UNIVERSITIES AUSTRALIA
CONFERENCE 2021

NATIONAL CONVENTION CENTRE CANBERRA
2-3 JUNE 2021

PARTNERSHIP AND EXHIBITION PROSPECTUS

Universities Australia is the national peak body representing Australia's universities.

We communicate with government and the public to share stories of and advocate for Australia's world-leading, vibrant and diverse higher education system.

The Universities Australia Conference is the sector's preeminent event. Our 1,000 delegates are senior representatives from universities across the country, other peak bodies, unions and special interest groups. Run by the sector, for the sector, it is the must-attend event for all those who have an interest in what's happening in university education and research. It is also the go-to event in the higher education calendar for all those who wish to support, build relationships and do business with this dynamic and expanding sector.

The 13th annual conference is to be held 2 -3 June 2021 in Canberra.

Universities Australia members are located all around Australia:

Why participate in this conference?

The Universities Australia Conference is Australia's leading event for organisations working in the higher education sector to increase brand exposure, develop long-lasting relationships, and build business opportunities.

The sector

- In 2018, Australian universities contributed $41 billion to the Australian economy and supported 259,100 full-time equivalent jobs.
- With more than 200 campuses around Australia and offshore, Australian universities educate more than 1.4 million students and employ over 130,000 full-time equivalent staff.

Media

The conference achieves significant coverage in both specialist and general media.

The 2020 events and announcements made over the course of the conference were covered in 81 separate media items over three days. These reached **1.6 million Australians**. Universities Australia Twitter activity reached **over three million people** with a total of **13.2 million impressions** (the number of times a tweet has been viewed in Twitter feeds). There were almost **2,250 tweets** under the conference hashtag #UAConf2020 by **779 different users**.

The program

- The program is structured around key national and international speakers who make news, stimulate debate and bring about changes to the higher education policy environment.
- Australian university Vice-Chancellors, Chancellors, senior university decision makers and senior managerial staff support this conference as chairs, speakers and delegates.
- The Minister for Education and other key ministers and opposition frontbenchers in portfolios of importance to higher education will be invited to participate.
- The 2020 conference attracted speakers and delegates from Canada, Denmark, Fiji, Germany, India, Netherlands, New Zealand, Saudi Arabia, Singapore, South Africa and United States of America.

The delegates

- Approximately two-thirds of the attendees are from Australian and overseas universities, with the remainder from government departments and agencies, ministerial offices, affiliated peak bodies and higher education-related lobby groups.
- The Universities Australia Conference has been incredibly successful with the number of delegates growing steadily over the years and it is expected to continue expanding.
- This range of attendees broadly reflects Universities Australia's intended target audience: government, business, education providers, university staff, philanthropic organisations, media, higher education sector agencies, and international institutions and organisations. A number of student representative organisations also attend.

Who should partner and exhibit?

Universities Australia would be delighted to discuss partnership and exhibition opportunities with any organisations interested in being involved in the 2021 Universities Australia Conference. Your involvement as a partner or an exhibitor will provide opportunities to network, support and work with the higher education sector, and will be widely promoted in the lead up to and during the conference.

Involvement in this conference would lend itself particularly well to:

- higher education organisations
- training organisations
- learning application developers
- consultancies
- local, state and federal government
- financial organisations
- HR solutions
- accounting software developers
- collaboration tool developers
- content management solutions developers
- facilities management solutions
- IT support services
- assisted learning technologies
- internet based learning providers
- technology companies (products and services)
- board and governance portal platforms
- marketing and advertising companies
- furniture providers
- audio visual suppliers

Venue

National Convention Centre Canberra (31 Constitution Avenue, Canberra) on 2-3 June 2021

Highlights 2020

40+ exhibiting organisations

39 Australian universities represented by senior management

over 1000 participants

65+ high profile presenters

Program

The program comprises a condensed one day event for 2021 commencing with a welcome reception the evening prior. The program will also be available to online delegates.

Draft Conference schedule

Wednesday 2 June 2021	
6.00am - 2.30pm	Exhibition build
2.30pm - 4.30pm	Exhibitor bump-in
2.00pm - 5.00pm	Leadership Masterclasses
5.30pm - 7.30pm	Welcome reception
Thursday 3 June 2021	
8.15am - 10.45am	Conference welcome and opening keynote address
10.45am - 11.15am	Morning tea
11.15am - 12.15pm	Concurrent sessions
12.15pm - 1.15pm	Concurrent sessions
1.15pm - 2.15pm	Lunch
2.15pm - 3.15pm	Concurrent sessions
3.15pm - 4.35pm	Plenary session
4.35pm - 4.45pm	Conference close
4.45pm - 6.00pm	Conference bump-out

Please note

This schedule is provided as a guide only. Exact bump-in and bump-out times, conference session times and exhibition opening and closing times will be confirmed closer to the conference.

