





SMBIT
PROFESSIONALS
- STRENGTH IN NUMBERS -

Partnership Prospectus

January 2018

MELBOURNE | BRISBANE | SYDNEY | PERTH | ADELAIDE

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 	<p>=</p>  SMBiT PROFESSIONALS - STRENGTH IN NUMBERS -
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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.

Platinum Partner.	
Gold Partners.	    
Silver Partners.	      
Bronze Partners.	        

Partnering with SMBiT Professionals

With combined revenue of over \$150m, SMBiT Professionals is the leading industry association for IT businesses and professionals servicing SMBs in Australia.

Partnering with SMBiT Professionals offers easy, cost-effective and measurable access to one of the largest pools of IT businesses and professionals 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 280+ industry experts – who understand the technical and commercial considerations – during the critical product development stage. Trial and promote your product to key influencers.
- **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.
- **Relationship Building:** Build strong and lasting relationships with IT Professionals and their businesses.

“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.”



BURT NOAH, NATIONAL SALES MANAGER
FUJITSU AUSTRALIA LIMITED
GOLD PARTNER SINCE NOVEMBER 2012

Partner Sponsorship Levels

SMBiT Professionals offers partner term sponsorship across 4 levels; Platinum, 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				
	PLATINUM	GOLD	SILVER	BRONZE
Fixed fee	\$20,000	\$10,000	\$5,000	\$2,000
Maximum partners per level (Available)	1 (0)	5 (0)	10 (5)	20 (11)
Selected Co-branding	Yes	Nil	Nil	Nil
SMBIT PROFESSIONALS WEBSITE BRANDING				
Sponsor Logo	Colour	Colour	Mono	Mono
Company page	1 page	1 page	1 page	Nil
Link to sponsor site	Yes	Yes	Yes	Yes
Sponsor page Analytics	Yes	Yes	Yes	Yes
MEMBER COMMUNICATIONS – DIGITAL				
Branded e-comms advertising (per annum)	2 per month (24)	1 per month (12)	1 bi-monthly (6)	1 per quarter (4)

Partner Sponsorship Benefit Levels

MEMBER COMMUNICATIONS – CHAPTER MEETINGS

Chapter Meeting Presentations - max 20 minutes (Chapter Guidelines)	10 per annum -5 chapters x 2	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	Yes
Brochure/ Flyer Distribution at Meetings	Any	Only when Presenting	Only when Presenting	Only when Presenting
Virtual Meeting	1 per annum	1 per annum	1 per annum	1 per annum

MEMBER COMMUNICATIONS – ANNUAL CONFERENCE

Conference Sponsorship	Included	Nil	Nil	Nil
Conference Sponsorship Addons	First Choice	Nil	Nil	Nil
Conference Early Bird Discount for Resellers	Max 10 tickets	Max 10 tickets	Max 6 tickets	Max 4 tickets

MEMBER COMMUNICATIONS – RESEARCH SURVEY'S

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

PARTNER MARKETING MATERIAL				
Dedicated SMBiT Professional logo (see examples)	Yes	Yes	Yes	Yes
SMBiT Professionals Brochure	Yes	Yes	Yes	Yes
Unlimited Email list distribution	Yes	Yes	Yes	Yes
PARTNER RESOURCES				
Dedicated Partner Relationship Manager	Yes	Yes	Nil	Nil

* Selected Co-branding – Most advertising campaigns, except where the impression would be that the event or association is owned or directed by the platinum sponsor.

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 Operations Manager.

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 and partner approval.

Partner Sponsorship Examples

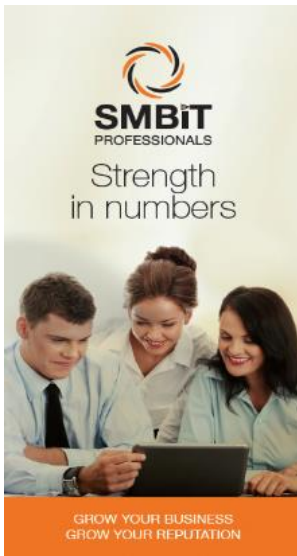
SMBiT Professionals Partner Website page / links



SMBiT Professionals Dedicated Partner Logo



SMBiT Professionals Digital Brochure & Banner Adverts



4th Annual National Conference

A forum for IT business owners and IT professionals
27th & 28th October 2017 Brisbane, Australia

The Conference is the premier networking and education event servicing SMBs across Australia. The Conference agenda consists of both business and technical presentations to help your business grow.



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 – Platinum, 2nd choice - Gold, 3rd choice - Silver, 4th choice - Bronze. (This includes virtual meetings)
- Virtual meeting presenter bookings are locked down 45 days prior, this ensures that once a partner has been allocated a spot, it cannot be given to a higher level partner.
- Brochure and Flyer distribution at meetings is only allowed if you are presenting, a Platinum level sponsors can distribute at any event unless a direct competitor is presenting.
- 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 quoted 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 www.smbitpro.org/partners/become-a-partner or email prior questions to admin@smbitpro.org