



2010 HIA SA PARTNERSHIP OPPORTUNITIES

Put your business in the spotlight





FOREWORD

Welcome to the 2010 HIA SA Partnering and Communications program.

The HIA (Housing Industry Association) is the peak national residential building industry association in Australia. HIA is a respected industry group whose mission is to “promote policies and provide services that enhance members’ business practices, products and profitability consistent with the highest standards of professional and commercial conduct”.

HIA’s highly regarded brand portrays over 60 years of history, with a membership of over 4,000 and over 44,000 nationally. Membership consists of builders, trade contractors, manufacturers and suppliers, designers and other industry related professional services.

To better service our membership base, we regularly visit 7 regional centres, including Victor Harbor and Maitland.

As part of the many services that HIA provides for its members, HIA delivers an extensive event and communications program in each region, providing current up-to-date information on many different topics and issues relating to our industry.

This booklet provides a snapshot on the 2010 HIA SA events and communication program, which has been planned to suit the needs of HIA’s vast membership. HIA believe the 2010 calendar provides potential and existing partners with a range of profile raising opportunities spread throughout the year. HIA events and communications create branding opportunities; advertising exposure; an environment to develop business to business contacts and networking opportunities with selected target markets.

Partnership with HIA will further position partners within our industry and reinforce your organisations support for the economic prosperity of the residential construction industry in SA.

HIA values the contribution made by its partners and consistently keeps their interests as a high priority – delivering additional benefits as opportunities arise.



Partnership packages can be tailored for each individual organisation and budget, allowing cost effective opportunities to reach key customers, increase market share and gain a competitive advantage in an ever tightening market. All HIA partners are encouraged to be HIA members, if they aren’t already, to receive the full suite of benefits that HIA offer.

We welcome your interest and invite you to be part of this exciting program with us. Please contact us to arrange a time to further discuss a package to suit your requirements.



SNAPSHOT – HIA PARTNERSHIP OPPORTUNITIES

EXPLORE HIA - DIRECT TO MARKET SNAPSHOT:

HIA OUTLOOK BREAKFASTS 4

HIA Outlook breakfasts bring together key decision makers to focus on the latest industry issues that impact on the SA residential construction industry. Presentations cover the latest policy directions, industry activity outlook, design and construction trends, featuring specialist speakers, members of parliament, senior government representatives and leading industry practitioners.

HIA APPRENTICE & TRADE CONTRACTOR AWARDS 5

Trade Contractors are the cornerstone of our industry and Apprentices are our industry's future. HIA's annual Apprentice Awards promotes continuous commitment to the future of Apprentices within the industry. The Awards recognise and encourage exceptional excellence in quality and workmanship by trade contractors and apprentices.

NEW MEMBER NIGHT 7

A casual evening for our members in appreciation for their membership. A opportunity for new members to meet the HIA Staff and a chance for partners to network.

HIA INDUSTRY LUNCHEON 8

The Industry Luncheon is an event that is held mid-year featuring an AFL coach, past player or guest speaker. An excellent way to finish the old financial year and start a new.

HIA HOUSING AWARDS INCLUDES KITCHEN & BATHROOM AWARDS 9

The industry's most prestigious program of events attended by over 1200 industry participants, rewards excellence and innovation within the residential building industry. HIA promotes industry partners branding direct to the trade and consumers alike and highlights partner support to the industry.

HIA GOLF DAY 12

Golf days deliver the 'fun factor'. They are a great environment for networking face to face. On the green and again at lunch, partners gain company exposure and the opportunity to meet developers, builders and contractors in a more relaxed environment.

HIA INDUSTRY IN-SITE NIGHT – TAILORED PARTNER EVENT 13

HIA's In-Site nights are specifically designed to suit your needs. Whether you want a product launch or wish to reinforce the benefits of your products, HIA can assist you in getting that information to our members.

HIA COMMUNICATIONS

HIA BUILDING NEWS MAGAZINE 14

Building News is the essential communications tool to communicate your message to the regional building industry. This bi-monthly publication is received by over 4,000 members in SA and has a readership of over 9,000.

