

2013



▲ IDEAS EXPO

MAY 3RD & 4TH

NEWCASTLE ENTERTAINMENT CENTRE

Sponsorship Proposal

ABOUT THE EVENT

The 2013 '**PossABLE**' IDEAS EXPO is on Friday 3rd and Saturday 4th May 2013 at the Newcastle Entertainment Centre.

EVENT WEBSITE:

www.2013possibleideasexpo.com.au

GUEST DEMOGRAPHIC:

People with disability, their families, friends, supporters and carers as well as allied professional sector. The event will be advertised nationally; however we expect the majority of visitors to come from intrastate.

COST TO ATTEND EVENT:

Entry to the expo will be free of charge

Most workshops will be free of charge to attend, however there will be a small number of workshops which will have a registration fee.

THE EVENT THEME:

The theme 'PossABLE' embraces the ideals of person centred systems, ability and believing anything is possible in enabling people to achieve an independent and fulfilled life.

As the biggest disabilities based event in Australia, this expo will provide all people with disabilities and aged related disabilities, their families, carers and supporters the opportunity to come along free of charge to see, hear, try and learn about products and services available to assist people make informed decisions about matters of importance to them.

VISION FOR THE EVENT:

Exhibition - 120 – 140 Exhibitors (including supplier and service based businesses)

Three or four streams of workshops run during the two days (the majority of which will be free of charge, except a small number where we will need to pass on our costs through ticket sales).

Many satellite activities including:

The RAVE Lounge – This casual space designed by local artists as an art installation in itself, will be filled throughout the event with people connecting, creating communities, inspiring, informing and entertaining. Every ½ hour we will welcome a new guest who will share personal experiences, insights, information and in some cases performance. Within this casual 'lounge' space we encourage questions and interaction, so each 7 minute talk is less like a presentation and more like a conversation. RAVE Lounge guests will be a diverse group ranging from celebrities and performers to parents, grandparents and individuals with a disability. We invite you to nominate yourself or someone else who you think has an interesting story, insight or talent to share.

Inclusive recreation and sport demonstrations – This will include some mainstream inclusive sports and extreme sports such as skate boarding, climbing, horse riding etc. At this stage we plan to build a skate boarding ramp and possibly a climbing wall onsite and have horse riding opportunities for guests on the showground oval. We will also showcase some amazing athletes with disability during the event.

Arts and Culture (including music) programs for guests

Adaptive vehicle demonstrations – trucks, cars and some other ‘boy’s toys’

A sensory room

Live performance

Animal therapy

Peter Spitzer, Medical Director & Co-Founder of the Humour Foundation, will be doing the Keynote address on the importance of humour for the good health of carers & people with disability in beating depression.

2 x Clown Doctor’s

We also have many other entertainment ideas.

EXPECTED GUEST NUMBERS:

We are expecting in the vicinity of 4,000 over the two days; however taking the timing into consideration it could potentially be up to 10,000.

One in five people have a connection to someone with a disability and one in eight people have a recognised disability.



WHO IS IDEAS?

HISTORY:

Early in 2007 IDEAS (information on Disability & Education Awareness Services Incorporated) was created as a result of a merger between two of the leading providers of disability information in NSW, 'DIRC NSW Incorporated' and 'Information on Disability Equipment Access Services Incorporated'. Combined the two organisations had over 40 years of expertise and skills in providing disability information.

WHAT DO WE DO?

IDEAS is a Not for Profit organisation and widely recognised in Australia as a leading information provider. We work to support people with disabilities and aged related disabilities, their families, carers and supporters to self-advocate, enabling them to make informed decisions about matters of importance to them. As disability knowledge brokers, we do this by providing a range of free information services and products.

