

Property Management Leadership Summit

partnership opportunities 2018



7-8 March 2018 • Gold Coast • pmleadershipsummit.com.au

Welcome

Empowered by **ireviloution** and **businessDEPOT**, the Property Management Leadership Summit (formerly ALPPPS) is designed for Australian Property Management Leaders, including Principals, Heads of Department and BDMs, who are serious about leadership and business success.

Our Delegates want to be empowered with leadership and business strategies so they can reach the pinnacle of success in their business. That's why, the Property Management Leadership Summit will inspire our Delegates to #ReachThePinnacle in 2018.



Back for its fourth year, the Property Management Leadership Summit has consistently exceeded its target number of attendees. With over 100 Principals, Heads of Department and BDMs attending both the 2016 and 2017 summits, next year we aim to attract this same number of Property Management Leaders through our strategic marketing campaign.

Our summit has also consistently helped our Partners achieve a return on their partnership investment. Helping to foster long-term relations with our Delegates, our Partners have experienced a great uptake of their products and services from attendees, and continue to build on these win-win relationships.



Set up base camp

Set up base camp at the Property Management Leadership Summit in 2018 and teach our Delegates why and how your products or services are needed to help them reach the pinnacle of business success. As a Partner, you have the opportunity to build one-on-one relationships with the key decision-makers in property management businesses nationwide. This point of difference dramatically increases your chances of receiving a return on your partnership investment, and ensures your brand is seen as a leader amongst Property Management Leaders.

Property Management Leaders

Property Management Leaders, including Principals, Heads of Department and BDMs, who are serious about business and leadership success attend the Property Management Leadership Summit. Property Management Leaders seek to be empowered with business and leadership strategies which help them raise the bar and achieve the pinnacle of success in their business.

Through a strategic marketing campaign with irevilouton and businessDEPOT, we will attract 100 Property Management Leaders to next year's Property Management Leadership Summit. As these Delegates are in search of the leading tools, products and services to help their business, it is the event not to be missed by industry-providers.

Delegate breakdown

Principal Leader

Operate in Australian East Coast
Operating 5-15 years
100-1000 properties under management
1-8 property managers
Attend the Property Management
Leadership Summit for inspiration,
industry insights, leadership skills and
real-life examples from real estate
businesses so they can step up, lead
their team more efficiently, and
profitably grow their business

Head of PM Department Leader

Operate in Australian East Coast
In role 1-10 years
100-1000 properties under management
Attend the Property Management
Leadership Summit for inspiration,
industry insights, leadership skills and
real-life examples from real estate
businesses
Aspire to take career to next level and
become Property Management
Business Owner

BDM Leader

Operate in Australian East Coast
In role 1-5 years
Attend the Property Management
Leadership Summit for inspiration,
industry insights, leadership skills and
real-life examples from real estate
businesses
Aspire to take career to the next level
and become Head of PM Department or
Business Owner

Partnership packages



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Pinnacle Partner

\$10,000 +GST (2 available)

45-minute opening keynote at Summit

1 x trade table

6 x Property Management Leadership Summit
registrations (\$200 +GST per additional registration)

1 x full page colour advertisement in Summit workbook
(partner supplied artwork)

1 x media release shared on online publications, EDMs,
PM Leadership Summit and businessDEPOT blogs,
social media

Mentions on social media in the lead up to the Summit as
the Pinnacle Partner

Company logo on all EDM's to 1000+ recipients

1 x logo on PM Leadership Summit website as the
Pinnacle Partner

1 x logo on print ad

1 x interview on the Business of Real Estate Facebook
live broadcast with Jo-Anne Oliveri and Jacob Aldridge

Live event mentions at the Summit

*Standard partner inclusions

Peak Partner

\$5,000 +GST (6 available)

1 x trade table

4 x Property Management Leadership Summit registrations (\$200 +GST per additional registration)

1 x half page colour advertisement in Summit workbook (partner supplied artwork)

1 x Facebook and Twitter mentions

1 x logo on PM Leadership Summit website as the Peak Partner

1 x logo on print ad

1 x mention on the Business of Real Estate Facebook live broadcast with Jo-Anne Oliveri and Jacob Aldridge

*Standard partner inclusions

AND choice of one (1) of the following items (be quick to secure your preferred choice):

Summit cocktail party: Opportunity to be the official sponsor of the Summit Cocktail Party on Wednesday 7 March 2018. Your company is exclusively promoted during the 2-hour event. As well, your company is the exclusive sponsor of the Charity Auction.

Summit workbook: One colour logo and/or company name to feature prominently on the Summit workbook, the item every Delegate will use during and after the event to refer to their notes and tradeshow partner details.

Summit bag: One colour logo and/or company name to feature prominently on the Summit tote style reusable shopping bag, branded one side.

Summit passport (lanyard and name wallet): One colour logo and/or company name to feature prominently on the Summit purple lanyard and name wallet (including summit program on reverse).

