each morning. In the exhibition delegates will enjoy a light breakfast before the conference and will return for refreshment breaks, lunch and to visit the exhibitors and sponsors. A Gold Sponsorship is the ideal package for companies who desire a brand presence at AREC. (Limited to 4 – category exclusive)

Gold Sponsor \$35,000 (GST inclusive)

realestate.com.au Juice bar

Benefits include:

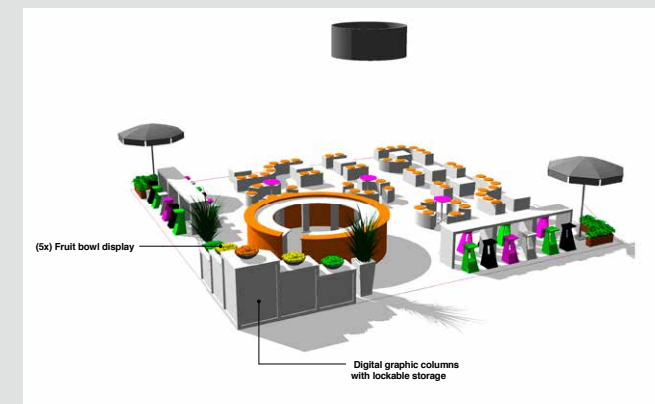
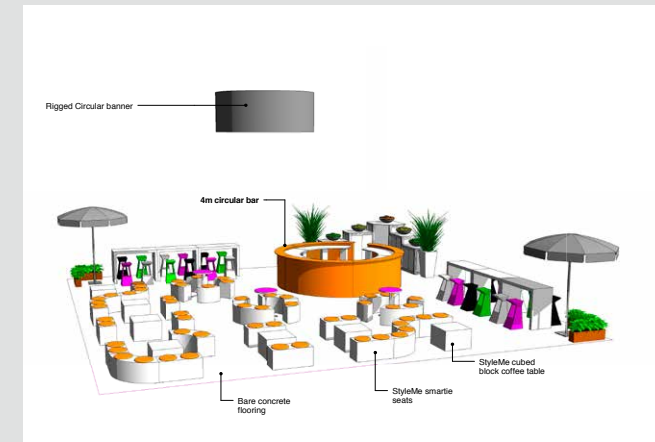
- Branding rights to the Juice Bar 12 x 12sqm (space value \$72,000)
- Gold Coast Convention Centre account credit of \$7,000 (to be used for hire of fridges, staff and the purchase of juice*)
 - Opportunity to provide 7oz (200ml) branded plastic cups
 - Opportunity for juice bar staff to wear branded t-shirts and or caps.
- ExpoNet account credit of \$6,000 (can be used for furniture & lighting, excludes style me products**)
- 2 complimentary tickets with premium seating to attend the 2 day AREC conference and two tickets to the networking function (value \$2,500)
- Complimentary info tracker name badge scanner (value \$220)
- Complimentary promotional insert into AREC conference bag (value \$2,100)
- Complimentary full page advertisement into the AREC delegate workbook (value \$2,100)

Company Logo featured on

- The AREC program brochure distributed in January to approximately 32,000 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 networking function
- The AREC Smartphone App

* It is a requirement that juice be available at morning tea and lunch time for the 2 days.

** The style me products/furniture is a specialty product offered by ExpoNet which allows you to brand the furniture to your company colours and add company logos to seating, cushions etc. Concepts have been drawn and costed for this area by ExpoNet and are available on request. As a guide you should allow approximately \$24,000 for the build and branding of this area.



This is a proposed concept only

Gold Sponsor \$35,000 (GST Inclusive)

News Corp Coffee Lounge

Benefits include:

