



## 2024 PARTNERSHIP PROSPECTUS



A WINNING COMBINATION | Partnerships for industry, by industry

# SOLID FOUNDATIONS



Founded in 1925, Master Builders Association of the ACT is the Canberra region's peak construction industry body. With over **1,000** member companies and with the primary market share of industry, Master Builders ACT are well respected and well positioned to grow your relationship with industry.



MBA ACT members include major companies operating in the ACT, as well as many small and family businesses.

Our members represent the entire supply chain of the industry, including commercial and residential builders, civil contractors, subcontractors, suppliers, property developers, and professional consultants that support the building and construction industry.

## MEMBERS JOIN MBA ACT TO ACCESS THE WIDE RANGE OF BENEFITS AND SERVICES ON OFFER:

- Member rates on a wide variety of industry based training courses provided by *MBA Group Training* RTO Number 88163.
- Fidelity Fund Certificates, by *Master Builders Fidelity Fund*.
- *MBA Legal* specialised legal services.
- Full suite of member discounts including; Ampol, Telstra, Toyota, Dell and Medibank
- Unique industry networking events, educational sessions and education
- Weekly industry updates via Electronic Direct Mail (EDM's)
- Products including contracts, eDocs and site signs



## Industry based advice relating to:

- Industrial relations
- Work Health and Safety
- Employment advice
- Enterprise bargaining agreements

**88% of members agree MBA is a proactive advocate for industry and lobbies government on important issues**



## MASTER BUILDERS ACT 2024 CONFERENCE

Join the Master Builders ACT Conference, a groundbreaking event bringing together visionaries in leadership, sustainability, and business best practices. Engage with industry pioneers as they share invaluable insights and strategies to elevate your business to new heights. Discover innovative approaches to leadership, empowering you to inspire your teams and drive exceptional results.

Uncover the latest sustainable practices, embracing eco-conscious solutions that not only benefit the environment but also enhance your bottom line. Don't miss this unique opportunity to network, learn, and collaborate with like-minded professionals, propelling your company towards a prosperous, responsible, and successful future.

### Key Information:

**DATE:** 21st & 22nd February, 2024

**LOCATION:** National Convention Centre, Canberra

**ATTENDEES:** Anticipating 400+ attendees, over the 2 day event

### Event Goals:

The Canberra region's leading construction industry conference, targeting all aspect of industry. Educate, inspire and innovate, with members and other industry stakeholders. Connection between attendees will be assisted through the MBA Conference app, with lead generation actions, delegate messaging options, partner link outs, custom attendees schedules, speaker information and more.

The 2024 Conference will play host to a wide variety of speakers, themes and educational sessions. Partners are able to contribute to sessions, speakers and themes where available.

All proposed packages are customisable, based on the goals of the partner (where possible).





# MASTER BUILDERS CONFERENCE

## Conference Themes:

The themes for the 2024 Conference tie into the key advocacy topics for Master Builders ACT and our members:

- Work Health & Safety
- Procurement & Government
- Skills
- Construction Sustainability
- Quality in Construction
- Mental Health & Wellbeing
- Diversity and Inclusion
- Leadership
- Cyber Risks and Opportunity

*more themes and speaker announcements to come...*

## Meet the Keynote Speakers:



### Kevin Walters:

After winning the MBA ACT 1988 Apprentice of the Year, Kevin has gone on to play for and coach several team in the NRL, creating a winning formula to get the most out of a team.



### Steve Sammartino:

He is one Australia's most respected futurists and business technologists. He has an incredible ability to make sense of how emerging technology applies to your industry.

## Breakout Streams:

The 2024 event will see attendees have the opportunity to attend one of 3 streams, per breakout session with each tying back to a sector within industry:

Residential:	Commercial & Civil:	Subcontractors:
<ul style="list-style-type: none"><li>• Building Blocks of Digital Success</li><li>• Navigating Communications Clashed to Avoid Disputes</li><li>• Strategies for Avoiding Common Defects</li></ul>	<ul style="list-style-type: none"><li>• Embracing Collaborative Contracting</li><li>• Missing Middle - Planning &amp; Housing within the ACT</li><li>• Unveiling Personal Liability in Construction</li></ul>	<ul style="list-style-type: none"><li>• Retain Your A-Team: Effective Employment for Lowering Turnover</li><li>• Trust Accounts: Unlocking Security or Industry Strain?</li><li>• The Power of Psychological Safety</li></ul>

*NOTE: Attendees are welcome to attend any session that is of interest.*



## PARTNERSHIP PACKAGES AVAILABLE:

Master Builders ACT have curated a series of partnership packages for this unique event, ranging in activation type, investment, and potential engagement/reach. The table below provides an overview of the options available, with the following pages detailing each package in full.

