

KCA Annual Conference Sponsorship Prospectus



Commercialisation 4.0: Translating Australasian research outcomes in a rapidly changing global economy

1 -2 September 2022
Melbourne, VIC

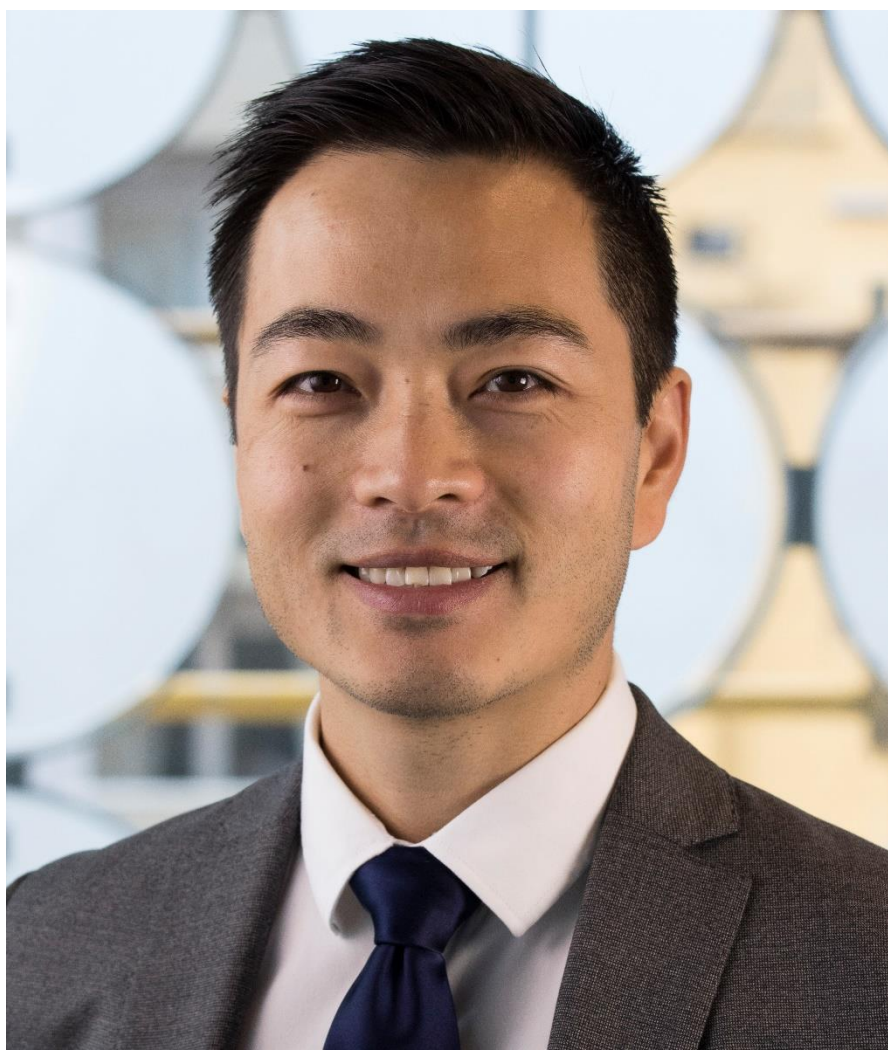
For more information please contact:

KCA

P: 02 9431 8600

E: conference@techtransfer.com.au

W: www.techtransfer.org.au



Welcome from the KCA Chair

There's so much excitement and anticipation that the KCA 2022 Annual Conference will be a lively, in-person event! There's never been a more crucial time to discuss translating Australasia's research outcomes, so this year's conference themed 'Commercialisation 4.0: Translating Australasian research outcomes in a rapidly changing global economy' will have speakers and sessions that explore latest best practices that maximise knowledge commercialisation. Leading experts and professionals from across Australia and New Zealand will come together to discuss bold ideas, celebrate success stories, and make new connections. Attendees will be equipped with fresh learnings and new networks to maximise research innovation and commercialisation outcomes.

Join us in Melbourne for the premier research commercialisation event of the year.

