



DAY  
**25-27**

MONTH  
**August**

YEAR  
**2023**

Exhibitor & Sponsor Prospectus

*Crown Conference Centre, Melbourne*

# Pilates Alliance

— Australasia —



## Who are we?

The Pilates Alliance of Australasia (PAA) is the leading industry body and professional association for Pilates practitioners in Australia. The PAA is an independent organisation that acts as a self regulatory body for quality control and integrity within all professional education approaches to the Pilates method.

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The PAA facilitates the sharing of knowledge, information and experience within the Pilates profession and broader health and fitness community. Due to our unique membership base and industry associates, we can offer your company many opportunities to build brand recognition and expand your contacts and leads within the Pilates Industry.

### Contact Us

Email: [support@pilates.org.au](mailto:support@pilates.org.au)

Phone: 0412 581 137

Web: [pilates.org.au](http://pilates.org.au)

# Conference Overview



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The PAA Conference is Australia's premier industry event for the Pilates sector.

Continually calibrating to industry demands, PAA is excited to host the 2023 Conference in Melbourne at the Crown Conference Centre.

The conference features prominent International and Australian Pilates presenters. Workshops and classes cover a broad range of practical and theoretical topics.

Along with an impressive program, delegates are given ample networking opportunities throughout the conference and at the Saturday evening social event.

The PAA conference is designed to encourage attendees to learn more about products, suppliers and companies that support and service Pilates practitioners and businesses.



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## Key Reasons to be involved

Join us for the **first PAA conference in Melbourne for over 10 years.**

Reach the **largest gathering of Pilates professionals in Australia and New Zealand**, with up to 300 unique attendees.

**Generate brand awareness in this dynamic sector.** Whether your company is new to the market, already a player, or expanding.

**Showcase your product or service.** Demonstrate your product to key decision-makers, explain how your service works and why it is essential for any Pilates professional or business.

**Create more leads in three days than you could in months.** An opportunity for face-to-face interaction - create new business partnerships and reconnect with existing clients and past associates.

**An exhibition that delivers for you.** 75% of exhibitors at our last face to face conference in 2019 were returning exhibitors after successful involvement in previous events. Plus a waitlist of first time exhibitors.



# Attendees

We anticipate 250 to 300 attendees from a cross-section of traditional Pilates studios, group Pilates studios, physiotherapy practices, fitness centers and yoga studios.

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Attendees range from employees, sole traders and contractors to small business owners and studio owners from across Australia and now the world.

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Pilates instructors are passionate about the art and science of the Pilates Method, the business of Pilates and they LOVE to shop.



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## Venue

The conference will be held on the 1st floor of the Crown Conference Centre, the exhibition is centrally located in the main foyer area to provide maximum interaction with delegates.

The PAA conference is designed to encourage delegates to learn more about products, suppliers, and companies that support Pilates practitioners and businesses. Delegates are given ample networking opportunities throughout the conference and at the evening social and networking event on Saturday.

The PAA conference Attendee Hub, an online mobile app available to delegates, offers additional virtual access to exhibitors during the event, creating yet more opportunities to socialise, promote, and network.



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# Inclusions

## Exhibitors & Sponsors

- Exhibition space incl. table & chairs (power available)
- Conference catering x 2
- Company branding on PAA website, Conference website and Attendee Hub app (more info later)
- Exhibitor promotion in PAA enews, Facebook and Instagram
- Opportunity to sponsor a class
- Exhibitor inclusion in post event attendee communications



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# Attendee Hub

The Attendee Hub conference app offers the following additional benefits:

- An additional branding opportunity
- Exhibitor listings allow participants to preview your offers and plan their inquiries and visits.
- Create an online exhibitor 'virtual booth' for attendees to preview your conference information
- Share documents, weblinks, videos, and links to social media and your website via your online 'booth'
- Opportunities to draw attendees to your stand via gamification
- Receive attendee messages and enquiries via the app