Summit bottled spring water: One colour logo and/or company name to feature prominently on the Summit 350ml spring water bottle packaging. Every Delegate receives bottled water in their summit bag.

Summit USB: One colour logo and/or company name to feature prominently on the Summit purple USB, the item every Delegate will use during and after the event to store and transfer documents.

Purple Partner

\$2,500 +GST (6 available)

1 x trade table

1 x Property Management Leadership Summit registration (\$200 +GST per additional registration)

1 x ¼ page B&W advertisement in summit workbook (partner supplied artwork)

1 x Facebook & Twitter mention

1 x logo on PM Leadership Summit website as the Purple Partner

1 x logo on print ad

*Standard partner inclusions

***All Partners receive the following standard inclusions**

Company name and logo: Displayed on Summit website and marketing campaign

Tradeshow stand to include: Table with cloth, room for company banner

Summit workbook: Company logo and overview displayed in Summit workbook

Summit bag: Opportunity to place promotional item in the Summit bag

Cocktail party and charity auction: Opportunity to donate item to the Charity Auction

Partner prize draw: Opportunity to offer prize to Delegates

Marketing opportunities for Partners



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Marketing reach

All Property Management Leadership Summit Partners will be promoted to a targeted Property Management Leaders audience. Through our strategic marketing campaign, combining email, social, print and digital tactics, we aim to reach Property Management Principals, Heads of Departments and BDMS who reside in the Australian East Coast and are serious about achieving the pinnacle of business success. The following table shows the estimated reach of each tactic, depending on your chosen Partnership Package.

	Pinnacle Partner	Peak Partner	Purple Partner
ireviloution e-newsletter subscribers	1,000+	1,000+	1,000+
businessDEPOT blog average traffic/month	2,200+	-	-
Facebook reach	550+	550+	550+
Twitter reach	1,500+	1,500+	1,500+
LinkedIn reach	6,000+	-	-
Elite Agent/EPM magazine subscribers	12,000+	12,000+	12,000+
Combined online publication page views/year	2.6 million+	-	-
Combined online publication e-newsletter subscribers	55,000+	-	-
'Business of Real Estate' live broadcast views	300+	300+	-

How will you be showcased?

During the two-day Property Management Leadership Summit, we will showcase your company and its service-offering in the following ways:

- Company logo and overview in Summit workbook

- MC company name mentions

- Social mentions (Facebook, Twitter)

- Company logo on official Property Management Leadership Summit master slide

- Company banners on display in tradeshow area

- Partner prize draw (if participating)

- Charity Auction (if donating item)

How can you maximise your ROI on your partnership investment?

Whilst the Property Management Leadership Summit may run for two days, we believe that the event never really stops. Through ongoing promotion throughout the year, we continue to foster mutually beneficial relations with our Delegates. This means we also never stop promoting our Partners to them.

To maximise your return on your 2018 Partnership, we suggest you do the same- invest in ongoing promotion to the Delegate list we provide post-event. By nurturing your relationships with these Property Management Leaders, you are guaranteed to win business from them (or someone they refer) in the short or long-term.

As well, past Partners have noted that another great way to maximise your return on your Property Management Leadership Summit Partnership investment is by stepping out from behind your trade table and mingling with our Delegates face-to-face and one-on-one.

You'll soon discover that our Summit encourages a friendly and fun atmosphere. That's why our Partners achieve the best results when they join in- attend the presentations, join us for lunch, and share in the fun at the Cocktail Party and Charity Auction. Get to know our Delegates and they'll want to get to know your company and what you're offering.

Promotion period

The Property Management Leadership Summit promotion period (from Official Launch to Post-Event) runs from November 2017 to June 2018. The following table shows when each tactic will be implemented during this timeframe to achieve the target number of Delegates and promote our Partners, as promised.

	Official launch event Nov	Early Bird Dec	Jan	Last chance to save Feb	Event opens Mar	Post-event Apr	May	Jun
EDM								
Blog								
Facebook								
Twitter								
LinkedIn								
Print ads								
Influencers								
Presenters								
Press releases								
Live broadcasts								

Terms and conditions



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Payment terms and conditions

To book your Property Management Leadership Summit Partnership Package 2018 please contact cara@ireviloution.com.

Please note that the partnership fee does not include travel, accommodation or meals (other than those provided as part of the two-day Property Management Leadership Summit). Partners are required to supply artwork for advertisements in accordance with ireviloution Enterprises Pty Ltd guidelines, specifications and by the due date. Failure to submit on the due date will result in your omission from the summit workbook and other relevant items.

Payment can be made by direct deposit to:

CitiBank

Account name: ireviloution Enterprises Pty Ltd

BSB: 242200

Account number: 470678145

Your booking form is a tax invoice. Once your booking is processed you will be emailed a tax receipt with confirmation of your partnership package. Please be aware that by agreeing to the Property Management Leadership Summit terms and conditions you will be accepting a legal contract with ireviloution Enterprises Pty Ltd.

