



## Australasian Society for Computers in Learning in Tertiary Education (ASCILITE) Conference 2016

Adelaide Convention Centre  
27<sup>th</sup>-30<sup>th</sup> November, 2016

### SPONSORSHIP PROSPECTUS



CELEBRATING  
**25**  
YEARS



# Conference Description

<b>Dates</b>	Sunday 27 November 2016 to Wednesday 30 November, 2016
<b>Venue</b>	Adelaide Convention Centre, North Terrace, Adelaide
<b>Conference Organisers</b>	Australasian Society for Computers in Learning in Tertiary Education (ASCILITE)
<b>Conference Web-site</b>	<a href="http://2016conference.ascilite.org/">http://2016conference.ascilite.org/</a>
<b>Conference Program</b>	The Program will feature keynote presentations by international and national speakers, concurrent and poster presentations.
<b>Organising Committee</b>	Convenor: Dr Sandra Barker, Coordinator: Work Integrated Learning, University of South Australia
<b>Attendance*</b>	It is anticipated approximately 300 delegates will attend.
<b>Contact Details</b>	<p><b>Conference Manager</b> Plevin and Associates Pty Ltd PO Box 54 BURNSIDE 5066 South Australia</p> <p>Tel National 08 8379 8222 Fax National 08 8379 8177 Tel International +61 8 8379 8222 Fax International +61 8 8379 8177 Email: <a href="mailto:events@plevin.com.au">events@plevin.com.au</a></p>

\*Refer to Terms and Conditions



## DIAMOND SPONSOR [Cornerstone Partner and Dinner Sponsor]

\$15,000 (incl. GST)

To assure the best possible Conference, we need delegates to share their insights and enthusiasm from Australia, New Zealand, the Asia Pacific region and internationally. Sponsorship is an integral part of ensuring both experienced and novice delegates attend the Conference to enrich their professional life and that of their colleagues including those commercial entities that actively support this activity.

Diamond sponsorship offers a high profile association with a prestigious event that will attract significant number of delegates. Diamond Sponsors will be a cornerstone partner in the Conference.

### Corporate Recognition:

- Named and promoted as a Diamond Sponsor
- Acknowledgement by the Conference Convenors at the opening and closing of the Conference
- An opportunity to give a 10 minute presentation, at the conclusion of one of the keynote presentations
- Two (2) trade displays (each measuring 3m x 3m) in a premium position
- Conference website - logo and link
- A Dinner invitation in the name of your organisation will be issued to all delegates attending
- The ability to promote your organisation at the Conference Dinner by any means of your choice and at your expense (subject to the approval of the Organising committee)
- Acknowledgement in all marketing collateral and inclusion of corporate logo on all Conference advertising material, Program Handbook, PowerPoint slide to be shown at the introduction to all plenary sessions, directional and welcome banners
- Full-page colour advertisement in the conference handbook (print ready artwork to be supplied by sponsor).
- Up to three (3) satchel inclusions

### Networking Opportunities:

- Three (3) complimentary full registrations including the Conference Dinner

### Delegate List:

- Electronic delegate list **prior** to the Conference



## **GOLD SPONSOR [Welcome Reception Sponsor]**

\$12,500 (incl. GST)

As the Gold Sponsor the Welcome Reception will be the first networking opportunity for delegates and new members.

### **Corporate Recognition:**

- The Welcome Reception will be promoted within the official Program as being sponsored by your organisation
- A Welcome Reception invitation in the name of your organisation will be issued to all delegates attending
- Opportunity for a five minute welcome address to Conference delegates during the Welcome Reception
- One (1) trade display (measuring 3m x 3m) in a premium position
- The ability to promote your organisation at the Welcome Reception by any means of your choice and at your expense (subject to the approval of the Organising committee)
- Acknowledgement in all marketing collateral and inclusion of corporate logo on all Conference advertising material, Program Handbook, PowerPoint slide to be shown at the introduction to all plenary sessions, directional and welcome banners
- Full-page colour advertisement in the conference handbook (print ready artwork to be supplied by sponsor).
- Up to two (2) satchel inclusions

