



STATE OF SOCIAL

a look at current and future trends in social media

A PROSPECTUS FROM SOCIAL MEDIA PERTH

// IN CONFIDENCE //

HELLO.

We are excited to bring you a dynamic new event to Perth and invite you to partner with the STATE OF SOCIAL being held in Perth on Tuesday 26 June 2018.

Perth is ever evolving and the digital space is growing by leaps and bounds. Rapid changes in technology and trade and Perth's unique position on the west coast place us at a historically significant opportunity in time. With advances in air travel and rebounding economic growth, Perth is in the perfect strategic position to become Australia's gateway to the world. We can think of no better place to examine the current and future trends of our industry.

STATE OF SOCIAL sponsorship packages have been designed to ensure you can get in on the action and smooch your face up against some dynamic entrepreneurs. These have been fine-tuned and made to fit you, so your money is spent wisely ensuring the best return for your input.

This is such an easy way to meet new like-minded marketers and get your learn on!

Have a look and please get in touch if you have any questions.

We welcome the opportunity to work in partnership with your company.

ABOUT // STATE OF SOCIAL

Influence. Behaviour. Innovation.

On Tuesday June 26, 2018, delegates will gather together at Optus Stadium for an engaging look at current and future trends in social media and digital marketing, making it one of the most dynamic marketing conferences in Australia.

Covering 3 of the hottest topics the industry is currently facing, we will exchange insights relating to current and future trends in social media and digital marketing.

We will provide a space for educators, thought leaders, students, and professionals, to look beyond the digital platforms and understand what motivates consumers in today's marketplace.

We welcome your input and feedback in a collaborative space to build on what is already out there and see what we can achieve together.

ABOUT // SMPERTH

The person you've been tweeting with for ages... the LinkedIn connection you should really reconnect with... from one blogger to another... finally the chance to come together with some of Perth's best social media minds has arrived - and what better way to celebrate then with a beverage or two.

Social Media Perth is for businesses and brands who embrace social media in their marketing strategy to come together to meet and exchange ideas. We are Perth's go to source for the latest news in the digital space, and a community for those to learn and share.

WHAT WE DO

#SMPerth is the premier networking event for Perth digital marketers and social media users.

What started as a regular evening to bring people together to have a drink and talk about working in social media has grown into a space for hundreds of industry professionals to network, learn and exchange ideas through forums, masterclasses, workshops and other special events.

Catering for all levels of social media user, from the rookie to the expert, our networking events regularly draw a crowd of business owners, entrepreneurs, marketing professionals, "Twitterati" and local personalities – all brought together to discuss the latest news and trends in digital that are relevant to them.

WHO

Social media marketing strategist Meg Coffey is the mind behind #SMPerth.

SMPERTH // FAST FACTS

OUR COMMUNITY

Account Manager	Community Manager	General Manager	PR Consultant
Account Services Coordinator	Community Project Officer	Graphic Designer	Public Affairs Coordinator
Advertising & Subscriptions Executive	Content Creator	Influencer	Researcher
Advocacy Officer	Digital Analyst	Journalist	Sales & Marketing Manager
Art Director	Digital Strategist	Managing Director	Search Director
Blogger	E-Marketing Coordinator	Marketing & Communications	Senior Account Manager
Business & Communications Consultant	Event Coordinator	Marketing & Content Manager	Senior Marketing Executive
Business Analyst	Event Sales Manager	Marketing Executive	SEO / AdWords Specialist
Business Development Manager	Events & Sponsorship Coordinator	Media Officer	Social Media Specialist
Communications Officer	Food Blogger	Online Marketing Executive	State Business Manager
	Founder	Owner Operator	Student Engagement Officer

