



AAAIRSIG₂₀₁₉

FINDING THE EYE OF THE STORM IN CYCLONIC WINDS OF CHANGE

Charles Darwin University, Waterfront Campus

3 – 5 JULY 2019 | DARWIN

2019 SPONSORSHIP PROSPECTUS

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

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, mobile app and program opportunities



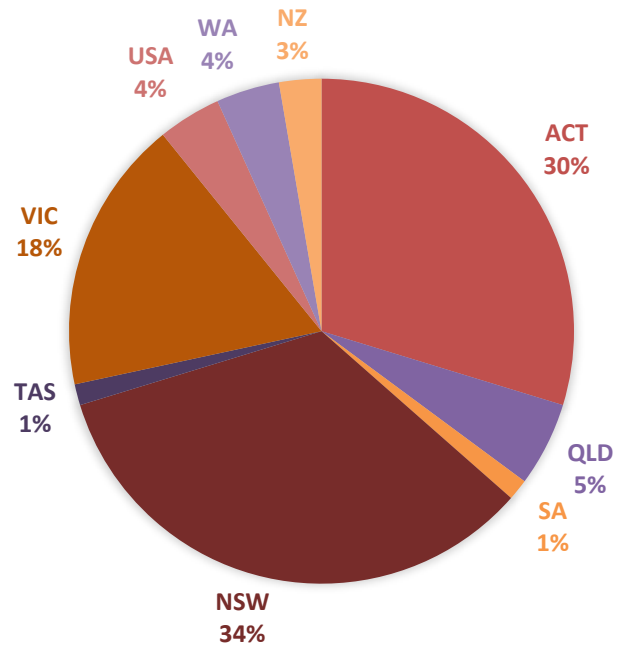
AAIR is the professional association for institutional research practitioners in higher education and other institutions in Australasia. 'Institutional research' is viewed as a range of activities involving the collection, analysis and interpretation of information descriptive of an institution and its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



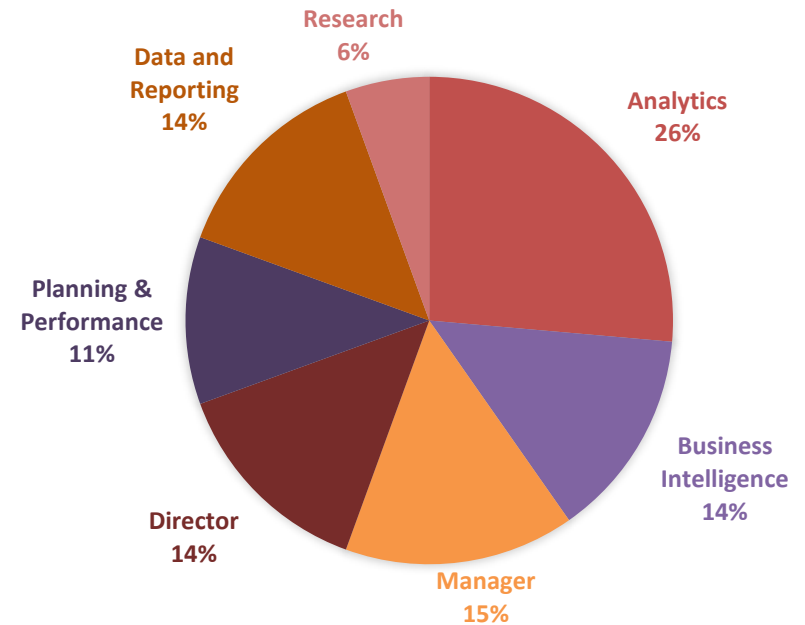
AAIR SIG FORUM AUDIENCE

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. 40+ delegates represent most universities and tertiary institutions in Australia, as well as International.

2018 SIG FORUM ATTENDEES STATE AND COUNTRY



2018 SIG FORUM ATTENDEES POSITION DESCRIPTION



THEMES

The 2019 SIG Forum is being hosted at Charles Darwin University and will focus on the following sub-themes:

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

PREVIOUS SPONSORS & EXHIBITORS



CONTACT US TO CHAT ABOUT SPONSORSHIP OPPORTUNITIES IN 2019



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PACKAGE SUMMARY

Sponsorship packages are linked to key events or opportunities within the forum program.

	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 SIG Forum	Branding Opportunity – e.g. website, mobile app and EDMs	Advert in the AAIR Newsletter	Networking Opportunity	Banner at the Venue/Event	Exclusive Branding of Merchandise	Mobile App Advertisement	Registration (Including Dinner Tickets)	Additional Dinner Tickets	Exhibition Space	Delegate List
PLATINUM SPONSOR \$4,700																
Forum Dinner	1	45 Min Plenary, 10 Min Dinner	1	1	3 each	✓	✓	Full page	✓	✓		✓	3	3	1	✓
GOLD SPONSOR \$3,250																
Welcome Reception	1	10 Min Plenary			1 each		✓	¼ Page	✓	✓		✓	2	2	1	✓
Delegate Satchel	1	10 Min Plenary			1 each		✓	¼ Page	✓		✓	✓	2	2	1	✓
Delegate Name Badge	1	10 Min Plenary			1 each		✓	¼ Page	✓		✓	✓	2	2	1	✓
SILVER SPONSOR \$2,250																
Electronic Program	1						✓		✓			✓	1	1	1	✓
Day Refreshment Break	2						✓		✓			✓	1	1	1	✓
Wi-Fi	1						✓		✓			✓	1	1	1	✓
DIGITAL ADVERTISEMENT \$250																
Mobile App Advertisement												✓				

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

PLATINUM SPONSOR - Dinner \$4,700

This is an excellent opportunity to make a lasting impression on all the delegates. As the Platinum Sponsor, you will receive ongoing recognition throughout the SIG Forum. In addition, you will be recognised as the SIG Forum Dinner Sponsor which is considered a pivotal part of the SIG and is an essential networking opportunity for the delegates.