These products and services include:

- IDEAS disability Info line (national toll free number)
- IDEAS online – an online information clearing house that supports informed decision making
- IDEAS EXPO – A community event showcasing services and products that support independence.
- IDEAS On the Road - A community engagement program to raise awareness and provide in-reach support with people with disability and people with age related disability
- Disability advocacy support
- IDEAS Newsletter – 6 printed newsletters a year with a circulation of over 2500
- IDEAS e-News – an electronic newsletter keeping up to date with happenings in the sector.
- High quality printed directories of services and products

IDEAS WEBSITE:

www.ideas.org.au

IDEAS OFFICES:

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PH: (02) 6947 3377

FAX: (02) 6947 3723

Email: ideas@ideas.org.au

ULTIMO – Suite 8, Level 1, 330 Wattle St Ultimo NSW 2007

PH: (02) 9211 1300

FAX: (02) 9211 1366

Email: ideas@ideas.org.au

WOLLONGONG – Suite 5, Level 4, 166 Kiera St, Wollongong NSW 2500

PH: (02) 4226 1597

Email: education@ideas.org.au

WHY NEWCASTLE AND WHY NOW?

2013 will bring unprecedented changes to government funded support with the move to individualised funding and a person centred approach. These changes are a major shift in the way services and supports will be provided for people with disability, their families and carers and how supplier and service based organisations within the sector will work with people with disability. The changes first and foremost will allow the person with disability to have choice and control over what supports they choose to access.

We are excited to bring the 2013 '**Possible**' IDEAS EXPO' to Newcastle and the Hunter Region. As you may have heard in recent media coverage the Federal and State Government plan to launch the National Disability Insurance Scheme (NDIS) for NSW in the Hunter Region. People with disabilities and their families will now have the opportunity to choose what support service they want, who will provide it and have control over how it is administered. There will be a focus on planning for the future, and providing the assistance if need to tailor finances and services to their individual preference and need.

The NSW Government through Ageing, Disability and Homecare are supporting IDEAS to bring crucial information about these changes to the people of the Hunter region. As the most populated metropolitan area in NSW outside of Sydney, Newcastle and its surrounding area has the highest rate of persons with disabilities (Australian Bureau of statistics). We aim to reach, inform and inspire as many people as possible!

EVENT MARKETING

A comprehensive sales and marketing plan is in development. Naturally as we partner and gain support with allied businesses and groups our promotional networks expand. This is particularly important in this sector and for our desired guest demographic.

Mail-outs

Direct mail sent to various IDEAS network databases at intervals leading up to the event. These databases include:

Internal databases developed for direct mail:

- Disability and Allied Service database (including non-government disability, aged care and allied health service providers, peak, advocacy and government departments) with access to over 35,000 records NSW wide.
- Equipment supplier's approximately 600 records.
- Database of Hunter region services of approximately 1500 records.
- Public Schools- primary and secondary; Teritary Educaiton providers; Members of Parliament; Regional Libraries; Early Childhood centres;
- Promotion through state-wide and Hunter regional sector networks.

Mail box drop of event promotional material – highly targeted suburbs and regions only.

IDEAS Publications

Advertising, editorial and promotion in IDEAS own industry publication (hard copy newsletter)
Distribution: 2500

IDEAS online newsletter and social media networks.
Distribution: 2000 records

Traditional advertising

We plan to get editorial support with the Newcastle Herald, and advertising and editorial support in the Newcastle Star and Post. We plan to approach the Herald / Star as an official media partner for the event.

Newcastle Herald:

Distribution – Mon – Fri: 95,000, Sat: 140,000

Coverage – Suburbs covering 31,011 square km's and local govt areas including, Newcastle, Lake Macquarie, Cessnock, Maitland, Port Stephens, Great Lakes, Dungog, Glouster, Singleton, Muswellbrook, Scone, Merriwa and Murrurundi

Newcastle Post (Free distribution):

Distribution – 135, 000 (Newcastle & Lake Macquarie edition 113,163 & Hunter Region edition 22,087)

Coverage – Newcastle, Lake Macquarie & Hunter Region

Newcastle Star (Free distribution):

Distribution – 147,000

Coverage – Newcastle, Charlestown, Kotara, Warners Bay, Belmont, Cardiff, Glendale, Wallsend, Shortland and Coal Point

Community Based Publications

We also plan to do advertising and editorial in various community based magazines

NBN TV

Extensive advertising campaign through NBN (March & April)

Through this relationship we hope to get coverage during programs like the NBN News where they will mention the event.

Radio

ABC radio and community radio are the two desired coverage points for the exhibition. ABC local radio through a number of pitched editorials, and sponsored spots with community radio.