	<b>Session</b> <i>\$7,000 + GST</i>	<b>Concurrent Session</b> <i>\$4,200 + GST</i>	<b>Exhibitor</b> <i>\$4,600 + GST</i>	<b>Hospitality</b> <i>\$5,000 + GST</i>	<b>Corporate</b> <i>\$2,800 + GST</i>
<b>Branding</b>					
Brand alignment	✓	✓	✓	✓	✓
Event App use	✓	✓	✓	✓	✓
Naming Rights to ONE Session	✓	✓			
30sec video at session	✓	✓			
<b>Hospitality</b>					
2x VIP passes for conference	✓	✓	✓	✓	✓
2x tickets to VIP dinner	✓	✓	✓	✓	✓
Priority Seating	✓		✓	✓	
<b>Comms &amp; Social</b>					
Onboarding post	✓	✓	✓	✓	✓
Mid Event Posts	✓	✓	✓	✓	✓
30 sec video interview	✓	✓	✓	✓	✓
Speaker campaign	✓	✓			
<b>Advertising</b>					
Canberra Builder publication	Half Page		1/3 page		
Event Program	Full Page	Half Page	Half Page	Full Page	Quarter
MBA eDM feature	✓	✓	✓		
<b>Logo Recognition</b>					
Across all event material (digital and print)	✓	✓	✓	✓	✓
<b>Partnership Management</b>					
Facilitated introductions	✓	✓	✓	✓	✓
Partnership manager	✓	✓	✓	✓	✓

## SESSION PARTNER

### Partner Benefits

S

#### *Branding*

- Brand alignment across all MBA Conference materials, apps, learning sessions, and activations
- Partner positioning on Event app, powered by EventsAIR, including link to partner website
- Opportunity to include material in delegate packs – provided by partner
- Naming rights to ONE primary conference session, with opportunity to provide opening partner address OR guest speaker for panel/presentation (must fit existing topic)
- 30sec video to play at opening of partnered session

#### *Hospitality*

- 2 x All Access VIP passes to the 2 day Conference Event - valued at \$950 each
- 2 x VIP tickets to exclusive MBA Board and Conference Partner welcome dinner evening prior to MBA Conference valued at \$180 each
- Prioritised seating allocation at Welcome dinner. Option to select table location to ensure introductions the best suit partners strategic goals

#### *Communication and Social*

- Partner onboarding announcement across all social platforms with partner tagging
- Monthly "Partner Recognition" social media stories
- Partner tagging during the pre-event "meet the speaker" campaign
- Social media post during event, including social images and partner tagging
- "On the ground" video interview on social media during event

#### *Advertising*

- 1/2 page Advertisement in ONE "Canberra Builder" magazine, Master Builders ACT's premium, triannual B2B publication. Print and digital publication, valued at \$990
- Feature segment in ONE MBA Weekly member update. Sent to 1,600+ subscribers, with an average 48% open rate, and 19% click rate.
- FULL PAGE advertisement in printed event program. Print copies distributed to all event delegates, and digital cope available on MBA website.

#### *Logo inclusions:*

- MBA event website page, EventsAIR ticketing page etc.
- All event related eDMs, send to the 1,600+ MBA subscribers
- Event AV screens, media walls, event programs, and promotional material throughout event
- Pre and post event wrap up articles in "Canberra Builder" magazine

#### *Partnership management:*

- Dedicated partnerships manager, assisting you to get the most from your partnership.
- Exclusive partner use within MBA Conference app, powered by EventsAIR. With lead generation actions, delegate messaging options, partner link outs, custom attendees schedules, speaker information and more.
- Facilitated introduction(s) by MBA team, to members and event delegates that align to partner goals.
- Event attendees names and company, available within EventsAIR delegate app, to allow direct communication and connection

