



SMBIT
PROFESSIONALS
- STRENGTH IN NUMBERS -

Partnership Prospectus

Our Vision and Mission

| | | | | |
|--|--|---|---|---|
|  Vision | <ul style="list-style-type: none"> • To create a professional association of members that businesses can confidently engage to provide the best advice for their business information systems |  Mission | <ul style="list-style-type: none"> • To build a community of IT professionals educate them about industry best practice, latest technologies and products and provide interaction and learning opportunities |  SMBiT PROFESSIONALS - STRENGTH IN NUMBERS - |
|--|--|---|---|---|

Our Partners

You're in good company with SMBiT Professionals

When you partner with SMBiT Professionals, you gain the support of an entire network of IT professionals – each committed to working with you to achieve excellence in IT solutions for small and medium business.

At SMBiT Professionals we pride ourselves on developing engaging, powerful and long standing relationships through working closely with our members to provide you with access and insight into the needs of the SMB IT marketplace.

| | |
|------------------|--|
| Gold Partners. |    |
| Silver Partners. |       |
| Bronze Partners. |         |

Partnering with SMBiT Professionals

With combined revenue of over \$150m, SMBiT Professionals is the peak body for IT professionals servicing SMBs in Australia.

Partnering with SMBiT Professionals offers easy, cost-effective and measurable access to one of the largest pools of IT professionals and resellers specialising in IT solutions for thousands of small and medium businesses Australia-wide.

Partner Benefits include:

- **Brand Development:** Build brand awareness and long-term product preference with key target markets.
- **Product Development:** Engage 240+ industry experts – who understand the technical and commercial considerations – during the critical product development stage.
- **Technical Showcase:** Present directly to members at Monthly Chapter meetings held across Australia (Melbourne, Brisbane, Sydney, Perth, and Adelaide).
- **Industry Insights:** Receive real-time industry news and insights via the SMBiT Professionals Forum and other publications.
- **Product Trial:** Trial and promote your product to key influencers in the small and medium business space.

“Our partnership with SMBiT Professionals has helped Fujitsu better understand the needs of the SMB IT market and to showcase our solutions to technical experts in a meaningful and engaging way.”



DANIEL CAMPBELL – CHANNEL
MANAGER
FUJITSU AUSTRALIA LIMITED
GOLD PARTNER SINCE NOVEMBER 2012

Partner Sponsorship Levels

SMBiT Professionals offers annual partnership across 3 levels; Gold, Silver and Bronze.

The table below outlines sponsorship features by level. Visit www.smbitpro.org to view our current partners.

| Partner Sponsorship Benefit Levels | | | |
|---|-------------|-------------|-------------|
| | GOLD | SILVER | BRONZE |
| Fixed fee | \$10,000 | \$5,000 | \$2,000 |
| Maximum partners per level | 5 | 10 | 20 |
| SMBiT PROFESSIONALS WEBSITE BRANDING | | | |
| Sponsor Logo | Colour | Mono | Mono |
| Company page | 1 page | 1 page | Nil |
| Link to sponsor site | Yes | Yes | Yes |
| Sponsor page Analytics | Yes | Yes | Yes |
| MEMBER COMMUNICATIONS – DIGITAL | | | |
| Branded e-comms advertising | 4 per annum | 2 per annum | 1 per annum |
| Optional – extra advertising (Refer Additional Benefit) | 8 per annum | 4 per annum | 3 per annum |

Partner Sponsorship Benefit Levels

MEMBER COMMUNICATIONS – CHAPTER MEETINGS

| | | | |
|---|---|--|--|
| Chapter Meeting Presentations - max 20 minutes (Chapter Guidelines) | 10 per annum (5 chapters x 2) | 5 per annum (5 chapters x 1) | 2 chapters per annum |
| Logo on Chapter Meeting Presentations | Yes | Yes | Yes |
| Annual Conference | Early bird ticket discount up to 10 tickets | Early bird ticket discount up to 6 tickets | Early bird ticket discount up to 4 tickets |

MEMBER COMMUNICATIONS – RESEARCH SURVEY'S

| | | | |
|--|-----|-----|-----|
| Bi-Annual National Partners Survey | Yes | Yes | Yes |
| Chapter Meeting Feedback Surveys (including partner presentations) | Yes | Yes | Yes |

PARTNER MARKETING MATERIAL

| | | | |
|--|-----|-----|-----|
| Dedicated SMBiT Professional logo (see examples) | Yes | Yes | Yes |
| SMBiT Professionals Brochure | Yes | Yes | Yes |
| Unlimited Email list distribution | Yes | Yes | Yes |

Partner Sponsorship Additional Benefits

Unlimited Chapter Meeting Attendance:

Our aim is to build two-way interactions between members and partners. To help foster this interaction, all partners can attend any chapter meeting (any month, any location - unlimited people). Subject to Committee acceptance and advance notice, these visits will be managed by our Administration Assistant.

Please contact admin@smbitpro.org to discuss your attendance.

Live Streaming:

Live streaming of presentations is on an as needed basis and availability is dependent on the meeting venues resources.

Additional Advertising:

Partners may purchase additional advertising (up to the maximum detailed in the table above).

Each additional list advertisement may be purchased at a cost of \$250.

Contact admin@smbitpro.org to arrange.

Partner Sponsorship Examples

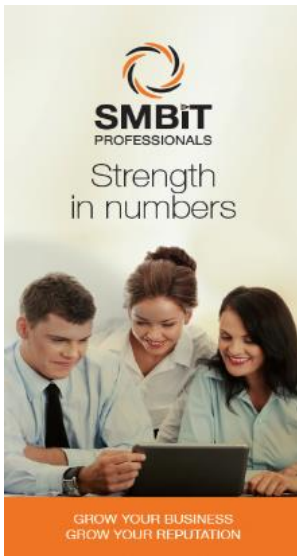
SMBiT Professionals Partner Website page / links



SMBiT Professionals Dedicated Partner Logo



SMBiT Professionals Digital Brochure & Banner Adverts



SMBiT Professionals eComm's advertising

Offering unique value is a great way for partners to build stronger relationships with our members:

- Special offers
- Discounts
- Pre-orders on new products
- Bundle offers
- Product training in each state

Through our online communications channels (emails, forum, e-news, Facebook, Twitter).

Sponsorship Terms & Conditions

- Only annual payments in advance are accepted.
- Each partner committing to sponsor SMBiT Professionals warrants that it is authorised to commit to such sponsorship on behalf of the sponsor company, and that its sponsorship is in conformance with all relevant legislative requirements and industry practice guidelines.
- Each partner committing to sponsor SMBiT Professionals indemnifies SMBiT Professionals, including their boards, directors, executives, committees, staff and members from any liability which may arise in any way from their sponsorship of SMBiT Professionals.
- If a meeting presentation conflicts occurs with partners, the partner with the higher sponsorship level will take precedence. 1st choice – Gold, 2nd choice Silver, 3rd choice Bronze.
- The partner and its employees or authorised representatives are responsible for understanding and utilising these guidelines and engaging with the SMBiT Professionals organisation and its members, teams and executive.
- The SMBiT Professionals organisation and/or its' board of directors reserves the right to change and/or alter any of these guidelines at any time without notice.
- All prices quotes in this document are exclusive of GST, unless otherwise specified.

Chapter meeting presentations, advertising and email guidelines are available to review and will be provided on partnership acceptance. Please contact admin@smbitpro.org if you would like a copy.

Interested in Becoming a Partner

Please complete the form on our website <http://www.smbitpro.org/partners/become-a-partner/> and email to admin@smbitpro.org