



#HERDSA2024

**Sponsorship and
exhibition prospectus**

Together We Innovate

Annual Conference | **2024** | 8-11 JULY

Adelaide Convention Centre

Adelaide, Australia

www.conference.herdsa.org.au/2024

Join us onsite or virtually!



Invitation

On behalf of the HERDSA Executive and the South Australia Branch, we invite you to be a sponsor of the Higher Education Research and Development Society of Australasia (HERDSA) annual conference to be held at the Adelaide Convention Centre, South Australia from 8–11 July 2024.

About HERDSA

HERDSA is a scholarly society for people committed to the advancement of higher and tertiary education. It was established in 1972 to promote the development of higher education policy, practice and the study of teaching and learning. HERDSA encourages and disseminates research on teaching, learning and higher education development. It also works to build strong academic communities.



The conference

The HERDSA 2024 conference is focused on providing colleagues with the invaluable opportunity to connect, share new ideas, and come together as a community with a broad focus on scholarship, research and development in higher education. The conference program will focus on:

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

Showcasing contemporary practice, HERDSA 2024 will combine vibrant face-to-face and virtual streams to welcome participants wherever they are to friendly and collegial activities. The physical conference will be held at the Adelaide Convention Centre, located in the heart of Adelaide's Riverbank precinct, giving conference delegates convenient access to cafes and restaurants, Bonython Park and Adelaide Festival Centre.



Format and venue

Virtual

Showcasing contemporary practice, HERDSA 2024 will combine vibrant face-to-face and virtual streams to welcome participants wherever they are to friendly and collegial activities.

Onsite

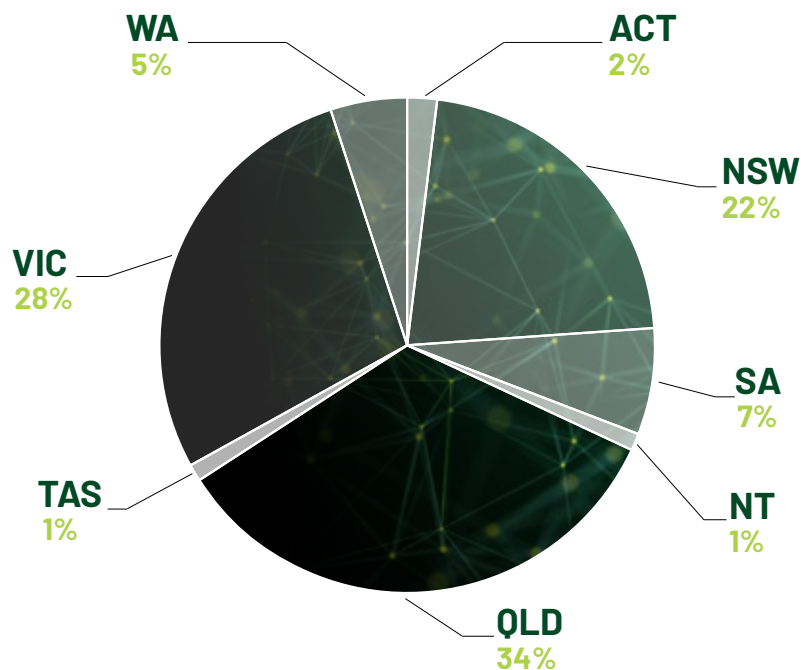
The physical conference will be held at the Adelaide Convention Centre, located in the heart of Adelaide's Riverbank precinct, giving conference delegates convenient access to cafes and restaurants, Bonython Park and Adelaide Festival Centre.

The opportunity

HERDSA 2024 will provide a platform for your organisation to showcase the latest products and services available to professionals with a commitment to higher education. It is estimated that there will be approximately 500 attendees at the conference with 85% of attendees expected from Australia and 15% from overseas including New Zealand, USA, Hong Kong and Singapore (face-to-face and virtual).

HERDSA 2023 conference Australian delegates

(held in Brisbane)



A variety of opportunities are 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 organiser, Expert Events, via:

Email herdsa@expertevents.com.au

Phone +61 7 3848 2100

expert events
Professional conference organiser

HERDSA 2023 conference showreel



Click to play

Sponsorship summary

All amounts are in Australian dollars and include GST.