## Exhibitors & Sponsors



# Exhibitor Packages

	Platinum	Gold	Silver
Before the Event	Listing on the PAA conference sponsor page linking to special offer	X Priority	X
	Logo and Link from conference website and Attendee Hub app to exhibitors website	X	X
	Logo on PAA main website, conference website footers and the Attendee Hub app	X	X
	Listing in PAA conference advertising incl. members e-news, social media (logo)	X Priority	X
	Link to special conference offers/discounts in the PAA e-news pre event	X1	X1
	Opportunity to send EDM to database	X2	X1
During the Event	Exhibition Space (tables)	X2	X1
	Complimentary catering on all 3 days of the conference (valued \$300/person)	X2	X2
	Exhibitor pass to Saturday evening social event	X2	X2
	Virtual booth on the Attendee Hub app with links to social media, website and documents	X	X
	Inclusion in Attendee Hub game to direct attendees to visit your stand	X	X
Post Event	Guest ticket to Saturday evening social event	X2	
	Link to special conference offers/discounts in the PAA e-news post event	X1	
	Opportunity for inclusion in post conference social media coverage and promotion	Featured	X

## Platinum Exhibitor

### 2 tables for 3-day conference: \$1300

Exhibitor entitlements:

- Exhibition space - 2m x 2m including 2 trestle tables and 2 chairs
- Complimentary catering for 2 people on all 3 days of the conference (value - \$600)
- 2 Exhibitor passes to Saturday evening social event
- 2 Guest tickets to Saturday evening social event (value - \$120)
- Logo and link from PAA conference website and Attendee Hub app to exhibitor's website
- Virtual booth on the Attendee Hub app with opportunities to link website, social media and download documents
- Inclusion in Attendee Hub game to direct attendees to visit your stand
- Priority listing on the PAA conference sponsor page linking to special offer
- Logo on both PAA main website and conference website
- Priority listing in PAA conference advertising including PAA main website, members e-newsletter, social media (logo)
- Opportunity to send 2 x EDM to PAA national database - (value \$690)
- Link to special offers or discounts in the PAA e-newsletter both pre and post event
- Featured in pre and post conference social media coverage and promotion

## Gold Exhibitor

### 1 table for 3-day conference: \$1100

Exhibitor entitlements:

- Exhibition space - 1 trestle table and 2 chairs
- Complimentary catering for 2 people on all 3 days of the conference (value - \$600)
- 2 Exhibitor passes to Saturday evening social event
- Logo and Link from conference website and Attendee Hub app to exhibitor's website
- Virtual booth on the Attendee Hub app with opportunities to link website, social media and download documents
- Inclusion in Attendee Hub game to direct attendees to visit your stand
- Listing on the PAA conference sponsor page linking to special offer
- Logo on both PAA main website and conference website
- Listing in PAA conference advertising including members e-newsletter, social media (logo)
- Opportunity to send 1 x EDM to PAA database (value \$345)
- Link to 1 x special offer or discount in the PAA e-newsletter either pre or post event
- Opportunity to be included in conference social media coverage and promotion

## Silver Exhibitor

### 1 table for 3-day conference: \$900

Exhibitor entitlements:

- Exhibition space- 1 trestle table and 2 chairs
- Complimentary catering for 1 person on all 3 days of the conference (value - \$300)
- 1 Exhibitor pass to Saturday evening social event
- Logo and Link from conference website and Attendee Hub app to sponsors website
- Virtual booth on the Attendee Hub app with opportunities to link website, social media and download documents
- Inclusion in Attendee Hub game to direct attendees to visit your stand
- Listing on the PAA conference sponsor page linking to special offer
- Link to 1x special offer or discount in the PAA e-newsletter pre or post event

## Sponsors Packages

Opportunity	Sponsor Fee
Saturday evening social event sponsor	\$7,000
Coffee Cart sponsor	\$1,600
Promotion table at Saturday evening social event	\$500
Sponsor a class	Call to discuss options
Product sponsor	Supply 300 units
Lanyard Sponsor	Supply 300 units
Pen Sponsor	Supply 300 units
Volunteer Shirt Sponsor	Call to discuss options
Photography Sponsor	Call to discuss options
Presenter Gifts	Call to discuss options
Grand Prize Draw Gifts	Call to discuss options

### Saturday evening social event sponsor - \$7,000

#### Saturday evening social and shopping event

Sponsor entitlements:

