



+



## EVENT MANAGEMENT

# O=MEGA21 EXHIBITION

Targeted Program Management (TPM Events) helps organisations focus and grow through adding value, knowledge & experience.

We transform how they attract, engage and delight their audiences.

Let us show you how we do it.

### PROVIDED TO

Finola Carey  
Optical Distributors & Manufacturers Association  
("ODMA")  
Chief Executive Officer  
PO Box 264  
Terrey Hills NSW 2085

29 October 2020

### PREPARED BY

Janette Beedell  
Targeted Program Management Pty Ltd ("TPM Events")  
105 Showground Rd  
Castle Hill NSW 2154  
P: 02 8850 4200



# YOUR SUPPLIER OF CHOICE

Targeted Program Management (TPM Events) is an established and trusted brand for more than 12 years in onsite event management and professional planning.

- We are an extension of your team, we will immerse ourselves in your brand, your culture and your events to allow us to collaborate and innovate!
- We are real people with personality, and are fun to work with.
- We ensure that your guest experiences are deeply immersive that will create a memory trace for your brand, key messages and create longevity well after the event concludes.
- Staff have worked for the past 24 years on thousands of events, installations, digital masterpieces, conferences and international symposiums, with audiences of five to five thousand, with budgets from \$5k to \$5m.
- We have worked all over Australia, New Zealand and Asia Pacific regions with a wide network of partners and suppliers in all locations that are tried and tested.



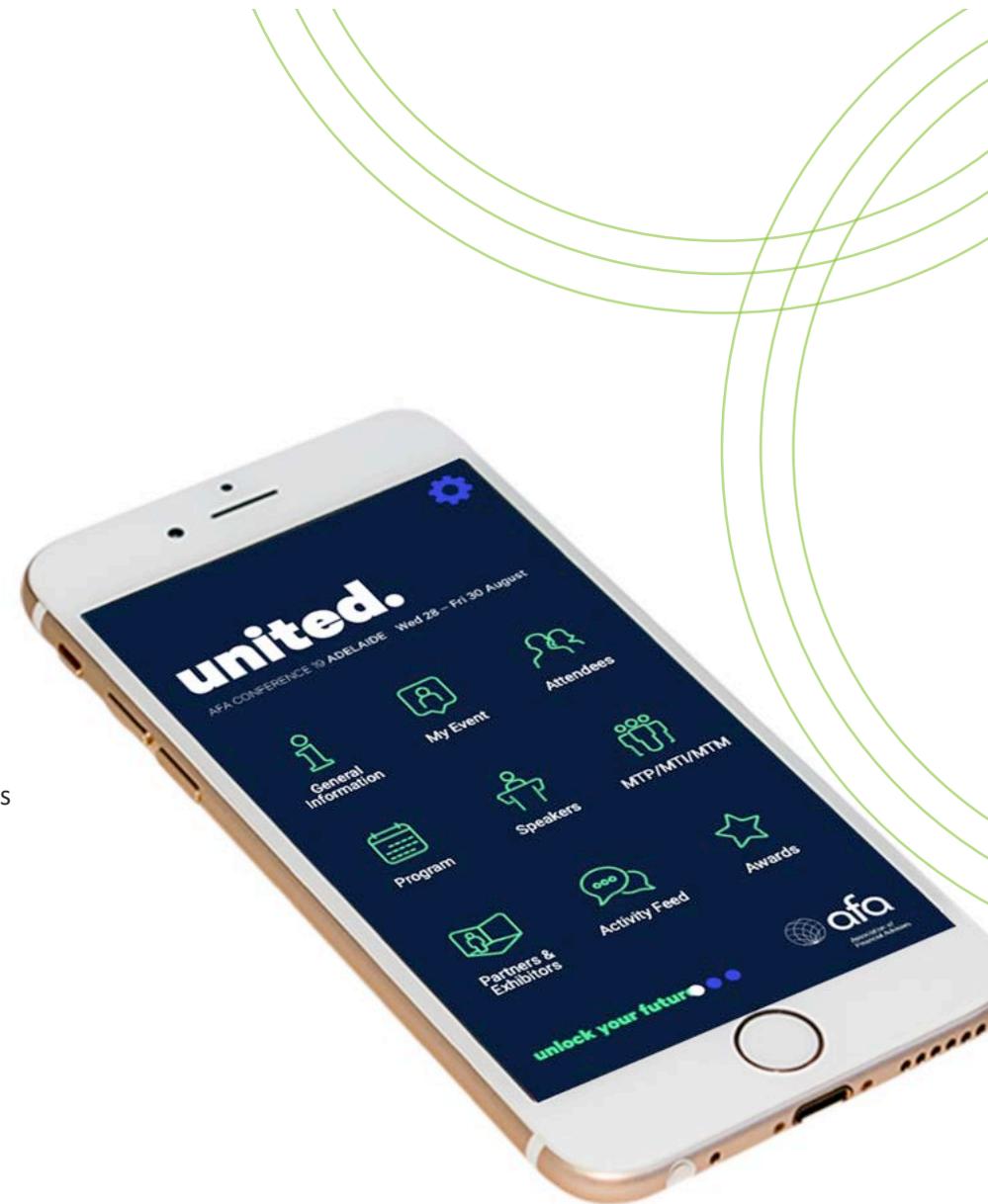


STREAMLINE AND ENGAGE WITH  
**DIGITAL INTELLIGENCE**

# APP CREATION

Event apps are replacing the old conference handbook for live up to minute information 24 hour access.

