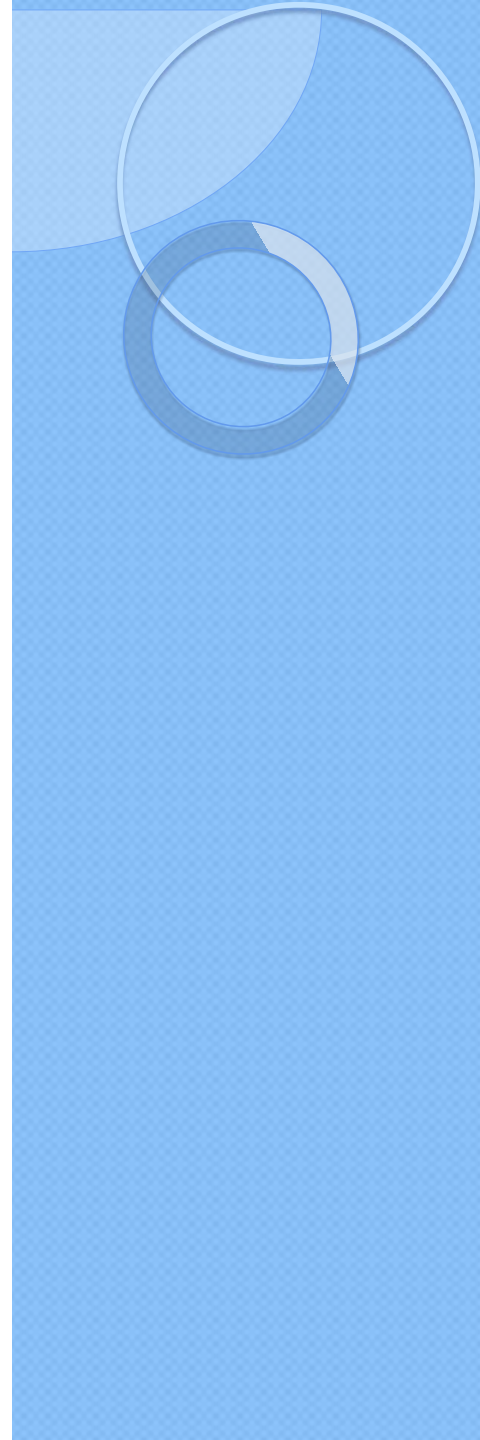


# Australian Virtual Assistant Association



## Sponsorship and Advertising Opportunities 2017



# Sponsorship Benefits

Thank you for your interest in becoming a sponsor for AVAA. We are sure you are as excited as us at the opportunity for mutual benefits and ongoing promotional relationships. These would include:

- Direct access to the decision makers for their busy business owner clients.
- Year-round exposure to over 2,000 Australian VAs and potentially thousands more overseas who are making suggestions and recommendations to their clients.
- Promotion throughout the whole of 2017 in various marketing materials, newsletters, websites and Social Media.
- VAs promote amazing products and services to their networks as they love to sharing information.

We are sure you will agree that the exposure you will get to Australia's premier Virtual Assistants attending the Australian Virtual Assistant Conference (AVAC) in April 2017 will also be well worth your while.

Please read through the different sponsorship opportunities and I look forward to hearing from you soon.

Anita Kilkenny  
**President, AVAA**

# The What and When

## *What*

The Australian Virtual Assistants Conference (AVAC) is the premier conference for Virtual Assistants in Australia and is now in its 8th year.

This two day event gives Virtual Assistants the opportunity to congregate in person, meet new VAs, network, socialise, learn and grow. Attendees will listen to keynote presentations from our inspiring speakers, be involved with discussions and have the ability to ask questions.

The Virtual Assistant Industry means that we often network with businesses as potential clients and develop working relationships, but we need to take some time to learn and develop our skills with our peers as well.

## *When*

This two day event will be hosted in Melbourne, Victoria on Friday 28<sup>th</sup> and Saturday 29<sup>th</sup> April 2017 at the Bayview on the Park.

# .. and Who

The Australian Virtual Assistants Association and the Australian Virtual Assistants Conference was founded by Kathie M. Thomas and Anita Kilkenny.

**Kathie M. Thomas** began her home based secretarial business in March 1994. Eighteen months later the internet entered the business scene in Australia and Kathie founded the first home based network of virtual workers (now known as Virtual Assistants) in Australia.

Today that network, known as [“A Clayton’s Secretary”](#) spreads into 7 countries and services clients worldwide.

**Anita Kilkenny** owner of [AKA Virtual PA](#) and [The Holistic VA](#), has been a Virtual Assistant since January 1994. She establish The Holistic VA in 2014 to cater for the spiritual and wellness industry. With a Bachelor of Business Degree (Office Admin) and over 25 years experience in the secretarial and PA field, Anita helps solopreneurs with their administration and secretarial needs and, more recently, with social media, email marketing and online events.

# Audience Demographic

## *The Audience:*

This event is designed for all Virtual Assistants, whether they are just starting out or have already established their business. AVAA completed a comprehensive survey of VAs and here are some of the findings.