	Coffee cart sponsor	Industry sponsored panel	Conference dinner sponsor	Conference app sponsor	International keynote speaker sponsor	National keynote speaker sponsor	Sponsored presentation	Virtual platform sponsor	Lounge sponsor	Poster session sponsor	Lanyard sponsor	New to HERDSA Breakfast sponsor	Name badge sponsor	Conference lunch break sponsor	Conference tea break sponsor	Tabletop display	Virtual exhibitor listing
	\$12,000	\$10,000	\$7,000	\$6,000	\$7,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$4,000	\$4,000	\$3,000	\$2,500	\$2,000	\$3,500	\$1,000
	Exclusive	Exclusive	Exclusive	Exclusive	Exclusive	Two packages available	Two packages available	Exclusive	Exclusive	Exclusive	Exclusive	Exclusive	Exclusive	Three packages available	Five packages available	Limited	Limited
One full delegate registration	✓	✓	✓	✓	✓		✓										
Sponsored keynote speaker					✓	✓											
Promotional video played at the conference	✓							✓									
Two-minute speaking opportunity at sponsored event			✓							✓		✓					
Display pull-up banner	✓	✓	✓		✓	✓	✓		✓	✓		✓					
Verbal acknowledgement	✓	✓	✓	✓	✓	✓	✓	✓	✓								
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	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Tabletop display	✓	✓														✓	
Exhibitor registrations	1	1														2	
Logo and URL link in the conference virtual platform	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on marketing emails	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Twitter (X) post	✓	✓	✓	✓	✓												
Ticket/s to attend sponsored social event			2							1		1					

Sponsorship packages

Exclusive sponsorship packages

Coffee cart sponsor \$12,000 (exclusive)

- ▶ Complimentary barista coffee served to delegates during the morning tea, lunch and afternoon tea breaks
- ▶ Coffee cart branded with your company logo*
- ▶ The option to provide branded aprons for the baristas^^
- ▶ Your logo printed on coffee cups in one colour*
- ▶ A 30 second pre-recorded promotional video played at the conference, to be supplied by the sponsor
- ▶ Recognition as a Coffee cart sponsor with your logo and hyperlink on the conference website
- ▶ The option to provide a pull-up banner to be displayed next to the coffee cart^^
- ▶ Verbal acknowledgment of your sponsorship at opening and closing of the conference
- ▶ Sponsor acknowledgement on signage
- ▶ Twitter (X) post with sponsor mention
- ▶ Logo acknowledgment on the conference website with URL link to your organisation page
- ▶ Logo, company profile, digital flyer, video link 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, company profile, digital flyer, video link and URL link featured in the conference virtual platform
- ▶ Logo included on marketing emails promoting the conference
- ▶ One tabletop display with a trestle table, two chairs and one backboard
- ▶ One exhibitor registration 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.

**Subject to print deadlines*

^^Sponsor to supply, subject to venue and committee approval

Conference app sponsor \$6,000 (exclusive)

- ▶ Logo and sponsorship acknowledgement on the home page of the conference app
- ▶ One banner advertisement in the conference app (artwork to be supplied by the sponsor as per specifications provided)
- ▶ Verbal acknowledgment of your sponsorship at opening and closing of the conference
- ▶ One complimentary full delegate registration
- ▶ Twitter (X) post with sponsor mention
- ▶ Sponsor acknowledgement on signage
- ▶ Logo acknowledgment on the conference website with URL link to your organisation page
- ▶ Logo, company profile, digital flyer, video link and URL link featured in the conference app
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Logo included on marketing emails promoting the conference
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ Logo, company profile, digital flyer, video link and URL link featured in the conference Virtual platform

Virtual platform sponsor \$5,000 (exclusive)

- ▶ 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, to be supplied by the sponsor
- ▶ Verbal acknowledgment of your sponsorship at the opening and closing of the conference
- ▶ Four downloadable flyers included in the online conference portal, to be supplied by the sponsor
- ▶ Sponsor acknowledgement on signage
- ▶ Logo acknowledgment on the conference website with URL link to your organisation page
- ▶ Logo, company profile, digital flyer, video link 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, company profile, digital flyer, video link and URL link featured in the conference virtual platform
- ▶ Logo included on marketing emails promoting the conference
- ▶ One complimentary virtual registration

Lanyard sponsor \$4,000 (exclusive)

- ▶ Organisation logo printed on the lanyards*
- ▶ Sponsor acknowledgement on signage
- ▶ Logo acknowledgment on the conference website with URL link to your organisation page
- ▶ Logo, company profile, digital flyer, video link 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 included on marketing emails promoting the conference
- ▶ Logo, company profile, digital flyer, video link 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.*

Name badge sponsor \$3,000 (exclusive)

- ▶ 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, company profile, digital flyer, video link and URL link featured in the conference app
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Logo included on marketing emails promoting the conference
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ Logo, company profile, digital flyer, video link 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.*

Educational segment

Industry sponsored panel and topic (approved by HERDSA)

\$10,000 (exclusive)

- ▶ Sponsorship of one (1) industry panel and topic*
- ▶ One full complimentary delegate registration
- ▶ Organisation provided pull-up banner displayed at sponsored panel session
- ▶ Verbal acknowledgment of your sponsorship at the opening and closing of the panel session
- ▶ Sponsor acknowledgement on signage
- ▶ Twitter (X) post with sponsor mention
- ▶ 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
- ▶ Logo and URL link featured in the conference virtual platform.
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ Logo included on marketing emails promoting the conference
- ▶ One tabletop display with a trestle table, two chairs and one backboard
- ▶ One exhibitor registration 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