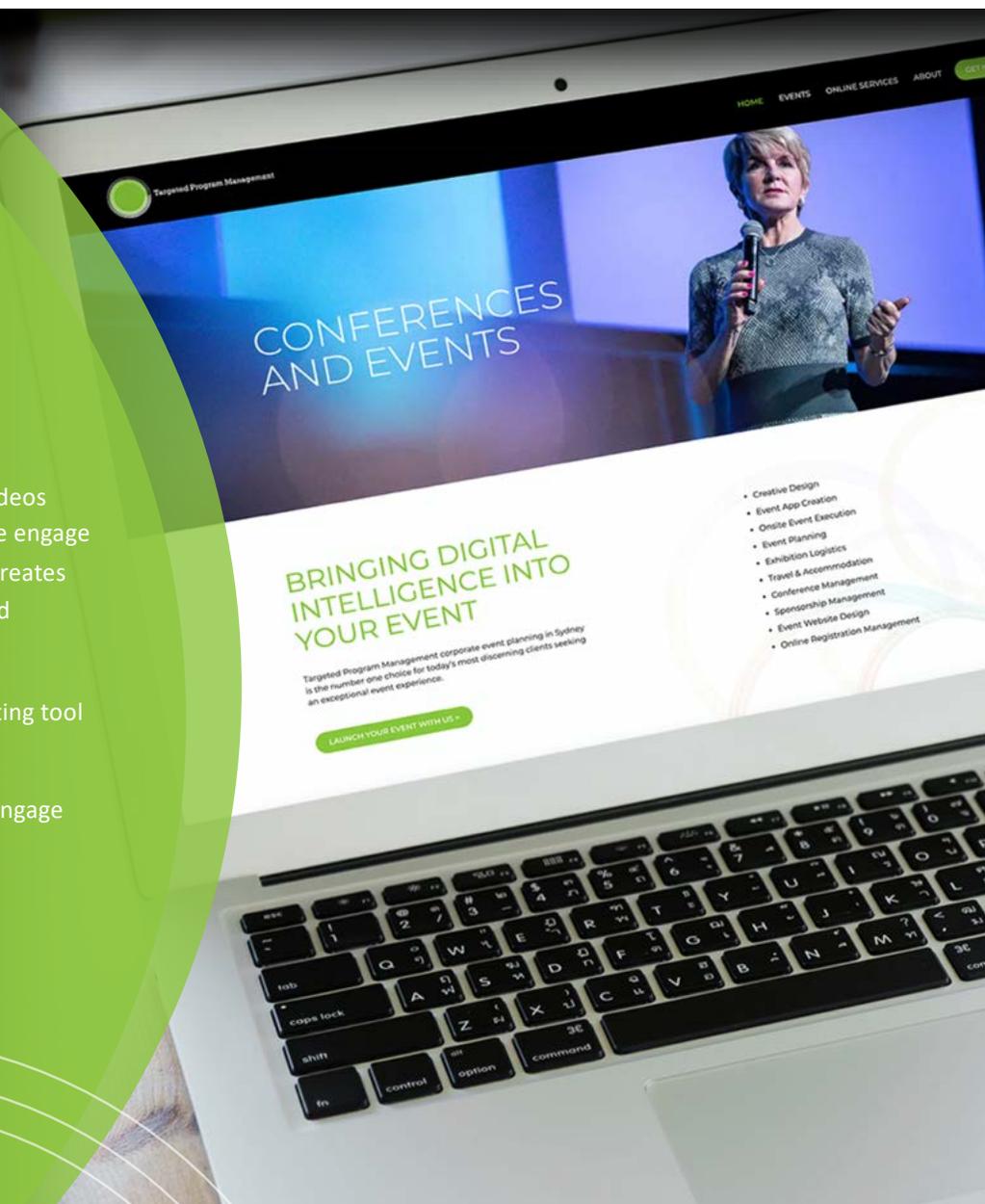
- Communicate to your audience through push notifications ensuring all delegates have the latest information.
  - Drive app engagement through live polling, Q&A and gamification.
  - Offer delegate scanning for your exhibitors with real-time access to information.
- Through a customisable personal profile, inbuilt attendee networking allows delegates to connect prior to, during and 12 months post conference dates.
  - Create and promote group discussions.
  - Safety and secure, we know that discussions and privacy and security is paramount.