Further information

To discuss your involvement in the 2021 Universities Australia conference, please contact our Events Manager on +61 2 6285 8116 or by email at events@universitiesaustralia.edu.au

(Please note that this is a summary only. For full details please refer to the individual partnership outline in the prospectus.)

PARTNERSHIP AT A GLANCE

	PLATINUM	GOLD		SILVER			BRONZE		
	Platinum Partner	Online SOLD	Welcome Reception SOLD	Concurrent Stream 3 available	Conference satchel	Coffee Carts	Smart phone app SOLD	Lanyard SOLD	Stationery
BENEFITS	$20,000	$18,000	$16,500	$14,500	$10,000	$8,500	$6,500	$5,500	$5,000
Opted-in delegate list (name, title, organisation and email)	✔								
Logo displayed on signage throughout the venue	✔								
Full page advert in conference handbook	✔								
250 word blurb in conference handbook	✔								
1 x double sided A4 page satchel insert	✔								
3m x 3m exhibition space at venue	✔								
Exclusive invitation to attend a networking event with Vice-Chancellors	Two	One	One						
Reference in the Conference Chair's welcome in the conference handbook	✔	✔	✔						
90 second video to be shown during conference	at the beginning or end of a plenary session	video and/or logo placement during breaks	at the beginning of the welcome reception	at the beginning of your chosen concurrent stream					
Complimentary registrations for the one day conference in Canberra	Two	One	Two	One	One	One	One	One	One
Complimentary tickets to the welcome reception	Two	One	Two	One	One	One	One	One	One
Complimentary registrations for the one day conference online	Two	Three	One	One	One	One	One	One	One
Organisational blurb on the conference app	250 words	200 words	200 words	150 words	150 words	150 words	100 words	100 words	100 words
"Opted-in delegate list (name, title and organisation)"	✔	✔	✔	✔	✔	✔	✔	✔	✔
Logo displayed on the conference website, phone app and conference newsletter	✔	✔	✔	✔	✔	✔	✔	✔	✔
Digital advertisement in the conference e-satchel - up to 10mb PDF	✔	✔	✔	✔	✔	✔	✔	✔	✔
Virtual exhibition	✔	✔	✔	✔	✔	✔	✔	✔	✔

Prices for sponsorship are ex GST

PLATINUM PARTNERSHIPS

Up to 6 available | $20,000 (ex. GST)

The annual Universities Australia Conference has gone from strength to strength with the ongoing support of key partners

The 2021 conference offers six platinum partnerships, with each package to include:

- access to the opted-in delegate list which includes name, title, organisation and email two weeks prior to the conference
- your company logo displayed on signage throughout the venue
- a full page advert in conference handbook
- a 250 word blurb in conference handbook
- one double sided A4 page satchel insert
- a 3m x 3m exhibition space at venue including two complimentary exhibitor passes
- an exclusive invitation for two senior representatives from your organisation to have high level access to Vice-Chancellors from Australia's universities at a networking dinner prior to the conference. Your support will be formally acknowledged by the Chair, and your representatives will be introduced to the Vice-Chancellors
- reference in the Conference Chair's welcome in the conference handbook
- 90 second video to be shown at the beginning or end or a plenary session
- two complimentary registrations to attend the one day conference in Canberra
- two complimentary tickets to the welcome reception in Canberra
- two complimentary registrations to attend the one day conference online
- organisational blurb (250 words) on the conference website and phone app
- logo displayed on the conference website, phone app and conference newsletter
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates
- a virtual exhibition as part of the online platform

GOLD PARTNERSHIPS

Online partner | $18,000 (ex. GST) - SOLD

The 2021 conference will move to a hybrid model allowing delegates to attend in person or online in real time. Providing easy access to all conference sessions, the online platform creates an exciting opportunity for one partner to ensure that their brand is within reach of every conference delegate. The platform will be made available to all delegates post event with links remaining active for up to three months.

