



for those in communications and PR

A one day conference and awards event launched by Mumbrella's parent company Focal Attractions.

Organised with the support of The PR Council, Commscon will take place in Sydney in March '14.

TOPICS

- Measurement
- Social media and content creation
- The changing media landscape
- Crisis communications in the social media landscape, including a live crisis simulation
- The event is followed by the CommsCon Awards.

HEADLINE SPONSOR

This event represents a huge opportunity to provide your organisation with an excellent platform to showcase your business profile, raise your brand's awareness and access a powerful, targeted audience.

Recognition as the headline sponsor of CommsCon on the dedicated website, in pre-marketing collateral and at the event.

- 10 tickets to the Conference and Awards for clients or staff
- Opportunity to work with Editorial to bring a keynote speaker to the conference. Editorial staff have final approval - they will be looking for someone who is well known within this space, who is a draw card in their own right i.e. someone in your international network or a key client to your business.
- High level branding at the event to include:
 - Logo on Lanyards and Badge
 - Pull up banners in premium positions i.e. registration and key areas
 - Logo on holding slides - larger than other sponsors
 - First advert in conference booklet + company bio
- Present the Grand Prix Award at the CommsCon Awards
- PLUS Advertising on Mumbrella - 50k impressions + 2 weeks banner in eNewsletter and Enhanced listing in the Mumbrella directory for 12 months
- Follow up email to all delegates with message/call to action.

COST: \$18,000

CONFERENCE SPONSOR

Opportunities Include:

- Recognition as one of the exclusive CommsCon sponsors on the dedicated website, in pre-marketing collateral and at the event.
- 5 tickets to the Conference for clients or staff
- High level branding at the event to include:
 - Pull up banners in key positions
 - Logo on holding slide
 - Advert in conference booklet + company bio
- Opportunity to run a competition at the event i.e. business card draw
- PLUS Advertising on Mumbrella - 25k impressions + 1 weeks banner in eNewsletter
- Enhanced listing in the Mumbrella directory for 12 months

COST: \$8,000

AWARD SPONSOR

Following on from the conference, guests will attend the second CommsCon Awards which recognise excellence in the fields of PR and communications.

- Sponsor a category and present the Award to the winner at the ceremony
- 5 tickets to the awards evening for staff or clients
- Branding at Event (i.e. logo on presentation, logo in Awards programme)

COST: \$5,000

CONFERENCE + AWARDS SPONSORSHIP

COST: \$12,000