Newcastle Council Promotional Support

Newcastle Council are supporting IDEAS through a number of marketing & promotional opportunities;

- Chalk graffiti at authorised sites throughout the city leading up to and during the event.
- Usage of council flag poles at various locations around the city leading up to and during the event.
- Colouring of Newcastle City landmark sites leading up to and during the event – the official event colour is orange
- Inclusion of event information on Newcastle Council regional event listing
- Poster placement around the region; libraries, specific gyms (with programs for the disabled), Swimming pools, clubs etc.

Social Media

- Postings on community group calendars
- Links to all exhibitor and partner websites
- Links to IDEAS Facebook network
- Development and expansion of expo Facebook network
- Twitter
- Event Blog
- Partner with the leading “mummy Bloggers” in Australia. Nine sites targeted.
- Event listing on all mainstream media community web sites and calendars.

2013 PossABLE IDEAS EXPO EVENT SPONSORSHIP

The 2013 '**PossABLE**' IDEAS EXPO' is uniquely positioned to offer these local individuals and families' information, advice and choice before the beginning of the NDIS Launch in July.

Take advantage of this already auspicious marketing and relationship building opportunity and become an official sponsor of the expo, and fully engage with people seeking choice and control in their lives.

Where exhibiting is of great benefit to businesses, sponsorship takes brand exposure and potential marketing outcomes to the next level.

SPONSORSHIP PACKAGES AND INVESTMENT VALUE

GOLD SPONSORSHIP

Limited to 2 industry exclusive businesses

Exhibition booth in a prime position in the exhibitor hall

Business logo and short company description on the Expo website with link through to your company's website.

Business Logo placement on all marketing, including advertising leading up to the event

Half page advertisement on back of the official Expo program

Business name and logo on front page of Expo program

Corporate signage and verbal recognition as sponsor in your choice of 6 workshops throughout the event

Opportunity to run one free workshop a day during the event – Workshop theme and content to be developed in consultation with IDEAS NSW

Verbal and signage recognition at the Opening Ceremony function

5 passes to the opening Ceremony Function

5 passes to all paid ticketed workshops

Opportunity to place 2 company items in Expo bags

\$18K EXCL GST

SILVER SPONSORSHIP

Exhibition booth in prominent position in the exhibitor hall

Business logo and short company description on the Expo website with link through to your company's website.

Business logo placement on all marketing, including advertising leading up to the event

Business name and logo on front page of the official Expo program

Verbal recognition and signage at the Opening Ceremony Function

3 passes to the opening ceremony

3 passes to all paid ticketed workshops

Opportunity to place 1 company item in Expo bags

\$9K EXCL GST

SPONSORSHIP OF WHEELCHAIR TUNE-UPS

Sponsor wheelchair tune-ups and minor repairs for all Expo attendees. Your business name will be prominently displayed on specifically designated signage at the Expo and prominently displayed on the Expo website leading up to the event. Your business name and logo will also be displayed in the official Expo program.

\$1800 EXCL GST

INCLUSIVE RECREATION AND SPORT SPONSOR

Sponsor the adaptive recreation and sports demonstrations throughout the event. Your business name will be predominately displayed on specifically designated signage at the Expo and predominately displayed on the Expo website leading up to the event. Your business name and logo will also be displayed in the official Expo program.

\$1800 EXCL GST

ART AND CULTURE SPONSOR

Sponsor the Art and Culture programs running throughout the event. Your business name will be predominately displayed on specifically designated signage at the Expo and predominately displayed on the Expo website leading up to the event. Your business name and logo will also be displayed in the official Expo program.

\$1800 EXCL GST

EXPO PARKING SPONSOR

As the official Expo parking sponsor, expo guest will be required to drop by your company's exhibition booth to have their parking ticket validated for FREE parking. This is a great opportunity to meet Expo guests while providing a valuable service. A banner displaying free parking with compliments of your business will also be displayed at entry door closest to the parking area. Your company's name and logo will also be displayed in the official Expo program.

IDEAS is also happy to talk to you about tailoring a sponsorship package to your businesses individual needs.

If you have any questions or wish to talk about designing an individualised package, please contact Angela van den Berg on expo@ideas.org.au, mob: 0402177051

For all enquiries, please contact Angela van den Berg on 0402 177 051
or expo@ideas.org.au

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