



UNIVERSITIES
AUSTRALIA

HIGHER EDUCATION CONFERENCE 2015

11–13 MARCH 2015

NATIONAL CONVENTION CENTRE CANBERRA

SPONSORSHIP AND
EXHIBITION PROSPECTUS



Universities Australia Higher Education Conference

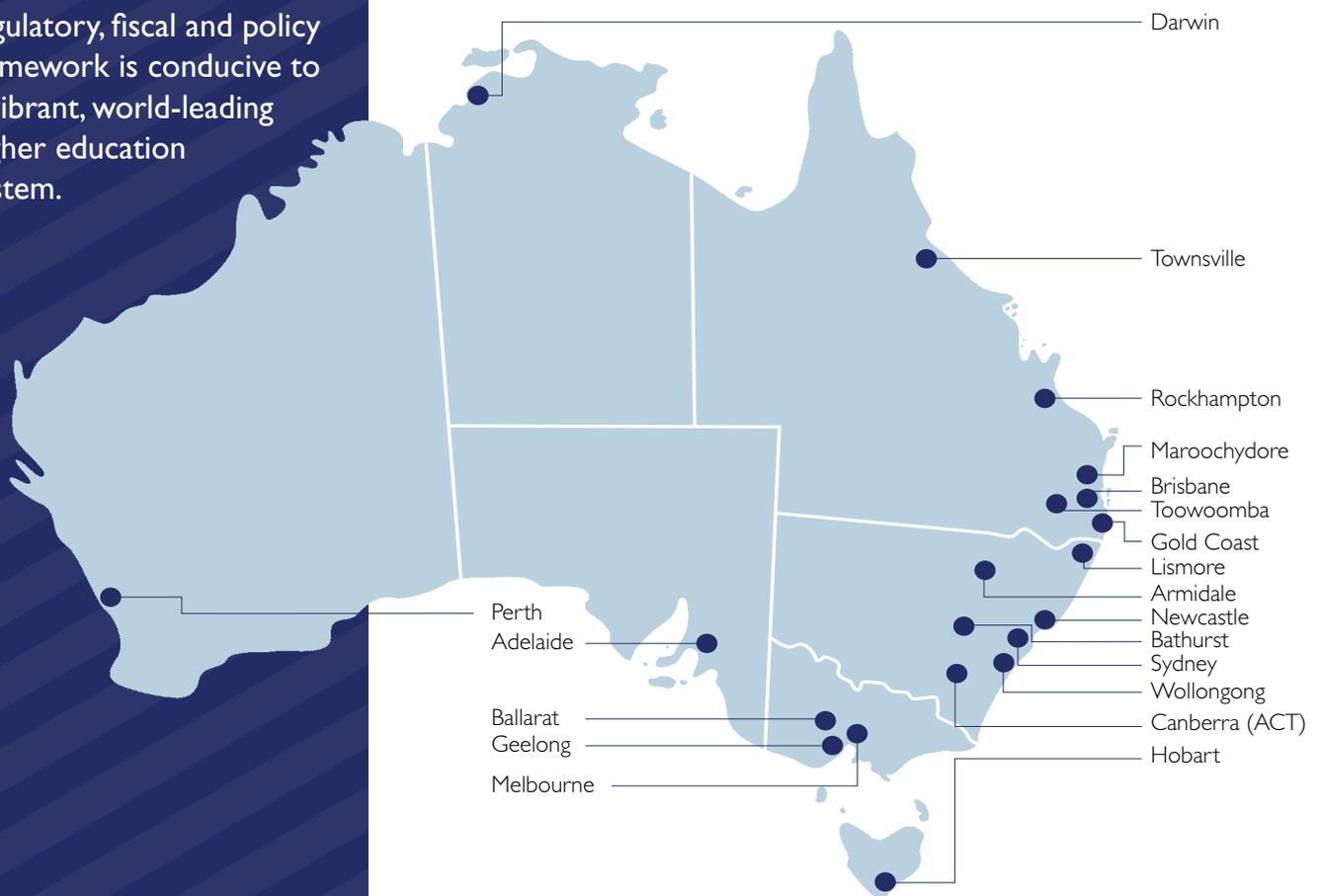
Universities Australia is the peak body representing Australia's 39 universities.

