

YONG REAL ESTATE

ANNUAL SALES CONVENTION



2011

ANNUAL YONG CORPORATE SPONSORSHIP PACKAGE

**BRISBANE CONVENTION & EXHIBITION CENTRE
SUNDAY 28 AUGUST 2011**

YONG REAL ESTATE STEPS INTO A NEW ERA!!!



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MESSAGE FROM THE ORGANISING COMMITTEE

The 2011 YONG Annual Sales Convention is not just a real estate sales training conference. It is an opportunity to help you and your organisation promote your business and products to your target audience. It is also a chance for you and your organisation to build new business relationships and links by meeting people from several industries and speaking with nationally well-known keynote speakers. Most of all, it is an opportunity for our sales team and franchise owners to build on their skills and techniques for tomorrow. We as the event organising committee have the opportunity to host the YONG Annual Sales Convention. We would like to take this opportunity to thank all our past event sponsors and partners for supporting this event and we hope to continue to build long term business relationships.

Your support and interest in the YONG Annual Sales Convention is very valuable to the event organising committee. We hope that you can extend your interest, continue to support this great annual industry event, and take this excellent opportunity to enhance your business and take it to the next level. Thank you for taking the time to consider and explore how you can be involved in this event.

Sincerely,

Mr. Rodney White
Co-Chair Sponsorship

OVERVIEW FOR 16 YEARS...

In 2011, YONG Real Estate will host its 16th Annual Sales Convention. The YONG Annual Sales Convention will continue to bring together for the real estate industry field. The sales conference is the much anticipated major annual event on the YONG training calendar. Each year, our entire event organising committee source a variety of top well-known keynote speakers from around the world to discuss key topics to ensure YONG sales team members and franchise owners stay on top of competitive game.

We, as the organising committee, hope our entire sales team and franchise owners can increase their real estate knowledge and marketing skills, as well as extend their industry networking with other industry professionals and experts. They all will be inspired and motivated to put their best foot forward.

This sponsorship package contains more detailed information about the conference and how you can be a part of it.



INTRODUCTION

YONG REAL ESTATE



2011 marks another special milestone in YONG Real Estate’s history. This year, the YONG Real Estate corporate annual training event heralds the announcement of the 16th Annual Sales Convention at the Brisbane Convention and Exhibition Centre on Twenty-Eighth of August.

Company History and Profile

YONG Real Estate opened its doors on the twenty-eighth of February, 1995 and in the last couple of years has been rapidly expanding its operations. YONG now has a network of both company owned offices and franchise offices with a Master Franchisee recently appointed for New South Wales and is looking to expand globally in the future through Direct Franchises and Master Franchises.

YONG Real Estate founder, Peter Huang, launched the first edition of his English auto-biography **“The Australian Dream and \$1 Properties”** on the fourteenth of February, 2009 (14-02-2009).

The ultimate mission and goal of YONG Real Estate is to launch the brand globally and we are currently receiving franchise inquiries from all corners of the world. In the meantime, we are sourcing Master Franchisee for the remaining states in Australia to firmly establish the YONG brand in Australia.

Since 2003, YONG Real Estate has maintained its status as the highest ranking real estate company in Queensland amongst the state’s TOP 400 Private Companies according to the Q400 list.

Mr. Peter Huang

YONG Real Estate and JHC Development Group
Chief Executive Officer (CEO)



INTRODUCTION

YONG SALES CONVENTION

YONG Sales Convention is an annual event for entire YONG Real Estate sales marketing associates, teams and franchise owners. This unique corporate event will bring together a diverse range of people involved in the real estate field within Australia to share experiences and expertise. It will also provide our sales team with the best residential and commercial real estate marketing strategies and techniques from industry professionals.

Highlights of Convention

- » Interesting Keynote presentations by experts in the real estate world.
- » A Sponsor Area for event sponsor showcasing and networking.
- » YONG Annual Gala Awards Dinner.



This year, the Annual Sales Convention is aimed to inspire and motivate our sales team and increase their knowledge in the various avenues to become great sales marketing associates. It is the perfect opportunity for our sales team to learn, network and meet with our strategic alliances and top industry performers. The convention will be featuring national top high profile keynote speakers, Peter Huang, Aaron Shiner, Dane Atherton and Julie Ryan.