### **Networking Opportunities:**

- Two (2) complimentary full registrations including the Conference Dinner

### **Delegate List:**

- Electronic delegate list **prior** to the Conference

## **SILVER SPONSOR [Barista or Conference Satchel or Conference Proceedings Sponsor]**

\$10,000 (incl. GST)

An opportunity for exclusive recognition through sponsorship of one key element of the Conference, such as, but not limited to the following:

- Barista
- Conference Satchel
- Conference Proceedings

### **Barista**

A centrepiece of the trade exhibition, the ASCILITE 2016 Barista Lounge will provide complimentary coffee for delegates throughout the day. With a complimentary exhibition booth position next to the Barista Lounge this will be excellent exposure for your organisation.

### **Corporate Recognition:**

- Acknowledgement in all marketing collateral and inclusion of corporate logo on all Conference advertising material, Program Handbook, PowerPoint slide to be shown at the introduction to all plenary sessions, directional and welcome banners
- Coffee area named after sponsor, organisation signage displayed in the Barista Lounge area (sponsor to supply)
- One (1) trade display (measuring 3m x 3m) in proximity to the Barista
- Half-page colour advertisement in the conference handbook (print ready artwork to be supplied by sponsor)

### **Networking Opportunities:**

- Two (2) complimentary full registrations including the Conference Dinner

### **Delegate List:**

- Electronic delegate list **after** to the Conference

### **Satchel**

Each delegate will receive a conference bag branded with your company logo and the conference logo.

### **Corporate Recognition:**

- Acknowledgement in all marketing collateral and inclusion of corporate logo on all Conference advertising material, Program Handbook, PowerPoint slide to be shown at the introduction to all plenary sessions, directional and welcome banners
- Logo to appear on the conference bag alongside the conference logo
- One (1) trade display (measuring 3m x 3m)
- Half-page colour advertisement in the conference handbook (print ready artwork to be supplied by sponsor)

### **Networking Opportunities:**

- Two (2) complimentary full registrations including the Conference Dinner

### **Delegate List:**

- Electronic delegate list **after** to the Conference

### **Conference Proceedings**

Opportunity for branding of conference proceedings on the USB. Each delegate will receive the conference proceedings preloaded on a USB which will be co-branded with your company logo and the conference logo.

### **Corporate Recognition:**

- Acknowledgement in all marketing collateral and inclusion of corporate logo on all Conference advertising material, Program Handbook, PowerPoint slide to be shown at the introduction to all plenary sessions, directional and welcome banners
- Exclusive sponsorship of the official delegate USB
- Logo (one colour) to appear on the pre-loaded USB alongside the conference logo
- One (1) trade display (measuring 3m x 3m)
- Half-page colour advertisement in the conference handbook (print ready artwork to be supplied by sponsor)

### **Networking Opportunities:**

- Two (2) complimentary full registrations including the Conference Dinner

### **Delegate List:**

- Electronic delegate list **after** to the Conference

## **BRONZE SPONSOR** [Keynote Speaker or Catering Break Sponsor]

\$4,000 (incl. GST)

An opportunity for exclusive recognition through sponsorship of one key element of the Conference, such as, but not limited to the following:

Keynote Speaker  
Lunch Break

### **Keynote Speaker**

Bronze Sponsorship provides the opportunity to support a Keynote Speaker and is the perfect opportunity to demonstrate your commitment to the conference program. Keynote Speakers are carefully selected and are the highlight of the conference program.

#### **Corporate Recognition:**

- Acknowledgement in all marketing collateral and inclusion of corporate logo on all Conference advertising material, Program Handbook, PowerPoint slide to be shown at the introduction to all plenary sessions, directional and welcome banners
- Verbal recognition by the Chair prior to and at the conclusion of the session
- Quarter-page colour advertisement in the conference handbook (print ready artwork to be supplied by sponsor)
- One satchel inclusion

#### **Networking Opportunities:**

- One complimentary invitation to the Conference Dinner

### **Refreshment Break**

Exclusive sponsorship of lunch, morning and afternoon tea break on one day of the Conference.

