



**Leading Through  
Excellence and  
Innovation**

**AME**

**CONFERENCE 2018**

**Purpose Driven Excellence**

**SPONSORSHIP PACK**





# Leading Through Excellence and Innovation

AME Conference 2018 . Purpose Driven Excellence.

## WHO IS AME?

The Association for Manufacturing Excellence (AME) was founded in 1985 in North America. It is an international, not-for-profit organisation dedicated to the cultivation, analysis and exchange of productivity methods, and their successful application in the pursuit of excellence.

The AME (Australia) was formed in 1999. Its vision is to be recognized as the leading association for operational excellence with a mission to bring together like minded people to improve business performance by providing and sharing practical learning opportunities.

## CONFERENCE OVERVIEW

Held from the 5 to 8 March 2018, in Melbourne, the conference brings together a select group of International and national speakers, who are leaders in their profession, have achieved significant results or have an innovative approach on how they are taking their Lean journey.

An AME conference provides you with the opportunity to develop new relationships by connecting and learning from and with the best. You will discover

practical ways to apply creative ideas to your organization. Build, recapture and rejuvenate your sense of purpose. Expand the depth and breadth of your knowledge. Sharpen your lean skills, intensify your understanding of lean tools and learn how to integrate industry practices into your organisation. Learn about best-in-class practices, compare your experiences to the most successful businesses and make sure your continuous improvement efforts are on target.

## CONFERENCE THEME

The theme flowing through the 2018 conference is Purpose Driven Excellence. When Organisations succeed, it's because they know what to do - their mission, how to get it done and why they do it.

In order to truly achieve excellence, your company must clearly define the why – as in your purpose for being an organisation. It's a strong sense of purpose and a commitment to drive toward achieving that purpose that will help you grow and flourish. All strategies and lean efforts flow directly from that one crucial element; Purpose. Regardless of the size of your organization, the service you provide, or the product that you produce or manufacture, there is a purpose driving the company. An organisation that embarks on a journey of purpose-driven excellence recognizes that in order to succeed, it needs to embody a clear reason to exist beyond the pursuit of profit. Companies that work toward their purpose have a clear advantage over others.

## EVENT DETAILS

Main Conference: 6-7 March 2018

Venue: William Angliss Conference Centre, Melbourne, Australia

Site Tours: 8 March 2018

Workshops: 5 March 2018

Various Venues



## TARGET AUDIENCE

In excess of 130 delegates attending the conference comprising of:

- **Senior Executives and Managers** from Finance, Healthcare, Automotive, IT, HR, Education, Construction, Mining, Oil, Gas and Manufacturing
- **CEO's** of small to medium enterprises
- **Operations Managers** of medium to large enterprises
- **Continuous Improvement Managers** of medium to large enterprises

## SPONSORSHIP BENEFITS

Supporters of the 2018 AME Conference will be included in all marketing and promotional activities leading up to the 2018 AME Conference. This includes;

- Distribution of conference literature to 3,000 AME members and non-members in Australia, New Zealand and overseas
- Advertising in industry journals
- An invitation to promote your Company at other conferences and events with AME industry partners.
- Direct personal access to potential clients during the 2018 AME Conference
- Advertising in the 2018 AME Conference Workbook.
- Exposure to the media in attendance reporting on the 2018 AME Conference
- Preference for involvement in future AME symposia, conferences and special events

## BUSINESS BENEFITS

Business benefits vary depending on the package, however all include:

- Developing new relationships and business opportunities with face to face networking opportunities with your target market
- Strengthen relationships and increase business opportunities with existing clients
- Increase your brand profile within your target market place, securing your position as an industry leader
- Be seen by your current and new clients as supporting the industry and it's development, creating positive brand association
- Be seen as a significant industry organisation and contributor
- Education of your Board, Students and members through attending sessions to improve company process resulting in improved productivity and reduced costs
- Communicate internal and external messages regarding the importance of professionalism, process improvement and sustainability to the industry and your organisation

## MARKETING AND ADVERTISING

To ensure maximum attendance, the 2018 AME Conference will be promoted nationally and internationally. AME Australia will embark on an extensive marketing campaign to guarantee a successful conference.

