

# 2024 KCA ANNUAL CONFERENCE

15-17 October | QT, Queenstown, New Zealand

Unleashing Potential: Our Stories of  
Innovation, Inspiration and Impact

**SPONSORSHIP PROSPECTUS**

For more information please contact:

Beckie Duffy  
Sponsorship Sales  
P: +64 27 282 6383  
E: [beckie.duffy@campusplus.co.nz](mailto:beckie.duffy@campusplus.co.nz)

KCA Professional Conference Organiser  
P: +61 2 9431 8600  
E: [conference@techtransfer.org.au](mailto:conference@techtransfer.org.au)  
<https://clems.eventsair.com/kca-annual-conference-2024>

## Welcome from the KCA Chair



It is with great pleasure that I invite you to partner with KCA and join us for the 2024 KCA Annual Conference held in Queenstown, the adventure capital of New Zealand. The Conference Committee has incorporated feedback from last years' very successful conference in curating the conference events and activities which I know will be valued by all. "Unleashing Potential: Our Stories of Innovation, Inspiration and Impact" is the focus of this year's conference and will attract best practice experts and industry leaders from across New Zealand and Australia to discuss bold ideas and celebrate our successes. Participants will gain new knowledge of industry trends and develop valuable networks with peers.

I would like to welcome research organisations, universities, government organisations, industry associates and businesses to support and join us at this unique event focused on uplifting commercialisation and translation of research in the region.

I look forward to welcoming you in Queenstown this year.

**Quin Chang** GAICD, RTTP  
Chair, Knowledge Commercialisation Australasia Ltd.

## Message from KCA Conference Committee Chair



As the Chair of the 2024 KCA Conference organising committee, I am excited to be part of the team bringing together the technology transfer community from across Australasia to the magnificent Tāhuna /Queenstown. Queenstown is known globally for its activities, scenery, food and wine. While famous for being the site of the world's first commercial bungy jump and jet boat tours, it is also one of the ancestral homes of Ngāi Tahu, the biggest iwi (Māori tribe) by population in Te Waipounamu (the South Island). Māori are great story tellers, and that is a major theme of this conference – telling our stories to help learn for the future. The conference presents a great opportunity to promote your business, network, learn and have a fantastic time in such an amazing destination.

Ngā mihi nui

**Stephen Flint** RTTP  
Knowledge Commercialisation Australasia Ltd Board member (NZ representative)



# About KCA

Knowledge Commercialisation Australasia (KCA) is the peak body representing organisations and individuals participating in or supporting the commercialisation of Australasian publicly funded research. It promotes best practice in industry engagement, commercialisation, and entrepreneurship.

It does this through its three core activities of:

- **Facilitating stakeholder connections**
- **Professional development and**
- **Advocacy**

KCA is a member-led not for profit organisation. KCA's organisational members and individuals expedite the commercialisation of innovative research discoveries of the Australasian community. The commercialisation and translation of research generates new companies, strengthens the competitiveness of existing companies, and can also generate significant revenues for research organisations.

KCA conducts its three core activities through:

- **Annual Conference and seminars**
- **Conducting the annual Survey of Commercialisation Outcomes from Public Research - SCOPR**
- **Networking events**
- **Professional development programs and workshops**
- **Engaging with government to act as an advocate for commercialisation activities**

KCA has many strategic alliances with counterparts internationally via the Alliance of Technology Transfer Professionals (ATTP). KCA is a founding member of ATTP, an alliance of national technology commercialisation associations from around the globe promoting and maintaining global standards in knowledge and technology transfer.

