



**Higher Education Research and Development Society of Australasia**

**Annual Conference**  
**27 – 30 June 2022**

**Join us on-site or virtually!**  
**Melbourne Convention**  
**& Exhibition Centre**  
**Melbourne, Australia**

**Sponsorship prospectus**

> [www.conference.herdsa.org.au/2022/](http://www.conference.herdsa.org.au/2022/)  
**#HERDSA2022**





Higher Education Research and Development Society of Australasia

## Annual Conference 27 – 30 June 2022

### Invitation

On behalf of the HERDSA Executive and the Victorian Branch we invite you to sponsor HERDSA 2022, the annual conference of the Higher Education Research and Development Society of Australasia (HERDSA) to be held at the Melbourne Convention and Exhibition Centre (MCEC), Melbourne, Australia 27 – 30 June 2022.

HERDSA 2022 will inspire: drawing together experience, analysis and insight in a rapidly changing environment. The disruption of the global pandemic has challenged our assumptions and prompted deep reflection and creative solutions. We are changing the way we work, learn and interact, but we are building from strength.

HERDSA is a scholarly society committed to the advancement of higher education and promoting the development of policy, practice and the study of teaching and learning. Research and development in higher education, in which we are all involved, is the foundation of learning that equips students to flourish in a changing world.

It is estimated that there will be approximately 400 attendees (face-to-face and virtual) at the 2022 conference.

HERDSA 2022 has a broad focus on scholarship, research and development in higher education to welcome the diversity of people, topics and interests that make up our community. Our conference program will be organised across broad categories:

- ▶ 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 2022 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, Expert Events, via:

**Email** [herdsa@expertevents.com.au](mailto:herdsa@expertevents.com.au)

**Phone** +61 7 3848 2100



### Format & venue

#### Virtual

Showcasing contemporary practice, HERDSA 2022 will combine vibrant face-to-face and virtual streams to welcome participants wherever you are to friendly and collegial activities.



#### Face-to-face

The physical conference will be held at the Melbourne Convention and Exhibition Centre, located on the banks of the iconic Yarra River and only 20 minutes from Melbourne Airport.



# Sponsorship summary



All amounts are in Australian dollars and include GST.

	Charging stations	Virtual platform	Conference dinner	Keynote speaker	Sponsored presentation	Conference app	Poster session	Lanyard	Name badge sponsor	Conference lunch break	Conference tea break	Table top display	Virtual exhibitor listing
	\$8,000	\$7,000	\$7,000	\$5,000	\$5,000	\$4,000	\$3,000	\$3,000	\$2,000	\$2,000	\$1,500	\$3,000	\$750
	Exclusive	Exclusive	Exclusive	Two of three packages available	One of two packages available	<b>SOLD</b>	<b>SOLD</b>	<b>SOLD</b>	Exclusive	Two packages available	Three of five packages available	Limited	Limited
One full delegate registration					▶								
Charging stations	▶												
Virtual event platform sponsorship		▶											
Promotional video played at the conference	▶	▶											
Conference dinner sponsorship (inc. logo on the menu)			▶										
Sponsored keynote speaker				▶									
Sponsored presentation					▶								
Conference app sponsorship						▶							
Poster session sponsorship							▶						
Logo on lanyards								▶					
Logo on name badges									▶				
Two minute speaking opportunity at sponsored event			▶										
Display pull-up banner	▶		▶	▶	▶								
Verbal acknowledgement	▶	▶	▶	▶	▶	▶							
Downloadable flyers included in the online conference portal		Four (4)										One (1)	One (1)
Logo displayed on catering stations										▶	▶		
Sponsor acknowledgement signage	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	
Logo and URL link on website	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶
Logo, profile and URL link in app	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶
Logo on PowerPoint slide	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶
Delegate list	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	
Table top display												▶	
Logo and URL link in the conference virtual platform	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶		
Virtual exhibitor listing												▶	▶
One ticket to attend sponsored social event			▶					▶					

# Sponsorship packages

## Unique opportunities

### Charging stations sponsor (exclusive) \$8,000

- ▶ Freestanding charging stations with your organisation logo/branding displayed at the MCEC
- ▶ 30 second pre-recorded promotional video played at the conference
- ▶ Organisation provided pull-up banner displayed in the poster presentation area
- ▶ Verbal acknowledgment of your sponsorship at opening and closing of the conference
- ▶ Sponsor acknowledgement on signage
- ▶ Logo acknowledgment on the conference website with URL link to your organisation page
- ▶ Logo, profile and URL link featured in the conference app
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ Logo and URL link featured in the conference virtual platform.