**Subject to print deadlines*

^^Sponsor to supply, subject to venue and committee approval

International keynote speaker sponsor \$7,000 (exclusive)

- ▶ Sponsorship of one (1) international keynote speaker
- ▶ One full complimentary delegate registration
- ▶ 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
- ▶ Twitter (X) post with sponsor mention
- ▶ Logo acknowledgment on the conference website with URL link to your organisation page
- ▶ Logo, company profile, digital flyer, video link 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 included on marketing emails promoting the conference
- ▶ Logo, company profile, digital flyer, video link and URL link featured in the conference virtual platform

National keynote speaker sponsor \$5,000 (two available)

- ▶ Sponsorship of one (1) national 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, company profile, digital flyer, video link 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 included on marketing emails promoting the conference
- ▶ Logo, company profile, digital flyer, video link and URL link featured in the conference virtual platform

Sponsored presentation \$5,000 (two available)

- ▶ This is an opportunity to provide a sponsored presenter* for either a showcase or roundtable presentation at the conference
- ▶ One full delegate registration for the session presenter* to attend 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, company profile, digital flyer, video link 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 included on marketing emails promoting the conference
- ▶ Logo, company profile, digital flyer, video link 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.*

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#HERDSA2024**

Social events and catering

Conference dinner sponsor **\$7,000 (exclusive)**

- ▶ 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, company profile, digital flyer, video link 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 included on marketing emails promoting the conference
- ▶ Logo, company profile, digital flyer, video link and URL link featured in the conference virtual platform
- ▶ One complimentary full delegate registration
- ▶ Two complimentary tickets to the dinner

Lounge sponsor **\$5,000 (exclusive)**

- ▶ Be front and centre on the exhibition floor by sponsoring the lounge area for delegates to sit and eat
- ▶ Opportunity to provide branded tent cards to be placed on the tables (sponsor to supply)
- ▶ Organisation to provide pull-up banner displayed near the lounge 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, company profile, digital flyer, video link and URL link featured in the conference app
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Logo included on marketing emails promoting the conference
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ Logo, company profile, digital flyer, video link and URL link featured in the conference virtual platform

Poster session sponsor **\$5,000 (exclusive)**

- ▶ 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, company profile, digital flyer, video link 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 included on marketing emails promoting the conference
- ▶ Logo, company profile, digital flyer, video link and URL link featured in the conference virtual platform
- ▶ One ticket to attend the poster session

New to HERDSA breakfast sponsor **\$4,000 (exclusive)**

- ▶ Two-minute speaking opportunity at New to HERDSA breakfast session
- ▶ Organisation provided pull-up banner displayed during the breakfast 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
- ▶ Logo included on marketing emails promoting the conference
- ▶ 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 breakfast session

Conference lunch break sponsor **\$2,500 (three available)**

- ▶ 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, company profile, digital flyer, video link and URL link featured in the conference app
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Logo included on marketing emails promoting the conference
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ Logo, company profile, digital flyer, video link and URL link featured in the conference virtual platform

Conference tea break sponsor **\$2,000 (five available)**

- ▶ 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, company profile, digital flyer, video link and URL link featured in the conference app
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Logo included on marketing emails promoting the conference
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ Logo, company profile, digital flyer, video link and URL link featured in the conference virtual platform

Additional add on

Any of the above packages can add a tabletop display for \$600 which includes:

- ▶ One tabletop display with a trestle table, two chairs and one backboard
- ▶ One exhibitor registration 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.

Exhibition packages

Tabletop display \$3,500

- ▶ One tabletop display including trestle table, two chairs and one backboard
- ▶ 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, company profile, digital flyer, video link and URL link featured in the conference app
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Logo included on marketing emails promoting the conference
- ▶ Delegate list including name, organisation and state/country (no contact details)
- ▶ Logo, company profile, digital flyer, video link and URL link featured in the conference virtual platform

Virtual exhibitor listing (only) \$1,000

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

- ▶ Logo acknowledgment on the conference website with URL link to your organisation page
- ▶ Logo acknowledgment on the conference sponsor PowerPoint slide
- ▶ Logo included on marketing emails promoting the conference
- ▶ 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 organiser, Expert Events, via: Email herdsa@expertevents.com.au or Phone +61 7 3848 2100.

expert events
Professional conference organiser

Application to sponsor/exhibit

Applications for sponsor and exhibition packages can be submitted via the sponsor application portal.

Apply now

Payment

Sponsorship and exhibition 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
- ▶ 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 19 January 2024 a 50% cancellation fee will apply. On or after 19 January 2024 a 100% cancellation fee will apply.
- ▶ Exhibitors (tabletop display) – If you provide notice of cancellation to Expert Events prior to 19 April 2024 a 50% cancellation fee will apply. On or after 19 April 2024, 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 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](#) can be found at:

<https://www.expertevents.com.au/privacy-policy/>