#### **Corporate Recognition:**

- Acknowledgement in all marketing collateral and inclusion of corporate logo on all Conference advertising material, Program Handbook, PowerPoint slide to be shown at the introduction to all plenary sessions, directional and welcome banners
- Corporate literature may be displayed at the sponsored catering break station (sponsor to supply)
- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the break area
- Small table signs featuring the organisation name and logo displayed at the sponsored catering break station (Conference Secretariat to supply)
- One satchel inclusion



## OTHER SPONSORSHIP OPPORTUNITIES

### **Name Badge Lanyard**

\$3,000 (incl. GST)

An opportunity to put your organisation at everyone's eye level on the Conference Name Badge Lanyard. Design subject to approval by the organising committee

#### **Corporate Recognition:**

- Acknowledgement in all marketing collateral and inclusion of corporate logo on all Conference advertising material, Program Handbook, PowerPoint slide to be shown at the introduction to all plenary sessions, directional and welcome banners
- Exclusive sponsorship of the Conference name badge lanyard
- Logo (one colour) prominently displayed on the lanyard - lanyard will be supplied by Organisers.
- One satchel inclusion

### **Conference Satchel Inserts**

\$750 (incl. GST)

This is your opportunity to deliver your message direct to your target market by providing the promotional material to be inserted in all delegates' conference bags.

#### **Advertising in Final Program** [format of program to be advised]

Advertising space will be available in the Conference program and Proceedings which will be distributed to all delegates. Advertising in these publications will provide excellent exposure of your organisations.

- Outside Back Cover - \$1,250
- Inside Back cover - \$1,250
- Full page colour - \$1,000
- Half page colour - \$600
- Full Page black - \$500
- Half Page black - \$300



## **TRADE DISPLAY**

\$3,500 (incl. GST) 3m x 3m display space

The exhibition will be located in the main catering area and has been designed to ensure good visibility and access to all stands. The main catering stations for teas and lunches will be within metres of the exhibition area.

Benefits for the exhibitor will include

### **Corporate Recognition:**

- Recognition in the final Conference Program
- Acknowledgement on the Conference web site

### **Delegate List:**

- Electronic delegate list access following the Conference

### **Trade Display:**

The Exhibition will be open to delegates Monday 28 November 2016 to Wednesday 30 November 2016. Morning tea, afternoon tea and lunches will be served in the Exhibition Area.

### **Shell Scheme includes;**

- one booth 3 metres wide x 3 metres deep x 2.4 metres high,
- 2.48m high smooth finish white wall panels installed within aluminium framing,
- digital print fascia name board signs featuring single colour lettering on a white background. A company sign will be installed over each open side,
- 2x 120watt spotlights per 3m x 3m (9sqm) booth. Lights are mounted behind the front fascia panel
- 1 x 4amp power point per 3m x 3m (9sqm) booth. Power points are mounted on the rear wall.

The exhibition hall is carpeted.

### **Corporate Recognition:**

- Conference website - link and logo on the ASCILITE 2016 Conference web site.
- Acknowledgement in all marketing collateral and inclusion of corporate logo on all Conference advertising material, handbook.

### **Networking Opportunities:**

- One (1) complimentary exhibitor registration. Exhibitor registration includes attendance at the Welcome Reception Sunday 27 November 2016, full day catering Monday 28 November 2016 to Wednesday 30 November 2016 and the Conference Dinner Tuesday 29 November 2016. It does not include attendance at sessions. Booth staff wishing to attend sessions will need to register as delegates.

