

UNIVERSITIES AUSTRALIA CONFERENCE 2020

NATIONAL CONVENTION CENTRE CANBERRA
25-27 FEBRUARY 2020

**PARTNERSHIP AND
EXHIBITION
PROSPECTUS**

Universities Australia is the voice of Australia's universities.

As the peak body for the sector, we advocate for the vast social, economic and cultural value of higher education and research to Australia and the world.

The Universities Australia Conference is the sector's pre-eminent event. Our 1,000 delegates are senior representatives from universities across the country, other peak bodies, unions and special interest groups. Run by the sector, for the sector, it is the must-attend event for all those who have an interest in what's happening in university education and research. It is also the go-to event in the higher education calendar for all those who wish to support, build relationships and do business with this dynamic and expanding sector.

The 12th annual conference is to be held 26 – 27 February 2020 in Canberra.

Universities Australia members are located all around Australia:



Why participate in this conference?

The Universities Australia Conference is Australia's leading event for organisations working in the education sector to increase brand exposure, develop long-lasting relationships and build business opportunities.



The sector

- The higher education sector is a significant part of the economy, contributing \$140 billion to GDP in 2014 and generating an export income of almost \$23 billion in 2017-18.
- With 246 campuses located around Australia and offshore, Australian universities educate 1.4 million students and employ over 130,000 full-time equivalent staff.

The program

- The program is structured around key national and international speakers who make news, stimulate debate and bring about changes to the higher education policy environment.
- Australian university Vice-Chancellors, Chancellors, senior university decision makers and senior managerial staff support this conference as chairs, speakers and delegates.
- The Minister for Education and other key ministers and opposition frontbenchers in portfolios of importance to higher education will be invited to participate.

The delegates

- Approximately two-thirds of the attendees are from Australian and overseas universities, with the remainder from government departments and agencies, ministerial offices, affiliated peak bodies and higher education-related lobby groups.
- The Universities Australia Conference has been incredibly successful with the number of delegates growing steadily over the years and it is expected to continue expanding.
- This range of attendees broadly reflects Universities Australia's intended target audience: government, business, education providers, university staff, philanthropic organisations, media, higher education sector agencies, and international institutions and organisations. A number of student representative organisations also attend.
- The 2019 conference attracted speakers and delegates from France, Fiji, New Zealand, Singapore, the Netherlands, the United Kingdom and the United States of America.

Who should partner and exhibit?

Universities Australia would be delighted to discuss partnership and exhibition opportunities with any organisations interested in being involved in the 2020 Universities Australia Conference. Your involvement as a partner or an exhibitor will provide opportunities to network, support and work with the higher education sector, and will be widely promoted in the lead up to and during the conference.

Involvement in this conference would lend itself particularly well to:

- Higher education organisations
- Training organisations
- Learning application developers
- Consultancies
- Local, state and federal government
- Financial organisations
- HR solutions
- Accounting software developers
- Collaboration tool developers
- Content management solutions developers
- Facilities management solutions
- IT support services
- Assisted learning technologies
- Internet based learning providers
- Technology companies (products and services)
- Board and governance portal platforms
- Marketing and advertising companies
- Furniture providers
- Audio visual suppliers

Venue

The conference will be held at the National Convention Centre Canberra (31 Constitution Avenue, Canberra) on 25 - 27 February 2020.

Highlights 2019

39 Australian universities represented by senior management

40+ exhibiting organisations

65+ high profile presenters

over **1,000** participants

Program

The program comprises a two day event with a third day reserved for complementary events including meetings or specialist sessions of other relevant bodies or academies.

Draft schedule

Tuesday 25 February 2020

6.00am - 2.30pm	Exhibition build
2.30pm - 4.30pm	Exhibitor bump-in
5.00pm - 6.00pm	Australian Awards for University Teaching
6:00pm–7:30pm	Welcome reception

Wednesday 26 February 2020

8:00am–9:45am	Conference welcome and opening keynote address
9:45am–10:15am	Morning tea
10:15am–11:30am	Plenary session
12noon–1:30pm	National Press Club Address
2:00pm–3:30pm	Concurrent sessions
3:30pm–4:00pm	Afternoon tea
4:00pm–5:30pm	Concurrent sessions
6:45pm–10:00pm	Conference dinner

Thursday 27 February 2020

7:30am–8:45am	Conference breakfast address
9:00am–10:30am	Plenary session
10:30am–11:00am	Morning tea
11:00am–12:30pm	Concurrent sessions
12:30pm–1:30pm	Lunch
1:30pm–2:30pm	Plenary session
2:30pm–2:45pm	Afternoon tea
2:45pm–3:45pm	Closing Plenary session
3:45pm–4:00pm	Conference Close
	Exhibitor bump-out

Please note

This schedule is provided as a guide only. Exact bump-in and bump-out times, conference session times and exhibition opening and closing times will be confirmed closer to the conference.