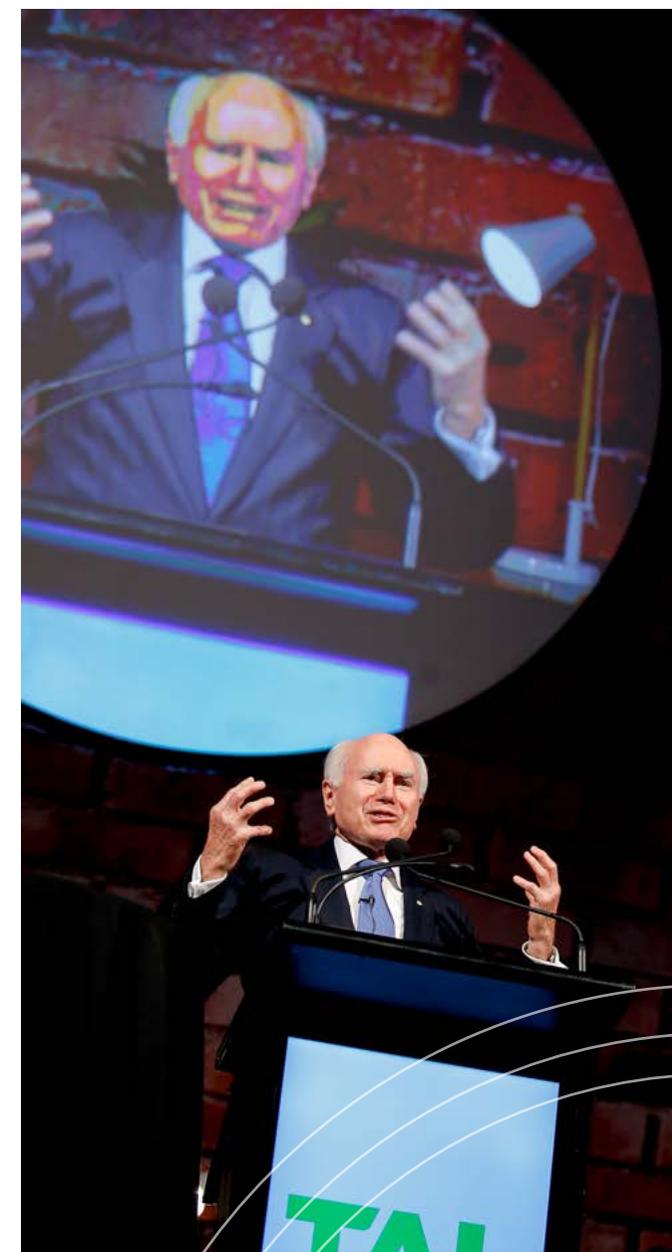
# EVENT WEBSITES

Perceptive organisations demand bespoke websites that enhance the delegate experience.

- We deliver destination and program content that both entices and excites the delegate to register.
- During the bespoke build phase user experience is constantly monitored to ensure websites are built to be intuitively used.
- Sponsorship and marketing sales platform for exhibitor/sponsor engagement and payment.
- Integrate media elements such as videos that are specific to your event. These engage the audience with the speaker and creates an opportunity for prior dialogue and excitement for the conference.
- Engagement of speakers as a marketing tool pre event.
- Promotion of all event activities to engage your audience before arrival.



EXPERTLY MANAGED  
EVENT DELIVERY



# SPEAKER MANAGEMENT

The bar has been raised on speaker engagement and management, delivering on the delegate experience

- An online portal to capture all the elements of your speakers requirements prior to the event, ensuring all aspects of their technical requirements are met.
- Integrate media elements such as video stings that are specific to your event. These engage the audience with the speaker and creates an opportunity for prior dialogue and excitement for the conference.
- Social Media interaction with speakers engages your audience providing an understanding of the talent, their topic and their personality.

- Engagement of speaker to be a marketing tool pre event. Working with your speakers, they're provided a media kit to engage with delegates via social media prior to the conference, enhancing their value and attendance.
- Guided research and targeted approaches deliver on content and detail to build any educational or motivational program.

The image shows a composite of two digital elements. On the left is a 'Speaker Requirement Form' for the AFA 2017 National Adviser Conference. The form includes fields for 'First Name', 'Surname', 'Mobile Phone Number', 'Company', 'What is your Twitter Handle?', 'Do you have any Dietary Requirements?', and 'Session Title'. Below these is a section for 'Speaker & Moderator Audio V' with a note that a standard lectern microphone will be available. It asks 'What type of microphone do you wish to use?' and provides radio button options for 'Lectern Mic', 'Lapel Mic', 'Handheld Wireless Mic', and 'Other'. On the right is a social media post from the account 'AFA\_Voice' (@AFA\_Voice). The post features a photo of Sir Bob Geldof, a text announcement for the AFA 2017 National Adviser Conference (held 11-13 October 2017 in Royal Pines Resort), and a link to a buffer page. The post also includes the 'ADAPTIVE CHANGE' logo with the tagline 'Taking advice beyond the horizon' and a 'Follow' button.



DESIGN & STYLE

# DIGITAL 3D RENDERS



Gala dinner layout pre-approval render.

# STAGE DESIGNS



Delivery of Gala Dinner concept.

## TPM'S AGREEMENT TO YOU

### ACCESSIBILITY TO THE PCO

TPM Events will maintain constant contact with you throughout the conference management process. In the COVID world we hope some meetings will be in person, some via phone and if required online. You can contact the office 5 days a week between 9am and 5pm, should you wish to speak to any member of staff, they will be available during these hours via email or phone. If they are unavailable, please leave a message and a member of staff will return your call within 24hrs.

TPM Events is your dedicated conference resource to achieve and deliver your event goals on budget, on task and on time.

### WE DO ALL THE HARD WORK FOR YOU

TPM Events provides dedicated event management services onsite and looks to take the hard work off the client.

The service provided by the TPM Events team is to ensure that the client is able to maximise their time at the conference with their clients or members, both building and maintaining relationships.

### OUR DIGITAL INTELLIGENCE IS 2020

The suppliers that TPM Events have partnered with are second to none in their field of expertise. We'll connect you with influencers that you need to know. Whether it be speakers, Apps, audio visual, exhibition activations or marketing, TPM Events partners with suppliers that are reputable in all areas of the conference services industry.

