



**14th Australasian  
Congress on  
Genealogy and  
Heraldry**



**Congress 2015**

**EXHIBITOR PROSPECTUS**

**26 - 30 March 2015**

**National Convention Centre, Canberra**



# The 14th Australasian Congress on Genealogy and Heraldry

*generations* meeting across time  
Canberra, 26-30 March 2015

## **Congress is Australasia's largest family history conference**

The *Australasian Congress on Genealogy and Heraldry* brings together well-regarded family history speakers and service providers to help researchers to discover and share the stories of their ancestors.

Attendees will have the opportunity to hear about the newest developments in family history research, emerging issues and the latest technologies. Congress attendees will be able to select from 80 sessions across a range of subjects and experience levels. There will also be an extensive trade display showcasing the latest publications, products and services for the family historian.

Congress only comes around every three years, and provides an opportunity unlike any other for attendees to:

- Hear from international and national experts in family history research.
- Discover the latest family history tools and services.
- Meet other researchers from across Australasia to share their stories and experiences.

Congress provides a unique opportunity for family historians of all levels of experience to learn new skills, discover new records and connect with fellow researchers and family history societies.

## **Target Audience**

Congress attendees are enthusiastic about discovering their family history and sharing their stories.

- Approximately 600 attendees are expected
- 60% aged 55+ and 35% aged 35-54
- 75% women, 25% men
- About 60% of attendees are expected from the ACT and local NSW region
- 75% are existing members of local societies and associations
- A high proportion are retirees with disposable income and time

Congress attendees are typically active and enthusiastic researchers, they:

- Regularly use online databases
- Actively network with other researchers
- Use professional family history products and services
- Enjoy attending family history exhibitions and tradeshow
- Have diverse interests outside of genealogy.



## **EXHIBITOR PROSPECTUS**

***Generations meeting across time: the 14th Australasian Congress on Genealogy and Heraldry, will be held in Canberra from 26-30 March 2015.***

This triennial congress is Australasia's foremost family history and genealogy event. This well patronised event traditionally attracts family historians, professional researchers and service providers from across Australia and New Zealand, and has shown growing popularity with each congress. It is expected that the confirmed line-up of top Australian, New Zealand and international speakers – together with the unique opportunity to experience some of the national capital's land-mark monuments – will attract approximately 600 attendees.

Congress' popular Family History Exhibition will be held in conjunction with the multi-stream speakers' program. Exhibiting at Congress 2015 is an ideal opportunity to showcase products and services of interest to family historians and genealogists, and to those travelling with them to support this interest.

The congress program has been structured to allow plenty of time for participants to wander in the exhibition space. To further maximise traffic for exhibitors congress catering will also be served within the exhibition area. And a speaker's corner is proposed to allow exhibitors to demonstrate and launch new products.

The Heraldry & Genealogy Society of Canberra (HAGSOC) is proud to be hosting this event, and invite you to join us in Canberra for Congress 2015 in March next year.

### **Who will attend?**

Congress 2015 will attract family historians and genealogists – from beginners to experienced – and representatives of family and local history societies from across Australia and New Zealand.

Professional genealogists, family history writers and bloggers, representatives of national and state institutions, and voluntary and commercial organisations servicing this growing sector, will also be well represented.

Long gone is the idea that family historians are 'granny hunters'. Today's family historian is an articulate, educated researcher with strong social media skills and a willingness to invest time, effort and money into their family history projects.

Along with congress attendees the Family History Exhibition will be free and open to the public. It also will be promoted locally to attract people who are not yet committed to undertaking family research, but interested in the possibilities offered. It is a perfect opportunity for exhibitors to attract new customers.

## Exhibition objectives

The aim of the exhibition is to showcase the broad range of services and products available to the family history sector. It will demonstrate the technological progress made and the increased availability of resources. It also provides an opportunity to service the broader needs of the target audience.

It is intended to provide an environment allowing service providers and vendors excellent access to interested and engaged customers. Recent conference feedback indicates that up to 93% of family historians feel that the exhibition space provides a valuable addition to the conference experience.