- Opportunity to brand this social event - bring your ideas!
- Opportunity to address the attendees- 5-10 min welcome and prize draw
- 4 guest tickets to Saturday evening social event
- Foyer promotional table (1.8x .46m)
- Sponsor promotion on PAA social media channels pre and post event
- Listing on the PAA conference sponsor page linking to special offer
- Opportunity to send 1 x EDM to PAA database (value \$345)
- Logo and Link from conference website and Attendee Hub app exhibitor's website
- Listing in PAA conference advertising including members e-newsletter, social media (logo)
- Link to 1x special offer or discount in the PAA e-newsletter post event

## Coffee cart sponsor- \$1600

### Sponsor coffee cart during break times - all 3 days

Sponsor entitlements:

- Company Banner displayed at coffee cart
- Listing on the PAA conference sponsor page linking to special offer
- Logo and Link from conference website and Attendee Hub app exhibitor's website
- Listing in PAA conference advertising including members e-newsletter, social media (logo)
- Link to 1x special offer or discount in the PAA e-newsletter post event

## Sponsors Table at Saturday evening social event - \$500

Sponsor entitlements:

- Promotional table in Saturday evening social event area
- Company banner and promotional material only - no product sales
- Logo and Link from conference website and Attendee Hub app exhibitor's website
- Listing in PAA conference advertising -members e-newsletter and social media (logo)

## Product Sponsor

### Product donation x 300 units for delegate and presenters

Sponsor entitlements:

- Logo on PAA conference website
- Link from conference website and Attendee Hub app exhibitor's website
- Listing in PAA conference advertising - members e-newsletter and social media (logo)

## Lanyard Sponsor

### Supply 300 units for delegate, presenter and exhibitor id passes

Sponsor entitlements:

- Logo on PAA conference website
- Link from conference website and Attendee Hub app exhibitor's website
- Listing in PAA conference advertising - members e-newsletter and social media (logo)

## Pen and/or Notebook Sponsor

### Supply 300 units for delegate and presenter use

Sponsor entitlements:

- Logo on PAA conference website
- Link from conference website and Attendee Hub app exhibitor's website
- Listing in PAA conference advertising - members e-newsletter and social media (logo)