Our purpose is to represent universities and to influence policy makers to ensure that the regulatory, fiscal and policy framework is conducive to a vibrant, world-leading higher education system.

The Universities Australia Higher Education Conference is the peak body's annual signature event and attracts over 600 delegates from the most senior levels of our universities. The 7th annual conference is to be held 11–13 March 2015 in Canberra with a focus on the role of universities in building a more internationally competitive and prosperous Australia.

Members

Universities Australia members are located all around Australia:





Why participate in this conference?

- The higher education sector is a significant part of the economy, spending \$23 billion annually.
- All Australian university vice-chancellors, chancellors, senior university decision makers and senior managerial staff support this conference as chairs, speakers and delegates. Participating in the conference will lift your organisation's profile within the sector and enhance opportunities for relationship building and business opportunities.
- Key national and international speakers are part of the program. Representatives from your organisation will have the opportunity to network with them.
- The Minister for Education and other key ministers in portfolios of importance to higher education have been invited to participate.

Your involvement as a sponsor or an exhibitor will cement your support of the higher education sector, and will be widely promoted in the lead up to and during the conference.

Your company or organisation will benefit significantly from exposure to an interested, relevant and influential audience, in an informal yet informative environment, away from the competition of everyday distractions.

Delegate profile

Approximately two-thirds of the attendees are from Australian and overseas universities, with the remainder from government departments and agencies, ministerial offices, sister peak bodies and higher education-related lobby groups. This range of attendees broadly reflects Universities Australia's intended target audience: government, business, education sectors, university staff, philanthropic organisations, media, sector agencies, and international institutions and organisations. A number of student representative organisations also attend.

This conference has attracted speakers and delegates from Belgium, Chile, China, Denmark, Hong Kong, India, Ireland, Malaysia, New Zealand, Papua New Guinea, South Africa, Singapore, the United Kingdom and the USA.

Venue

The conference will be held at the National Convention Centre Canberra (31 Constitution Avenue, Canberra) on 11–12 March 2015 with satellite events being held on Friday 13 March 2015.





Program

The program will be a two-day event with a third day reserved for complementary events including meetings or specialist sessions of other relevant bodies or academies, which while not core to the conference theme may be of interest to delegates.

Further information

Please contact Universities Australia on 02 6285 8116 or events@universitiesaustralia.edu.au if your organisation is interested in sponsoring the 2015 Higher Education Conference.

Tentative schedule

Tuesday 10 March 2015

2.00pm–5.00pm	Exhibitor bump-in
5.30pm–7.30pm	Registration desk open
6.00pm–7.30pm	Welcome reception

Wednesday 11 March 2015

8.00am–5.30pm	Registration desk open
8.30am–10.15am	Plenary session
10.15am–10.45am	Morning tea
10.45am–11.30am	Plenary session
12noon–1.30pm	National Press Club Luncheon
2.00pm–3.30pm	Concurrent sessions
3.30pm–4.00pm	Afternoon tea
4.00pm–5.30pm	Concurrent sessions
7.30pm–10.00pm	Conference dinner

Thursday 12 March 2015

7.30am–4.00pm	Registration desk open
7.30am–9.00am	Conference breakfast
9.00am–10.30am	Plenary session
10.30am–11.00am	Morning tea
11.00am–12.30pm	Concurrent sessions
12.30pm–1.30pm	Lunch
1.30pm–2.30pm	Plenary session
2.30pm–3.00pm	Afternoon tea
3.00pm–4.30pm	Plenary session
4.00pm–6.00pm	Exhibitor bump-out

This is a tentative schedule and is provided as a guide only. Exact bump-in and bump-out times, conference session and exhibition open times will be confirmed closer to the conference.