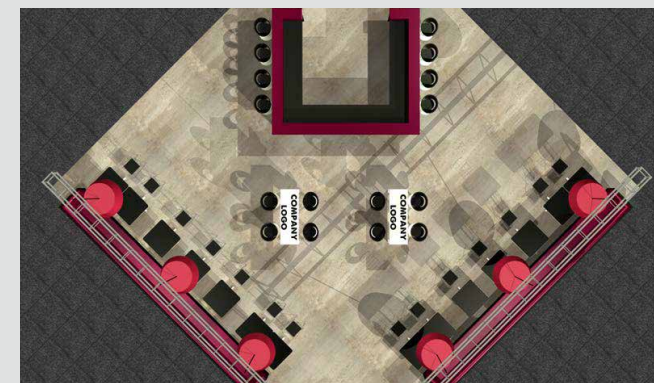
- Branding rights to the Coffee Lounge 12 x 12sqm (space value \$72,000)
- Gold Coast Convention Centre account credit of \$8,000 (to be used for hire of machines, staff and coffee & milk)*
 - Opportunity to provide 8oz (double walled) branded cups
 - Opportunity for coffee lounge staff to wear branded t-shirts and or caps.
- ExpoNet account credit of \$4,000 (can be used for furniture & lighting, excludes style me products**)
- 2 complimentary tickets with premium seating to attend the 2 day AREC conference and two tickets to the networking function (value \$2,500)
- Complimentary info tracker name badge scanner (value \$220)
- Complimentary promotional insert into AREC conference bag (value \$2,100)
- Complimentary full page advertisement into the AREC delegate workbook (value \$2,100)

Company Logo featured on

- The AREC program brochure distributed in late January to approximately 32,000 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 networking function
- The AREC Smartphone App

* It is a requirement that coffee be available at morning tea and lunch time for the 2 days.

** The style me products/furniture is a specialty product offered by ExpoNet which allows you to brand the furniture to your company colours and add company logos to seating, cushions etc. Concepts have been drawn and costed for this area by ExpoNet and are available on request. As a guide you should allow approximately \$27,000 for the build and branding of this area.



This is a proposed concept only

Gold Sponsor \$35,000 (GST Inclusive)

Pamper Zone

Benefits include:

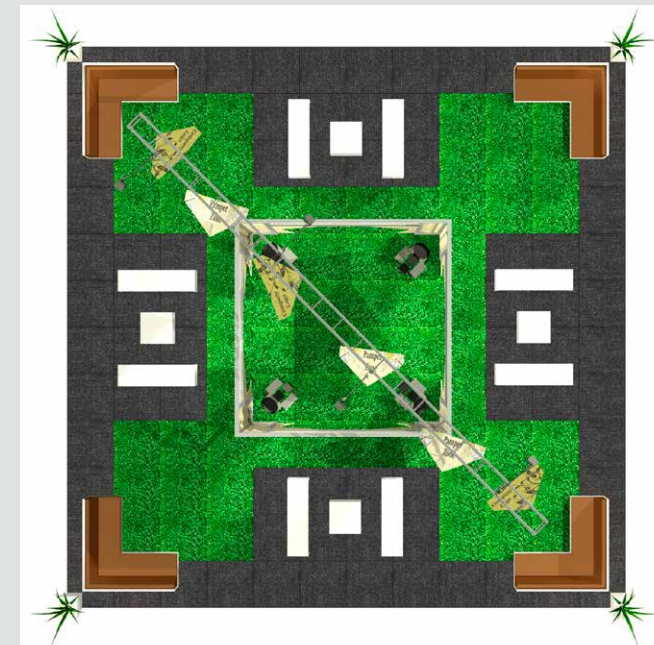
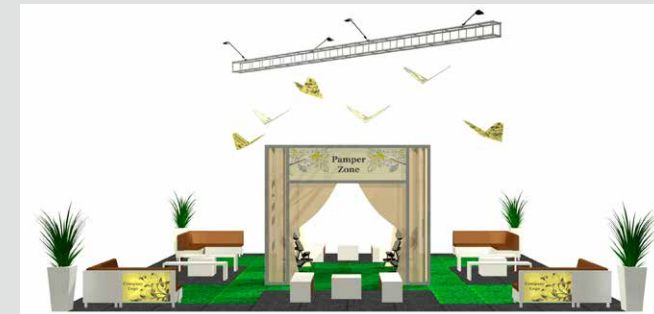
- Branding rights to the Pamper Zone 12 x 12sqm (space value \$72,000)
- 6 Massage therapists (value \$3,000)
 - Opportunity for therapist to wear branded t 'shirts and or caps.
- ExpoNet account credit of \$10,000 (can be used for furniture & lighting, excludes style me products**)
- Plant hire up to the value of \$2,000
- 2 complimentary tickets with premium seating to attend the 2 day AREC conference and two tickets to the networking function (value \$2,500)
- Complimentary info tracker name badge scanner (value \$220)
- Complimentary promotional insert into AREC conference bag (value \$2,100)
- Complimentary full page advertisement into the AREC delegate workbook (value \$2,100)

Company Logo featured on

- The AREC program brochure distributed in late January to approximately 32,000 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 networking function
- The AREC Smartphone App

Concepts have been drawn and costed for this area by ExpoNet and are available on request. As a guide you should allow approximately \$30,000 for the build and branding of this area.

