

YOUR OPPORTUNITY TO CONNECT
WITH INSTITUTIONAL
PRACTITIONERS FROM ACROSS
AUSTRALIA

19-21 NOVEMBER 2018



Reflecting on the PAST | Experiencing the PRESENT | Shaping the FUTURE

Sponsorship Proposal

INVITATION TO ACHIEVE KEY BUSINESS OUTCOMES

Whether you are a sponsor or exhibitor this year, our expected 100+ delegates offer an excellent audience to share your innovations and to market new technologies, products and services over the course of the event and beyond. You will have the opportunity to expand your network and to survey the offerings of other tertiary education providers.

The last few years have seen an increase in delegate engagement at our annual conference. It is well recognised in the tertiary community that your commitment and support of the AAIR Forum is pivotal to the very existence of our conferences and to their ongoing success.

This document outlines a variety of sponsorship packages that have been designed to ensure that our sponsors and exhibitors get the maximum value for their investment. Whether your focus is on driving awareness through branding, building relationships, face-to-face interactions, product launch or demonstrating your latest instrumentation and products, the Leishman team are more than happy to tailor a package that suits your specific objectives and enhance your business outcomes.

We very much look forward to welcoming you to the AAIR Forum.

Organising Committee

Andrea Jeffreys, La Trobe University (Chair)

Don Johnston, Southern Cross University

Michael Cudmore, La Trobe University

Dominic Eyre, La Trobe University

Alistair Duncan, La Trobe University

Matt Brett, La Trobe University

Julia Petrou, La Trobe University

Tania Blanksby, La Trobe University



ACHIEVE KEY BUSINESS OUTCOMES

The Australasian Association of Institutional Research (AAIR), invites you to engage with key decision makers in the institutional research sector at the 2018 AAIR Annual Forum by:

- Leading the agenda on key industry issues through plenary speaking opportunities
- Exclusive sponsorship and branding opportunities (Delegate Satchel & Forum Dinner)
- Exclusive interview and subsequent publication in the AAIR Newsletter
- Drive awareness by exposing your business to an interested, relevant and influential audience
- Build relationships with leading industry professionals during the forum sessions, refreshment breaks and Forum Dinner
- Communicate your key message by demonstrating new equipment, technology or promote a new service
- Drive sales and networking opportunities by joining the exhibition area
- Promote your organisation and maintain a high profile among industry specialists
- Increase your brand awareness before, during and after the conference through eDM's, signage, website, handbook and program opportunities

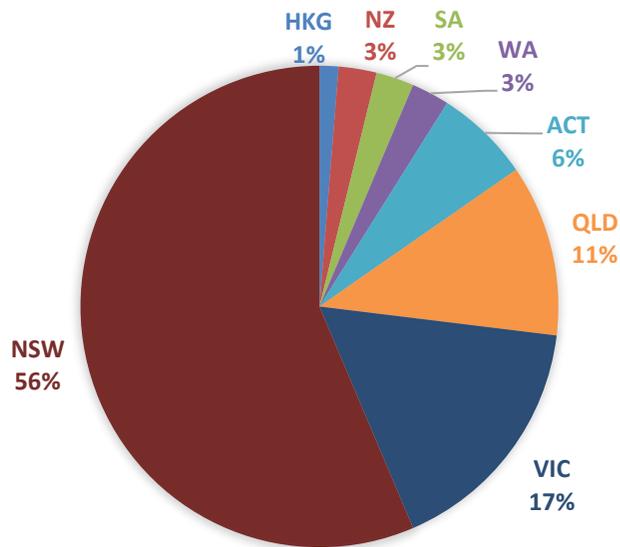


AAIR is the professional association for institutional research practitioners in higher education and other institutions in Australasia. 'Institutional research' is viewed as a range of activities involving the collection, analysis and interpretation of information descriptive of an institution and its activities, including its students and staff, programs, management and operations. The findings of such 'institutional research' assist institutional leaders (in both academic and administrative domains) by informing their planning and decision-making.

