

**Position your company in front of
institutional research practitioners
from across Australasia**

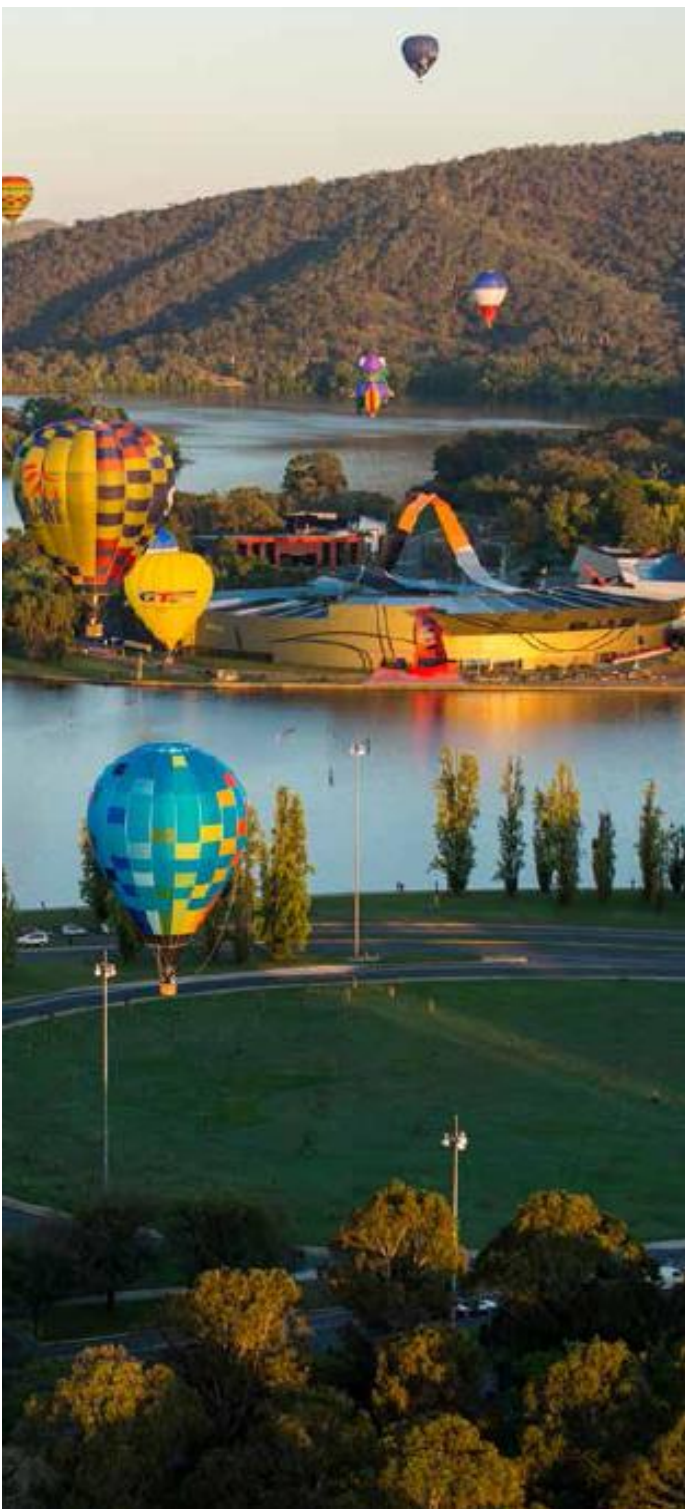
**AAIR SIG
Forum 2018**

26-27 July 2018

**Rydges Capital Hill
Canberra ACT**



SPONSORSHIP OPPORTUNITIES



ACHIEVE KEY BUSINESS OUTCOMES

The Australasian Association of Institutional Research (AAIR), invites you to engage with key decision makers in the institutional research sector at the annual AAIR Special Interest Group Forum by:

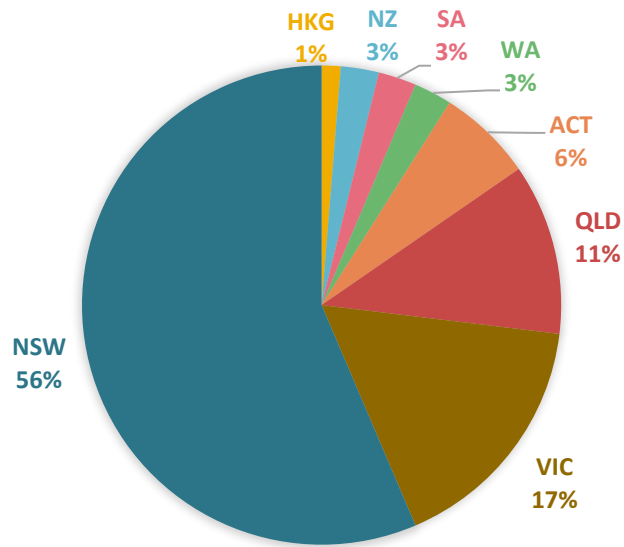
- Leading the agenda on key industry issues through plenary speaking opportunities
- Exclusive sponsorship and branding opportunities (Delegate Satchel & Forum Dinner)
- Exclusive interview and subsequent publication in the AAIR Newsletter
- Drive awareness by exposing your business to an interested, relevant and influential audience
- Build relationships with leading industry professionals during the forum sessions, refreshment breaks and Forum Dinner
- Communicate your key message by demonstrating new equipment, technology or promote a new service
- Drive sales and networking opportunities by joining the exhibition area
- Promote your organisation and maintain a high profile among industry specialists
- Increase your brand awareness before, during and after the conference through EDM's, signage, website, handbook and program opportunities



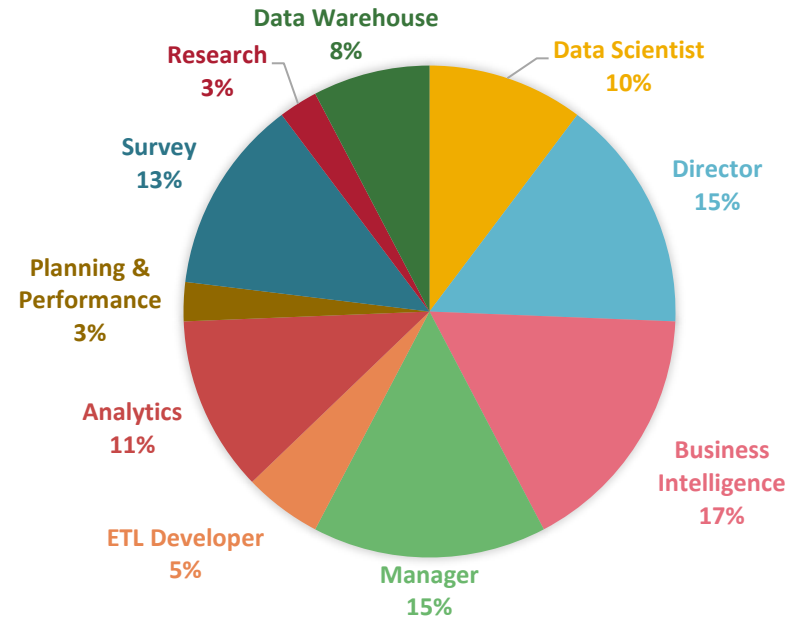
AAIR is the professional association for institutional research practitioners in higher education and other institutions in Australasia. 'Institutional research' is viewed as a range of activities involving the collection, analysis and interpretation of information descriptive of an institution and its activities, including its students and staff, programs, management and operations. The findings of such 'institutional research' assist institutional leaders (in both academic and administrative domains) by informing their planning and decision-making. www.aair.org.au

AAIR FORUM AUDIENCE

The annual AAIR SIG Forum brings together practitioners from participating institutions, including those involved with business intelligence and data warehousing, load and revenue planning, government reporting, surveys and evaluation, quality and risk management. 80+ delegates represent most universities and tertiary institutions in Australia, as well as international.



**State & Country
Forum Attendees 2017**



**Position Description
Forum Attendees 2017**

“Politics, Planning and Performance: Good Governance Starts How?”

Canberra is home to Australia’s Parliament and many national institutions. Where better to turn our focus to matters of national funding policy and performance in the Higher Education Sector?

In the current political environment, universities are reliant on good data governance to underpin performance monitoring and evidence-based decision making.

The 2018 Forum will be hosted by the University of Canberra and held at Rydges Capital Hill on the edge of the parliamentary triangle, only a few hundred metres from Parliament House.

The 2018 SIG Forum will focus on the following sub themes:

- Business Intelligence and Analytics
- Data Warehousing
- Load Management
- Government Reporting

PREVIOUS SPONSORS



AAIR SIG 2018 PACKAGE COMPARISON

Sponsorship packages are linked to key events or opportunities within the symposium/conference program.

All prices shown are in \$AU and are inclusive of GST.