Further information

To discuss your involvement in the 2020 Universities Australia conference, please contact the Events Manager on +61 2 6285 8100 or by email events@universitiesaustralia.edu.au



PARTNERSHIP AT A GLANCE

BENEFITS	PLATINUM	GOLD					SILVER					BRONZE			
	Platinum Partner 1 Remaining \$28,000	Conference dinner Exclusive SOLD	Pitch It Clever Exclusive SOLD	Welcome Reception Exclusive SOLD	Plenary session 2 Remaining \$17,000	Conference satchel Exclusive SOLD	Concurrent Stream 3 available \$15,000	Transport Exclusive \$15,000	Breakfast Exclusive \$13,000	Coffee carts Exclusive \$12,000	Catering Exclusive \$11,000	Lanyard Exclusive SOLD	Smart phone app Exclusive SOLD	Stationery Exclusive SOLD	Information kiosk Exclusive SOLD
Complimentary registrations for the two-day conference	✓ up to 3	✓ up to 2	✓ up to 2	✓ up to 2	✓ up to 2	✓ up to 2	✓ one plus 50% discount on up to two purchased registrations	✓ one plus 50% discount on up to two purchased registrations	✓ one plus 50% discount on up to two purchased registrations	✓ one plus 50% discount on up to two purchased registrations	✓ one plus 50% discount on up to two purchased registrations	✓ 50% discount on up to two purchased registrations	✓ 50% discount on up to two purchased registrations	✓ 50% discount on up to two purchased registrations	✓ 50% discount on up to two purchased registrations
Complimentary tickets to the welcome reception	✓ up to 3	✓ up to 2	✓ up to 2	✓ up to 2	✓ up to 2	✓ up to 2	✓ included in registration as above	✓ included in registration as above	✓ included in registration as above	✓ included in registration as above	✓ included in registration as above	✓ included in registration as above	✓ included in registration as above	✓ included in registration as above	✓ included in registration as above
Complimentary tickets to the conference dinner	✓ up to 3	✓ up to 4	✓ up to 2												
Complimentary tickets to the National Press Club Address	✓ up to 3														
Complimentary tickets to the breakfast address	✓ up to 3								✓ up to 6						
Exclusive invitation to attend a networking event with Vice-Chancellors	✓ up to 2	✓ one	✓ one	✓ one	✓ one	✓ one									
Opportunity to provide digital advertisement in the conference e-satchel - up to 10MG	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo displayed on the conference website, phone app and acknowledged in the conference newsletter	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Organisational logo in conference handbook and logo and blurb on conference app	✓ 250 words	✓ 200 words	✓ 200 words	✓ 200 words	✓ 200 words	✓ 200 words	✓ 150 words	✓ 150 words	✓ 150 words	✓ 150 words	✓ 150 words	✓ 100 words	✓ 100 words	✓ 100 words	✓ 100 words
Reference in the Conference Program Committee Chair's welcome in the conference handbook	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo displayed on signage at the venue	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
90 second video to be shown	✓ Intermittently throughout the conference via the information kiosk	✓ at the beginning of the dinner	✓ 60 second video on Pitch It Clever page	✓ at the beginning of the welcome reception	✓ at the beginning of your chosen plenary session		✓ at the beginning of your chosen concurrent session	✓ to be played on loop in each coach for each segment	✓ to be played at the beginning of breakfast						
Exhibition space	✓ 6mx3m (incl 3 complimentary exhibitor passes)	✓ 25% discount on an exhibition space (incl 2 exhibitor registrations)	✓ 25% discount on an exhibition space (incl 2 exhibitor registrations)	✓ 25% discount on an exhibition space (incl 2 exhibitor registrations)	✓ 25% discount on an exhibition space (incl 2 exhibitor registrations)	✓ 25% discount on an exhibition space (incl 2 exhibitor registrations)	✓ 25% discount on an exhibition space (incl 2 exhibitor registrations)	✓ 25% discount on an exhibition space (incl 2 exhibitor registrations)	✓ 25% discount on an exhibition space (incl 2 exhibitor registrations)	✓ 25% discount on an exhibition space (incl 2 exhibitor registrations)	✓ 25% discount on an exhibition space (incl 2 exhibitor registrations)	✓ 25% discount on an exhibition space (incl 2 exhibitor registrations)	✓ 25% discount on an exhibition space (incl 2 exhibitor registrations)	✓ 25% discount on an exhibition space (incl 2 exhibitor registrations)	✓ 25% discount on an exhibition space (incl 2 exhibitor registrations)
Advert in conference handbook	✓ Single A4 page		On Pitch It Clever advert												
Option to lock in contract for 2 years	✓														
Opted-in delegate list - please see individual package for further details	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Plus additional benefits (detailed descriptions are given on the following pages)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

PLATINUM PARTNERSHIPS

Up to 6 available | \$28,000 (ex. GST)

The annual Universities Australia Higher Education Conference has gone from strength to strength with the ongoing support of key partners

The 2020 conference offers 6 Platinum Partnerships, with each package to include:

