



AAIR FORUM

2024

18 - 20 November 2024
Adelaide, South Australia



*After the Accord, where festivals
and grapevines bring us together*

SPONSORSHIP PROSPECTUS

WELCOME



The Australasian Association for Institutional Research is pleased to invite you to Adelaide for the 2024 AAIR Annual Forum, *After the Accord, where festivals and grapevines bring us together!*

Our forum theme, *After the Accord, where festivals and grapevines bring us together*, will allow us to reflect and provide some thought leadership into how the institutional research community can support higher education in addressing the Australian Government's Australian Universities Accord plan.

The forum's anticipated attendance of 80+ delegates at our in-person event provides an exceptional platform to showcase your innovations and promote new technologies, products, and services throughout the event and beyond. This presents a valuable opportunity to expand your network and explore offerings from other higher education providers.

Our sponsor and exhibitors' support of the AAIR Forum is highly valued within the higher education community, playing a crucial role in the success and continuation of our forums. Throughout the forum, various networking opportunities will be available at social functions and dedicated breaks within the program.

This prospectus presents a range of sponsorship packages tailored to ensure our sponsors and exhibitors receive maximum value for their investment.

Whether your goal is to enhance brand awareness, foster relationships, engage in face-to-face interactions, launch a product, or showcase your latest technologies and products, the 2024 AAIR Forum committee is dedicated to creating a customised package that aligns with your objectives and elevates your business outcomes.

We are looking forward to welcoming you to the AAIR Forum.

AAIR Forum Local Organising Committee

Don Johnston, Southern Cross University
Eva Seidel, Flinders University



ABOUT THE ASSOCIATION

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 AND DELEGATE PROFILE

The 2024 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 Australasia and internationally.

KEY ATTENDEE POSITIONS

- Manager
- Director
- Data and Reporting
- Business Intelligence
- Analytics
- Research
- Planning and Performance

OUR COMMITMENT TO YOU

Our commitment to you begins the moment you confirm your partnership package. Our dedicated forum team will provide you with clear and timely responses and information relating to your package. We aim to do our best to maximise the exposure of your partnership. A planned marketing strategy will ensure that you and your brand will receive widespread exposure in the lead up to, during and post forum.



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PROGRAM AT A GLANCE



MONDAY 18 NOVEMBER

Special Interest Groups and Workshops
Registration
Welcome Drinks



TUESDAY 19 NOVEMBER

Forum Sessions
Morning Tea, Lunch, Afternoon Tea and Trade Exhibition
Forum Dinner



WEDNESDAY 20 NOVEMBER

Forum Sessions
Morning Tea, Lunch, Trade Exhibition
Forum Close

FORUM ABSTRACT THEMES

- The evolving role of the institutional researcher
- Building an institutional research thought-leadership capability
- 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
- How institutions are responding to the Accord

PACKAGES AT A GLANCE

Sponsorship packages are linked to key events or opportunities within the forum program.
All prices shown are in Australian Dollars and are GST inclusive.

PACKAGE	SPEAKING OPPORTUNITY	HOST A WEBINAR	INTERVIEW AAIR NEWSLETTER EDITOR	SOCIAL POSTS X, LINKEDIN, FACEBOOK	LOGO ON AAIR SOCIAL BANNERS PRIOR TO FORUM	BRANDING OPPORTUNITIES WEBSITE, EDMS ETC.	ADVERT IN AAIR NEWSLETTER	NETWORKING OPPORTUNITIES	BANNER AT THE VENUE SPONSOR TO PROVIDE	REGISTRATIONS	EXHIBITION SPACE	DELEGATE LIST
PLATINUM SPONSOR FORUM DAY 1 \$10,000	40 MIN PLENARY	1	1	3 EACH	YES	YES	FULL PAGE	YES	1	2	2	YES
PLATINUM SPONSOR FORUM DAY 2 \$10,000	40 MIN PLENARY	1	1	3 EACH	YES	YES	FULL PAGE	YES	1	2	2	YES
SILVER SPONSOR SOCIAL FUNCTION NIGHT 1 \$5,500	10 MIN WELCOME AT FUNCTION	✗	✗	1 EACH	✗	YES	✗	YES	✗	2	1	YES
SILVER SPONSOR SOCIAL FUNCTION NIGHT 2 \$5,500	10 MIN WELCOME AT FUNCTION	✗	✗	1 EACH	✗	YES	✗	YES	✗	2	1	YES
EXHIBITION TABLE \$2,900	✗	✗	✗	✗	✗	YES	✗	YES	✗	1	1	YES

PLATINUM SPONSOR - 2 AVAILABLE

\$10,000

Promotion

- Exclusive Platinum Sponsorship of the AAIR Forum day one or day two
- An opportunity to address the full delegation, for 40 minute presentation in the main plenary
- 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.
- Three posts on each of AAIR's social media sites, including: 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
- Logo recognition as the Platinum Sponsor in all forum promotional material – including program, website (with link), and signage*
- Delegate list – name, position, organisation, state, country only
- Three full registrations including all day catering and social events
- One exhibition table



SILVER SPONSOR - 2 AVAILABLE

\$5,500

Promotion

- Recognition as a Silver Sponsor of the AAIR Forum 2024
- An opportunity to address attendees for 10 minutes at your sponsored social event
- One post on each of AAIR's social media sites, including: LinkedIn and Facebook
- Logo recognition as a Silver Sponsor in all forum promotional material – including program, website (with link), and signage
- Delegate list – name, position, organisation, state, country only
- Two full registrations including all-day catering and social events
- One exhibition table



TRADE EXHIBITION TABLE

\$2,900

Promotion

- 1 x Dressed trestle table
- 2 x Chairs
- 1 x 4mp/100w power outlet
- Logo recognition as an exhibitor in all forum promotional material – including program, website (with link), and signage*
- Delegate list – name, position, company, state, country only
- One exhibitor registration including all day catering and social events

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 \$550 each, which includes:

- Daily catering
- Attendance at forum sessions
- Attendance at the welcome drinks
- Attendance at dinner is an optional paid add-on

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, exhibition stands. 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/NZ3760:2010, 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

A full set of terms and conditions for forum sponsorship and exhibition packages are available on the forum website. When you complete the online acceptance form, you will be required to acknowledge your agreement to these terms and conditions to complete the submission process.