**Session Partner Investment - \$7,000 + GST**

## CONCURRENT SESSION PARTNER

### Partner Benefits



#### *Branding*

- Brand alignment across all MBA Conference materials, apps, learning sessions, and activations
- Partner positioning on Event app, powered by EventsAIR, including link to partner website
- Opportunity to include material in delegate packs – provided by partner
- Naming rights to ONE concurrent conference session, with opportunity to provide opening partner address OR guest speaker for panel/presentation (must fit existing topic)
- 30sec video to play at opening of partnered session

#### *Hospitality*

- 2 x All Access VIP passes to the 2 day Conference Event - valued at \$950 each
- 2 x VIP tickets to exclusive MBA Board and Conference Partner welcome dinner evening prior to MBA Conference valued at \$180 each

#### *Communication and Social*

- Partner onboarding announcement across all social platforms with partner tagging
- Monthly "Partner Recognition" social media stories
- Partner tagging during the pre-event "meet the speaker" campaign
- Social media post during event, including social images and partner tagging
- "On the ground" video interview on social media during event

#### *Advertising*

- Feature segment in ONE MBA Weekly member update. Sent to 1,600+ subscribers, with an average 48% open rate, and 19% click rate.
- FULL PAGE advertisement in printed event program. Print copies distributed to all event delegates, and digital cope available on MBA website.

#### *Logo inclusions:*

- MBA event website page, EventsAIR ticketing page etc.
- All event related eDMs, send to the 1,600+ MBA subscribers
- Event AV screens, media walls, event programs, and promotional material throughout event
- Pre and post event wrap up articles in "Canberra Builder" magazine

#### *Partnership management:*

- Dedicated partnerships manager, assisting you to get the most from your partnership.
- Exclusive partner use within MBA Conference app, powered by EventsAIR. With lead generation actions, delegate messaging options, partner link outs, custom attendees schedules, speaker information and more.
- Facilitated introduction(s) by MBA team, to members and event delegates that align to partner goals.
- Event attendees names and company, available within EventsAIR delegate app, to allow direct communication and connection

**Concurrent Session Partner Investment - \$4,200 + GST**

## EXHIBITOR PARTNER

### Partner Benefits

E

#### *Branding*

- Brand alignment across all MBA Conference materials, apps, learning sessions, and activations
- Partner positioning on Event app, powered by EventsAIR, including link to partner website
- Opportunity to include material in delegate packs – provided by partner
- Premium Location "Exhibitor Booth" for duration of event. Opportunity to demonstrate product/services to all event delegates
- 60 sec "elevator pitch", at ONE conference primary session. Opportunity to address all delegates, introduce company, and encourage attendees to visit partner booth and find out more.

#### *Hospitality*

- 2 x All Access VIP passes to the 2 day Conference Event - valued at \$950 each
- 2 x VIP tickets to exclusive MBA Board and Conference Partner welcome dinner evening prior to MBA Conference valued at \$180 each
- Prioritised seating allocation at Welcome dinner. Option to select table location to ensure introductions the best suit partners strategic goals

#### *Communication and Social*

- Partner onboarding announcement across all social platforms with partner tagging
- Monthly "Partner Recognition" social media stories
- Social media post during event, including social images and partner tagging
- "On the ground" video interview on social media during event

#### *Advertising*

- 1/3 page "Meet the 2024 Conference Exhibitor" feature in "Canberra Builder" magazine, Master Builders ACT's premium, triannual B2B publication. Print and digital publication, valued at \$990
- Feature segment in ONE MBA Weekly member update. Sent to 1,600+ subscribers, with an average 48% open rate, and 19% click rate.
- HALF PAGE advertisement in printed event program. Print copies distributed to all event delegates, and digital cope available on MBA website.

