

# Sponsorship and Exhibition Prospectus

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12-14 October, 2021  
Adelaide Convention Centre

**DRILL** **2021** **HTWOG**  
**GEARING** **FOR**

# DRILL 2021 GEARING FOR HLMOGG GROWTH

12-14th October, 2021  
Adelaide Convention Centre

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bookings contact:

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Stay up-to-date with DRILL  
2021 developments visit:  
[adia.com.au/events](http://adia.com.au/events)



AUSTRALIAN  
DRILLING INDUSTRY  
ASSOCIATION



ADELAIDE  
CONVENTION  
CENTRE

# Welcome



The event Platinum sponsor will have a large open floor area in a prime position at the entrance to the exhibition and they can utilise this space with a custom stand layout to maximise their brand presence.

The Bronze, Silver and Gold sponsorships will also include upgrades to more floor space in increasing size to meet the investment level.

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**ADIA is delighted to welcome you back to Adelaide SA on October 12 to 14 for DRILL 2021. The conference and exhibition will be held at the Adelaide Convention Centre with a theme of "Gearing for Growth".**

It is no understatement to say that 2020 was a tough year for many and the prediction is that by the time the conference date arrives, we will have moved past the worst of the COVID pandemic. Expectations are therefore for a period of growth as governments around the world commit to spending on infrastructure projects, which will have direct flow-on benefits to the industries that our members work in.

The Adelaide Convention Centre has had a major refurbishment in recent years and boasts an excellent range of conference and exhibition facilities. South Australia is centrally located with the other states, which will mean economical and ease of transport of exhibition materials. Those who have been to this location previously will appreciate the proximity to nearby hotels, dining and entertainment. Exhibitors will therefore have ample opportunity to network at the end of the day with conference delegates, which is always a welcome feature at DRILL conferences.

We have reserved space in halls L & M which will give us a total area of about 2,000 square metres. The plenary sessions will be held in a room right next to the exhibition hall which will mean all delegates will be retained in close proximity.

The event Platinum sponsor will have a large open floor area in a prime position at the entrance to the exhibition and they can utilise this space with a custom stand layout to maximise their brand presence. The Bronze, Silver and Gold sponsorships will also include upgrades to more floor space in increasing size to meet the investment level. There are an additional 47 standard size exhibition booths and the layout of these can be seen further along in the prospectus.

The full program will feature a welcome cocktail party in the exhibition area on Tuesday evening, the main conference dinner at the Centre on Wednesday evening and an off-site dinner on Thursday to end the conference. We will also be ensuring that there is an interesting and highly informative range of presentations provided covering the latest equipment, new technology, business management, industry trends and people skills.

The sponsorship packages include recognition at the various key events which will provide for further brand exposure and opportunities for making a short presentation to guests. All sponsors will receive first options for presenting a paper to delegates and some levels will receive complimentary advertising in Australasian Drilling magazine beforehand.

The event management team looks forward to your company's involvement in what will be the major calendar event of 2021 for the drilling industry.

**Peter Hall**  
Chief Executive Officer

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# Sponsorship Packages



DRILL 2021 will feature Platinum, Gold, Silver and Bronze sponsorship opportunities which will position sponsor companies with maximum exposure both prior, during and after the event. All levels are valuable investments at what will be the premier conference event for the Australian drilling industry in 2021.

Take advantage and exhibit your products or service offerings to key decision makers, business owners, senior staff and operating personnel. All sponsors company logos will be used in the marketing of DRILL 2021 and at the event itself.

## Platinum Sponsorship

AVAILABLE (1)

\$29,500

This prime position will ensure that all delegates entering the exhibition will walk past the Platinum sponsor's display and it is therefore ideal for positioning a large piece of capital equipment.

The platinum sponsor's logo will be displayed on the registration desk fascia which will be in a prominent position at the entrance of the exhibition area. There is a dedicated presenter slot for the opening morning of the conference to enable you to demonstrate your company's capabilities and expertise to all delegates.

Include a pen, bottle opener, company brochure or other suitable item for insertion in the conference carry bag.

