



**DELIVERING BEST PRACTICE**

**BICSI SOUTH PACIFIC  
CONFERENCE & EXHIBITION 2012**

**14-16 MAY, 2012  
SYDNEY HILTON**

**GETTING INVOLVED  
EXHIBITION, SPONSORSHIP  
& SPEAKING OPPORTUNITIES**

# DELIVERING BEST PRACTICE

## **BICSI SOUTH PACIFIC 2012** CONFERENCE & EXHIBITION ACTION REQUIRED!

The BICSI South Pacific Conference 2012 will be held at the Sydney Hilton, 14 - 16 May 2012. While its format will be similar to the 2011 conference in Brisbane, it will be decidedly different - we are introducing a host of new initiatives to make this event more valuable for sponsors, exhibitors and delegates to participate in.

Some of these new initiatives will be apparent during the conference – both on the free Industry Day and during the conference itself – but other opportunities will also be available pre- and post-conference to ensure the event is a success for everyone.

The 2011 BICSI South Pacific conference and exhibition was excellent – many visitors and delegates said it was the best yet. If you exhibited there, like most, you had a booth equipped with products and displays that was manned by your skilled staff. But what sort of **ACTION** did you engage in?

This conference and exhibition will require action – not just from BICSI or the speakers or the industry at large – but from **YOU**, the exhibitors and sponsors.

This is a 'call to action' to make the 2012 conference even better than 2011 through **INVOLVEMENT**.

With the theme 'Delivering Best Practice', the 2012 conference and exhibition will focus on 'best practice' and what it takes to **DELIVER** it. As an exhibitor, speaker or sponsor, we want you to actively demonstrate how visitors and delegates can achieve best practice using your products, your skills and your knowledge.

### **WHAT IS 'BEST PRACTICE'?**


According to a dictionary definition, "best practice is a method or technique that has consistently shown results superior to those achieved with other means, and that is used as a benchmark."

If you deliver superior results to your clients or set the benchmark for the market in your related field, you need to demonstrate that to our expo visitors and conference delegates. They will be coming to this conference to learn how they too can deliver best practice in their specific field, and to learn from you.

Exhibitors at the 2012 BICSI conference will have an opportunity to up-skill the market in so many ways. Our aim is to have several hundred visitors come to our event on Day 1 to learn from you through both seminars and practical and even hands-on workshops on topics such as:

- the latest standards, industry practices and techniques that will add value to them and their customers;
- how converged networks will support many new and different applications;
- when to choose shielded over unshielded cabling and vice-versa;
- how to terminate Cat 6A properly;
- how to correctly test and report on cabling performance;
- how to fault-find and interpret test results and OTDR charts;
- how to successfully deploy multi-media applications over structured cabling
- what sort of cabling reticulation to use in various commercial and industrial applications;
- how to maintain the integrity of fire ratings in cable routing;
- how to capitalise on the many business opportunities that lie in the NBN deployment.

No matter how skilled or professional we are, there is always room for development. Best practice evolves – the benchmark is always moving upwards, as are customer expectations.

A decorative footer element consisting of a blue and white geometric pattern of overlapping lines and shapes, resembling a stylized network or data structure.

# DELIVERING BEST PRACTICE

## EXHIBITING

As the Platinum sponsor or a Gold exhibitor, you will have the opportunity to hold a series of workshops in the Skills Workshop Hall for visitors on Day 1 as well as holding tutorials for delegates on Days 2 and 3. Silver exhibitors will likewise be able to host mini workshops in their larger booths on all three days. And Bronze exhibitors will be encouraged to actively demonstrate how visitors can learn to deliver best practice using their products and services. All exhibitors and sponsors will also be able to offer their clients and customers the added benefit of a 50% discount on delegate fees to attend the conference. Once you sign up as a sponsor or exhibitor, you will be allocated a unique Promotion Code to pass on to your clients to quote when they register to attend the conference.

## SPONSORING

In addition to the exhibition and workshop areas, there will be a number of other opportunities for companies to build branding and exposure at the conference and to meet new people, prospects and of course your existing customers and end-users.

