



the **edge**
retail academy

edge
downunder

Sponsorship Opportunities

Showcase your brand over 4 days of unparalleled, business supercharging during the Jeweler's conference of a lifetime Downunder on Australia's splendid, Gold Coast ...

Jupiters Gold Coast, Australia. 20-24 June 2011

As a fellow supplier to the Jewellery industry, you probably face the same marketing challenges I face...

How and where to get to top prospects... The forward-thinking jeweller who is genuinely looking for any and every advantage possible to grow his or her business and prosper at higher levels.

You're interested in these specific kinds of jewellers for the same reason I am. They are more likely to buy our products and services, and they're more likely to remain good, committed clients with a high lifetime profit value to your enterprise.

But where are these people?

I may be able to help...

We are gathering a group of the top jewellers from the United States, Australia and New Zealand together in one spot from 20-24 June 2011, on the Australian Gold Coast in Brisbane, Australia.

And I'd like you to consider being one of just a handful of industry suppliers to co-sponsor this event.

The rest of the materials I've provided in this package will furnish the details on the event, the attendees, and the sponsorship opportunity.

Right here I just want to tell you about the jewellers who will be there...

- *These are jewellery business people. They are owners who are more interested in building a business than merely creating nice jewellery.*
- *These jewellers have proven a willingness to invest, not only in products and services, but in building their knowledge and skills.*
- *These are jewellers who are looking for the cutting-edge advantages you provide to improve their top, middle and bottom lines.*
- *These jewellers are influential in the industry. Their recommendations to their peers can bring you substantial additional business.*

- These jewellers recognise the power of knowing their numbers. (*I know, because the vast majority of them are my clients and I provide them with the most important Key Performance Indicator numbers for their business every week.*) This means they are typically more profitable, have more cash, and are more diligent about paying their bills and doing so on time.

May I respectfully ask you to review all of the materials I have included in this package and to diligently consider this unique sponsorship opportunity.

Then, please either **call GLENDA at Harding Consultants** - on phone + 64 3 352 5598, or email her at edgedownunder@hardingconsultants.co.nz. She will answer all of your questions and make all the arrangements for your sponsorship and attendance.

Sincerely,



David Brown, President
The Edge Retail Academy



P.S. Remember, nowhere else are you likely to get an exclusive shot, directly at exactly the kind of jewellery clients you want most. This is a different kind of event attracting only the most desirable kind of jewellery business people. And you can get access to them away from the day to day distraction of their retail stores.



Overview

Delegates from the USA, Australia and New Zealand will attend this 4 day conference, during which delegates will discover:

- New ways to advertise, market and sell that will give them unbelievable profit-producing power.
- How to become the leader they need to be, virtually overnight, leading their team into greater success, and become a key mover and shaker in their industry.
- How to control their stock, people, money and processes. This knowledge will allow delegates to feel empowered with the control they have over their business and their financial destiny.
- A future of higher returns and prosperity in today's dynamic and unpredictable market.

Who Will Attend?

1. Retail jewellery store owners, who are
 - Progressive, open minded retailers.
 - Successful retailers looking for growth.
 - Savvy, independent retailers who understand (or they will after this conference) that sustainable supplier relationships are a partnership, not a conquest.
 - Retailers who pay their bills and re-order what sells.
 - Retailers who want to buy from you – one of the top 100 suppliers as identified by our sell through data analysis.
2. Suppliers who are looking to establish new, long term relationships with progressive retailers.
3. The next generation. Family members or senior managers who need to know how to run their business profitably and sustainably.
4. Anyone wanting to enjoy greater business success, personal prosperity, peace of mind and more free time for themselves and their family.



Why you should Sponsor or Exhibit?

- Play a key role with retail jewellery experiences providing expert advice and take home value in all aspects of effective retail business management.
- Promote your product/services to innovative jewellery retailers from around the USA, Australia and New Zealand.
- Join world-renowned retail jewellery expert and speaker David Brown, and an astonishing cast of gurus for the industry success conference of a lifetime.
- Listen and learn from a great line-up of industry experts and top performing jewellers.
- Show your support to the industry and your clients.

The Venue

Jupiters Gold Coast - Business on the Beach

Jupiters Gold Coast has the perfect mix of world class facilities along with non stop entertainment set in the stunning surrounds of Broadbeach Island. Located next to the cosmopolitan hub of Broadbeach with designer boutiques and a thriving restaurant culture, shopaholics can revel in the nearby Pacific Fair and Oasis shopping centres and by night, enjoy the nearby attractions of Surfers Paradise.

All morning and afternoon coffee breaks and lunches will be served from within the Exhibition area.