Cloud systems, online access, dedicated support tools, the latest in registration technology means that we're able to integrate with technology companies that offer complimentary products and features, delivering innovative technology solution to streamline event management and enhance ROI.

## YOUR AGREEMENT TO TPM EVENTS

All event discussions or changes to scope will be discussed face to face or over the phone to ensure crystal clear clarity on reporting, ownership and expectations, so together we can move toward a favourable outcome. All payments are to be made in a timely manner.

## EVENT SCOPE

The understanding of the event is as follows:

<b>DATE</b>	2 – 4 September, 2021 (2 day bump-in, 3 day event, 1 day bump-out)
<b>VENUES</b>	Melbourne Convention and Exhibition Centre
<b>GUESTS</b>	Approx 3,500 (pending international access)
<b>PREP TIME</b>	November 2020 to September 2021

## PROGRAM OVERVIEW

Tuesday 31/8	Wednesday 1/9	Thursday 2/9	Friday 3/9	Saturday 4/9	Sunday 5/9
Supplier setup	Exhibitor bump-in	Opening – Day 1	Day 2	Day 3	Exhibitor bump-out
Exhibitor bump-in Harry the Hirer Setup	Facilities setup Harry the Hirer Setup	Conference & Exhibition	Conference & Exhibition	Conference & Exhibition	Pack Down
		Possible social event	Possible trade event	Exhibitor bump out	



## SERVICE AGREEMENT

Services will be provided for the following aspects:

- Accommodation Assistance
- Budget Administration
- Committee Engagement
- Event Execution
- Event Planning
- Exhibition Management
- Exhibitor Communication
- Marketing
- Marketing & Promotion
- Partnerships
- Program Coordination
- Reporting
- Site Visits
- Social Event Management
- Sponsors & Exhibitors
- Supplier Management
- Venue Management
- \*Registration (optional addition)

## ACCOMMODATION ASSISTANCE

Assistance with information and registration enquiries for accommodation:

- Maintain communication with OzAccom (ODMA's preferred supplier)
- Promote agreed accommodation options on the event website
- Provide online hyperlink to OzAccom for delegates to secure accommodation
- Assist exhibitors with accommodation information enquiries
- Coordinate room bookings for ODMA Team, Staff, Speakers, Suppliers & VIP's
- Promote accommodation options to VIP's and Delegates/Exhibitors

## BUDGET ADMINISTRATION

Assist client with a comprehensive budget given all estimated expenses provided by suppliers:

- All expenses are to be paid by the client with clear transparency across all accounts
- Assist in the preparation and maintenance of an event budget covering the components TPM Events is contracted for
- Establish appropriate procedures for payment authorisation process, receipting and invoicing (i.e. fortnightly/monthly)
- Provide payment schedule for known event expenses
- Provide ODMA access to online exhibitor accounting portal for LIVE reports
- Work with ODMA for the provision of information for financial budgets and reviews
- Reconciliation of exhibitor payments received and outstanding O=MEGA21 Accounts with ODMA, ensuring all outstanding exhibitor payments have been contacted prior to the conference
- Assist ODMA team with chasing of outstanding exhibitor payments

TPM Events has assisted clients for over 10years in budget administration of their events. Tracking, invoicing, income reports, EFT reconciliations, expense timelines. TPM Events partners with Matrix Norwest for enhanced budgetary requirements, whilst maintaining event budgets internally with our own event team for the majority of events and exhibitions.



## COMMITTEE ENGAGEMENT

Manage the reporting expectations of the client, exhibitors and suppliers:

- Set committee meeting dates and send/manage invitations and Zoom details
- Attend / Dial In to event steering committee meetings
- Prepare & circulate Committee Agenda (as required)
- Prepare & circulate Committee Action Items (as required)
- Monitor relevant committee activities
- Provide strategic input and support to committee for development of event enhancing concepts

## EVENT EXECUTION

Coordinate and manage all aspects of event delivery onsite:

- Coordinate on-site Venue/Client/Supplier & TPM Events pre-event team meeting
- Provide venue with detailed runsheet highlighting all aspects of the exhibition and other activities undertaken by TPM Events
- Act as the main point of contact with all sub-contractors including venue, suppliers and hire companies
- Manage and coordinate the loading dock process and arrival of Harry the Hirer / Custom Builders / Exhibitors / Production suppliers / Other suppliers
- Provide on-site exhibition & sponsor management
- Provide on-site program management for delivery of conference specific program (incl room setup, management and facilitation)
- Provide on-site project management for the duration of the event
- Manage other onsite activities as directed by client
- Enforce venue OH&S rules and obligations
- Work with ODMA and MCEC to ensure COVID Safe Plan is in place and managed

## EVENT PLANNING

The event planning guidelines coordinated directly with ODMA to setup deadlines, targets and actions:

- Provide a timeline / critical path and put into place a reminder system for approaching deadlines
- Maintain open communication-line with ODMA
- Prepare brief / tender documents, obtain quotes for sub contracted items as needed
- Manage relationship with suppliers for on-site activities
- Develop an exhibition floor plan encompassing all partner requirements
- Maintain and amend floorplan as needed
- Produce a timed access plan for all exhibitors onsite both for loading and setup and pack down
- Work with contracted supplier to manage loading dock access
- Manage venue catering and beverage requirements for all O=MEGA21 activities
- Assist exhibitors with catering requirements for booth activities and services