EVENT DATE AND VENUE

BRISBANE CONVENTION AND EXHIBITION

The 2011 YONG Annual Sales Convention is hosted by YONG Real Estate. The sales convention will be a full day event offering a comprehensive program that includes speakers’ presentation, tips from field professionals, latest market updates and techniques to build successful client relationships. It will be held at Brisbane’s most awarded venue for corporate conferences, Brisbane Convention and Exhibition Centre on Sunday Twenty-Eighth August 2011 from 8:00am till 4:30pm.

Centre Meeting Rooms



The BCEC Centre provides multi functional meeting rooms with adjustable walls to facilitate varying capacities and configurations with a fully integrated technically advanced Audio Visual (AV) technology service.

In-House Services

The Brisbane Convention and Exhibition Centre (BCEC) offers a comprehensive range of fully integrated in-house services delivered by a team of experienced professionals whose commitment to excellence extends across all events.



“ The Brisbane Convention and Exhibition Centre (BCEC) is a world class venue over three levels, purpose-built to provide superb flexibility and versatility under one roof.

”

Centre Location

The Brisbane Convention and Exhibition Centre (BCEC) is a world class venue over three levels, purpose-built to provide superb flexibility and versatility under one roof.

The BCEC is conveniently located in Brisbane city which is Australia’s only subtropical capital city.

The Centre is at the corner of Merivale and Glenelg Streets South Bank. It is within easy access to hotel accommodation and all forms of public transport.

Food and Beverage



Winner of 52 catering awards, the Brisbane Convention and Exhibition Centre (BCEC) enjoys an outstanding reputation for its highly acclaimed world class catering.

The Centre has long made a priority of local seasonal produce and Executive Chef Martin Latter is an enthusiastic proponent of ‘fresh is best’ philosophy. “Our local suppliers and regional farmers work with us to keep up with our demands. We work to the basic principles of sophisticated simplicity, quality and freshness, which I believe are the hallmarks of great food.”

Brisbane City is one of Australia's fastest growing city and is rated the world's sixth best business destination by the Economist Magazine.



“ The Centre is in the unique South Bank riverside convention precinct in the heart of Brisbane, home to Brisbane’s newest vibrant Gallery of Modern Art and unique cultural community.

”

EVENT SPONSOR

WHY EVENT SPONSOR?

The 2011 YONG Annual Sales Convention offers an exceptional opportunity for showcasing your organisation. As a Sponsor, you will gain valuable access and exposure to those that shape and influence tomorrow’s sales agents, industry professionals, franchise owners and business decision markers.



Exposure

Event sponsors have the chance to display their logos throughout the entire YONG Annual Sales Convention event. They also have a range of other brand exposure opportunities including:

- » A promotion booth at the Brisbane Convention and Exhibition Centre (BCEC).
- » An advertisement in the Convention booklet.
- » Sponsor’s promotional products in the delegate bag.

Sponsor Delegates

Event sponsor delegates provide an excellent opportunity for you and your company promotion through one on one interaction with your target audience.

Promotional Items

Need help with the promotion items? Do you have an idea for a promotional item and you would like to put into the delegate bags? Please call Rodney White at (07) 3373 9877 today to discuss.

EVENT SPONSOR

SPONSORSHIP DETAILS

This year, YONG Real Estate offers terrific opportunities for organisations to be directly involved by means of sponsorship. This will provide them with the chance to connect with their target market and valued clients. The sponsorship packages have been tailored to appeal to a wide variety of marketing objectives.

Value of Sponsorship

- » Raise brand awareness and create product exposure.
- » Networking opportunities to meet potential customers and decision makers.
- » Establish new business relationships.
- » The opportunity to promote your company through one-on-one interaction with your target audience.
- » Exclusive opportunities to showcase your business products and services.
- » Expose yourself and your company to national top keynote speakers influencing the real estate industry.