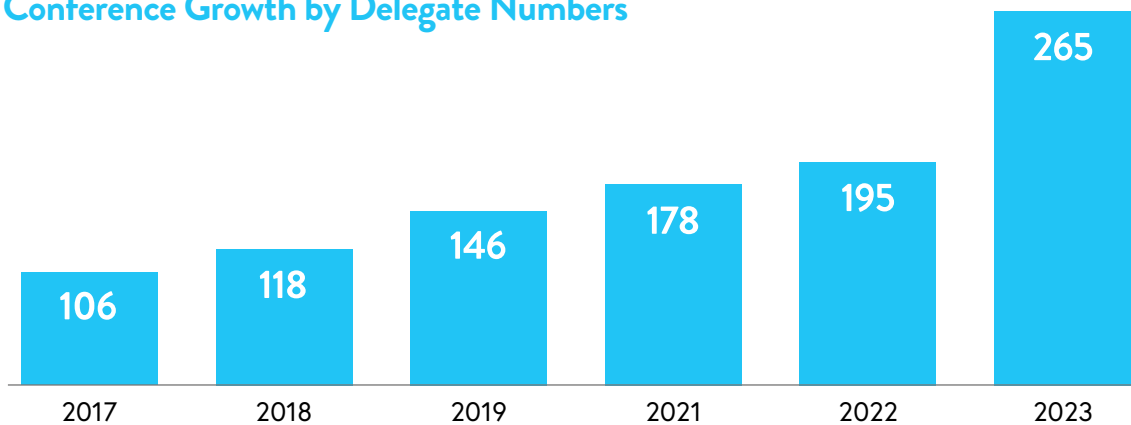


# Why become a KCA Conference Sponsor?

With the innovation and commercialisation landscape changing at such a rapid pace, it is important for organisations to demonstrate support for the sector, build relationships to remain front of mind with key stakeholders and reconnect with partners. We are looking forward to you joining us in October!

- Attend a VIP function to network with Directors and other key contacts (available to all package sponsors)
- Meet with people who are looking for your expertise
- Target your already valued customers and potential new customers in a focused setting
- Maximise your exposure and get the attention of more than 150 technology transfer practitioners from Australia, New Zealand and further afield
- Reinforce your organisation's position or introduce your presence into the profession
- Enhance productivity by building contacts and partnerships
- Learn about the profession's activities through sessions, workshops and meetings

## Conference Growth by Delegate Numbers



### LIFE SCIENCES

65% of organisations who sent delegates have a known interest in life sciences research commercialisation



### IP AND PATENTS

Attendees include IP Managers/ Coordinators, Patent Analysts or Patent / Trademark Attorneys

51% of organisations who sent delegates are IP-intensive organisations with significant numbers of IP specialists and Patent Attorneys on staff.



### DIRECTORS, CEOs AND MANAGERS

Attendees include Directors, CEOs, Managers or Heads of their departments

55% of organisations sent delegates who are senior staff members in their organisation

# Annual Conference - Sponsorship Packages

All prices are in New Zealand dollars and include 15% GST

We aim to be flexible to meet our sponsors' investment needs. Please contact the KCA Professional Conference Organiser if you would like to discuss a custom sponsorship package to suit your requirements.

	Platinum (Exclusive) \$13,750	Gold (3 available) \$8,500	Silver (4 available) \$5,750	Bronze \$4,500	Member* Organisations \$6,750
Registration & Lanyard Sponsor	✓				
Introduce a session – 3 minute introduction	✓				
Plenary speaker - Acknowledgement as plenary session sponsor & introduce speaker	✓	✓			
Catering Sponsor (one sponsor per day) OR Speaker Gift Sponsor (at cost to sponsor)		✓			
Company profile on the conference app with bio, contact details, website link	✓	✓	✓	✓	✓
Push notifications on the conference app	2	1	1		
Complimentary conference registrations (including the awards dinner)	3	2	2	1	5
Additional discounted conference registrations (10% off full member rate)	✓	✓	✓		✓
Logo to appear on the dedicated conference webpage with link to the company website	✓	✓	✓	✓	✓
Logo to appear in all pre and post event marketing	✓	✓	✓	✓	✓
Logo to appear on holding slide where applicable during the conference	✓	✓	✓	✓	✓
Acknowledgement as a sponsor at the conference opening	✓	✓	✓	✓	✓
Acknowledgement in the KCA newsletter and electronic marketing materials	✓	✓	✓	✓	✓

## Terms & Conditions

No refunds will be issued for cancellation notified after 23rd August. Any cancellations before this time will incur a 25% administration cancellation fee. All payments must be received by the due date. Failure to comply with payment terms may result in the sponsor not receiving full benefits as outlined in the package. This document is an invitation, not an offer. KCA reserves the right in their discretion to refuse any sponsorship application and may decide not to accept an application without giving reason. All sponsor benefits are conditional on receiving payment and receiving artwork and goods in a timely manner. It is up to the sponsor to supply all relevant promotional material at their own cost.

\*The member sponsorship package is exclusively for voting Member Organisations only.



# KCA Gala Dinner & Awards

All prices are in New Zealand dollars and include 15% GST

## Dinner & Award Night Sponsor - \$11,000

Be recognised as the overall sponsor of the KCA Gala Dinner and Awards on the first night of the conference. You have the opportunity to address attendees up to 2 minutes during the evening. You could create signature food or beverages for the delegates consumption using company branding and colours, provide branded clothing for the staff, or even add some theming or entertainment to the night. The 2024 gala dinner and awards will be held at the charming and scenic Winehouse in the Gibbston valley.