## *Key Demographics:*

Gender - Female 99%

Age Range - 25-60 years of age

## *Location*

99% Australia - 1% International

## *Business Status*

- 100% wish to create and or continue to make their Virtual Assistant business full time.
- 83% already running a Virtual Assistant business, full time or part time.
- 57.2% have been a VA for less than 2 years, 32.4% have been in business for 3 to 10 years, and 8.3% have been in business for over 10 years.
- 86.9% of VAs are located on the east cost of Australia.

# Gold Partnership – AUD\$2000

- Three (3) complementary tickets to the Conference
- Acknowledgement of your partnership and category on the Conference press releases, invitations and programme, welcome speech
- Website link and Organisation profile for 12 months on the AVAA website
- Prominently positioned banner at the event
- Certificate of Recognition awarded at the Conference
- Your Organisation's brochure included in the Conference Bags to delegates
- Your Organisation's name and logo printed on outside of Conference Bags
- Opportunity to address the delegates at the opening of the Conference
- Provision of a Trade Table to showcase your product or service
- Editorial comment within 4 editions of the AVAA newsletter
- Promotion on various Social Media Platforms which will entail scheduled tweets and/or Facebook posts over the course of the year. Up to 36 posts across all platforms.

# Silver Partnership – AUD\$ 1 000

- Two (2) complimentary tickets to the Conference
- Acknowledgement of your partnership and category on the Conference invitations, programme, welcome speech
- Website link and Organisation profile for 12 months on the AVAA website
- Prominently positioned banner at the Conference
- Certificate of Recognition awarded at the Conference
- Your Organisation's brochure included in the Conference Bags to delegates
- Your Organisation's name printed on outside of Conference Bag
- Provision of a Trade Table to showcase your product or service
- Editorial comment within 3 editions of the AVAA newsletter
- Promotion on various Social Media Platforms which will entail scheduled tweets and Facebook posts over the course of the year. Up to 24 posts across all platforms.

# Bronze Partnership – AUD\$700

- One (1) complimentary ticket to the Conference
- Acknowledgement of your partnership and category on the Conference invitations, programme, welcome speech
- Website link and Organisation profile for 12 months on the AVAA website
- A prominently placed banner at the event
- Certificate of Recognition awarded at the Conference
- Your Organisation's brochure will be included in the Conference Bags to delegates
- Your Organisation's name printed on outside of Conference Bag
- Provision of a Trade Table to showcase your product or service
- Editorial comment within 2 editions of the AVAA newsletter
- Promotion on various Social Media Platforms which will entail scheduled tweets and Facebook posts over the course of the year. Up to 12 posts across all platforms.



# General Partnership – AUD\$500

- One (1) complimentary ticket to the Conference
- Acknowledgement of your partnership and category on the Conference invitations, programme, welcome speech
- Website link and Organisation profile for 12 months on the AVAA website
- A banner at the Conference
- Certificate of Recognition awarded at the Conference
- Your Organisation's brochure will be included in the Conference Bags to delegates
- Editorial comment within 1 edition of the AVAA newsletter
- Promotion on various Social Media Platforms which will entail scheduled tweets and Facebook posts over the course of the year. Up to 10 posts across all platforms.

# AVAC Opportunities

## What is the AVAC?

The Australian Virtual Assistant Conference (AVAC) is an annual event where Virtual Assistants from around the country come together to learn more about running a virtual business in Australia. 2017 will be its 8<sup>th</sup> year in operation.

Held over two days, AVAC is jam-packed with brilliant speakers and workshops, it is a 'not to be missed' event in every VA's calendar - full of learning and growing, as well as sharing experiences and making connections with other VAs.

Australian VAs who attend once, keep coming back year after year, so the conference gets bigger and better every year.

The VA industry is a unique one in that we are very open and sharing of what's new, what's hot and what's awesome! If you have an awesome product and one VA hears of it, you can be sure that she will tell other VAs very quickly!

VAs generally have more than one client and if the product is something that their client can use, you can bet your bottom dollar that they will be recommending that product to them too!

# AVAC Opportunities

## **Trade Table ~ \$400**

- A 183cm x 75cm (approximately) Trade Table to demonstrate, display and/or sell your product and services at a cost of \$A400, which includes one ticket to the event, a listing in the Programme and a website link for 6 months.
- Guaranteed visit from every conference delegate.

## **Sample Product ~ Free**

- Your organisation may wish to insert sample product in the Gift Bags provided to each guest at the Conference absolutely free of charge. This provides an excellent opportunity to promote your product and you receive a 100% hit rate.

## **Paper Advertising ~ \$A150**

- This option allows your organisation to insert a catalogue (up to 30 pages), brochure or flyer at a cost of \$A150 into the Gift Bag given to each Delegate.

## **Door Prize Opportunity – Free**

- The MC will draw the prize and acknowledge your organisation.
- Your organisation's name will also appear on the Conference Programme and a website link.
- Prizes valued over \$A200, you may also include a brochure in the Gift Bags which will be provided for each Delegate.