- an exclusive invitation from the Chair of Universities Australia for two senior representatives from your organisation to have high-level access to Vice-Chancellors from Australia's universities at a networking event, either prior to or during the conference. Your support will be formally acknowledged by the Chair, and your representative will be introduced to the Vice-Chancellors;
- access to the delegate list two weeks' prior to the conference in accordance with privacy laws (name, title, organisation and email);
- large exhibition space (6m x 3m) at the conference including three complimentary exhibitor passes;
- up to three full complimentary registrations to attend the two day conference, National Press Club Address, welcome reception, breakfast address and conference dinner;
- a 90 second video to be shown either at the beginning or end of a plenary session;
- your logo displayed on the conference website, conference phone app and acknowledged in the conference newsletter;
- reference in the Program Committee Chair's welcome in the conference handbook;
- your company logo and 250 word blurb included in the conference handbook, listed with other Platinum Partners;
- opportunity to place a digital advertisement (up to 10MG) in the conference e-satchel available for download by conference delegates from a dedicated page on the conference website*;
- a full page advert in the delegate program;
- your logo displayed in the conference plenary room for the duration of the conference; and
- option to lock in contract for two years with no price increase until 2022.

*In an effort to reduce the impact on the environment associated with the production of the conference, we are encouraging sponsors and exhibitors to reduce the number of printed materials that go to conference delegates. If you still wish to provide a physical insert to be included in the conference satchel, these can be purchased at a separate cost of \$2000 plus GST per 1 X double sided A4 page.

GOLD PARTNERSHIPS

Conference dinner | Exclusive | \$20,000 (ex. GST)

The key social event of the conference program attracts more than 600 guests.

The 2020 conference dinner will be held in the Great Hall at Parliament House.

This Gold Partnership package includes:

- an exclusive invitation from the Chair of Universities Australia for one senior representative from your organisation to have high-level access to Vice-Chancellors from Australia's universities at a networking event, either prior to or during the conference. Your support will be formally acknowledged by the Chair, and your representative will be introduced to the Vice-Chancellors;
- sole naming rights for the conference dinner;
- up to four complimentary tickets to the dinner;
- one allocated table in which the sponsor can invite dinner delegates to join them (the dinner guests must be in possession of a dinner ticket purchased either by the delegate themselves or the dinner sponsor on their behalf);
- a 90 second video to be shown at the beginning of the conference dinner as guests arrive;
- up to two complimentary registrations to attend the two day conference (includes the welcome reception, but does not include the National Press Club Address, breakfast address or additional dinner tickets);
- your logo displayed on the conference website, conference phone app and acknowledged in the conference newsletter;
- placement of an appropriately branded gift at each table setting (to be supplied by the conference dinner partner);
- your support will be formally acknowledged by the MC of the evening;
- your logo displayed on signage at the dinner venue;
- reference in the Program Committee Chair's welcome in the conference handbook;
- your company logo included in the conference handbook and 200 word blurb listed on the conference app;
- access to the delegate list two weeks' prior to the conference in accordance with privacy laws (name, title and organisation);
- opportunity to place a digital advertisement (up to 10MG) in the conference e-satchel available for download by conference delegates from a dedicated page on the conference website*; and
- 25% discount on an exhibition space including two complimentary exhibitor passes.

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GOLD PARTNERSHIPS

Pitch It Clever competition | Exclusive | \$20,000 (ex. GST)

Pitch it Clever is Universities Australia's annual competition challenging early career researchers to communicate, via video, their research and why it matters to a non-specialist audience.

In previous years, the competition has attracted 350,000 page views on the website. Judged by a selection of university Vice-Chancellors, this prestigious competition grows in strength each year. The winners are announced as part of the proceedings at the Conference Dinner.

This Gold Partnership package includes:

- an exclusive invitation from the Chair of Universities Australia for one senior representative from your organisation to have high-level access to Vice-Chancellors from Australia's universities at a networking event, either prior to or during the conference. Your support will be formally acknowledged by the Chair, and your representative will be introduced to the Vice-Chancellors;
- sole naming rights as the Pitch It Clever sponsor;
- branding on the Pitch It Clever web page with a link to your homepage;
- a 60 second video to be uploaded on the Pitch It Clever web page on the conference website;
- up to two complimentary registrations to attend the two day conference (includes the welcome reception, but does not include the National Press Club Address, breakfast address or additional dinner tickets);
- two complimentary conference dinner tickets;
- your logo displayed on the conference website, conference phone app and acknowledged in the conference newsletter;
- acknowledgement on the Pitch It Clever advert in the conference handbook;
- reference in the Program Committee Chair's welcome in the conference handbook;
- your company logo included in the conference handbook and 200 word blurb listed on the conference app;
- exposure to over 10,500 Twitter followers as the Pitch It Clever partner;
- access to the delegate list two weeks' prior to the conference in accordance with privacy laws (name, title and organisation);
- opportunity to place a digital advertisement (up to 10MG) in the conference e-satchel available for download by conference delegates from a dedicated page on the conference website*; and
- 25% discount on an exhibition space including two complimentary exhibitor passes.

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GOLD PARTNERSHIPS

Welcome reception | Exclusive | \$18,000 (ex. GST) **SOLD**

The welcome reception is the high-profile opening event of the conference.

Held on the Tuesday evening in the exhibition hall prior to the conference opening, the welcome reception provides exclusive opportunity for a partner to promote their brand in a relaxed setting primed for networking.

