



AAIR Is it clear AAIR ahead?
FORUM 2022

30 November – 2 December | Macquarie University, NSW

INVITATION TO ACHIEVE KEY BUSINESS OUTCOMES

Whether you are a sponsor or exhibitor this year, our expected 100 delegates at our hybrid event offers an excellent audience to share your innovations and to market new technologies, products and services over the course of the event and beyond. You will have the opportunity to expand your network and to survey the offerings of other tertiary education providers.

After two years of limited AAIR events, we believe there will be an increase in delegate engagement at our annual forum. It is well recognised in the tertiary community that your commitment and support of the AAIR Forum is pivotal to the very existence of our forums and to their ongoing success.

This document outlines a variety of sponsorship packages that have been designed to ensure that our sponsors and exhibitors get the maximum value for their investment. Whether your focus is on driving awareness through branding, building relationships, face-to-face interactions, product launch or demonstrating your latest technology and products, the Leishman team are more than happy to tailor a package that suits your specific objectives and enhances your business outcomes.

We very much look forward to welcoming you to the AAIR Forum.

LOCAL ORGANISING COMMITTEE

Andrew Bradshaw, AAIR

David Cawthorne, Charles Darwin University

Greg Jakob, AAIR

Don Johnston, Southern Cross University

Lizzie Li, University of Queensland

Leone Nurbasari, The Australian National University

Kathie Rabel, AAIR

Pam Rayner, Bond University

Eva Seidel, Flinders University

Stuart Terry, Otago Polytechnic

ACHIEVE KEY BUSINESS OUTCOMES



The Australasian Association for Institutional Research (AAIR), invites you to engage with key decision makers in the institutional research sector at the 2022 AAIR Annual Forum by:

- Leading the agenda on key industry issues through plenary speaking opportunities
- Exclusive sponsorship and branding opportunities
- 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, social events
- Communicate your key message by demonstrating new equipment, technology or promoting 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 forum through eDM's, signage, website, and program opportunities

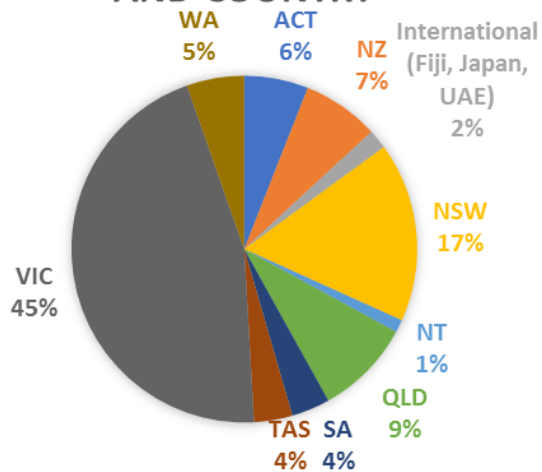


AAIR is the professional association for institutional research practitioners in higher education and other institutions in Australasia. 'Institutional research' is viewed as a range of activities involving the collection, analysis and interpretation of information descriptive of an institution and its 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.

AAIR FORUM AUDIENCE

The 2022 AAIR Annual Forum brings together specialists from a wide variety of higher education and other institutions whose work involves the collection, analysis and interpretation of information around student and staff programs, management and operations. 120 delegates represent a large number of universities and tertiary institutions around Australasia and internationally.

2018 AAIR FORUM ATTENDEES - STATE AND COUNTRY



2018 AAIR FORUM ATTENDEES POSITION DESCRIPTION



AAIR FORUM 2022 'IS IT CLEAR AAIR AHEAD?'

The focus will be on the following sub themes:

- Impacts of COVID-19
- The evolving role of the institutional researcher
- Justifying the value of higher education and research
- Evidence-based strategic planning (and implementation)
- Benchmarking for continuous quality improvement
- Informing learning and teaching through evaluation and surveys
- Realising benefits – the role of institutional research in enterprise and transformation projects
- Compliance and Government reporting reform
- Business intelligence, analytics, visualisation and modelling – the foundations of IR

KEY CONTACT



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AAIR FORUM 2022 PACKAGE COMPARISON

Sponsorship packages are linked to key events or opportunities within the Forum program. All prices shown are in \$AUD and inclusive of GST.

