



# The Council for Australasian Tourism and Hospitality Education Conference 2023(CAUTHE)

*West, East, South, North: Redirecting research in  
tourism, hospitality and events*



## Sponsorship Prospectus

7 – 9 February 2023, Fremantle, Western Australia



# Welcome to the Council for Australasian Tourism and Hospitality Education Conference

You are invited to be part of The Council for Australasian Tourism and Hospitality Education (CAUTHE) Conference 2023, being held at the Esplanade Hotel Fremantle, 7-9 February. CAUTHE is the largest and most prestigious academic conference for hospitality, tourism and events in Australia. Each year, the conference expects to attract 150 national and international delegates which represents the perfect opportunity for your organisation to showcase what you do.

The 2023 CAUTHE Conference is co-hosted by Curtin University, Edith Cowan University and Murdoch University to reinforce the conference organisers' intention to showcase the best of Western Australia. The conference theme 'West, East, South, North: Redirecting research in tourism, hospitality and events' seeks to be inclusive and diverse. It will challenge educators and researchers to use new lenses to examine the biggest challenges faced by tourism, hospitality and events, globally and within our region.

The CAUTHE conference aims to bring together professionals, researchers and students to discuss the latest issues and challenges happening in the field. Prominent international and local speakers will provide fresh perspectives on current topics, relevant to a broad range of tourism stakeholders including the tourism industry.

## Why Sponsor?

Sponsors are an important part of our conference. Not only is it an opportunity for you to showcase what you do, but your involvement will help us to provide an excellent cost-effective conference and increase the range of participants.

Sponsorship will also expose your organisation to a wide-ranging audience in the tourism and hospitality industry. This will promote your organisation and its services, demonstrate support for this highly regarded event as well as display partnership with three important Western Australian universities and their tourism, hospitality and events programs.

## Sponsorship Packages

The following pages list the range of opportunities on offer to sponsors. The sponsorship and exhibition packages have been designed to cater for all budgets and are aimed to facilitate sponsorship at all levels. Sponsors and exhibitors at the conference will have the opportunity to interact with the delegates at the conference.

## Sponsorship Contact

We encourage you to contact the Conference Organisers to discuss the best sponsorship package to meet your budget and needs. If you have specific requirements or desired outcomes linked to your sponsorship, we would be happy to tailor a package to suit your organisation.

We hope to see you at the event.

## Conference Organising Committee

Kirsten Holmes, Curtin University, Conference Chair  
Joanna Pearce, Edith Cowan University, Scientific Committee  
Michael Volgger, Curtin University, Scientific Committee  
Diane Lee, Murdoch University, PhD/ECR/MCA Workshop Committee  
Michael Hughes, Murdoch University, PhD/ECR/MCA Workshop Committee  
Eunjung Kim, Edith Cowan University, PhD/ECR/MCA Workshop Committee  
Mingming Cheng, Curtin University, Social Media  
Yohei Okamoto, Murdoch University, Social Events

### Conference Organisers:

**Forum Group Events & Marketing**

Phone: +61 2 8667 0737

Email: [cauthe@forumgroupevents.com.au](mailto:cauthe@forumgroupevents.com.au)





## SPONSORSHIP PACKAGES

### Platinum Sponsor \$10,000 (GST inclusive)

As a platinum sponsor, you will have the highest profile during the Conference and exclusive opportunities to promote your organisation.

Platinum sponsorship includes the following benefits:

#### Complimentary registration

Three complimentary full-time registrations, inclusive of all social functions

#### During the Conference

- At the Conference venue, prominent signage will acknowledge your sponsorship
- During the Conference, your company logo will be featured in the main meeting room at all breaks and before all sessions showing your company as a platinum
- 5-minute address for the Tuesday official welcome reception
- Your company will be acknowledged during the opening of the Conference
- Your company logo will be placed on the lectern signage during the conference
- 350-word company profile in the conference program and conference website
- One full-colour A4 page advert placed in the conference program
- Four pull-up banners (provided by the sponsor), with two placed in the main plenary space and two in the main catering/foyer areas
- One exhibition booth (3m x 2m)
- Two delegate inserts (provided by the sponsor)\*

To achieve early exposure for platinum sponsor, a reply is required as soon as possible, along with full payment of \$10,000.