SOCIAL MEDIA AUDIENCE FEBRUARY 2018



5802
FOLLOWERS



4228
FANS



2010
FOLLOWERS



496
MEMBERS



2164
ENGAGED

CONFERENCE SCHEDULE

TUESDAY 26 JUNE 2018

10AM REGISTRATIONS & WELCOME COFFEE

1030 START

1035-1120 INFLUENCE

1125-1210 INFLUENCER PANEL

1215-1300 LUNCH

1305-1350 BEHAVIOUR

1355-1440 BEHAVIOUR PANEL

1445-1510 AFTERNOON TEA

1515-1600 INNOVATION

1605-1650 INNOVATION PANEL

1655-1700 CLOSING REMARKS

1730-1930 #SMPerth

CONFIRMED SPEAKERS & PANELLISTS



Nick Randall

TRIBE



Adam Ferrier

THINKERBELL



Meg Coffey

SMPerth



Gavin Bain

MEERKATS



Barb de Corti

ENJO



Nic Hayes

MediaStable



Andrew Mathwin



Derry Simpson

303MullenLowe

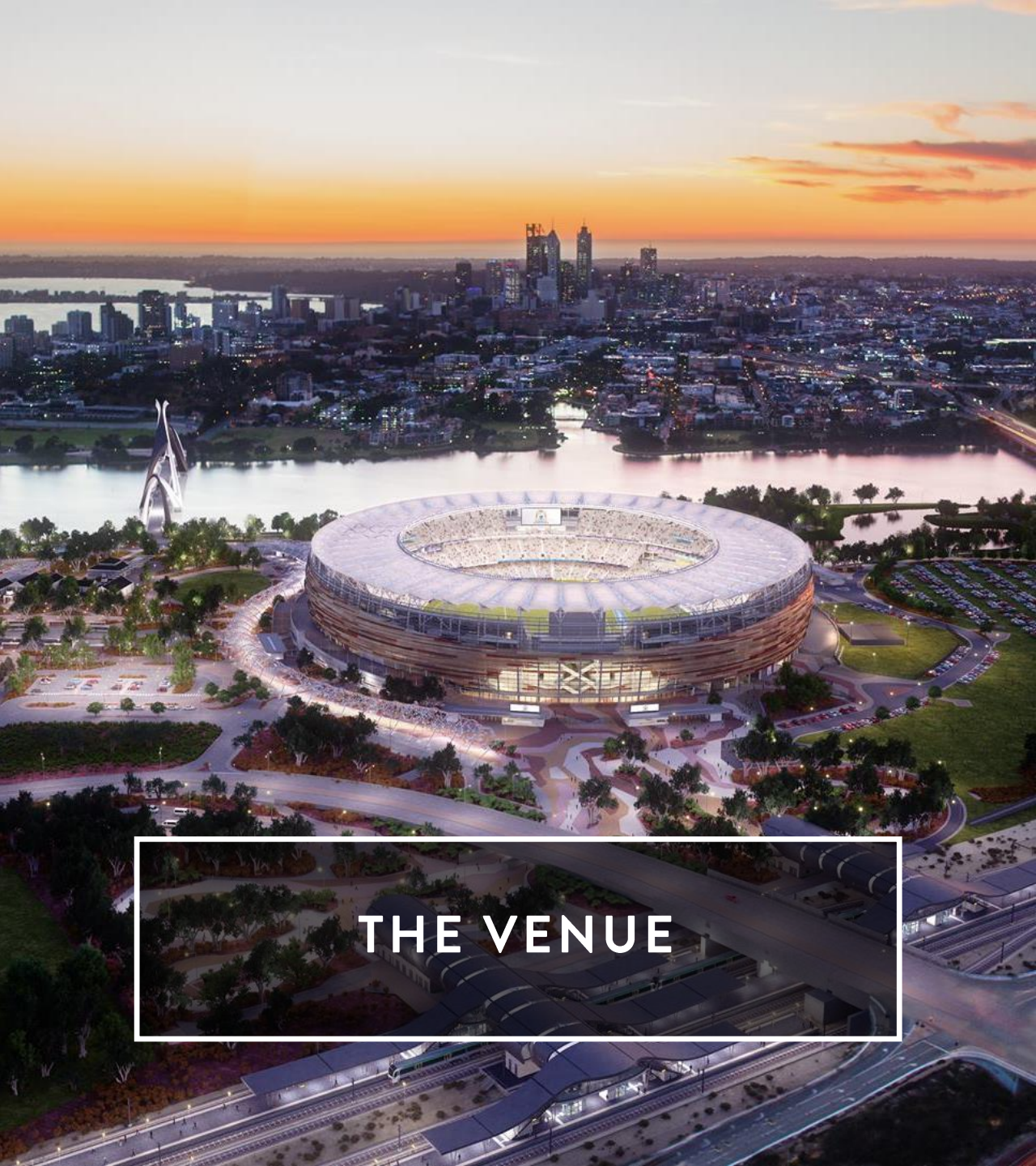


Anna Franklyn

Urban List



Danielle Norrish
The Comms Council



STATE OF SOCIAL

Optus Stadium is a multi-purpose world-class venue that will host a year-round calendar of major national and international sporting and entertainment events. Once open in early 2018, it will be the third largest stadium in Australia.

Optus Stadium sits within a landscaped parkland setting and the Stadium Park offers multiple event spaces alongside playgrounds, two restaurants, public art, picnic and barbecue facilities.

With floor to ceiling glass windows providing spectacular views across the Swan River towards the city, the River View Room will play host to a spectacular day of learning.

ACCOMMODATION

Guests travelling to Perth for the STATE OF SOCIAL are invited to stay at Crown Towers.

Renowned for its world-class facilities, entertainment, premium restaurants and luxury accommodation, Crown is located on the eastern banks of the Swan River, just minutes from the CBD and both domestic and international airports.

Conference rates available.



SPONSORSHIP OPPORTUNITIES

PRESENTING PARTNER

SPEAKER & PANEL SESSION

FOOD & BEVERAGE

SOS FRIENDS

#SMPerth DRINKS

WHY PARTNER WITH STATE OF SOCIAL?

Partnering with STATE OF SOCIAL offers dynamic opportunities to showcase your organisation and demonstrate your commitment to supporting the digital marketing industry. Be an innovative leader in your field while thriving in the company of some of the brightest most dynamic digital marketing and social media professional in their fields.