HIA DIGITAL – ENEWS 14

Advertising within the eNews (Electronic Newsletters) is limited thereby giving you maximum exposure with information being distributed on a regional level fortnightly.

DIRECT COMMUNICATIONS 14

Do you have pertinent industry information you would like all of our members or selected members to receive? HIA can facilitate exclusive:

- Mail outs
- Email or Fax broadcasts
- SMS messages
- Promotional material displays

for you business direct to the industry (our members).



HIA OUTLOOK BREAKFASTS

Breakfast 1

DATE Friday 26 February 2010
VENUE National Wine Centre of Australia

Breakfast 2

DATE Friday 13 August 2010
VENUE Hilton

Keeping the housing industry accurately informed on the latest economic & industry information HIA Industry Outlook is a program which focus' on industry developments and economic forecasts of the building industry.

The highly informative 'up to the minute' presentation by the Housing Industry Association's economic experts and its associated high profile guest speakers, will ensure that those who attend are informed of special developments and also provide with timely, personal economic forecasts. Breakfast 2 will include an update on the latest affordability report release.

This event is attended by HIA's top builder members, major manufacturers and suppliers, local building authorities (councils, town planners and building surveyors) Government Ministers and local Parliament members.

Partnering the breakfast highlights your concerns for the industry, provides networking opportunity and brand exposure.

Partnership opportunities and benefits include

MAJOR PARTNER

SOLD

INVESTMENT COST \$6,000 + GST (BREAKFAST 1)
\$6,000 + GST (BREAKFAST 2)

Benefits

- Naming Right Partner
- Company logo on all promotional material
- Opportunity to include an insert as part of the invitation / flyer mail out
- Complimentary table (10 tickets) invite your representatives and/or clients
- Company acknowledgement on eNews (all member newsletter distributed on a regular basis)
- Company acknowledgement as Naming Right Partner on events email signatures
- Company logo on eNews with website link
- Opportunity of brief presentation to promote organisation (3 minutes)

- Opportunity to show 30 sec corporate video / commercial
- Introduce Speaker – HIA Chief Economist
- Company Logo recognition on presenter's economic outlook presentation/on table/corflute signage & Partners PowerPoint acknowledgement
- Partnership acknowledgement in Building News
- Company logo on invited guests name tags
- Copy of the economic presentation will be supplied (on disk)
- Company acknowledgement during the presentation.
- Distribution of company brochures to guests (placed on all guest seats)
- Provision for company display in foyer
- Provision for company pull up banner/s on stage
- Full list of guests attending
- Company representative seated on VIP table beside outlook breakfast speaker
- Media coverage mention
- Opportunity to display promotional flyers in HIA training room until end of year
- Private briefing (1hr) at conclusion of breakfast with HIA Chief Economist – at venue meeting room for all 10 of your representatives/ or clients

TABLE PARTNERS

INVESTMENT COST \$1,500 + GST (BREAKFAST 1)
\$2,500 + GST (BREAKFAST 1 & 2)

Benefits

- Complimentary table (10 tickets) invite your representatives and/or clients
- Company logo recognition on table/corflute signage & Partners PowerPoint acknowledgement
- Company logo on your invited guests name tags
- Company acknowledgement during the presentation.
- Partnership acknowledgement in Building News
- Copy of economic presentation will be supplied (on disk)
- Private briefing (1 hr) with HIA Chief Economist at venue meeting room with Major Partner and other table partners. (2 company representatives to attend only)



HIA APPRENTICE & TRADE CONTRACTOR AWARDS

DATE Friday 26 March 2010
VENUE HIA

HIA Apprentices have been operating a Group Apprenticeship Scheme since 1990, successfully completing hundreds of qualified tradespeople to the industry.

The HIA Apprentices & Trade Contractor awards are an opportunity to celebrate the achievements of our tradespeople of the future & recognise the efforts of the cornerstone of the industry, the trade contractors. The Awards recognise and encourage excellence in quality and workmanship.

This is a great opportunity for your company to align yourself with the industry leaders of tomorrow.

Partnering the Awards program, reinforces your support to our industry providing your company branding exposure and direct communication.

