

# Exhibition & Sponsorship Prospectus



Utopia Retreat 2009



Union of Heart & Mind

16 – 18 October 2009  
Noosaville, Queensland, Australia  
Australis Noosa Lakes Resort and Convention Centre

[www.Utopia-Retreat.com](http://www.Utopia-Retreat.com)

## What is Utopia Retreat ?

Utopia Retreat was launched last year (2008) in Noosa, and after it's phenomenal success it was decided to make this Retreat an annual event.

The Utopia Retreat is a new concept here in Australia – for it provides a bridge between the spiritual disciplines and the mainstream work environments that many of us participate in.

The Utopia vision is to bring together world class speakers from across many disciplines to educate, enlighten, and encourage those committed to conscious living. The retreats provide a nurturing environment for the physical to relax, the mind to be challenged, your consciousness to grow and your heart to expand.

Whether you are home based, run your own complementary therapies practice or work in the corporate, education or human services sectors, Utopia is the place to embrace all aspects of your growth and well-being.

## Who attends Utopia Retreats ?

Utopia Retreats are attended by people from all walks of life – both nationally & abroad, however the major demographic are delegates from the eastern states of Australia.

Utopia Retreat Speakers are brought together from around Australia & overseas, and each are specialists in their field and offer wisdoms that bring consciousness or spiritualism into a mainstream contemporary setting.

Utopia Retreats are created for people from the following professions / industries / lifestyles:

- Nurses / Health Professionals
- Counsellors & Psychologists
- Community Youth Workers
- Life Coaches / Mentors
- Complimentary Therapists
- Business Execs
- Teachers & Students
- Healers & Creative Soul's



## Why participants attend Utopia ?

Top 5 reasons people attend our Utopia Retreats ?

- Engage with 20+ world renowned speakers and pioneers in the human potential movement;
- Ground breaking & innovative content, providing real tools to facilitate growth;
- Gain insights into personal empowerment and the nature/science of consciousness and take back into your life proven and effective tools supported by quantum principles for facilitating change.
- Visit conscious exhibition stands, meet bestselling authors, and engage with speakers one-to-one in the breaks and evening events;
- Meet 100+ delegates from a variety of backgrounds sharing a similar vision and quest for growth;

## The Utopia Retreat Vision

Utopia Retreat is not just your everyday Retreat.

The Utopia vision is to bring together people from all backgrounds, professions, and healing modalities to come together in a heart space and learn tools that will transform their lives and bring lasting results for health and well-being to family members, business associates and clients.

This is not just a feel good Retreat (though the Love and Heart centred energies will be palpable), but a Retreat that brings together highly conscious speakers that are specialists in their field. These presenters will impart tools and wisdoms based on the understandings of modern science and quantum principles – giving participants practical and real tools that help unleash the greater human potential.

It is the vision of Utopia Retreats to help individuals, businesses and communities to work together to create global change from the ground up, and facilitate Heart based global consciousness in Unity and enduring Peace.

## Why be a part of Utopia ?

We invite people, businesses or groups to support Utopia through Sponsorship or as an Exhibitor, to assist us in achieving our vision of service to humanity.

The benefits of joining Utopia are infinite, but here are some of the highlights:

- Engage with like minded souls, businesses and groups to make a meaningful difference to the world;
- Open your business to a whole new market, and network with others who hold a conscious vision for humanity;
- Opportunity to get your product or service 'out there' to others, including mainstream markets;
- Be an active part of a growing r EVOL olution awakening the planet and encouraging and supporting those ready to take their conscious growth to the next level.

“Real generosity toward the future, lies in giving all to the present.”

- Albert Camus, 1951

## So how can I support the vision of Utopia Retreat 2009 ?

The Utopia Retreats are non-profit events made possible with the assistance of Sponsorship and Exhibitors. Outlined below is how you can become involved, and help support the vision of Utopia Retreat 2009.

### Sponsorship

There are a number of opportunities for conscious people, businesses or groups to directly sponsor Utopia Retreat 2009.