## Who should exhibit?

We encourage individuals and organisations in the following categories to exhibit at congress:

- National and state institutions providing family and local history services;
- Commercial service/product providers meeting the needs of family historians;
- Local and family history societies and representative bodies; and
- Related societies and associations with interests in areas related to family history research.

## Exhibitor Benefits

Exhibiting at congress will provide your business with the opportunity to:

- Raise the profile of your organisation and increase brand awareness;
- Add value to your brand by showing support for this rapidly growing area of interest;
- Market your products to very interested and engaged customers;
- Introduce your products to new customers;
- Develop and reinforce personal relationships with new and existing customers; and
- Learn first-hand what your customers will be looking for in the next few years.

## Making the most of your exhibition experience

Create even greater interest in your exhibition space by:

- Becoming a Congress 2015 sponsor and significantly increasing your conference profile. Contact [convenor@congress2015.org.au](mailto:convenor@congress2015.org.au) for details.
- Contributing prizes to our congress raffles and competitions.
- Personalising your exhibit with additional furniture, signs and accessories.
- Advertising in *The Ancestral Searcher*, HAGSOC's quarterly magazine, and/or in Congress Program.

**BONUS** – All exhibitors will be listed on the congress website with a link to their home page and can include a 60 word entry about their organisation in the congress program.

## Sponsor Benefits

**Congress 2015 sponsors** will have an enhanced opportunity to:

- Showcase their business to the hundreds of consumers attending congress and subscribed to various congress services and media channels
- Interact with genealogists and representatives from national and state institutions who are looking for the latest services and technology.
- Access priority scheduling for demonstrations of new products and services.
- Confirm first choice of exhibition space.
- Increase exposure through Congress 2015 marketing opportunities, including links and profiles on the website, priority brand placement, features in the congress subscription newsletter— *Canberra Calling* — and promotion on congress social media channels (including the blog, Facebook and twitter coverage).





## The venue

The exhibition will be held in the Exhibition Hall of the National Convention Centre Canberra (NCCC). This is a beautifully designed space with plenty of natural light, and allows free flow of people passing all exhibits.

The NCCC is in the central business district of Canberra. The venue is accessible, all on one level and with easy access to parking. For more information about the venue, go to <http://www.nccc.com.au/>

## The exhibition space

System Built Exhibitions (SBX) is a Canberra firm, which has been providing premier exhibition services and products for more than 20 years. SBX has been engaged to work with the congress organisers to design the exhibition space, build booths and custom stands and to provide electrical and furniture hire. SBX will also provide full graphic and signage options. To find out more about the company and the services it provides visit <http://www.sbx.biz>

Exhibitors will have access to the venue to set up from 3 pm on Thursday 26 March.

The exhibition will be open:

Friday	27 March	8 am to 5 pm,
Saturday	28 March	8 am to 5 pm
Sunday	29 March	8 am to 5 pm
Monday	30 March	8 am to 2 pm

Exhibition space is available as an exhibition stand (3m x 3m); a showcase booth (3m x 1m) or as a table (2m x 1m). See page 6 for details of inclusions and price.

## Bookings

A Congress Exhibitor Booking Form is attached, and is also available for download at: [www.congress2015.org.au](http://www.congress2015.org.au) On receipt of an Exhibitor Booking Form an invoice will be issued requiring payment within 28 days. All bookings are required no later than 31 November 2014 (unless spaces are filled earlier) and all payments must be finalised by 31 December 2014. A refund of 50% will be available for cancellations made before 31 January 2015. No refund will be available for cancellations after that date. Booth locations will be allocated on a first-come first-served basis, however congress sponsors will be given priority booth selection.

## Parking

Undercover parking is available in the NCCC – fees apply. Voucher parking is also available immediately opposite the centre. Different rates apply for week days and at weekends.