The Apprentice of the Year advances to the HIA National Apprentice of the Year Awards which are held in conjunction with the Australian Housing Awards to be held at the Gold Coast in 2010 and will also be acknowledged at the 2010 SA Housing Awards Presentation Dinner.

Partnership opportunities are available for both the apprentice and trade contractor categories.

PLATINUM PARTNER – NAMING RIGHTS **SOLD**

INVESTMENT COST **\$22,000 + GST**

Benefits

- Naming Right Partner - "2009 HIA – ??? Apprentice & Trade Contractor Awards"
- 6 complimentary dinner tickets
- Opportunity of brief presentation to promote organisation (2 minutes)
- 30 sec corporate video to be shown during award presentation
- Company acknowledgement during the Awards Presentation
- Partner of the Major Apprentice of the Year Award
- Company recognition on Apprentice of the Year 'perpetual' plaque
- Partner of 3 Trade Contractor awards and 2 Blocks of Apprentice Awards (6 awards)

- Company representative to present awards
- Company representative photo with Apprentice of the Year for promotional purposes
- Company representative photo with Trade Contractors for promotional purposes
- Company Logo recognition during award presentation/ corflute signage & Partners PowerPoint acknowledgement
- Company logo/company name on ALL award certificates and trophies
- Company logo on invited guests name tags
- Company logo on ALL promotional Material – includes invites, HIA Apprentices correspondence etc
- Opportunity to include an insert as part of invitation/flyer mail out
- Distribution of company brochures to guests (placed on all guest seats)
- Provision for banner/s on stage
- Provision for static display
- Media coverage mention
- Recognition of the 2009 Apprentice of the Year and company acknowledgement at the 2010 SA HIA Housing Awards
- 2 complimentary dinner tickets to the SA HIA Housing Awards Presentation Dinner and be seated on a VIP table
- Acknowledgement as Major Partner in Building News – special Apprentice & Trade Contractor Awards feature
- Acknowledgement as Major Partner on HIA SA webpage - special feature, includes photos
- Company acknowledgement on eNews (all member newsletter distributed on a regular basis)
- Company logo on eNews with website link
- Company acknowledgement as Naming Right Partner on events email signatures
- List of guests attending
- Opportunity to display promotional flyers in HIA Training foyer until end of year



NEW MEMBER NIGHT

New Member Night 1

DATE **Wednesday 5 May 2010**
VENUE **HIA**

New Member Night 2

DATE **Tuesday 31 August 2010**
VENUE **HIA**

New Member nights are a casual evening for our new members, to show our appreciation for their membership.

A opportunity for new members to meet the HIA Staff and a chance for partners to network with the 'new blood' of HIA and make their future industry mark.

SUPPORTING PARTNER

INVESTMENT COST **\$2,000 + GST (NIGHT 1)**
\$2,000 + GST (NIGHT 2)
\$3,000 + GST (NIGHT 1 & 2)

Benefits

- Display space at event – display promotional material and products
- 2 company representatives to attend
- Opportunity to present and promote organisation (5 minutes)
- Opportunity to show corporate video/commercial (20 seconds)
- Company logo recognition on corflute and powerpoint acknowledgement
- Company logo on all promotional material
- Opportunity to include an insert as part of invitation/flyer mail out
- Company acknowledgement on eNews (an all member newsletter distributed on a regular basis)
- Full list of attendees for follow-up sales promotion
- Acknowledgement as a partner in Building News editorial coverage
- Nibbles and refreshments provided by HIA





HIA INDUSTRY LUNCHEON

DATE Friday 9 July 2010
VENUE Adelaide Entertainment Centre

The HIA Industry Luncheon is an event that is held mid-year featuring an AFL coach or past AFL player.

HIA's Industry Luncheon allows for industry participants to catch up in a relaxed atmosphere and in past years attendance has averaged close to 300 including the state's leading builders.