#### *Logo inclusions:*

- MBA event website page, EventsAIR ticketing page etc.
- All event related eDMs, send to the 1,600+ MBA subscribers
- Event AV screens, media walls, event programs, and promotional material throughout event
- Pre and post event wrap up articles in "Canberra Builder" magazine

#### *Partnership management:*

- Dedicated partnerships manager, assisting you to get the most from your partnership.
- Exclusive partner use within of MBA Conference app, powered by EventsAIR. With lead generation actions, delegate messaging options, partner link outs, custom attendees schedules, speaker information and more.
- Facilitated introduction(s) by MBA team, to members and event delegates that align to partner goals.
- Event attendees names and company, available within EventsAIR delegate app, to allow direct communication and connection

**Exhibitor Partner Investment - \$4,600 + GST**



## HOSPITALITY PARTNER

### Partner Benefits



#### Branding

- Brand alignment across all MBA Conference materials, apps, learning sessions, and activations
- Partner positioning on Event app, powered by EventsAIR, including link to partner website
- Opportunity to include material in delegate packs – provided by partner

#### Hospitality

- 2 x All Access VIP passes to the 2 day Conference Event - valued at \$950 each
- 2 x VIP tickets to exclusive MBA Board and Conference Partner welcome dinner evening prior to MBA Conference valued at \$180 each

#### Communication and Social

- Partner onboarding announcement across all social platforms with partner tagging
- Monthly "Partner Recognition" social media stories
- Social media post during event, including social images and partner tagging
- "On the ground" video interview on social media during event

#### Advertising

- FULL PAGE advertisement in printed event program. Print copies distributed to all event delegates, and digital cope available on MBA website.

#### Logo inclusions:

- MBA event website page, EventsAIR ticketing page etc.
- All event related eDMs, send to the 1,600+ MBA subscribers
- Event AV screens, media walls, event programs, and promotional material throughout event
- Pre and post event wrap up articles in "Canberra Builder" magazine

#### Partnership management:

- Dedicated partnerships manager, assisting you to get the most from your partnership.
- Exclusive partner use within of MBA Conference app, powered by EventsAIR. With lead generation actions, delegate messaging options, partner link outs, custom attendees schedules, speakers etc.
- Facilitated introduction(s) by MBA team, to members and event delegates that align to partner goals.
- Event attendees names and company, available within EventsAIR delegate app

#### Hospitality OPTION 1:

Co-Host recognition at specific hospitality event including:

- Naming rights to event
- 4 x tickets to event
- Opening address to attendees
- 200 word bio in specific event /program

Available events include Partner and MBA Board Welcome Dinner and Delegate Networking Cocktail Event with CBRIN & UC

#### Hospitality OPTION 2:

Co-Branded hospitality activation - Coffee cart Activations to include:

- 2 x branded coffee carts (coffee no charge to attendees) with signage at each cart
- Branded coffee cups - great opportunity to focus on sustainability, specific projects, products, developments etc, Cups can include information, QR code etc.
- Event MC mentions at all Primary Sessions

**Hospitality Partner Investment - \$5,000 + GST**

## CORPORATE PARTNER

### Partner Benefits



#### *Branding*

- Brand alignment across all MBA Conference materials, apps, learning sessions, and activations
- Partner positioning on Event app, powered by EventsAIR, including link to partner website
- Opportunity to include material in delegate packs – provided by partner

#### *Hospitality*

- 2 x All Access VIP passes to the 2 day Conference Event - valued at \$950 each
- 2 x VIP tickets to exclusive MBA Board and Conference Partner welcome dinner evening prior to MBA Conference valued at \$180 each

#### *Communication and Social*

- Partner onboarding announcement across all social platforms with partner tagging
- Monthly "Partner Recognition" social media stories
- Social media post during event, including social images and partner tagging
- "On the ground" video interview on social media during event

#### *Advertising*

- 1/4 PAGE advertisement in printed event program. Print copies distributed to all event delegates, and digital cope available on MBA website.

#### *Logo inclusions:*

- MBA event website page, EventsAIR ticketing page etc.
- All event related eDMs, send to the 1,600+ MBA subscribers
- Event AV screens, media walls, event programs, and promotional material throughout event
- Pre and post event wrap up articles in "Canberra Builder" magazine, Master Builders ACT's premium, triannual business to business publication

#### *Partnership management:*

- Dedicated partnerships manager, assisting you to get the most from your partnership.
- Exclusive partner use within of MBA Conference app, powered by EventsAIR. With lead generation actions, delegate messaging options, partner link outs, custom attendees schedules, speaker information and more.
- Facilitated introduction(s) by MBA team, to members and event delegates that align to partner goals.
- Event attendees names and company, available within EventsAIR delegate app, to allow direct communication and connection

