



HERDSA

2009

2009 HERDSA CONFERENCE
CHARLES DARWIN UNIVERSITY
6 - 9 July 2009

SPONSORSHIP AND EXHIBITION INFORMATION

INTRODUCTION

The Higher Education Research and Development Society of Australasia Incorporated (HERDSA) hosts a premier international annual event to discuss teaching and learning issues for 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 2009 as a sponsor or exhibitor.

DATE AND VENUE

The conference is to take place Tuesday 7 July to Thursday 9 July 2009. The venue is the Charles Darwin University, Darwin (CDU), Northern Territory.

PROGRAM AND TOPICS

Higher education faces many challenges as it moves toward many potential, and sometimes, conflicting futures. The 2009 HERDSA conference will encourage wide debate on the varied roles of post-secondary education institutions and educators in engaging with their communities. As Charles Darwin is a dual sector institution we have a rare opportunity to share the experiences of both the higher education and vocational education and training providers. This coupled with the unique environment of Northern Australia and CDU vision to "*dare to be different*" will ensure that this conference will be one to remember. In addition Darwin's close proximity to South East Asia will provide additional opportunities for sponsors.

The theme of the 2009 HERDSA International Conference is ***The Student Experience***.

Keynote presentations will explore aspects of this theme, including:

- Student engagement and success on our campuses,
- Targeting specific student needs in a multi-sector university, and
- Taking the distance out of off-campus learning.

The conference will encourage diverse perspectives on teaching and learning in higher and further education, exploring issues relating to assessment, online learning, leadership, first year experience,

curriculum design, academic development, research and scholarship of teaching, Indigenous learners, internationalization, student support, employability skills and language, literacy and numeracy, mentoring and quality assurance. Presenters will be encouraged to explore new ideas that challenge existing practices and engage participants in collaborative discussions

WHO WILL ATTEND?

The conference will be of relevance to students, academics (higher education and vocational education and training), researchers, organisational and academic developers, professionals, technical staff, tertiary institution managers and policy makers. The HERDSA 2009 Conference is expected to attract approximately 300 - 350 delegates from Australia and overseas.

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 and vocational education and training, 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 emerging web site at <http://conference.herdsa.org.au/2009/>

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 and other further education training providers.

SPONSORSHIP AND EXHIBITOR ENTITLEMENTS AND BENEFITS

HERDSA 2009 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

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, please note the trade will be set in the foyer of the plenary hall, a short walk to the proposed catering area of the Conference.

MARKETING THE CONFERENCE

To ensure maximum attendance at the Conference, the event has been 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

And is currently advertised via:

- Conference promotion on the HERDSA web site <http://conference.herdsa.org.au/2009/> affiliated organisation web sites, and affiliated conferences including, First Year Experience, Improving University Teaching, and Australian University Quality Forum

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 2009. All prices are inclusive of GST.

<p>PRINCIPAL SPONSOR \$10,000 (incl. GST) Exclusive</p> <ul style="list-style-type: none"> ▪ Two (2) complimentary full registrations (including Conference Dinner) ▪ Named and promoted as the Principal Sponsor of the Conference ▪ Prime Exhibition (2.4m x 2m) ▪ Opportunity for a five-minute address to Conference delegates ▪ Corporate slide to be shown at regular intervals throughout main Conference sessions (supplied by sponsor) ▪ Acknowledgment in Program ▪ Acknowledgment on web site, with link to sponsor's web site ▪ Opportunity to include publicity material in satchels (supplied by sponsor) 	<p>KEYNOTE SPONSOR PACKAGE \$3000 (incl. GST) Three Available</p> <ul style="list-style-type: none"> ▪ 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 a piece of publicity material in satchels (supplied by sponsor)
<p>CONFERENCE DINNER SPONSOR \$4500 (incl. GST) Exclusive</p> <ul style="list-style-type: none"> ▪ To be held on Wednesday 8 July 2009 ▪ Two (2) complimentary full registrations (including conference dinner) ▪ Corporate slide to be shown at regular intervals throughout main Conference sessions (excluding sponsored sessions) ▪ Company name featured on Conference Dinner tickets ▪ Opportunity for a five-minute address to Conference delegates during sponsored reception ▪ Acknowledgment in Program ▪ Acknowledgment on web site, with link to sponsor's web site ▪ Opportunity to include a piece of publicity material in satchels (supplied by sponsor) 	<p>WELCOME RECEPTION SPONSOR \$3500 (incl. GST) Exclusive</p> <ul style="list-style-type: none"> ▪ To be held Monday 6 July 2009 ▪ Two (2) complimentary registrations (including conference dinner) ▪ Exclusive Naming rights to the Welcome Reception at the Conference ▪ Corporate banner prominently displayed in Reception venue (supplied by sponsor) ▪ Opportunity for a five-minute address to Conference delegates during sponsored reception ▪ Acknowledgment in Program ▪ Opportunity to include a piece of publicity material in satchels (supplied by sponsor)