Partnership opportunities and benefits include

MAJOR PARTNER

SOLD

INVESTMENT COST

\$7,000 + GST

Benefits

- Naming Right partner
- Complimentary table (10 tickets) invite your representatives and/or clients
- Company representative seated on VIP table beside guest speaker
- Opportunity of brief presentation to promote organisation (3 minutes)
- Opportunity to show corporate video/commercial (30 seconds)
- Introduce Guest Speaker
- Company logo on all promotional material
- Media coverage
- Opportunity to include an insert as part of the invitation/flyer mail out
- Company acknowledgement as naming right partner on events email signatures
- Company acknowledgement on eNews (all member newsletter distributed on a regular basis)
- Company logo on eNews with website link
- Company Logo recognition on table/corflute signage & Sponsors PowerPoint acknowledgement
- Partnership acknowledgement in Building News
- Company logo on your invited guests name tags
- Corporate acknowledgement at event

- Distribution of company handouts on guests tables
- Provision for company pull up banner/s on stage
- Company display in venue foyer of pre-luncheon drinks
- Opportunity to announce and present winner of door prize on stage
- Photo of company representative with guest speaker
- Photo of your invited guests with guest speaker
- Signed merchandise
- Full list of guests attending
- Opportunity to display promotional flyer in HIA Training room

TABLE PARTNERS

INVESTMENT COST

\$2,100 + GST

Benefits

- Complimentary table (10 tickets) invite your representatives and/or clients
- Company logo recognition on table/corflute signage/& sponsors PowerPoint acknowledgement
- Corporate acknowledgement at event
- Company logo on your clients name tags
- Signed merchandise
- Partnership acknowledgement in Building News





HIA HOUSING AWARDS INCLUDING KITCHEN & BATHROOM AWARDS

DATE Saturday 9 October 2010
VENUE Adelaide Convention Centre

The industry's most prestigious program of events rewards excellence and innovation within the residential building industry. HIA promotes industry partners' brand direct to the trade and consumers' alike, highlighting partner support to the industry.

In its 40th year, the 2010 HIA CSR Housing Awards is still the highest profile awards program for the new-home building and renovation industries in SA. The inclusion of the kitchen and bathroom awards in this event represents the 'best in the business' out to consumers and industry.

Award partnerships are tailored for each individual company. Listed below are the partnership types available and some of the categories available.

GOLD PARTNER | MAJOR CATEGORY PARTNERSHIP

INVESTMENT COST **\$10,000 + GST**

Benefits

- Partnering of a *Major Category or Regional Major Category
- Complimentary table tickets (10 people) to the Housing Awards Presentation Night
- Representative from company to announce and present major award on stage to winner
- 30 sec corporate video to be shown once only during award presentation
- Company logo recognition during award presentation:
 - loop tape of entrant's entries with partnership acknowledgement and announcement of winner
 - partners loop tape
 - lecturn plasma tv
- Acknowledgement as a Gold Partner in Nov/Dec Building News
- Acknowledgement as a Gold Partner in "Housing Award Winning Homes" feature
- Company recognition on award (Plaque)
- Company recognition in entrants competition booklet (only if partnership locked in by early March)
- Company recognition on Menu Program
- Company acknowledgement on HIA SA webpage - special feature
- Company representative photo with major winner for promotional purposes

- Invitation to attend (2 tickets) the exclusive "VIP Cocktail Party" - guests will include MC for the Housing Awards Presentation Dinner, entrants, other major partners, VIP's & judges
- List of all guests attending the dinner
- Acknowledgment as a Gold Partner on stage
- Acknowledgement of appreciation as a Gold Partner (plaque presented on stage)
- Acknowledgment as a Gold Partner in Sunday Mail feature
- Acknowledgement as a Gold Partner on special Sunday Mail flyer produced for the night
- 15% discount on any additional tickets
- Opportunity to display promotional flyers in HIA training room foyer until end of year
- Opportunity to host one 'complimentary' CEO / Presidents Forum

MAJOR CATEGORIES ARE:

(The winners of these categories progress through to the HIA Australian Housing Awards)

Custom Built Home
Display Home
Renovation / Addition Project
Project Home
Spec Home
Apartment Project
Townhouse/Villa Development
Outdoor Project
Special Purpose Housing
Greensmart Energy Efficiency
Kitchen Project of the Year
Kitchen Design of the Year
Bathroom Project of the Year
Bathroom Design of the Year
Professional Small/Medium Builder
Professional Renovator
Professional Major Builder

REGIONAL MAJOR CATEGORIES ARE:

(the winners of these categories DO NOT progress through to the HIA Australian Housing Awards)

Affordable Housing
Sustainable Housing
Residential Lifestyle Development



HIA HOUSING AWARDS INCLUDING KITCHEN & BATHROOM AWARDS CONTINUED...