This Gold Partnership package includes:

- an exclusive invitation from the Chair of Universities Australia for one senior representative from your organisation to have high-level access to Vice-Chancellors from Australia's universities at a networking event, either prior to or during the conference. Your support will be formally acknowledged by the Chair, and your representative will be introduced to the Vice-Chancellors;
- sole naming rights for the welcome reception;
- up to four complimentary tickets to the welcome reception;
- a 90 second video to be shown at the beginning of the welcome reception as guests arrive;
- formal acknowledgement by the MC of the evening;
- your company logo displayed on signage at the event;
- your logo displayed on the conference website, conference phone app and acknowledged in the conference newsletter;
- up to two complimentary registrations to attend the two day conference (does not include the National Press Club Address, breakfast address or conference dinner);
- reference in the Program Committee Chairs' welcome in the conference handbook;
- your company logo included in the conference handbook and 200 word blurb listed on the conference app;
- opportunity to place a digital advertisement (up to 10MG) in the conference e-satchel available for download by conference delegates from a dedicated page on the conference website*;
- access to the delegate list two weeks' prior to the conference in accordance with privacy laws (name, title and organisation); and
- 25% discount on an exhibition space including two complimentary exhibitor passes.

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GOLD PARTNERSHIPS

Plenary session | Up to 4 available | \$17,000 (ex. GST)

The 2020 conference has an exciting opportunity for up to four Gold Partners to sponsor a plenary session in the program[^].

This Gold Partnership package includes:

- an exclusive invitation from the Chair of Universities Australia for one senior representative from your organisation to have high-level access to Vice-Chancellors from Australia's universities at a networking event, either prior to or during the conference. Your support will be formally acknowledged by the Chair, and your representative will be introduced to the Vice-Chancellors;
- a 90 second video to be shown at the beginning of your chosen plenary session;
- your logo displayed on the title slides of your chosen session;
- up to two complimentary registrations to attend the two day conference (includes the welcome reception, but does not include the National Press Club Address, breakfast address or additional dinner tickets);
- your logo displayed on the conference website, conference phone app and acknowledged in the conference newsletter;
- opportunity to place a digital advertisement (up to 10MG) in the conference e-satchel available for download by conference delegates from a dedicated page on the conference website*;
- reference in the Program Committee Chair's welcome in the conference handbook;
- access to the delegate list two weeks' prior to the conference in accordance with privacy laws (name, title and organisation);
- your company logo included in the conference handbook and 200 word blurb listed on the conference app; and
- 25% discount on an exhibition space including two complimentary exhibitor passes

*In an effort to reduce the impact on the environment associated with the production of the conference, we are encouraging sponsors and exhibitors to reduce the number of printed materials that go to conference delegates. If you still wish to provide a physical insert to be included in the conference satchel, these can be purchased at a separate cost of \$2000 plus GST per 1 X double sided A4 page.

[^]Plenary session sponsors will be allocated the opportunity to choose their preferred session dependant on receipt of booking and payment.

GOLD PARTNERSHIPS

Conference satchel | Exclusive | \$17,000 (ex. GST)

With one provided to each delegate, the conference satchel provides exclusive opportunity for one partner to promote their brand extensively during, and after, the conference.

The conference satchel will be sourced and designed by Universities Australia in close consultation with the Partner, with a small Universities Australia logo also placed on the satchel.

This Gold Partnership package includes:

- an exclusive invitation from the Chair of Universities Australia for one senior representative from your organisation to have high-level access to Vice-Chancellors from Australia's universities at a networking event, either prior to or during the conference. Your support will be formally acknowledged by the Chair, and your representative will be introduced to the Vice-Chancellors;
- sole naming rights;
- company logo placement on the satchel;
- up to two complimentary registrations to attend the two day conference (includes the welcome reception, but does not include the National Press Club Address, breakfast address or conference dinner);
- your logo displayed on the conference website, conference phone app and acknowledged in the conference newsletter;
- opportunity to place a digital advertisement (up to 10MG) in the conference e-satchel available for download by conference delegates from a dedicated page on the conference website*;
- reference in the Program Committee Chair's welcome in the conference handbook;
- access to the delegate list two weeks' prior to the conference in accordance with privacy laws (name, title and organisation);
- your company logo included in the conference handbook and 200 word blurb listed on the conference app; and
- 25% discount on an exhibition space including two complimentary exhibitor passes

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SILVER PARTNERSHIPS

Concurrent stream | Up to 3 available | \$15,000 (ex GST)

The 2020 conference has an exciting opportunity for up to three Gold Partners to sponsor a concurrent stream in the program.

