

CAUTHE 2021 CONFERENCE ONLINE

TRANSFORMATIONS IN UNCERTAIN TIMES: FUTURE
PERFECT IN TOURISM, HOSPITALITY AND EVENTS

9-12 February | #cauthe2021 | We're expecting you!



2021 SPONSORSHIP & EXHIBITION PROSPECTUS

The Council of Australasian Tourism and Hospitality Education (CAUTHE) is proudly hosting the CAUTHE 2021 Conference Online from 9-11 February 2021. We are anticipating the event will attract up to 200 delegates. CAUTHE's vision is to be the uniting scholarly association for Australian and New Zealand tourism, hospitality and events education and research, providing leadership, engagement and support for academics while welcoming links with colleagues from around the world. Allowing for time zones of the majority of our membership in Australasia, the conference will be held from 13:00 – 16:00 AEDT.

By hosting the 2021 CAUTHE Conference, CAUTHE aims to showcase the council as a recognised global brand and leader in hosting current debates from tourism, hospitality and events.

The CAUTHE 2021 Conference Online will be an enriched online experience combining the traditional CAUTHE conference events accompanied with interactive online sessions. The program will feature the following activities, amongst many others:

- keynote speeches from globally tourism researchers and professionals
- industry and academic panel discussions
- PhD / ECR workshop and SIG meetings
- researcher mentorship opportunities by the Fellows
- a publisher and sponsors' exhibitor marketplace
- concurrent paper and poster presentations
- surprising social activities and networking opportunities
- a 'meet the journal editors' workshop
- video case studies by the Case Study project
- the entertaining and educative Great Debate

The CAUTHE 2021 Conference Online has the potential to be larger, more internationally accessible and inclusive, more scalable and flexible and, as always, social with “edutainment” and fun!

The conference is being hosted on the EventsAIR [OnAIR platform](#). CAUTHE has engaged the [Forum Group Events and Marketing](#), with experience and expertise in delivering online conferences to manage the conference. An exhibitor online portal will be set up to capture all sponsor and exhibitor details such as logos, brochures, bios and video files.

Special features of the Virtual Exhibitor Marketplace (Fig 1) include:

- Exhibitors can have multiple booth staff managing virtual attendee queues
- Record one-on-one instant video meetings
- Pre-scheduled appointments can be set and added to your timeline for that important business meeting
- Exchange contact details, take notes and download exhibitor information
- Set pre-defined questions to get the most out of the meeting via lead capture
- Exhibitor listing by category (Fig 2)

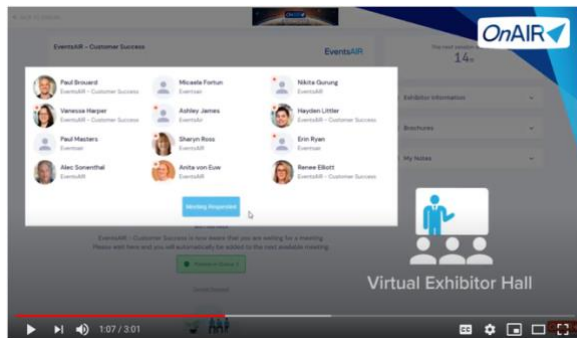


Figure 1: Virtual Exhibitor Hall (see [EventsAIR 1:04](#))

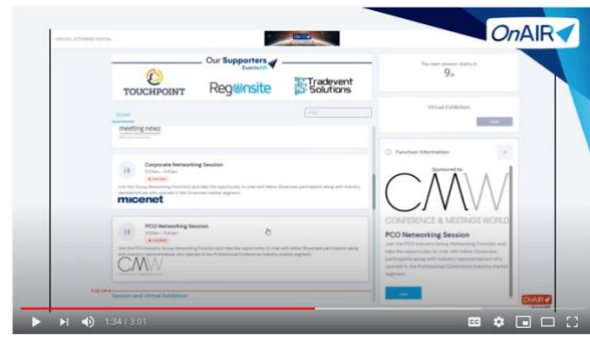


Figure 2: Sponsor listing (see [EventsAIR 1:35](#))

To assist with the success of the conference we are seeking sponsors at the levels outlined below.

