

2022 HYBRID CAUTHE CONFERENCE SPONSORSHIP & EXHIBITION PROSPECTUS

Griffith University and The Council of Australasian Tourism and Hospitality Education (CAUTHE) will be proudly hosting the CAUTHE 2022 Conference in Brisbane, Australia and online from 7-9th February 2022. We are anticipating the event will attract over 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.

By hosting the 2022 CAUTHE Conference, Griffith University seeks to consolidate its reputation as a recognised global brand and leader in the fields of tourism, hospitality and events.

The CAUTHE 2022 Conference will be an engaging, hybrid 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 internationally renowned tourism researchers and practitioners
- industry and academic panel discussions
- PhD, Early Career Researcher and Mid Career Researcher workshops
- researcher mentorship opportunities
- a publisher and sponsors' exhibitor marketplace
- concurrent paper and poster presentations
- eclectic social activities and networking opportunities
- the entertaining and educative Great Debate

The in-person conference will be hosted at Griffith University's Queensland Conservatorium, Southbank, Brisbane. Ideally positioned in Brisbane's cultural heart, the campus is a 10-minute walk from the Brisbane CBD and is adjacent to the Queensland Art Gallery, the Gallery of Modern Art, the State Library, the Queensland Museum, the Queensland Performing Arts Centre and the Brisbane Convention and Exhibition Centre.

CAUTHE 2022 will provide all sponsors with excellent opportunities to promote their products and services to more than 200 participants. Sponsors will enjoy immense benefits from exhibitions, marketing activities and communication with participants during the conference.

Sponsorship support underwrites the build up to the conference. It supports preparation, planning, and marketing activities associated with the event and subsidises the operational costs associated with management, communications, invited speaker expenses, in addition to program and conference materials design and production.

To assist with the success of the conference and to help likeminded sponsors enjoy the benefits of an association with our community, we are seeking sponsors at the levels outlined below.

Gold

AU\$2,000 (plus GST)

Gold conference partner status, includes:

- A speaking opportunity to address conference attendees at the Gala Dinner or Conference Official Welcome social function
- Mentions (logo inclusion) in ongoing marketing collateral
- Two face-to-face conference registrations that include all conference activities and social functions
- One full-colour A4 page advertisement placed in the conference program
- Space in the 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 conference program
- Your logo to appear on the holding slides in the main plenary room (along with Silver and Bronze sponsor logos)
- 350-word organisation profile and hyperlinked logo on the sponsor and exhibitor page of the conference website
- Four mentions on the CAUTHE 2022 Conference social media platforms: 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

Silver

AU\$1,000 (plus GST)

Silver conference partner status, includes:

- Mentions (logo inclusion) in ongoing marketing collateral
- One face-to-face conference registration that includes all conference activities and social functions
- Space in the Exhibitor Hall with opportunity to host pre-scheduled or impromptu meetings with delegates
- One full-colour A5 page advertisement placed in the conference program
- Mention at the conference opening and closing as well as inclusion in the sponsor and exhibitor section of the conference program
- Your logo to appear on the header slides in the main plenary room (along with Gold and Bronze sponsor logos)
- 250-word organisation profile and hyperlinked logo on the sponsor and exhibitor page of the conference website
- Three mentions on the CAUTHE 2022 Conference social media platforms: 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

Bronze

AU\$500 (plus GST)

Bronze conference partner status includes:

- Mentions (logo inclusion) in ongoing marketing collateral
- Space in the Exhibitor Hall with opportunity to host pre-scheduled or impromptu meetings with delegates
- One full-colour A6 page advertisement placed in the conference program
- Mention at the conference opening and closing as well as inclusion in the sponsor and exhibitor section of the conference program
- Your logo to appear on the header slides in the main plenary room (along with Gold and Silver sponsor logos)
- 150-word organisation profile and hyperlinked logo on the sponsor and exhibitor page of the conference website
- Two mentions on the CAUTHE 2022 Conference social media platforms: 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) (plus GST)

The Opening Ceremony is the first formal function of the CAUTHE 2022 Conference. It will be held on 7th-February 2022 and will run from approximately 14:00-15:00 AEDT (time to be confirmed closer to the date). The Opening Ceremony 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 2022 Hybrid Conference Opening Ceremony, proudly sponsored by/presented by [your organisation]'
- Opportunity for a 2-3 minute speech to be delivered at the official opening session
- One face-to-face conference registration that includes all conference activities and social functions
- Space in the Exhibitor Hall with opportunity to host pre-scheduled or impromptu meetings with delegates
- A full-colour A5 half page advertisement placed in the conference program
- Mention at the conference opening and closing as well as inclusion in the sponsor and exhibitor section of the conference program
- 250-word organisation profile and hyperlinked logo on the sponsor and exhibitor page of the conference website
- Three mentions on the CAUTHE 2022 Conference social media platforms: 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

Higher Education Partners

AU\$500 (plus GST)

Higher Education Partner status, includes:

- Mentions (logo inclusion) in ongoing marketing collateral
- Space in the Exhibitor Hall with opportunity to host pre-scheduled or impromptu meetings with delegates
- One full-colour A5 page advertisement placed in the conference program
- Mention at the conference opening and closing as well as inclusion in the sponsor and exhibitor section of the conference program
- Your logo to appear on the header slides in the main plenary room (along with Gold, Silver and Bronze sponsor logos)
- 250-word organisation profile and hyperlinked logo on the sponsor and exhibitor page of the conference website
- Two mentions on the CAUTHE 2022 Conference social media platforms: 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

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 would like to discuss this further, please contact Kevin Filo, Sponsorship and Marketing Committee Chair.

Email: k.filo@griffith.edu.au | Phone: +61 400 262 278

The organisers of the CAUTHE 2022 Conference thank you in advance and look forward to working with you to deliver the benefits associated with this fantastic conference.

For general enquiries about the conference, please contact the CAUTHE 2022 Online Conference organisers, see [CAUTHE 2022 Conference](#)

NOTE: In the event of COVID restrictions prevent the delivery of the in-person conference, the benefits within each package will be moved to the equivalent fully online conference package.