\*CAUTHE 2023 will not be providing satchel bags for delegates. As part of sustainable event, we are asking delegates to recycle past CAUTHE satchel bags. There will be a table near the registration desk where inserts will be placed for collection.





## Gold Sponsor \$5,000 (GST inclusive)

As a gold sponsor, you will have a high profile during the Conference and exclusive opportunities to promote your organisation.

### Option A

Welcome Reception including 5-minute address.

### Option B

Conference lanyards. Your logo will appear on the conference lanyards to be worn by every delegate attending the conference.

### Option C (Multiple Available)

Luncheon including 5-minute address.

### Other options

The event coordinator will be pleased to consider alternative sponsorship options commensurate with a gold sponsorship.

Gold sponsorship includes the following benefits:

#### Complimentary registration

Two complimentary full-time registrations, inclusive of all social functions

#### During the Conference

- At the Conference venue, prominent signage will acknowledge your sponsorship.
- During the Conference, your company logo will be featured in the main meeting room at all breaks and before all sessions showing your company as a gold sponsor.
- Your company will be acknowledged during the opening of the Conference.
- Your company logo will be placed on the lectern signage during the conference.
- 250-word company profile in the Conference Program and Conference Website
- ½ page advert in the Conference Program
- Three pull-up banners (provided by the sponsor), with one placed in the main plenary space and two in the main catering/foyer areas
- One exhibition booth (3m x 2m)
- One delegate insert (provided by the sponsor)\*

To achieve early exposure for gold sponsors, a reply is required as soon as possible, along with full payment of \$5,000.

\*CAUTHE 2023 will not be providing satchel bags for delegates. As part of sustainable event, we are asking delegates to recycle past CAUTHE satchel bags. There will be a table near the registration desk where inserts will be placed for collection.



## Silver Sponsor \$2,500 (GST inclusive)

### Option A

Name badges. Your company logo will be printed onto each name badge given to all delegates.

### Option B

Conference note pads. Your company logo will be printed on all 20-page A4 note pads.

### Option C

Conference pens. Your company logo will be printed on quality pens.

### Other Options

The event coordinator will be pleased to consider alternative sponsorship options commensurate with a silver sponsorship.

### Silver sponsorship includes the following sponsorship benefits:

#### Complimentary registration

One complimentary full-time registration, inclusive of all social functions

#### During the Conference

- At the Conference venue, prominent signage will acknowledge your sponsorship.
- During the Conference, your company logo will be featured in the main meeting room at all breaks and before all sessions showing your company as a silver sponsor.
- Your company will be acknowledged during the opening of the Conference.
- Your company logo will be placed on the lectern signage during the conference.
- 150-word company profile in the Conference Program and Conference Website
- ¼ page advert in the Conference Program
- Two pull-up banners (provided by the sponsor), with one placed in the main plenary space and one in the main catering/foyer areas
- One delegate insert (provided by the sponsor)\*

To achieve early exposure for silver sponsors, a reply is required as soon as possible, along with full payment of \$2,500.

\*CAUTHE 2023 will not be providing satchel bags for delegates. As part of sustainable event, we are asking delegates to recycle past CAUTHE satchel bags. There will be a table near the registration desk where inserts will be placed for collection.





## OTHER SPONSORSHIPS

### Dinner Sponsor \$7,700 (GST inclusive)

The conference dinner is the highlight of the social program and is well attended.

