

QUESTnet 2021

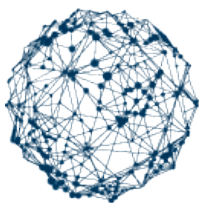
2021: ENABLE & PROTECT TOGETHER

14-16 July 2021 • QUT, Kelvin Grove



SPONSORSHIP AND EXHIBITION PROSPECTUS





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Opportunity Overview

WELCOME/INVITATION TO SPONSOR

As we enter a new decade and with the adaptations required in response to COVID-19, technology is playing an ever-increasing role in our lives. We are continuously connected, developing and consuming information in more ways than ever before. The communities we support expect the highest quality services from our institutions and they are seeking digital services that enable them to be more effective and creative. Our communities also seek services that are seamless, easy to use and technology that integrates into its physical and digital environment.

In this changed environment, QUESTnet 2021 will be incorporating the digital realm into the physical conference as a hybrid conference, offering opportunities extending beyond the physical conference and enabling the conference to be accessed by a wider audience.

Whilst we strive to enable our communities, the Higher Education sector overall is seeing ever increasing threats emerge and we continue to work together to develop capabilities that protect and secure our institutions and ensure that the valuable information and digital assets within our institutions are safe.

The three day conference, at the Queensland University of Technology, is expected to attract over 300 delegates. The program will include some exciting social activities and sessions. There will be an interesting mix of keynotes speakers, training, collaborative workshops and presentations from the sector and industry.

We look forward to welcoming you to QUESTnet 2021!

CONFERENCE DETAILS

Exhibition Dates: 14-16 July 2021
(Sponsor and exhibitor bump in on Wednesday 14 July 2021)

Exhibition Venue: Queensland University of Technology, Kelvin Grove Campus
149 Victoria Park Road
Kelvin Grove QLD 4059

CONFERENCE SECRETARIAT

Conference Secretariat: Conference Logistics
PO Box 6150, Kingston ACT 2604
P: +61 2 6281 6624 • E: questnet@conlog.com.au

Conference Website: www.questnet.net.au





Benefits of Sponsorship

QUESTnet 2021 aims to provide an excellent opportunity for your organisation to:

- Gain face-to-face exposure to Australia's leading ICT professionals and opinion leaders in the sector;
- Maintain a high profile with your target markets;
- Network with industry delegates and evaluate market trends to generate new business opportunities;
- Mix informally with key technical decision-makers, building and enhancing your relationship;
- Maintain and build brand awareness;
- Demonstrate your involvement, commitment and support of the sector; and
- Launch new products and services.

About the Organising Committee

Queensland University of Technology and University of the Sunshine Coast are the co-hosts for the QUESTnet 2021 Conference.

The Organising Committee includes:

- **Andrei Clewett**, Director, Information Technology, University of the Sunshine Coast
- **Andre Dreyer**, Service & Project Manager, Queensland University Directors of Information Technology
- **Scott Sorley**, Executive Director (ICT Services), University of Southern Queensland
- **Gina White**, Director, Technology Services, Southern Cross University
- **Kathy Wheeler**, Executive Officer, Queensland University Directors of Information Technology
- **Paul Sheeran**, Associate Director, IT Governance, University of Queensland
- **Michael Boyle**, Associate Director, Infrastructure Services, Queensland University of Technology
- **Dom Lacanau**, Network, Security and Data Centre Operations Manager, Queensland University of Technology
- **Michael Lymbery**, Manager, Infrastructure Provisioning, Southern Cross University
- **Jodie Black**, IT Change Manager, Information Technology, University of the Sunshine Coast

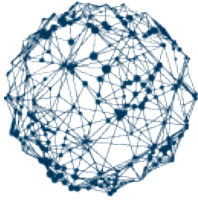
Sponsorship at a glance

	Platinum - SOLD \$27,500 inc GST	Gold \$16,000 inc GST	Silver \$6,660 inc GST	Breakfast Workshops* \$2,220 inc GST
Naming rights to Conference Dinner	✓			
Branding of either Conference Satchel OR Shirt	✓	✓ Subject to Platinum		
Host/Branding of one selected item (refer page 8 for options)		✓		
Recognition on sponsor page of website	✓	✓	✓	✓
Hyperlink to organisation website	✓	✓	✓	✓
Opportunity to present or sponsor high profile keynote/plenary in main program	✓			
Opportunity to present in program	✓	✓		
Items included in delegate satchel	3 items	2 items	1 items	
Electronic list (PDF) opt-in delegates	✓	✓	✓	✓
Complimentary full registrations	3 registrations	2 registrations	1 registration	1 registration
Organisation profile on conference app	300 words	250 words	100 words	100 words
Logo displayed on sponsor slide throughout conference	✓	✓	✓	✓
Exhibition display area	4m x 2m	2m x 2m		

