

# 56th IEEE Conference on Decision and Control – CDC2017

12-15 December 2017 • Melbourne Convention & Exhibition Centre, Melbourne, Australia



## Sponsorship & Exhibition Prospectus



Hosted by



[cdc2017.ieeecss.org](http://cdc2017.ieeecss.org)

# Invitation

The Organising Committee invites you to Melbourne, Australia, for the 56th IEEE Conference on Decision and Control (CDC2017). The Conference will run Tuesday 12 to Friday 15 December at the Melbourne Convention and Exhibition Centre. Pre-conference workshops will be held 10 and 11 December 2017.

The Melbourne Convention and Exhibition Centre is situated on Melbourne's iconic Yarra River and is central to Melbourne. The conference venue is within a walking distance to a wide variety of accommodation, parks, cafes and restaurants. Melbourne is regarded as one of the main cultural and sport centres in Australia. Its architecture is an interesting mix of contemporary and colonial. The conference will be held in early summer, which is one of the best times of year to visit Victoria. A number of tourist attractions are within the driving distance from Melbourne, such as the Great Ocean Road, the Twelve Apostles and the Yarra Valley wine region.

The CDC is recognised as the premier scientific and engineering conference dedicated to the advancement of the theory and practice of systems and control. The CDC annually brings together an international community of researchers and practitioners in the field of automatic control to discuss new research results, perspectives on future developments, and innovative applications relevant to decision making, automatic control, and related areas. The conference will include contributed and invited papers, plenary lectures and tutorial sessions, as well as pre-conference workshops.

The IEEE CDC is hosted by the IEEE Control Systems Society (CSS) in cooperation with the Society for Industrial and Applied Mathematics (SIAM), the Institute for Operations Research and the Management Sciences (INFORMS), the Japanese Society for Instrument and Control Engineers (SICE), and the European Control Association (EUCA).

Come to Melbourne and experience the cultural depth and multicultural diversity you would expect from a major global city but with a relaxed attitude that makes it easy for visitors from anywhere around the world to feel at home. The city is exciting, constantly changing and evolving with many new restaurants, hotels, events and attractions opening throughout the year. Delegates to Melbourne will have no trouble filling their downtime when in town and for those who want to explore further afield, the unique natural beauty of regional Victoria is just a short trip away.

We look forward to your sponsorship with us in 2017.

*Rick Middleton, General Chair*

*Dragan Nesic, General Chair*



# About the Conference

## Promotion

A professionally planned marketing strategy will ensure that the benefits of supporting this conference are widely known before, during and after the event:

This includes:

- Extensive direct mail campaigns
- Website and electronic promotions
- Social Media campaigns
- Editorial and display advertising in professional journals
- Active participation and promotion at intervening meetings relating to the main scientific themes