SILVER PARTNER | SUB CATEGORY PARTNERSHIP

INVESTMENT COST **\$5,000 + GST**

Benefits

- Partnering of a *Sub Category
- Complimentary table tickets (10 people) to the Housing Awards Presentation Night
- Company logo recognition during award presentation:
 - loop tape of entrant’s entries with partnership acknowledgement and announcement of winner,
 - partners loop tape
 - lecturn plasma tv
- Acknowledgement as a Silver Partner in Nov/Dec Building News
- Acknowledgement as a Silver Partner in “Housing Award Winning Homes” feature
- Company recognition on award (A3 framed award)
- Company recognition in entrants competition booklet (only if partnership locked in by early March)
- Company recognition on Menu Program
- Acknowledgment as a Silver Partner in Sunday Mail feature
- Acknowledgement as a Silver Partner on special Sunday Mail flyer produced for the night
- 10% discount on any additional tickets

SUB CATEGORIES ARE:

NEW & RENOVATED KITCHEN PROJECT

- Up to \$20,000
- \$20,000 - \$35,000
- \$35,000 - \$50,000
- Over \$50,000

NEW & RENOVATED BATHROOM PROJECT

- Up to \$20,000
- \$20,000 - \$35,000
- \$35,000 - \$50,000
- Over \$50,000

Outdoor Kitchen / Entertainment Area

CUSTOM BUILT HOME

- Up to \$280,000
- \$280,000 - \$350,000
- \$350,000 - \$500,000
- \$500,000 - \$700,000
- Over \$700,000

DISPLAY HOMES

- Up to \$125,000
- \$125,000 - \$150,000
- \$150,000 - \$175,000
- \$175,000 - \$200,000
- \$200,000 - \$275,000
- \$275,000 - \$330,000
- \$330,000 - \$420,000
- Over \$420,000

RENOVATION PROJECT

- Up to \$200,000
- \$200,000 - \$350,000
- Over \$350,000

PROJECT HOME

- Up to \$350,000
- Over \$350,000

LIGHTWEIGHT CONSTRUCTION

- Transportable
- Housing Using Sheet or Board Materials

Best Use of Sloping Site

Country Builders Award





HIA HOUSING AWARDS INCLUDING KITCHEN & BATHROOM AWARDS CONTINUED...

VIP COCKTAIL PARTY PARTNER

INVESTMENT COST **\$6,000 + GST**

VIP Housing Awards Cocktail Party Partnership – (held before pre-dinner drinks 6pm – 6.45pm)

Benefits

- Exclusive Partnership rights to the VIP Cocktail Party in foyer of Adelaide Convention Centre
- 6 company representatives to attend the cocktail party – guests include MC for the Housing Award Presentation Dinner, entrants, Gold Partners, VIPs include government officials, media representatives and housing award judges
- Complimentary dinner tickets (6 people) to the Housing Awards Presentation Night
- Opportunity of brief presentation to promote organisation (3 mins) welcoming of guests and introduction of MC
- Provision to set up a company banner or small display at VIP Cocktail Party only
- Company recognition at Cocktail Party and beginning of Awards Presentation Dinner
- Company logo recognition during award presentation on partners loop tape (once only)
- Company recognition on Menu Program and Sunday Mail special flyer produced for the night
- Acknowledgement as a VIP Cocktail Partner in Nov/Dec Building News
- Acknowledgement as a VIP Cocktail Partner in “Housing Award Winning Homes” feature
- Company recognition in entrants competition booklet (only if partnership locked in by early March)
- Acknowledgment as a VIP Cocktail Partner in Sunday Mail feature
- List of guests attending VIP Cocktail Party
- 10% discount on any additional tickets

PRE-AWARD DINNER DRINKS PARTNER

INVESTMENT COST **\$4,000 + GST**

Pre-Award Dinner Drinks Partnership – (held in foyer of Convention Centre at 6.45pm)

