

HERDSA 2007 Sponsorship package

INTRODUCTION

The Higher Education Research and Development Society of Australasia Incorporated (HERDSA) hosts a premier international annual event to discuss higher education in the international higher education sector.

BACKGROUND

HERDSA's purpose is to advance education in the higher and tertiary sector; facilitate the improvement of teaching and learning; encourage and disseminate research on teaching, learning, development, leadership and policy, and recognise and reward outstanding contributions to higher and tertiary education. The annual conference attracts members and non-members from around the world and is a prestigious event on the international Teaching and Learning and Higher Education conference circuit.

YOUR INVITATION TO JOIN US

The conference planning committee is pleased to invite companies and organisations to participate in HERDSA 2007 as a sponsor or exhibitor.

DATE AND VENUE

The conference is to take place Sunday July 8 to Wednesday July 11 2007. The venue is the Hilton Hotel, Adelaide, South Australia.

PROGRAM AND TOPICS

Higher education faces many challenges as it moves toward many potential, and sometimes, conflicting futures. The 2007 HERDSA conference will encourage wide debate on the various ways in which higher education currently and potentially stimulates and nurtures thinking, learning and research.

The 2007 HERDSA International conference explores the theme *Enhancing Higher Education, Theory and Scholarship*.

Keynote presentations will explore aspects of this theme, including:

- the theoretical frameworks of learning and teaching in higher education,
- the scholarship of learning and teaching, and
- how the theory and scholarship translate into a meaningful student experience.

The conference will encourage diverse perspectives on higher education, exploring issues relating to leadership, university development, research, teaching and critical thinking in higher education. Presenters will be encouraged to explore these issues using a range of presentation options.

WHO WILL ATTEND?

The conference will be of relevance to policy makers, university teachers, university researchers and those who work in university service roles. The HERDSA 2007

Conference is expected to attract approximately 300 - 350 delegates from Australia and overseas, representing the following groups:

- senior executives from Australasian and international universities
- academic staff from Australasian and overseas universities
- academic developers who support higher education development
- decision makers and policy advisers from leading universities
- leading educators and researchers
- postgraduate students involved in leading-edge research in the field and
- members of professional associations.

BENEFITS OF SPONSORSHIP

In return for your sponsorship, you will receive company recognition, as well as promotion on the Conference web site, in the Conference program and in all associated papers and brochure distributions. Participation will also provide your company with an opportunity to network with Deputy Vice-Chancellors and Pro Vice-Chancellors and senior university managers and academics, government officials and other key stakeholders in higher education, including students and members of professional bodies. This will provide your organisation with an opportunity to communicate your marketing message.

You may wish to view the conference web site at <http://www.herdsa.org.au/2007/>

BUSINESSES LIKELY TO BENEFIT FROM SPONSORSHIP

Businesses likely to benefit from sponsorship of the conference include tertiary institutions, tertiary education suppliers, accommodation and travel providers, educational service providers, publishers, food and beverage suppliers and commercial providers with links to universities.

SPONSORSHIP AND EXHIBITOR ENTITLEMENTS AND BENEFITS

HERDSA 2007 sponsors will receive acknowledgment via:

- distribution of promotional materials to an extensive international emailing list of people within Universities, government agencies and professional associations, including people and organisations throughout the Asia-Pacific region
- advertisement on its dedicated web site, with direct links to sponsors' web pages
- advance notice and editorial coverage in publications such as *Higher Education Research and Development (HERD)* and *HERDSA News*.

Your sponsorship or exhibit will bring the following opportunities to:

- network with international delegates
- interact with influential decision makers in universities and government agencies
- enhance your corporate image and brand, and
- showcase your products or services to an international audience, maximising potential sales.

Depending upon your sponsorship package, you could have additional direct exposure to delegates in the exhibition area during conference sessions, breaks and lunches.