### Conference app sponsor (exclusive) \$4,000

- ▶ Logo and sponsorship acknowledgement on the home page of the conference app
- ▶ Verbal acknowledgment of your sponsorship at opening and closing of the conference
- ▶ Sponsor acknowledgement on signage
- ▶ Logo acknowledgment on the conference website with URL link to your organisation page
- ▶ Logo, profile and URL link featured in the conference app
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ Logo and URL link featured in the conference virtual platform.

### Name badge sponsor (exclusive) \$2,000

- ▶ Organisation logo printed on the name badges\*, along with the HERDSA conference logo
- ▶ Sponsor acknowledgement on signage
- ▶ Logo acknowledgment on the conference website with URL link to your organisation page
- ▶ Logo, profile and URL link featured in the conference app
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ Logo and URL link featured in the conference virtual platform.

\*The conference committee reserves all rights in the selection of the appropriate conference name badge and lanyard.

### Lanyard sponsor (exclusive) \$3,000

- ▶ Organisation logo printed on the lanyards\*
- ▶ Sponsor acknowledgement on signage
- ▶ Logo acknowledgment on the conference website with URL link to your organisation page
- ▶ Logo, profile and URL link featured in the conference app
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ Logo and URL link featured in the conference virtual platform.

\*The conference committee reserves all rights in the selection of the appropriate conference name badge and lanyard.

### Poster session sponsor (exclusive) \$3,000

- ▶ Two minute speaking opportunity at poster session
- ▶ Organisation provided pull-up banner displayed in the poster presentation area
- ▶ Sponsor acknowledgement on signage
- ▶ Logo acknowledgment on the conference website with URL link to your organisation page
- ▶ Logo, profile and URL link featured in the conference app
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ Logo and URL link featured in the conference virtual platform
- ▶ One ticket to attend the poster session.

## Technology sponsor

### Virtual platform sponsor (exclusive) \$7,000

- ▶ Naming rights to the conference virtual platform and your organisation's logo featured at the log-in screen and homepage
- ▶ A 30 second pre-recorded promotional video played at the conference
- ▶ Verbal acknowledgment of your sponsorship at the opening and closing of the conference
- ▶ Four downloadable flyers included in the online conference portal
- ▶ Sponsor acknowledgement on signage
- ▶ Logo acknowledgment on the conference website with URL link to your organisation page
- ▶ Logo, profile and URL link featured in the conference app
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ Logo and URL link featured in the conference virtual platform.

Please note that unless specified in the entitlements, sponsorship packages do not include delegate registrations to attend the conference.

## Educational segment

### ▶ **Keynote speaker sponsor (two packages remaining) \$5,000**

- ▶ Sponsorship of one (1) keynote speaker
- ▶ Organisation provided pull-up banner displayed at sponsored keynote speaker session
- ▶ Verbal acknowledgment of your sponsorship at the opening and closing of the sponsored keynote speaker session
- ▶ Sponsor acknowledgement on signage
- ▶ Logo acknowledgment on the conference website with URL link to your organisation page
- ▶ Logo, profile and URL link featured in the conference app
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ Logo and URL link featured in the conference virtual platform.

### ▶ **Sponsored presentation (one package remaining) \$5,000**

This is an opportunity to provide a sponsored presenter\* for a session at the conference.

- ▶ One full delegate registration for the session presenter to attend the conference
- ▶ One sponsored presenter\* for a session at the conference
- ▶ Organisation provided pull-up banner displayed at the sponsored presentation
- ▶ Verbal acknowledgment of your sponsorship at the opening and closing of the sponsored presentation session
- ▶ Sponsor acknowledgement on signage
- ▶ Logo acknowledgment on the conference website with URL link to your organisation page
- ▶ Logo, profile and URL link featured in the conference app
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ Logo and URL link featured in the conference virtual platform.

\*The chosen presenter and content of the session must be approved by the HERDSA program committee.

