



Hardware Industry Working Group (HIWG)  
Maximizing benefits from B2B e-trading

## HIWG SPONSORSHIP OPPORTUNITY FOR 2009

In 2008, the HIWG invited vendors working in the hardware industry to consider supporting the work of the HIWG ([www.hiwg.org.au](http://www.hiwg.org.au)) by sponsoring the group for the calendar year.

HIWG Sponsors for 2008 were:

- **Principal Sponsors: B2BE, Neller Connect**
- Support Sponsors: Mincom, Pronto, Timber & Hardware Exchange
- Details can be found at [www.hiwg.org.au/HIWGSponsors/tabid/135/Default.aspx](http://www.hiwg.org.au/HIWGSponsors/tabid/135/Default.aspx)

The HIWG thanks these organisations for their support to date and now invites vendors to continue their sponsorship, and/or other vendors to initiate sponsorship for 2009.

### Who is a vendor?

- Network/service providers, software providers, consultants
- Providing services to members of the broad hardware industry across Australia and/or New Zealand

### What is the purpose of the HIWG seeking sponsorship?

- To develop an ongoing support network of vendors working in the e-trading space who benefit from the work of the HIWG (ie. facilitating and promoting e-trading implementations in the industry provides all vendors with more revenue opportunities)
- To form a closer working relationship with vendors in the industry
- To obtain endorsement from vendors for the HIWG guidelines
- To encourage providers to understand and keep abreast of the HIWG guidelines and recommendations
- To encourage providers to support/promote the work of the HIWG to their clients
- To gain financial support to help offset some of the running costs of the HIWG

### What Sponsorship Levels are currently available?

For 2009 there will be the same two levels of annual sponsorship available:

- so that both larger and smaller vendors can participate
- so vendors can choose which option (level of support) they prefer

#### Annual Principal Sponsor - \$5,000pa

- Invitation to an HIWG meeting (an agenda item)
- Visibility on HIWG eNews as Principal Sponsor (eNews is an email bulletin sent to those "registered" via the website and is sent 4-6 times per year)
- Promotional display space on the website (a webpage); including contacts, logo, weblinks, plus summary of offerings/case studies
- Company name, logo/weblink noted on all online training modules published in the current year (ie. promotion to those using the HIWG training materials)
- Attendance (x2) and acknowledged as "Principal Sponsor" at HIWG Annual Networking event (if held)

#### Annual Support Sponsor - \$2,500pa

- Visibility on HIWG eNews as Support Sponsor
- Listed on the website (main contact, logo and company weblink only)
- Company name listed on all online training modules published in the current year (ie. promotion to those using the HIWG training materials)
- Attendance (x1) and acknowledged as "Support Sponsor" at HIWG Annual Networking event (if held)

### **What expectations to the HIWG have of their sponsors?**

- To understand (eg. staff to review online training modules) and promote the HIWG guidelines/recommendations and that they be encouraged for use in the industry
- To keep abreast of the HIWG guidelines and recommendations (ie. to be aware and understand the content of new documents released by the HIWG)
- To create a link from the sponsor's website to the HIWG website
- If sponsor is a network provider (exchange) - to work towards providing free interconnects to other network providers

### **What happens if the HIWG decide to run an industry event, eg RoadShow?**

- Separate sponsorship will be sought for any other major HIWG event (eg. HIWG Event Sponsor)
- There will be an additional/separate cost depending on the type of event
- Sponsorship numbers will be limited; Principal or Support sponsors in the year the event is held will get first option for these sponsorships
- HIWG Event Sponsors will be given promotional opportunities at the HIWG event (details to be made available at the time for each specific event)

### **Additional notes:**

- All sponsorship monies will be used in full to offset the running costs of the HIWG in the year of sponsorship.
- Sponsorship is valid for a calendar year.
- Sponsorship commitment is for the full year but there is no commitment to continue sponsorship on an annual basis unless desired.
- Currently there is no thought to offer a pro-rata sponsorship opportunity for sponsors joining later in the year (ie. the full annual fee will be applicable).
- All sponsorship fees will have GST added to the amount above. Invoices will be from BizEvolution Pty Ltd on behalf of the HIWG.
- Full payment is required upfront, but payment by instalment can be arranged if required. No refunds will be given.
- Listing of sponsors on the "sponsors" web page will have an HIWG disclaimer stating that information provided on the page was provided by the sponsors and has not been verified by the HIWG. In addition, there will be a clause to state that the HIWG does not endorse any particular sponsor product or service and the HIWG will not take any responsibility for any outcomes from the use of these products or services.
- Sponsorship levels and costs and benefits could change for future years.
- Currently there are no limits to the number of HIWG sponsors (at any level) in any given year.
- HIWG eNews is a proactive email service delivered to all registered users of the HIWG website which provides the latest information on HIWG activities/releases/events.
- The HIWG, if agreed by its members, can exclude a vendor from its sponsorship program.
- Current HIWG Sponsor details can be found at [www.hiwg.org.au/HIWGSponsors/tabid/135/Default.aspx](http://www.hiwg.org.au/HIWGSponsors/tabid/135/Default.aspx)

If interested in sponsoring the HIWG in 2009 please contact the HIWG Facilitator:

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