Promotion

- Exclusive Platinum Sponsorship of the 2019 AAIR SIG Forum
- An opportunity to address the full delegation with a 45 minute presentation in the main plenary of the first day
- Exclusive sponsorship of the SIG Forum Dinner
- Opportunity to welcome guests to the dinner (10 minutes)
- Recognition as the SIG Forum Dinner Sponsor on dinner menus and signage
- Opportunity to provide corporate merchandise for all dinner guests (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 our members and delegates to promote it. This must be provided within the three months leading up to the SIG Forum
- Three posts on each of AAIR's social media channels, Twitter, LinkedIn and Facebook
- Sponsor's own signage prominently displayed in the main SIG Forum venue (maximum of 2 pull up banners to be displayed)
- One electronic advertisement in the SIG Forum mobile app
- Logo recognition as the Platinum Sponsor in all Forum promotional material – including program, website (with link), mobile app and signage
- Delegate list – name, position, company, state, country only

Registration & Exhibition

- Three full registrations including all day catering, Welcome Reception and SIG Forum Dinner
- Three additional tickets to the SIG Forum Dinner
- One exhibition table

GOLD SPONSOR \$3,250

Promotion

- Recognition as a Gold Sponsor of the 2019 AAIR SIG Forum
- An opportunity to address the full delegation with a 10 minute presentation in the main plenary on the second day
- A quarter page (A4) advertisement in the AAIR newsletter
- One post on each of AAIR's social media sites: Twitter, LinkedIn and Facebook
- One electronic advertisement in the SIG Forum mobile app
- Logo recognition as the Gold Sponsor in all SIG Forum promotional material – including program, website (with link) and mobile app
- Delegate list – name, position, company, state, country only

Registration & Exhibition

- Two full registrations including all day catering, Welcome Reception and SIG Forum Dinner
- Two additional tickets to the SIG Forum Dinner
- One exhibition table

PLUS: Please select one of the following:

1. Welcome Reception

- Exclusive sponsorship of the AAIR SIG Forum Welcome Reception
- Opportunity to supply one pull up banner for display at the Welcome Reception
- Logo recognition as the Welcome Reception Sponsor in all appropriate promotional material

The Welcome Reception is a great opportunity for attendees to network prior to the forum.

2. Delegate Satchel

- Exclusive sponsorship of the SIG Forum Delegate Satchel including logo recognition on the satchel along with the SIG Forum logo
- Logo recognition as the Delegate Satchel Sponsor in all appropriate promotional material

Your organisation's logo will feature on one side of the delegate satchel which will be distributed to all attendees.

3. Delegate Name Badge

- Exclusive sponsorship of the Delegate Name Badges including logo recognition on each Delegate Name Badge along with the SIG Forum logo
- Logo recognition as the Delegate Name Badge Sponsor in all appropriate promotional material

Having your organisation's logo printed alongside the AAIR logo on all name badges is primary exposure.

SILVER SPONSOR \$2,250

Promotion

- Recognition as a Silver Sponsor of the 2019 AAIR SIG Forum
- One electronic advertisement in the SIG Forum mobile app
- Logo recognition as the Silver Sponsor in all Forum promotional material – including program, website (with link) and mobile app
- Delegate list – name, position, company, state, country only

Registration & Exhibition

- One full registration including all day catering, Welcome Reception and Forum Dinner
- One additional ticket to the SIG Forum Dinner
- One exhibition table

PLUS: *Please select one of the following:*

1. Conference Program

- Exclusive sponsorship of the SIG Forum Electronic Program, including logo recognition on the front cover of the electronic program
- Logo recognition as the Electronic Program Sponsor in all appropriate promotional material

2. Day Refreshment Breaks

- Exclusive sponsorship of one day's refreshment breaks during the SIG Forum (morning tea, lunch and afternoon tea)
- Signage acknowledging you as the Refreshment Break Sponsor on the catering stations (on your respective day)
- Company literature may be displayed on the catering stations on your day of sponsorship
- Logo recognition as the Electronic Program Sponsor in all appropriate promotional material

3. Wi-Fi

- Exclusive sponsorship of the Wi-Fi at SIG Forum.
- Logo recognition as the Wi-Fi Sponsor in all appropriate promotional material

FORUM SUPPORTER PACKAGE \$2,000

Promotion

- One electronic advertisement in the SIG Forum mobile app
- Logo recognition as a SIG Forum Supporter in all promotional material – including program, website (with link) and mobile app
- Delegate list – name, position, company, state, country only

Registration

- One full registration including all day catering, Welcome Reception and SIG Forum Dinner

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 Reception

Conference dinner tickets may be purchased separately for \$120 each.

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 & 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 online Booking Application Form. Exhibition/Sponsorship means the exhibition and/or sponsorship as detailed in the online 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 online 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 14 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 online 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 amount nominated in the event sponsorship prospectus 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.