



Higher Education Research and Development Society of Australasia Inc

27-30 June 2017 | International Convention Centre Sydney

CURRICULUM TRANSFORMATION



**Partnerships and Exhibition Prospectus -
*Updated March 2017***



www.herdsa2017.org

Invitation

On behalf of the conference organising committee, we invite you to join us for the 40th annual conference of the Higher Education Research and Development Society of Australasia (HERDSA) to be held 27 – 30 June 2017 at ICC, Sydney.

The theme for the conference is Curriculum Transformation. Effective curriculum transformation is seen to optimise the curriculum as a framework for student learning and experience rather than as simply an organising framework for disciplinary knowledge. It puts quality at the centre of this process and ensures support for staff in curriculum development and innovative teaching practice.

We invite you to partner with us, to ensure the highest quality program at a cost that is affordable for a diverse group of scholars and students. Distinguished keynote speakers, thought provoking streams, concurrent sessions and exhibition will be offered. HERDSA 2017 will attract approximately 450 delegates from the Higher Education field including teachers, researchers, professional and support staff, administrators and students. The program, including the Welcome Reception, will provide opportunities for delegates to meet and get to know their professional colleagues in a relaxed setting.



Benefits

Benefits on partnering with HERDSA 2017 Conference

HERDSA 2017 will offer a unique platform for you to interact with a captive audience of delegates from the Higher Education field including teachers, researchers, professional and support staff, administrators and students. There is also an increasing representation from the private provider and the Vocational Education and Training sectors.

The conference provides a unique educational environment dedicated to the exchange of leading edge research, innovative teaching and learning practice, administrative practices and policy.

Key benefits of sponsorship include:

- Wide acknowledgment of your organisation leading up to and during the conference
- Excellent networking opportunities during the Conference to promote your products and services to a relevant audience.
- An opportunity to utilise the Conference experience to showcase your organisation's position of support for this important study area.
- An opportunity to source new contacts and business leads or maintain relationships with existing researchers, customers, suppliers and important institutions.

- The possibility to launch new initiatives, products or services directly to your primary users.
- An opportunity for your key staff to connect face to face with the most influential people, bodies and organisations representing this academic field in one place over a short period of time.

Early confirmation will ensure a greater level of exposure in the lead up to the conference with an extensive promotional campaign including web exposure and dedicated email blasts to a wide reaching and relevant database.

The Venue: International Convention Centre Sydney

Opening in December 2016, ICC Sydney will be Asia Pacific's premier integrated convention, exhibition and entertainment precinct, underlining Sydney's place as one of the world's most desirable meeting and event destinations and providing the ideal platform to collaborate and innovate. Featuring a striking contemporary design, leading technology and multipurpose spaces, ICC Sydney will be a beacon of innovation, learning and entertainment, connecting and celebrating leaders of invention, business, governance and the arts.



Partnership

Partnership Opportunities

A variety of partnership opportunities are being offered for your organisation's exposure at HERDSA 2017 as well as exhibition.

Please note the Conference is also happy to tailor packages not currently available in this prospectus and we encourage those with interest in exposure to contact our Partnership and Exhibition Sales Manager to discuss what is possible.

All listed pricing is inclusive of GST and in AUD.

OPPORTUNITIES AT A GLANCE	Number Available	Investment AUD \$ (Incl. gst)
Educational Partnerships		
Keynote Speaker	Limited opportunities	4,400
Poster /Pecha Kucha Presentation Area Branding	Exclusive	2,750
Streams	Exclusive	SOLD
Prizes	Limited opportunities	SOLD
Conference APP	Exclusive	SOLD
Social Events & Catering		
Welcome Reception	Exclusive	7,700
Conference Harbour Cruise	Exclusive	6,600
Barista	Exclusive	7,700
Conference Lunch Break	Limited opportunities	1,750
Morning or Afternoon Break	Limited opportunities	1,100
Advertising		
Delegate Satchel	Exclusive	7,700
Conference Supporter Branding	Limited opportunities	5,500
Name Badge & Lanyard	Exclusive	4,400
On-line Conference Program Branding	Exclusive	3,300
Notepad and Pen (sponsor provided)	Exclusive	2,000
Satchel Insert	Multiple	1,100
Exhibition		
Exhibition Booth 3m x 3m	Multiple	3,750
Table Display	Multiple	2,200

Partnership

Program Partnership Opportunities

Keynote Speaker

Limited opportunities – Investment AUD \$4,400 (subject to speaker confirmation)

HERDSA2017 has invited high profile speakers to deliver plenary presentations. Your sponsorship of a speaker provides the opportunity for maximum exposure of your brand.

Acknowledgements

- Acknowledgment as the sponsor of the specific keynote speaker session
- Acknowledgement of your sponsorship at opening and closing of session for this speaker
- Acknowledgement of your sponsorship next to the speaker in the on-line program
- Organisation provided pull up banner displayed at session where the speaker is appearing
- Acknowledgement on the conference website with hyperlink to your organisation page

Poster/ Pecha Kucha Area Branding

Exclusive opportunity – Investment AUD \$2,750

The conference poster area will be a large area within the exhibition. This will be heavily populated with delegates throughout the duration of the congress.

Acknowledgements

- Organisation signage to be displayed in the Poster Area
- Organisation Logo to be included on all print items referring to the Poster Area
- Acknowledgement on the conference website with hyperlink to your organisation page

Social Events and Catering Opportunities

Welcome Reception

Exclusive Opportunity – Investment \$7,700

Sponsorship of this event offers excellent branding and networking opportunities. The price of this evening is included in the delegate registration fee – a fact reflected in the strong attendance at this event.