Sponsorship opportunities

Key Partners

\$22,000

Sponsorship is available for up to five key partners. This sponsorship opportunity is available for \$22,000 (GST inclusive) and includes the following:

- Up to three complimentary registrations, included as part of the sponsorship, to attend the two-day conference, National Press Club televised address luncheon, welcome cocktails and conference dinner
- An invitation from Universities Australia's Chair for one senior representative from your organisation to attend a networking opportunity with the vice-chancellors either prior to or during the conference. Details will be confirmed closer to the conference
- Satchel inserts which may include corporate or product literature, and promotional material such as pens, notepads etc
- As a partner organisation, you will be referred to in the Steering Committee Co-Chairs' welcome in the program booklet and have your logo and details of your organisation placed on the outside back cover of the program along with other partner organisations
- A half-page advert in the delegate program
- Your logo displayed in the conference room
- Your logo displayed on the conference website and acknowledged on the conference newsletter
- Access to the delegate list prior to the conference
- Standard exhibition space (3m x 3m) at the conference

Dinner

SOLD

An opportunity to be the stand alone sponsor for one of the highlight social events of the conference. This allows you to promote your company's brand to over 600 guests who are enjoying an evening filled with entertainment, networking and a keynote address by a high profile speaker. The dinner will be held in the Great Hall at Parliament House. This sponsorship opportunity is available for \$16,000 (GST inclusive) and includes the following:

- Up to six complimentary tickets to the dinner
- Up to two complimentary registrations included as part of the sponsorship, to attend the two-day conference (does not include the National Press Club address luncheon)
- Satchel inserts which may include corporate or product literature, and promotional material such as pens, notepads etc
- An invitation from Universities Australia's Chair for one senior representative from your organisation to attend a networking opportunity with the vice-chancellors either prior to or during the conference. Details will be confirmed closer to the conference
- As the social event sponsor, your organisation will be referred to in the Steering Committee Co-Chairs' welcome in the program booklet and your logo and details of your organisation will be located within the program and conference website
- Your support will be formally acknowledged by the MC of the evening
- Your logo displayed on signage at the dinner venue
- 50% discount on a standard exhibition space (3m x 3m) at the conference



Welcome Cocktails

An opportunity to be the stand alone sponsor of the first social event of the conference. This allows you to promote your company's brand to conference delegates who are enjoying canapés and quality beverages during an evening filled with entertainment and networking. This sponsorship opportunity is available for \$15,000 (GST inclusive) and includes the following:

- Up to six complimentary tickets to the welcome cocktails
- Up to two complimentary registrations included as part of the sponsorship, to attend the two-day conference (does not include the National Press Club Address or Conference Dinner)
- Satchel inserts which may include corporate or product literature, and promotional material
- An invitation from Universities Australia's Chair for one senior representative from your organisation to attend a networking opportunity with the vice-chancellors either prior to or during the conference. Details will be confirmed closer to the conference
- As one of the social event sponsors, your organisation will be referred to in the Steering Committee Co-Chairs' welcome in the program booklet and your logo and details of your organisation will be located within the program and on the conference website
- Your support will be formally acknowledged by the MC of the evening
- Your logo displayed on signage at the welcome cocktails venue
- 50% discount on a standard exhibition space (3m x 3m) at the conference



Satchel

\$14,000

An exciting opportunity exists for a sponsor to have corporate branding for all conference satchels given to every delegate at the conference. The conference satchel will be sourced by Universities Australia in consultation with the sponsor, including design work. Universities Australia will also have a small logo placed on the satchel. This sponsorship opportunity is available for \$14,000 (GST inclusive) and includes the following:

- Sole sponsor's naming rights and logo placement on the satchel
- Up to two complimentary registrations, included as part of the sponsorship, to attend the two-day conference (does not include the National Press Club Address or Conference Dinner)
- Satchel inserts which may include corporate or product literature, and promotional material such as pens, notepads etc
- As the satchel sponsor, your organisation will be referred to in the Steering Committee Co-Chairs' welcome in the program booklet and your logo and details of your organisation will be located within the program and on the conference website
- 50% discount on a standard exhibition space (3m x 3m) at the conference



Coffee Cart

SOLD

An opportunity exists for a sponsor to have sole corporate branding of the coffee carts at the conference. This sponsorship opportunity is available for \$9,000 (GST inclusive) and includes the following:

- Sole sponsor's naming rights and logo placement on the coffee carts (up to three carts around the venue)
- One complimentary registration, included as part of the sponsorship, to attend the two-day conference (does not include the National Press Club address luncheon or Conference Dinner)
- Satchel inserts which may include corporate or product literature, and promotional material
- As the coffee sponsor, your organisation will be referred to in the Steering Committee Co-Chairs' welcome in the program booklet and your logo and details of your organisation will be located within the program and on the conference website