Quin Chang

Chair, Knowledge Commercialisation Australasia Ltd

About KCA

Knowledge Commercialisation Australasia (KCA) is the peak body representing organisations and individuals participating in or supporting the commercialisation of Australasian publicly funded research. It promotes best practice in industry engagement, commercialisation and entrepreneurship. It does this through its three core activities of:

- Facilitating stakeholder connections
- Professional development and
- Advocacy

KCA is a member-led not for profit organisation. KCA's organisational members and individuals expedite the commercialisation of innovative research discoveries to the Australasian community. The commercialisation and translation of research generates new companies, strengthens the competitiveness of existing companies and can also generate significant revenues for research organisations.

KCA conducts its three core activities through:

- Annual Conference and seminars
- Conducting the annual Survey of Commercialisation Outcomes from Public Research - SCOPR
- Networking events
- Professional development programs and workshops
- Engaging with government and government departments to act as an advocate for commercialisation activities.

KCA has many strategic alliances with counterparts internationally via the Alliance of Technology Transfer Professionals (ATTP). KCA is a founding member of ATTP, an alliance of national technology commercialisation associations from around the globe promoting and maintaining global standards in knowledge and technology transfer.



Sponsorship Opportunities

Annual Conference - Sponsorship Packages (all prices include GST)

We aim to be flexible to meet our sponsors' investment needs. Please contact the KCA Professional Conference Organiser if you would like to discuss a custom sponsorship package to suit your requirements.

	2 available Gold (3 available) \$6,450	2 available Silver (4 available) \$4,700	Bronze \$3,100	Member* Organisations \$6,000
Keynote speaker - Acknowledgement as keynote session sponsor	✓			
Introduce a session – 2-minute introduction	✓			
Lunch Sponsor – 2 lunch slots (one lunch per sponsor) and 1 lanyard slot available	✓			
Company profile on the conference app with bio, contact details, website link	✓	✓	✓	✓
Push notifications on the conference app	1	1		
Complimentary conference registrations (including the awards dinner)	2	1		5
Additional discounted conference registrations (10% off full member rate)	✓	✓		✓
Logo to appear on the dedicated conference webpage with link to the company website	✓	✓	✓	✓
Logo to appear in all pre and post event marketing	✓	✓	✓	✓
Logo to appear on holding slide where applicable during the conference	✓	✓	✓	✓
Acknowledgement as a sponsor at the conference opening	✓	✓	✓	✓
Acknowledgement in the KCA newsletter and electronic marketing materials	✓	✓	✓	✓

Terms & Conditions

Full payment is required, is non-refundable and is due within 30 days of signing the agreement. No refunds will be issued for cancellation notified less than 30 days prior to the event. All payments must be received by the due date. Failure to comply with payment terms may result in the sponsor not receiving full benefits as outlined in the package. This document is an invitation, not an offer. KCA reserves the right in their discretion to refuse any sponsorship application and may decide not to accept an application without giving reason. All sponsor benefits are conditional on receiving payment and receiving artwork and goods in a timely manner. It is up to the sponsor to supply all relevant promotional material at their own cost.

*The member sponsorship package is exclusively for voting Member Organisations only.

Sponsorship Opportunities

KCA Signature Activities (all prices include GST)

Dinner & Award Night Sponsor - ~~\$6,000~~

- Be recognised as the overall sponsor of the KCA Gala Dinner and Awards on the first night of the conference. You could create signature food or beverages for the delegates consumption using company branding and colours, provide branded clothing for the staff, or even add some theming or entertainment to the night.

KCA Award Category Sponsor (four available) - \$2,500

- You will be recognised as the sponsor of your chosen award category along with the opportunity to have someone on the judging panel for the awards. A \$750 prize for the award winner is to be provided by the sponsor. The awards categories are:
 - KCA Award for Best University Industry Collaboration
 - ~~×~~ KCA Award for Best Licensing Deal
 - ~~×~~ KCA Award for Best Spin-out
 - ~~×~~ KCA Award for Best Knowledge Exchange Initiative

Social Functions

Welcome Reception - \$4,500

- The chance to host a welcome reception for delegates attending the KCA Annual Conference. As a sponsor you could create a signature cocktail using company colours, have staff in branded clothing, or have themed food items. You will also have the opportunity to do a 2-minute address at the beginning of the reception to the delegates.