With a range of sponsorship packages designed to suit your needs and budgets, each package allows you to showcase your products and services to the top marketing decision-makers and influencers attending.

Promote, showcase and demonstrate your services and innovative products

Embed your position as a key player in digital marketing

Increase awareness and recognition of your brand in the digital marketing sector

Maintain, generate and enhance client relationships

Gain industry knowledge through networking with delegates

Check out the competition and stay ahead

PRESENTING PARTNER OPPORTUNITIES

A unique opportunity to optimise your business's exposure to delegates. This package allows you to be up the front, in prime position to promote your organisation to delegates at every single stage of the conference from our pre-conference marketing and the opening ceremony to the take-home promotional items.

The Presenting Partner is key to the success of the STATE OF SOCIAL and our team will work with you to ensure that you are equipped with the resources to provide the best possible return on investment for your organisation.

Investment: \$12,000
exclusive opportunity

- Four delegate registrations
- Acknowledgement at the opening as a Sponsor including logo featured on the welcome slide
- Acknowledgement as a Sponsor of the conference with your company logo displayed in rotation on conference information screens
- Link and 200 word company profile on the State of Social website
- Sponsor profile on SMPerth website
- Social media promotion through the SMPerth network
- Promotional insert in the swag bag
**Note: to be supplied by the sponsor.*
- A full page, full coloured advertisement in event program
**Note: finished artwork for advertisement to be supplied by the sponsor.*
- Opportunity to display two banners in prominent locations at the event
- Company logo on pre-event email communications
- One electronic delegate list two weeks before the conference and one post conference

SPEAKER & PANEL SESSION PARTNERS

This package has three opportunities to sponsor a session covering each pillar of the STATE OF SOCIAL conference.

Align your brand and ensure you are seen as an authority in your field.