## Exhibitor Terms and conditions

1. The Pilates Alliance Australasia ('PAA') will hereafter be referred to as "the Organisers".
2. For the purpose of this document an 'Exhibitor' is defined as company, an association or an individual who provides a financial contribution which is entitlement to representation of goods or services deemed appropriate to the PAA.
3. For the purpose of this document the 'Event' is defined as the 2023 PAA Conference.
4. For the purpose of this document a 'Table' is defined as a 1800mm x 460mm exhibitor table situated in the main Level 1 foyer area.
5. Table position at the venue will be allocated on a sponsorship level and a first come, first served basis and only allocated once the appropriate registration form and payment has been received.
6. The Organisers reserve the right to re-plan the layout of Event to the benefit of Exhibitors, as they see fit.
7. The Organisers reserve the right to decline any application for a table and no application will be considered unless made on the correct form. This form is to be completed fully, payment received, and tables are let on these conditions.
8. The Organisers reserve the right to postpone the holding of the Event from the set dates and hold the Event on other dates as near to the original dates as practicable, utilising the right only where circumstances necessitate such action and without any liability to the Organisers.
9. In the event of the Event being abandoned, the Organisers will return fees received but will not be responsible for the cost of any work carried out by the Exhibitors or their contractors.
10. In the event of the Exhibitor failing to occupy the said space by the opening time of the Event, the Organisers are authorised to reallocate the said space as it may deem best for the interest of the Organiser without releasing the Exhibitor from any liability.
11. No Exhibitor shall erect any sign, stand, wall or obstruction, which in the opinion of the Organisers interferes with an adjoining Exhibitor.
12. Material used in the construction of the stands or for display purposes must comply with fire safety regulations.
13. No Exhibitor shall display on her/his table any advertisement for goods manufactured and/ or sold, or services provided by a non-exhibitor unless written permission has been obtained from the Organisers and no table may be sublet in any manner without the consent of the Organisers.
14. Exhibitors will comply with the rules and regulations stipulated by the Organisers, the venue, the Occupation, Health and Safety Act, the Health Department and the Fire Brigade and with all relevant State and Commonwealth Acts.
15. Smoking is prohibited in the Crown Complex. There are designated smoking locations throughout the venue.
16. The Exhibitor, Exhibitor's Associates and all persons attending the Event must adhere to Crown's Covid-19 Vaccination Policy (available at <https://www.crownresorts.com.au/corporate-governance/policies>) and Crown's COVID Safe Plan as notified to the Client from time to time.
17. In accordance with Australian Standard 3760 all portable electrical equipment (including leads and power boards) brought onto Crown premises by exhibitors or their staff must have been tested and tagged by a suitably competent person and the tag must be valid.
18. All electric lighting must be 2.2 metres from floor level to prevent injury from hot light fittings.
19. Approval must be first given by the Crown Event and Conference Manager when planning to use helium filled balloons as part of an exhibit. A minimum charge of \$300.00 will be incurred for the retrieval of loose balloons from the ceiling.
20. The Exhibitor will not damage any walls or floors or ceiling of the Event area in which her/his table is located or by nails, screws, oil, paint or any other cause whatsoever as per the rules and regulations of the venue. The attachment of signs, banners and posters to any wall surface or the use of pins, blu-tack, nails, staples, post-it or adhesive notes, tape or floor or wall decals is not permitted.
21. As the exhibition space is in the conference foyer area, a secure room will be provided for overnight storage of exhibitor product on Friday and Saturday night.
22. Storage of any products or materials (including packaging) at any other time is the responsibility of the exhibitor. The Organiser is not responsible for providing general storage space at the venue.
23. At the end of the Event, the Exhibitor must remove everything placed by it in the Complex and restore the Complex to the condition in which it was at the commencement of the Event. If any of the property of the Exhibitor or their Associates is not removed within 7 days of the Event, Crown may dispose of such property at its discretion. The Exhibitor will be liable for the costs of any repairs or reinstatements required to the Function Room or its fixtures, fittings or equipment and any additional cleaning requirements.
24. The Organisers will take all precautions they consider necessary for the protection and security of exhibited articles but cannot be responsible for the safety, loss or damage of any exhibit or other property or any other person under any circumstances whatsoever.
25. Neither the Organisers nor the venue will be responsible for the safety of any exhibit or property of any Exhibitor, or any other person, for loss or damage of, or destruction by theft or fire or any other cause whatsoever, or for any loss or

damage whatsoever sustained by the Exhibitor by reason of any defect in the building caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lock-outs, civil disturbances, explosion, inevitable accident, force majeure, or any other cause not within the control of the Organisers or for any loss or damage occasioned, if by reason of happenings of any such event, the opening of the Event is prevented or postponed or delayed or abandoned, or the building becomes wholly or partially unavailable for the holding of the Event. The Exhibitor agrees and undertakes to insure the full replacement value of the contents of her/his table and all associated equipment and materials.