## Social Events & Catering

### ▶ **Conference dinner (exclusive) \$7,000**

- ▶ Conference dinner sponsorship including logo on the conference dinner menu
- ▶ Two minute speaking opportunity at conference dinner
- ▶ Organisation to provide pull-up banner displayed at the conference dinner
- ▶ Verbal acknowledgment of your sponsorship at opening and closing of the conference
- ▶ Sponsor acknowledgement on signage
- ▶ Logo acknowledgment on the conference website with URL link to your organisation page
- ▶ Logo, profile and URL link featured in the conference app
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ Logo and URL link featured in the conference virtual platform
- ▶ One ticket to attend conference dinner.

### ▶ **Conference lunch break (two packages available) \$2,000**

- ▶ Logo on signage placed at catering stations during the sponsored lunch
- ▶ The option to provide organisation branded napkins for the sponsored lunch (provided by sponsor, subject to venue approval)
- ▶ Sponsor acknowledgement on signage
- ▶ Logo acknowledgment on the conference website with URL link to your organisation page
- ▶ Logo, profile and URL link featured in the conference app
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ Logo and URL link featured in the conference virtual platform.

### ▶ **Conference tea break (three packages remaining) \$1,500**

- ▶ Named as the morning or afternoon tea break for one sponsored break
- ▶ Sponsor acknowledgement on signage
- ▶ Logo acknowledgment on the conference website with URL link to your organisation page
- ▶ Logo, profile and URL link featured in the conference app
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ Logo and URL link featured in the conference virtual platform.



## Exhibition

### ▶ **Table top display \$3,000**

- ▶ Two exhibitor registrations including morning and afternoon teas, lunches, access to the exhibition, and ticket to the welcome reception. This DOES NOT include attendance at the conference sessions. Exhibitor staff are welcome to purchase tickets to the conference dinner, and additional exhibitor passes for the conference duration can be purchased for \$300 per person
- ▶ Sponsor acknowledgement on signage
- ▶ Logo acknowledgment on the conference website with URL link to your organisation page
- ▶ Logo, profile and URL link featured in the conference app
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ One trestle table, two chairs and one backboard
- ▶ Logo, profile, URL link and one downloadable PDF flyer included in the conference virtual event platform.

### ▶ **Virtual exhibitor listing (only) \$750**

This package is suitable for those unable to attend the face-to-face conference in Melbourne. This package does not include access to the conference virtual event platform for session streaming etc.

- ▶ Logo, profile, URL link and one downloadable PDF flyer included in the conference virtual platform.

## 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** [herdsa@expertevents.com.au](mailto:herdsa@expertevents.com.au) or **Phone** +61 7 3848 2100.

**expert events**  
Professional conference organiser

# Application to sponsor

The online sponsorship application form is available on the conference website: <https://conference.herdsa.org.au/2022/sponsorship>.

## Payment

Sponsorship arrangements will not be confirmed until payment is received.

### Payment options:

- ▶ EFT – bank account details will be provided on your invoice. A remittance advice must be emailed to [herdsa@expertevents.com.au](mailto:herdsa@expertevents.com.au).
- ▶ MasterCard or Visa – please note sponsorship payments via credit card will incur an additional 2% merchant fee.

## Your cancellation of participation at the conference

All cancellations must be advised in writing directly to Expert Events.

- ▶ Sponsors – If you provide notice of cancellation to Expert Events prior to 7 January 2022 a 50% cancellation fee will apply. On or after 7 January 2022 a 100% cancellation fee will apply.
- ▶ Exhibitors (table top display) – If you provide notice of cancellation to Expert Events prior to 7 April 2022 a 50% cancellation fee will apply. On or after 7 April 2022, a 100% cancellation fee will apply.

## Terms and conditions

Please refer to the [sponsorship](#) and [exhibitor](#) agreements for full terms and conditions.

Higher Education Research and Development Society of Australasia (HERDSA) (ABN 89 341 252 166) has engaged Expert Events Pty Ltd (ABN 35 619 941 561) as its agent to manage this event on our behalf. Contracts entered into by Expert Events Pty Ltd in connection with this event are entered into for and on behalf of HERDSA as its agent.

### An important note about privacy:

The information you provide when you submit your personal information to us will be collected by Expert Events Pty Ltd and will be shared with HERDSA and other participants in the event, as set out in Expert Events' privacy policy, privacy collection statements and the specific consents contained in the conference website and in the terms and conditions for sponsors and exhibitors. Expert Events' [privacy policy](https://www.expertevents.com.au/privacy-policy/) can be found at: <https://www.expertevents.com.au/privacy-policy/>.