Sponsorship enables you to showcase your business or services to a market that is interested in self-awareness and growth and open to new possibilities and tools to facilitate change.

With over 20+ speakers uniting at Utopia Retreat from around the world, the potential exposure of your products/services to national and international markets is outstanding.

With an anticipated combined database of all speakers of 30,000+ and a comprehensive marketing campaign in the pipeline, Sponsorship would provide wonderful opportunities for cross promotional work, making new industry contacts, and greater market penetration of your products or services.

Our marketing campaign includes regular e-newsletters (to our entire speaker databases), a 'virtual web tour' of speaker websites, and regular tele-seminars including interviews with keynote speakers.

We will also be producing 10,000 brochures (which fold out to an A3 poster), which will be posted and make available around various 'key sites' on the Eastern seaboard of Australia. These brochures (which include the participant registration form) will also be made available for download from the website.

Our website will also include the 'Utopia Community On-line'. This is a community that people from around the world can sign up to, in order to feel a part of Utopia even though they may not be able to make it to the live event. Benefits of free membership will include tele events with best selling authors, free offers from Utopia speakers and a whole lot more...

With such an extensive marketing campaign, and large database to draw from, we anticipate an average daily hit rate of over 1,000 unique hits.

In addition, after Utopia Retreat 2009 has concluded, the few months afterward we have a 'Utopia Retreat Wind Down' campaign.. which was very successful at the end of Utopia 2008. This campaign will promote the success of Utopia 2009, and will generate greater public awareness as members 'share' the goodies with friends and family.

If you feel there are other elements that may complement Utopia Retreat 2009, then please feel free to contact us, as we would love to hear from you.

### Sponsorship Packages

The following is a list of Sponsorship Packages available for Utopia Retreat 2009.

#### Website Sponsorship – Home Page & Sponsors Page

Included is your Business Logo and link to your website / phone contact details directly on the right hand side of the Home page of our Utopia Retreat Website. These same details will also appear on the Sponsors page of the website. The home page will have maximum exposure to your potential market, and places are limited for this sponsorship option.

#### Website Sponsorship – Sponsors Page

Included is your Business Logo and link to your website / phone contact details directly on the Sponsors page of the website. This is the page where all our Sponsors are thanked, and the page that is referred to in all our advertising material.

#### Brochure Sponsorship

Included on the back middle page (of a DL fold brochure) is your Logo and website/contact details... with limited number of places are available. The brochure sponsorship page is located directly beside the Registration Form page, ensuring maximum exposure.

#### Newsletter Sponsorship

On a fortnightly basis, html emails (full colour/graphics emails) will be sent out to the speakers databases. There is the opportunity of adding your logo and website links/contact details to these emails for great exposure of your business. The logos and links would be detailed down the left hand side of the html email page – ensuring great visibility to readers.

### Exhibitor Stalls

There are a limited number of opportunities for businesses to exhibit their products / services at Utopia Retreat 2009.

This sponsorship offer includes a table, and backboard – which would be located in the major break gathering spaces for Utopia Delegates.

Thus during registration, morning/afternoon breaks, lunchtime and evening functions you would have the opportunity to market your products / services to a captive audience.

With approx 150+ delegates attending Utopia Retreat 2009, this is the perfect opportunity to get to know participants personally, form lasting relationships and establish conscious business connections with speakers and participants alike.

There are only a very small number of places available for Exhibitor Stalls, thus preference will be given to those applicants who uphold the vision of Utopia Retreat 2009.

## Your Sponsorship / Exhibitor Investment

Outlined below are the rates associated with both Sponsorship and Exhibition at Utopia Retreat 2009. Please feel free to contact us should you wish to discuss these packages in further detail. Please note all prices are inclusive of GST.

