

RESHAPING HIGHER EDUCATION

 **HERDSA** 2010

6 - 9 JULY 2010 MELBOURNE



**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 2010 as a sponsor or exhibitor.

## DATE AND VENUE

The conference is to take place Tuesday 6 July to Friday 9 July 2010. The conference will be held in the city centre of Melbourne, Victoria.

## PROGRAM AND TOPICS

The theme of the 2010 HERDSA International Conference is ***Reshaping Higher Education***.

Conference delegates will explore the policies, practices, research, leadership and student outcomes we should be pursuing in higher education in a global context.

The 2010 conference will be proudly hosted by Deakin University, a national leader in teaching and learning in higher education.

The 2010 conference is the 33rd annual conference in the Society's prestigious series, attracting people from Australasia and around the world.

Keynote speakers will include:

- Professor Carmel McNaught, Director and Professor of Learning Enhancement in the Centre for Learning Enhancement And Research (CLEAR), The Chinese University of Hong Kong; and
- Associate Professor Gary Poole, Director of the Centre for Teaching and Academic Growth and the Institute for the Scholarship of Teaching and Learning, the University of British Columbia, Canada.



Keynote speakers, invited speakers and delegates will address the following topics:

- Policy – Where to next with higher education policy?
- Academic Practice – How are the changing contexts of higher education redefining effective academic practice?
- Research – What research into higher education is needed and how is it, and could it be, undertaken?
- Leadership – How are notions of leadership changing to meet new challenges in higher education?
- Student Outcomes – What capabilities do higher education graduates require to excel in the changing world of work?

### **WHO WILL ATTEND?**

The conference will be of relevance to leaders, policy makers, academics, teachers, researchers, tertiary institution managers, support staff and students in the higher education and vocational education and training sectors and in government. The 2010 HERDSA conference is expected to attract approximately 350-400 delegates from Australia and overseas.

### **BENEFITS OF SPONSORSHIP**

In return for your sponsorship, you will receive company recognition, and 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 executive and academics, government officials and other key stakeholders in higher education and vocational education and training, including students and members of key professional bodies.

You may wish to view the emerging web site at <http://conference.herdsa.org.au/2010/>

### **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 2010 sponsors will receive acknowledgment via:

- Distribution of promotional literature to an extensive international emailing list of people within universities, government agencies and professional associations, including people and organisations throughout the Asia-Pacific region and beyond; and
- 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.

### **MARKETING THE CONFERENCE**

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

- Direct mail to over 1000 HERDSA members across Australia, New Zealand and South-east Asia; and
- Direct mail to several thousand members of all organisations affiliated with HERDSA, including the Society for Research into Higher Education (SRHE) in the United Kingdom, the Society for Teaching and Learning in Higher Education (STLHE) in Canada and the Professional and Organizational Development Network in Higher Education (POD) in North America.

And is currently advertised via:

- Conference promotion on the HERDSA web site <http://conference.hersda.org.au/2010/>, affiliated organisations web sites, and affiliated conferences including - the Pacific Rim First Year Experience Conference, Improving University Teaching, and the 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 business 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

Opportunities for sponsorship are outlined in the following pages. All prices are inclusive of GST. However, a package tailored to the marketing and budget requirements of your business can be discussed.

### PRINCIPAL SPONSOR

**\$10,000** (incl. GST)  
Exclusive

- Two (2) complimentary full registrations (including Conference Dinner)
- Corporate banner to be displayed during the Conference (supplied by sponsor)
- 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)

### CONFERENCE DINNER SPONSOR

**\$5,000** (incl. GST)  
Exclusive

- To be held on Thursday 8th July 2010
- 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
- Sponsorship acknowledgment on the conference web site, with link to sponsor's web site
- Opportunity to include a piece of publicity material in satchels (supplied by sponsor)



### WELCOME RECEPTION SPONSOR

**\$3,500** (incl. GST)

Exclusive

- To be held on Tuesday 6 July 2010
- 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
- Sponsorship acknowledgment in the conference program
- Sponsorship acknowledgment on the conference web site, with a link to the sponsor's web site
- Opportunity to include a piece of publicity material in satchels (supplied by sponsor)

### KEYNOTE SPONSOR PACKAGE

**\$3,000** (incl. GST)

Three Available

- 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 [Organisation] Keynote Address
- Opportunity for a five-minute address prior to the keynote
- Inclusion of corporate logo on keynote promotional material
- Sponsorship acknowledgment in the conference program
- Sponsorship acknowledgment on the conference web site, with a link to the sponsor's web site
- Opportunity to include a piece of publicity material in satchels (supplied by sponsor)



### TRADE EXHIBITOR

**\$1,500** (incl. GST)

Benefits include:

- Provision of a display stand in the conference marketplace, to be located in the foyer of the Plenary Hall
- Sponsorship acknowledgment in the conference 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 served in the trade area.

Preliminary set up schedule:

- Set-up date Monday 5 July 2010
- Exhibition dates: 6 – 9 July 2010
- Break-down date: Friday 9 July 2010 after 12pm

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



### DELEGATE SACHEL SPONSOR

**\$550.00** (incl. GST)  
Exclusive

- Conference delegates will be provided with satchels Your company logo will be printed on the satchels
- Sponsorship acknowledgment in the conference program
- Inclusion of one piece of written information/merchandise in the satchels

### ADVERTISING IN FINAL PROGRAM

[Format of program to be advised]

**\$1,000** (incl. GST)  
**Full-Page Final Program Advertisement (black and white)**

**\$500** (incl. GST)  
**Half-Page Final Program Advertisement (black and white)**

### CONTACT US

*More specific sponsorship and exhibition enquiries are welcome. For all HERDSA 2010 enquiries, please contact:*

**Jodi Morgan**  
**Deakin Event Management Services**  
Deakin University  
Melbourne Campus at Burwood  
221 Burwood Highway  
Burwood VIC 3125  
Australia  
Phone: + 61 3 9244 5435  
Fax: +61 3 9246 8226  
Email: [jodi.morgan@deakin.edu.au](mailto:jodi.morgan@deakin.edu.au)



**SPONSORSHIP AND TRADE EXHIBITOR APPLICATION**

**COMPANY NAME:** - \_\_\_\_\_

**ADDRESS:** - \_\_\_\_\_

**CONTACT PERSON:** - \_\_\_\_\_

**POSITION:** - \_\_\_\_\_

**TELEPHONE:** - \_\_\_\_\_ **FAX:** - \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

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

- Principal \$10000
- Keynote \$3000
- Conference Dinner \$5000
- Welcome Reception \$3500
- Full-Page Final Program Advertisement \$1000
- Half-Page Final Program Advertisement \$500
- Note Pad or Pen \$350
- Trade Display \$1500
- 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 2010**

**Return to:**

**Jodi Morgan**  
**Deakin Event Management Services**  
Deakin University  
Melbourne Campus at Burwood  
221 Burwood Highway  
Burwood VIC 3125  
Australia

*The Organisers and Secretariat of the HERDSA Conference 2010 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 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.