



# AAIR 2019

**INSTITUTIONAL RESEARCH:  
THE DEVIL IS IN THE DETAIL**

**WREST POINT, HOBART  
11-13 NOVEMBER**

**YOUR OPPORTUNITY TO CONNECT AND ENGAGE WITH  
INSTITUTIONAL PRACTITIONERS FROM AUSTRALASIA**

**PARTNERSHIP OPPORTUNITIES**

## INVITATION TO ACHIEVE KEY BUSINESS OUTCOMES

Whether you are a sponsor or exhibitor this year, our expected 120 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 forum. 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 forums 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 technology and products, the Leishman team are more than happy to tailor a package that suits your specific objectives and enhances your business outcomes.

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

### LOCAL ORGANISING COMMITTEE

**Don Johnston**, Southern Cross University

**Greg Jakob**, Federation University Australia

**Andrew Bradshaw**, Macquarie University



## ACHIEVE KEY BUSINESS OUTCOMES

The Australasian Association for Institutional Research (AAIR), invites you to engage with key decision makers in the institutional research sector at the 2019 AAIR Annual Forum by:

- Leading the agenda on key industry issues through plenary speaking opportunities
- Exclusive sponsorship and branding opportunities
- 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, Welcome Reception and Forum Dinner
- Communicate your key message by demonstrating new equipment, technology or promoting 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 forum through eDM's, signage, website, mobile app and program opportunities

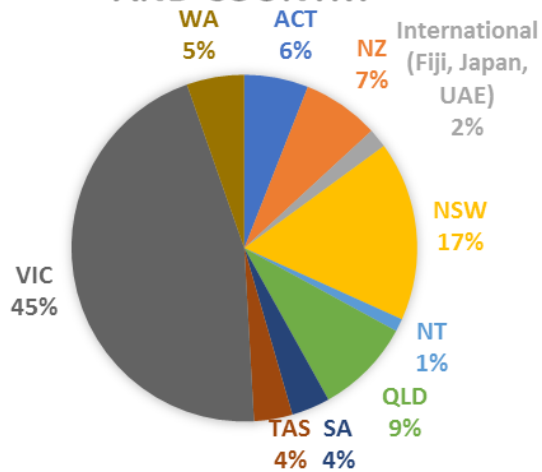


AAIR is the professional association for institutional research practitioners in higher education and other institutions in Australasia. 'Institutional research' is viewed as a range of activities involving the collection, analysis and interpretation of information descriptive of an institution and its 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 2019 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. 120 delegates represent a large number of universities and tertiary institutions around Australasia and internationally.

