



HERDSA

2020 Annual Conference

30 JUNE
to 3 JULY
2020

**Brisbane Convention
& Exhibition Centre**
Brisbane, Australia

www.conference.herdsa.org.au/2020/

Sponsorship prospectus

2020 Annual Conference

Invitation

On behalf of the HERDSA Executive and the Queensland Branch we invite you to participate in HERDSA 2020, the 43rd annual conference of the Higher Education Research and Development Society of Australasia (HERDSA) to be held at the Brisbane Convention and Exhibition Centre (BCEC), Brisbane, Australia 30 June – 3 July 2020.

The planning committee has endeavoured to capture a range of topics, issues, interests and scholarship representative of higher education, under six broad categories which include but are not limited to:

- Governance and policy
- Teaching, learning and the student experience
- Pathways and partnerships
- Innovation and research
- Professional learning for academic practice
- Values, justice and integrity

HERDSA 2020 will provide a platform for your organisation to showcase the latest products and services available to those working in the HERDSA community. A variety of opportunities is on offer to ensure the best exposure for your organisation, while enabling us to offer the highest quality program to our delegates.

If you would like to discuss any of the opportunities within, or negotiate a customised sponsorship, please contact the conference secretariat,



E. herdsa2020@expertevents.com.au

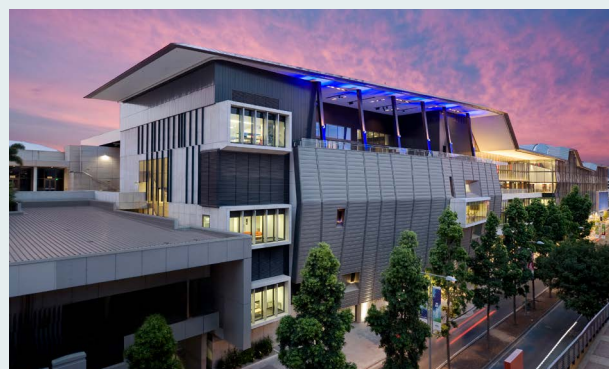
T. +61 7 3848 2100

For more information about the conference please head to www.conference.herdsa.org.au/2020/

We look forward to seeing you at the conference.



Conference venue



Brisbane Exhibition & Convention Centre

Merivale St & Glenelg Street,
South Brisbane QLD 4101
www.bcec.com.au

The Brisbane Convention and Exhibition Centre is a world-class purpose-built venue renowned for its operational and service excellence. The Centre is located in a unique urban cultural and entertainment precinct in the heart of Brisbane with easy access to all forms of transport, along with a range of hotels all within walking distance.

The Brisbane Convention and Exhibition Centre is officially rated among the top three convention centres in the world by the Association Internationale des Palais de Congres (AIPC). The Centre has maintained the top three positions during three separate surveys of international meeting professionals.

We would be delighted to discuss any sponsorship or exhibition opportunities.

We aim to ensure that delegates leave the conference feeling inspired and that those who support the Higher Education Research and Development Society of Australasia (HERDSA) Conference receive the greatest exposure possible. Please contact the 2020 conference secretariat, Expert Events, to discuss the following or any other sponsorship opportunities in further detail.



Sponsorship opportunities

All amounts are in Australian dollars and include GST.

Opportunities

Investment

► Educational Partnerships

Keynote speaker	\$5 000
Poster program	\$3 000
Conference App	\$4 000

► Social Events & Catering

Welcome reception	\$4 000
Conference dinner	\$7 000
Conference lunch break	\$2 000
Conference tea break	\$1 500

► Advertising

Delegate bag	\$3 000
Name badge & lanyard	\$4 000
Notepad and pen	\$2 000
Delegate bag inserts	\$1 000

► Exhibition

Table top display	\$3 000
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Tailored packages

We are also able to offer you a customised sponsorship package to promote the benefits of your products and services in a unique way. If you'd like to discuss these opportunities, please contact the Conference Secretariat, Expert Events, via email herdsa2020@expertevents.com.au or phone +61 7 3848 2100

Sponsor and exhibitor levels

The HERDSA name is synonymous with quality. The conference is well-established and a must-attend annual event for national and international delegates.