## KCA Award Category Sponsor (six available) - \$3,900

You will be recognised as the sponsor of your chosen award category along with the opportunity to have someone on the judging panel for the awards. A \$750 prize for the award is included within this package price. The awards categories are:

- Best Industry Collaboration
- Best Licensing Deal
- Best Spin-out
- Best Knowledge Exchange Initiative
- Research Commercialisation Professional of the Year





# Social Functions

All prices are in New Zealand dollars and include 15% GST

## Welcome Reception - \$6,750

The chance to host a welcome reception for delegates attending the KCA Annual Conference. As a sponsor you could create a signature cocktail using company colours, have staff in branded clothing, or have themed food items. You will also have the opportunity to do a 2-minute address to the attendees during the reception.

## VIP Director's Function - \$3,150

This is your opportunity to provide a reception for the Directors in the industry to network, and to network with them, the night prior to the conference. As a sponsor you will have the opportunity to brand the function and do a 2-minute address to the attendees during the function.

## RTTP Breakfast - \$2,300

The chance to host the RTTP breakfast. As a sponsor you will have the opportunity to brand the breakfast and to do a 2-minute address to the attendees at the beginning of the function.

*Note: No presentations or video as no AV will be in place.*

All opportunities listed above will include the following benefits:

- Company profile on the conference app with bio, contact details, website link
- Logo to appear on the dedicated conference webpage with link to the company website
- Logo to appear on holding slide where applicable during the conference



# Additional Sponsorship Opportunities

All prices are in New Zealand dollars and include 15% GST

Below is a selection of additional sponsorship opportunities with the possibility to expand your brand visibility with delegates. These packages below all receive the following benefits with any additional benefits detailed within each individual package:

- Logo to appear in all pre and post event marketing
- Logo to appear on the dedicated conference webpage with link to the company website
- Company profile on the conference app with bio, contact details, website link
- Logo to appear on holding slide where applicable during the conference
- Acknowledgement as a sponsor at the conference opening

## Coffee Cart Sponsor (2 available) - \$6,950

- Opportunity to brand the coffee cart with signage, provided by sponsor
- Sponsor has the opportunity to supply shirts, caps or aprons for the Baristas to wear
- Coffee cart hire and coffee consumption is included for both conference days
- Additional furniture or branding must be provided and paid for by the sponsor

## Conference App Sponsor - \$4,675

- Inclusion of the organisation logo on the conference app landing page
- 2 x push notifications during the conference
- 1 x complimentary conference delegate registration

## Merchandise Sponsor - \$2,580

- Opportunity for the sponsor to give a branded promotional product to all the delegates. E.g. Keep cups, water bottles, hand sanitiser. (Sponsor responsibility to supply, with approval of the organising committee)

## Charging Station Sponsor - \$2,750

- You provide a station where attendees can charge their devices, with the opportunity to brand the station with your logo. (Station and branding at sponsor cost)



# Sponsorship Booking Form

All sponsorship amounts are in New Zealand dollars and are inclusive of GST

Contact: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address (for invoicing): \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

## Sponsorship Opportunities

<input type="radio"/> Platinum	\$13,750	<input type="radio"/> Welcome Reception	\$6,750
<input type="radio"/> Gold	\$8,500	<input type="radio"/> VIP Director's Function	\$3,150
<input type="radio"/> Silver	\$5,750	<input type="radio"/> RTTP Breakfast	\$2,000
<input type="radio"/> Bronze	\$4,500	<input type="radio"/> Coffee Cart Sponsor	\$6,950
<input type="radio"/> Member Organisations	\$6,750	<input type="radio"/> Conference App Sponsor	\$4,675
<input type="radio"/> Dinner & Award Night Sponsor	\$11,000	<input type="radio"/> Merchandise Sponsor	\$2,850
<input type="radio"/> KCA Award Category Sponsor	\$3,900	<input type="radio"/> Charging Station Sponsor	\$2,750

Signed: \_\_\_\_\_ Date \_\_\_\_\_

Please complete and forward the application to:

2024 KCA Annual Conference Organiser  
C/- The Association Specialists Pty Ltd  
PO Box 576, Crows Nest NSW, 1585, AUSTRALIA  
Tel: +61 2 9431 8600 E: [conference@techtransfer.org.au](mailto:conference@techtransfer.org.au)

**Terms and Conditions:** Sponsorship will be confirmed on receipt of the signed sponsorship contract which will be sent to you once the application has been received. A letter of confirmation will then be provided to confirm the booking, together with a Tax Invoice for the total amount of the sponsorship, which must be paid within 30 days or prior to the conference (whichever is earlier). In the event of cancellation, a service fee of 25% applies for cancellations prior to the 23rd August 2024. No refunds will be made for cancellations after this date.