	Packages available	Speaking Opportunity	Interview With AAIR Newsletter Editor	Provide Forum Delegate Satchel	Branding Opportunity Eg website, handbook, EDMs	Networking Opportunity	Banner at the Venue	Advertisement in the handbook	Satchel Insert	Registration	Dinner Tickets	Exhibition Space	Delegate List
Platinum Sponsor \$4 250	1	45 min Forum	✓	✓	✓	✓	✓	Full page	✓	3	3	1	✓
Gold Sponsor \$3 250	3	In assoc with a University			✓	✓	✓	Half page	✓	2	2	1	✓
Forum Dinner Sponsor \$3 000	1	5 min Dinner			✓	✓	✓	Half page	✓	2	2	1	✓
Silver Sponsor \$2 250	2	In assoc with a University			✓	✓	✓	Half Page	✓	1	1	1	✓
Delegate Name Badge \$2 000	1				✓	✓	✓	Half page	✓	1	1	1	✓

KEY CONTACTS



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Forum Website: <https://leishman.eventsair.com/QuickEventWebsitePortal/air-sig-2018/air-sig-info-site>

PLATINUM SPONSOR \$4 250

The exclusive Platinum Sponsor will be given the highest level of exposure and recognition by:

Promotion

- Recognition as Platinum Sponsor in opening and closing speeches
- Opportunity to present immediately after the opening day keynote presentation (up to 45 min – to the full AAIR SIG group)
- Exclusive interview with the AAIR Newsletter Editor, with subsequent publication in the monthly newsletter prior to the Forum
- Acknowledgement as Platinum Sponsor and company name, link and logo in all attendee email, web-based eMarketing campaigns and conference website
- 1 full page advertisement in conference program (artwork to be provided by sponsor)
- Corporate banner and signage located in prominent positions throughout the conference venue (supplied by Sponsor)
- Company name and logo featured prominently on all pages of the conference program and acknowledgement as Platinum Sponsor (artwork to be provided by sponsor)
- Sponsor branded conference satchels (provided by Sponsor)
- 1 satchel insert

Registration & Exhibition

- Three complimentary conference registrations including Welcome Drinks and Forum Dinner
- 1 trade table in the most prominent position in the exhibition space

GOLD SPONSOR \$3 250

Three Gold Sponsors will be given a high level of exposure and recognition by:

Promotion

- Acknowledgement as Gold Sponsor and company name, link and logo on the conference website
- Recognition as Gold Sponsor in opening and closing speeches
- Opportunity to present on the program in association with a University
- Company name and logo featured in the conference program and acknowledgement as Gold Sponsor (artwork to be provided by sponsor)
- ½ page advertisement in conference program (artwork to be provided by sponsor)
- Corporate banner and signage located at conference venue (supplied by sponsor)
- 1 satchel insert

Registration & Exhibition

- Two complimentary conference registration including Welcome Drinks and Forum Dinner
- 1 trade table

FORUM DINNER SPONSOR \$3 000

Promotion

- Acknowledgement as Forum Dinner Sponsor and Company name, link and logo on the Conference website
- Recognition as Forum Dinner Sponsor in opening and closing speeches
- Welcome to delegates (5 minutes) at the Forum Dinner
- Company banner displayed at the Forum Dinner (supplied by sponsor)
- Company name and logo featured in the conference program and acknowledgement as Forum Dinner sponsor (artwork to be provided by sponsor)
- ½ page advertisement in conference program (artwork to be provided by sponsor)
- Corporate banner and signage located at conference venue (supplied by sponsor)
- 1 satchel insert

Registration & Exhibition

- Two complimentary conference registrations including Welcome Drinks and Forum Dinner
- 1 trade table

SILVER SPONSOR \$2 250

Two Silver Sponsors will be given a high level of exposure and recognition by:

Promotion

- Acknowledgement as Silver Sponsor and Company name, link and logo on the conference website
- Recognition as Silver Sponsor in opening and closing speeches
- Opportunity to present in association with a University
- Company name and logo featured in the conference program and acknowledgement as Silver Sponsor (artwork to be provided by sponsor)
- ½ page advertisement in conference program (artwork to be provided by sponsor)
- Corporate banner and signage located at conference venue (supplied by sponsor)
- 1 satchel insert

Registration & Exhibition

- One complimentary conference registration including Welcome Drinks and Forum Dinner
- 1 trade table

DELEGATE NAME BADGE SPONSOR \$2 000

Promotion

- Exclusive sponsorship of the Delegate Name Badge Sponsor and Company name, link and logo on the Conference website
- Recognition as Delegate Badge Sponsor in opening and closing speeches
- Logo featured on the delegate name badge in conjunction with the conference logo
- Company name and logo featured in the conference program and acknowledgement as Name Badge sponsor (artwork provided by sponsor)
- ½ page advertisement in conference program (artwork to be provided by sponsor)
- Corporate banner and signage located at conference venue (supplied by sponsor)
- 1 satchel insert

Registration & Exhibition

- One complimentary conference registration including Welcome Drinks and Forum Dinner
- 1 trade table

EVENT SPONSORSHIP & EXHIBITION APPLICATION TERMS & CONDITIONS

The following terms and conditions apply to your application to sponsor and/or exhibit:-

1. Definitions

Event means the event referred to in the Booking Application Form.