** The style me products/furniture is a specialty product offered by ExpoNet which allows you to brand the furniture to your company colours and add company logos to seating, cushions etc.



This is a proposed concept only

Gold Sponsor \$35,000 (GST Inclusive)

Home Open Technology Zone

Benefits include:

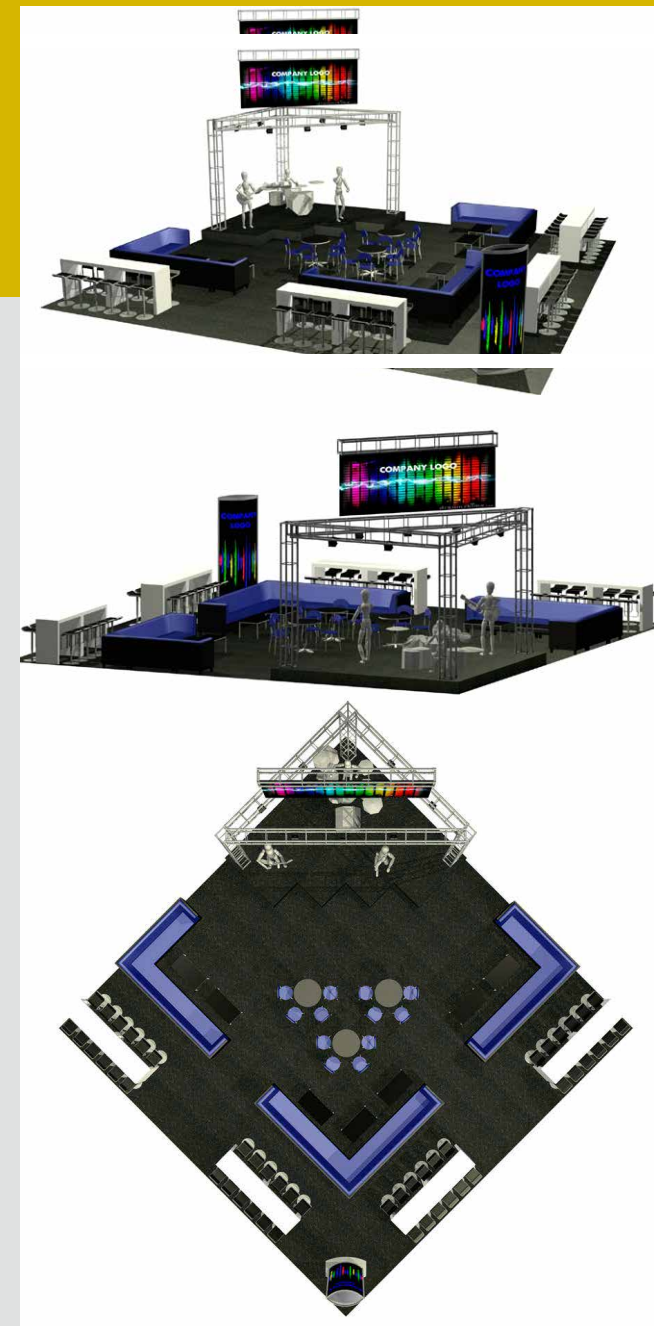
- Branding rights to the Entertainment Lounge 12 x 12sqm (space value \$72,000)
- Band Hire (value \$5,000)
- ExpoNet account credit of \$10,000 (can be used for furniture & lighting, excludes style me products**)
- 2 complimentary tickets with premium seating to attend the 2 day AREC conference and two tickets to the networking function (value \$2,500)
- Complimentary info tracker name badge scanner (value \$220)
- Complimentary promotional insert into AREC conference bag (value \$2,100)
- Complimentary full page advertisement into the AREC delegate workbook (value \$2,100)

Company Logo featured on

- The AREC program brochure distributed in late January to approximately 32,000 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 networking function
- The AREC Smartphone App

Concepts have been drawn and costed for this area by ExpoNet and are available on request. As a guide you should allow approximately \$24,500 for the build and branding of this area.