This Silver Partnership package includes:

- a 90 second video to be shown in each of the rooms for your chosen concurrent session;
- one complimentary registration to attend the two day conference (includes the welcome reception, but does not include the National Press Club Address or conference dinner or additional breakfast tickets);
- 50% discount on up to two registrations to attend the two day conference; (includes the welcome reception but does not include the National Press Club Address, breakfast address or conference dinner);
- your logo displayed on the conference website, conference phone app and acknowledged in the conference newsletter;
- opportunity to place a digital advertisement (up to 10MG) in the conference e-satchel available for download by conference delegates from a dedicated page on the conference website*;
- your logo displayed on signage in each of the rooms for your chosen concurrent session;
- your logo displayed on the title slide in each of the rooms of your chosen concurrent session;
- reference in the Program Committee Chair's welcome in the conference handbook;
- access to the delegate list two weeks' prior to the conference in accordance with privacy laws (name, title and organisation);
- your company logo included in the conference handbook and 150 word blurb listed on the conference app; and
- 25% discount on an exhibition space including two complimentary exhibitor passes.

*In an effort to reduce the impact on the environment associated with the production of the conference, we are encouraging sponsors and exhibitors to reduce the number of printed materials that go to conference delegates. If you still wish to provide a physical insert to be included in the conference satchel, these can be purchased at a separate cost of \$2000 plus GST per 1 X double sided A4 page.

SILVER PARTNERSHIPS

Transport | Exclusive | \$15,000 (ex. GST)

An opportunity for one partner to showcase their brand on all conference coaches for the duration of the conference.

This Silver Partnership package includes:

- branding on all conference coaches including transfers to the National Press Club Address and conference dinner;
- opportunity to place one A5 flyer on each seat in each coach for the conference dinner segments;
- your logo displayed on the conference website, conference phone app and acknowledged in the conference newsletter;
- your organisational video played on loop on each coach for the duration of each bus segment;
- one complimentary registration to attend the two day conference (includes the welcome reception, but does not include the National Press Club Address, conference dinner or additional breakfast tickets);
- 50% discount on up to two registrations to attend the two day conference (includes the welcome reception but does not include the National Press Club Address, breakfast address or conference dinner);
- opportunity to place a digital advertisement (up to 10MG) in the conference e-satchel available for download by conference delegates from a dedicated page on the conference website*;
- reference in the Program Committee Chair's welcome in the conference handbook;
- your company logo included in the conference handbook and 150 word blurb listed on the conference app;
- access to the delegate list two weeks' prior to the conference in accordance with privacy laws (name, title and organisation); and
- 25% discount on an exhibition space including two complimentary exhibitor passes.

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SILVER PARTNERSHIPS

Breakfast address | Exclusive | \$13,000 (ex. GST)

Attracting more than 400 delegates, the extremely popular scene-setting keynote breakfast address is held on the second morning of the conference.

This Silver Partnership package includes:

- up to six complimentary tickets to the breakfast event;
- formal acknowledgment by the breakfast MC;
- your logo displayed on the conference website, conference phone app and acknowledged in the conference newsletter;
- one complimentary registration to attend the two day conference (includes the welcome reception, but does not include the National Press Club Address, conference dinner or additional breakfast tickets);
- 50% discount on up to two registrations to attend the two day conference (includes the welcome reception but does not include the National Press Club Address, breakfast address or conference dinner);
- opportunity to place a digital advertisement (up to 10MG) in the conference e-satchel available for download by conference delegates from a dedicated page on the conference website*;
- reference in the Program Committee Chairs' welcome in the conference handbook;
- your company logo included in the conference handbook and 150 word blurb listed on the conference app;
- a 90 second video to be shown at the beginning of the breakfast;
- access to the delegate list two weeks' prior to the conference in accordance with privacy laws (name, title and organisation);
- your logo displayed on signage at the breakfast venue; and
- 25% discount on an exhibition space including two complimentary exhibitor passes.

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SILVER PARTNERSHIPS

Coffee cart | Exclusive | \$12,000 (ex. GST)

Highly sought after and strategically placed throughout the exhibition hall, coffee carts provide an excellent opportunity for a partner to promote their brand to conference delegates seeking their morning (and afternoon) coffee.

This Silver Partnership package includes:

- sole naming rights;
- your logo displayed on the three coffee carts;
- 2000 branded coffee cups;
- branded aprons for the baristas;
- your logo displayed on the conference website, conference phone app and acknowledged in the conference newsletter;
- one complimentary registration to attend the two day conference (includes the welcome reception, but does not include the National Press Club Address, conference dinner or addition breakfast tickets);
- 50% discount on up to two registrations to attend the two day conference; (includes the welcome reception but does not include the National Press Club Address, breakfast address or conference dinner);
- opportunity to place a digital advertisement (up to 10MG) in the conference e-satchel available for download by conference delegates from a dedicated page on the conference website*;
- your company logo included in the conference handbook and 150 word blurb listed on the conference app;
- access to the delegate list two weeks' prior to the conference in accordance with privacy laws (name, title and organisation);
- reference in the Program Committee Chairs' welcome in the conference handbook; and
- 25% discount on an exhibition space including two complimentary exhibitor passes.

*In an effort to reduce the impact on the environment associated with the production of the conference, we are encouraging sponsors and exhibitors to reduce the number of printed materials that go to conference delegates. If you still wish to provide a physical insert to be included in the conference satchel, these can be purchased at a separate cost of \$2000 plus GST per 1 X double sided A4 page.

