

# FTMA Australia 2024 National Conference

# Sponsorship



MARCH 18-19 2024  
GEELONG, VICTORIA

# Looking Outside the Triangle

Our upcoming 2024 National Conference aims to broaden the horizons of our members by **looking 'outside the triangle'**.

In today's rapidly changing business landscape, it's crucial for businesses to adapt and evolve. By understanding the various factors at play outside the triangle, we can better position our businesses for success. This includes identifying opportunities for growth and areas of improvement, as well as staying updated on external developments that may impact our operations.

At the conference, we will have expert speakers who will share insights and strategies on how to navigate these external factors and leverage them for the benefit of our businesses.

Join us at the only national conference in Australia specifically targeting the timber frame and truss industry, as we look outside the triangle and discover new ways to elevate our members' businesses.

**With networking opportunities, a plenty - don't miss your chance to be a part of the biggest timber frame and truss industry event!**

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## LOCATION

### Monday 18th March - Ice Breaker

- 1915 Geelong

### Tuesday 19th March - National Conference

- Geelong Arts Centre

### Tuesday 19th March - Conference Dinner

- GMHBA Stadium, Kardinia Park, Geelong

### Accommodation

- Holiday Inn & Suites Geelong
- Quest Geelong Central

## CONFERENCE SCHEDULE

### Monday 18th March - Red Activities Day

- A Range of Fun Networking Activities throughout the day
- Official Icebreaker Dinner

### Tuesday 19th March - National Conference

- Full conference program with expected 250+ delegates

### Tuesday 19th March - Conference Dinner

- Networking Dinner
- Presentation of prestigious Clive Martella Award and other industry awards
- Conference After Party

# Conference Sponsorship

**\$2,500 +GST**

Feeling inspired by the conference venue (Geelong Arts Centre) and keeping with the conference theme; instead of the traditional trade exhibition space, we are asking our partners and conference sponsors to provide a piece of art that represents their business.

This is not about your products, but rather looking outside the triangle and what your business represents in general.

**FTMA National Conference Sponsors will have the honour of taking part in the FTMA Conference Art Exhibit.**

Following the Art Exhibition, sponsors art pieces will be put into a booklet that will be distributed to all timber frame and truss fabricators across Australia.

**In addition to the Art Exhibit, other conference sponsorship benefits include:**

- 1 Free Conference Registration (valued at over \$600)
- Recognition as Conference Sponsor during the welcome and closing of the conference
- Company Logo displayed on Conference website with a link to company website
- Recognised as Conference Sponsor on conference banners
- One Company E-Brochure included in online conference drive provided to all conference delegates
- Promoted as conference sponsor on FTMA socials in the lead up to the conference



# The Art of Business

There are a few different angles to art and business.

What gets displayed on the walls in the reception area will tell visitors a lot about the business; its ethics, its motivations, its responsibilities, its opinions, its forward thinking, or its limitations. It can welcome people or put them off.

It also sets the tones for employees. When they're working in an environment day in day out, the subliminal messaging it gives to the workers can be inspiring, encouraging, motivating, or it can be bland, dull, or even offensive. Art can set the tone, providing a space where people want to be. It can increase creativity, productivity, diversity, inclusion and connection. Research into the work environment is that people are more productive with natural light, fresh air, connection or views of nature (plants and wood!), and an inspiring workspace. **Art is part of that!**

Art is incredibly important when it comes to the visual branding and logo of a business. It tells everyone looking at it, what to expect, what can be done, and what standard they can expect by engaging the services of the business.

Then there is specifically creating an art piece to demonstrate who you are. Not just the prints hanging in the reception, but creating a visual image with the intention of it representing the business. A self-portrait. It's more than a logo - it's a greater expression of everything that is symbolized. Colours, textures, lightness, darkness, form, choice of medium. Is it engineered and precise? Is it fluid and lifelike? Is it 2D or 3D? The possibilities are endless. All of these considerations can end up creating an artwork that visually and tactilely, embodies who you are and what is important.

Sometimes potential clients don't just see the words you write about your business, and they don't just hear what you tell them. Humans are animals and respond to so much more. An art piece is something solid and creative that can give so many clues and spark intrigue about what you are. It shows that a business can think outside of the box, think inventively, and be innovative.

At the end of the day, no matter how scientific, mathematical, or practical we think our businesses are, we all go home and engage in something creative and artistic. We watch Netflix, read a book, listen to music, take photos on our phones, have art in our houses (even if it's an ACDC poster on the kitchen wall). It's humanities. And it's expressive. Art and music are a significant function in society. They provide so much for human growth, imagination, and engagement.