Breakfast

SOLD

An opportunity exists for a sponsor to have sole corporate branding rights for the keynote breakfast address. This sponsorship opportunity is available for \$8,000 (GST inclusive) and includes the following:

- Up to three complimentary tickets to the breakfast event
- One complimentary registration, included as part of the sponsorship, to attend the two-day conference (does not include the National Press Club address luncheon or Conference Dinner)
- Satchel inserts which may include corporate or product literature, and promotional material such as pens, notepads etc
- As the breakfast event sponsor, your organisation will be referred to in the Steering Committee Co-Chairs' welcome in the program booklet and your logo and details of your organisation will be located within the program and on the conference website
- Your support will be formally acknowledged by the MC of the morning
- Your logo displayed on signage at the breakfast venue



Poster Exhibition

SOLD

An opportunity exists for a sponsor to have sole corporate branding of the Poster Exhibition area of the conference exhibition. The poster exhibition will focus on PhD research that demonstrates collaboration with industry. This sponsorship opportunity is available for \$6,000 (GST inclusive) and includes the following:

- One complimentary registration, included as part of the sponsorship, to attend the two-day conference (does not include the National Press Club address luncheon or Conference Dinner)
- Satchel inserts which may include corporate or product literature, and promotional material such as pens, notepads etc
- As the poster exhibition sponsor, your organisation will be referred to in the Steering Committee Co-Chairs' welcome in the program booklet and your logo and details of your organisation will be located within the program and on the conference website
- Your logo displayed on signage at the poster exhibition venue



Lanyards

SOLD

An opportunity exists for a sponsor to have sole corporate branding rights for delegate lanyards. The conference lanyard will be sourced by Universities Australia in consultation with the sponsor, including design work. This sponsorship opportunity is available for \$4,000 (GST inclusive) and includes the following:

- Sole sponsor's naming rights and logo placement on the lanyard
- One complimentary registration, included as part of the sponsorship, to attend the two day conference (does not include the National Press Club address luncheon or Conference Dinner)
- Satchel inserts which may include corporate or product literature, and promotional material
- As the lanyard sponsor, your organisation will be referred to in the Steering Committee Co-Chairs' welcome in the program booklet and your logo and details of your organisation will be located within the program and on the conference website



Conference Smart Phone App

SOLD

An opportunity exists for a sponsor to have corporate branding of the conference smart phone app. This will be the go to app for all conference information. This sponsorship opportunity is available for \$4,000 (GST inclusive) and includes the following:

- One complimentary registration, included as part of the sponsorship, to attend the two day conference (does not include the National Press Club address luncheon or Conference Dinner)
- Satchel inserts which may include corporate or product literature, and promotional material such as notepads and pens etc
- Corporate branding and information about your organisation on the smart phone app
- As the conference smart phone app sponsor, your organisation will be referred to in the Steering Committee Co-Chairs' welcome in the program booklet and your logo and details of your organisation will be located within the program and on the conference website