	PLATINUM	GOLD	SILVER	BRONZE
FEATURED SPONSOR	ENTIRE EVENT	ENTIRE EVENT	N/A	N/A
RECOGNITION BY MC	✓	✓	✓	✗
DELEGATE PROMOTIONAL ITEM	3 ITEMS (MAX)	2 ITEMS (MAX)	1 ITEM	1 ITEM
PRESS RELEASE INCLUSION	✓	✓	✓	✓
PROMOTION BOOTH AT CONVENTION	✓	✓	✗	✗
ROLL BANNER STAND ON STAGE	✓	✗	✗	✗
TABLE DROP	✓	✗	✗	✗
LUCKY PRIZE DRAWS	✓	✓	✗	✗
PAGES IN DELEGATE BOOKLET	FULL PAGE	1/2 PAGE	1/4 PAGE	N/A
DELEGATES TO ALL EVENTS	2	2	N/A	N/A
WELCOME ADDRESS TO DELEGATES	✓	✗	✗	✗

EVENT SPONSOR

SPONSORSHIP PACKAGES



Participating as a Sponsor at the 16th YONG Annual Sales Convention is an unique opportunity for organizations to receive high marketing exposure in addition to gathering up-to-the-minute industry knowledge and networking with sales agents, franchise owners and well-known national keynote speakers, as well as developing new business through the showcasing of products and services and increaing business profile. Sponsorship opportunities are available in a variety of price ranges. Availability is limited.



This year's sponsorship program consists of four distinct sponsorship tiers that include Platinum, Gold, Silver and Bronze. These options can take your sponsorship status to the next level and business with outstanding opportunities to meet and network with business decision makers.

\$3,000 | Platinum Sponsorship (Limit of One)

The Platinum Sponsor of this year 2011 YONG Annual Sales Convention will grant your organisation the highest level of exposure to sales agents, industry experts, franchise owners, business decision makers and the media throughout the entire event. You and your company will also be involved with all aspects of the event. This unique opportunity enables your organisation to demonstrate its significance to the real estate industry and enables your product or service to be associated with the experience.

- » Display your company's business cards and brochures in our company owned offices and plus possibly at our franchised offices.
- » Network during our training sessions with our individual offices or sales marketing associates during the following year.
- » Added into YONG's In House Handy Phone Number List as our major strategic alliance.
- » The opportunity to introduce our great speakers.

\$1,500 | Gold Sponsorship (Limit of Six)

Gold level sponsorship has high exposure and involvement with the event. You and your organisation will have an excellent opportunity for company promotion through one on one networking with sales agents, industry experts and franchise owners.

\$750 | Sliver Sponsorship (No Limit)

Sliver sponsors have the great opportunity to raise brand awareness, to establish new business links, to enhance relationship with agents, field experts and franchise owners, as well as, to distribute information about your business services and products.

\$375 | Bronze Sponsorship (No Limit)

This level of sponsorship provides an excellent introduction to the event for the sponsors who are wishing to promote their products and services through print media.





APPLICATION FORM

2011 YONG SPONSORSHIP APPLICATION

To book your sponsorship opportunity, please complete the following form and keep a copy for your own records. The original booking form needs to faxed to (07) 3373 9889 first and then post with payment to Rodney White at YONG Corporate Office Suite 18, 223 Calam Road Sunnybank Hills QLD 4109. Full payment for Sponsorship must be received by no later than 31 July 2011.

Sponsors Details

Company					
Surname		Given Name		Position Title	
Address					
		State		Postcode	
Phone		Mobile		Fax	
Email					

Sponsors Details

Please indicate which sponsorship package you would like to secure by placing a tick in the box.

Platinum Sponsorship	<input type="checkbox"/>	\$ 3,000.00 + 10% GST
Gold Sponsorship	<input type="checkbox"/>	\$ 1,500.00 + 10% GST
Silver Sponsorship	<input type="checkbox"/>	\$ 750.00 + 10% GST
Bronze Sponsorship	<input type="checkbox"/>	\$ 375.00 + 10% GST
Optional Table Drop	<input type="checkbox"/>	\$ 50.00 + 10% GST
	\$	Total Amount Payable

Event Organising Committee

The event organising committee for the 2011 YONG Annual Sales Convention, if you have any questions, please do not hesitate to contact the committee to ask for any assistance.

Rodney White	Co-Chair Sponsorship
Phone (07) 3373 9877 · Email coo@yong.com.au	
Sarah Saunders	Co-Chair Communication
Phone (07) 3373 9835 · Email sarah.saunders@yong.com.au	
Ashleigh Townsend	Co-Chair Hospitality
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