



Higher Education
on the Edge

2011 HERDSA CONFERENCE
RADISSON RESORT, GOLD COAST

4 - 7 July 2011

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.

YOUR INVITATION TO JOIN US

The conference planning committee is pleased to invite companies and organisations to participate in HERDSA 2011 as a sponsor or exhibitor.

DATE AND VENUE

The 2011 conference is to take place Monday 4 to Thursday 7 July at the Radisson Resort Gold Coast, Queensland, Australia.

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.

PROGRAM AND TOPICS

The 2011 Conference Theme – *Higher Education on the Edge* - captures the essence of 'seismic' shifts and 'tectonic' transformations occurring in the sector, both in Australia and internationally. This deliberately ambiguous theme was chosen to reflect the edgy, uncertain and intellectually challenging times we face in higher education.

WHO WILL ATTEND?

As well as providing a forum for the voices of academic staff, researchers and professional staff who find themselves at the front lines of a rapidly diversifying higher education workforce, the 2011 Conference aims to push some of the more traditional higher education boundaries by encouraging representation from colleagues in the vocational education and training sector, from schools and private providers.

Also important will be the representation of colleagues from business, industry and the private sector. Senior institutional leaders and policy makers will play a pivotal role in our Conference as we consider both the policy and the practical implications of what it means to engage with higher education 'on the edge'. We encourage undergraduate and postgraduate students to participate as we explore the many significant changes in the student experience and academia.

The HERDSA 2011 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, as well as promotion on the Conference website, 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 website at <http://conference.herdsa.org.au/2011/>

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 2011 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 website, with direct links to sponsors' web pages

Your sponsorship or exhibit will bring 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 exhibition area will be in the foyer of the plenary hall and near the 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 website <http://conference.herdsa.org.au/2011/>, affiliated organisation websites, 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

Opportunities for Sponsorship are outlined in the following pages. However, a package tailored to the marketing and budget requirements of your organisation can be arranged.

Outline below are the direct benefits of each package for HERDSA 2011. All prices are inclusive of GST.

PRINCIPAL SPONSOR - SOLD

\$10,000 (incl. GST)

- Three (3) complimentary full registrations (including Conference Dinner)
 - Additional exhibitor-only registrations are available to members of your organisation @ \$270 each (dinner and attendance at conference sessions are additional charges)
- Corporate banner to be displayed during the Conference (supplied by sponsor)
- Named and promoted as the Principal Sponsor of the Conference
- Acknowledgement as the *Principal Sponsor* in the call for papers, Registration Announcements and Final Program
- Acknowledgment in the Program including company information, logo and contact details
- Full-Page Final Program Advertisement (black and white)
- Prime Table Top Exhibition (2.4m x 2m)
- Opportunity for a five-minute address to Conference delegates (program time tbc)
- Corporate slide to be shown at regular intervals throughout main Conference sessions (supplied by sponsor)
- Acknowledgment on the Conference website, with link to sponsor's website
- Opportunity to include publicity material in satchels (supplied by sponsor), up to two (2) inserts
- Electronic delegate list access prior to the Conference*

LANYARD SPONSOR - SOLD

\$7000 (incl. GST)

Exclusive

- Two (2) complimentary registrations (including conference dinner)
- Corporate banner and brochure stand prominently displayed in the foyer of the plenary room (supplied by sponsor)
- Corporate slide to be shown at regular intervals prior to, and following, the keynote address (supplied by sponsor)
- Named and promoted as the Lanyard Sponsor of the Conference
- Opportunity for a lunchtime address to Conference delegates or pre conference workshop
- Acknowledgment in the Program
- Ability to include promotional material on the lanyard/USB
- Acknowledgment on the Conference website, with link to sponsor's website
- Opportunity to include a piece of publicity material in satchels (supplied by sponsor)
- Electronic delegate list access following the Conference*

CONFERENCE DINNER SPONSOR - SOLD

\$5000 (incl. GST)

Exclusive

- To be held on Wednesday 6 July 2011
- 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 event
- The ability to promote your organisation at the Dinner by any means of your choice and at your expense (subject to the approval of the organising committee)
- Acknowledgment in Program
- Acknowledgment on the Conference website, with link to sponsor's website
- Opportunity to include a piece of publicity material in satchels (supplied by sponsor)
- Electronic delegate list access following the Conference*

KEYNOTE SPONSOR PACKAGE - SOLD

\$5000 (incl. GST)

- 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 sponsored keynote.
- Inclusion of corporate logo on keynote promotional material.
- Acknowledgment in the Program
- Acknowledgment on Conference website, with link to sponsor's website
- Opportunity to include a piece of publicity material in satchels (supplied by sponsor)
- Electronic delegate list access following the Conference*

WELCOME RECEPTION SPONSOR - SOLD

\$3500 (incl. GST)

Exclusive

- To be held Monday 4 July 2011
- 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 three-minute address to Conference delegates during sponsored reception
- Acknowledgment in the Program
- Acknowledgment on the Conference website, with link to sponsor's website
- Opportunity to include a piece of publicity material in satchels (supplied by sponsor)

POSTER SESSION SPONSOR

\$3500 (incl. GST)

Exclusive

- To be held Tuesday 5 July 2011
- Two (2) complimentary registrations (including conference dinner)
- Corporate banner prominently displayed in poster session area (supplied by sponsor)
- Opportunity for a three-minute address to Conference delegates during sponsored event
- Acknowledgment in the Program
- Acknowledgment on the Conference website, with link to sponsor's website
- Opportunity to include a piece of publicity material in satchels (supplied by sponsor)