## Benefits on Sponsoring the IEEE Conference on Decision and Control 2017 (CDC 2017)

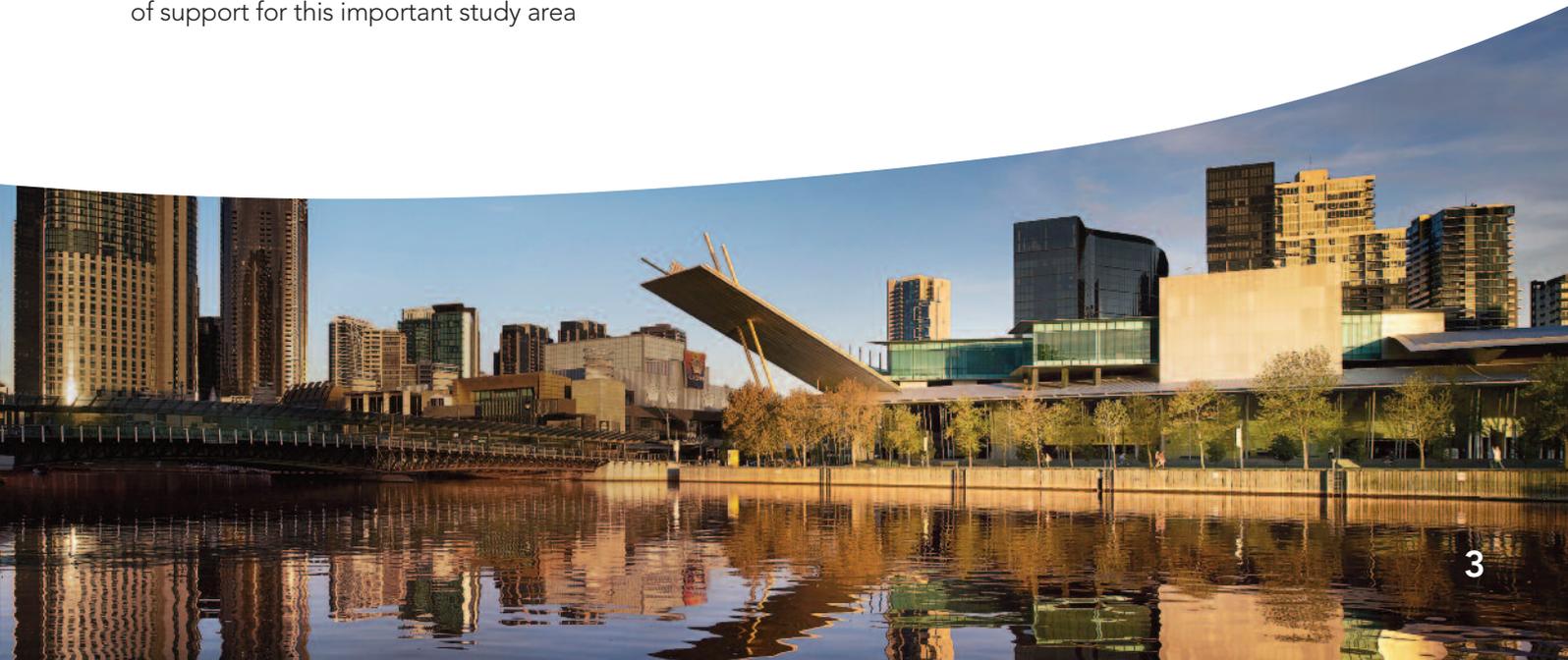
CDC 2017 wants to offer you a unique platform for you to interact with a captive audience of international specialists allowing you:

- Wide acknowledgment of your organisation leading up to and during the Conference
- Excellent networking opportunities during the Conference to promote your products and services to a relevant audience
- An opportunity to utilise the Conference experience to showcase your organisation's position of support for this important study area

- An opportunity to source new contacts and business leads or maintain relationships with existing researchers, customers, suppliers and important institutions
- The possibility to launch new initiatives, products or services directly to your primary users
- Gain access to Conference delegates who are keen to improve their knowledge within the field, and through your organisation's support, closely align your organisation with delegates' professional development on a personal level
- An opportunity for your key staff to connect face to face with the most influential people, bodies and organisations representing this academic field in one place over a short period of time

## About the Venue

The Melbourne Convention and Exhibition Centre is the venue for the 56th IEEE Conference on Decision and Control. The state of the art, world class conference facility is superbly located on the banks of Melbourne's Yarra River, close to the heart of the CBD and just 30 minutes from Melbourne's International Airport. The venue is an easy walking distance from a range of accommodation options, which will be available to delegates to book at the time of registering for the conference.



# Sponsorship Opportunities

A variety of sponsorship packages are being offered for your organisation's exposure at CDC2017 with three tiered sponsor packages with exclusive options built in, along with sponsor program opportunities and of course, exhibition.

The Sponsorship and Exhibition Manager is also happy to tailor packages not currently available in this prospectus and we encourage those with interest in exposure to contact our Sponsorship and Exhibition Manager to discuss what is possible.

*All listed pricing is inclusive of GST and in AUD.*

## Platinum Sponsor

**\$11,500 Limit of two opportunities**

- Three complimentary full registrations including tickets to the Welcome Reception and Gala dinner
- Two complimentary exhibition booths (6mx3m)
- Two complimentary exhibitor registrations including tickets to the Welcome Reception and Gala Dinner
- Opportunity to display one sponsor provided banner at the Conference registration desk
- Opportunity to display one sponsor provided banner at the Entrance to the Main Session Room

- Full page advertisement in the CDC2017 program book
- Company profile (100 words) and logo displayed in the CDC2017 program book
- Logo displayed on the sponsor's slide
- Logo displayed on each CDC2017 E-zine (subject to time of confirmation)
- Logo displayed on the Conference website with a hyperlink to your organisation's website
- Logo on sponsor signage at the venue
- One insert included in delegate satchel
- A copy of the CDC2017 Delegate list (subject to privacy laws)