### **Delegate List:**

- Access to the delegate list in accordance with Privacy Act and attendee authorisation within 7 days of the conclusion of the Conference



## Sponsors & Exhibitors Pack

An Exhibitor Manual will be sent to all exhibitors closer to the Conference. This manual will include:

- Bump-in and bump-out times
- Delivery label
- Online registration link for staff
- Contact details for additional equipment
- Details of booth builder
- Floor plan
- Deadlines for supply of logos and advertising material

## Allocation of Sponsorship Packages and Exhibition Sites

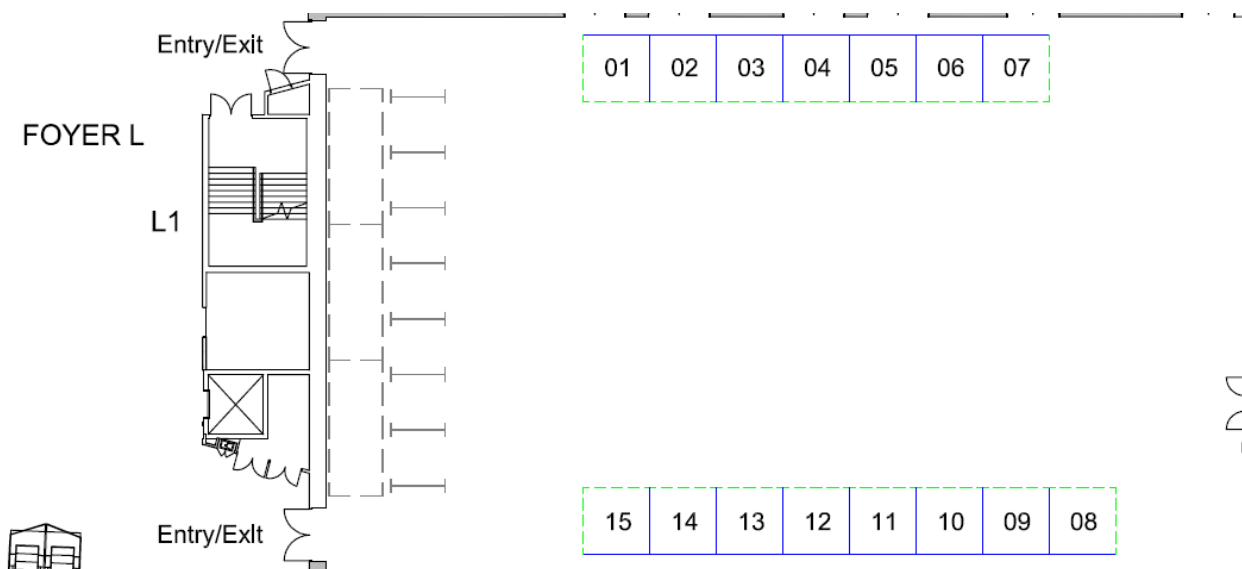
Sponsorship packages and exhibition sites will be allocated by the Conference Organisers. Site positions will be allocated after taking into account each organisation's sponsorship, the date of confirmation of participation, preferences, proximity to competitors and any other relevant matters. The Committee reserves the right to alter the floor plan.

Preliminary Setup Schedule:

- Set-up date: Sunday 27 November 2016
- Exhibition dates: Monday 28 November 2016 to Wednesday 30 November 2016.
- Break-down date: to Wednesday 30 November 2016

The Exhibition package includes one complimentary exhibitor registration including attendance at the Conference Welcome Reception. The conference dinner is an additional cost.

Booth staff - additional staff over and above the one (1) complimentary exhibitor registration entitlement above must register as an exhibitor at \$385/person for three days or \$150/day. This entitles staff to catering on the day(s) of registration plus the Welcome Reception Sunday evening 27 November 2016. The Conference Dinner is an additional cost. It does not include attendance at Conference sessions. Exhibit staff wishing to attend sessions must register as a Conference delegate.





## ASCILITE 2016 SPONSORSHIP APPLICATION FORM

Please complete the form and return to:

Event Manager, Plevin & Associates Pty Ltd ABN: 60 383 512 852  
PO Box 54, BURNSIDE SA 5066 Phone: 61 8 8379 8222 Fax: 61 8 8379 8177  
Email: [events@plevin.com.au](mailto:events@plevin.com.au)

ORGANISATION NAME: - \_\_\_\_\_

ADDRESS: - \_\_\_\_\_  
\_\_\_\_\_

CONTACT PERSON: - \_\_\_\_\_

POSITION: - \_\_\_\_\_

TELEPHONE: - \_\_\_\_\_ EMAIL: - \_\_\_\_\_

I/We would like to apply for the following sponsorship package(s).