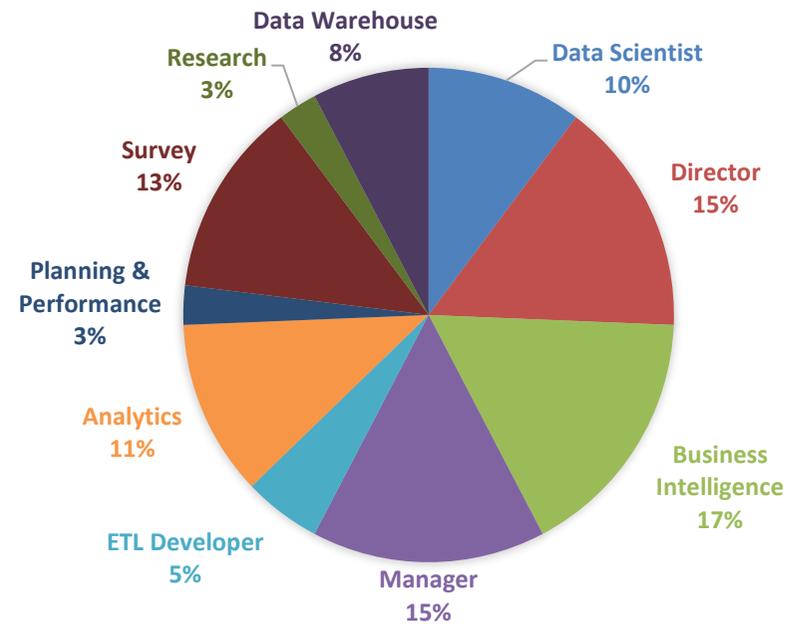


AAIR FORUM AUDIENCE

The AAIR Annual Forum brings together specialists from a wide variety of higher education and other institutions whose work involves the collection, analysis and interpretation of information around student and staff programs, management and operations. 80+ delegates represent a large number of universities and tertiary institutions around Australia and internationally.



**State & Country
Forum Attendees 2017**



**Position Description
Forum Attendees 2017**

THEMES

Reflecting on the Past | Experiencing the Present | Shaping the Future

The 2018 Forum will focus on the following sub themes:

- The Evolving Role of the Institutional Researcher
- Justifying the Value of Higher Education and Research
- Evidence Based Strategic Planning and Implementation
- Benchmarking for Continuous Quality Improvement
- Informing Learning and Teaching through Evaluation and Surveys
- Realising Benefits – The Role of Institutional Research in Enterprise and Transformation Projects
- Compliance and Government Reporting Reform
- Business Intelligence, Analytics, Visualisation and Modelling – the Foundations of IR



AAIR FORUM 2018 PACKAGE COMPARISON

Sponsorship packages are linked to key events or opportunities within the forum program
All prices shown are in \$AU and are inclusive of GST

	Packages available	Speaking Opportunity	Interview AAIR newsletter Editor	Branding Opportunity Eg website, handbook, EDMs	Networking Opportunity	Banner at the Venue/Event	Advertisement in the handbook	Satchel Insert	Registration	Dinner Tickets	Exhibition Space	Delegate List
PLATINUM SPONSOR Forum Dinner \$11,000	1	10 min Plenary 3 min Dinner	1	✓	✓	✓	Full page	✓	3	6	1	✓
GOLD SPONSOR Barista Cart \$7,500	1			✓	✓		Full page	✓	2	2	1	✓
SILVER SPONSOR \$6,000												
Welcome Reception	1	2 min		✓	✓	✓	Half Page	✓	2	2	1	✓
Delegate Satchel	1			✓	✓		Half Page	✓	2	2	1	✓
Delegate Name Badge	1			✓	✓		Half Page	✓	2	2	1	✓
Keynote Speaker	1			✓	✓		Half Page	✓	2	2	1	✓
BRONZE SPONSOR Refreshment Break \$4,000	2			✓	✓		Half Page	✓	1	1		✓
FORUM SUPPORTER \$2,500	multiple			✓	✓		Half Page	✓	1	1		✓
EXHIBITION	multiple			✓	✓			✓	1	1		✓

OUR PREVIOUS SPONSORS & EXHIBITORS



KEY CONTACTS



Jess Gulliver
Forum Manager
Ph: +613 6234 7844
jessica@laevents.com.



Sandra Leathem
Sponsorship & Exhibition
Ph: +613 6234 7844
sandra@laevents.com.au

Forum Website: <http://www.aairforum.com.au/>



PLATINUM SPONSOR - Dinner \$11,000

This is an excellent opportunity to make a lasting impression on all the delegates. As the Forum Platinum Sponsor, you will receive ongoing recognition throughout the Forum. In addition, you will be recognised as the Forum Dinner Sponsor which is considered a pivotal part of the Forum and is an essential networking opportunity for the delegates.