Benefits

- Exclusive Partnership rights to the Pre-Award Dinner Drinks in foyer of Adelaide Convention Centre
- 4 representatives to attend the Pre Award Dinner Drinks

- Complimentary dinner tickets (4 people) to the Housing Awards Presentation Night
- Provision to set up company banner or small display in foyer
- Recognition as a partner at beginning of Awards Presentation and on partners loop tape (once only)
- Company recognition on Menu Program and Sunday Mail special flyer produced for the night
- Acknowledgement as a Pre Award Dinner Drinks Partner in Nov/Dec Building News
- Acknowledgement as a Pre Award Dinner Drinks Partner in “Housing Award Winning Homes” feature
- Company recognition in entrants competition booklet (only if partnership locked in by early March)
- Acknowledgment as a Pre-Award Dinner Drink Partner in Sunday Mail feature
- 5% discount on any additional tickets

MENU PROGRAM PARTNER

INVESTMENT COST **\$3,000 + GST**

Benefits

- Complimentary dinner tickets (2)
- Company Logo recognition on Menu Program
- Recognition as a partner at beginning of Awards Presentation dinner and on partners loop tape (once only)
- Company recognition on Sunday Mail special flyer produced for the night
- Acknowledgment as a partner in Nov/Dec Building News
- 5% discount on additional tickets

TABLE PARTNER

INVESTMENT COST **\$2,100 + GST**

Benefits

- Complimentary table tickets (10 people) to the Housing Awards Presentation Night
- Company logo recognition on partners loop tape (once only)
- Company Logo recognition on Menu Program



HIA GOLF DAY

DATE **November 2010**
VENUE **TBA**

Golf days deliver the 'fun factor'. They are a great environment for networking face to face, on the green again at lunch and at the after tournament presentation. Partners gain company exposure and the opportunity to meet developers, builders and contractors in a more relaxed environment.

Partnership opportunities and benefits include

MAJOR PARTNER

INVESTMENT COST **\$3,000 + GST**

Benefits

- Naming Right Partner – HIA -??? Corporate Golf Day
- BBQ lunch prior to commencement of game – Partnered By Naming Right Partner (provided & cooked by HIA)
- Partnering of 2 Holes (4 representatives to man these 2 holes – 4 total)
- 2 teams of 4 players (8 total)
- Signage opportunity for 2 partnered holes
- Refreshment stand at partnered hole (table, tub, ice and drinks - supplied by HIA)
- Company logo on all promotional material
- Company logo recognition on corflute signage – supplied by HIA
- Company logo recognition as Major Partner on 'player showbags'
- Opportunity to include product info/promotional material into 'player showbags' (eg: company branded golf balls, cap or sunscreen etc)
- Refreshments and nibbles throughout the day provided by HIA
- Company acknowledgement before and after tournament presentation
- Opportunity of brief presentation to promote company before commencement of game and at after tournament presentation (2 mins)
- Prize partnership of 1st place only
- Company representative to present prizes to winning teams
- Photo with winners for promotional purposes
- Company acknowledgement on eNews (all member newsletter distributed on a regular basis)
- Acknowledgement as a Naming Right Partner in Building News

- Company acknowledgment on event email signatures
- List of all attendees/players
- 10% discount on any additional tickets
- Opportunity to display promotional flyers in HIA Training room

HOLE PARTNER

INVESTMENT COST **\$1,500 + GST**

Benefits

- Partnering of 1 hole (maximum of 2 representatives to man this hole)
- A team of 4 players
- Signage opportunity at your partnered hole
- Refreshment stand at partnered hole (table, tub, ice and drinks - supplied by HIA)
- Company logo recognition on corflute signage – supplied by HIA
- Company logo recognition as a 'Hole Partner' on 'player showbags'
- Opportunity to include product info/promotional material into 'player showbags' (eg: company branded golf balls, cap or sunscreen etc)
- BBQ lunch prior to commencement of game – provided & cooked by HIA
- Refreshments and nibbles throughout the day provided by HIA
- Company acknowledgement before and after tournament presentation
- Company acknowledgement on eNews (all member newsletter distributed on a regular basis)
- Acknowledgement as a "Hole Partner" in Building News





HIA INDUSTRY IN-SITE NIGHT – TAILORED PARTNER EVENT

DATE To suit partner
VENUE HIA

IN-SITE into local industry trends

IN-SITE into the latest products

IN-SITE into saving time and money

As a partner of a HIA In-Site Night you will have exclusivity of HIA members, the opportunity to deliver an exclusive presentation to the audience, network face-to-face and gain company exposure and name branding out to the market.