MARKETING THE CONFERENCE

To ensure maximum attendance at the Conference, the event will be promoted through:

- direct mail to over 1000 HERDSA members across Australia, New Zealand and South-east Asia
- direct mail to several thousand members of all organisations affiliated with HERDSA, including STLHE in Canada, POD in USA, SEDA in UK
- Conference promotion on the HERDSA web site www.hersda.org.au/2007 affiliated organisation web sites, and affiliated conferences including, First Year Experience, Improving University Teaching, and Australian University Quality Forum
- advertising in news media including *Campus Review*
- advertising in prestigious international journals including *HERD* and *IJAD*.

During the conference opportunities for news media exposure will be programmed.

OPPORTUNITY FOR A LONG-TERM RELATIONSHIP

The Conference is an annual event and the opportunity exists for your company to enter into a two or three-year relationship. Each year, the Conference will be held in a different location in Australasia. Future HERDSA Conferences are likely to be held in Asia – a growing market.

SPONSORSHIP PACKAGES

There are some sponsorship packages outlined in the following pages. However, a package tailored to the marketing and budget requirements of your organisation can be arranged.

The tables below outline the direct benefits of each package for HERDSA 2007. All prices are inclusive of GST.

Principal Sponsor Package (One only exclusive) Investment: \$10,000
Named and promoted as the Principal Sponsor of the Conference Prime Exhibition (5.4 ms) Opportunity for a five-minute address to Conference delegates Corporate slide to be shown at regular intervals throughout main Conference sessions (supplied by sponsor) Two (2) complimentary full registrations (including Conference Dinner) Acknowledgment in Program Logo placed on satchel Acknowledgment on web site, with link to sponsor's web site Opportunity to include publicity material in satchels (supplied by sponsor)

Keynote Sponsor Package (Three) Investment \$3,000
Two (2) complimentary registrations (including conference dinner) Corporate banner to be displayed during the keynote presentation (supplied by sponsor) Corporate slide to be shown at regular intervals prior to, and following, the keynote

address (supplied by sponsor)
Keynote to be titled as the [Firm] Keynote Address.
Opportunity for a five minute address prior to the keynote.
Inclusion of corporate logo on keynote promotional material.
Acknowledgment in Program
Acknowledgment on web site, with link to sponsor's web site
Opportunity to include in satchels two pieces of publicity material (supplied by sponsor)

Invited speaker (Three) Investment: \$2,000

One (1) complimentary registrations (including conference dinner)
Corporate banner to be displayed during the invited speaker presentation (supplied by sponsor)
Corporate slide to be shown at regular intervals prior to, and following, the invited speaker address (supplied by sponsor)
Invited speaker presentation to be titled as the [Firm] Invited Speaker Presentation.
Inclusion of corporate logo on invited speaker promotional material.
Acknowledgment in Program
Acknowledgment on web site, with link to sponsor's web site
Opportunity to include in satchels one piece of publicity material (supplied by sponsor)

Welcome reception (one only exclusive) Investment: \$3,000

To be held Sunday 8 July, 2006
Exclusive Naming rights to the Welcome Reception at the Conference
Corporate banner prominently displayed in Reception venue
Opportunity for a five-minute address to Conference delegates during sponsored reception
Two (2) complimentary registrations (including conference dinner)
Exhibition space
Acknowledgment in Program
Opportunity to include in satchels two pieces of publicity material (supplied by sponsor)

Conference dinner (one only exclusive) Investment: \$3,000

To be held on Tuesday 10 July
Two (2) complimentary full registrations (including conference dinner)
Corporate slide to be shown at regular intervals throughout main Conference sessions (supplied by sponsor)
Company name featured on Conference Dinner menu
Acknowledgment in Program
Promotion as Conference Dinner sponsor in email bursts
Acknowledgment on web site, with link to sponsor's web site
Opportunity to include in satchels two pieces of publicity material (supplied by sponsor)