### Sponsorship Packages

1. Website Sponsorship – Home Page & Sponsors Page	\$1,000
2. Website Sponsorship – Sponsors Page	\$500
3. Brochure Sponsorship	\$750
4. Newsletter Sponsorship	\$500
5. Packages 1. & 3. Combined	\$1,500
6. Packages 1. & 3. & 4. Combined	\$1,750

*All sponsors, whether Web / Brochure / Newsletter – will have their company logo and contact details included in the Retreat Program.*

### Exhibitor Stalls

Exhibitor Stall at Utopia Retreat 2009	\$750
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#### Exhibitor Stall space includes the following:

- Table (2.5 m x 1.0 m), linen tablecloth, chairs and backboard.
- 1 Complimentary Retreat Registration, inclusive of all morning/afternoon teas, cocktail party, evening events and access to all Utopia Retreat sessions (keynotes and workshops).
- Company name and contact details listed in the Retreat Program as an exhibitor;
- Company logo displayed on the Retreat Website (including link to your website) as an exhibitor;
- Opportunity of bringing along an assistant for your stall at the discounted rate of \$250 (which includes all of the above benefits).

*Please Note: Staffing of stalls, decoration & layout, equipment etc., is the responsibility of each individual stall holder.*

# Sponsorship & Exhibition



## APPLICATION FORM

First Name: ..... Surname: .....

Address: .....

Suburb: ..... State:..... Postcode:..... Country:.....

Organisation: .....

Your Position/Title: .....

Website: ..... Email: .....

Daytime Ph: ..... Mobile: .....

How did you hear about Utopia Retreat / Utopia Sponsorship ? .....

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## SPONSORSHIP



**I would like to sponsor Utopia Retreat 2009 via the following package(s):**

- Package 1 – \$1,000 : Website Sponsorship – Home Page & Sponsors Page
- Package 2 – \$ 500 : Website Sponsorship – Sponsors Page
- Package 3 – \$ 750 : Brochure Sponsorship
- Package 4 – \$ 500 : Newsletter Sponsorship
- Package 5 – \$1,500 : Packages 1. & 3. Combined
- Package 6 – \$1,750 : Packages 1. & 3. & 4. Combined

## EXHIBITION STALL



**I would like to be an Exhibitor at Utopia Retreat 2009 :** *Please select 1 of the following*

- \$ 750 – Exhibitors Fee.
- \$1,000 – Exhibitors Fee PLUS additional assistants ticket.

**Please outline below a summary of what you would like to Exhibit at Utopia Retreat 2009:**

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## PAYMENT OPTIONS



### SPONSORSHIP & EXHIBITOR FEES:

Advertising for Sponsorship & Exhibitions will commence within 2 weeks of approval of this application, thus all fees are due and payable on acceptance by Utopia Retreat of this application.

*Cancellation Policy: Refunds are not available on any Sponsorship / Exhibitor Fees. If you are not able to Exhibit due to extenuating circumstances, your exhibit may be transferred to another business under approval of Utopia Retreat.*

### PAYMENT METHODS

#### 1. CHEQUE / MONEY ORDER:

Please find attached my cheque/ money order for \$.....

*(please make payable to Utopia International Retreat).*

#### 2. CREDIT CARD

Please charge \$....., to my credit card (Visa / Mastercard)

Credit Card #..... Name on Card: .....

Exp date: ...../..... Signature:.....

## CONFIRMATION OF THIS APPLICATION



### UPON ACCEPTANCE OF THIS APPLICATION, THIS CONTRACT IS BINDING ON THE SIGNATURE BELOW:

I/We agree to comply with any terms and conditions or provisions relating to Sponsors & Exhibitors imposed by Utopia Retreat. I/We acknowledge and understand that this represents an 'agreement in principle', and final details will be determined in conjunction with Utopia Retreat once this agreement is accepted.

Name: .....

Corporation: ..... Position: .....

Signed: ..... Date: .....

## CONTACT DETAILS / FURTHER INFORMATION

Should you have any questions, or wish to discuss Sponsorships / Exhibition in more detail, then please feel free to contact:

**Susan Joy Coombes**  
Utopia Co-founder  
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**Simone M. Matthews**  
Utopia Co-creator  
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### PLEASE RETURN COMPLETED APPLICATION FORM TO:

Utopia International Retreat  
4 St James Cres., Mt Eliza Victoria 3930 - Australia