**Corporate Partner Investment - \$2,800 + GST**

# AGREEMENT SCHEDULE

## MASTER BUILDERS ASSOCIATION OF THE ACT (MBA ACT) AND THE PARTNER (PARTNER)

TERM	1 October 2023 to 30 September 2024
Rights and Benefits	Rights and benefits at <i>Partner</i> of the <i>Master Builders Conference</i> , February 2024.
Payment Terms	<div>Package Options:</div> <div>(please select ONE option)</div> <div><div><input type="radio"/> Session</div><div><input type="radio"/> Concurrent Session</div><div><input type="radio"/> Exhibitor</div><div><input type="radio"/> Hospitality</div><div><input type="radio"/> Corporate</div></div> <div>Payable upfront.</div> <div>14 day payment terms.</div>

By signing below, you accept the information contained within this partnership package and the Terms & Conditions detailed below, for the 12 month period.

Signature

Date

Name

Title

# TERMS & CONDITIONS

## Term

This Agreement commences on the date of signing by both the parties and expires upon satisfaction of the rights, benefits and payment requirements outlined in the Schedule.

## Rights and Benefits

The parties agree that the rights and benefits outlined in the **Schedule** will form part of this Agreement. If the rights and/or benefits cannot be delivered during the Term due to a force majeure event, including but not limited to a pandemic, or due to government restrictions, MBA ACT reserves its right to substitute rights and benefits to the Partner of equal value to those included in this Agreement. Any substitution will only occur after consultation with the parties.

## Payment Terms

In consideration of the provision of the rights and benefits outlined in the Schedule, the Partner agrees to pay MBA ACT a fee as set out in the Schedule.

## Confidentiality

The Parties must keep confidential and must not disclose or make available directly or indirectly to any third party all confidential information, unless:

- (a) the disclosure of the confidential information is necessary to comply with any laws;
- (b) at the time of disclosure, the information was in the public domain;
- (c) subsequent to the disclosure, the information becomes part of the public domain.

The parties must not use, disclose or access any confidential information for any reason except as is necessary to perform their obligations under this Agreement.

## Warranties

Each party represents and warrants that:

- (a) it has full corporate power and authority to enter into, perform and observe its obligations under this Agreement, and that its execution, delivery and performance of this Agreement has been duly authorised by all necessary corporate action;
- (b) its obligations under this Agreement are valid and binding and enforceable;
- (c) during the Term of this Agreement, the parties have or will have in place insurance with a reputable insurer which is necessary to cover any liability of the parties (including representatives) under this Agreement; and

- (d) it will at all times during the Term of this Agreement, hold such licences and authorities as are necessary to perform its obligations under this Agreement.

## Termination

Either party may immediately terminate this Agreement by written notice if:

- (a) one party breaches a material term of this Agreement; and
  - (i) it cannot be remedied; or
  - (ii) if capable of being remedied, the breach is not remedied within ten (10) business days from the date of a written request by the other party to remedy that breach.
- (b) it becomes illegal for one party to perform any of its material obligations under this Agreement;
- (c) an insolvency event occurs in relation to either party;
- (d) any warranty, representation or statement made by either party is or becomes false or incorrect when made or regarded as made; or
- (e) the other party's name is, in the reasonable opinion of the other party, brought into disrepute by MBA ACT or the Partner, or by being associated with the other party. In the event that MBA ACT terminates this Agreement under this clause, the Partner will forfeit any monies already paid or due by the Partner to MBA ACT and any rights of benefits outlined in the Schedule that have not been delivered.

## Indemnities

The Partner indemnifies MBA ACT and its employees, officers, agents and contractors from and against all losses, damages, liability, costs and expenses (including legal expenses on a full indemnity basis) sustained or incurred by those indemnified and which arise out of any negligence or wilful breach of this Agreement by the Partner or its employees, agents and subcontractors, or demand, allegation, claim or action that the use of the rights and benefits conferred by the Schedule infringe the rights (including any intellectual property rights) of any person or entity.

## Entire Agreement

This Agreement constitutes the entire agreement between the parties regarding the matters set out in it and supersedes any prior representations, understandings or arrangements made between the parties, whether orally or in writing.