26. Exhibitors are expected to provide staff for their table for the duration of the Event.
27. Exhibitors may only conduct competitions or offer prizes with the permission of the Organisers.
28. Exhibitors' name tags will be issued to all Exhibitors and their staff; these are not transferable and must be worn at all times during the Event.
29. If due to any unforeseen circumstances it is found necessary to close the Event on any day or days or to vary the hours the Event is open the Organisers reserve the right to do so, at their sole discretion.
30. The Organisers may from time to time add to or vary the foregoing rules and regulations and do anything at their sole discretion they deem desirable for the proper conduct of the Event. Provided that such amendments or additions do not operate to diminish the rights reserved to the Exhibitor under the agreement and shall not operate to increase the liabilities of the Organisers.
31. These terms and conditions do not exclude any warranties and liabilities that cannot be disclaimed under the Competition and Consumer Act 2010 or similar State or Territory legislation. Otherwise, the Organiser excludes all warranties and liabilities that may be implied by law. To the fullest extent permitted by law, the Organiser's liability for breach of any implied warranty or condition in relation to services supplied or offered by the Organiser which cannot be excluded is restricted, at the Organiser's option, to supply of the services again, or the payment of the cost of supplying the services again.
32. Exhibitors unconditionally agree to indemnify the Organiser and hold the Organiser harmless (including all of its officers, agents, employees and affiliates) from and against any and all loss, damage, liability and expense (including all reasonable legal fees) suffered or incurred by reason of any claims, proceedings or suits based on or arising out of the Exhibitor participating in the Event.
33. If the Organiser suffers loss or damage or incurs any costs in connection with a breach of these terms or conditions, or any other legal obligation, Exhibitors agree to indemnify the Organiser (including all of its officers, agents, employees and affiliates) for those losses, damages and costs which are attributable to their breach.
34. If an Exhibitor cancels a booked 'table' the following conditions apply:
  - a) Cancellations at least two months prior to the opening of the Event will incur a cancellation fee of 30% of the contracted fee.
  - b) Cancellations less than two months prior to the opening of the Event:
    - i. A fee equivalent to 50% of contracted fee will apply if the Organiser is able to re-let the space,
    - ii. A fee of 100% of contracted fee will apply if the Organiser is not able to re-let the space.
35. Exhibits are admitted to the Event, and shall remain there, solely on strict compliance with these Terms and Conditions. The Organisers reserve the right to prohibit in whole or in part and reject any Exhibitor or her/his representative in the case of failure to comply with these Terms and Conditions. There shall be no return of payment if the Organisers deem such rejection or prohibition necessary.
36. These terms and conditions are governed by and construed in accordance with the laws of New South Wales and all users of this Site irrevocably and unconditionally submit to the non-exclusive jurisdiction of the courts of New South Wales.
37. If any of these terms and conditions should be determined to be illegal, invalid or otherwise unenforceable, it shall be severed and deleted from the terms and conditions and the remaining terms and conditions shall survive, remain in full force and effect and continue to be binding and enforceable.
38. Exhibitors are required to have their own Public Liability Insurance. A copy must be forwarded to the Organiser 30 days prior to the event.
39. It is the Exhibitors/Sponsors responsibility to supply the artwork for advertising in the PAA e-newsletter and for social media (deadlines to be advised).

### **Contractor Access and Induction**

To ensure that Crown is a safe working environment, all Contractors, exhibitors and staff are required to be registered into Crown's contractor management system "iTrak". The below three steps are required for contractors to be entered into the system, be granted a contractor pass and have access to back-of-house areas (if required).

1. Online Health and Safety Induction (Compulsory)
2. Police check (If back of-house access is required)
3. Complete required details for input into iTrak (Compulsory)

## PAA 2023 CONFERENCE EXHIBITOR/SPONSOR REGISTRATION FORM

Company Name:	<hr/>				
Contact Person:	<hr/>				
Website:	<hr/>				
Company Address:	<hr/>				
Suburb/City	State:	Postcode			
Mobile:	<hr/>				
Email:	<hr/>				
Social Media handles:	<hr/>				
Please add up to 300 words introduction to your business or product for use in our marketing:					
<hr/>					
<b>Sponsor or Exhibitor?</b>					
		Sponsor	<input type="checkbox"/>	Exhibitor	<input type="checkbox"/>
<b>Name of package selected:</b>					
<hr/>					
		<b>Price:</b>	<input type="text"/>		
<b>Company Logo</b>					
Please attach logos to the booking email.					
▪ 1 x High-Resolution JPEG or EPS of your Company Logo					
<b>Payment:</b>					
PAA will invoice you for the selected package on receipt of registration form.					
*Prices include 10% GST					
<b>Terms:</b>					
Full payment will be accepted with registration, or 2 payment option: 50% deposit payment at time of registration and balance due 25 June 2023. After 25 June 2023, full payment is required with registration.					
Pilates Alliance Australasia is not responsible for any changes in your circumstances and cannot refund any monies that are fully paid and accepted.					
Pilates Alliance Australasia takes no responsibility other than which is stated in terms and conditions.					
Signature:		Date:			
<hr/>		<hr/>			
Please complete the registration form and email to: <a href="mailto:support@pilates.org.au">support@pilates.org.au</a> with company logo files for advertising.					