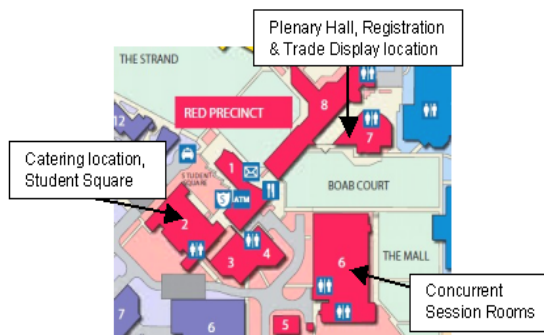
TRADE EXHIBITOR

\$2000 (incl. GST)

Benefits include:

- Provision of a display stand in the conference marketplace, to be located in the foyer of the Plenary Hall.
- Acknowledgment as a sponsor in the program
- Inclusion of one piece of written information/merchandise in Conference satchels.
- Provision of one table, two standard chairs
- Attendance by one representative at the Conference Dinner (additional representatives are welcome at an additional cost)

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 the display area. Please note, lunches, morning and afternoon teas are not served in the trade area. Catering will be located in the Student Square a short walk from the Trade area as shown on the location map below.



Preliminary Set Up Schedule

- Set-up date Monday 6 July 2009 1.00pm – 3.00pm
- Exhibition dates: 7 – 9 July 2009
- Break-down date: Thursday 9 July 2008 after 12pm

NB final confirmation of setup details will be provided closer to the event

DELEGATE SACHEL SPONSOR

\$3000 (incl. GST)

Exclusive

- Conference delegates will be provided with satchels Your company logo will be printed on the satchels
- Acknowledgement as a sponsor in the programme
- Inclusion of one piece of written information/merchandise in the satchels.

ADVERTISING IN FINAL PROGRAM

[Format of program to be advised]

Full-Page Final Program Advertisement (black and white)*

\$1000 (incl. GST)

Half-Page Final Program Advertisement (black and white)*

\$500 (incl. GST)

NOTE PAD or PEN SPONSOR

\$350 (incl. GST)

Two Available

Opportunity to provide promotional items for distribution to all delegates in their satchel

- Cost of item plus \$350. Minimum of 350 items are required.
- Recognition in the Conference Program and other documents
- Inclusion of one piece of written information/merchandise in Conference satchels.

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

Janet Sincock
HERDSA 2009 Logistics Coordinator
Charles Darwin University
Phone: 61 8 8946 7778
Fax: 61 8 8946 6199
Email: herdsa2009@cdu.edu.au

HERDSA CONFERENCE SPONSORSHIP AND TRADE EXHIBITOR APPLICATION

COMPANY NAME: - _____

ADDRESS: - _____

CONTACT PERSON: _____

POSITION: - _____

TELEPHONE: - _____ **FAX:** - _____

EMAIL: _____

HERDSA Conference 2009 PO Box 54 BURNSIDE SA 5066 ABN 60 383 512 852

I/We would like to apply for the following sponsorship package(s).

- Principal \$10000
- Keynote \$3000
- Conference Dinner \$4500
- Welcome Reception \$3500
- Full-Page Final Program Advertisement \$1000
- Half-Page Final Program Advertisement \$500
- Note Pad or Pen \$350
- Trade Display \$2000
- Additional Booth Catering Packages \$250 per person – number of people: _____

Signed _____ **Date:** _____

(For and on behalf of the sponsor listed above)

Cheques payable to HERDSA Conference 2009

Return to:

Erin Thomas
Event Manager
Plevin & Associates Pty Ltd
PO Box 54
BURNSIDE SA 5066
Phone: 61 8 8379 8222
Fax: 61 8 8379 8177
Email: erin.thomas@plevin.com.au

The Organisers and Secretariat of the HERDSA Conference 2009 will not accept liability for damages of any nature sustained by participants or their accompanying persons or loss or damage to their personal property as a result of the HERDSA Conference 2009 or related events

TERMS AND CONDITIONS

Attendance

The organisers make no warranty as to the number of delegates and/or visitors that may attend the exhibition and/or associated Conference.

Provision of Delegates details

The provision of delegate contact details as specified in individual packages is subject to the provisions of the Privacy Act 2001. The Privacy Act 2001 provides that before name and address details can be published in the list of Congress delegates for distribution to fellow delegates or any other party, delegates must give consent.

Unavoidable Occurrences

In the event that the Conference is cancelled or delayed through no fault of the Organiser, the venue or Conference Secretariat including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slow downs or disputes, or other similar events then the exhibitor/sponsor shall not be entitled to any refund or claim for any loss or damage.

Corporate Recognition

Inclusion of corporate logos or recognition in printed material is subject to meeting publication deadlines.

Other Notes

Please note: All prices include GST

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