Promotion

- Exclusive platinum sponsorship of the AAIR Forum
- Exclusive sponsorship of the AAIR Forum Dinner
- Interview and publication with the AAIR Newsletter editor
- An opportunity to address the full delegation, for a 10 minute presentation, at the conclusion of a keynote presentation in the main plenary
- Recognition as the Forum Dinner Sponsor on dinner menus and signage
- Opportunity to provide corporate merchandise for all dinner tables (at sponsors own expense)
- Opportunity to welcome guests to the dinner (3 minutes)
- Recognition as the Platinum Sponsor (with organisation logo) in all promotional materials including Registration Brochure and Handbook*
- Ongoing recognition as the Platinum Sponsor both prior to and during the Forum
- Recognition as the Platinum Sponsor on the Forum website
- Sponsors own signage prominently displayed in the main Forum venue (maximum of 2 pull up banners to be displayed)
- Full page advertising space in the Forum handbook
- Delegate list – name, position, company, state, country only
- One satchel insert

Registration & Exhibition

- Three full registrations including all day catering, Welcome Reception and Forum Dinner
- Three tickets to attend the Forum Dinner (in addition to those already included in registrations)
- One exhibition table



GOLD SPONSOR - Barista Cart \$7,500

Promotion

- Exclusive gold sponsorship of the AAIR Forum
- Logo recognition as a Gold Sponsor in all Forum promotional material, including program, website (including link), handbook, and signage*
- Exclusive sponsorship of the AAIR Forum Barista Cart. This popular package allows you to brand the Barista Cart area, including:
 - Corporate branded aprons, caps and coffee cups
 - Literature on the coffee tables
(supplied by sponsor)

Furniture for the barista area is included in the package.

- Full page advertising space in the Forum handbook
- Delegate list – name, position, company, state, country only
- One satchel insert

Registration & Exhibition

- Two full registrations including all day catering, Welcome Reception and Forum Dinner
- One exhibition table



SILVER SPONSOR \$6,000

Promotion

- Recognition as a Silver Sponsor of the AAIR Forum
- Logo recognition as the Silver Sponsor in all Forum promotional material, including handbook, program, website (including link), and signage*
- Half page advertisement in the Forum handbook
- Delegate list – name, position, company, state, country only
- One satchel insert

Registration & Exhibition

- Two full registrations including all day catering, Welcome Reception and Forum Dinner
- One exhibition table

PLUS: *Choose one of the following options as part of your Silver Sponsorship Package:*

Welcome Reception

- Exclusive sponsorship of the AAIR Forum Welcome Reception
- Opportunity to welcome guests to the Welcome Reception (2 minutes)
- Opportunity to supply one pull up banner for display at the Welcome Reception
- Logo recognition as the Welcome Reception Sponsor in all appropriate promotional material

Delegate Satchel

Your organisations logo will feature on one side of the delegate satchel which contains all Forum materials distributed to all delegates, speakers and VIP guests. This opportunity provides direct and constant exposure during and after the Forum.

- Exclusive sponsorship of the Forum Delegate Satchel including logo recognition on the satchel along with the Forum logo
- Logo recognition as the Delegate Satchel Sponsor in all appropriate promotional material



Delegate Name Badge

To gain access to the Forum and to assist delegates in identifying one another, all delegates are required to wear the official Forum name badge for the duration of the event. Having your organisation's logo printed alongside the AAIR logo on all name badges is primary exposure.

- Exclusive sponsorship of the Delegate Name Badges including logo recognition on each Delegate Name Badge along with the Forum logo
- Logo recognition as the Delegate Name Badge Sponsor in all appropriate promotional material

Keynote Speaker

Supporting a Keynote Speaker is the perfect opportunity to demonstrate your commitment to the Forum program. Speakers will be high profile, industry professionals speaking on topical issues pertinent to the program.

