



OBJECTIVE SECURED

Southern Hemisphere Open
September 23-25 2017

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Objective Secured is proud to present Southern Hemisphere Open. We are raising the profile of gaming in Western Australia, bringing gamers together and increasing awareness of gaming options in WA and worldwide. With dedicated, experienced and professional event organisers, tournament organisers, volunteers, retailers, clubs, organisations and group representatives, creators and presenters we are creating the first professionally organised and run gaming expo that WA has ever seen. Encompassing 19 formal table top gaming events, informal events, demos and formal intro games, board games, CCG, painting and diorama displays and competitions, hobby skills workshops, panels and free play area. We are bringing together state, national and international gamers to game on 150 quality tables with system appropriate event standard terrain in a 3000m² centrally located, air-conditioned, modern and recently renovated convention centre.

We are connecting gamers with an increased network of local, national and international gamers, gaming systems, clubs/organisations/groups and retailers leading to gamers having an increased awareness of what is available locally, nationally and internationally. Ultimately this will strengthen the gaming community as well as lead to changes in local, national and international perceptions of gaming in WA.

ObSec is putting WA on the worldwide gaming map!

Founded in 2015 Objective Secured has fast established itself as Australia's Premier Tabletop Gaming Event Organisers.

Southern Hemisphere Open (SHO) is primed to set the table top gaming world on fire. With 3000m² dedicated space for table top gaming across multiple gaming systems, exhibitors, demo games, board games, and more this is set to be the event of the year!





Three huge days of gaming,
multiple gaming systems
running simultaneously.

Event details:

September 2017

Perth: September 23-25

Perth Racing: Ascott Racecourse

Saturday 23rd

8am-8pm Full access

8pm-10pm restricted access (no access to retail area)

Sunday 24th

8am - 8pm Full access

Monday 25th

8am - 8pm Full access

Sponsorship opportunities include those listed below:

- Event sponsorship
- Wristbands
- Volunteer t-shirts
- Showbag advertising
- Showbag provision
- Table provision
- Prize provision

Sponsorship Opportunities:

Event sponsorship

Whole of event	\$10,000
Naming rights to gaming space	\$5,000
Naming rights to hobby skills room	\$2,000

Includes:

- Logo representation on official advertising and marketing.
- Exhibitor space at the expo.
- Advertising in the event program.
- Insertion into our show bags.
- Share links through our social media networks.
- ObSec team will work closely with you to best represent you at the expo.

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Sponsorship Opportunities:

Sponsorship

Wristbands	\$2,000
Volunteer t-shirts	\$2,000
Showbag advertisement (your logo on the bag)	\$5,000
Showbag inclusion	\$2,000
Side SHD alley bag (VIP swag)	\$1,000 or provision of 100 products.
Table/terrain provision	Contact ObSec
Prize provision	Contact ObSec

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Confirmed Sponsorship:

Confirmed sponsors to date:

Kromlech

Secret Weapon Minatures

Exhibitor Trading:

Exhibition Space

- Inclusion per 3mx3m booth
- Company/Booth name fascia
- 3 x 1800mm table
- 2 x chairs
- 2 x 3 day exhibitor passes
- Entry into program
- Power supply available (additional fee applies)

	Early bird price deadline	early bird	Full rate price deadline	Full rate
one booth	1 st June 2017	\$650	4 th August 2017	\$850
two booths	1 st June 2017	\$1,200	4 th August 2017	\$1,400

Club and NPO gaming:

ObSec is committed to supporting the local gaming community. ObSec invites local gaming clubs to attend SHO to promote the amazing and dedicated gaming groups around Western Australia.

Pricing for gaming clubs and non-profit gaming groups to exhibit starts from \$0 (clubs must provide a pull up banner display for their space). Please contact ObSec to register your interest and discuss this further.

The SHO event program goes to all attendees. It is perfect for targeting the market that buy your product!

Event Programme:

Specs

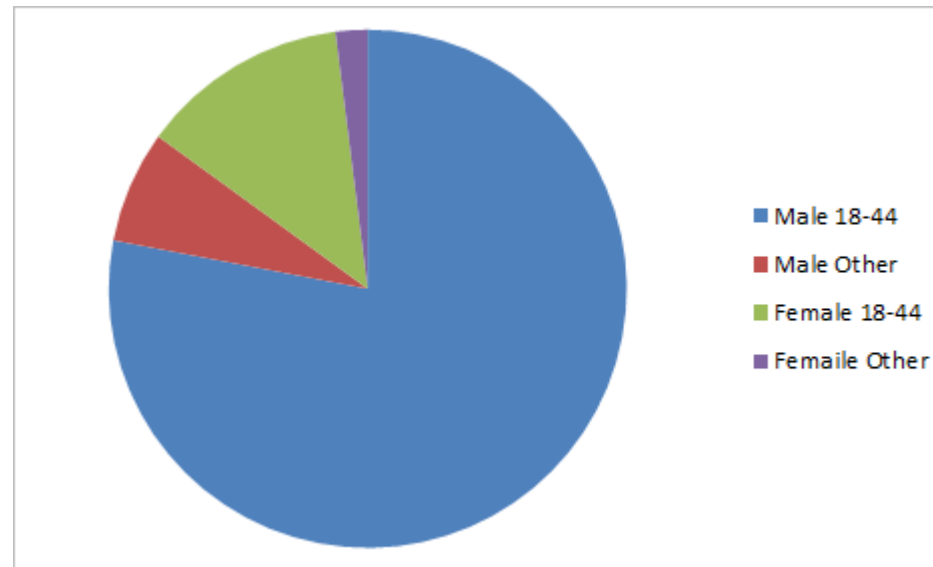
Please add a further 5mm bleed to all sides of file. Artwork must be a high res PDF 300dpi and CMYK

Full page	\$1000
Half page	\$600
Quarter page	\$350

Games Workshop state that the core demographic of gamers playing GW tabletop games is 12-20 year old males with parents purchasing. Objective Secured player base is 18-44 with higher disposable income.

Community Demographics:

Demographic breakdown of ObSec community by gender and age: 85% of the ObSec community is male however the number of female community members is increasing exponentially as we work to encourage female players and hobbyists to become involved in our community.



Testimonials

I've enjoyed every ObSec event I have taken part in. They have the best tables I have seen (and plenty of them!). Mike and Emma make a huge effort to be inclusive of everyone in the community and to introduce new players to the game. There are a variety of events so that rookies and more experienced players as well as different levels of painters can get what they want out of an event. There is a strong focus on fun while maintaining a competitive approach to this awesome hobby. Ghislaine Platell

Definitely recommended to friends and attending every possible ObSec event - Kieren Durrant

In my experience [Objective Secured run] the best organised events you will find in Australia. I had a fantastic time against some excellent opponents on great looking tables. Thanks to Mike, Emma and Richard at the Obsec team for putting on such a professional and fun events, looking forward to next year! Jake O'Grady

First year attending tournaments and I cannot recommend ObSec tournaments enough..
Alan Oliver

Objective Secured provide the absolute benchmark of a hobby event in Western Australia. I talk about ObSec interstate as the singular brand driving these events in our fair state. With time on a weekend at a premium, I will go out of my way to attend any event run by Mike and Emma. Peter Platell

For more information contact
Objective Secured.

Obsec@optusnet.com.au

<http://objectivesecured.com.au/southern-hemisphere-open/>

<https://www.facebook.com/events/1194618473918063/>