### INCLUDES

✓	The Platinum sponsor will receive a 6m x 12m (72m <sup>2</sup> ) floor space at the exhibition entrance for constructing their custom booth. Value: <b>\$24,760</b>
✓	Eight full staff registrations.
✓	One full colour page advertisement in the Oct/Nov conference edition of Australasian Drilling, closest as possible to the front of the magazine. Value: <b>\$2,835</b>
✓	Dedicated presenter slot at Wednesday morning's conference.
✓	Provide an item for the conference carry bag. Value: <b>\$1,000</b>

## Gold Sponsorship

AVAILABLE (2)

**\$22,500**

Gold sponsorship guarantees a prominent position near the entry of the exhibition hall.

The gold sponsor's logo will be displayed on the registration desk fascia which will be in a prominent position at the entry of the exhibition area. There is a guaranteed presenter slot for one of the conference days to enable you to demonstrate your company's capabilities and expertise to all delegates.

Include a pen, bottle opener, company brochure or other suitable item for insertion into the conference carry bag.

### INCLUDES

✓ One 6m x 6m (36m<sup>2</sup>) exhibition space. This can be a full or partial shell scheme construction with an allowance for:

- spotlights
- one 4 amp power supply
- standard exhibitor signage and
- white octanorm panel walls.

Options are available at extra cost for custom built stands.

Value: **\$13,580**

✓ Six full staff registrations.

✓ One full colour page advertisement in the Oct/Nov conference edition of Australasian Drilling magazine.

Value: **\$2,835**

✓ Option for a presenter slot on either Wednesday or Thursday morning of the conference.

✓ Provide an item for the conference carry bag.

Value: **\$1,000**

## Silver Sponsorship

AVAILABLE (2)

**\$16,500**

Silver sponsors also receive great benefits at DRILL 2021 for increasing their company marketing to delegates. Key features include a 3m x 9m exhibition booth facing into the central networking lounge area.

The silver sponsor's logo will be displayed on the registration desk fascia which will be in a prominent position at the entrance of the exhibition area.

Include a pen, bottle opener, company brochure or other suitable item for insertion into the conference carry bag.

### INCLUDES

✓ One 3m x 9m (27m<sup>2</sup>) exhibition space. This can be a full or partial shell scheme construction with an allowance for:

- spotlights
- one 4 amp power supply
- standard exhibitor signage and
- white octanorm panel walls.

Options are available at extra cost for custom built stands.

Value: **\$10,185**

✓ Three full staff registrations.

✓ One half page colour page advertisement in the Oct/Nov conference edition of Australasian Drilling magazine.

Value: **\$1,845**

✓ Provide an item for the conference carry bag.

Value: **\$1,000**

## Bronze Sponsorship

AVAILABLE (2)

**\$10,500**

Bronze sponsors will also receive many benefits at DRILL 2021 increasing their brand presence to delegates. Key features include a 3m x 6m exhibition booth facing into the networking lounge area.

The bronze sponsors logo to be displayed on the registration desk fascia which will be in a prominent position at the entry of the exhibition area.

Include a pen, bottle opener, company brochure or other suitable item for insertion into the conference carry bag.

### INCLUDES

✓ One 6m x 3m (18m<sup>2</sup>) exhibition space. The shell scheme includes:

- two adjustable LED spotlights,
- one 4 amp power supply,
- standard exhibitor signage and
- white octanorm panel walls.

Options are available at extra cost for custom built stands.

Value: **\$6,790**

✓ Two full staff registrations.

✓ Provide an item for the conference carry bag.

Value: **\$1,000**





The DRILL 2019 conference and exhibition held at the Darwin Convention Centre.

(images courtesy of Jamie Wade)

## Welcome Event Sponsor

TUESDAY EVENING

**\$6,000**

This is a great opportunity to get your company recognised at the start of the conference proceedings at the welcome cocktail party. This will be held in the exhibition area to allow delegates an early look around and will include drinks and a light meal.

You will be provided a guest speaking spot allowing you to welcome delegates and give an overview of your own exhibition. Also your company's brand will be incorporated into the evening's theme.





### Lunch Sponsor

AVAILABLE (2)

**\$2,500**

Take the opportunity to sponsor one of the lunches which will be held inside the exhibition hall. The sponsor can position their banners around the food stations. The sponsor will be provided the opportunity to welcome the delegates and to give a brief company presentation prior to breaking for lunch.

- The sponsors may display branding around the lunch stations on **Wednesday** or **Thursday**.
- Recognition and company presentation in the plenary session prior to the break.