This gold partnership package includes:

- company logo and/or 90 second video placement during breaks
- an exclusive invitation for one senior representative from your organisation to have high level access to Vice-Chancellors from Australia's universities at a networking dinner prior to the conference. Your support will be formally acknowledged by the Chair, and your representative will be introduced to the Vice-Chancellors
- reference in the Conference Chair's welcome in the conference handbook
- one complimentary registration to attend the one day conference in Canberra
- one complimentary ticket to the welcome reception in Canberra
- three complimentary registrations to attend the one day conference online
- organisational blurb (200 words) on the conference website and phone app
- logo displayed on the conference website, phone app and conference newsletter
- access to the opted-in delegate list which includes name, title and organisation two weeks prior to the conference
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates
- a virtual exhibition as part of the online platform

Optional extras:

- one double sided A4 page satchel insert $1,500 (ex. GST)
- 3 x 3 exhibition space at the venue (includes two exhibitor passes) $2,800 (ex. GST)

GOLD PARTNERSHIPS

Welcome reception | Exclusive | $16,500 (ex. GST) - SOLD

The welcome reception is the high-profile opening and only social event of the conference for 2021.

The welcome reception is the high-profile opening and only social event of the conference for 2021. Held on the Wednesday evening prior to the conference opening in the exhibition hall, it provides exclusive opportunity for a partner to promote their brand in a relaxed setting primed for networking.

This gold partnership package includes:

- sole naming rights for the welcome reception
- an exclusive invitation for one senior representative from your organisation to have high level access to Vice-Chancellors from Australia's universities at a networking dinner prior to the conference. Your support will be formally acknowledged by the Chair, and your representative will be introduced to the Vice-Chancellors
- reference in the Conference Chair's welcome in the conference handbook
- 90 second video to be shown at the beginning of the welcome reception as guests arrive
- two complimentary registrations to attend the one day conference in Canberra
- two complimentary tickets to the welcome reception in Canberra
- one complimentary registration to attend the one day conference online
- organisational blurb (200 words) on the conference website and phone app
- logo displayed on the conference website, phone app and conference newsletter
- access to the opted-in delegate list which includes name, title and organisation two weeks prior to the conference
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates
- a virtual exhibition as part of the online platform

Optional extras:

- one double sided A4 page satchel insert $1,500 (ex. GST)
- 3 x 3 exhibition space at the venue (includes two exhibitor passes) $2,800 (ex. GST)

SILVER PARTNERSHIPS

Concurrent stream | Up to three available | $14,500 (ex. GST)

The 2021 conference has an exciting opportunity for up to three silver partners to sponsor a concurrent stream in the program.

This silver partnership package includes:

- your logo displayed on signage in each of the rooms of your chosen concurrent steam
- 90 second video to be shown in each of the rooms for your chosen concurrent stream
- one complimentary registration to attend the one day conference in Canberra
- one complimentary ticket to the welcome reception in Canberra
- one complimentary registration to attend the one day conference online
- organisational blurb (150 words) on the conference website and phone app
- logo displayed on the conference website, phone app and conference newsletter
- access to the opted-in delegate list which includes name, title and organisation two weeks prior to the conference
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates
- a virtual exhibition as part of the online platform

Optional extras:

- one double sided A4 page satchel insert $1,500 (ex. GST)
- 3 x 3 exhibition space at the venue (includes two exhibitor passes) $2,800 (ex. GST)

SILVER PARTNERSHIPS

Conference satchel | Exclusive | $10,000 (ex. GST)

With one provided to each onsite delegate attending the conference in Canberra, the conference satchel provides exclusive opportunity for one partner to promote their brand extensively during, and after, the conference. The conference satchel will be sourced and designed by Universities Australia in close consultation with the partner, with Universities Australia to also have a small logo placed on the satchel.

This silver partnership package includes:

- sole naming rights and company logo placement on the satchel
- one complimentary registration to attend the one day conference in Canberra
- one complimentary ticket to the welcome reception in Canberra
- one complimentary registration to attend the one day conference online
- organisational blurb (150 words) on the conference website and phone app
- logo displayed on the conference website, phone app and conference newsletter
- access to the opted-in delegate list which includes name, title and organisation two weeks prior to the conference
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates
- a virtual exhibition as part of the online platform

Optional extras:

- one double sided A4 page satchel insert $1,500 (ex. GST)
- 3 x 3 exhibition space at the venue (includes two exhibitor passes) $2,800 (ex. GST)

SILVER PARTNERSHIPS

Coffee carts | $8,500 (ex. GST)

Highly sought after, and strategically placed throughout the exhibition hall, coffee carts provide an excellent opportunity for a partner to promote their brand to conference delegates seeking their morning (and afternoon) coffee.