SILVER PARTNERSHIPS

Catering | Exclusive | \$11,000 (ex. GST)

An excellent opportunity for one partner to promote their brand at morning and afternoon tea and lunch breaks to all conference delegates.

This Silver Partnership package includes:

- sole naming rights;
- branding on catering tables during meal breaks;
- your logo displayed on the conference website, conference phone app and acknowledged in the conference newsletter;
- one complimentary registration to attend the two day conference (includes the welcome reception but does not include the National Press Club Address, breakfast address or conference dinner);
- 50% discount on up to two registrations to attend the two day conference; (includes the welcome reception but does not include the National Press Club Address, breakfast address or conference dinner);
- opportunity to place a digital advertisement (up to 10MG) in the conference e-satchel available for download by conference delegates from a dedicated page on the conference website*;
- reference in the Steering Program Committee Chair's welcome in the conference handbook;
- access to the delegate list two weeks' prior to the conference in accordance with privacy laws (name, title and organisation);
- your company logo included in the conference handbook and 150 word blurb listed on the conference app; and
- 25% discount on an exhibition space including two complimentary exhibitor passes.

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BRONZE PARTNERSHIPS

Conference lanyards | Exclusive \$7,500(ex GST)

With one issued to each delegate, the conference lanyard provides exclusive opportunity for one partner to promote their brand extensively during, and after the conference. The conference lanyard will be sourced and designed by Universities Australia in close consultation with the partner.

This Bronze Partnership package includes:

- sole naming rights;
- logo placement on the lanyard;
- your logo displayed on the conference website, conference phone app and acknowledged in the conference newsletter;
- 50% discount on up to two registrations to attend the two day conference (includes the welcome reception but does not include the National Press Club Address, breakfast address or conference dinner);
- opportunity to place a digital advertisement (up to 10MG) in the conference e-satchel available for download by conference delegates from a dedicated page on the conference website*;
- reference in the Program Committee Chair's welcome in the conference handbook;
- access to the delegate list two weeks' prior to the conference in accordance with privacy laws (name, title and organisation);
- your company logo included in the conference handbook and 100 word blurb listed on the conference app; and
- 25% discount on an exhibition space including two complimentary exhibitor passes.

Conference phone app | Exclusive \$7,500 (ex. GST) **SOLD**

Providing easy access to all conference related information, the conference phone app creates an exciting opportunity for one partner to ensure that their brand is within reach of every conference delegate.

This Bronze Partnership package includes:

- sole naming rights;
- corporate branding and information about your organisation on the conference phone app;
- your logo displayed on the conference website, conference phone app and acknowledged in the conference newsletter;
- 50% discount on up to two registrations to attend the two day conference; (includes the welcome reception but does not include the National Press Club Address, breakfast address or conference dinner);
- opportunity to place a digital advertisement (up to 10MG) in the conference e-satchel available for download by conference delegates from a dedicated page on the conference website*;
- reference in the Program Committee Chair's welcome in the conference handbook;
- access to the delegate list two weeks' prior to the conference in accordance with privacy laws (name, title and organisation);
- your company logo included in the conference handbook and 100 word blurb listed on the conference app; and
- 25% discount on an exhibition space including two complimentary exhibitor passes.

*In an effort to reduce the impact on the environment associated with the production of the conference, we are encouraging sponsors and exhibitors to reduce the number of printed materials that go to conference delegates. If you still wish to provide a physical insert to be included in the conference satchel, these can be purchased at a separate cost of \$2000 plus GST per 1 X double sided A4 page.

BRONZE PARTNERSHIPS

Conference stationary | Exclusive \$7,500(ex GST)

With a pair provided to each delegate, the conference notebook and pen provide an exclusive opportunity for one partner to promote their brand extensively during, and after, the conference. The conference stationery be sourced and designed by Universities Australia in close consultation with the partner.

This Bronze Partnership package includes:

- sole naming rights;
- company logo placement on the notepad and pen;
- your logo displayed on the conference website, conference phone app and acknowledged in the conference newsletter;
- 50% discount on up to two registrations to attend the two day conference; (includes the welcome reception but does not include the National Press Club Address, breakfast address or conference dinner);
- opportunity to place a digital advertisement (up to 10MG) in the conference e-satchel available for download by conference delegates from a dedicated page on the conference website*;
- reference in the Program Committee Chair's welcome in the conference handbook;
- access to the delegate list two weeks' prior to the conference in accordance with privacy laws (name, title and organisation);
- your company logo included in the conference handbook and 100 word blurb listed on the conference app; and
- 25% discount on an exhibition space including two complimentary exhibitor passes.

Information kiosk | Exclusive \$6,000 (ex. GST) **SOLD**

Located in prominent areas throughout the National Convention Centre foyer and exhibition space, the information kiosks keep delegates in the loop. Opportunity exists for one partner to sponsor up to four of these kiosks, ensuring delegates know what's happening.