### Tea Break Sponsor

AVAILABLE (4)

**\$1,500**

Take the opportunity to sponsor one of the tea breaks which will be held inside the exhibition hall. The sponsor can position their banners around the food stations. Recognition will be given in the conference proceedings prior to the break.

- The sponsors may display branding around the around the food stations during morning or afternoon tea on **Wednesday** or **Thursday**.
- Recognition in the plenary session prior to the break.



### Conference Dinner Sponsor

WEDNESDAY EVENING

**\$7,000**

Sponsor the conference dinner which will be held within the Adelaide Convention Centre. The sponsor will be provided the opportunity to welcome the delegates and to give a short company presentation. Your company branding will be included in a prominent position at the venue.

Also includes recognition at the end of day one's conference proceedings.



### Off-Site Dinner Sponsor

THURSDAY EVENING

**\$5,000**

Sponsor the off-site dinner which will be held at the stunning National Wine Centre. The sponsor will be provided the opportunity to welcome the delegates to the dinner and to give a brief company presentation. Your company branding will be included in a prominent position on the evening at the venue.

Also includes recognition at the end of day two's conference proceedings, and four complimentary tickets.



# Other Sponsorship Opportunities



## The Lounge Area

WEDNESDAY AND THURSDAY

\$6,000

The lounge area will be centrally located in the exhibition area and adjacent to the premium sponsors booths. It will be themed in the sponsors corporate colours and set-up with suitable furniture to make it a relaxing meeting hub for delegates to stop and mingle. There will be space for the sponsor’s banners, brochures, and other promotional material.

This is an ideal sponsorship for a company who is not exhibiting but still would like to show off a strong brand presence.



## Barista Station

WEDNESDAY AND THURSDAY

\$6,000

Quality barista coffee is always in high demand at a conference, especially during the mornings. Take this opportunity to promote your company in the area where delegates will meet and network. Erect your signage around the barista station which will be positioned in the exhibition area.



## Conference App

EVERY DAY

\$6,000

The conference app will contain the conference program and other key information.

It will be available for download prior to the conference and will be regularly referred to by delegates throughout the entirety of the conference. Your company name and logo will feature on the app as the sponsor.



## Conference Carry Bag

\$4,500

Every delegate will receive their own conference carry bag when they register. These will be regularly seen and used around the conference and exhibition area. Delegates also take these with them when they depart the conference meaning further brand exposure is achieved.

Your company name and logo will be displayed on the conference carry bag and you may provide an insert for the bags.



## Name Tags and Lanyards

\$4,000

Every delegate will receive their own lanyard and personal name tag. These will be worn for the two days meaning constant visibility of your brand around the conference and exhibition area.

Your company name and logo will be printed on the conference lanyard.



## Carry Bag Inclusion

\$1,000

This is a good option for a sponsor or other company who may not be exhibiting and are therefore looking for a means to get their promotional item in the hands of delegates.

Include a promotional item in the conference carry bag for a nominal charge.



# Booking Form

2021  
DRILL

FIRST NAME	SURNAME		
COMPANY	POSITION		
ADDRESS			
CITY	STATE	POSTCODE	
PHONE	EMAIL		

## Sponsorships

Packages	Booth no.	Includes	Cost	Qty
Platinum Sponsor	00	8 x conference registrations	\$29,500	
Gold Sponsor	54	6 x conference registrations	\$22,500	
Gold Sponsor	55	6 x conference registrations	\$22,500	
Silver Sponsor	50	3 x conference registrations	\$16,500	
Silver Sponsor	56	3 x conference registrations	\$16,500	
Bronze Sponsor	49	2 x conference registrations	\$10,500	
Bronze Sponsor	60	2 x conference registrations	\$10,500	


## Events

Welcome Event (Tuesday Evening)	\$6,000	
Conference Dinner (Wednesday)	\$7,000	
Off-Site Dinner (Thursday) 4 x dinner tickets	\$5,000	
Lunch (Wednesday)	\$2,500	
Lunch (Thursday)	\$2,500	
Morning Tea (Wednesday)	\$1,500	
Afternoon Tea (Wednesday)	\$1,500	
Morning Tea (Thursday)	\$1,500	
Afternoon Tea (Thursday)	\$1,500	