**Included with this sponsorship is the choice of one of the exclusive opportunities below:**

### Company Branded USB (Exclusive Opportunity)

Each delegate will receive a USB of the conference proceedings and abstracts. This resource will no doubt be used time and again ensuring continuing exposure of your organisation

#### Acknowledgements

- In the program book
- Company Logo on USB\*

*\* The organising committee reserves rights on the placement of the logo*

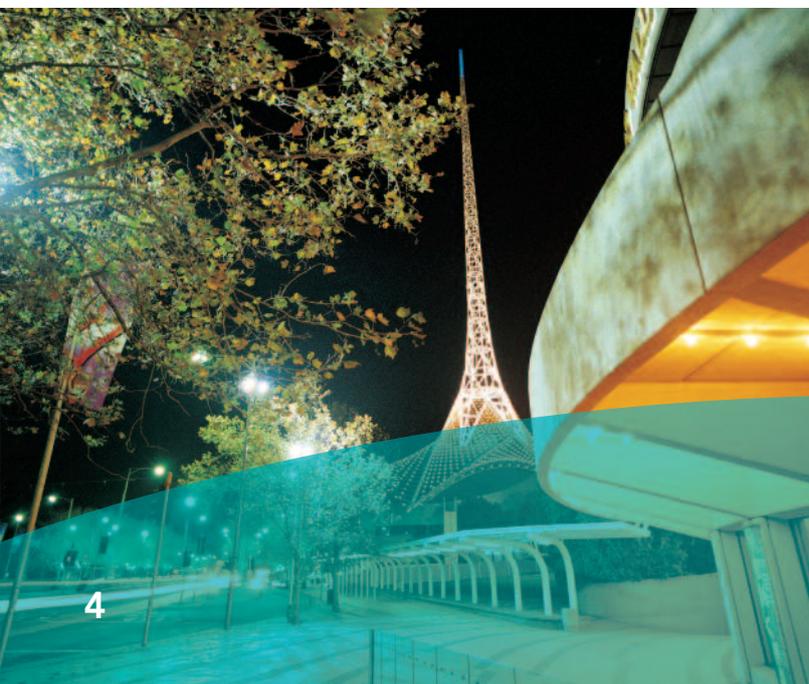
**Or**

### Conference Satchel Branding (Exclusive Opportunity)

Each delegate will receive an official Conference satchel upon registration

#### Acknowledgements

- Logo included on satchel (with conference logo)



## Gold Sponsor

### **\$7,100 Limit of three opportunities**

- Two complimentary full registration including a ticket to the Welcome Reception and Gala Dinner
- Opportunity to purchase additional full registrations at a 50% discounted rate (please note this is for your staff only)
- One complimentary exhibition booth (3mx3m)
- One complimentary exhibitor registration including a ticket to the Welcome Reception
- Opportunity to display one sponsor provided banner at the Conference registration desk
- Half page advertisement in the CDC2017 program book
- Company profile (50 words) and logo displayed in the CDC2017 program book
- Logo displayed on the sponsor's slide
- Logo displayed on each CDC2017 E-zine (subject to time of confirmation)
- Logo displayed on the Conference website with a hyperlink to your organisation's website
- Logo on sponsor signage
- One insert included in delegate satchel
- A copy of the CDC2017 Delegate list (subject to privacy laws)

**Included with this sponsorship is the choice of one of the exclusive opportunities below**

### **Welcome Reception Branding (Exclusive Opportunity)**

The conference will begin with a welcome reception. The event will combine entertainment and networking along with good food and wine.

### *Acknowledgements*

- Naming rights to the Welcome Reception
- Company signage to be displayed in the Welcome Reception Venue
- Welcome Reception acknowledgement in the conference program

**OR**

### **Conference Lanyard Branding (Exclusive Opportunity)**

Each delegate will receive an official Conference lanyard upon registration.