## Catering

Catering is available for all exhibitors, but please note that the base-cost for an exhibition space does not include catering unless the exhibitor, and all attending staff, are fully registered for congress. For non-registrants catering is an additional \$220 per person for the four days. Catering includes morning and afternoon tea and lunch on Friday, Saturday and Sunday and morning tea and lunch on Monday. Catering services will be provided to exhibitors before the relevant breaks in congress presentation sessions.

Alternatively, the NCCC has the facility to provide catering and beverage services direct to exhibitors. No food or drink is to be brought into the Convention Centre.

If a stand is staffed only by people registered to attend Congress there is no additional charge for catering.

## Insurance

Exhibitors should consult their own insurance companies for suitable coverage of their exhibition merchandise and displays in respect of:

- Insuring exhibits and displays against loss or damage
- Expenses incurred due to cancellation or postponement of the event
- Public liability

## Prices and Inclusions

OPTION	TYPE	INCLUSIONS	COST
Option 1	Exhibition Stand  3 x 3 metres	2.5m high wall panels in OPAL coloured velcro compatible front runner material with polished anodised aluminium frames.  Names using vinyl-cut UPPER CASE lettering onto a white background, with names on all open sides.  Two 150-watt track lights and one 4 amp power point.	\$630*
Option 2	Showcase Booth  1 x 3 metres	2.5m high Octanorm wall panels in opal coloured front runner material.  Names using black or navy vinyl-cut UPPERCASE lettering onto a white background.  Two 150-watt track lights and one 4 amp power point.	\$550*
Option 3	Table	2.1m x 1.2m landscape display board in opal coloured front runner material.  Names using black or navy vinyl-cut UPPERCASE lettering onto a white background.  Trestle table and tablecloth in navy, red, white, green or grey and 2 Ply chairs.	\$480*

\*Please note: catering is **not** included for non-registrants. Full catering is an additional \$220 per person for the four days. If the stand is being staffed only by people registered to attend Congress there is no additional charge.

## Arranging additional items

Systems Building Services (SBX) will contact exhibitors approximately six weeks before Congress 2015 to confirm exhibitor requirements and to arrange additional items including furniture, lighting, signage etc. To see the full range of options available visit: <http://www.sbx.biz/>

# CONGRESS 2015: EXHIBITOR BOOKING FORM

Organisation Name: \_\_\_\_\_

Name for signage (max 50 characters): \_\_\_\_\_

Address for invoicing: \_\_\_\_\_

Contact name for organisation for exhibition stall: \_\_\_\_\_

Phone number: \_\_\_\_\_ Email address: \_\_\_\_\_

Special request (e.g. adjacent to another exhibitor): \_\_\_\_\_

EXHIBITION TYPE	NUMBER REQUIRED	COST
Exhibition Stand: 3 x 3 metres (Cost: \$630)		
Showcase Booth: 3 x 1 metres (Cost : \$550)		
Table only: 2 x 1 metre (Cost: \$480)		
Catering Packages (Cost: \$220.00/person)		
<b>TOTAL COST</b>		

Note: If the stand is being staffed only by people registered to attend congress there is no additional catering charge.

Exhibitor Description:

Each exhibitor can include a 60 word description for inclusion in the Congress Program

Organisation website address: \_\_\_\_\_

Please indicate if you are interested in any of the following promotional opportunities. If interested a member of the organising committee will contact you directly.

Delegate voucher offer     Congress Program advertisement     Congress Proceedings advertisement

To book exhibition space, please complete this Exhibitor Booking Form and send to:

Convenor, Congress 2015 by email to [convenor@congress2015.org.au](mailto:convenor@congress2015.org.au)

OR fax to 02-6251 5002

OR by mail to GPO Box 585, CANBERRA, ACT, 2601.

On receipt of an Exhibitor Booking Form an invoice will be issued requiring payment within 28 days. All exhibitor bookings are required no later than 30 November 2014 and all payments must be finalised by 31 December 2014. A refund of 50% will be available for cancellations made before 31 January 2015. No refund will be available for cancellations after that date.