VIP Director's Function - ~~\$2,500~~

- This is your opportunity to provide a reception for the Directors in the industry to network, and to network with them, the night prior to the conference. As a sponsor you will have the opportunity to brand the function and do a 2-minute address at the beginning of the function to the attendees.

RTTP Breakfast - \$2,000

- The chance to host the RTTP breakfast. As a sponsor you will have the opportunity to brand the breakfast and do a 2-minute address at the beginning of the function to the delegates.

All opportunities listed above will include the following benefits:

- Company profile on the conference app with bio, contact details, website link
- Logo to appear on the dedicated conference webpage with link to the company website
- Logo to appear on holding slide where applicable during the conference
- Acknowledgement as a sponsor at the conference opening

Additional Sponsorship Opportunities (all prices include GST)

Below is a selection of additional sponsorship opportunities with the possibility to expand your brand visibility with delegates. These packages below all receive the following benefits with any additional benefits detailed within each individual package:

- Logo to appear in all pre and post event marketing
- Logo to appear on the dedicated conference webpage with link to the company website
- Logo to appear on holding slide where applicable during the conference
- Acknowledgement as a sponsor at the conference opening

Conference App Sponsor - \$3,750

- Inclusion of the organisation logo on the conference app landing page
- Company profile on the conference app with bio, contact details, website link
- 2 x push notifications during the conference
- 1 x complimentary conference delegate registration

Coffee Cart Sponsor - ~~\$3,000~~

- Pull up banner displayed with the coffee cart, provided by sponsor
- Sponsor has the opportunity to supply shirts, caps or aprons to the Baristas to wear
- Coffee cart hire and coffee consumption for 2 days included in the price
- Additional furniture or branding must be provided and paid for by the sponsor

Sponsorship Opportunities

Additional Sponsorship Opportunities Continued (all prices include GST)

Refreshment Break Sponsor - \$1,850 (two available)

- Be recognised as the official refreshment break sponsor for one full day with banner located with refreshments. Pull up banner to be provided by sponsor.

Sanitiser Station Sponsor - \$2,000 (two available)

- Sanitiser station branded with your company logo, automatic dispenser with Australian made ethanol hand sanitiser

Merchandise Sponsor - \$2,000

- Opportunity for the sponsor to give a branded promotional product to all the delegates. E.g. Keep cups, water bottles, hand sanitiser.

Survey of Commercialisation Outcomes from Public Research (SCOPR) Sponsor - POA

- Sponsorship for the SCOPR release announcement and SCOPR report, including co-branding and hosting a launch event at the KCA Conference.
SCOPR is an annual report commissioned by KCA that compiles annual data for major research performers across Australia's publicly funded research organisations (PFROs) and key New Zealand research institutions. Now entering its 5th year of data, the report showcases the vital work of Technology Transfer professionals who move research from the lab into everyday use and builds on the former National Survey of Research Commercialisation (Department of Industry, Science energy and Resources).