#### Conference dinner includes the following benefits:

- Conference dinner naming rights.
- At the dinner venue, prominent signage will acknowledge your sponsorship.
- Two dinner tickets
- Up to 5-minute address at the beginning of the dinner
- Up to 4 pull-up banners to be placed at the conference dinner venue
- 350-word company profile in the Conference Program and Conference Website
- ½ page advert in the Conference Program
- Two delegate inserts (provided by the sponsor)\*

\*CAUTHE 2023 will not be providing satchel bags for delegates. As part of sustainable event, we are asking delegates to recycle past CAUTHE satchel bags. There will be a table near the registration desk where inserts will be placed for collection.

### Conference Supporter \$660 (GST inclusive)

#### Conference Supporter includes the following sponsorship benefits:

##### During the Conference

- During the Conference, your company logo will be featured in the main meeting room at all breaks and before all sessions showing your company as a Conference Supporter.
- Your company will be acknowledged during the opening of the Conference.
- 50-word company profile in the Conference Program and Conference Website

To achieve early exposure for Conference Supporters, a reply is required as soon as possible, along with full payment of \$660.



## EXHIBITION OPPORTUNITY

### Exhibition Booth \$2,200 (GST inclusive)

Limited opportunity available- first come first serve basis.

Exhibiting your business at the CAUTHE 2023 Conference will provide you with exposure to approximately 250 delegates. All booths will be in the exhibition and catering area.

- One exhibition booth (3m x 2m)
- Velcro compatible wall panels
- Company name on fascia board
- Two spotlights
- One powerpoint
- Company logo on conference website and conference program
- 2 complimentary exhibition registrations including day catering (this does not include social functions or entrance to conference sessions)

## PROGRAM ADVERTISING

### Full Page Advert \$440 (GST inclusive)

### ½ Page Advert \$330 (GST inclusive)

### ¼ Page Advert \$220 (GST inclusive)

All advertisement will be in colour and artwork to be supplied by sponsor.

# Sponsorship Form

Please email this form to: [cauthe@forumgroupevents.com.au](mailto:cauthe@forumgroupevents.com.au)

Tel: +61 2 8667 0737

## Contact Details

Name:  Telephone:   
Position:  Mobile:   
Company Name:  Email:   
Address:   
State:  Postcode:

## Sponsorship Package

All prices are inclusive of GST.

All payments must be paid in AUD.

\*For other options please contact Forum Group

### Events & Marketing

- Platinum ..... \$10,000
- Gold ..... Option:  .....\$6,600
- Silver ..... Option:  .....\$4,500
- Dinner Sponsor..... \$7,700
- Conference Supporter ..... \$660
- Exhibition Booth ..... \$2,200
- Full Page Advert..... \$440
- Half Page Advert..... \$330
- Quarter Page Advert..... \$220

## Payment Method

Sponsorship agreement and a tax invoice will be sent upon receipt of your application form.

*\*Credit card payments incur a 3.5% surcharge.*

Please send me a **Tax Invoice** to make payment.

\*Credit Card

VISA     MasterCard     AMEX

Cardholder Name:

Card Number:

Signature:

Expiry Date:

### EFT (Electronic Funds Transfer)

Bank: St George Bank

Name of Account: Forum Group Events Pty Ltd

BSB: 112-879 Account Number: 428732069

Swift Code: SGBLAU2S

For further information please contact the CAUTHE Conference Secretariat Forum Group Events & Marketing:

Forum Group Events & Marketing

111 Flinders Street

Surry Hills, NSW, 2010

Email: [info@forumgroupevents.com.au](mailto:info@forumgroupevents.com.au)

Tel: +61 2 8667 0737

I have read the cancellation policy of this brochure and accept all of its conditions.

Name:  Position:

Signature:  Date:

## Terms, Conditions and Cancellation Policy

Please note to secure your booking at the CAUTHE Conference 2023 payment for your participation must be settled prior to the conference. Cancellations will only be accepted in writing, mailed or faxed and must be signed by the person whose signature appears on this form (or their nominee). Cancellations received prior to 1st December 2022 will have payments returned less a \$110 administration fee. Cancellations after that date will receive no refund and will be liable for payment of the balance should it not have been received by the cancellation date.