## EXHIBITION MANAGEMENT

Managing and coordinating all aspects of conference exhibition:

- Along with venue and Harry the Hirer, develop a floor plan that maximises all available space
- Provide strategic and operational advice to optimise exhibition floor plan
- Coordinate all loading and venue obligations in relation to exhibition
- Online portal created to capture exhibitor information
- Response data communicated and shared with relevant suppliers
- Develop Move In and Move Out schedule
- Maintain communication with all exhibitors throughout planning and execution
- Create all relevant exhibitor communication and manuals
- Develop detailed schedule by exhibitor, equipment and timeline
- Develop, review and seek approval on all exhibitor CAD designs, ensuring adherence to guidelines
- Management and administration of exhibitor deadlines, including:
  - Registration of exhibitor delegates
  - Adherence to entitlements
  - Stand information communication with exhibition builder
  - Onsite management of enquiries
  - Collection and storage of all Public Liability certificates
- Provision of an online invoicing platform for exhibition sales
- Facilitation of the invoicing for ODMA of all exhibition sales
- Liaise with venue, security and suppliers for supply of services throughout the show
- Review exhibition setup (during bump-in and showtime) ensuring exhibitor adherence to all venue OH&S rules and obligations

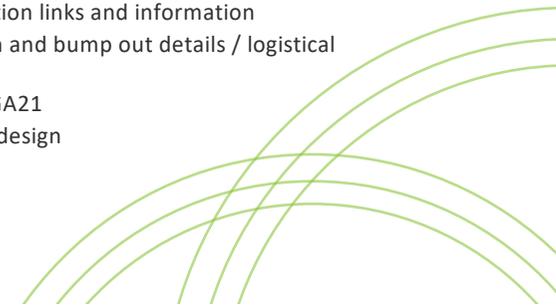
## EXHIBITOR COMMUNICATION

Streamlining all communication requirements for the event via exhibition system:

- TPM Events will produce an online Exhibitor Manual covering all bases such as:
  - Information required
  - Forms for completion
  - Contact details
  - Deadlines
  - OH&S venue requirements
  - Terms of access
- Communicate all pre-event and post-event information and confirmations
- Provide exhibitor check-list platform for response to all exhibitor required information
- Provide pre-event email reminders with detailed event information
- Maintain regular exhibitor communication throughout the pre-event time period.
- Determine exhibitor display items to facilitate and effective and bump-in and bump-out plan
- Provide exhibitors with confirmation of floor positioning, inclusions and assistance as required
- Provide all exhibitors a “daily” event information newsletter (printed in hardcopy and delivered to each booth) onsite

### Exhibitor Portal

- Connected to dedicated URL (i.e. [www.omegaexhibition.com.au](http://www.omegaexhibition.com.au))
- Provision for online portal capturing exhibitor information
- Provide information on table of Due Dates and downloadable documents for all related items
- Provide key contacts for Freight Management / Booth Catering options / Additional exhibition requirements
- Display all-inclusive and additional registration links and information
- Provide downloads for floorplans / bump in and bump out details / logistical guidelines
- Display key contact information for O=MEGA21
- Ensure creative layout is in line with event design



## MARKETING

Creation of all event / exhibition material relating to promotion of event

### Exhibition

- Develop and produce all venue signage and branding requirements for the event
- Develop registration booth concept with supplier
- Develop concept for ODMA booth/s or areas
- Develop floor artwork displays (i.e. Entrance mosaics, activations, directions)
- Develop exhibition entrance feature
- Assist committee on design / creation and implementation of event enhancements

### Conference

- Develop all signage and branding requirements for the conference
- Assist committee on design / creation and implementation of conference enhancements
- Work with contracted conference registration team for build of registration area

### Event Website

- Production and management of dedicated event website for delegates
- Connection of a dedicated URL (i.e. [www.omega21.com.au](http://www.omega21.com.au))
- Develop a more creative and interactive website for delegates
- Produce design concept that integrate with PDF downloads, videos, displays sponsor logo
- Detail program and event information
- Detail social event information
- Provide key contact information for all aspects of O=MEGA21
- Navigation Menu can include:
  - Home / Destination / Program / Speakers / Social Events / Accommodation
  - Registration / Exhibition / Contact Us

## MARKETING & PROMOTION

TPM Events has partnered with **Milestone Creative**, Managing Director, **Alana Hay** for the development and execution of a marketing and promotion strategy.



## PARTNERSHIPS

Manage and coordinate all aspects of conference income opportunities:

- Assessing possibilities for additional income during event
- Developing and executing concepts and designs
- Work with conference partners to enhance and build their event experience and interaction
- Ensure suitable branding is positioned for ODMA as well as sponsors/partners at events

## PROGRAM COORDINATION

Overall management of the activities and program:

- Work in conjunction with ODMA to develop program outline
- Provide access to online program creation portal with committee
- Provide advice on program structure and the scheduling of events
- Deliver all expected and compulsory items on the program
- Research and recommend speakers as required
- Communicate program with venue for delivery of all aspects

## REPORTING

Manage the reporting expectations of ODMA:

### PRE EVENT

- Provide exhibitor reports on outstanding information for follow up
- Provide invoicing reports on exhibition sales
- Provide ODMA with online portal access to exhibition booking reports
- Communicate any budget and delivery deadline impacts
- Review with client on an ongoing basis for detailed planning approaching event deadline