This silver partnership package includes:

- your logo displayed on up to three coffee carts around the venue
- one complimentary registration to attend the one day conference in Canberra
- one complimentary ticket to the welcome reception in Canberra
- one complimentary registration to attend the one day conference online
- organisational blurb (150 words) on the conference website and phone app
- logo displayed on the conference website, phone app and conference newsletter
- access to the opted-in delegate list which includes name, title and organisation two weeks prior to the conference
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates
- a virtual exhibition as part of the online platform

Optional extras:

- one double sided A4 page satchel insert $1,500 (ex. GST)
- 3 x 3 exhibition space at the venue (includes two exhibitor passes) $2,800 (ex. GST)

BRONZE PARTNERSHIPS

Conference phone app | $6,000 (ex. GST) - SOLD

Providing easy access to all conference related information, the conference phone app creates an exciting opportunity for one partner to ensure that their brand is within reach of every conference delegate. The app is also used by delegates to ask questions during sessions.

This bronze partnership package includes:

- corporate branding and information about your organisation on the conference phone app
- one complimentary registration to attend the one day conference in Canberra
- one complimentary ticket to the welcome reception in Canberra
- one complimentary registration to attend the one day conference online
- organisational blurb (150 words) on the conference website and phone app
- logo displayed on the conference website, phone app and conference newsletter
- access to the opted-in delegate list which includes name, title and organisation two weeks prior to the conference
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates
- a virtual exhibition as part of the online platform

Optional extras:

- one double sided A4 page satchel insert $1,500 (ex. GST)
- 3 x 3 exhibition space at the venue (includes two exhibitor passes) $2,800 (ex. GST)

BRONZE PARTNERSHIPS

Conference lanyards | $5,500 (ex. GST) - SOLD

With one provided to each onsite delegate attending the conference in Canberra, the conference lanyard provides an exclusive opportunity for one partner to promote their brand extensively during, and after, the conference. The conference lanyard will be sourced and designed by Universities Australia in close consultation with the partner.

This bronze partnership package includes:

- logo placement on the lanyard
- one complimentary registration to attend the one day conference in Canberra
- one complimentary ticket to the welcome reception in Canberra
- one complimentary registration to attend the one day conference online
- organisational blurb (150 words) on the conference website and phone app
- logo displayed on the conference website, phone app and conference newsletter
- access to the opted-in delegate list which includes name, title and organisation two weeks prior to the conference
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates
- a virtual exhibition as part of the online platform

Optional extras:

- one double sided A4 page satchel insert $1,500 (ex. GST)
- 3 x 3 exhibition space at the venue (includes two exhibitor passes) $2,800 (ex. GST)

BRONZE PARTNERSHIPS

Conference stationery | $5,000 (ex. GST)

With one provided to each onsite delegate attending the conference in Canberra, the conference notebook and pen provide an exclusive opportunity for one partner to promote their brand extensively during, and after, the conference. The conference stationery be sourced and designed by Universities Australia in close consultation with the partner.

This bronze partnership package includes:

- company logo placement on the notepad and pen
- one complimentary registration to attend the one day conference in Canberra
- one complimentary ticket to the welcome reception in Canberra
- one complimentary registration to attend the one day conference online
- organisational blurb (150 words) on the conference website and phone app
- logo displayed on the conference website, phone app and conference newsletter
- access to the opted-in delegate list which includes name, title and organisation two weeks prior to the conference
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates
- a virtual exhibition as part of the online platform

Optional extras:

- one double sided A4 page satchel insert $1,500 (ex. GST)
- 3 x 3 exhibition space at the venue (includes two exhibitor passes) $2,800 (ex. GST)

EXHIBITION OPPORTUNITIES

The exhibition will be held in the exhibition hall for a small number of exhibitors and will be the location for the welcome reception. It is also the venue where all conference catering will be served throughout the conference. This has been designed to maximise exposure and opportunities for contact between delegates and exhibitors.

