

# KCA Annual Conference Sponsorship Prospectus



9-10 September 2021  
Virtual

*Global Partnerships & Commercialisation*

For more information, please contact:

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W: [Click Here](#)



## About KCA

Knowledge Commercialisation Australasia (KCA) is the peak body representing organisations and individuals participating in or supporting the commercialisation of Australian public 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 not-for-profit organisation and members expedite the commercialisation of innovative research discoveries to the Australian community. Those discoveries strengthen the competitiveness of existing companies, generate new companies, and generate significant revenues to member institutions for research.

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.

As a sponsor you will be seen to support these aspirations in a very tangible way.

# Sponsorship Opportunities

## Annual Conference Sponsorship Packages

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.

	Diamond (exclusive) \$8,975	Gold (2 available) \$5,750	Silver (4 available) \$4,275	Bronze \$2,795	Member* Organisations \$6,000
Recognition as the official Diamond Partner of the annual conference	✓	<b>SOLD</b>	Only 2 remaining!		
Recognition as the overall Platform Sponsor	✓				
Keynote speaker - Acknowledgement as keynote session sponsor with a 2-minute introduction. Image displayed on the session page	✓				
Appear as the stream sponsor for one day with an image on the timeline		✓			
Opportunity to have a banner rotating at the top of the platform page	✓ (full)	✓ (full)	✓ (half)		
Opportunity to run a poll during a session	✓	✓			
Opportunity to have a post on the platform social media feed	✓	✓	✓		
Company page with branding and ability to host a video, upload brochures etc. Also arrange one-to-one video calls and chats	✓	✓	✓	✓	
Complimentary conference registrations	6	4	3	2	8
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 on the login page for the virtual event	✓	✓	✓	✓	✓
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	✓	✓	✓	✓	✓

# Sponsorship Opportunities

## **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 all receive several marketing and exposure benefits including the company logo to appear in marketing, on the event website and virtual platform plus sponsor acknowledgement at the conference opening. Full entitlements will be defined when booking.

### **KCA Signature Activities**

#### **Overall Awards Sponsor - \$6,000** **SOLD**

Be recognised as the overall sponsor of the KCA Awards on the first day of the conference.

#### **KCA Award Category Sponsor (four available) - \$1,500** **Only 1 remaining!**

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 \$500 prize for the award winner is to be provided by the sponsor. The awards categories are:

- KCA Award for Best University Industry Collaboration **SOLD**
- KCA Award for Best Licensing Deal **SOLD**
- KCA Award for Best Spin-out **SOLD**
- KCA Award for Best Knowledge Exchange Initiative

#### **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.

### **Social Functions**

#### **Conference Close Networking Session (POA)** **SOLD**

The chance to appear as the host for the virtual networking session at the close of the conference. This session proved to be popular in 2020.

#### **Other Virtual Networking (POA)**

The chance to appear as the host for a targeted networking session. This can be for a group of up to 20 who are put into groups of 3-4 which are mixed up every few minutes.



## 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 function to network (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 organization's position or introduce your presence in the profession
- Enhance productivity by building contacts and partnerships
- Learn about the profession's activities through sessions and meetings



### 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



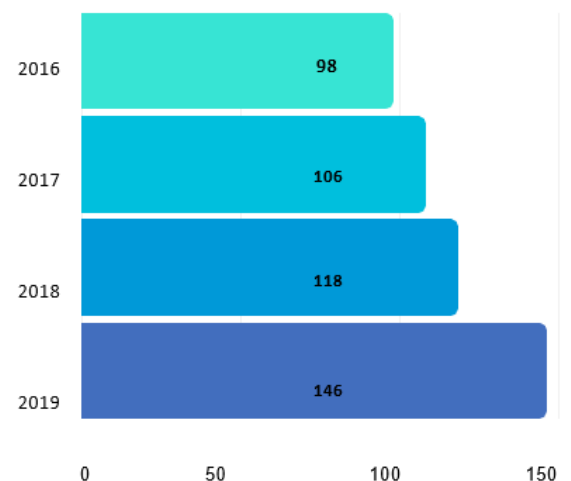
### Directors, CEOs and Managers

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 conference delegate information*



Conference Growth by Delegate Numbers



## KCA Annual Conference Sponsorship 2021

### CONTACT DETAILS

COMPANY NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

POSITION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ POSTCODE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

### SPONSORSHIP

SPONSORSHIP TYPE: \_\_\_\_\_

AMOUNT PAYABLE: \_\_\_\_\_

PAYMENT METHOD:

EFT

CREDIT CARD

### ACCEPTANCE & 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: \_\_\_\_\_

Please return this completed form to [conference@techtransfer.com.au](mailto:conference@techtransfer.com.au)

#### Terms & Conditions

Once your booking form is received, you will be sent a contract for review and signature. Full payment is required, is non-refundable and is due within 30 days of the invoice date or prior to the event commencement date (whichever is earliest). 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.