Single advertisement in conference program booklet \$1000
Single insert into conference satchel \$500
Pads and Pens In Kind (one only)
Name and logo printed on Conference pads and pens to be received by all delegates in Conference satchels Acknowledgment as a sponsor in the program Inclusion of one piece of written information/merchandise in Conference satchels.
Sponsorship in kind – to be negotiated with Conference convenors
Exhibitor package investment: \$1500
Provision of a display stand near the conference registration desk Acknowledgment as a sponsor in the program Inclusion of one piece of written information/merchandise in Conference satchels. Provision of one trestle table, two standard chairs Morning tea, lunch and afternoon tea for two representatives on each applicable day Attendance by two representatives at the Conference Dinner (additional representatives are welcome at an additional cost) Attendance at keynote addresses Name badges and conference satchels for two representatives The organisers will do everything possible to ensure that exhibitors obtain maximum exposure over the conference, including special promotions to maximise circulation of all delegates in all display areas. Lunches, morning and afternoon teas will be served in the Trade Display

You are invited to contact the Conference Management Organisers indicating your interest, choice of display/s and how your product can be best displayed and promoted at this event. Please complete the attached application form indicating your preference. Please note: All prices include GST

All banners are subject to venue pre-approval. Freestanding upright banners are recommended.

Sponsors are responsible for their own insurance whilst participating in the trade display and conference events.

Delegate lists are for the sole use of the sponsor and must not be on-sold. Delegates will be advised that their names will be available to the sponsors and other delegates only, and may with-hold their permission if desired.

Trade exhibition schedule

Monday 9 July 2007 8.00 am. – 9.00 am. Exhibition set up

Monday 9 July 2007 9.00 am – 3.30 p.m. Exhibition open

Tuesday 10 July 2007 9.00 am – 5.00 pm Exhibition open

Wednesday, 11 July, 2007 9.00 a.m. – 1 pm. Exhibition open

Wednesday 12 July 2006 1 pm. – 2 pm. Dismantle exhibition

Lunch, Morning and Afternoon Tea will be served in the exhibition area

More specific enquiries are welcome. For assistance, please contact:

Associate Professor Margaret Hicks

HERDSA 2007 Conference Co - convenor

University of South Australia

Phone: 61 8 8302 1244

Fax: 61 8 8302 1245

Mobile: 0427833852

Email: Margaret.hicks@unisa.edu.au

HERDSA 2007 Conference Sponsorship Acceptance

I/We wish to become a sponsor in the following category/ies:

- Principal Sponsor (\$10,000)
- Keynote sponsor (\$3,000)
- Invited Speaker sponsor (\$2,000)
- Dinner Sponsor (\$5,000)
- Welcome Reception Sponsor (\$3,000)
- Single advertisement (\$1,000)
- Conference exhibitor (\$1,500)
 - I/We will use the standard space and fitting
 - I/We have a custom-built stand and require space only.
 - I/We understand that space will be allocated strictly in accordance with the date of receipt of application and payment.
(The Conference Management Organisers will confirm the reservation and placement

Sponsorship in kind

I/We wish to become a sponsor by donating the following goods / services / prizes:

I/We wish to sponsor a conference workshop / seminar / prize relating to:

We agree to pay 20% now, 30% of the monies by 31st December 2006, and the balance by February 28th 2007.

Please make cheques payable to *HERDSA 2006*

Or

Please debit my credit card: Mastercard Visa Bankcard Diners AMEX

Credit Card Number:

Exp:

Name on Card:

Signature:

Authorised amount to charge: \$

NAME OF COMPANY

ADDRESS

CITY / STATE _____

POSTCODE _____

CONTACT PERSON _____ POSITION _____

EMAIL

PHONE _____

FAX _____

SIGNATURE _____

DATE _____

Please return this sponsorship agreement form to:

Associate Professor Margaret Hicks

HERDSA 2007 Conference Convenor

University of South Australia

Flexible Learning Centre

GPO Box 2471

Adelaide SA 5001

Fax: 61 8 83021245

Email: Margaret.hicks@unisa.edu.au

HERDSA thanks you for your sponsorship. A formal confirmation of the contract will be forwarded to you upon receipt of this acceptance.