This Bronze Partnership package includes:

- sole naming rights;
- company logo placement on (or around) the kiosks;
- your logo displayed on the conference website, conference phone app and acknowledged in the conference newsletter;
- 50% discount on up to two registrations to attend the two day conference; (includes the welcome reception but does not include the National Press Club Address, breakfast address or conference dinner);
- opportunity to place a digital advertisement (up to 10MG) in the conference e-satchel available for download by conference delegates from a dedicated page on the conference website*;
- reference in the Program Committee Chair's welcome in the conference handbook;
- access to the delegate list two weeks' prior to the conference in accordance with privacy laws (name, title and organisation);
- your company logo included in the conference handbook and 100 word blurb listed on the conference app; and
- 25% discount on an exhibition space including two complimentary exhibitor passes.

*In an effort to reduce the impact on the environment associated with the production of the conference, we are encouraging sponsors and exhibitors to reduce the number of printed materials that go to conference delegates. If you still wish to provide a physical insert to be included in the conference satchel, these can be purchased at a separate cost of \$2000 plus GST per 1 X double sided A4 page.

EXHIBITION OPPORTUNITIES

The exhibition is a vibrant and energetic feature at the Universities Australia conference. The exhibition will be held in the Exhibition Hall and will be the location for the welcome reception and where all conference catering will be served throughout the conference. This has been designed to maximise exposure and opportunities for contact between delegates and exhibitors.

Inclusions:

- two complimentary exhibitor registrations*;
- your logo displayed on the conference website and the conference phone app;
- your company logo listed in the conference handbook and a 75 word blurb included in the conference app;
- access to the delegate list one week prior to the conference in accordance with privacy laws (name, title and organisation);
- corporate signage on booth fascia;
- booth walls (as per the floor plan)**;
- 2 x 150 watt track lighting for 3mx3m booths and 4 x 150 watt track lighting for 6m x 3m booths; and
- 1 double outlet, 4 amp capacity power point.
- please note furniture is not part of this package and can be arranged separately through SBX***

* Exhibitor registrations include all catering, and access to the welcome reception on Tuesday 25 February 2020. Exhibitor registrations do not provide access to the conference sessions, National Press Club Address, breakfast address or the conference dinner. Tickets to the social events can be purchased separately. To attend conference sessions a full conference registration must be purchased.

**Booth walls come as white melamine panels. There is opportunity to brand the walls as per the picture below at the exhibitor's expense.

***The official exhibition supplier for the 2020 conference is SBX. They will be able to assist you with any design requirements, furniture hire, audio visual and electrical requirements and graphics and signage. <https://www.sbx.biz/>



P.O. Box 402
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 ACT 2609

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 AUSTRALIA

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ORGANISER

SBX CONTACT
 Kerry Marshall

PLAN BASED ON
DELEGATES No.

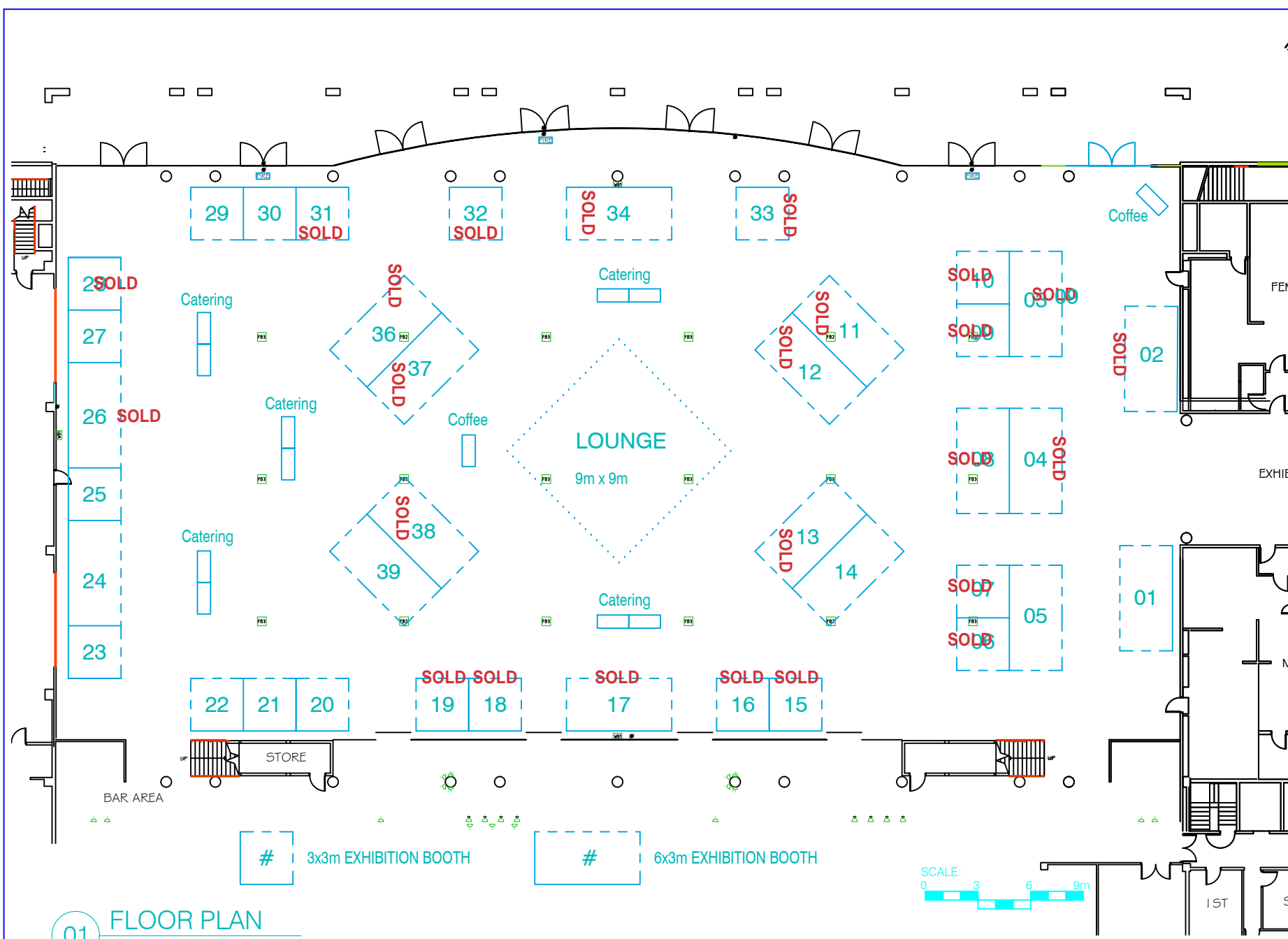
DWG No.