### POST EVENT

- Provision of an exhibitor report
- Review of event budget
- Facilitation of a post-event exhibitor survey in consultation with ODMA
- Reporting of exhibitor survey results
- Sales and Leads results (if information is transparent)

## SITE VISIT

Coordinate and manage all aspects of pre-event site visits:

- Coordinate a detailed onsite TPM/ODMA/AV site visit, undertaking all aspects of the event and suppliers
- Determine all parameters of event (not limited to technology, suppliers and permits)
- Identify any potential issues that the event may face (i.e. access)
- Run through event scope with venue and client

## SOCIAL EVENT MANAGEMENT

Managing the roles and responsibilities of delivering all proposed social activities to be held during the program:

### TRADE SHOW

- Work with contracted venue for best event outcomes
- Negotiate access, inclusions, contract with sponsor on behalf of client
- Coordinate theming and entertainment (as required)
- Coordinate F & B package for event
- Coordinate venue invoices (maintain control of budget expenses)
- Brief venue on all setup requirements and client runsheet
- Brief sponsor on event (if applicable)



“...With TPM, direct owner involvement means that we not only enjoy industry leading expertise combined with reliable and efficient service; we also have a trusted advisor that in times of uncertainty is able to adapt rapidly and deliver effectively in highly fluid circumstances. Recent times have demonstrated the value of this capability starkly.

The HRIA has no hesitation in endorsing the capabilities and quality of service provided by TPM Events and we look forward to their continued involvement in delivering our upcoming HIRE21 show.”

**Nicolas Chiew**

Operations Director – Hire and Rental Industry Association Limited

## SPONSORS & EXHIBITORS

The coordination of all participation for client sponsors and event exhibitors:

- Work with ODMA to design or enhance sponsorship packages
- Assist with enquiries and forward sales leads for execution
- Coordinate and schedule planned exhibitor activities
- Manage all sponsor and exhibitor requirements
- Assessing possibilities for additional income during conference
- Develop detailed schedule by exhibitor, equipment and timeline
- Contract resources and work with logistics supplier to deliver on bump-in and bump-out requirements

## SUPPLIER MANAGEMENT

Managing the roles and responsibilities of all tendered suppliers for delivery of the event:

- Tender suitable suppliers for all aspects of event delivery
- Maintain communication and event ownership
- Liaise with venue and exhibition booth contractor prior to and onsite at conference
- Liaise with exhibition booth contractor onsite for bump-in and bump-out
- Liaise with exhibition booth contract for all exhibition sales enquiries
- Brief all suppliers on delivery expectations and budget inclusions
- Ensure suppliers deliver the expectations of the client
- Suppliers can include (but not limited to):

- Photographer
- Videographer
- Transport providers
- Gift suppliers
- Venue
- Audio Visual
- Security
- Ushers
- Printing / Signage
- Guest Speakers
- Entertainment
- Caterers

## VENUE MANAGEMENT

This is specifically to do with any venue providing event space for the conference:

- Negotiate on behalf of the client for the most suitable contract outcome (unless
- Identify any event restrictions and provide alternatives
- Seek alternatives as required for delivery of event
- Discuss the loading dock access requirements, staffing, loading, timelines schedules
- Maintain communication with the venue through the enquiry and contract process
- Facilitate execution of contract agreement
- Establish daily venue rooming requirements and schedule of use for plenary, breakout and social events
- Establish food and beverage requirements, provide to venue and confirm final numbers
- Establish daily room setups for plenary, breakout and social events
- Liaise with venue prior to and onsite at conference for all exhibition requirements
- Manage all production, program and exhibitor requirements with the venue
- Liaise with the venue on an ongoing basis and onsite
- Provide at least two face to face meetings with venue prior to event to review schedule and programming
- Hold daily briefing / debriefing meetings with the venue
- Provide all required floorplan layouts with updates and edits throughout planning
- Communicate event program, updates and changes



## PLATINUM ADDITION

### PROJECT MANAGEMENT SOFTWARE

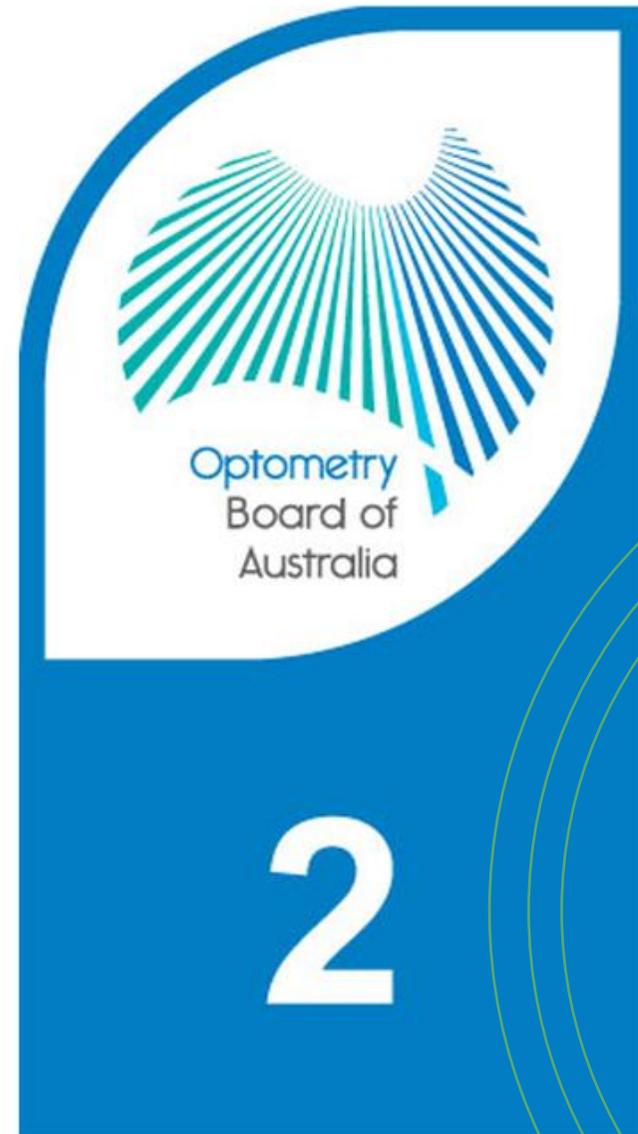
Supply of an online portal for joint project management:

- Ability to include all project deliverables for both organiser and clients
- Delivery details of event by category and responsibility
- Dual capability for client and organiser collaboration
- Tracking of all related tasks and ownerships
- Event reporting and timeline scope

### CPD MANAGEMENT

Manage the coordination of CPD certificates:

- Incorporate session feedback into App survey
- Coordination presentation assessment with AFA and Kaplan
- Convert session ratings into accreditation points
- Incorporate individual competency ratings for each delegate
- Finalise totals and CPD accreditation numbers
- Collate and issue certificates to all delegates
- Manage and re-issue CPD certificates as required



# 2

## PLATINUM PLUS ADDITION

### REGISTRATION MANAGEMENT

#### Online Registration

Online gateway for all delegate registrations for the conference, delivering specific detail on both individuals and conference requirements:

- Determine online registration category requirements and inclusions
- Delegate Categories: Full/Single Day/Visitor
- Exhibitor Categories: Full/Single/Stand Only Exhibitor
- Determine registration questions required (estimating 2 online pages through to confirmation)
- Connection of ODMA e-Gateway for all online delegate and exhibition payments
- Ensure systems in place for timely response to delegate/client enquiries
- Provide regular statistics reports (both automated & as requested)
- Provide tools for nominated ODMA personnel to access reporting portal of registration site
- Ongoing support and maintenance of registration site up to conference date
- Manage communication from dedicated O=Mega21 Events Conference email

#### Registration Coordinator

Dedicated registration staff supporting O=MEGA21 registration process

- Australian based registration support staff
- Registration follow up for exhibitors
- Assistance with follow up of unpaid registrations
- Online support assistance for all delegate communication and enquiries
- Data management
- Report generation

#### Onsite Registration Support

Onsite registration for all delegate registrations for the conference and exhibition.

- Provision of Registration Manager and 3 x Registration Assistants
- All pre-registrations loaded
- Excl Name Badge and Lanyard costs (*consider Intelligent Badges – microchipped*)

#### Reporting

Manage the reporting expectations of ODMA and suppliers.

- Provide access to reporting on both Conference and Exhibition registrations
- Regular automatic reporting to be provided (weekly or fortnightly)
- Undertake overall registration management
- Communicate any budget and delivery deadline impacts
- Review with client on an ongoing basis for detailed planning approaching event deadline

#### Exclusive of:

- Onsite registration kiosks (pending COVID, touchless, attendee numbers)
- Onsite self-registration kiosks (pending COVID, touchless, attendee numbers)
- Lanyards
- Name badges

Estimation of costs to be provided during planning stage, maximising savings on equipment based on event statistics

**PLATINUM PLUS ADDITION cont...**

**TABLE OF VALUE**

TPM Events offers you the following fee for the registration services:

	PACKAGE \$44,125
Registration Coordinator	
Registration Communication	
Online Secure Registration Portal	
Onsite Registration Facilities	
Reporting	
<b>PLATINUM PLUS ADDITION</b>	
<i>*Equipment and onsite Kiosks not included</i>	

## TABLE OF VALUE

TPM Events offers you three (3) package options to choose from:

	STANDARD \$87,850	PLATINUM \$89,850	PLATINUM PLUS \$133,975
Accommodation Assistance			
Budget Administration			
Committee Engagement			
Event Execution			
Event Planning			
Exhibition Management			
Incl Exhibitor Portal			
Exhibitor Communication			
Marketing			
Incl Event Website			
Marketing & Promotional	Separate Proposal	Separate Proposal	Separate Proposal
Partnerships			
Program Coordination			
Reporting			
Site Visit			
Social Event Management			
Sponsors & Exhibitors			
Supplier Management			
Venue Management			
<b>PLATINUM ADDITION</b>			
Project Management Software			
CPD Coordination			
<b>PLATINUM PLUS ADDITIONS</b>			
Registration Management			

## MANAGEMENT FEE

The total fee for management for O=MEGA21 is for management of the combined event with an exhibition display of approximately 100 partners.

The pricing structure for a reasonable increase of exhibitors above this number will be negotiated.

O=MEGA21 <i>Includes provision of 5-6 x on-site staff for event</i>	
	TOTAL
	Includes GST

### ITEMS TO BE CHARGED IN ADDITION

- Onsite requirements (e.g. office admin, equipment, meals, flights, accommodation & expenses etc.)
- Meeting incidentals (i.e. parking, transfers etc.)
- Any additional event coordinator/assistance staff to be charged at \$650p/d.