Virtual Inclusions	Platinum	Gold	Silver
Virtual exhibition space	✓	✓	✓
Complimentary virtual registrations	5 registrations	3 registrations	2 registrations
Scrolling banner in online portal	✓ (conference duration)	✓ (1 day)	✓ (1 day)
Brochure (pdf) in virtual conference satchel on website	✓	✓	✓
Logo and profile in pre-conference EDM	✓	✓	✓

* Breakfast sponsorships are first right of refusal for Platinum and Gold Sponsorships and are additional costs

Other sponsorship items/add ons available on request/negotiation. Please contact Conference Logistics if you have any sponsorship ideas you would like to discuss.



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SPONSORSHIP PACKAGES



Platinum Sponsor
(exclusive opportunity)

SOLD!

\$27,500 (inc GST)

The Platinum Sponsor is our key partner in the successful execution of QUESTnet 2021. We will work alongside you to provide opportunities to promote your organisation both in the prelude to and during the conference. This opportunity provides your organisation with exceptional commercial rewards via your participation in this prestigious networking event.

As a Platinum Sponsor, your organisation will benefit from the highest level of exposure and representation with the following entitlements:

HOSTING/BRANDING OF THE:

- Conference Gala Dinner

BRANDING OF ONE OF THE FOLLOWING:

- Conference shirt OR
- Conference satchel

BENEFITS:

- Naming rights to the nominated item
- Branding of Conference t-shirt, to be provided to physical delegates, with an "opt in" option for virtual delegates (virtual delegate to pay for postage, or have a pickup option for their colleagues attending the physical conference)
- Recognition as the Platinum Sponsor (with organisational logo):
 - + on the home page of the official Conference website, including a hyperlink to the company home page,
 - + on conference session holding slides at the commencement and conclusion of sessions, with announcements by Session Chair of organisation support in the opening and closing sessions
- Inclusion of organisational logo and 300 word profile in the Conference App

- Opportunity to present or sponsor a high-profile keynote/plenary presenter in the main program (45 minutes inclusive of question time), to also be livestreamed to virtual attendees, OR a 3 hour training session in a technology domain stream

Content, speaker and presentation time are subject to approval by the Conference Program Committee and must fit within the conference theme. Plenary presentations are to be of a vendor-agnostic technology trend or case study format, and not a sales and marketing pitch

Includes logo placement:

- + on holding slides for the session
 - + wherever the speaker/session is mentioned in the program and online
- Promotional brochures and videos included on the Conference App
 - Exclusive opportunity for a company representative to meet with the QUESTnet Board of Management for ½ hour prior to the Board Meeting at QUESTnet 2021
(Presentation to the Board may include brief company overview, also to include company view on contemporary topic/topic of interest, incorporating case study and how value has been provided to the organisation via the case study)
 - Invitation extended for 2 company representatives to attend an informal Meet and Greet with QUESTnet Chief Information Officers during QUESTnet 2021
 - Provision of pull up sponsor banner near registration desk and on stage in the plenary session for conference duration
 - First right of refusal to one breakfast workshop at \$2,220 inc GST. Breakfast workshops will be subject to availability and offered in the sponsorship booking order (refer to page 11 for details). Workshops must be booked in with the approval of the Conference Program Committee and made available to all delegates through the registration process. There is a limit of one breakfast workshop per sponsor
 - Priority choice of 4m x 2m exhibition display area (space only)
 - Option to provide 5 minute video recording to be played on a tv in the exhibition area
 - Complimentary full registration for three delegates (inclusive of conference sessions attendance, morning/afternoon teas, luncheons, conference dinner and welcome reception)

- Additional representatives for the physical conference may be registered as an Exhibitor Staff Pass (Exhibitor Staff pass includes daytime catering and welcome reception but does not include access to conference sessions or the conference dinner)
- An electronic list of opt-in delegates two weeks prior to the Conference (name, position, organisation and state only in PDF format), and updated post conference

VIRTUAL BENEFITS:

- Recognition as the Platinum Sponsor (with organisational logo)
 - + in main conference header and on sign in screen for OnAir, the online conference portal
- Inclusion of organisational logo:
 - + virtual placement in bottom right corner of screens in allocated plenary session streaming
 - + in the virtual exhibition space profile
 - + on the OnAir sign details reminder email (1 day pre conference)
 - + in pre conference EDMs, with company profile and option to include short promo video link in scheduled EDM (sponsor to put together and provide link)
- Promotional brochures and videos included:
 - + in the virtual exhibition space profile
 - + in a virtual conference satchel on the conference website
- Scrolling sponsor banner on Conference App and in OnAir
- Complimentary virtual registrations for five delegates (includes access to recordings post event)
- Virtual exhibition space, first listed, to meet with virtual delegates during specified break times in the conference program (includes company logo & company profile)



Gold Sponsor
(10 opportunities available)

\$16,000 (inc GST)

HOST/BRANDING OF ONE THE FOLLOWING & NAMING RIGHTS TO SELECTED OPTION:

- Host of Conference Welcome Reception **(1 available)**
- Branding of the Conference Lanyards & Name Badges including logo and acknowledgement via the OnAir online portal **(1 available)**
- Branded refillable water bottle (includes donation to charity organisation on behalf of virtual delegates) Sponsor to be acknowledged as making the donation via online portal and via EDMs, and video played referencing the charity and sponsor prior to breaks during the conference (sponsor to provide video) **(1 available)**
- Naming rights to coffee station, with provision of pull up banner next to coffee station. **(1 available)**
- Conference satchel (subject to Platinum Sponsor branding selection) **(1 available)**
- Hand sanitiser (includes donation to charity organisation on behalf of virtual delegates) Sponsor to be acknowledged as making the donation via online portal and via EDMs, and video played referencing the charity and sponsor prior to breaks during the conference (sponsor to provide video) **(1 available)**
- Face masks (includes donation to charity organisation on behalf of virtual delegates) Sponsor to be acknowledged as making the donation via online portal and via EDMs, and video played referencing the charity and sponsor prior to breaks during the conference (sponsor to provide video) **(1 available)**
- Branding of Conference App, including sponsor logo on App home screen **(1 available)**
- Branding of notepad & pen **(1 available)**
- Host of Friday Afternoon Activity **(1 available)**

BENEFITS:

- Recognition as a Gold Sponsor (with organisational logo):
 - + on the sponsor page of the official Conference website, including a hyperlink to the company home page,
 - + on conference session holding slides at the commencement and conclusion of sessions, with announcements by Session Chair of organisation support in the opening and closing sessions
- Opportunity to present in one of the technology domain streams (30 minutes inclusive of question time) to also be livestreamed to virtual attendees OR a 1.5 hour training session in a technical domain stream

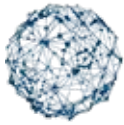
Content, speaker and presentation time are subject to approval by the Conference Program Committee and should fit with the conference theme. Presentations are to be of a vendor-agnostic technology trend or case study format, and not a sales and marketing pitch

Includes logo placement on holding slides for the session

- Promotional brochures and videos included on the Conference App
- Invitation extended for 2 company representatives to attend an informal Meet and Greet with QUESTnet Chief Information Officers during QUESTnet 2021
- Complimentary full registration for two delegates (inclusive of conference sessions attendance, morning/afternoon teas, luncheons, conference dinner and welcome reception)
- Additional representatives may be registered as an Exhibitor Staff Pass (Exhibitor Staff pass includes daytime catering and welcome reception but does not include access to conference sessions or the conference dinner)
- 2m x 2m exhibition display area (space only)
- Option to provide 5 minute video recording to be played on a tv in the exhibition area
- An electronic list of opt-in delegates two weeks prior to the Conference (name, position, organisation and state in PDF format), updated post conference
- First right of refusal to one breakfast workshop at \$2,220 inc GST. Workshops will be subject to availability and offered in the sponsorship booking order (refer to page 11 for details). Workshops must be booked in with the approval of the Conference Program Committee and made available to all delegates through the registration process. There is a limit of one breakfast workshop per sponsor

VIRTUAL BENEFITS:

- Recognition as a Gold Sponsor (with organisational logo):
 - + on scrolling banner in OnAIR, the online conference portal, for one conference day
- Inclusion of organisational logo:
 - + in the virtual exhibition space profile
 - + in pre conference EDM, with company profile and option to include short promo video link in scheduled EDM (sponsor to put together and provide link)
 - + virtual placement in bottom right corner of screens in allocated technology domain session streaming
- Promotional brochures and videos included:
 - + in the virtual exhibition space profile
 - + in a virtual conference satchel on the conference website
- Complimentary virtual registration for three delegates (includes access to recordings post event)
- Virtual exhibition space, to meet with virtual delegates during specified break times in the conference program (includes company logo & company profile)



Silver Sponsor
(15 opportunities available)

\$6,660 (inc GST)

BENEFITS:

- Recognition as Silver Sponsor (with organisational logo)
 - + on the sponsor page of the official Conference website, including a hyperlink to the company home page,
 - + on conference session holding slides at the commencement and conclusion of sessions, with announcements by Session Chair of organisation support in the opening and closing sessions
- Promotional brochures and videos included on the Conference App
- An electronic list of opt-in delegates one week prior to the conference (name, position, organisation and state in PDF format)
- Complimentary full registration for one delegate (inclusive of conference sessions attendance, morning/afternoon teas, luncheons, conference dinner and welcome reception)
- Additional representatives may be registered as an Exhibitor Staff Pass (Exhibitor Staff pass includes daytime catering and welcome reception but does not include access to conference sessions or the conference dinner)
- Option of either:
 - + Meeting pod space adjacent to the exhibition with to meet with delegates at scheduled times during the conference. Outside of scheduled times, company representatives would be free to network with delegates within the exhibition area. Meeting pods include an inbuilt tv screen. Sponsor may provide pull up banner to be placed next to the meeting pod (up to 1m wide)
 - + OR naming rights to A Birds of a Feather session. A company representative may participate in the session. Sponsor may provide a pull up banner to go in the session room.
- An electronic list of opt-in delegates two weeks prior to the Conference (name, position, organisation and state in PDF format), updated post conference

VIRTUAL BENEFITS:

- Inclusion of organisational logo:
 - + in the virtual exhibition space profile
 - + in pre conference EDM, with company profile and option to include short promo video link in scheduled EDM (sponsor to put together and provide link)
 - + on scrolling banner in OnAIR, the online conference portal, for one conference day
- Promotional brochures and videos included:
 - + in the virtual exhibition space profile
 - + in a virtual conference satchel on the conference website
- Complimentary virtual registration for two delegates (includes access to recordings post event)
- Virtual exhibition space, to meet with virtual delegates during specified break times in the conference program (includes company logo & company profile)



Breakfast Workshops
(6 opportunities available)

\$2,220 (inc GST)

Breakfast workshops are initially only available to the Platinum Sponsor and first five Gold Sponsors (based on confirmed booking date). Subsequent Gold Sponsors and Silver Sponsors may be offered breakfast workshop opportunities should they not be taken up by the Platinum and first five Gold sponsors.

A limited number of sponsor breakfast workshops are available within the conference program. Workshops must be booked in with the approval of the Conference Program Committee and made available to all delegates through the registration process. **There is a limit of one breakfast workshop per sponsor.**

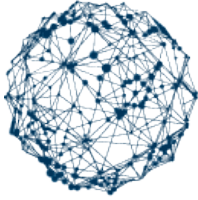
To purchase a Breakfast Workshop, interested organisations are required to purchase a sponsorship package.

BENEFITS:

- Inclusion of workshop in the official conference program
- Promotional brochures and videos included on the Conference App
- Day registration for one delegate in order to present the workshop

VIRTUAL BENEFITS:

- Promotional brochures and videos included:
 - + in the virtual exhibition space profile
 - + in a virtual conference satchel on the conference website
- Complimentary virtual registration for one delegate (includes access to recordings post event)



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TRADE EXHIBITION

The QUESTnet 2021 Trade Exhibition will run in conjunction with the conference program. The Trade Exhibition has been designed to provide the best possible promotional opportunities to participating organisations. With refreshment breaks and the welcome reception being served in the area, the exhibition will create an opportunity to promote your product and services to delegates.

To participate in the Trade Exhibition, interested organisations are required to purchase a sponsorship package.

Exhibition booths will be allocated on a 'first come, first served' basis.