Onsite exhibition space (3m x 3m)	$2,800 (ex. GST)
Virtual exhibition space (online)	$1,200 (ex. GST)

Onsite inclusions

- two complimentary onsite exhibitor passes*
- your logo displayed on the conference website and the conference phone app
- your company logo listed in the conference handbook and a 75 word blurb included in the conference app
- access to the delegate list one week prior to the conference in accordance with Privacy Legislation 2001 (name, title and organisation)
- corporate signage on booth fascia
- booth walls (as per the floor plan)**
- 2 x 150 watt track lighting for 3m x 3m booths and 4 x 150 watt track lighting for 6m x 3m booths
- 1 double outlet, 4 amp capacity power point
- an individual virtual exhibitor profile which contains the exhibitors name and logo, a company profile, contact details and any other information such as videos, product information, downloads, staff profiles, office locations and the ability to send instant messages and two complimentary virtual exhibitor links

Please note furniture is not part of this package and can be arranged separately through SBX***

Virtual inclusions

- two complimentary virtual exhibitor links
- an individual exhibitor profile which contains the exhibitors name and logo, a company profile, contact details and any other information such as videos, product information, downloads, staff profiles, office locations and the ability to send instant messages
- your logo displayed on the conference website and the conference phone app
- your company logo listed in the conference handbook and a 75 word blurb included in the conference app
- access to the delegate list one week prior to the conference (name, title and organisation)

* Onsite exhibitor registrations include all catering, and access to the welcome reception on Wednesday 2 June 2021. Exhibitor registrations do not include access to the conference sessions. To attend conference sessions a full conference registration must be purchased.

**Booth walls come as white melamine panels. There is opportunity to brand the walls at the exhibitors expense.

***The official exhibition supplier for the 2021 conference is SBX. They will be able to assist you with any design requirements, furniture hire, audio visual and electrical requirements and graphics and signage. https://www.sbx.biz/

TERMS AND CONDITIONS

1. Partner and exhibition packages will be allocated in order of receipt of signed booking forms.
2. Universities Australia accepts no liability for damage to exhibits by loss, damage, theft, fire, water, storms, strikes, riots or any cause whatsoever.
3. Universities Australia reserves the right to alter the exhibition floor plan if and when required. Any changes will be communicated to all affected sponsors and exhibitors.
4. Exhibits must not be removed, and displays must not be dismantled either partly or in total before the exhibition closing time of the conference.
5. Partners may only conduct competitions or offer prizes with the permission of Universities Australia.
6. Any food or beverage giveaways must be approved by Universities Australia and the National Convention Centre Canberra.
7. The partner undertakes that they will not hold any events, educational or social functions at the same time as official conference program sessions or social functions.
8. Partners and exhibitors will be required to provide proof of public liability insurance.
9. All custom booth designs must be approved by Universities Australia and the National Convention Centre Canberra.
10. If an external custom booth supplier is engaged to provide a custom booth, they must liaise with Universities Australia and SBX in relation to all requirements including venue access, timings, booth build and rigging.

PAYMENT DETAILS

1. A confirmation letter and invoice will be sent upon receipt of the signed booking form
2. If payment is not received within 30 days of receipt of invoice the booking may be cancelled, and the package made available for sale.
3. Cancellations of partnership packages and exhibition booth bookings must be made in writing.
4. Cancellations received 60 days or more prior to the commencement of the conference will receive a full refund only if Universities Australia is able to resell the package in question.
5. Cancellations made within 60 days of the commencement of the conference will result in full forfeiture of all monies paid.
6. All prices stated are GST exclusive.

BOOKING FORM

Organisation name

Contact person

Position

Address

City State Postcode

Phone

Mobile phone

Email

PARTNERSHIP PACKAGES (please tick chosen package/s)

Sponsorship	Unit cost	Sponsorship	Unit cost	Sponsorship	Unit cost
Platinum Partner	$20,000	Concurrent stream	$14,500	Conference phone app	$6,500
Online	$18,000	Conference satchel	$10,000	Conference lanyards	$5,500
Welcome reception	$16,500	Coffee carts	$8,500	Conference stationery	$5,000
				Total	

All prices are GST exclusive

EXHIBITION SPACE

Exhibition space type	number required	Unit cost (ex GST)
Standard exhibition space (3mx3m)		$2,800
Additional onsite exhibitor pass		$300
Virtual exhibition		$1,200

PAYMENT SUMMARY

Sponsorship total	$	Additional exhibitor staff	$
Satchel insert	$	Total amount to be invoiced	$
Exhibition booth	$		

TERMS AND CONDITIONS

We agree to the terms and conditions as relating to partnership and/or exhibition of the 2021 Universities Australia Conference outlined on the previous page. A detailed contract with all terms and conditions will be sent following confirmation of a package/booth.

Signature _____

Date _____

Please return your completed form to events@universitiesaustralia.edu.au

If you have any questions please call the Events Manager on 02 6285 8116.

UNIVERSITIES AUSTRALIA
CONFERENCE 2021