Conference Promotion/Advertising

Regular email newsletters to 3,750 US companies

Regular email newsletters to 2,500 Australian and New Zealand companies

Advertising and acknowledgement in the following magazines

- Instore Magazine - both print and online
- JCK. Online - both print and online
- Australian Jeweller - both print and online
- Mid West Jeweller
- National Jeweller
- JWNZ - print



Silver Sponsor

\$5,000.00 + GST

No Limit

- Standard name awareness on all conference brochures; registration booklet; programme.
- Naming rights to a **morning** or **afternoon coffee break**. (May need to be shared)
- Feature of logo and acknowledgement of sponsorship level on website.
- Maximum opportunity for audio visual exposure of company logo.
- **Three complimentary** client gift tickets to the entire Conference, plus one person from the sponsor company. Valued at \$6,600.
- Access to delegate list, excluding those delegates who request privacy.



Gold Sponsor

\$7,500.00 + GST

No Limit

- Name awareness on all promotional literature, excluding letterhead, i.e. conference brochures; registration booklet; program.
- Naming and/or signage; or promotional rights to **lunch** or **lunches**. Dependant on number of silver sponsors this may need to be shared.
- Opportunity for creative and innovative involvement with sponsored lunch.
- Naming rights to a **Speaker**.
- Feature of logo and acknowledgement of sponsorship level on website.
- Audio visual exposure of company logo.
- **Five complimentary** client gift tickets to the entire Conference, including social functions, plus one person from the sponsor company. Valued at \$9,900.
- Access to delegate list, excluding those delegates who request privacy.



Diamond Sponsor

\$10,000.00 + GST

No Limit

- **Secondary** name awareness on all promotional literature, excluding letterhead, i.e. conference brochures; registration booklet; programme.
- Naming and/or signage; or promotional rights to a **function** of your choice, excluding conference dinner. Dependant on number of gold sponsors this may need to be shared.
- Opportunity for creative and innovative involvement with the selected function.
- Naming rights to **Name Tags**.
- Naming rights to a **Speaker**.
- Feature of logo and acknowledgement of sponsorship level on website.
- Link from conference website to Gold Sponsor's website.
- Maximum opportunity for audio visual exposure of company logo.
- **Seven complimentary** client gift tickets to the entire Conference, including social functions, plus one person from the sponsor company. Valued at \$13,200.
- Access to delegate list, excluding those delegates who request privacy.



Platinum Sponsor

\$15,000.00 + GST

- Logo on Letterhead.
- **Primary** name awareness on all promotional literature, i.e. conference brochures; registration booklet; conference programme.
- Naming and/or signage; or promotional rights to **Conference Dinner**.
- Consultation with all areas that Platinum Sponsorship has potential impact, e.g. Conference Dinner.
- Naming rights to **Conference Carrying Satchel**.
- Naming rights to a **Key Note Speaker**.
- Sponsor acknowledgement at the conference opening function on Monday evening.
- Feature of logo and acknowledgement of sponsorship level on website.
- Link from conference website to Platinum Sponsor website.
- Maximum opportunity for audio visual exposure of company logo.
- Exhibition signage on the main stage and lectern.
- **Eleven complimentary** client gift tickets to the entire Conference, including social functions, plus one person from the sponsor company. Valued at \$18,150.
- Access to delegate list, excluding those delegates who request privacy.

SPONSORSHIP FORM

Company:		
Postal Address:		
	Zip Code	
Contact Person:		
Position:		
Phone:		
Fax:		
Cellphone:		
Email:		

Sponsorship Levels - Please tick on the relevant box/es.

Platinum	\$ 15,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diamond	\$ 10,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gold	\$ 7,500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lunch – Tuesday	<input type="checkbox"/>	Lunch – Wednesday	<input type="checkbox"/>	Lunch – Thursday	<input type="checkbox"/>
Lunch – Friday	<input type="checkbox"/>				

Silver	\$ 5,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Morning Break – Tuesday	<input type="checkbox"/>	Afternoon Break – Tuesday	<input type="checkbox"/>		
Morning Break – Wednesday	<input type="checkbox"/>	Afternoon Break – Wednesday	<input type="checkbox"/>		
Morning Break – Thursday	<input type="checkbox"/>	Afternoon Break – Thursday	<input type="checkbox"/>		
Morning Break – Friday	<input type="checkbox"/>	Afternoon Break – Friday	<input type="checkbox"/>		

Payment

A confirmation letter and invoice will follow containing the detail of the agreement; payment is due within 14 days of the date displayed on the invoice. Edge Downunder reserves the right to withdraw and/or re-allocate sponsorship if payment is not received by the due date.

Cancellation Policy

After the official booking has been accepted by the Organising Committee, if the sponsorship or floor space can be resold to another company, the sponsor will receive a full refund, less administrative fees of 20% of the total sponsorship rate. If not able to be resold, the sponsor will be liable to pay the following fees:

- 50% of the total sponsorship/exhibition rate, if the cancellation request is received in writing **before 20 March 2011**.
- 100% of the total sponsorship/exhibition, if the cancellation request is received in writing **after 21 March 2011**.