



AUSTRALIAN
MARKETING
INSTITUTE

AUSTRALIAN MARKETING INSTITUTE

AMI BRAND FINANCE FORUM™
SPONSORSHIP PROSPECTUS

'VALUE CREATION THROUGH MARKETING'

AUSTRALIAN MARKETING INSTITUTE 2009 EVENT SPONSORSHIP PROSPECTUS

Commercial – In-Confidence

The **AUSTRALIAN MARKETING INSTITUTE (AMI)** is the professional body representing marketing in Australia. Membership of the AMI means recognition of your career status and expertise. AMI Membership is the only way you can apply for and retain the status of Certified Practising Marketer (CPM). The Australian Marketing Institute offers:

- A respected and authoritative voice for the profession
- Strong advocacy of the highest standards in marketing
- The opportunity to achieve career advancement and enhanced credibility in the profession through professional development programs, access to the latest information on marketing practice and networking with fellow practitioners.

Australian Marketing Institute Brand Finance Forum™ - The Role of Brands in an Economic Downturn Thursday, 30 July 2009, The Swissôtel, Sydney

The **AMI Brand Finance Forum™** is jointly presented by the Australian Marketing Institute and Brand Finance. It brings together a unique combination of speakers to explore how the value of marketing assets can be protected and leveraged. The event flows from the Brand Finance Forum™ that has been held at the London Stock Exchange since 2004.

It is targeted at senior level marketing and finance executives, bridging the gap between finance and marketing. We are anticipating between 80 - 100 participants.

The Forum will be marketed to 20,000 senior marketing professionals nationwide through a series of direct mail and electronic campaigns. The marketing campaign will capitalise on the AMI's extensive internal database, along with it's partnerships with marketing publications and industry networks.

2008 Delegate Profile:

TITLE	COMPANY
Brand & Comms Marketing Manager	AAPT
Group Executive - Strategy & Development	Australian Unity
Director	Behind the Line
Director	Mitchell Communication Group
Managing Director	Blue Frog Marketing
Marketing & Business Development Specialist	Bluescope Steel
Marketing Strategy & Planning Manager	BlueScope Steel Limited
Chief Executive Officer	bmf
Principal	Booz & Co
Chief Executive	Brand Finance PLC (London)
Strategic Brand Executive	Caltex Australia Petroleum Pty Ltd

Managing Director
General Manager Marketing
Chief Financial Officer
General Manager, Marketing & Communications
Chairman & MD
Chief Financial Officer
Senior Client Advisor
Chairman
Senior Marketing Manager -A/NZ
General Manager, Retails & Customer Services
Executive Director - Marketing & Engagement
Global Head of Strategic Marketing & Communications
Managing Director, Wine
Marketing Manager
National Marketing Manager
Marketing Manager
Senior Counsel
Professor of Integrated Marketing Communications
Senior Manager - Brand
National Manager, Brand, Communications & Culture
Managing Director
Managing Director
Chief Executive Officer
Managing Director
Director
Partner
Senior Reporter
Director Market and Business Development
Head of Corporate Marketing
General Manager, Marketing
Managing Director
Marketing and Media Editor
Director of Customer Analytics
Director
Professor At the School of Marketing At UNSW
Program Director, Master of Marketing
Global Director of Brand
Partner
Communications Manager

Credit Suisse Equities
Ergon Energy Pty Ltd
Foster's Group
Fujitsu Australia
George Patterson Y&R
Ghd Hair
Global Reviews
Growth Solutions Group
Hitachi Data Systems
Integral Energy
La Trobe University
Lend Lease Corporation
Lion Nathan
Macpherson & Kelley Lawyers
McCormick Foods Australia
MDA National
Minter Ellison Lawyers
Northwestern University
NRMA Motoring Services
Origin Energy
Pacific Equity Partners
Principals Branding
Real Brand & Business
Repucom
Rypage Pty Ltd
Shelston IP
Sky News Business Channel
Southbank Institute of Technology
St George Bank
Stella Travel Group
StrategyCo
The Australian Financial Review
The Leading Edge
Transform IG
University of NSW and Cranfield University, UK
University of Sydney
Vodafone Group
Watermark Patent & Trademark Attorneys
Westpac Banking Corporation

SPONSORSHIP PACKAGES

Principal Event Sponsorship

Principal Event Sponsorship offers the opportunity to be a major sponsor for the AMI Brand Finance Forum™. Principal Sponsors will receive category exclusivity; superior signage; and the opportunity to have priority exposure and access to conference delegates.

Benefits include:

- Prominent display of your logo on the conference website
- Prominent display of your logo at registration and in the main conference rooms
- Category exclusivity
- Placement of your promotional material in the delegates' conference satchels
- Editorial space in the AMI's online newsletter, *Marketing Update*
- 5 complimentary registrations to the conference
- A detailed delegate contact list for your marketing program
- Sponsorship of the lunch or networking drinks at the conclusion of the conference
- Discounted registrations for your clients

Principal Sponsorship of the Senior Marketers Forum commences at an investment of \$7,500 (+GST)

Exhibition Packages

The AMI Brand Finance Forum™ offers a limited number of companies the opportunity to exhibit at the conference. Exhibitors will be located directly outside the main conference room and will be highly visible to all conference delegates. The exhibition space will also be the venue for conference registration, morning/afternoon tea and pre-dinner cocktails at the conference dinner.

Key Exhibition Benefits Include:

- Prominent exhibition space and access to conference delegates
- 2 complimentary registrations to the Conference
- A detailed delegate contact list for your marketing program

Exhibition fees at the AMI Brand Finance Forum™ start from an investment of \$4,000 + GST. Additional rates and benefits will be negotiated on an individual basis.

For more information about sponsorship opportunities, please contact:

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