Exhibition/Sponsorship means the exhibition and/or sponsorship as detailed in the Booking Application Form.

GST means GST within the meaning of the GST Act.

GST Act means A New Tax System (Goods and Services Tax) Act 1999 (Cth) (as amended).

Us/We means Leishman Associates Pty Ltd (ACN 103 078 897) as Conference Managers representing the Conference Committee and the Host Organisation.

You means the entity submitting the Booking Application Form to sponsor and/or exhibit.

2. Application

You will submit the Booking Application Form for the Exhibition/Sponsorship.

3. Approval

The Exhibition/Sponsorship will be confirmed upon return to You of the approved Booking Application Form, together with a tax invoice for the full amount of the Exhibition/Sponsorship fee, 50% of this total is payable within 7 days. The deposit is non-refundable and will be deducted from the booking fee. Your company logo and profile will only feature on the conference website once this deposit has been paid.

4. Payment

Upon payment of the deposit, You will receive a tax invoice for the balance of the Exhibition/Sponsorship fee. Payment of the balance of the fee is due and payable 30 days prior to the commencement of the Event. All Booking Application Forms received within 30 days of the commencement of the Event must include full payment of the booking fee. Only once payment has been made in full will your logos and profiles be placed on Event collateral. Due to printing deadlines, You will not be guaranteed inclusion on Event

collateral if payment of the booking fee is not received 30 days prior to the Event.

All international payments must include provision for bank fees and exchange rates in the payment amount. Any outstanding balance will be required to be paid by You prior to the commencement of the Event.

5. Cancellation

In the event that You cancel your Exhibition/Sponsorship, your deposit will not be refunded. In the event that You cancel your Exhibition/Sponsorship more than 90 days before the Event, You will receive a 25% refund of the Exhibition/Sponsorship fee. In the event that You cancel within 90 days of the Event, You will not receive any refund. Any monies outstanding at cancellation will need to be paid in full.

6. Changes

Once your Exhibition/Sponsorship has been confirmed and accepted, a reduction in Sponsorship/Exhibition space is considered a cancellation and will be governed by the above cancellation policy. Reduction in space can result in relocation of your Exhibition/Sponsorship at Our discretion. Any space not claimed one hour before the Event commences and will be reassigned and no refund will be payable to You.

We reserve the right to rearrange the floor plan and/or relocate any Exhibition/Sponsorship without notice to You. We reserve the right to amend existing unsold sponsorship packages or add additional sponsorship packages as required without notice to confirmed sponsors and exhibitors.

7. Stands

If You intend to utilise a custom built exhibit stand, We must be advised of the full details and dimensions a minimum of six weeks prior to the commencement of the Event. All display construction requires our approval.

8. Assignment/Shared Packages

You are not permitted to assign, sublet or apportion the whole or any part of Your sponsorship package or booked space except upon our prior written consent. Shared sponsorship and exhibition packages will result in one set of benefits only being available to be shared by all parties involved. This includes but is not limited to logo recognition, profile inclusion, signage and registration benefits.

9. Insurance

Public Liability insurance to a minimum of AUD\$20 million must be taken out by You. A copy of the certificate of Insurance currency must be provided to Us a minimum of four weeks prior to the commencement of the Event.

10. Exclusion

All information supplied to You in relation to the Event is accurate to the best of our knowledge and belief and does not constitute a warranty and any inaccuracy or mistake will not entitle You to cancel your booking without penalty. All estimates of attendee/delegate numbers attending the Event are estimates only, and You agree that We are not responsible for any discrepancy in these estimated attendee/delegate numbers.

11. Marketing

We will use your information to send you updates and other news about this Event. We will only pass on your information to reputable third party official contractors of the Event for the purpose of assisting you with your participation.

12. GST

All amounts paid or payable under these terms and conditions are inclusive of any GST which may be applicable to any supplies made by either party under this Agreement. To the extent GST is applicable to any amount paid or payable in respect of a taxable supply made under or in connection with this Agreement, subject to that party receiving a valid tax invoice for GST purposes from the other party in respect of the supply before the time of payment.