### *Acknowledgements*

- Logo included on Lanyard (with conference logo)

**OR**

### **Conference Program Book Branding (Exclusive Opportunity)**

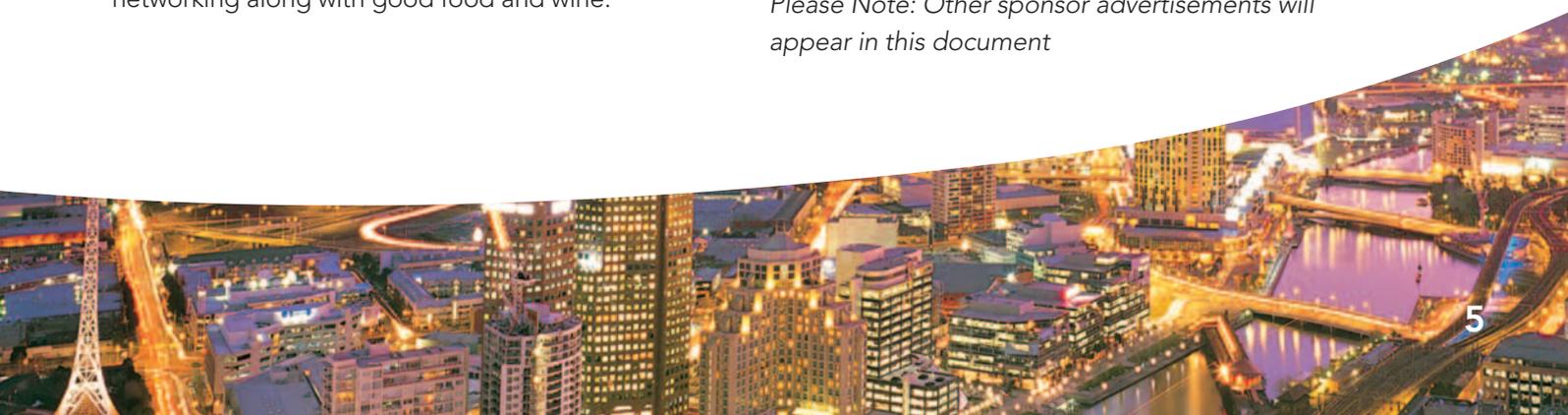
The CDC2017 Program Book will be distributed on site to all participants and will be a regularly used reference source after the event. It will contain the final definitive scientific program and the following related information:

- Schedule and overview
- Author and subject index
- Information on the Organising Committee
- Exhibition Floor Plan
- The Social Program and information on tours and workshops

### *Acknowledgements*

- A full page colour advertisement on the inside front cover and the back cover\*

*Please Note: Other sponsor advertisements will appear in this document*



# Sponsorship Opportunities

## Silver Sponsor

**\$5,250 Limit of 3 opportunities**

- One complimentary exhibition booth (3m x 3m)
- One complimentary exhibitor registration including a ticket to the Welcome Reception
- Logo displayed in the program book
- Logo displayed on the sponsor's slide
- Logo displayed on each CDC2017 E-zine (subject to time of confirmation)
- Logo displayed on the Conference website with a hyperlink to your organisation's website
- Logo on sponsor signage
- A copy of the CDC2017 Delegate list (subject to privacy laws)

**Included with this sponsorship is the opportunity to sponsor one of the delegate catering breaks during the conference.**

**Morning Tea/Lunch/Afternoon Tea (Choice of one break for the 3 days of the conference).**

The opportunity to take up sponsorship of the delegate catering for a given break time for the duration of the Conference (e.g. Morning Tea for 3 days or Lunch for 3 days or Afternoon Tea for 3 days)

### *Acknowledgements*

- Naming rights to the particular break chosen
- Logo printed on dedicated morning tea/lunch or afternoon tea Conference catering signage in the exhibition during the sponsored break times for the duration of the Conference
- Opportunity to display two sponsor provided banners in the exhibition during the sponsored break times for the duration of the Conference



# Individual Sponsorship Opportunities

## Advertising in the Conference Program Book – Full Page

**\$1,100 Multiple Opportunities**

Every registered delegate will receive an official conference program.

Placement of a full-page advertisement in the conference program will be at the discretion of the organising committee.

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## Advertising in the Conference Program Book – Half Page

**\$660 Multiple Opportunities**

Every registered delegate will receive an official conference program.

Placement of a half-page advertisement in the conference program will be at the discretion of the organising committee.