Acknowledgements

- Organisation provided pull up banner in the Welcome Reception Venue
- Logo to be included on all print items relating to the Welcome Reception
- Welcome Reception acknowledgement in the conference program
- Acknowledgement on the conference website with hyperlink to your organisation page
- Verbal acknowledgement at the opening and close of the conference

Conference Harbour Cruise

Exclusive Opportunity – Investment \$6,600

This will be the highlight of the conference social calendar and is a great opportunity for your organisation with exclusive branding and meet and greet.

Acknowledgements

- Logo to be included on all print items relating to the Harbour Cruise
- Harbour Cruise sponsor acknowledgement in the conference program
- Verbal acknowledgement at the opening and close of the conference
- Acknowledgement on the conference website with hyperlink to your organisation page

Barista Station

Exclusive Opportunity – Investment AUD \$7,700

The Barista Station will be well received and used regularly by delegates within a prime area.

Acknowledgements

- Naming rights to the Barista Station
- Branding of the Barista Station
- Opportunity to provide branded cups, napkins and aprons (sponsor cost)

Partnership

- Organisation logo to be included on all print items referring to Barista Station
- Acknowledgement on the conference website with hyperlink to your organisation page

Lunch Break

Limited to 1 sponsor per day – Investment AUD \$1,750

Lunch breaks will be provided each day of the Conference. These breaks are a great networking opportunity for delegates where they can relax and enjoy refreshments. Companies have the opportunity to naming rights for a selected lunch break for one day of the Conference.

Acknowledgements

- Naming rights to the selected lunch for one day of the Conference
- Organisation signage within the catering area – to be provided by organisation
- Acknowledgment in the Conference Program Book
- Option to provide organisation branded napkins and aprons (to be provided by sponsor).

Morning or Afternoon Tea Break

Limited to 1 sponsor per break – Investment AUD \$1,100

Morning tea/coffee breaks will be provided each day of the Congress. These breaks are a great networking opportunity for delegates where they can relax and enjoy refreshments. Your organisation will have the opportunity to naming rights of the Morning or Afternoon Tea break for a selected day of the Congress.

Acknowledgements

- Naming rights to the selected break for one day of the Congress
- Organisation signage within the catering area – to be provided by organisation
- Acknowledgment in the Congress Final Program
- Option to provide self-branded napkins and aprons (to be provided by sponsor).

Advertising and Branding Opportunities

Delegate Satchel

Exclusive Opportunity – Investment \$7,700

Every registered delegate will be provided with an official Conference Satchel upon registration. The Organising Committee will ensure a quality satchel is chosen to prolong usage by delegates.

Acknowledgements

- In the Program Book
- Company logo printed on the satchel*, along with the Conference logo

* The Organising Committee reserves all rights in selection of the appropriate Conference delegate satchel. Size and location

Conference Supporter Branding

Limited Opportunities – Investment \$5,500

Showcase your organisation or institution's support of the conference with this package.

Acknowledgements

- Logo on the website sponsor page with hyperlink to your organisation
- Logo on the Conference E-zines (electronic mail outs to the database)
- Logo on sponsor slide in main sessions
- Half page advertisement in the Conference Program Book
- 100 word organisation profile in the Conference Program Book
- 1 x Inserts in the conference satchel

Delegate Name Badge & Lanyards

Exclusive Opportunity – Investment \$4,400

Every registered delegate will be provided with an official Conference name badge upon registration. Delegates will need to wear their name badge for the duration of the Conference, which will enable access to all program sessions, social functions and the exhibition.

Exhibition

Acknowledgements

- In the Program Book
- Company logo printed on the Name Badges and Lanyards*, along with the Meeting logo

** The Organising Committee reserves all rights in selection of the appropriate name badge and lanyard*

On-line Conference Program Branding Exclusive opportunity – Investment AUD \$3,300

The HERDSA2017 Program will appear on line prior to the conference and will be continually referred to throughout the conference ensuring your organisation is at the forefront of delegates minds throughout the conference.

Acknowledgements

- Organisation logo to appear on each page of the on-line program

** Please note other sponsor logos will appear next to particular items they have sponsored.*

Notepad and Pen Exclusive Opportunity – Investment \$2,000

The sponsor can provide a branded notepad and pen to be included in the delegate bag. This is a useful resource for delegates on site and provides good exposure of your organisation. (Quantity, size and delivery deadline will be made available upon enquiry).

Satchel Insert Investment \$1,100

Unable to attend but want to enhance your exposure at HERDSA 2017?

A satchel insert will reinforce your profile at the event and will be a 'take home' item for delegates to refer to.

Other opportunities

If you would like your organisation to be recognised at HERDSA 2017 but don't see anything to suit your requirements in the prospectus, please contact our Partnership Sales Manager who will be happy to work with you on a tailor made opportunity.

Exhibition Booth

Investment AUD \$3,750

- 3m x 3m (9 square metres of exhibition space)
- Carpeted floor
- Back and side walls
- Organisation name on fascia over each open side
- Two spotlights
- One standard power outlet
- Two exhibitor registrations

Exhibition Table Display

Investment AUD \$2,200

- Table with cloth
- Back wall
- Two (2) chairs
- Organisation name on fascia
- One standard power outlet
- One exhibitor registration

General Terms and Conditions

- All costs include GST and are in AUD
- A tax invoice will be sent upon receipt of a signed application form
- The allocation of exhibition positions or confirmation of a sponsorship item is at the discretion of the HERDSA 2017 Organising Committee and will take into account date of application booking, exhibition preferences, proximity to competitors and other relevant matters.
- HERDSA 2017 reserves the right to alter the exhibition floor plan at any time.

We look forward to and welcome your participation in Sydney in 2017!

Further Information

For all enquiries regarding partnerships and exhibition, please contact:

HERDSA 2017 Partnership and Exhibition Sales Manager

ICMS Australasia

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