REGISTRATION ZONE SPONSOR - SOLD

\$2000 (incl. GST)

Exclusive

The Registration Zone will be the focal point for delegate registration, general assistance and information for the duration of the Conference

- T-shirts printed with the sponsor logo and worn by registration staff throughout the conference
- Corporate banner prominently displayed in registration area (supplied by sponsor)
- Acknowledgment in the Program
- Acknowledgment on the Conference website, with link to sponsor's website
- Opportunity to include a piece of publicity material in satchels (supplied by sponsor)

SESSION SPONSOR

\$1000 (incl. GST)

- Corporate slide to be shown at regular intervals throughout breakout session rooms (excluding the main conference room)
- Acknowledgment in the Program
- Acknowledgment on the Conference website, with link to sponsor's website
- Opportunity to include a piece of publicity material in satchels (supplied by sponsor)

DELEGATE SACHEL SPONSOR - SOLD

\$1000 (incl. GST)

Exclusive

- Conference delegates will be provided with satchels, your company logo will be printed on the satchels
- Acknowledgment in the Program
- Acknowledgment on the Conference website, with link to sponsor's website
- Opportunity to include a piece of publicity material in satchels (supplied by sponsor)

DELEGATE SPONSOR PACKAGE - TWO SOLD

\$1000 (incl. GST)

- Acknowledgment in Program
- Acknowledgment on the Conference website, with link to sponsor's website
- Opportunity to include a piece of publicity material in satchels (supplied by sponsor)

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)

DELEGATE UPDATE ADVERTISING

\$1000 (incl. GST)

Delegate updates are emails sent directly to all conference delegates in the weeks leading up to the conference. They contain important information needed in preparing for their attendance at the conference. This package offers sponsors the opportunity to be directly in contact with delegates prior to the conference.

- ½ page advertisement included in a delegate update.

DELEGATE LIST

An electronic list of all Conference delegates who approve release of their contact details sent to you either pre or post conference.

Electronic delegate list access Prior to the Conference **\$1000 (incl. GST)**

Electronic delegate list access following the Conference **\$500 (incl. GST).**

NOTE PAD - SOLD or PEN SPONSOR – SOLD

\$350 (incl. GST)

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

- Cost of item plus \$350. Minimum of 400 items are required.
- Acknowledgment in Program
- Acknowledgment on the Conference website, with link to sponsor's website
- Opportunity to include a piece of publicity material in satchels (supplied by sponsor)

TABLE TOP EXHIBITOR - SOLD
\$1500 (incl. GST)

Benefits include:

- Table-top exhibition space (2.4m x 2m). To be located in the main foyer of the plenary hall, registration, catering etc.
- One (1) exhibitor-only registration including attendance at the Welcome Reception (attendance at conference sessions and the Conference Dinner are additional charges)
 - Additional exhibitor-only registrations are available to members of your organisation @ \$270 each (dinner and attendance at conference sessions are additional charges)
- Acknowledgment in Program
- Opportunity to include a piece of publicity material in satchels (supplied by sponsor)
- Provision of one trestle table, 2.4m poster board and two standard chairs

Preliminary Set Up Schedule

- Set-up date Monday 4 July 2011 1.00pm – 3.00pm
- Exhibition dates: 4 – 7 July 2011
- Break-down date: Thursday 7 July 2008 after 12pm and before 3pm
- *NB final confirmation of setup details will be provided closer to the event*

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

Erin Thomas
HERDSA 2011 Conference Secretariat
Plevin & Associates Pty Ltd
Phone: 61 8 8379 8222
Fax: 61 8 8379 8177
Email: herdsa2011@plevin.com.au

HERDSA CONFERENCE SPONSORSHIP AND TRADE EXHIBITOR APPLICATION

COMPANY NAME: - _____

ADDRESS: - _____

CONTACT PERSON: _____

POSITION: - _____

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

EMAIL: - _____

HERDSA Conference 2011 PO Box 54 BURNSIDE SA 5066 ABN 60 383 512 852

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

- Principal \$10,000 - SOLD
- Lanyard \$7,000 - SOLD
- Conference Dinner \$5,000 - SOLD
- Keynote \$5,000 - SOLD
- Welcome Reception \$3,500 - SOLD
- Poster Session \$3,500
- Registration Zone Sponsor \$2,000 - SOLD
- Session Sponsor \$1,000
- Satchel \$1,000 - SOLD
- Delegate Sponsor \$1,000
- Full-Page Final Program Advertisement \$1,000
- Half-Page Final Program Advertisement \$500
- Delegate Update Advertisement \$1,000
- Delegate List \$1,000
- Note Pad or Pen \$350 - SOLD
- Table-top Display \$1,500 - SOLD
- Additional Booth Catering Packages \$270 per person – number of people: _____

Signed _____ **Date:** _____

(For and on behalf of the sponsor listed above)

Cheques payable to HERDSA Conference 2011

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: herdsa2011@plevin.com.au

The Organisers and Secretariat of the HERDSA Conference 2011 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 2011 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.

Additional exhibitor registration

Additional exhibitor registration will include their attendance at the welcome reception Monday 4 July, morning tea, lunch and afternoon tea Tuesday 5 and Wednesday 6 July and morning tea only on Thursday 7 July. It does not allow attendance at Conference sessions or the Conference Dinner.

Other Notes

Please note: All prices include GST

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