



Australasian Timber Flooring Association

2021 Sponsorship, Advertising and Event Overview

*Please note: these activities fill on a 'first come first served basis'.

This page - programs with existing bookings from 2020 (moved to 2021 due to COVID restrictions).

Note: those already booked in from 2020 activities still hold their bookings. Please check your booking and payment status.

Interactive activities are subject to COVID-19 restrictions.

| Activity | Investment | Location | Date | Opportunity | Yes ✓ |
|--|---|---|--|--|----------|
| Industry Trade Nights | \$395 exhibitor (patron rate) \$495 exhibitor (standard member rate) | Adelaide Melbourne Auckland Cairns Newcastle Perth Wellington Tasmania Canberra | 31 Mar 21 Apr 19 May 16 Jun 21 Jul 4 Aug 8 Sep 27 Oct 17 Nov | Opportunity for exhibitors to display at each trade night. 5% discount if you take minimum of 5 trade nights out of the 9 available. Do all 9 and receive a 10% discount. | \$ _____ |
| Golf Days | \$1,750 (Majors – Sold) \$890 (Hole sponsor + team) \$330 (Hole) \$600 (team only) \$160 (individual) | Melbourne Brisbane Perth Auckland | 26 Feb 14 May 22 Oct 5 Nov | Opportunities exist to be a major event sponsor (sold) (includes sponsorship on 2 holes and one team), a hole sponsor and team package or team (available). Reward your good contractors and/or your staff with a great networking opportunity. It's always good to have a social element to your business! | \$ _____ |
| ATFA Timber Flooring Industry Trade (FIT) Day | Participation Fee \$950 with demonstration time \$1750 Non-members (no demo) \$1250 (NEW) | Gold Coast (10 places remaining) | 20 August 10am to 4.30pm | <ul style="list-style-type: none"> Bump in on morning between 7am and 10am. All day event on September 4th closing at 4.30pm – bump out to 6pm. Floor space only, one table and two chairs provided. Demos at own stand also permitted. Exhibitor piggy backing not permitted. Demo platform provided (5 x 30min time slots on the hour, starting at 10.30am – first in basis). Will need to provide own demo surface to platform. Catering and all-day bar facility, with ATFA happy hour from 3.30pm. Special guest presenter at 3.30pm. | \$ _____ |
| ATFA Australasian Awards | ATFA Annual Awards Sponsorships (only stating what is available for 2021) | Gold Coast (1 remains) | 21 August | Available Sponsorships for 2021: <ul style="list-style-type: none"> Hybrid/composite Floor of the Year \$2380 Note: All other categories are retained by the incumbent sponsor. | \$ _____ |
| Ladies of ATFA Brunch | Ladies of ATFA Breakfast \$1650 (NEW) | Gold Coast (Sold) | 21 August 9am | A breakfast for the ladies of ATFA to network and enjoy some social time away from work. While an informal get together, you will have a couple minutes to welcome the ladies, as well as have signage and exclusive sponsoring promotion rights to the event. One only, first in gets this event. | \$ _____ |

This and next page - programs fully available for 2021, plus new initiatives.