We will continue the very successful 'Punch Off' Skills Challenge that was introduced in 2011. This year we will focus on installing components of the NBN, including how to complete residential and apartment-style installations. NBN Co is a major supporter of this competition and will be involved in the judging along with our panel of experts. If you're involved, or are attempting to be involved in the NBN, this will be an excellent sponsorship opportunity to build brand recognition and meet and discuss your solutions directly with NBN Co.

The Tuesday night Awards Dinner will be a highlight, as it was at the 2011 conference. It will feature the BICSI South Pacific Awards for design and installation excellence, along with entertainment and music for you and your partners to enjoy. We guarantee this will be a fantastic night to complete the conference.

Other sponsorship opportunities include the Welcome Cocktail Party, Conference Satchel and Conference Pen & Pad.

Further details on sponsorship opportunities are outlined in the attached 'Sponsorship & Exhibition Opportunities' form.

### **SPEAKING**

As always, central to this event is the two-day conference, where subject matter experts from both inside and outside of our industry educate delegates on best practice.

We have already commenced our search for high-calibre presenters on topics such as data centres, networking convergence, industry evolution, the NBN and regulatory matters. As a sponsor or exhibitor, we invite you to submit topics for consideration to be presented at the conference. If your presentation is selected, you will benefit by contributing to the advancement of our industry; you will gain visibility and recognition as a leader and your conference registration fee is waived.

Individual speakers or a panel may present at the conference. BICSI will select the speakers and determine the conference time slot for each selected presentation. Please consider the method of your presentation when applying - panel discussions, lectures, case studies, and hands-on sessions.

Presentations are to be 45 minutes long and allow another 5 minutes for questions. The selection criteria for acceptable presentations include:

- Information is timely, relevant, and educational;
- Presentation applies to a global audience; and
- Material is vendor neutral and articulates 'best practices' and industry development.

The two-day conference will initially focus how best practice can be delivered in the design and deployment of IT infrastructures, with topics covering the latest developments in structured cabling, the broadband rollout, convergence of networking applications and data centres. The theme of best practice will then expand into exploring how best practice can be achieved in our business activities, project management, the active network layers and maintenance of the IT infrastructure to ensure our ultimate clients – end-users – experience a fully optimised system. Presentations will include panel discussions, discourses and case studies.

Further details on making a submission to be considered for speaking at the conference can be found in the attached 'Presentation Application' form.

### **PRE-CONFERENCE ACTIVITIES**

Exhibitors are encouraged to extend the conference opportunities to their customers by providing events or activities for their customers, staff and partners on the weekend before the conference. BICSI South Pacific will assist you in the development of programmes and timing so that your events and our conference are complimentary and supportive of each other.

## EXHIBITION OPPORTUNITIES

### **GOLD EXHIBITOR \$4,000**

- Choice of 5x2m or 3x3m shell booth or floor space in preferred 'Gold' zone for maximum exposure
- Company branding on stand
- Three Full Conference Delegates
- Opportunity to present paper or workshop at Monday seminar

### **SILVER EXHIBITOR \$3,500**

- 3x3m or 4x2m shell booth or floor space in preferred 'Silver' zone
- Company branding on stand
- Two Full Conference Delegates
- Opportunity to present paper at Monday seminar

### **BRONZE EXHIBITOR \$3,000**

- 3x2m Shell Booth
- Company branding on stand
- Two Full Conference Delegates

#### **Notes:**

- All exhibitors will have the opportunity to offer a 50% discount on Conference delegate pricing to clients.
- All exhibitors will receive a 20% discount on a table of 10 at the Awards Dinner.