## Satchel Insert

**\$990 Multiple Opportunities**

Every registered conference delegate will receive an official conference satchel upon registration.

*Acknowledgements*

- One Insert to be placed into the delegate satchels (size and content to be approved by the conference organising committee).



# Exhibition Options

## Exhibition Booth

**\$3,300**

A great way to have a physical presence on-site and allow your key staff to have a base of operations to network from. Involvement in the exhibition also allows the opportunity to showcase your products and services to delegates, whilst providing an opportunity to brand your space.

Each exhibition display includes:

- 3m x 3m Exhibition Space
- Back and side walls
- Fascia with exhibiting organisation name
- 1 x 4 amp power outlet
- 2 x spotlights
- Exhibitor listing in the program book
- One complimentary exhibitor registration including a ticket to the Welcome Reception
- A copy of the CDC2017 Delegate list (subject to privacy laws)

## Table Display

**\$2,200**

Each table display includes:

- 2.5m x 2.5m Exhibition Space
- Backboard
- Fascia with exhibiting organisation name

- 1 Trestle Table with cloth
- 2 chairs
- 1 x 4 amp power outlet
- Exhibitor listing in the program book
- One complimentary exhibitor registration including a ticket to the Welcome Reception
- A copy of the CDC2017 Delegate list (subject to privacy laws)