Chargebar sponsor

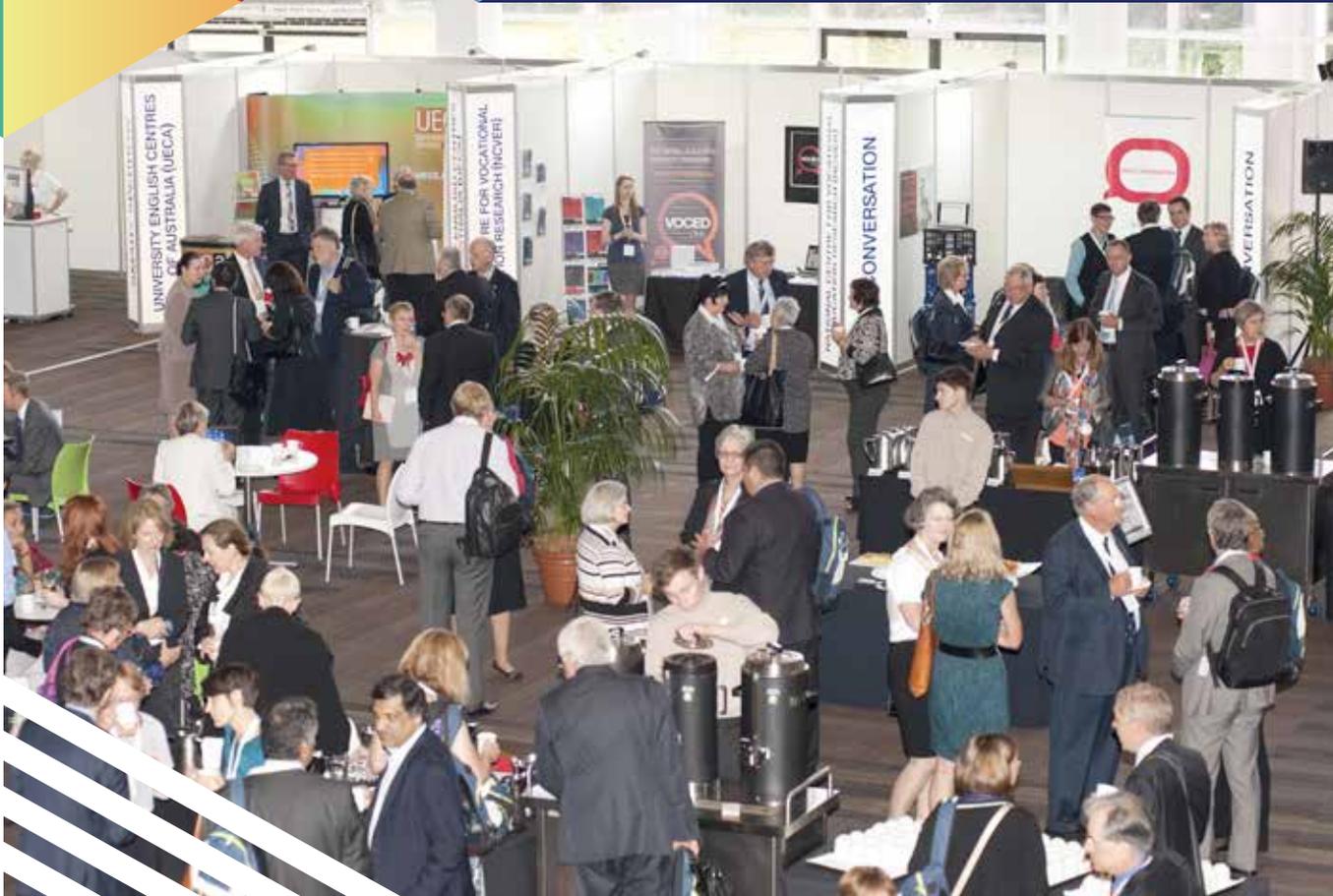
\$4,000

An opportunity exists for a sponsor to have sole corporate branding rights for two conference Chargebar stations (mobile phone and tablet charging stations). These stations will be placed in prominent lounge areas within the exhibition space. This sponsorship opportunity is available for \$4,000 (GST inclusive) and includes the following:

- One complimentary registration, included as part of the sponsorship, to attend the two day conference (does not include the National Press Club address luncheon or Conference Dinner)
- Satchel inserts which may include corporate or product literature, and promotional material
- Sole corporate branding on both the stations
- As the conference Chargebar sponsor, your organisation will be referred to in the Steering Committee Co-Chairs' welcome in the program booklet and your logo and details of your organisation will be located within the program and on the conference website



Exhibition opportunities



The Universities Australia Higher Education Conference expanded exhibition will be a major component of the conference, and the program has been designed to maximise opportunities for attendees to visit the exhibition. Refreshment breaks and the welcome cocktails will be held in the exhibition hall, and this area will become the primary networking space for delegates, sponsors and exhibitors.



Early commitment will ensure that your company or organisation can secure a prominent location on the exhibition floor plan.

Standard exhibition space (3m x 3m) \$2,800 inc GST

Large exhibition space (5m x 3m) \$3,500 inc GST

Inclusions:

White Octanorm walls with backlit perspex side fascia

- 1 x 4amp power point
- 2 x 150w vario arm lights
- Two exhibitor registrations*
- A delegate list**

Additional exhibitor registrations can be purchased at a cost of \$280 (including GST) per attendee.