Educational sponsorships

Keynote speaker sponsor

► \$5 000

- Logo acknowledgment on the conference sponsor PowerPoint slide
- Verbal acknowledgment of your sponsorship at the opening and closing of the sponsored keynote speaker session
- Logo acknowledgment of your sponsorship in the Conference App
- Organisation provided pull-up banner displayed at sponsored keynote speaker session
- Logo acknowledgment on the conference website with hyperlink to your organisation page.

Poster presentation sponsor

► \$3 000

- Logo acknowledgment on the conference sponsor PowerPoint slide
- Organisation provided pull-up banner displayed in the poster presentation area
- Logo acknowledgment on the conference website with hyperlink to your organisation page
- Logo acknowledgment of your sponsorship in the Conference App.

Conference App sponsor

► \$4 000

- Logo acknowledgment on the conference sponsor PowerPoint slide
- Verbal acknowledgment of your sponsorship at opening and closing of the conference
- Logo acknowledgment on the conference website with hyperlink to your organisation page
- Logo on the home page of the Conference App
- Logo acknowledgment of your sponsorship in the Conference App.

Social events & catering



Welcome reception sponsor

► \$4 000

- Logo acknowledgment on the conference sponsor PowerPoint slide
- Organisation provided pull-up banner displayed at the Welcome reception
- Verbal acknowledgment of your sponsorship at opening and closing of the conference
- Logo acknowledgment on the conference website with hyperlink to your organisation page
- Logo acknowledgment of your sponsorship in the Conference App.

Conference dinner sponsor

► \$7 000

- Logo acknowledgment on the conference sponsor PowerPoint slide
- Logo included on the Conference dinner menu
- Verbal acknowledgment of your sponsorship at opening and closing of the conference
- Verbal acknowledgment of your sponsorship at opening and closing of the Conference dinner
- Logo acknowledgment on the conference website with hyperlink to your organisation page
- Logo acknowledgment of your sponsorship in the Conference App.

Lunch break sponsor

► \$2 000

- Logo acknowledgment on the conference sponsor PowerPoint slide
- Logo on signage placed at catering stations during the sponsored lunch
- Logo acknowledgment of your sponsorship in the Conference App
- The option to provide organisation branded napkins and/or aprons for the sponsored lunch (provided by sponsor, subject to venue approval).

Morning or afternoon tea break sponsor

► \$1 500

- Logo acknowledgment on the conference sponsor PowerPoint slide
- Logo on signage placed at catering stations during the sponsored break
- Logo acknowledgment of your sponsorship in the Conference App.



Advertising

Delegate bag sponsor

▶ \$3 000

- Logo acknowledgment on the conference sponsor PowerPoint slide
- Organisation logo (single colour) printed on the delegate bag, along with the HERDSA conference logo
- Logo acknowledgment of your sponsorship in the Conference App
- Logo acknowledgment on the conference website with hyperlink to your organisation page.

NB: The Conference Committee reserves all rights in the selection of the appropriate delegate bag.

Name badge and lanyard sponsor

▶ \$4 000

- Logo acknowledgment on the conference sponsor PowerPoint slide
- Acknowledgment of your sponsorship in the conference App
- Organisation logo printed on the name badges and lanyards, along with the HERDSA conference logo
- Logo acknowledgment of your sponsorship in the Conference App

NB: The Conference Committee reserves all rights in the selection of the appropriate conference name badge and lanyard.

Notepad and pen sponsor

▶ \$2 000

- An organisation branded notepad and pen to be included the delegate bag and on tables in the presentation rooms (provided by organisation)
- Logo acknowledgment on the conference sponsor PowerPoint slide
- Logo acknowledgment of your sponsorship in the Conference App

Delegate bag insert

▶ \$1 000 (per type of insert)

- An organisation provided insert to be included in each of the Delegate Bags. (excluding notepad and pen)



Exhibition

Table top display

▶ \$3 000

Inclusions:

- One trestle table with fitted tablecloth
- Two chairs
- One backboard
- Organisation name on fascia
- Two exhibitor registrations including morning and afternoon teas, lunches, access to the exhibition, and ticket to the welcome reception. DOES NOT include attendance at the conference sessions.
- Exhibitor staff are welcome to purchase tickets to any other social events
- Additional exhibitor staff may be purchased at the cost of \$77 per person per day

