



**2021**  
**TECHNOLOGY**  
**EXPOS**

Connecting Industry



## IICA 2021 TECHNOLOGY EXPO PACKAGE

The Institute of Instrumentation, Control and Automation (IICA) is pleased to provide you with the details of our 2021 Technology Expo Program.

The IICA has increased our profile in the market and we are seeing some fantastic results with record attendances and new exhibitors. Over 1800 visitors attended the 17 Technology Expos held in 2019. We are looking forward to an exciting year in 2021.

### We are a community, our network is important

The IICA has faced a variety of challenges over the past 77 years, and our recent growth has meant we were in a very strong position when COVID-19 changed the world we live in.

Due to the dynamic situation with respect to COVID-19, we are monitoring the situation closely. We will be guided by the advice and requirements of State and Local Government Authorities. We will continue to update everyone in the lead up to all Expos to ensure everyone is aware of any changes or requirements that may concern them. Our main focus is the health and safety of all IICA staff, exhibitors and visitors, and as such we will make decisions based on this.

With your continued support, **together we can make 2021 a great year for our industry.**

**Many IICA Technology Expos sell out**, we encourage you to choose one or more of the Technology Expos contained in this package. Submit your booking form early to ensure that your booking is secured and avoid disappointment. Bookings will be processed in order of receipt.

### Early Bird Discount

Book and pay in full by **31 January 2021** to make significant savings. If you are not claiming the early bird discount, please submit your booking form as soon as possible, so that your spot can be secured. A tax invoice will be provided, with payment due eight weeks prior to each Technology Expo.

**PLEASE NOTE - if you are claiming the IICA Member rate, then your 2021 Membership fee needs to be paid at the time of booking. A Membership tax invoice will be issued when your booking form is received.**

### Technology Expo Benefits

- Low cost opportunity to exhibit your products
- Run across Australia, including regional areas
- Company marketing exposure
- Attendee contacts provided (subject to attendee's permission)
- Clothed table measuring approx. 1.8m x .6m (varies between venues)
- Exhibitor lunch provided



### IO – Link Roadshow

In 2021 we are planning a mini roadshow, introducing the new digital industrial communications protocol IO-Link to industry.

- Adelaide – Brisbane – Melbourne – Sydney - Perth - Hobart

We currently have 32 Corporate members who have products that are IO-Link enabled, and we are offering you the opportunity to join our mini roadshow. The format we are planning, consists of several presentations and a display of IO-Link enabled products. **Should your company be interested in presenting and/or displaying your IO-Link enabled products, please send an email to [corporate@iica.org.au](mailto:corporate@iica.org.au)**

Once we have gauged the interest from our members, we will be seeking submissions of presentations for the Seminar and finalising the dates and venues.

**We look forward to working with your organisation as an Exhibitor in partnership with the IICA in 2021!**

## MAXIMISE YOUR PRESENCE

### Sponsorship

- **Only 10** Sponsorships available per Technology Expo
- Sponsorships only available to IICA Corporate Members
- Reserved Prime table position
- Company logo on flyers, publications and social media
- Opportunity to hand out promotional items in official IICA show bags
- Company banner at reception
- Prize draw - Optional (Sponsor provides prize)

### Technology Expo Pricing

	Table Only	Sponsor (including table)
Corporate Member	\$700	\$1,200
Individual Member	\$750	N/A
Non Member	\$950	N/A

### Early Bird Discount Applies if Paid in Full by **31 January 2021**

	Individual Members	Corporate Members
3 - 5 bookings	5%	7.5%
6 - 8 bookings	7.5%	10%
9 - 11 bookings	10%	12.5%
12+ bookings	12.5%	15%

### Membership Fees

Individual	Corporate Level 1 (up to 10 employees)	Corporate Level 2 (11 - 50 employees)	Corporate Level 3 (50+ employees)
\$195	\$450	\$850	\$1,200

#### **EXHIBITORS CONDITION OF ENTRY:**

Exhibitors to use only allocated table/space paid for. All display items, Exhibition equipment/Marketing to keep within the allocated table/space area only. IICA reserves the right to request changes to any set up that does not meet with these requirements.

For information on IICA Membership please visit [www.iica.org.au](http://www.iica.org.au) and click on Membership & Corporate Members

All pricing includes GST



# BOOKING FORM

TAX INVOICE ABN: 70 901 535 539 - All pricing includes GST

Technology Expos	Date	T = Table only S = Sponsorship	Applicable Fee (see page 3)
BATHURST (NSW)	3 March 2021		\$
BENDIGO (VIC)	24 March 2021		\$
SWAN HILL (VIC)	5 May 2021		\$
BRISBANE (QLD)	19 May 2021		\$
PERTH (WA)	1 June 2021		\$
DOYALSON (NSW)	23 June 2021		\$
GLADSTONE (QLD)	28 July 2021		\$
ALBURY (NSW)	4 August 2021		\$
MELBOURNE (VIC)	18 August 2021		\$
WOLLONGONG (NSW)	8 September 2021		\$
DARWIN (NT)	15 September 2021		\$
BUNBURY (WA)	13 October 2021		\$
TOWNSVILLE (QLD)	20 October 2021		\$
SYDNEY (NSW)	27 October 2021		\$
DEVONPORT (TAS)	10 November 2021		\$
ADELAIDE (SA)	24 November 2021		\$

N° of Events \_\_\_\_\_ Total Cost \$ \_\_\_\_\_ Less Discount \$ \_\_\_\_\_ Total \$ \_\_\_\_\_

Please charge my credit card or provide tax invoice for the following amount:

*Please tick here to forego the early bird discount & be invoiced for each Expo individually*

Total \$ \_\_\_\_\_

Company \_\_\_\_\_

Booking Contact Person \_\_\_\_\_ Email Address \_\_\_\_\_

Expo Contact Person \_\_\_\_\_ Email Address \_\_\_\_\_

(Please email admin@iica.org.au if numerous Expo contacts)

Address \_\_\_\_\_

Suburb \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_

Telephone \_\_\_\_\_ Mobile \_\_\_\_\_

## PAYMENT DETAILS

Bank Transfer - Please provide tax invoice with bank account details

Visa                      MasterCard                      American Express

Card Number \_\_\_\_\_ Expiry Date \_\_\_\_\_ CVV Number \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_

### CANCELLATION POLICY:

Any cancellations up to eight weeks prior to the event will incur an \$150 administration fee. A 50% refund is available for cancellations from four to eight weeks prior to the event. No refunds will be given for cancellations made after this time. Attendee list only released to Exhibitors that attend on the day. IICA reserves the right to change or cancel any event listed on this form.