Platinum

AU\$1,500

Platinum conference partner status, includes:

- Mentions (logo inclusion) in ongoing marketing material
- Three conference registrations that include all conference activities and social functions
- One full-colour A4 page advertisement placed in the online program
- Space in the Virtual Exhibitor Hall with opportunity to host pre-scheduled or impromptu meetings with delegates
- Mention at the conference opening and closing as well as inclusion in the sponsor and exhibitor section of the online program
- Your logo to appear on the holding slides in the main plenary room (along with Gold and Silver sponsor logos)
- 350-word organisation profile and hyperlinked logo on the sponsor and exhibitor page of the conference website
- Four mentions on the CAUTHE 2021 Conference social media platforms (Facebook, LinkedIn and Twitter): one upon receipt of payment, one prior to, one during and one post conference*
- A delegate list provided to you one week prior to the conference (less privacy requests)

* Exact content needs to be approved by the conference organiser

Gold

AU\$1,000

Gold conference partner status, includes:

- Mentions (logo inclusion) in ongoing marketing material
- Two conference registrations that include all conference activities and social functions
- Space in the Virtual Exhibitor Hall with opportunity to host pre-scheduled or impromptu meetings with delegates
- One full-colour A5 page advertisement placed in the online program
- Mention at the conference opening and closing as well as inclusion in the sponsor and exhibitor section of the online program
- Your logo to appear on the header slides in the main plenary room (along with Platinum and Silver sponsor logos)
- 250-word organisation profile and hyperlinked logo on the sponsor and exhibitor page of the website
- Three mentions on the CAUTHE 2021 Conference social media platforms (Facebook, LinkedIn and Twitter): one upon receipt of payment, one prior to and one during the conference**
- A delegate list provided to you one week prior to the conference (less privacy requests)

* Exact content needs to be approved by the conference organiser

Silver

AU\$500

Silver conference partner status includes

- Mentions (logo inclusion) in ongoing marketing material
- One conference registration that includes all conference activities and social functions
- Space in the Virtual Exhibitor Hall with opportunity to host pre-scheduled or impromptu meetings with delegates
- One full-colour A6 page advertisement placed in the online program
- Mention at the conference opening and closing as well as inclusion in the sponsor and exhibitor section of the online program
- Your logo to appear on the header slides in the main plenary room (along with Platinum and Gold sponsor logos)
- 150-word organisation profile and hyperlinked logo on the sponsor and exhibitor page of the website
- Two mentions on the CAUTHE 2021 Conference social media platforms (Facebook, LinkedIn and Twitter): one upon receipt of payment and one either prior to or during the conference*
- A delegate list provided to you one week prior to the conference (less privacy requests)

* Exact content needs to be approved by the conference organiser

Opening Ceremony Sponsor

AU\$1,000 (exclusive opportunity)

The Opening Ceremony is the first formal function of the CAUTHE 2021 Conference. It will be held on Tuesday 9 February 2021 and will run from approximately 13:00-14:00 AEDT. The Opening Ceremony features the conference keynote speaker, is well attended and provides an exclusive forum for branding. This option includes:

- Opening Ceremony naming rights. The Opening Ceremony will be known as the 'CAUTHE 2021 Conference Online Opening Ceremony, proudly sponsored by [your organisation]'
- One conference registration that includes all conference activities and social functions
- Space in the Virtual Exhibitor Hall with opportunity to host pre-scheduled or impromptu meetings with delegates
- A full-colour A5 half page advertisement placed in the online program
- Mention at the conference opening and closing as well as inclusion in the sponsor and exhibitor section of the online program
- 250-word organisation profile and hyperlinked logo on the sponsor and exhibitor page of the website
- Three mentions on the CAUTHE 2021 Conference social media platforms (Facebook, LinkedIn and Twitter): one upon receipt of payment, one prior to and one during the welcome reception*
- A delegate list provided to you within one week after the conference (less privacy requests)

* Exact content needs to be approved by the conference organiser

Personalised Bespoke Package

\$ Price on application (one opportunity per organisation)

We welcome the opportunity to discuss any variation to the options presented above or discuss and design a bespoke, tailor-made sponsorship package just for your organisation. If you'd like to discuss this further, please contact Paul Whitelaw.

Email: paul.whitelaw@scu.edu.au | Phone: +61 417 532 587

The organisers of the CAUTHE 2021 Conference thank you in advance and look forward to working with you for this fantastic conference.

For enquiries please contact the CAUTHE 2021 Online Conference organisers see [CAUTHE 2021 Conference](#)