**“BUSINESSES CAN BENEFIT FROM THE ARTS AND, MOST CERTAINLY, THE ARTS CAN BENEFIT FROM BUSINESS. SOME OF THE FORMS THIS COMMON GROUND TAKES ARE THE NEED FOR CREATIVITY, ENGAGING AND AUDIENCE, DEVELOPING AND DESIGNING GREAT PRODUCTS, AND DEVELOPING AN ATMOSPHERE OF WONDER AND RISK TAKING.”**

*NEIL MCKENZIE, AUTHOR OF THE ARTIST'S BUSINESS AND MARKETING TOOLBOX.*

A successful business is one that can bring in these elements of humanities into the workspace, and encourage creativity for employees, and for anyone visiting.

How can you demonstrate through art what your business is? What inspires you? What is important? How are you making it happen? These are all elements that an art piece embodying your business can exhibit.

# Showcasing Your Company Through **Art**

## **YOUR ART PIECE**

Adding art into your business strategy can give customers the opportunity to learn more about your values, culture, and what makes you unique.

Art communicates a lot of information in a single glance; it evokes emotion and is often symbolic of something larger than itself. Its purpose in business then becomes clear: to form a strong connection between the company's identity, its core beliefs, and its audience.

The intention of your art should be to communicate the essence of what you stand for.

It is not about showing off your products, but rather displaying who your company is; it could tell something about your company culture, like how environmentally conscious and sustainable you are.

# Art Specs

## Curated in collaboration with the Gordon Institute of TAFE

We are working with the Gordon Institute to help curate the art exhibit. Conference Sponsors will be able to provide an art piece to the size of A1.

# Ideas for Your Art

## Beyond the conference

Your art piece is not just for the conference. It could be a piece that you will display in your head office.

You could design a limited edition piece that you incorporate into your products later in the year. Whether it be displaying the art on your timber wraps or simply your socials and letterhead.

The art piece has a life beyond the conference.

## Collaboration

You may have an undiscovered artist in your workplace. Why not bring the team together and get brainstorming.

The art piece could be a collaboration of your workforce, or your local community.

Whether you engage a local indigenous artist, or let your inner artist out, collaboration is a great starting point.

## Art Mediums

Art comes in many forms. Your art piece could be:

- Digital Art (Printed)
- Photography
- Painting
- Sculpture

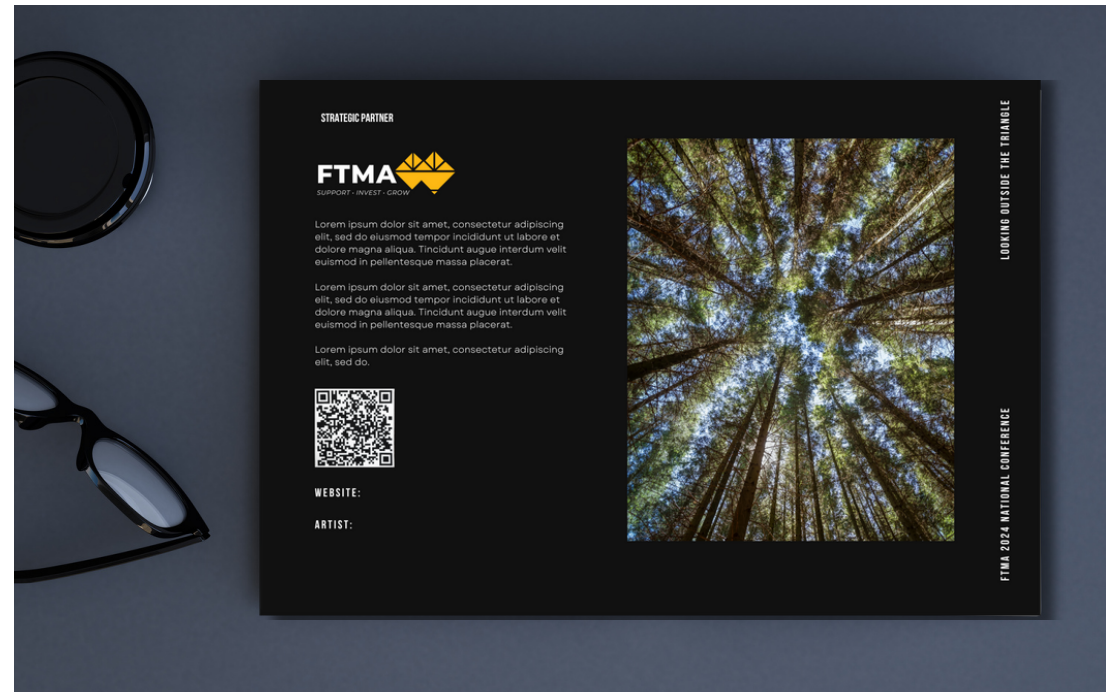
# Art Book

Following the conference, all art pieces will be put into a booklet.