Sponsorship enquiries

For more information about the HERDSA 2020 Annual Conference, please contact the conference secretariat:



E. herdsa2020@expertevents.com.au

T. +61 7 3848 2100

P. PO Box 351, Hamilton Central Qld 4007

W. www.conference.herdsa.org.au/2020/

Application to sponsor or exhibit

Company/organisation name:

Contact name:

Position:

Address:

City:

State:

Country:

Postcode:

Phone:

Email:

Signature:

Date:

I am authorised to sign this document on behalf of the company/organisation and acknowledge that it will pay all costs as detailed on this form and follow the guidelines as detailed in this prospectus.

If different to the above, please include the details of the person who will be responsible for the organisation of your sponsorship entitlements or exhibition stand.

Contact name:

Position:

Phone:

Email:

Terms and conditions

- Expert Events and the HERDSA 2020 Conference Committee reserve the right to amend the sponsorship program or to tailor sponsorship packages to benefit the sponsor and/or the conference. Every effort will be made to maximise sponsor benefits as well as delegates' experience.
- Selection of sponsors will be based on their ability to meet conference requirements and to offer innovative solutions. Expert Events and the HERDSA 2020 Conference Committee reserve the right, in their absolute discretion, to refuse any sponsorship application.
- Expert Events and the HERDSA 2020 Conference Committee reserve the right to vary the quoted prices in accordance with any change to the legislated rate of the GST (currently 10%) that applies to all goods and services offered by the conference. All prices in this document are inclusive of GST.
- All sponsorship and trade exhibitor bookings will be confirmed only on receipt of a signed application form and full payment. Payment may be made by cheque or direct deposit.
- All cancellations must be advised in writing directly to Expert Events. Please note that in case of cancellation, a fee of 50% of the value of sponsorship may apply.
- No sponsor or exhibitor will be able to set up their trade table until full payment and a booking form has been received by Expert Events.
- No sponsor or exhibitor shall assign, sublet or apportion the whole or any part of their sponsorship package without the approval of Expert Events and the HERDSA 2020 Conference Committee.

Sponsorship item	Price	Please ✓
Keynote speaker	\$5 000	
Poster presentation	\$3 000	
Conference App	\$4 000	
Welcome reception	\$4 000	
Conference dinner	\$7 000	
Lunch break	\$2 000	
Morning or afternoon tea break	\$1 500	
Delegate bag	\$3 000	
Name badge and lanyard	\$4 000	
Notepad and pen	\$2 000	
Delegate bag inserts	\$1 000	
Table top display	\$3 000	
TOTAL:	\$	

Sponsors with a display table:

I acknowledge and accept the conference sponsorship and trade display conditions as outlined in the prospectus. I hereby agree to indemnify HERDSA, its committee members, Expert Events and the Brisbane Convention and Exhibition Centre against claims arising from loss or damage to exhibits, injury to persons, and any damage caused to the space, walls, floor, ceilings, furniture or fittings caused by us at the venue during the move-in period, occupancy and move-out period. We also agree to keep our exhibition booth attended and operational and will not commence packing or removal until after the trade display closes.

Signature:

Date:

Exhibitors at the conference must have their own public liability insurance with a minimum of A\$20 million limit of liability and are required to provide Expert Events with a certificate of currency prior to the conference. If you do not have your own insurance provider or adequate cover whilst exhibiting in Australia, the conference insurance broker offers cover that attaches to the conference's liability policy as an exhibitor only for a premium of A\$60 per exhibitor. Please note this excludes exhibitors/companies based in the USA.

[The Exhibitor's Liability Insurance application form](#) and payment must be received by the H2 Meeting & Exhibition Insurance office no later than one week prior to bump in.

Sponsor or trade display requests will not be confirmed until payment is received.

Electronic Funds Transfer (EFT)

Payment of \$_____ will be made via EFT into the HERDSA bank account

Payment details will be on your invoice

A remittance advice must be emailed to herdsa2020@expertevents.com.au

Please EMAIL the completed form to:

HERDSA 2020
c/- Expert Events
PO Box 351 Hamilton Central Qld 4007, Australia
P. +61 7 3848 2100
E. herdsa2020@expertevents.com.au