

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 online conference will be hosted on the EventsAIR [OnAIR platform](#). Griffith University has engaged the [Forum Group Events and Marketing](#), based upon their experience and expertise in delivering online conferences to manage the conference. An exhibitor online portal will be set up to capture all sponsors and exhibitors' details spanning 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
- Recording of one-on-one instant video meetings
- Pre-scheduled appointments can be set and added to your timeline for that important business meeting
- The capacity to exchange contact details, take notes and download exhibitor information
- Setting pre-defined questions to get the most out of the meeting via lead capture
- Exhibitor listing by category (Fig 2)

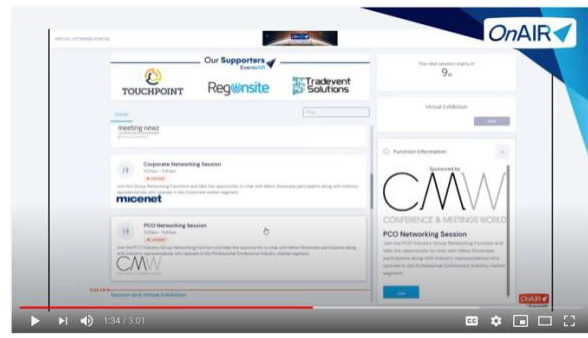
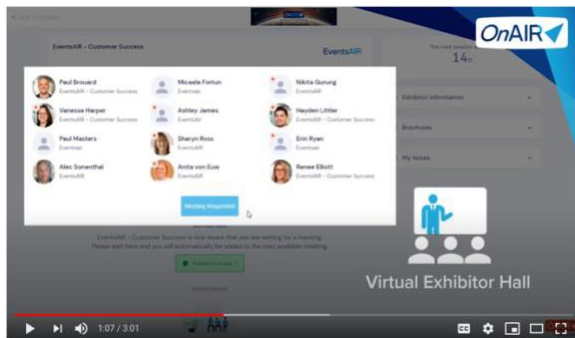


Figure 1: Virtual Exhibitor Hall (see [EventsAIR](#) 1:04)

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

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.

Gold – Online

AU\$2,000 (plus GST)

Gold Online conference partner status, includes:

- Mentions (logo inclusion) in ongoing marketing collateral
- Three online conference registrations that include all conference activities
- One full-colour A4 page advertisement placed in the online program
- Space in the Virtual Marketplace 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 - Online

AU\$1,000 (plus GST)

Silver Online conference partner status, includes:

- Mentions (logo inclusion) in ongoing marketing collateral
- One online conference registration that includes all conference activities
- Space in the Virtual Marketplace 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 - Online

AU\$500 (plus GST)

Bronze - Online conference partner status, includes:

- Mentions (logo inclusion) in ongoing marketing collateral
- Space in the Virtual Marketplace 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 organizer

Higher Education Partners

AU\$500 (plus GST)

Higher Education Partner status, includes:

- Mentions (logo inclusion) in ongoing marketing collateral
- Space in the Virtual Marketplace 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](#)