## Other Opportunities

The Lounge Area (Wednesday and Thursday)	\$6,000	
Barista Station (Wednesday and Thursday)	\$6,000	
Conference App (Every day)	\$6,000	
Conference Carry Bags	\$4,500	
Name Tags and Lanyards	\$4,000	
Carry Bag Inclusion	\$1,000	

## Exhibiting Only

Standard Booth	Includes	Cost	Booth no.	Qty
Booth 3m x 3m	2 x full conference registrations are included with each 3m x 3m booth. Furniture must be ordered separately. Please nominate your preferred booth number or numbers.	 \$3,495		
		Non-members \$4,195		

NET TOTAL PRICE \$

+ 10% GST \$

**TOTAL PRICE \$**

# Payment Options



## Direct Deposit – Bank Details

**Australian Drilling Industry Association**  
**BSB 033-138**  
**Account 26-7075**

If you require a separate invoice to make payment on, please contact us.

## Credit Card Payment

Mastercard and Visa incur a 1.5% surcharge and AMEX payments incur a 3% surcharge

☐ VISA      ☐ MASTERCARD      ☐ AMEX

CARD NUMBER      /      /      /      EXPIRY DATE      /      CCV

NAME ON CARD

SIGNATURE

## Registration and Contact Details

All sponsors and exhibitors have between two and eight full conference registrations included in their booking price and this is detailed on the previous page. Full conference registration includes the welcome party on Tuesday evening, full conference access on Wednesday and Thursday and attendance at Wednesday's conference dinner.

Please provide names of the staff members you expect to be attending in the spaces below and ADIA will register them for you. We can make changes to these names if necessary up until one week before the event.

Please complete this registration form and return it to:

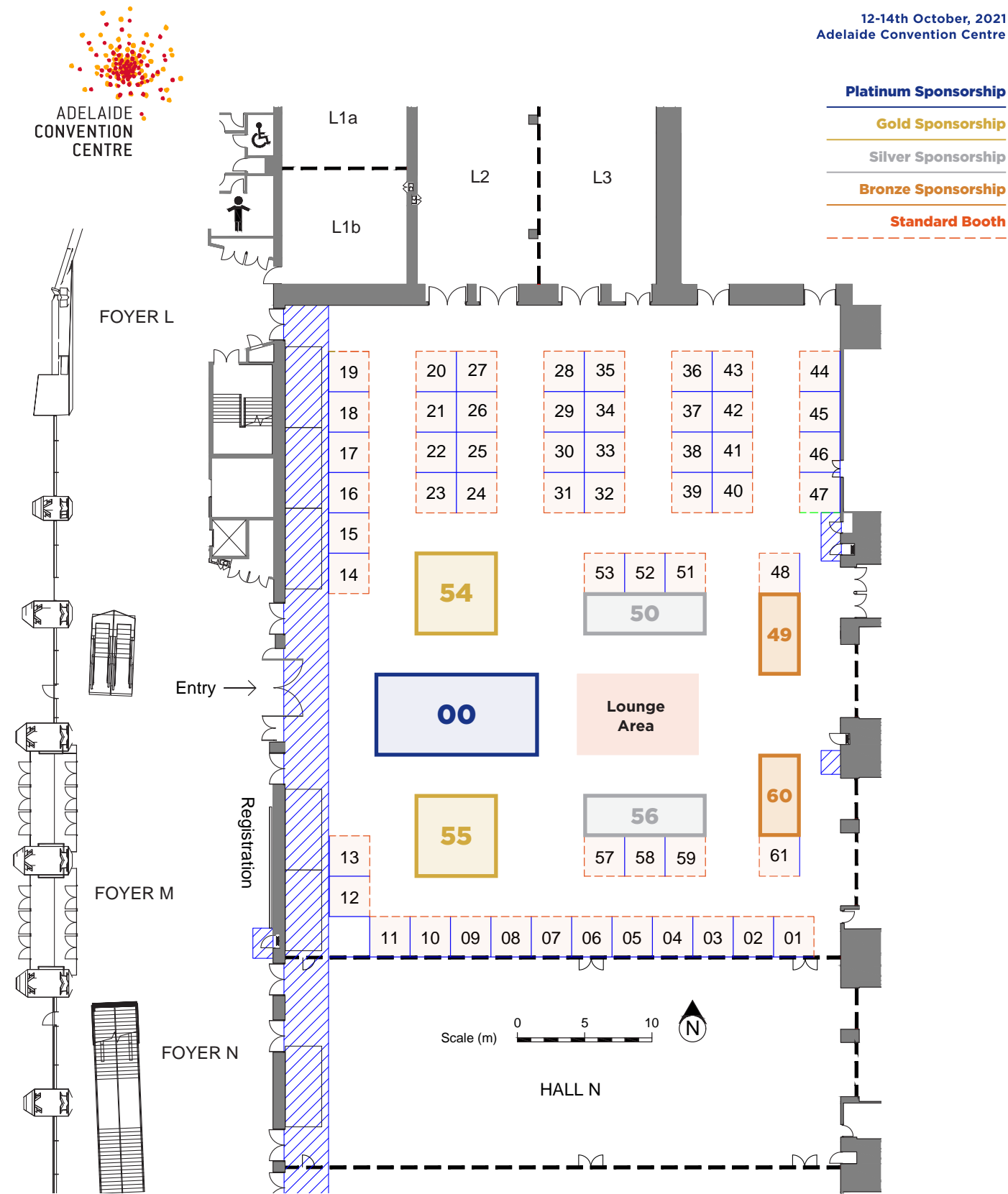
**Australian Drilling Industry Association, 5 Profit Pass, Wangara, WA 6065** or email [vanessa@adia.com.au](mailto:vanessa@adia.com.au)