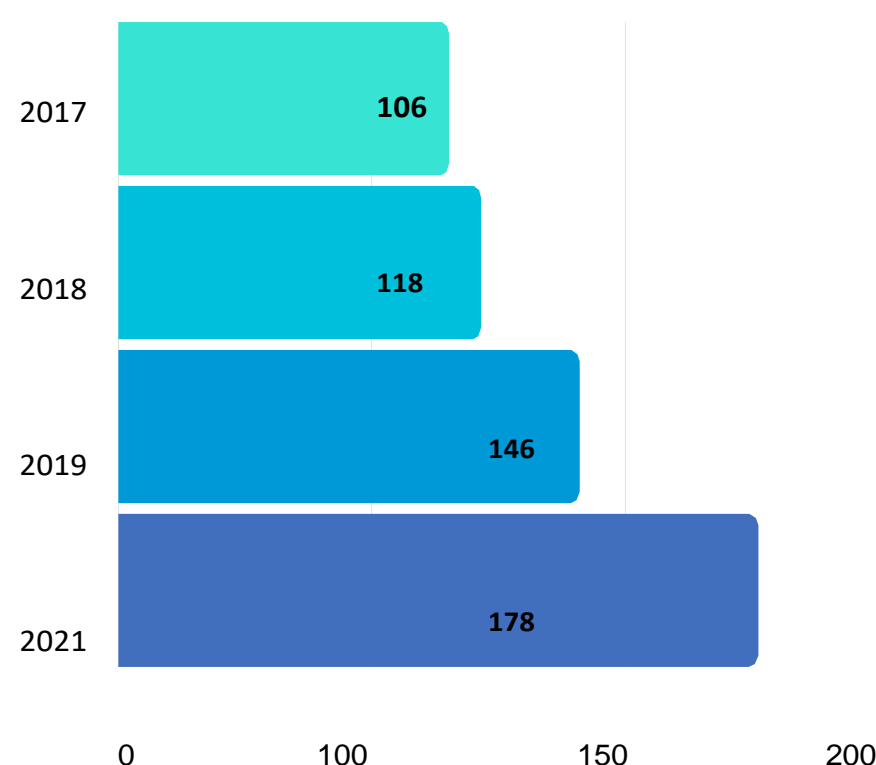
If you have ideas for any other sponsorship opportunities that you would like to pursue, please contact the KCA Professional Conference Organiser on 02 9431 8600 or at conference@techtransfer.org.au.

Why become a KCA Conference Sponsor?

With the innovation and commercialisation landscape changing at such a rapid pace, it is important for organisations to demonstrate support for the sector, build relationships to remain front of mind with key stakeholders and reconnect with partners. We are looking forward to you joining us in September!

- Attend a VIP function to network with Directors and other key contacts (available to all package sponsors)
- Meet with people who are looking for your expertise
- Target your already valued customers and potential new customers in a focused setting
- Maximise your exposure and get the attention of more than 100 technology transfer practitioners from Australia, New Zealand and further afield
- Reinforce your organisation's position or introduce your presence in the profession
- Enhance productivity by building contacts and partnerships
- Learn about the profession's activities through sessions, workshops and meetings

Conference Growth by Delegate Numbers



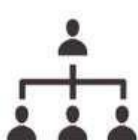
Life Sciences

46% of attendees were explicitly connected with commercialisation of life sciences research
72% of organisations who sent delegates have a known interest in life sciences research commercialisation



IP and Patents

12% of attendees are IP Managers/ Coordinators, Patent Analysts or Patent / Trademark Attorneys
20% of organisations who sent delegates are IP Firms or have a significant number IP and Patent Attorneys on staff



Directors, CEOs and Managers

65% of attendees are Directors, CEOs, Managers or Heads of their departments
78% of organisations sent delegates who are senior staff members in their organisation

Note: Figures based off 2018 and 2019 in person conference delegate information. 2021 figures are based on a virtual event. There was no event in 2020.

KCA Annual Conference Sponsorship 2022

CONTACT DETAILS

COMPANY NAME: _____

CONTACT PERSON: _____

POSITION: _____

ADDRESS: _____

CITY: _____ STATE: _____ POSTCODE: _____

EMAIL: _____ PHONE: _____

SPONSORSHIP

SPONSORSHIP TYPE: _____

AMOUNT PAYABLE: _____

PAYMENT METHOD: EFT CREDIT CARD

ACCEPTANCE AND AUTHORISATION

The undersigned is the designated organisation representative and hereby contracts with KCA, the sponsorship outlined above. The individual signing this binding contract warrants that authorisation has been duly granted to execute the contract on behalf of the organisation.

NAME: _____

SIGNATURE _____ DATE: _____

PAYMENT

For Electronic Funds Transfer (EFT) - details will be available on your invoice. Please quote invoice number and forward remittance to conference@techtransfer.org.au.

Card Payment Details VISA MASTERCARD

NAME ON CARD: _____

CARD NUMBER: _____ CCV: _____

EXPIRY DATE: _____ SIGNATURE: _____ AMOUNT: _____

Please return this completed form to conference@techtransfer.org.au.