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|-------------------------------------|--|---|---|---|--------------|
| Product of the Week | \$345 per posting | Via Facebook, Instagram and Member's Card. (Be fast, these always sell quickly) | Various | An opportunity to have ATFA post to over 3300 that follow ATFA on Facebook, Instagram and ATFA member's card, promoting your product or service, via a PDF attachment supplied by you (no greater than 2Mb). Approx. 45+ opportunities throughout the year. Maximum of 5 per company – any balance by ballot. | \$ _____ |
| Technical Webinars | Individual Webinar \$350 Full Series \$1900 | Online | Various dates | Logo included on all promotion and webinar slide show; webinars are widely marketed to whole of industry. Sponsorship includes up to six webinars. | \$ _____ |
| Product Buying Guide | Single Page \$995 Subsequent Pages \$795 | Online | Deadline 15 April | Electronic, updateable publication. Issued via ArchitectureAU to 50,000 architects, specifiers and building professionals, as well as the ATFA website. | \$ _____ |
| Publication Sponsorship | Logo sponsor \$1200 | 1 Electronic 1 Hard Copy | 1 Jun deadline | New Hybrid flooring products and installation manual. Logo sponsorship on the inside front cover. | \$ _____ |
| Magazine | Quarter page \$895 Third page \$1130 Half page \$1485 Full page \$2320 Back page \$2620 Splash \$550 Flysheets \$550 Insert \$950 | Printed | Deadlines 1 Feb 1 Jun 1 Oct | Three releases during 2021 – March, July and November. 10% discount for upfront commitment to advertising in all three issues for 2021. Inserts, cover splash and flysheet ads also available. Distribution 2500, readership 7500. | \$ _____ |
| Future Leaders | Sponsor a future industry leader \$5000 | NA | Closes 31 May | An opportunity to realise your social bottom-line responsibility by sponsoring a future industry leader. Package includes trip to Domotex Shanghai and leadership training. You receive promotional exposure with your scholarship recipient – photos and promo literature under your logo, for your website and onward promotion. | \$ _____ |
| Member card ad page | Advertising page \$195 | On the new electronic member card | Calendar months | A chance to post your company information on the new ATFA electronic member card for a month (12 opportunities per year). Includes your logo, a link to your website and 50 words for the preview. Your space on one page, exclusive for the month. | \$ _____ |
| EMC App banner ads | Advertising banner \$195 (NEW) | On the new ATFA EMC app | Calendar months | Post your company ad banner on the new ATFA EMC and costing app for a month (12 opportunities per year). Includes your provided banner ad to specs. Your space on the app, exclusive for the month. | \$ _____ |
| Manufacturer's online demos | Product promotional webinar \$695 (NEW) | Online | 3 Feb 13 Apr 2 Jun 10 Aug 12 Oct 1 Dec | Your pre-produced webinar run on ATFA's go to webinar system and promoted to all ATFA members. A 'educational demonstration' of your product. 6 opportunities per year spread over sectors. See prospectus for details. | \$ _____ |
| Supplier virtual field trips | Supplier promo video \$250 (NEW) | Social media | Monthly | Your 2-minute max video filmed in landscape mode of what you have to offer contractors. It can be a tour of your business, an introduction of your team, a walkthrough of the products that you have to offer or what you would like to promote and how you might conduct your business on a daily basis. 12 places available. Released on ATFA social media. | \$ _____ |
| Guideline forums | Individual forum sponsorship \$695 (NEW) | Melbourne Gold Coast Sydney | 24 Jun 19 Aug 9 Sep | Sponsor these events outlining the requirements of manufacturer guidelines, naming rights, slides in presentation and promotion. 3 offerings in 2021 in order – Floating floor products, Engineered, Adhesive and MB products. | \$ _____ |

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|----------------------------------|---|------------------------------|----------------------------|--|--------------|
| Vodcasts | Vodcasts \$350 Or all 3 for \$990 (NEW) | Online | 1 Feb deadline | Video cast interviews (30-40 mins) with significant industry entities worldwide. Your chance to sponsor (naming rights and background) – 3 places available. | \$ _____ |
| Exhibitor of the Month | Exhibit virtually online \$1500 (NEW) | Online | By month | An opportunity to have your business promoted prominently on the ATFA website (including slider), promoting your product or service. 12 opportunities throughout the year. Only 1 per company – any balance by ballot. Provide a specific produced link (URL) from within your website for this promotion. | \$ _____ |
| Regional Network Nights | Regional network nights \$395 (NEW) | Sunshine Coast Wollongong | 17 Feb 10 Mar | Small regional network nights with exhibitors from the same State, in regional locations. Exhibitors need to have in State representation. Targeting 6 exhibitors. | \$ _____ |
| ATFA Technical Person | ATFA Technical expert for a day \$2200 + travel (NEW) | At your site | As booked | Hire an ATFA technical expert for a day – daily rate \$2200 plus additional preparation and travel costs. See prospectus for details. | \$ _____ |
| Virtual Showrooms | Website based virtual showrooms \$495/year (NEW) | Online | NA | Display your showroom on ATFA’s consumer website for all to see online. Unlimited places for 2021 display. Provide us with a videographer produced video of 2 mins maximum. | \$ _____ |
| Online Training Workshops | Sponsor online training \$350 Or all 3 for \$990 (NEW) | Online | 27 Jan 16 Feb 30 Mar | Logo included on all promotion and workshop slides; workshops are widely marketed to whole of industry. | \$ _____ |

*All \$ amounts are in AUD.

Sponsor agreement: By making and forwarding your selection outlined in this document, you agree to pay the fees specified in the corresponding invoice that reflect your choices.

From the date of submitting this document there is a five-day cooling off period. Refunds will not apply after the cooling off period, as ATFA will be committed to the event and moving forward on the basis of support received. Should an activity be cancelled by ATFA due to unforeseen circumstances, the company will be reimbursed for that activity in full. Activities moved due to unforeseen circumstances are not subject to refund.

Signed by (Name of responsible person) _____

On behalf of (the sponsoring company) _____

Dated ____ / ____ / _____

Please see <https://www.atfa.com.au/corporatebenefits/> for more corporate member benefits!