## **SPONSORSHIP OPPORTUNITIES**

### **❑ PLATINUM SPONSORSHIP \$10,000**

- Exclusive naming rights & co-branding on all Conference marketing & ads
- Premium 'over-sized' shell booth or floor space in prime location for maximum exposure
- Opportunity to present paper or workshop at Monday seminar
- Prominent logo exposure on Conference Handbook and Conference Satchel
- Signage in and around exhibition area
- Website banner hyperlinked to your website
- Table for 10 at the Awards Dinner

### **❑ 'PUNCH OFF' SKILLS CHALLENGE \$3,000**

- Naming rights to the 'Punch Off' Challenge
- 10 min presentation
- Signage in and around exhibition area

### **❑ WELCOME COCKTAIL PARTY \$2,000**

- Naming rights to Welcome Cocktail Party
- 10 min company profile presentation and welcome address to the cocktail party
- Signage in and around exhibition area

### **❑ AWARDS DINNER \$3,000**

- Exclusive naming of Awards dinner
- Signage in and around the dinner venue
- Table for 10 at the Awards Dinner

### **❑ HAPPY HOUR BAR \$2,000**

- Naming rights in exhibition area
- 10 min presentation in exhibition area
- 2 Awards Dinner Tickets

### **❑ SACHEL SPONSORSHIP \$2,000**

- Co-branding on the official Conference Satchel
- One Full Conference Delegate

### **❑ PAD & PEN SPONSORSHIP \$1,500**

- Co-branding on the official Conference Pad & Pen
- One Full Conference Delegate

## EXHIBITION & SPONSORSHIP BOOKING FORM

Company:

Contact:

Position:

Address:

Telephone:

Fax:

E-mail:

### Payment

A cheque is enclosed, payable to BICSI South Pacific Ltd

Please debit my credit card

MasterCard  VISA  Amex

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Amount \$

Name on Card:

Expiry Date:      /

Signature:

I confirm the above information is correct.

Please return completed booking form to:

**BICSI South Pacific Ltd**

PO Box 1018,

South Melbourne,

Victoria, 3205

fax to +61 3 9867 5099 or

email [paul.stathis@bicsi.com.au](mailto:paul.stathis@bicsi.com.au)

## PRESENTATION APPLICATION FORM

Please complete the form below and submit it, along with an abstract (150 words max), current presenter bio and detailed presentation outline and learning objectives (optional). Separate applications are required if you wish to submit a proposal for more than one session. Submission deadline is COB Friday 9 March 2012. Applicants will be notified of proposed selection March 2012. Accepted proposals will require submission of a copy of the presentation for use on the website.

### PRESENTER INFORMATION

Presenter Name & Title

Company

Address

State

Post Code

Country

Telephone

Fax

E-Mail

Speaker Experience Level:

Novice  Intermediate  Veteran

### PRESENTATION INFORMATION

Suggested topic

Presentation title

Presentation method:

Lecture  Interactive/group discussion  Panel  
 Case Study  other, please explain

Audio-visual requirements:

Video  DVD  Computer projection

Have you given this presentation previously at a BICSI conference or other BICSI event (e.g. regional seminar)?

Yes  No

If yes, name and date of previous presentation



Please return completed booking form to:

**BICSI South Pacific Ltd**

PO Box 1018,  
South Melbourne,  
Victoria, 3205

fax to +61 3 9867 5099 or  
email [paul.stathis@bicsi.com.au](mailto:paul.stathis@bicsi.com.au)

I agree to the terms and requirements outlined in this Call for Presentations.

Signature:

Date:

**TERMS AND CONDITIONS**

The decision to accept your presentation is made by the BICSI South Pacific Conference Committee (the Committee). Assignment of the conference time slot is the decision of the committee. The committee will also schedule any additional presentations. The official language of the conference is English; therefore, presentations must be in English. Presentations must be strictly generic, universal and non-commercial. Avoid commercialism and the use of trade names. Presentations of a marketing nature or those containing specific product demonstrations will not be accepted. All presentations must be delivered on a generic BICSI South Pacific presentation template. This template will be provided by BICSI South Pacific upon successful inclusion in the speaker line up. Inclusion of logos is permitted, however strict guidelines will apply. Permission in writing must be supplied to allow the posting of your presentation to the BICSI South Pacific website after the conference. By presenting at the conference, you grant unrestricted permission to the Conference Committee to record, duplicate, and distribute copies of the presentation.