The campaign will contain:

- Direct mail marketing
- Electronic marketing
- Telemarketing campaign
- Promotion on the webpage  
[www.ameconference.org.au](http://www.ameconference.org.au)  
[www.ame.org.au](http://www.ame.org.au)
- Advertising in industry magazines
- Promotion through industry partnerships



# Sponsorship Packages

## 2018 AME MAJOR EVENT PARTNER

**\$8,800 (incl. GST)**

A new sponsorship opportunity for one exclusive partner to support AME Australia annually. Showcase your support and commitment while receiving great benefits across AME 's 2018 major events program.

Benefits and Acknowledgements:

1. Company logo on all AME major event literature (printed and electronic). Including;
  - \* Leading Through Excellence and Innovation Conference (March 2018)
  - \* Leadership Summit (June 2018)
  - \* Operational Excellence Roadshow (Sept 2018)
2. Company logo, including a hyperlink to your website, to appear on the home page of the official AME website
3. One (1) Exhibitor table located at all three major events (includes table and backboard).
4. Registration for two (2) representatives at all three major events
5. Conference welcome dinner registration for two (2) representatives (February 2018 Conference only)
6. Company promotional material inserted into delegate satchels at all three major events (size restrictions apply)
7. An invitation to deliver a ten (10) minute address on stage at all three major events.
10. Company logo in AME's monthly e-newsletter "The Update" distributed to over 2,000 members and non members (January - December 2018)

## SUPPORT SPONSOR PACKAGE

A limited number of Support Sponsor packages for the 2018 AME Conference are detailed below. All packages include the Supporter Sponsor benefits 1—5, however if you would like to increase your Supporter benefits, a tailored package consisting of Option 1 or 2 are available.

### SUPPORT SPONSOR PACKAGE \*\$2,200 (Incl. GST)

Benefits and Acknowledgements:

1. Company logo on all conference literature (printed and electronic)
2. Company logo, including hyperlink to your website, from the official conference website
3. Conference registration for one (1) representatives
4. Company promotional material inserted into the delegates satchels (size restrictions apply)
5. Company logo, including hyperlink to your website, on rotation on the homepage banner of the official AME website

\*Please note the investment of \$2,200 is inclusive of Support Sponsor benefits 1-5 only.

### SUPPORT SPONSOR PACKAGE PLUS OPTION 1 \*\$2,700 (Incl. GST)

Benefits and Acknowledgements:

6. One (1) Exhibitor table located in the foyer for the duration of the 2018 AME Conference (includes table and backboard).
7. Conference dinner registration for one (1) representative

\*Please note the investment of \$2,700 is inclusive of Support Sponsor benefits 1-4 plus Option 1 benefits.



# Sponsorship Packages

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## SUPPORT SPONSOR PACKAGE PLUS OPTION 2 \*\$3,800 (Incl. GST)

Benefits and Acknowledgements:

8. One (1) Exhibitor table located in the foyer for the duration of the 2018 AME Conference (includes table and backboard).
9. Conference registration for one (1) representative (total number of two (2) representatives attending Conference)
10. Conference dinner registration for two (2) representatives

\*Please note the investment of \$5,000 is inclusive of Support Sponsor benefits 1-4 plus Option 2 benefits

## SPONSORSHIP RESPONSIBILITIES

All Sponsors of AME and the 2018 AME Conference agree to the following responsibilities associated with their sponsorship agreement:

- \* Payment in full of the nominated sponsorship amount in accordance with the payment terms specified on the invoice
- \* Promote the AME Conference 2018 to your Company marketing database
- \* Provide a hyperlink from your corporate website to the conference website; [www.ameconference.org.au](http://www.ameconference.org.au)
- \* Provide the 2018 AME Conference committee with your corporate logo in low (72dpi) and high-resolution (300dpi) electronic format as jpeg file and eps vector file
- \* Provide the 2018 AME Conference committee with electronic versions of statements, and other newsworthy information that relate to the 2018 AME Conference for inclusion in press releases

## FURTHER INFORMATION AND CONTACT DETAILS

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**National Manager / Conference Director**

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