** The style me products/furniture is a specialty product offered by ExpoNet which allows you to brand the furniture to your company colours and add company logos to seating, cushions etc.



This is a proposed concept only

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)	WITH 10% DISCOUNT (pay by 17 Jan 2014, Gold Sponsorship Packages only)	TOTAL
<input type="checkbox"/> PLATINUM 1 YEAR	\$50,000		\$
<input type="checkbox"/> PLATINUM 2 YEARS (10% discount)	\$90,000		\$
<input type="checkbox"/> GOLD - JUICE BAR	\$35,000	\$31,500	\$
<input type="checkbox"/> GOLD - COFFEE LOUNGE	\$35,000		\$
<input type="checkbox"/> GOLD - PAMPER ZONE	\$35,000		\$
<input type="checkbox"/> GOLD - ENTERTAINMENT ZONE	\$35,000		\$

Please refer to Your Guide to Tret Events document or tret.com.au for payment terms

3. BOOTH SIZE & PREFERRED POSITION (for main event packages only; double applies if taking extra booth option)

SELECT	SIZE	BOOTH LOCATION (indicate in order of preference - refer to page 8)		
<input type="checkbox"/> SINGLE	3m x 3m/9m	1.	2.	3.
<input type="checkbox"/> DOUBLE	3m x 6m/18m	1.	2.	3.

4. OPTIONS MENU - DELEGATE WORKBOOK/EXHIBITION DIRECTORY (A4)

SELECT PLACEMENT	FINAL ARTWORK
<input type="checkbox"/> INSIDE FRONT COVER	7 Mar 2014
<input type="checkbox"/> INSIDE BACK COVER	

5. PAYMENT

PAYMENT TOTAL	\$
<input type="checkbox"/> Pay FULL AMOUNT now OR <input type="checkbox"/> Pay 25% now + 25% by 17 Jan 2014 + 50% by 28 Mar 2014	

6. PAYMENT DETAILS

<input type="checkbox"/> Pay by credit card	
<input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD	CARD No. <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> - <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> - <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> - <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
EXPIRY <input type="text"/> <input type="text"/> / <input type="text"/> <input type="text"/>	CARDHOLDER NAME <input type="text"/> SIGNATURE <input type="text"/>
<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	

6. SUBMIT YOUR COMPLETED FORM TO

Yolanda Cardile | Email yolandacardile@tret.com.au | Relationship Manager 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.

TERMS AND CONDITIONS

AREC SPONSORSHIP

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.

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 17 January 2014. For bookings made after 17 January 2014, a 50% non-refundable deposit is required at the time of booking. Full payment is required by 28 March 2014.
- 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 17 January 2014 or the standard fee will apply. (Applied to Gold Sponsorship packages only)
- 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. Once a sponsor is accepted from a specific industry, no additional sponsorships will be offered within that industry.

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.

Privacy

TRET will comply with all applicable laws including the Privacy Act 1988 (Cth) and the Spam Act 2003 (Cth). TRET will not use any personal information provided to it by you (including personal information provided to you by your Customers), for any other purpose other than to contact these Customers to promote the AREC event.

AREC EXHIBITION

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 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 exhibition and venue restrictions.
- 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 portal.
- To be eligible to receive the 10% early bird discount, full payment is required on booking or must be received on or before 17 January 2014 or the standard fee will apply.
- Final payment of fees must be received on or before 28 March 2014 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 28 March 2014 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 27 March 2014. 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 28 March 2014.

Privacy

TRET will comply with all applicable laws including the Privacy Act 1988 (Cth) and the Spam Act 2003 (Cth). TRET will not use any personal information provided to it by you (including personal information provided to you by your Customers), for any other purpose other than to contact these Customers to promote the AREC event.

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 ExpoNet before any work is carried out. Failure to observe this requirement may lead to immediate termination.

Booth Sharing

Subleasing of booth space is not permitted. 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.

Nuisance

The broadcasting of promotional material from within a booth must not interfere with other exhibitors or consist of any offensive material.

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 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 ARPM (Australasian Residential Property Management), 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.

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.