Feel free to call us on **08 6305 0466** for more details.

## Please include details below for staff members in attendance

No.	FULL NAME	PHONE NUMBER	EMAIL ADDRESS
1			
2			
3			
4			
5			
6			
7			
8			

# Floor Plan





## Booth & Furniture Provider

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Adelaide Expo Hire have been contracted to provide the booth construction services and they can be contacted directly for furnishings and any other supplementary needs.

They can also provide custom booth design and sign writing services to match your corporate logo. A full catalogue of what is available can be accessed either from the ADIA or from AEH websites.

### CONTACT DETAILS

**Adelaide Expo Hire**  
31 Deeds Road  
North Plympton, SA 5037  
T 08 8350 2300  
adexpo@aeh.com.au  
[aeh.com.au](http://aeh.com.au)

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## Terms & Conditions

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### Exhibition and bump in and bump out

The conference dates are Tuesday evening 12 October and full days on Wednesday 13 and Thursday 14 October 2021.

Bump in of heavy equipment is on Monday 11 and then Tuesday 12 October for the remainder.

Bump out commences on Thursday October 14 after the afternoon teabreak.

A comprehensive exhibitors guide will be made available closer to the date.

### Payment terms

A 50% deposit is required to confirm your booking, with the balance to be invoiced in August 2021. Full payment to ADIA must be received by the due date.

### Cancellations

If you advise of the need to cancel your booking prior to June 30, 2021 no cancellation fee will apply.

If you cancel your booking between July 1 and August 31, a 50% cancellation fee will apply.

Cancelled bookings after this date risk losing any payments made unless a replacement exhibitor can be found.

All cancellations must be provided in writing.

### Sponsorship allocation

Sponsorship packages will be sold on a "first come, first served basis" from Monday February 1 onwards. The deposit to secure a booking is required within 5 business days thereafter. In the event that we simultaneously receive more requests for sponsorship packages than there are available, then ADIA will revert to a ballot system to determine the allocations.

### Exhibition booth allocation

Exhibition booths will be sold on a "first come, first served basis" from Monday February 1 onwards. The deposit to secure the booking is required within 5 business days thereafter.

### Inclusions

Exhibition booths do not come with any supplied furniture. Exhibitors will need to arrange this themselves and can do so by contacting the preferred supplier Adelaide Expo Hire, who can supply a basic package or something more elaborate. The full AEH catalogue can be downloaded from the conference page on the ADIA website. ADIA take no responsibility for contracts made in this regard as they are between the exhibitor and the supplier.

### Insurance

Exhibitors must ensure that they have their own public liability and goods and equipment insurance.

### COVID Postponement

In the event that COVID-19 forces a cancellation of the existing DRILL 2021 dates, the course of action will be to work with the ACC to reschedule to a another future date. If this occurs, all bookings will be automatically transferred to the new date.

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