## PAYMENT SCHEDULE

Upon contract acceptance: 25% deposit.

Monthly management invoice (up to and including event)

Upon completion: on-site extras.

SCHEDULE OF PAYMENTS (INCL. GST)	
Deposit 25%	
December	
January	
February	
March	
April	
May	
June	
July	
August	
September + incidentals	
TOTAL	

SEE UPDATED PAYMENT  
OPTION SCHEDULE



## UPDATE: MANAGEMENT FEE

### Amended Payment Schedule for O=MEGA21

(based on Platinum tier), Deposit and 9 x Monthly Payments

SCHEDULE OF PAYMENTS (INCL. GST)	
Deposit 25%	\$22,462.50
January	\$7,487.50
February	\$7,487.50
March	\$7,487.50
April	\$7,487.50
May	\$7,487.50
June	\$7,487.50
July	\$7,487.50
August	\$7,487.50
September	\$7,487.50
(incidentals)	
<b>TOTAL</b>	<b>\$89,850.000</b>

OR

## Alternative PAYMENT SCHEDULE

With O=MEGA21 kicking off in unusual circumstances, we are prepared to alter the billing cycle, eliminating the 25% deposit requirement and replacing this with a 10% securement of contract followed by 8 x Monthly Payments.

SCHEDULE OF PAYMENTS (INCL. GST)	
Contract Securement (10%)	\$8,985.00
February	\$10,108.13
March	\$10,108.13
April	\$10,108.13
May	\$10,108.13
June	\$10,108.13
July	\$10,108.13
August	\$10,108.13
September	\$10,108.13
(incidentals)	
<b>TOTAL</b>	<b>\$89,850.000</b>

Please confirm in writing to [janette@tpmevents.com.au](mailto:janette@tpmevents.com.au) your preferred payment option.

# SERVICES AGREEMENT

## GENERAL CONDITIONS

### CONFIDENTIALITY

'Confidential information' means the confidential information of a Party and includes:

- a) The subject matter of this agreement including that information relating to the design and delivery of the ODMA conference for the parties;
- b) Information relating to personnel, policies, systems, operation, customers or business strategies;
- c) Information relating to the terms upon which event management services have been supplied pursuant to this agreement;
- d) Any documents marked as confidential;
- e) ODMA and Customer Data

'ODMA Data' means that information relating to the ODMA event and guests in respect of this agreement, including products, ODMA marketing plans, corporate policies and procedures, reports and such other information as identified between the parties.

'Customer Data' means the information relating to ODMA, including Personal Information;

'Personal Information' has the meaning set out in the Privacy Act 1988 as amended from time to time.

### PRIVACY

Targeted Program Management (TPM Events) acknowledges that the provision of event management services may result in the collection of or access to Customer Data and ODMA Data including the Personal Information of Members. The parties acknowledge that the collection, use and disclosure of such personal information is subject to the Privacy Act including the National Privacy Principles (as defined in that Act). Each Party will comply with their requirements under the Privacy Act.

### CANCELLATION

Upon receipt of the signed agreement, Targeted Program Management (TPM Events) Targeted Program Management will commence providing event management services to ODMA.

Should ODMA cancel the event and no longer require these services, the following cancellation fees apply:

ITEM	FEE
Six months prior to event start	Deposit & 2 x Monthly Payments forfeited
Up to 120 days prior to event start	Deposit & 5 x Monthly Payments forfeited
Up to 90 days prior to event start	Deposit & 6 x Monthly Payments forfeited
Inside of 30 days prior to event start	100% of conference management fee

### FORCE MAJEURE

The performance of this Agreement is subject to the termination without liability upon the occurrence of any circumstance beyond the control of either party – such as acts of God, war, acts of terrorism, government regulations, a pandemic as declared by the World Health Organisation, disaster, strikes, civil disorder or curtailment of transportation facilities. The ability to terminate this Agreement without liability pursuant to this paragraph is conditioned upon delivery of written notice to the other party setting forth the bases for such termination as soon as reasonably practical – but in no event longer than ten (10) days after learning of such basis.



# TPM EVENT'S FINANCIAL VIABILITY STATEMENT

**MATRIX NORWEST**  
TAXATION & ACCOUNTING



30 October 2020

**ODMA (Optometry Distributors & Manufacturers Association of Australia)**  
**Finola Carey**  
Chief Executive Officer

**REF: Targeted Program Management**  
**ABN: 36 966 376 265**

We confirm that we are the tax agent for Janette Beedell Family Trust trading as Targeted Program Management. We also confirm that we provide real-time book-keeping services and are across all financial aspects of this business.

We understand that Targeted Program Management is currently tendering to ODMA and that as a requirement of this confirmation is obtained as to the financial viability of the business.

We can confirm that whilst like many businesses in the event planning industry, they have been affected by the changes resulting from Covid-19, the business has continued to trade throughout 2020. No staff changes have been made, all debts are met when due and the business remains financially sound.

If further information is required, please contact Alison Stevenson or Lisa Sutton of our office.

Should you have any queries regarding this matter, please contact our office.

Yours faithfully  
**Matrix Norwest Taxation & Accounting Pty Ltd**

**Matthew Stevenson**  
Director





Targeted Program Management

We appreciate you taking the time to review our credentials.

We look forward to the opportunity to create a world class event with a team that is ready and committed to your success.

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**Janette Beedell** AMM

Director, Conferences and Events