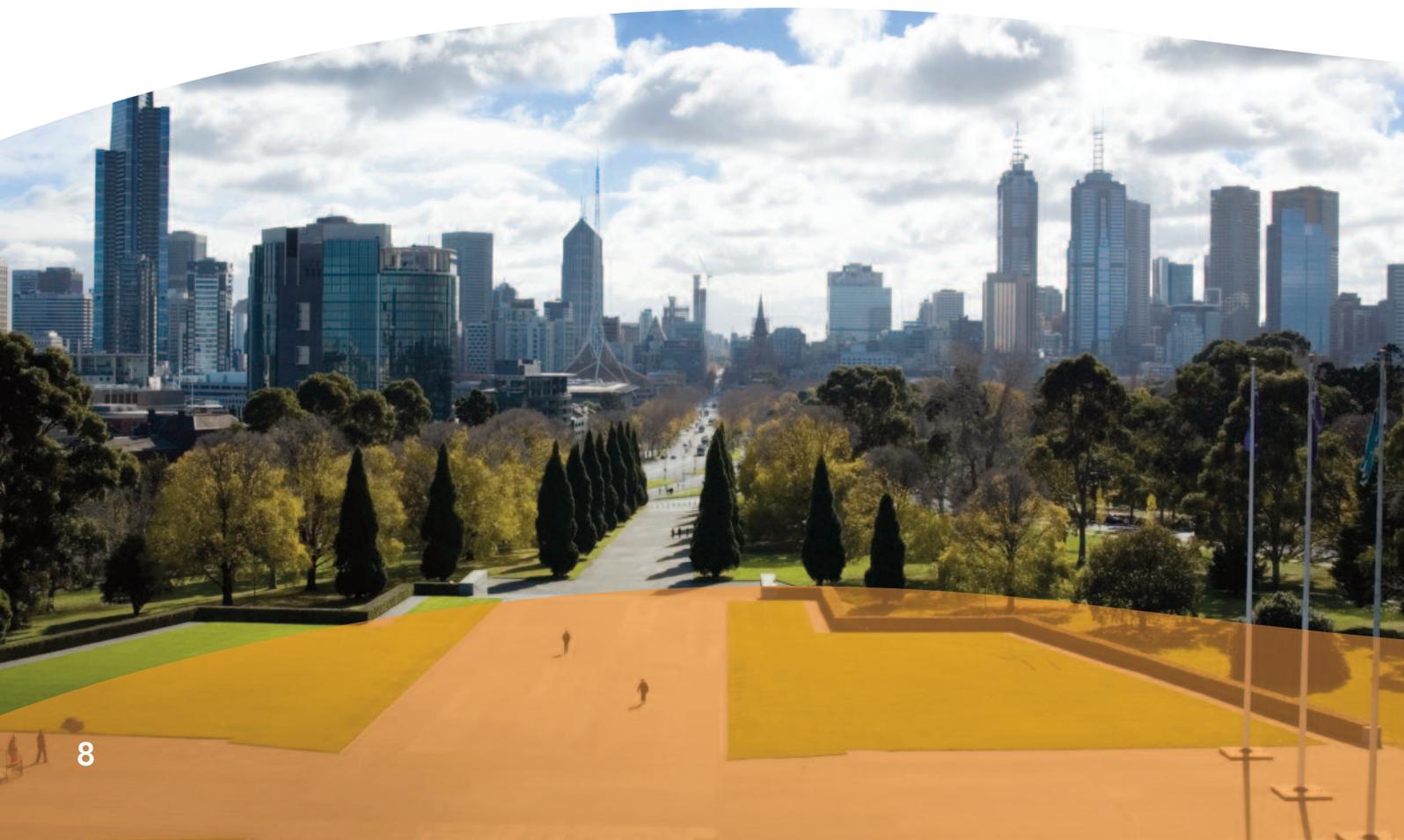
## General Terms and Conditions

- All costs include GST and are in AUD
- A tax invoice will be sent upon receipt of a signed application form
- The allocation of exhibition positions or confirmation of a sponsorship item is at the discretion of the CDC 2017 Organising Committee and will take into account the level of sponsorship, date of application booking, exhibition preferences and other relevant matters.
- CDC 2017 reserves the right to alter the exhibition floor plan at any time.

## Contact Details

CDC 2017 Sponsorship and Exhibition Sales Manager  
ICMS Australasia

E: [CDCsponsorship@icmsaust.com.au](mailto:CDCsponsorship@icmsaust.com.au) T: +61 3 9682 0500.



# Sponsorship Form

## Personal Details

Please note all correspondence including invoices will be sent to the contact supplied below.

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Position \_\_\_\_\_ Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

State \_\_\_\_\_ Postcode \_\_\_\_\_

Country \_\_\_\_\_ Website \_\_\_\_\_

## Sponsorship Opportunities

Please tick appropriate box. All sponsorship prices are in AUD and inclusive of 10% GST (Goods and Services Tax)

### Sponsorship Opportunities

- |   |          |
|---|----------|
| <input type="checkbox"/> Platinum Sponsor                 | \$11,500 |
| <input type="checkbox"/> Company Branded USB              |          |
| <input type="checkbox"/> Conference Satchel Branding      |          |
| <input type="checkbox"/> Gold Sponsor                     | \$7,100  |
| <input type="checkbox"/> Welcome Reception Branding       |          |
| <input type="checkbox"/> Conference Lanyard Branding      |          |
| <input type="checkbox"/> Conference Program Book Branding |          |
| <input type="checkbox"/> Silver Sponsor                   | \$5,250  |
| <input type="checkbox"/> Morning Tea                      |          |
| <input type="checkbox"/> Lunch                            |          |
| <input type="checkbox"/> Afternoon Tea                    |          |

### Individual Sponsorship Opportunities

- |  |         |
|--|---------|
| <input type="checkbox"/> Advertising in the Conference<br>Program Book – Full Page | \$1,100 |
| <input type="checkbox"/> Advertising in the Conference<br>Program Book – Half Page | \$660   |
| <input type="checkbox"/> Satchel Insert  | \$990   |

I agree to be invoiced for a total of \$ AUD \_\_\_\_\_ including 10% GST for the items selected above.

Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Sponsorship agreement and tax invoice will be sent upon receipt of your application form.

**Sponsorship Total** \_\_\_\_\_

# Exhibition Form

## Exhibition Booth Requirements

Priority of placement within the exhibition will be offered to sponsors first and then sold in accordance with the date of application receipt.

Preferred exhibition location:

First Choice: \_\_\_\_\_

Second Choice: \_\_\_\_\_

Third Choice: \_\_\_\_\_

### CONDITIONS OF PAYMENT

- A 50% deposit is required upon confirmation of your sponsorship item and /or booth. The remaining 50% will be due on 26 August 2017.
- Payment must be made for all sponsorships and exhibitions monies prior to close of business 26 August 2017. Failure to do so may result in your sponsorship item or exhibition stand being released again for sale.

## Exhibition Confirmation

Cost (AUD)	Total inc GST	
<input type="checkbox"/> Exhibition Booth (3 x 3 sqm)	\$3,300 incl 10% GST	_____
<input type="checkbox"/> Table Display	\$2,200 incl 10% GST	_____

Declaration: I have read & accept the terms & conditions in the prospectus and wish to become an exhibitor at CDC 2017.