	Packages available	Speaking Opportunity	Host a webinar	Interview AAIR newsletter Editor	Social posts (Twitter, LinkedIn and Facebook)	Logo on AAIR social banners 2 months prior to forum	Branding opportunity e.g. website, &EDMs	Advert in the AAIR Newsletter	Networking Opportunity	Banner at the Venue/Event	Registration	Exhibition Space	Delegate List*
PLATINUM SPONSOR \$7,000 SALE	1	40min Plenary	1	1	3 each	✓	✓	Full page	✓	✓	2	2	✓
Optional Platinum Add On \$1000 Name Badge Sponsor													
SILVER SPONSOR \$5,000													
Social Drinks Sponsorship Night 1	1	10 min welcome at function			1 each		✓		✓		2	1	✓
Social Drinks Sponsorship Night 2	1	10 min welcome at function			1 each		✓		✓		2	1	✓
Keynote Speaker	1	Speaker Intro			1 each		✓		✓		2	1	✓
Barista Coffee Sponsor	1	Logo stamp on cups			1 each		✓		✓		2	1	✓
EXHIBITION \$2,500	multiple						✓		✓		1	1	✓

* The delegate list will only contain the names of delegates who opted to be listed.

PREVIOUS SPONSORS & EXHIBITORS



PLATINUM SPONSOR –\$7,000

Promotion

- Exclusive Platinum Sponsorship of the AAIR Forum Day One or Day 2
- An opportunity to address the full delegation, for 40 minute presentation in the main plenary (also streamed virtually)
- Opportunity to provide corporate merchandise for all dinner tables (at sponsor's own expense)
- Interview and publication with the AAIR Newsletter editor
- A full page (A4) advertisement in the AAIR Newsletter
- Host a webinar – if you would like to develop and submit a 40 minute webinar, AAIR will send a link by email to their members and Forum delegates to promote it. This must be provided within the three months leading up to the Forum
- Three posts on each of AAIR's social media sites, including: Twitter, LinkedIn and Facebook
- Recognition as the Platinum Sponsor on the Forum website
- Ongoing recognition as the Platinum Sponsor both prior to and during the Forum
- One electronic advertisement in the Forum mobile app if app is used (specifications to be advised)
- Logo recognition as the Platinum Sponsor in all Forum promotional material – including program, website (with link), and signage*
- Delegate list – name, position, organisation, state, country only

Registration & Exhibition

- Three full registrations including all day catering, Welcome Reception and Forum Dinner
- Two exhibition tables



SILVER SPONSOR \$5,000

Promotion

- Recognition as a Silver Sponsor of the AAIR Forum 2022
- One post on each of AAIR's social media sites, including: Twitter, LinkedIn and Facebook
- Logo recognition as a Silver Sponsor in all Forum promotional material – including program, website (with link), and signage*
- Delegate list – name, position, organisation, state, country only
- 10 minute welcome at a social drinks function

Registration & Exhibition

- Two full registrations including all day catering, social events
- One exhibition table



EXHIBITION STAND

Taking an exhibition stand is a great way to position your organisation to connect with forum delegates and promote your products/services. With the trade exhibition area open for the duration of the forum, that's a lot of quality exposure for your organisation. All forum lunches and refreshment breaks will be held in the exhibition area to ensure a high traffic flow of delegates. Exhibition stands are sold per stand according to the following pricing structure.

Exhibition Stand - \$2,500

- 1 x Dressed trestle table
- 2 x Chairs
- 1 x 4mp/100w power outlet
- Logo recognition as an exhibitor in all Forum promotional material – including program, website (with link), and signage*
- Delegate list – name, position, company, state, country only
- One exhibitor registration including all day catering, 1 x social drinks

ADDITIONAL TICKETS & REGISTRATIONS

All staff on site must be registered to attend either by utilizing your complimentary registration or by purchasing an additional exhibitor registration for \$500 each, which includes:

- Daily catering
- Attendance at forum sessions
- Attendance at the welcome drinks

This Sponsor/Exhibitor Pass is significantly reduced from the standard delegate fee as recognition of your company's support of the event. **Please note there is a maximum of two additional exhibitor registrations per sponsor or exhibitor.**

PUBLIC LIABILITY INSURANCE

Australian regulations require all exhibitors to have adequate Public Liability Insurance cover based on a limit of indemnity to the value of \$10,000,000 or above. This refers to damage or injury caused to a third party/visitor on or in the vicinity of an exhibition stand. Exhibitors are required to submit their Public Liability Insurance Certificate when they confirm their booking.

APPLIANCE TESTING

All electrical appliances and leads used on site must comply with the Australian Standard AS/NZ 3760:2010, which requires the appliance to be inspected, tested and tagged. Items that do not comply will not be permitted to be used onsite. Electrical items such as switchboards, cables and outlet fittings must comply with the Australian electrical wiring standard AS/NZS 3000:2007, and be installed by a qualified A grade electrician. Note: Double adaptors will not be permitted onsite, instead power boards with overload cut off are permitted. The venue is at liberty to check that the electrical appliances that you bring onsite are appropriately tagged.

EVENT SPONSORSHIP & EXHIBITION APPLICATION TERMS AND CONDITIONS

A full set of terms and conditions for conference sponsorship and exhibition packages are available on the conference website. When you complete the online acceptance form you will be required to acknowledge your agreement and these terms and conditions to complete the submission process.