### 2018 AAIR FORUM ATTENDEES - STATE AND COUNTRY



### 2018 AAIR FORUM ATTENDEES POSITION DESCRIPTION



## AAIR FORUM 2019 'THE DEVIL IS IN THE DETAIL'

The focus will be 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

### KEY CONTACT





**Forum Manager**  
Angela Haley  
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61 3 6234 7844



## AAIR FORUM 2019 PACKAGE COMPARISON

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

	Packages available	Speaking Opportunity	Host a webinar	Interview AAIR newsletter Editor	Social posts (Twitter, LinkedIn and Facebook)	Logo on AAIR social banners 2 months prior to forum	Branding opportunity, e.g. website, mobile app and EDMs	Advert in the AAIR Newsletter	Networking Opportunity	Banner at the Venue/Event	Mobile App Advertisement	Registration (Including Dinner Tickets)	Additional Dinner Tickets	Exhibition Space	Delegate List*
<b>PLATINUM SPONSOR</b> <b>\$11,000</b> Forum Dinner 	1	10 min Plenary 3 min Dinner	1	1	3 each	✓	✓	Full page	✓	✓	✓	3	3	2	✓
<b>GOLD SPONSOR</b> <b>\$7,500</b> Barista Cart	1				2 each		✓	Half page	✓	✓	✓	2	2	1	✓
<b>SILVER SPONSOR</b> <b>\$6,000</b>															
Welcome Reception	1	2 min Welcome			1 each		✓		✓	✓	✓	2	1	1	✓
Delegate Satchel	1				1 each		✓		✓		✓	2	1	1	✓
Delegate Name Badge 	1				1 each		✓		✓		✓	2	1	1	✓
Keynote Speaker	1				1 each		✓		✓		✓	2	1	1	✓
<b>BRONZE SPONSOR</b> <b>\$4,000</b>															
Day Refreshment Break	2						✓		✓		✓	1		1	✓
Wi-Fi Sponsor	1						✓		✓		✓	1		1	✓
<b>EXHIBITION</b> <b>\$2,500–\$3,000</b>	multiple						✓		✓		✓	1		1	✓
<b>FORUM SUPPORTER</b> <b>\$2,500</b>	multiple						✓		✓		✓	1			✓
<b>MOBILE APP ADVERTISEMENT</b> <b>\$500</b>	multiple										✓				

\* The delegate list will only contain the names of delegates who opted to be listed.

PREVIOUS SPONSORS & EXHIBITORS



FORUM WEBSITE

<https://aairforum.com.au/>



## PLATINUM SPONSOR – Forum Dinner \$11,000 (SOLD)

### Promotion

- Exclusive Platinum Sponsorship of the AAIR Forum 2019
- An opportunity to address the full delegation, for a 10 minute presentation, at the conclusion of the keynote presentation in the main plenary
- Exclusive sponsorship of the AAIR Forum Dinner
- Opportunity to welcome guests to the dinner (3 minutes)
- Recognition as the AAIR Forum Dinner Sponsor on dinner menus and signage\*
- Opportunity to provide corporate merchandise for all dinner tables (at sponsor's own expense)
- Interview and publication with the AAIR Newsletter editor
- A full page (A4) advertisement in the AAIR Newsletter
- Host a webinar – if you would like to develop and submit a 40 minute webinar, AAIR will send a link by email to their members and Forum delegates to promote it. This must be provided within the three months leading up to the Forum
- Three posts on each of AAIR's social media sites, including: Twitter, LinkedIn and Facebook
- Recognition as the Platinum Sponsor on the Forum website
- Ongoing recognition as the Platinum Sponsor both prior to and during the Forum
- One electronic advertisement in the Forum mobile app (specifications to be advised)
- Logo recognition as the Platinum Sponsor in all Forum promotional material – including program, website (with link), mobile app and signage\*
- Delegate list – name, position, organisation, state, country only

### 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 with inclusive registrations)
- Two exhibition tables





## **GOLD SPONSOR - Barista Cart \$7,500**

### **Promotion**

- Exclusive Gold Sponsorship of the AAIR Forum 2019
- 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 (supplied at sponsor's own expense)
  - Literature on the coffee tables

*Furniture for the barista area is included in the package*

- Half page (A4) advertisement in the AAIR Newsletter
- Two posts on each of AAIR's social media sites, including: Twitter, LinkedIn and Facebook
- Ongoing recognition as the Gold Sponsor both prior to and during the Forum
- One electronic advertisement in the Forum mobile app (specifications to be advised)
- Logo recognition as the Gold Sponsor in all Forum promotional material – including program, website (with link), mobile app and signage\*
- Delegate list – name, position, organisation, state, country only

### **Registration & Exhibition**

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



## SILVER SPONSOR \$6,000

### Promotion

- Recognition as a Silver Sponsor of the AAIR Forum 2019
- One post on each of AAIR's social media sites, including: Twitter, LinkedIn and Facebook
- One electronic advertisement in the Forum mobile app (specifications to be advised)
- Logo recognition as a Silver Sponsor in all Forum promotional material – including program, website (with link), mobile app and signage\*
- Delegate list – name, position, organisation, state, country only