Cancellation policy

Partners are required to notify ireviloution Enterprises Pty Ltd, in writing, three (3) months prior to the Summit of their intention to terminate their Property Management Leadership

Summit Partnership 2018 agreement. Partners agree to compensate ireviloution Enterprises Pty Ltd in the event of cancellation by way of 50% of the total partnership fee. ireviloution Enterprises Pty Ltd will refund in full any balance of funds remaining in the event the fee has been fully paid.

The partnership fee in full is required to be paid for cancellations after this date.

Privacy

The Property Management Leadership Summit and ireviloution Enterprises Pty Ltd respects your right to the privacy and confidentiality of your personal information. We observe and comply with all relevant government legislation, regulations and industry codes of practice. ireviloution Enterprises Pty Ltd will not use any personal information provided to and by you (including personal information provided to you by your Customers), for any other purpose other than to contact these Customers to promote the Property Management Leadership Summit.

The final Tradeshow floor plan is subject to change without notice based on final partnership registrations, cancellations, catering requirements and venue conditions. Please be assured that all efforts will be made to accommodate special requests. However, special requests cannot be guaranteed. The Tradeshow will open at 8.30am Wednesday 7 March and will be available for display setup from 7.00am. The Trade Tables will be set up with tablecloth in preparation for your display, banners and collateral. All exhibitors must be fully set up and ready by 8.30am Wednesday 7 March. The dismantling period is from 3.00pm Thursday 8 March. All exhibitor displays or materials left in the hall after 5:00pm will be packed and shipped at the discretion of ireviloution Enterprises Pty Ltd and all applicable service charges will be applied to the Partner. Trade Tables must be staffed prior to the Summit commencing each day, and during all morning, lunch and afternoon tea breaks. Neither ireviloution Enterprises Pty Ltd nor the Mantra on View Hotel will be responsible for loss or damage to any property in storage, in transit to or from the Tradeshow building, while in Tradeshow building or for any loss of income as a result of any reduced sales due to such loss or damage. All property of the Partner shall be deemed to remain under the Partner's custody and control in storage, in transit to, from or within the confines of the Tradeshow area. ireviloution Enterprises Pty Ltd provides no insurance coverage for the Partner's property and is not responsible for any loss of that property regardless of the cause. In the event the Partner plays recorded music at the Tradeshow stand which is the subject of this contract, the Partner warrants that it shall have obtained appropriate licenses and the authority to use such copyrighted music, and that it shall comply with all terms and conditions of said licenses. The Partner agrees not to have any live musical performances at the Tradeshow area. The Partner warrants further that it is the sole owner of all copyrighted materials appearing in its Tradeshow display, or in the alternative, that it has obtained appropriate licenses to display such materials. The Partner agrees to defend, indemnify, save and hold ireviloution Enterprises Pty Ltd harmless from and against all claims that may be brought against ireviloution Enterprises Pty Ltd arising out of any alleged breach of the warranties made in this paragraph. The broadcasting of promotional material from within a Tradeshow stand must not interfere with other exhibitors or consist of any offensive or immoral material or behaviour. The Partner may not assign, sublet, or apportion all or any part of its contracted Tradeshow stand, nor may the Partner cause or permit the advertisement, display, promotion, sales or marketing of products or services from its Trade Table other than those manufactured, distributed or sold by the Partner in the regular course of business and identified in this contract. The Partner may change, add or delete a product or service to be displayed in its Tradeshow stand only with ireviloution Enterprises Pty Ltd express permission, which shall not be given without three (3) months prior written notice. The Partner agrees that the use or distribution of any advertising materials or souvenirs during the Summit shall be subject to prior written approval by ireviloution Enterprises Pty Ltd. Except as otherwise provided, ireviloution Enterprises Pty Ltd shall not endorse, support or be liable for the claims made by the Partner as to the qualities or merits of their products or services, and no advertising or mention shall indicate, claim or suggest such endorsement or support. All brochures and marketing material must be distributed only from within the Tradeshow stand area. The Partner expressly agrees to be bound by all the terms, conditions and specification herein listed and by the Property Management Leadership Summit established by ireviloution Enterprises Pty Ltd and as from time to time thereafter modified, and expressly agrees that this Contract and such Rules and Regulations contains the entire agreement between the parties hereto and supersedes any prior agreement, written or oral. This Contract shall be interpreted under the laws of Australia and the State of Queensland. Any dispute arising out of or relating to this Agreement shall be filed in the appropriate Federal or State Court located in Brisbane, in the State of Queensland. Any matters not specifically covered herein are subject to decision by ireviloution Enterprises Pty Ltd. ireviloution Enterprises Pty Ltd reserves the right to make such changes, amendments and additions to these rules as are considered advisable for the proper conduct of the Tradeshow, with the provision that all Partners will be advised of such change.

Partner with us

To discuss Property Management Leadership Summit 2018 partnership opportunities contact

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