These events may be held in your premises (an investment cost can be negotiated) or at HIA.

MAJOR PARTNER

INVESTMENT COST

\$3,000 + GST

Benefits

- Naming Right Partner
- Exclusive audience attention to promote your organisation/ products (max presentation 2 hours)
- Opportunity to show corporate video/commercial (30 seconds)
- Display space/table to network face to face, display promotional material and product
- Company logo on all promotional material
- Opportunity to include an insert as part of the invitation/flyer mail out
- Company acknowledgement on eNews (all member newsletter distributed on a regular basis)
- Full list of attendees for follow-up sales promotion
- Acknowledgement as a partner in Building News
- Refreshments (provided by HIA)
- Opportunity to include product info / promotional material into guest 'showbag' or brochures on guest seats
- Company acknowledgment on event email signatures





HIA COMMUNICATIONS

HIA BUILDING NEWS MAGAZINE

With 5 editions distributed throughout the year (bi-monthly), the HIA Building News Magazine is the perfect marketing tool for your company to communicate to the regional home building industry. For statics, advertising, advertorial, editorial, insert opportunities and rates please refer to the HIA Building News Rate Card for further information.

MAJOR PARTNER OF BUILDING NEWS MAGAZINE

INVESTMENT COST **\$8,000 + GST**

As a Major Partner of the HIA SA/NT Building News Magazine you have the opportunity to promote your company continuously throughout the magazine via company logo and contact number.

Benefits

- Partnering of ALL 5 editions of HIA SA/NT Building News in 2010 (12 month commitment)
- Company logo featured on Building News cover per edition
- Company logo on each editorial page (approx 20 editorials per edition) ie: Partnered by (Company Logo) or Company Logo 1300.....
- 5 complimentary ½ page adverts

HIA DIGITAL

HIA ENEWS

HIA eNews is an electronic newsletter that is emailed out to all SA & NT HIA members on a fortnightly basis, on alternate weeks, updating members on the latest industry issues, training, upcoming events and any special deals for HIA members. This is one of our key mechanisms for communicating with our members on a regular basis and as a partner of the HIA can be yours too.

Advertising within this newsletter is limited, thereby giving you maximum exposure. With information being distributed on a regional level, you can promote your local business to your local area.

HIA eNews rates

Coverage	Specifications	Link Type	Price
Per edition SA ONLY	<ul style="list-style-type: none"> ▪ Company logo in JPEG, high resolution format ▪ URL/web address in which you would like your company logo to be linked to. ▪ 25 to 50 words (small paragraph) plus heading on URL/web link 	To your website	\$500 (inc GST)
Per edition NT ONLY	Same as above	To your website	\$300 (inc GST)
Per edition SA & NT	Same as above	To your website	\$600 (inc GST)



As a partner of the eNews you have the opportunity to partner one edition or more. As part of your partnership package your company logo will be featured on the eNews under the Proudly Supported by header with a link to your own company website. This website link may display for example the companies' latest deal / update for HIA members. A small paragraph regarding your web link 'From the Director' or under 'Latest News' will lead into your logo and then website link can display your PDF.

ENews Supporting Partner Benefits

- Partnering of eNews
- Company logo featured on eNews
- Company logo – link to own company website

DIRECT COMMUNICATIONS

Do you have pertinent industry information you would like our all members or selected members to receive? HIA can facilitate exclusive:

- Mail outs
- Email or Fax broadcasts
- SMS messages
- Promotional material displays

for you business direct to the industry (our members).

Investment is dependent on size, weight, numbers, months etc. Please call Jessica on 08 8340 5900 to discuss your direct marketing communication further.