- Recognition as a Keynote Speaker Sponsor in all appropriate promotional materials
- Verbal Recognition by the Chair at the commencement and conclusion of the session
- Your organisation logo to appear on the screen at the commencement and conclusion of the session

BRONZE SPONSOR \$4,000

Promotion

- Logo recognition as a Bronze Sponsor in all Forum promotional material, including handbook, program, website and signage*
- Half page advertisement in the Forum handbook
- Delegate list – name, position, company, state, country only
- One satchel insert

Registration

- One full registration including all day catering, Welcome Reception and Forum Dinner

PLUS: Exclusive sponsorship of one day's refreshment breaks during the Forum
Signage will be displayed on the catering stations on the day of the sponsored break
Organisation's literature may be displayed on the catering stations on the day of the sponsored break (sponsor to supply literature)
Company logo in the forum program, acknowledging your sponsorship on the day of the sponsored break

FORUM SUPPORTER PACKAGE \$2,500

Promotion

- Logo recognition as a Forum Supporter in all Forum promotional material, including handbook, website (including link), and signage*
- Half page advertisement in the Forum Handbook
- Delegate list – name, position, company, state, country only
- One satchel insert

Registration

- One full registration including all day catering, Welcome Reception and Forum Dinner



ADVERTISING PACKAGES

Advertising space will be available in the Forum Handbook which will be distributed to all Forum delegates. Advertising in the Forum Handbook will provide excellent exposure for your organisation.

Outside Back Cover	\$800
Inside Front Cover	\$650
Inside Back Cover	\$650
Full page	\$450
Half page	\$225

*The appearance of sponsors' logos on printed materials will be subject to printing deadlines. Sponsors will be advised of deadlines upon receipt of the signed sponsorship agreement.

SACHEL INSERTS - \$500

This is your opportunity to deliver your message directly to your target market by providing a promotional item for inclusion in each delegate's satchel. A maximum size of up to A4 with a thickness of 4 individual pages (8 printed pages) can be included OR a suitable promotional item.



EXHIBITION STAND

Taking an exhibition stand is a great way to position your organisation connect with conference delegates and promote your services. With the trade exhibition area open for the duration of the conference, that's a lot of quality exposure for your organisation. All conference lunch and refreshment breaks will be held in the exhibition area to ensure a high traffic flow of delegates.

Exhibition stands are sold per single according to the following pricing structure.

Early Bird	Valid until 31 August	\$2,500
Standard	From 1 September	\$3,000

EXHIBITION STAND FEATURES

- 1 x Dressed trestle table
- 2 x Chairs
- 1 x 4mp/100w power outlet

- Company logo and profile in the Forum handbook and website (including link)
- Company logo included on venue signage and promotional materials
- One exhibitor registration including daily catering, Welcome Reception and Dinner
- One satchel insert
- Delegate List – supplied in accordance with Australian legislation

ADDITIONAL TICKETS & REGISTRATIONS

All staff on site must be registered to attend either by utilizing your complimentary registration or by purchasing an additional exhibitor registration for \$500 each, which includes:

- Daily catering
- Attendance at conference sessions
- Attendance at the Conference Welcome Reception

Conference dinner tickets may be purchased separately for \$130 each.

This Exhibitor/ Sponsor Pass is significantly reduced from the standard delegate fee as recognition of your company's support of the event. **Please note there is a maximum of two additional exhibitor registrations per sponsor or exhibitor.**

PUBLIC LIABILITY INSURANCE

Australian regulations require all exhibitors to have adequate Public Liability Insurance cover based on a limit of indemnity to the value of \$10,000,000 or above. This refers to damage or injury caused to a third party/visitor on or in the vicinity of an exhibition stand. Exhibitors are required to submit their Public Liability Insurance Certificate when they confirm their booking.

APPLIANCE TESTING

All electrical appliances and leads used on site must comply with the Australian Standard AS/NZ 3760:2010, which requires the appliance to be inspected, tested and tagged. Items that do not comply will not be permitted to be used onsite. Electrical items such as switchboards, cables and outlet fittings must comply with the Australian electrical wiring standard AS/NZS 3000:2007, and be installed by a qualified A grade electrician. Note: Double adaptors will not be permitted onsite, instead power boards with overload cut off are permitted. The venue is at liberty to check that the electrical appliances that you bring onsite are appropriately tagged.



EVENT SPONSORSHIP & EXHIBITION APPLICATION TERMS & CONDITIONS

The following terms and conditions apply to your application to sponsor and/or exhibit:-

1. Definitions

Event means the event referred to in the Booking Application Form.

