2023 KCA Annual Conference



11-12 October 2023 QT, Gold Coast

>>> Innovation to Adoption: Delivering Real Impact

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Sponsorship Prospectus

For more information please contact:
KCA Professional Conference Organiser
P: 02 9431 8600 | E: conference@techtransfer.org.au
W: www.techtransfer.org.au

Welcome from the KCA Chair

It is with great pleasure that I invite you to partner with KCA and join us for the 2023 KCA Annual Conference held in the Gold Coast, on the land of Kombumerri families of the Yugambeh Language Region. I'm proud to say that the Conference Committee has taken a sustainable and community minded approach in curating the conference events and activities which I know will be valued by all.

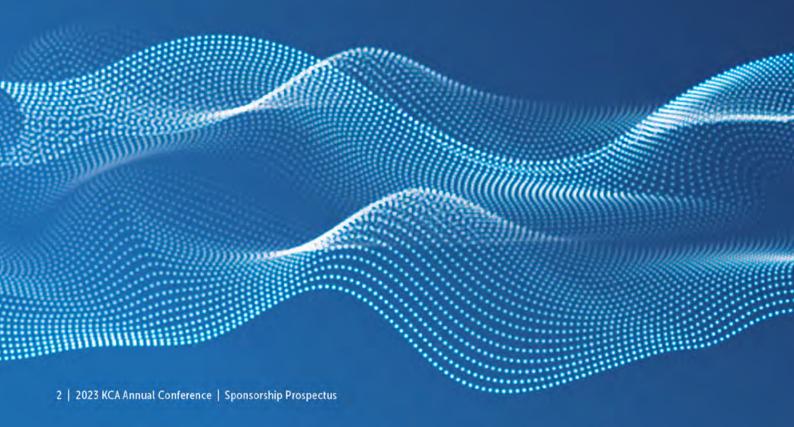
"Innovation to Adoption: Delivering Real Impact" is the focus of this year's conference and will attract best practice experts and industry leaders from across Australia and New Zealand to discuss bold ideas and celebrate our successes. Participants will gain new knowledge of industry trends and develop valuable networks with peers.

I would like to welcome research organisations, universities, government organisations, industry associates and businesses to support and join us at this unique event focused on uplifting commercialisation and translation of research in the region.

I look forward to welcoming you to the Gold Coast this year.



Quin Chang GAICD, RTTP 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 of 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 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.

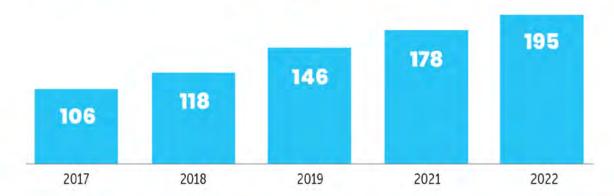


Why become a KCA Conference Sponsor?

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 October!

- 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 into 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

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.

	Diamond (Exclusive) \$10,000	Gold (3 available) \$6,450	Silver (4 available) S5,000	Bronze \$4,000	Member* Organisations \$6,000
Introduce a session – 3-minute introduction	1	One Remainin	g SOLD		
Keynote speaker - Acknowledgement as keynote session sponsor & introduce speaker	1	1			
Catering Sponsor (one sponsor per day) OR Speaker Gift Sponsor (at cost to sponsor)		1			
Company profile on the conference app with bio, contact details, website link	1	1	1	1	1
Push notifications on the conference app	2	1	1		
Complimentary conference registrations (including the awards dinner)	3	2	2	1	5
Additional discounted conference registrations (10% off full member rate)	1	/	1		1
Logo to appear on the dedicated conference webpage with link to the company website	1	1	1	1	1
Logo to appear in all pre and post event marketing	1	1	1	1	1
Logo to appear on holding slide where applicable during the conference	1	1	1	1	1
Acknowledgement as a sponsor at the conference opening	1	1	1	1	1
Acknowledgement in the KCA newsletter and electronic marketing materials	1	1	1	1	1

Terms & Conditions

No refunds will be issued for cancellation notified after 31st August. Any cancellations before this time will incur a 25% administration cancellation fee. 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.

KCA Gala Dinner & Awards

(all prices include GST)

Dinner & Award Night Sponsor - \$7,500 SOLD

Be recognised as the overall sponsor of the KCA Gala Dinner and Awards on the first night of the conference. You have the opportunity to address attendees up to 2 minutes during the evening. 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 (six available) - \$2,750

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:

- Best Industry Collaboration SOLD
- O Best Licensing Deal SOLD
- Best Spin-out SOLD
- Best Knowledge Exchange Initiative
- Research Commercialisation Professional of the Year
- Best Invention SOLD



Social Functions

(all prices include GST)

Welcome Reception - \$5,000

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 to the attendees during the reception.

VIP Director's Function - \$2,000 SOLD

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 to the attendees during the function.

RTTP Breakfast - \$2,000 SOLD

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

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

Registration & Lanyard Sponsor -\$5,000

- Sponsor logo displayed on delegate name badges
- All name badges worn by delegates to be attached to lanyards with the sponsor branding

 a sufficient number of lanyards to be provided by the sponsor with the organising committee to approve design.
- 1 x complimentary conference delegate registration

Coffee Cart Sponsor (2 available) - \$3.500

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

Conference App Sponsor - \$4,250

- Inclusion of the organisation logo on the conference app landing page
- 2 x push notifications during the conference
- 1 x complimentary conference delegate registration

Merchandise Sponsor - \$2,500

 Opportunity for the sponsor to give a branded promotional product to all the delegates. E.g. Keep cups, wa SOLD tles, hand sanitiser. (Sponsor responsibility to supply, with approval of the organising committee)

SCOPR (Survey of Commercialisation Outcomes from Public Research) 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 survey 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. This year the Australian Department of Education has partnered with KCA to support SCOPR activities.

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.

Sponsorship Booking Form

All sponsorship amounts are in Australian dollars and are inclusive of GST

Contact:				
Position:				
Company:				
Address (for invoicing):				
Suburb:		State: Postcode:	Postcode:	
Telephone: Mobile:		Email:		
Sponsorship Opportunitie	s			
O Diamond	\$10,000	VIP Director's Function	\$2,000	
○ Gold	\$6,450	RTTP Breakfast	\$2,000	
SOLD Silver	\$5,000	O Registration & Lanyard Sponsor	\$5,000	
O Bronze	\$4,000	O Coffee Cart Sponsor	\$3,500	
 Member Organisations 	\$6,000	O Conference App Sponsor	\$4,250	
SOLD Dinner & Award Night Sponsor	\$7,500	O Merchandise Sponsor	\$2,500	
O KCA Award Category Sponsor	\$2,750	O Survey of Commercialisation Outco		
O Welcome Reception	\$5,000	Public Research (SCOPR) Sponsor - POA		

Please complete and forward the application to:

2023 KCA Annual Conference Organiser

Signed:

C/- The Association Specialists Pty Ltd

PO Box 576, Crows Nest NSW, 1585, AUSTRALIA

Tel: +61 2 9431 8600 E: conference@techtransfer.org.au

Terms and Conditions: Sponsorship will be confirmed on receipt of the signed sponsorship contract which will be sent to you once the application has been received. A letter of confirmation will then be provided to confirm the booking, together with a Tax Invoice for the total amount of the sponsorship, which must be paid within 30 days or prior to the conference (whichever is earlier). In the event of cancellation, a service fee of 25% applies for cancellations prior to the 31st August 2023. No refunds will be made for cancellations after this date.

Date