

PacRim Stainless 2012

100 years of stainless steel: reflecting on the past; planning for the future

Hyatt Sanctuary Cove, Gold Coast, Queensland
October 18 - 19, 2012

Sponsorship Opportunities

PacRim Stainless 2012 celebrates two significant milestones: ASSDA's 20th year representing the Australian stainless industry, and a century since stainless steel was created, patented and produced.

This year's theme – **100 years of stainless steel: reflecting on the past; planning for the future** – celebrates our industry's proud achievements while planning its survival through these uncertain economic times.

Don't miss out on the opportunity to secure sponsorship of this world-class conference and raise your profile both nationally and internationally.

SPONSORSHIP CATEGORIES (inc. GST)*:

PLATINUM \$15,000	Major sponsor
GOLD \$6,600	Theme dinner sponsor
SILVER (x 2) \$4,400	Farewell dinner + name tag sponsors
BRONZE (x 4) \$3,300	Half day conference + refreshment break sponsors

*see over for full details

Our extraordinary line-up of speakers will provide a big-picture view of the stainless steel market both nationally and internationally.

- › A global view of the industry and how Australia and other regions are negotiating economic challenges
- › How does growth in foreign markets affect and provide opportunities for PacRim companies?
- › Success in a high dollar, open market
- › Survivability through innovation: new strategies and technologies to survive market challenges, maintain and grow global market share

The Hon. Bob Katter MP, Federal Member for Kennedy, will address the topic of 'A fair share for a fair go'. Other speakers will explore ways to innovate and expand, possibly beyond our borders, and will hear from fabricators and end-users about survivability and success.

PROGRAM OVERVIEW

- › Two half-day conference sessions
- › Thursday night PacRim dinner - *Survivor* theme
- › Friday afternoon option of annual PacRim Golf Ambrose, an industry tour or another leisure activity

CONFIRMED SPEAKERS

The Hon. Bob Katter Jr. MP; Federal Leader and Foundation Patron, Katter's Australian Party

How can Australia's stainless steel industry get more work from the mining boom - 'A fair share for a fair go'?

Dr Gerhard Pariser, Market Research Director, Heinz C. Pariser, Germany (invited)

The global outlook for stainless steel, with a focus on the Pacific Rim region.

Kevin Bradley, President, Nickel Institute, Belgium

Global regulations and the stainless steel industry in Asia Pacific. What applications or materials are suitable for expanding applications in Australia? Update on global regulatory policies and the use of nickel.

Peter George, Managing Director, Outokumpu, Australia

Update on Outokumpu's purchase of ThyssenKrupp. Outlook for Outokumpu both domestically and internationally. Outlook for the stainless steel industry in the Pacific Rim area.

Ryo Hattori, General Manager, Stainless Steel Export Dept Nisshin Steel, Japan

Update on Nisshin Steel-NTK merger and world stainless steel mill consolidation

Ratan Jindal, Vice-Chairman and Managing Director, Jindal Stainless, India

What does Jindal Steel's and India's rapid growth mean for the international stainless steel market? What opportunities might arise for Pacific Rim companies?

Leo Lee, International Sales, Yeun Chyang Co., Ltd, Taiwan

What is the outlook for the Asian economy and its stainless steel market? What is Taiwan's view of the Australian market?

Glenn Beauchamp, President and CEO, Global Stainless Steel, Inc., USA and Canada

International insight and advice on entering new markets.

Jill Talvé, stainless steel executive, USA

A how-to guide for doing business beyond Australia's borders.

Sponsorship Opportunities

PLATINUM \$15,000

(1 sponsor)

- › Brief welcoming speech at conference
- › Logo on satchels
- › A4 insert in satchels
- › 250x290 pixel ad in Australian Stainless Online for 6 months
- › Sponsorship announcement during conference
- › Sponsorship signage in plenary room during conference
- › Inclusion of logo in conference program, ASSDA publications and website (where advertising conference)
- › One free full conference registration

GOLD Theme dinner sponsorship \$6,600

(1 sponsor)

- › Sponsorship signage and announcement during theme dinner
- › Brief speech at theme dinner
- › One free ticket to theme dinner
- › 250x290 pixel ad in Australian Stainless Online for 3 months
- › Sponsorship announcement during conference
- › Inclusion of logo in conference program, ASSDA publications and website (where advertising conference)

SILVER Farewell dinner sponsorship \$4,400

(1 sponsor)

- › Sponsorship signage and announcements during farewell dinner
- › Brief speech at farewell dinner
- › One free ticket to farewell dinner
- › 250x290 pixel ad in Australian Stainless Online for 2 months
- › Sponsorship announcement during conference
- › Inclusion of logo in conference program, ASSDA publications and website (where advertising conference)

SILVER Name tag sponsorship \$4,400

(1 sponsor)

- › Logo on all name tags
- › Sponsorship announcement during conference
- › 250x290 pixel ad in Australian Stainless Online for 2 months
- › Inclusion of logo in conference program, ASSDA publications and website (where advertising conference)

BRONZE Half-day conference sessions \$3,300 each

(2 sponsors)

- › Opportunity to chair a half-day session (broken by morning or afternoon tea)
- › Sponsorship announcement and signage during that session
- › Inclusion of logo in conference program, ASSDA publications and website (where advertising conference)

BRONZE Refreshment breaks \$3,300 each

(2 sponsors)

- › Opportunity to sum-up a half-day session (preceeding morning or afternoon tea)
- › Sponsorship announcements and signage at lunch and afternoon tea on Thursday or morning tea and lunch on Friday
- › Inclusion of logo in the conference program, ASSDA's publications and website (where advertising conference)



Please confirm my sponsorship commitment as marked.

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