SCALE
 1:300

DATE
 14/11/2019

SHEET No.

REVISION NO.
8



01 FLOOR PLAN
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Universities Australia Conference 2020

Exhibition Hall, National Convention Centre, Canberra ACT

TERMS AND CONDITIONS

1. Partner and exhibition packages will be allocated in order of receipt of signed booking forms.
2. Universities Australia accepts no liability for damage to exhibits by loss, damage, theft, fire, water, storms, strikes, riots or any cause whatsoever.
3. Universities Australia reserves the right to alter the exhibition floor plan if and when required. Any changes will be communicated to all affected sponsors and exhibitors.
4. Exhibits must not be removed, and displays must not be dismantled either partly or in total before the exhibition closing time on the last day of the conference.
5. Partners may only conduct competitions or offer prizes with the permission of Universities Australia.
6. Any food or beverage giveaways must be approved by Universities Australia and the National Convention Centre Canberra.
7. The partner undertakes that they will not hold any events, educational or social functions at the same time as official conference program sessions or social functions.
8. Partners and exhibitors will be required to provide proof of Public Liability Insurance.
9. All custom booth designs must be approved by Universities Australia and the National Convention Centre Canberra.
10. If an external custom booth supplier is engaged to provide a custom booth, they must liaise with Universities Australia and SBX in relation to all requirements including venue access, timings, booth build and rigging.

PAYMENT DETAILS

1. A confirmation letter and invoice will be sent upon receipt of the signed booking form.
2. If payment is not received within 30 days of receipt of invoice the booking may be cancelled and the package made available for sale.
3. Cancellations of partnership packages/exhibition booth bookings must be made in writing.
4. Cancellations received 60 days or more prior to the commencement of the conference will receive a full refund only if Universities Australia is able to resell the package in question.
5. Cancellations made within 60 days of the commencement of the conference will result in full forfeiture of all monies paid.
6. All prices stated are GST exclusive.

BOOKING FORM

Organisation name

Contact person

Position

Address

City

State

Postcode

Phone

Mobile phone

Email

PARTNERSHIP PACKAGES (please tick chosen package/s)

Sponsorship	Unit cost	Sponsorship	Unit cost	Sponsorship	Unit cost
Platinum Partner	\$28,000	Concurrent stream	\$15,000	Conference lanyards	\$7,500
Conference Dinner	SOLD	Transport	\$15,000	Conference phone app	SOLD
Pitch It Clever	\$20,000	Conference breakfast	\$13,000	Conference stationery	\$7,500
Welcome Reception	SOLD	Coffee carts	\$12,000	Information kiosk	SOLD
Plenary Session	\$17,000	Catering	\$11,000		
Conference satchel	\$17,000			Total	

All prices are ex GST

EXHIBITION SPACE

Exhibition space type	number required	Unit cost (ex GST)	Unit cost (ex GST) minus 25% (for selected partnership packages only)
Large exhibition space (6mx3m)		\$4,200	\$3,150
Standard exhibition space (3mx3m)		\$3,500	\$2,625
Additional exhibitor pass		\$450	n/a

BOOTH SELECTION

Preferred booth numbers

1. _____
2. _____
3. _____

Please complete details over page

PAYMENT SUMMARY

Sponsorship total	\$
Exhibition booth	\$
Additional exhibitor staff	\$
Total amount to be invoiced	\$

TERMS AND CONDITIONS

We agree to the terms and conditions as relating to Partnership and/or Exhibition of the 2020 Universities Australia Conference outlined on the previous page.

Signature _____

Date _____

Please return your completed form to events@universitiesaustralia.edu.au

If you have any questions please call the Events Manager on 02 6285 8100.



universitiesaustralia.edu.au/conference