Trade Exhibition Details

Exhibition display areas (space only):

- Platinum: 4m x 2m
- Gold: 2m x 2m

Platinum and Gold trade display area includes the following for the duration of the conference:

- couch and coffee table OR 2 high chairs and bar table OR table and 2 chairs (furniture subject to availability, provided on first come first served basis). Display space is limited, with no space available for any additional furniture. A brochure stand may be arranged on request. Sponsors may provide their own TV for placement at the display area. Due to limited space, the couch furniture option is not available if sponsor wishes to provide a tv.
- Access to the internet (limited access for emails and web browsing)
- Access to reasonable power
- Sponsor to provide pull up banner (up to 1m wide)

VIRTUAL BENEFITS:

- Virtual exhibition space, to meet with virtual delegates during specified break times in the conference program (includes company logo & company profile)

Exhibitor Manual

All exhibiting organisations will receive a comprehensive exhibitor manual two months prior to the conference.

Public Product Liability Insurance

It is a requirement of the QUESTnet, Conference Logistics and Queensland University of Technology that all exhibitors have adequate Public and Product Liability Insurance. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition display space. Sponsors are required to submit their public liability certificate along with their booking form.



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General Information for Sponsors

CONFIRMATION:

To secure sponsorship opportunities, please complete and return the form at the end of this document. As sponsorship packages will be sold on a 'first come, first served' basis, please secure your package by making a 50% payment of fees to the Conference Secretariat as this will generate a confirmation letter and tax invoice. The Conference Secretariat will be in touch with you in order to ensure that your benefits are delivered. All amounts include GST.

ACCOMMODATION:

Sponsors and Exhibitors will be able to book accommodation at the conference hotel/s where competitive room rates have been negotiated. Further details will be provided with registration information.

DELEGATE DETAILS:

Provision of delegate details is subject to privacy laws – participants can choose not to be listed. Listed delegate details will include name, position, organisation and state only, in PDF format.

CANCELLATION POLICY:

Please read the sponsorship conditions below, which outline the payments terms and cancellation policy. By submitting the attached sponsorship booking form you acknowledge and accept the terms and conditions.

CONDITIONS OF SPONSORSHIP:

The organisers reserve the right to change the venue and duration if exceptional circumstance demand. In the event of change of venue and/or duration, the agreement to participate will remain in force so long as the sponsor is informed at least one month before the conference.

In the case of cancellation by the sponsor, notification in writing should be sent to the Conference Secretariat. A refund of fees paid (less a cancellation fee of 50% of the value of the sponsorship) will be made to any sponsor cancelling before or on 30 April 2021. After the date refunds may not be possible.

A 50% payment of fees must be made within seven (7) days of receipt of invoice.

Full payment must be made before 30 April 2021.

BOOKING FORM



Contact name: _____

Position: _____ Organisation: _____

Postal Address: _____

State: _____ Country: _____ Postcode: _____

Phone: _____ Mobile: _____

Email: _____

SPONSORSHIP BOOKING

- Platinum Sponsor \$27,500 Branding option _____
- Gold Sponsor \$16,000 Branding option _____
- Silver Sponsor \$6,660
- Breakfast Sponsor \$2,220 Date Preference (tick preferred option): 15 July 2021 16 July 2021

Additional Registrations

Full registration \$465 - Number: _____ Exhibitor registration - Number: _____

Additional exhibitor registration \$365 - Number: _____

Names of attendees:

Inclusive with package: _____

Additional purchased: _____

TOTAL \$ _____

PAYMENT SUMMARY

SPONSORSHIP TOTAL \$ _____

ADDITIONAL REGISTRATIONS \$ _____

TOTAL AMOUNT TO BE INVOICED \$ _____

PAYMENT DETAILS

- I enclose cheque payable to: QUESTnet 2021
- I wish to pay by Electronic Funds Transfer
An invoice will be sent for processing and bank details will be included on the tax invoice
- I wish to pay by credit card and authorise the amount of \$ _____ to be charged to my credit card (*minimum 50% required*). (*2% credit card surcharge applicable*).
- MasterCard Visa

Card Number: _____ Expiry Date: _____

Cardholder Name: _____ Card Holder Signature: _____

I have read and agree to the terms and conditions of sponsorship for QUESTnet 2021 as outlined in the sponsorship prospectus.

Signed: _____ Name: _____ Date: _____

* Dates will be confirmed in consultation with the programming committee, and preferences allocated in order of sponsorship level and booking date

** Trade display preferences will be allocated in order of sponsorship level and booking date

Please send completed form with payment advice to: **Conference Logistics • E: emma@conlog.com.au**