Exhibition/Sponsorship means the exhibition and/or sponsorship as detailed in the Booking Application Form.

GST means GST within the meaning of the GST Act.

GST Act means A New Tax System (Goods and Services Tax) Act 1999 (Cth) (as amended).

Us/We means Leishman Associates Pty Ltd (ACN 103 078 897) as Conference Managers representing the Conference Committee and the Host Organisation.

You means the entity submitting the Booking Application Form to sponsor and/or exhibit.

2. Application

You will submit the Booking Application Form for the Exhibition/Sponsorship.

3. Approval

The Exhibition/Sponsorship will be confirmed upon return to You of the approved Booking Application Form, together with a tax invoice for the full amount of the Exhibition/Sponsorship fee, 50% of this total is payable within 7 days. The deposit is non-refundable and will be deducted from the booking fee. Your company logo and profile will only feature on the conference website once this deposit has been paid.

4. Payment

Upon payment of the deposit, You will receive a tax invoice for the balance of the Exhibition/Sponsorship fee. Payment of the balance of the fee is due and payable 30 days prior to the commencement of the Event. All Booking Application Forms received within 30 days of the commencement of the Event must include full payment of the booking fee. Only once payment has been made in full will your logos and profiles be placed on Event collateral. Due to printing deadlines, You will not be guaranteed inclusion on Event

collateral if payment of the booking fee is not received 30 days prior to the Event.

All international payments must include provision for bank fees and exchange rates in the payment amount. Any outstanding balance will be required to be paid by You prior to the commencement of the Event.

5. Cancellation

In the event that You cancel your Exhibition/Sponsorship, your deposit will not be refunded. In the event that You cancel your Exhibition/Sponsorship more than 90 days before the Event, You will receive a 25% refund of the Exhibition/Sponsorship fee. In the event that You cancel within 90 days of the Event, You will not receive any refund. Any monies outstanding at cancellation will need to be paid in full.

6. Changes

Once your Exhibition/Sponsorship has been confirmed and accepted, a reduction in Sponsorship/Exhibition space is considered a cancellation and will be governed by the above cancellation policy. Reduction in space can result in relocation of your Exhibition/Sponsorship at Our discretion. Any space not claimed one hour before the Event commences and will be reassigned and no refund will be payable to You.

We reserve the right to rearrange the floor plan and/or relocate any Exhibition/Sponsorship without notice to You. We reserve the right to amend existing unsold sponsorship packages or add additional sponsorship packages as required without notice to confirmed sponsors and exhibitors.

7. Stands

If You intend to utilise a custom built exhibit stand, We must be advised of the full details and dimensions a minimum of six weeks prior to the commencement of the Event. All display construction requires our approval.

8. Assignment/Shared Packages

You are not permitted to assign, sublet or apportion the whole or any part of Your sponsorship package or booked space except upon our prior written consent. Shared sponsorship and exhibition packages will result in one set of benefits only being available to be shared by all parties involved. This includes but is not limited to logo recognition, profile inclusion, signage and registration benefits.

9. Insurance

Public Liability insurance to a minimum of AUD\$20 million must be taken out by You. A copy of the certificate of Insurance currency must be provided to Us a minimum of four weeks prior to the commencement of the Event.

10. Exclusion

All information supplied to You in relation to the Event is accurate to the best of our knowledge and belief and does not constitute a warranty and any inaccuracy or mistake will not entitle You to cancel your booking without penalty. All estimates of attendee/delegate numbers attending the Event are estimates only, and You agree that We are not responsible for any discrepancy in these estimated attendee/delegate numbers.

11. Marketing

We will use your information to send you updates and other news about this Event. We will only pass on your information to reputable third party official contractors of the Event for the purpose of assisting you with your participation.

12. GST

All amounts paid or payable under these terms and conditions are inclusive of any GST which may be applicable to any supplies made by either party under this Agreement. To the extent GST is applicable to any amount paid or payable in respect of a taxable supply made under or in connection with this Agreement, subject to that party receiving a valid tax invoice for GST purposes from the other party in respect of the supply before the time of payment.





19-21 NOVEMBER 2018

2018 AAIR
ANNUAL FORUM
MELBOURNE

Reflecting on the PAST | Experiencing the PRESENT | Shaping the FUTURE