



**EMS** Association Inc  
Environmental Management Systems

## **Sponsorship & Exhibition Prospectus**

**2nd National EMS Forum  
19-22 May 2008  
Newcastle, NSW**

***“Changing our Thinking: Adapting with EMS”***

[www.ems.asn.au](http://www.ems.asn.au)

## Sponsor & Exhibitor Invitation

You are invited to sponsor and/or be an exhibitor at the 2nd National EMS Forum, being held from 19-21 May 2008 in the harbourside city of Newcastle. The venue is the City Hall, in the historic city precinct, with its cultural attractions and cafes and just a stone's throw from the working port.

The theme of the forum is "Changing our Thinking: Adapting with EMS", reflecting the need to embed the concept of environmental management into mainstream business practices across Australia.

A special Tools Expo will be held as part of the forum to showcase products and innovations for EMS use.

## About the EMS Association

The EMS Association was established in 2006 to connect forward thinkers and users of EMS, allow discussion and debate about the best use of the tool, develop policy to promote to industry and Government, share experiences, foster overseas linkages and create awareness about EMS.

The Association is encompassing of industry and business, agriculture and natural resource management, government agencies, the not-for-profit and community sector and any person seeking a systematic approach to environmental management.

The Association is incorporated nationally and has a committee of seven. It embraces new technologies, using its website as the hub for its communication, administration, brokering and networking activities.

Annual membership of the Association is available to individuals (\$80), community or NFP groups (\$150) and large organisations or agencies (\$300).

For more information visit the EMSA website:

**[www.ems.asn.au](http://www.ems.asn.au)**

## Forum Program

The conference program has been designed to provide delegates with a dynamic, interactive and stimulating experience with many opportunities for seeing EMS in practice and discussing innovative approaches.

### Eco-mapping Workshops

A half-day workshop will be held on a site for each of the following steams:

1. Intensive land-use
2. Business & manufacturing
3. Extensive land use & infrastructure

### Plenary Sessions

Keynote presentations across two days of the forum in the following areas:

#### 1. *Current State of Play in EMS*

- What can be expected from the new Federal Government on the environment and EMS?
- How is the Australian business sector using EMS?
- What is influencing EMS use in the Federal bureaucracy

#### 2. *EMS Innovations for the Future*

- The role of EMS in Climate Change.
- Regulatory innovations in the US and EU - lessons for Australia
- The role of EMS in Sustainable Business Management

### EMS Workshops

Interactive workshops on the following topics:

- Auditing and certification - emerging issues.
- Measuring energy use in a large Australian multi-site agency.
- Aspects and impacts.
- Development of public reporting models for EMS.
- Avoiding greenwash – the true value of labels and how this is achieved.
- Adding value in the market chain.

## Tools Expo and Exhibition

A showcase of the latest tools for EMS development, support and implementation. What is out there to help you achieve the best outcomes from your EMS?

## Field Tour

A field tour of the CSIRO Sustainable Energy Centre or similar is planned for the final day of the conference, culminating in a lunch at the Koorogang Wetlands.

## Call for Papers

Papers and posters for presentation will be considered in the following themes:

- Use of EMS in promoting sustainable business and communities.
- Innovative governance and EMS: How can the tool work best for all?
- Market linkages and EMS: Recognising users.
- The role of EMS in managing risk and adapting to climate change.
- Auditing and certification – experiences and outcomes.

Case studies will be sought in the application of an EMS in:

- Intensive land-use (eg. waste management, sewerage treatment, animal rearing & processing)
- Business & manufacturing (eg. government, insurance, small business, light industry)
- Extensive land use & infrastructure (eg. grazing, cropping, mining, defence, road & rail)

## Attendance and Marketing

EMSA is anticipating between 100 and 150 delegates will attend the 2nd National EMS Forum from a broad range of industry sectors. Past events have drawn delegates from the agriculture, mining, manufacturing, consultancy, government, natural resource management, regulation and research

sectors. The potential pool of delegates is as wide as the application of EMS.

The forum will be marketed via email flyers to the EMSA database and organisations with professional and/or personal interest in EMS, through relevant newsletters, publications and email lists of environmental, business, government, rural and other networks. Media coverage of the event has commenced and EMSA will be pursuing further opportunities for promotion where available.

## Conference Costs

EMSA Members Special (for members joined before 7/02/08)	\$330
EMSA Members - Early Bird (before 31/03/08)	\$440
EMSA Members - Full registration	\$550
Non - Members - Early Bird	\$550
Non Members - Full registration	\$660
Student	\$250
Day Delegate	\$330
Dinner	\$90
Eco-mapping workshop	\$55

(includes GST)

Full registration includes attendance at all forum sessions, the EMS Workshops, Tools Expo, Field Trip and the Welcome Reception.

## Contact

To discuss sponsorship or exhibition opportunities, or for further registration information please call:

Claire Braund  
Secretary, EMS Association  
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Conference website:  
[www.ems.asn.au/events/2008\\_forum](http://www.ems.asn.au/events/2008_forum)

## The Packages

### Platinum - \$10,000

*1 only available*

- Acknowledged as the Forum's principal sponsor
- Sole naming rights to the gala dinner on 29 May 2008
- Four dinner tickets
- Logo on the dinner menu
- Opportunity to speak
- Signage on the tables and in the banquet room during the dinner
- Signage in the main foyer, plenary room & one breakout room
- Four delegate places to the Forum
- Opportunity to place two items in the delegates satchel
- Standard trade exhibition booth (2 X 2m)
- Full page advertisement in the delegates handbook
- Recognised on the sponsorship page of the conference website
- Recognition in email conference communication to potential delegates

### Gold - \$7,500

*3 only available*

- Acknowledged as the Forum's major sponsors
- Recognised as sponsor of one of the three conference streams:
  1. Intensive Land-Use OR
  2. Business & manufacturing OR
  3. Extensive Land use & Infrastructure
- Signage in the main foyer, plenary room & one breakout room
- Five delegate places to the Forum
- Five dinner tickets.
- Opportunity to place two items in the delegates satchel
- Standard trade exhibition booth (2 X 2m)
- Full page advertisement in the delegates handbook
- Recognised on the sponsorship page of the conference website
- Recognition in email conference communication to potential delegates

### Silver - \$5,000

- Acknowledged as the Forum's minor sponsors
- Signage in the plenary room & one breakout room
- Two delegate places to the Forum
- Two dinner tickets
- Opportunity to place one item in the delegates satchel
- Standard trade exhibition booth (2 X 2m)
- Half page advertisement in the delegates handbook
- Recognised on the sponsorship page of the conference website
- Recognition in email conference communication to potential delegates
- Opportunity to place one item in the delegates satchel

### Bronze - \$3,000

- Acknowledged as a Forum sponsor
- Signage in the plenary room.
- One delegate place to the Forum
- One dinner ticket
- Opportunity to place one item in the delegates satchel
- Standard trade exhibition booth (2 X 2m)
- Recognised in the delegate handbook
- Recognised on the sponsorship page of the conference website
- Opportunity to place one item in the delegates satchel

### Tools and Exhibitor Expo - \$1,200

- Standard trade exhibition booth (2 X 2m)
- Opportunity to take part in the Tools Expo on day one of the Forum
- Listing in the delegates handbook and on the conference website