### Registration & Exhibition

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

**PLUS:** *Choose one of the following 4 options as part of your Silver Sponsorship Package:*



### 1. Welcome Reception

- Exclusive sponsorship of the AAIR Forum 2019 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

*The Welcome Reception is a great opportunity for attendees to network prior to the forum.*

### 3. Delegate Name Badge (SOLD)

- Exclusive sponsorship of the AAIR Forum 2019 Delegate Name Badge, including logo recognition on each Delegate Name Badge alongside AAIR's

*Having your organisation's logo printed alongside the AAIR logo on all name badges is a source of primary exposure.*

### 2. Delegate Satchel

- Exclusive sponsorship of the AAIR Forum 2019 Delegate Satchel, including logo recognition on the satchel alongside AAIR's

*Your organisation's logo will feature on one side of the delegate satchel which will be distributed to all attendees. As we strive to reduce wastage at our annual events, this year there will be no physical satchel inserts from sponsors and exhibitors pre-packed into the satchel.*

### 4. Keynote Speaker

- Exclusive sponsorship of the AAIR Forum 2019 Keynote Speaker Session
- 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

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



## BRONZE SPONSOR \$4,000

### Promotion

- Recognition as a Bronze Sponsor of the AAIR Forum 2019
- One electronic advertisement in the Forum mobile app (specifications to be advised)
- Logo recognition as a Bronze Sponsor in all Forum promotional material – including program, website (with link), mobile app and signage\*
- Delegate list – name, position, organisation, state, country only

### Registration & Exhibition

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

**PLUS:** *Choose one of the following 2 options as part of your Bronze Sponsorship Package:*

#### 1. Day Refreshment Breaks (2 available)

- Exclusive sponsorship of one day's refreshment breaks during the AAIR Forum 2019 (morning tea, lunch and afternoon tea)
- Signage acknowledging you as the Refreshment Break Sponsor on the catering stations (on your respective day and at sponsor's own expense)
- Company literature may be displayed on the catering stations on your day of sponsorship

#### 2. Wi-Fi

- Exclusive sponsorship of the Wi-Fi at the AAIR Forum 2019



## FORUM SUPPORTER PACKAGE \$2,500

### Promotion

- One electronic advertisement in the Forum mobile app (specifications to be advised)
- Logo recognition as a Forum Supporter in all promotional material – including program, website (with link), mobile app and signage\*
- Delegate list – name, position, company, state, country only

### Registration

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

## ADVERTISING PACKAGES \$500

Advertising space will be available in the mobile app which will be available for download to all delegates. Advertising in the mobile app provides excellent exposure for your organisation.

- One electronic advertisement in the Forum mobile app (specifications to be advised)

*\*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.*



## EXHIBITION STAND

Taking an exhibition stand is a great way to position your organisation to connect with forum delegates and promote your products/services. With the trade exhibition area open for the duration of the forum, that's a lot of quality exposure for your organisation. All forum lunches and refreshment breaks will be held in the exhibition area to ensure a high traffic flow of delegates. Exhibition stands are sold per stand according to the following pricing structure.

**EARLY BIRD - \$2,500**

Valid until 30 August

**STANDARD - \$3,000**

- 1 x Dressed trestle table
- 2 x Chairs
- 1 x 4mp/100w power outlet
- One electronic advertisement in the Forum mobile app (specifications to be advised)
- Logo recognition as an exhibitor in all Forum promotional material – including program, website (with link), mobile app and signage\*
- Delegate list – name, position, company, state, country only
- One exhibitor registration including all day catering, Welcome Reception and Forum Dinner

## 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 forum sessions
- Attendance at the Welcome Reception

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

This Sponsor/Exhibitor 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 online Booking Application Form. Exhibition/Sponsorship means the exhibition and/or sponsorship as detailed in the online 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 online 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 14 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 online 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 amount nominated in the event sponsorship prospectus 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.