I agree to be invoiced for a total of \$ AUD \_\_\_\_\_ incl GST.

Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Application forms may be faxed or mailed to the contact listed below.  
A tax invoice will be sent upon receipt of your application form.

Exhibition Total \_\_\_\_\_

## Method of Payment

Tick appropriate box

I wish to pay by bank transfer. Bank details will be supplied on your tax invoice issued with confirmation

I wish to pay by credit card:  Visa  MasterCard  Amex

Credit Card Number                      Expiry Date \_\_\_\_/\_\_\_\_

Card Holder's Name \_\_\_\_\_ Signature \_\_\_\_\_

Please Note: All credit card payments will appear as "ICMS Australasia Pty Ltd" on your statement

Please tick this box if you do NOT wish to receive Meeting Updates via email

### FORWARD COMPLETED APPLICATION FORMS TO:

**CDC 2017 Sponsorship and Exhibition Sales Manager**

**ICMS Australasia**

**E: CDCsponsorship@icmsaust.com.au**

**T: +61 3 9682 0500**

# Terms and Conditions of Contract

## The Contract

1. The term "Organiser" refers to ICMS Australasia Pty Ltd and includes associations, corporate and government bodies who have engaged ICMS Australasia Pty Ltd as their representative.
2. The term "Exhibitor" includes any person, firm, company or corporation and its employees and agents identified in the Application Form or other written request for exhibition space.
3. A "contract" is formed between the Organiser and Exhibitor when the Organiser accepts the signed Application Form and receives a minimum of 50% of the total owing as a deposit. The Organiser will then issue a confirmation letter to the Exhibitor.
4. The Organiser may cancel the contract at their discretion if the agreed deposit is not received within 28 days of lodging the Application Form. Additionally the Organiser reserves the right to cancel the contract by returning the deposit within 28 days of receipt.

## The Application

5. An official Exhibition Application Form must be received to reserve space.
6. The Organiser reserves the right to refuse application or prohibit any Exhibitor from participation without assigning a reason for such refusal or prohibition.

## Obligations and Rights of the Organiser

7. The decision of the Organiser is final and decisive on any question not covered in this contract.
8. The Organiser agrees to hold the exhibition however, reserves the right to postpone the exhibition from the set dates and to hold the exhibition on other dates as near to the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the Organiser.
9. The Organiser agrees to promote the exhibition to maximise participation.
10. The Organiser agrees to allocate the Exhibitor an exhibition space as close as possible to their desired location.
11. The Organiser reserve the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organiser.
12. The Organiser reserves the right to change the exhibition floor layout if necessary.
13. The Organiser is responsible for the control of the exhibition area only.
14. The Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.
15. The Organiser agrees to provide the Exhibitor with an Exhibition Manual prior to the exhibition for the purpose of communicating required actions on the part of the Exhibitor.
16. The Organiser has the right to take action based on verbal or written directions including those contained in the Exhibition Manual. This is to ensure that all laws in connection with the exhibition are complied with, to prevent damage to person or property and to maximise the commercial success of the exhibition.
17. The Organiser may refuse without limitation to permit activity within the exhibition or may require cessation of particular activities at their discretion.
18. The Organiser reserves the right to specify heights of walls and coverings for display areas.
19. The Organiser reserves the right to disapprove the content and presentation of the Exhibitor catalogues, acknowledgements, handbills and printed matter with respect to the exhibition.
20. The Organiser may determine the hours during which the Exhibitor will have access to the exhibition venue for the purpose of setting up and dismantling.
21. The Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents entry to the

exhibition if they do not hold a purchased or complimentary entry card.

22. The Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
23. The Organiser will specify any regulations with regard to sound levels including microphones, sound amplification, machine demonstrations and videos. The exhibitor agrees to abide by these.
24. The Organiser will arrange security onsite during the period of the exhibition but will accept no liability for loss or damage.
25. The Organiser will arrange for daily cleaning of aisles outside the exhibition open hours.