Investment: \$5,000 per session

- Two delegate registrations
- Acknowledgement as a Sponsor of the conference with your company logo displayed in rotation on conference information screens
- Link and 100 word company profile on the State of Social website
- Social media promotion through the SMPerth network
- Promotional insert in the swag bag
**Note: finished artwork for promotional brochure/flyer to be supplied by the sponsor.*
- A 1/3-page, full coloured advertisement in event program
**Note: finished artwork for promotional brochure/flyer to be supplied by the sponsor.*

Session One – Influence

Session Two – Behaviour

Session Three – Innovation

FOOD & BEVERAGE PARTNERS

Learning makes you hungry! We all know food can make or break the experience - it is a memorable part of every conference, and the catering at STATE OF SOCIAL is going to be no exception!

We aim to ensure everyone leaves remembering the great people they met, the inspirational speakers and most importantly the food, the delicious food.

Link your brand to a fun and memorable experience and gain significant exposure at the same time.

Investment: from \$5,000

- Two delegate registrations
- Acknowledgement as a Sponsor of the conference with your company logo displayed in rotation on conference information screens
- Link and 100 word company profile on the State of Social website
- Social media promotion through the SMPerth network
- One piece of marketing collateral to be placed on all break tables
- Promotional insert in the swag bag
**Note: to be supplied by the sponsor.*
- A 1/3-page, full coloured advertisement in event program
**Note: finished artwork for promotional brochure/flyer to be supplied by the sponsor.*

Welcome Coffee

Lunch

Afternoon Tea

STATE OF SOCIAL FRIENDS

This is an excellent way to be part of the STATE OF SOCIAL and help support our crazy ideas. We have an outstanding community around us and this package is for our colleagues who would like to collaborate and have the chance to mingle with like-minded educators, thought leaders, students, and professionals.

Investment: \$2,000

- One delegate registration
- Acknowledgement as a Sponsor of the conference with your company logo displayed in rotation on conference information screens
- Link and 50 word company profile on the State of Social website
- Three dedicated posts to the SMPerth social media network in the leadup or during the conference
- Promotional insert in the swag bag

**Note: to be supplied by the sponsor.*

NAME BADGE & LANYARD SPONSOR

This opportunity will ensure your brand is everywhere and seen by every delegate who attends the conference.

A maximum exposure sponsorship package sure to please and get people talking about your brand. You will have your company name and logo printed on the name badge and lanyard of every registered delegate.

Investment: \$3,000
exclusive opportunity

- One delegate registration
- Acknowledgement as a Sponsor of the conference with your company logo displayed in rotation on conference information screens
- Link and 50 word company profile on the State of Social website
- Social media promotion through the SMPerth network
- Your company name and/or logo will be displayed on every delegates name badge and lanyard
- One electronic delegate list two weeks before the conference
- Promotional insert in the swag bag

**Note: to be supplied by the sponsor.*

#SMPERTH DRINKS SPONSOR

Help us celebrate 5th birthday as the official sponsor of #SMPerth Drinks. Our monthly get together will coincide with the STATE OF SOCIAL and is an excellent way to get your brand in front of a bunch of thirsty marketers.

Investment: \$7,000
exclusive opportunity

- Two STATE OF SOCIAL delegate registrations
- Acknowledgement as sponsor of #SMPerth Drinks with your company logo displayed in rotation on information screens
- Your logo and URL link on the #SMPerth event registration page
- Sponsor profile on SMPerth website
- Ten dedicated posts to the SMPerth social media network in the leadup or during the conference
- One electronic guest list two weeks before the conference
- Promotional insert in the swag bag

**Note: to be supplied by the sponsor.*

A modern office interior with a wooden table, chairs, and a leather sofa. The room has a white wall, a wooden floor, and a white ceiling with exposed ductwork. A dark grey rectangular box with white text is overlaid on the image.

ADVERTISING OPPORTUNITIES

SWAG BAG INSERT

CONFERENCE EVENT PROGRAM

WEBSITE

SOCIAL MEDIA

GET IN TOUCH

If you have further enquiries
regarding sponsorship & advertising packages
or partnership opportunities, please contact:

Meg Coffey

0447 555 310

hello@smperth.com

WITH THANKS TO

STATE OF SOCIAL PRESENTING PARTNERS



STATE OF SOCIAL PARTNERS



STATE OF SOCIAL FRIENDS



OPTUS STADIUM





THANK YOU.