An exhibition manual containing full details regarding bump in and bump out, plus delivery information will be distributed to exhibitors approximately three weeks prior to the conference.

For further information about exhibiting at the Higher Education Conference 2014, please contact: Universities Australia on 02 6285 8116 or events@universitiesaustralia.edu.au

Exhibition manual

Universities Australia will provide all exhibitors with a comprehensive Exhibition Manual prior to the conference.

Further information

Please contact Universities Australia on 02 6285 8116 or events@universitiesaustralia.edu.au if your organisation is interested in exhibiting at the 2015 Higher Education Conference.

* Exhibitor registrations include all catering, including the Cocktail Reception on 10 March, but no access to the conference sessions or the conference dinner.

** The delegate list will be distributed in accordance with privacy legislation, and the names of delegates who do not provide consent will be excluded. This list will only be provided in the week prior to the conference.

EXHIBITION BOOKING FORM

Exhibitor details

Organisation name

Contact person

Position

Address

City/state

Postcode

Phone

Mobile phone

Email

Exhibition space

Please indicate the number and type of each exhibition space/item and total the cost

Exhibition space type	Number required	Unit cost	Total
Large exhibition space (5m x 3m)		\$3,500	
Standard exhibition space (3m x 3m)		\$2,800	
Additional exhibitor pass		\$280	

Payment

Please tick to indicate payment method

Direct deposit (EFT) — *Banking details for EFT payments will be provided on your invoice*

Cheque

Credit card (please specify):

Mastercard

Visa

Name on card

Card number

Expiry date

Amount

Signature

Booking and payment conditions

In signing this form:

- I/we understand that space will be allocated strictly in accordance with the date of receipt of application and payment, and that exhibition space for sponsors will be allocated first. Universities Australia will forward a confirmation of exhibition, and invoice for deposit. Deposits not paid within 14 days of invoice will result in the space being made available for re-sale.
- I/we acknowledge that cancellations will only be accepted in writing and that penalty fees apply for any cancellations within 30 days of the conference.
- I/we acknowledge that exhibitors are encouraged to take out their own insurance coverage for their own protection and indemnity. Exhibitors will be liable for any damage caused by them or their employees, contractors, agents and invitees, to any other exhibitors or any common property or third party within the exhibition.
- I/we acknowledge that Universities Australia will not be responsible for any loss or theft of exhibitors' property at the conference or the property of their respective employees, contractors, agents or invitees.
- I/we acknowledge that exhibitors are responsible for the transport of their own exhibit to and from the conference, and for all related expenses.
- I/we understand Universities Australia reserves the right to reject an exhibition at its sole discretion.

Signature

Date

SPONSORSHIP BOOKING FORM

Sponsor details

Organisation name

Contact person

Position

Address

City/state

Postcode

Phone

Mobile phone

Email

Sponsorship item(s) requested

Please tick the requested sponsorship and total the cost

Sponsorship	Unit cost	Sponsorship	Unit cost	
Key Partners	\$22,000	Breakfast	\$8,000	
Dinner	\$16,000	Poster Exhibition	\$6,000	
Welcome Cocktails	\$15,000	Lanyards	\$4,000	
Satchel	\$14,000	Smart Phone App	\$4,000	Total
Coffee Cart	\$9,000	Chargebar sponsor	\$4,000	

Payment

Please tick to indicate payment method

Direct deposit (EFT) — *Banking details for EFT payments will be provided on your invoice*

Cheque

Credit card (please specify):

Mastercard

Visa

Name on card

Card number

Expiry date

Amount

Signature

Booking and payment conditions

In signing this form:

- I/we agree to be invoiced for a total indicated above
- I/we understand that sponsorship will be confirmed with a confirmation letter and invoice from Universities Australia.
- I/we understand that Universities Australia reserves the right to reject a sponsorship at its sole discretion.
- I/we understand that payment must be made in full 60 days prior to the conference. Cancellation of sponsorship must be made in writing and will incur a fee of 50% of the total sponsorship package agreed.

Signature

Date

Please return the completed form to: Universities Australia Higher Education Conference events@universitiesaustralia.edu.au