## Obligations and Rights of the Exhibitor

26. The Exhibitor must ensure that all accounts are finalised and paid prior to the allocated exhibition move-in period.
27. The Exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition.
28. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the exhibition.
29. The Exhibitor must comply with all directions / requests issued by the Organiser including those outlined in the Exhibition Manual.
30. The Exhibitor must comply with all applicable laws, including laws in relation to occupational health & safety. The Exhibitor will therefore act with care to avoid damage to persons or property in the exhibition.
31. The Exhibitor must ensure the cleanliness and tidiness of their allocated space. Upon the conclusion of the exhibition the Exhibitor will promptly remove all exhibits, tools and other materials. If the Exhibitor fails or refuses to do so, the Organiser will make arrangements for this to be done by an external party at a cost to be paid by the Exhibitor.
32. The Exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.
33. The Exhibitor will submit plans and visuals of custom designed exhibits to the Organiser for approval prior to the commencement of the exhibition. Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building. A valid Insurance Certificate of Currency for independent exhibition contractors will also be submitted prior to the Organiser granting this company access to the exhibition area.
34. The Exhibitor is responsible for all items within their allocated exhibition space.
35. The Exhibitor agrees to adhere to all fire regulations and will refrain from using flammable or dangerous materials within the exhibition. Written approval must be sought from the Organiser if flammable or dangerous materials are required for the success of the exhibit.
36. The Exhibitor will not use nails, screws or other fixtures on any part of the premises including walls and floor unless authorised by the Organiser. In any case all permanent damage will result in the Exhibitor being invoiced for all repairs.
37. The Exhibitor acknowledges that the Organiser has a preferred freight forwarder and agrees to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the Exhibitor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified or on return.
38. The Exhibitor agrees to abide by requests made by the Organiser to stop any activity that may cause annoyance to others in the exhibition.
39. The Exhibitor agrees to conduct all business transactions within their allocated exhibition space

unless otherwise approved by the Organiser.

## Storage of goods

40. Unless otherwise communicated storage will not be provided onsite at the exhibition. Under no circumstance are goods permitted to be stored in public access areas.

## Stand Services and Construction

41. Official contractors will be appointed by the Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics, telecoms and IT equipment. This is for insurance and security reasons. All non-official contractors wishing to enter the exhibition are required to produce current Certificates of Currency for Insurance, Public Liability and OH&S. Access will be denied without such documentation.

## Insurance and Liability

42. All Exhibitors must have Public Liability Insurance for the period of the exhibition and must be able to produce this documentation immediately at the request of the Organiser.
43. Exhibitors must insure, indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Organiser may become liable.
44. Whilst the Organiser will endeavour to protect exhibition property whilst on display at the exhibition, it must be clearly understood that the venue, the Organising Committee and the Organiser cannot accept liability for any loss or damage to property sustained or occasioned from any cause whatsoever.
45. The Organiser shall not be liable for any loss, which exhibitor may incur as a result of the intervention of any Authority, which prevents the use of the premises or any part thereof in any manner whatsoever.
46. The Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the Organiser will not be accountable for the level of commercial activity generated.

## Payment & Cancellation

47. The Exhibitor has seven (7) days in which to make their final payment when it falls due. After this time the space will be available for sale to another company. All deposits paid will automatically be forfeited and NO refund will be made. NO exhibitor shall occupy allocated exhibition space until all monies owing to the Organiser by the Exhibitor are paid in full.
48. In the event that the Exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the Organiser is authorised to occupy this space in any manner deemed to be in the best interest of the Exhibition. The Exhibitor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.
49. If the Exhibitor wishes to cancel their participation a request must be submitted to the Organiser in writing. Exhibitor cancellations and refunds will be administered as follows:
  - a. If notice of cancellation is received 12 months or more before the first day of the exhibition, the Exhibitor will be entitled to a 75% refund on funds due at the time of cancellation.
  - b. If notice of cancellation is received between 6 and 12 months before the first day of the exhibition, the Exhibitor will be entitled to a 50% refund on funds due at the time of cancellation.
  - c. If notice of cancellation is received less than 6 months before the first day of the exhibition, the Exhibitor will not be entitled to a refund.
  - d. If notice of cancellation is received and full payment for funds owing has not been received, the Exhibitor may be invoiced for the difference to satisfy the above cancellation and refund policy.
50. Booth availability may be limited or restricted, and allocations and available quantities will be advised upon processing your application.

*Terms & Conditions of Contract Reviewed November 2014*