This will include a picture of your art piece along with a blurb description of the art and a QR code taking people to your website.

As part of the Conference Sponsorship, our sponsors will receive up to 35 words for their blurb description in the book.

The FTMA Art Book will be distributed to all fabricators across Australia.



# Conference Sponsorship Application Form

Company : \_\_\_\_\_

Company Contact : \_\_\_\_\_

Address : \_\_\_\_\_

Suburb : \_\_\_\_\_

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

Phone : \_\_\_\_\_

Email : \_\_\_\_\_

We accept the sponsor package as outline in the 2024 Proposal provided and agree to the terms and conditions outlined on this application form. We agree to pay the sponsorship fee indicated (+GST) in accordance with the details provided.

Signature : \_\_\_\_\_ Date : \_\_\_\_\_

**Please return form to:**

Kersten Gentle, CEO, FTMA Australia

M: 0418 226 242

E: kersten@ftma.com.au

PO Box 703, Healesville VIC 3777

<p><b>1. Definitions</b></p> <p>a. 'The Event' is the 2024 FTMA Australia National Conference which will take place on March 18-19, 2024 in Geelong, Victoria.</p> <p>b. 'Application' means an application to be a sponsor or exhibitor.</p> <p>c. 'Sponsor' means any person, firm, body corporate, unincorporated association or authority allocated space by the organiser of the event and includes all employees, agents and representatives of such person, firm, body corporate, unincorporated association or authority.</p> <p>d. 'Organiser' means FTMA Australia, its employees, agents and contractors.</p>
<p><b>2. Application for Participation and Acceptance</b></p> <p>a. A binding contract comes into existence in accordance with the Application and Terms and Conditions upon the Organiser's acceptance of the Application.</p> <p>b. The Organiser has the right to reject or accept any Application.</p>
<p><b>3. Sponsors Obligations</b></p> <p>a. The Sponsor will provide all necessary information and material required for the Organiser to carry out its obligations to the Sponsor, by the dates stipulated by the Organiser.</p> <p>b. The Sponsor will make good and compensate the Venue for damage caused by any act or omission of the Sponsor or other persons arising from or in connection with the use of the exhibition venue by the Sponsor.</p> <p>c. The Sponsor must have the display space ready with all exhibits completed and available for display by the time specified by the Organiser before the opening of the Conference.</p> <p>d. Sponsors are responsible for any damage or loss of own goods and equipment left in the Hotel or function area prior to or after the function and must secure all goods and equipment during the Event.</p> <p>e. All Sponsor deliveries to the Venue must be prior advised to the Venue and must be marked with the name and date of the Event and Sponsor.</p>
<p><b>4. Art Piece &amp; Exhibit</b></p> <p>a. The Organiser agrees to provide the art piece, as detailed in this application, whereby applicable to the sponsorship level, and cover all costs related to the creation of the artwork.</p> <p>b. The Organiser will have the final say on positioning of Art Exhibit</p>
<p><b>5. Assignment</b></p> <p>The Sponsor may not assign its rights under the agreement without the Organiser's prior written consent.</p>
<p><b>6. Terms of Payments</b></p> <p>The agreement will be terminated if the Sponsor does not pay the required fee prior to the event. In the event of termination by the Organisers, the Sponsor will not be entitled to any form of compensation.</p>
<p><b>7. Withdrawals</b></p> <p>The Sponsor will not withdraw, cancel, alter or reduce in any way their Application. In the event the Sponsor withdraws after receipt of signed application and confirmation of acceptance, the following terms shall apply:</p> <ul style="list-style-type: none"> <li>◆ <b>Withdrawal, cancellation or reduction of agreement 60 days before event</b> 50% of sponsorship value will be charged.</li> <li>◆ <b>Withdrawal, cancellation or reduction of agreement 30 days before event</b> 75% of sponsorship value will be charged.</li> <li>◆ <b>Withdrawal, cancellation or reduction of agreement &lt;30 days before event</b> 100% of sponsorship will be charged</li> </ul>
<p><b>8. Insurance and Indemnity</b></p> <p>a. The Sponsor shall take out and maintain a policy of public liability insurance for an amount of not less than \$5,000,000 during the Event.</p> <p>b. The Sponsor will indemnify the Organisers against any costs, claim, liability and expense to which the organisers are in any way subject arising from or in connection with any act or omission of the Sponsor</p>
<p><b>9. Compliance</b></p> <p>The Sponsor will comply with all applicable laws and regulations and all reasonable direction from the Organisers and the owner of the exhibition venue</p>