- Diamond \$15000
- Gold \$12500 -  Satchel  Lanyards  Stationery
- Silver \$10000 -  Barista  Satchel  Proceedings \_\_\_\_\_
- Bronze \$4000 -  Barista  catering break – specify day \_\_\_\_\_
- Lanyard \$3000

### Advertising

- back cover outside \$1250  back cover inside \$1250  full page colour \$600
- full page black \$500  half page black \$300
- Satchel inserts \$750  Trade Display \$3500

### PAYMENT

Method of payment (please tick appropriate box)

- I require a tax invoice to make payment.
- I enclose a cheque for the amount of \$\_\_\_\_\_

(Cheques must be in Australian currency, drawn on an Australian bank and free of all charges. Cheques should be made payable to "ASCILITE Conference".)

- EFT payments to:  
Bank: Bank of South Australia  
Branch: Toorak Gardens  
Address: 374 Greenhill Road, Glenside South Australia 5065  
Account name: Plevin and Associates Pty Ltd ASCILITE Conference  
Account #: 054 750 240  
BSB #: 105 086  
SWIFT: SGBLAU2S

**I have read the details of the relevant Sponsorship Opportunities outlined in the Prospectus, and I accept all of its term and conditions (listed on the following page).**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signed: \_\_\_\_\_

## TERMS AND CONDITIONS

1. By returning this signed Application Form, you agree to be a Sponsor or Exhibitor of the ascilite2016 Conference.
2. Upon confirmation from the Conference Organising Committee confirming acceptance of your application, a letter confirming your sponsorship or exhibition booking will be emailed to you along with a receipt and/or Tax Invoice.
3. You agree to pay full amount payable and as due.
4. Monies are to be paid in Australian dollars and include potential bank fees for processing international transfers.
5. All pricing includes 10% Goods and Services Tax (GST) as legislated by the Australian Government.
6. All outstanding money must be paid in full to the Conference Secretariat prior to 1 September 2016 (cheques must have cleared by this date). Sponsors and/or Exhibitors will not be listed in onsite publications and Exhibitors will not be permitted to participate until all outstanding money has been paid in full. Please note that your requested category of sponsorship may have a limit to the number of sponsors as detailed in the sponsorship and exhibition prospectus documentation, and preference will be determined in order of receipt of the signed Application form and deposit payment. The Conference Organisers will notify you if you are not successful and suggest an alternative category.
7. Sponsors/Exhibitors are not permitted to enter the Conference sessions or social events, unless the relevant tickets are provided as part of the specified sponsorship package.
8. The Conference Organisers may at their discretion use your logo, symbol, trade mark or registered mark in acknowledging your sponsorship in the conference literature where this is offered as part of your particular sponsorship package and no payment shall be made to you for such use. You will be responsible for forwarding your logo, symbol, trade mark or registered mark by the deadline stipulated. We request that all logos be supplied in an eps format, high resolution 300 dpi and as a jpg file. Should an alternative format be received, the Conference Organisers cannot be held responsible for the quality of the logo displayed in any of the promotional material or documentation.
9. The ascilite2016 Conference Organising Committee must approve the size and content of all satchel inserts.
10. All exhibitors are responsible for their own insurance, including public liability. All exhibitors must hold public liability insurance of the minimum value of \$10 million dollars. Exhibitors must provide a copy of their insurance policy and certified currency upon request. Companies responsible for bringing any item into the venue which causes any damage to the Adelaide Convention Centre (ACC) or injury or damage to any property or person, either directly or indirectly will be held responsible for the damage or injury. Exhibitors/contractors shall indemnify the ACC against all claims and all losses, costs, liabilities and expenses incurred by the ACC, arising wholly or in part from an act or omission of themselves or their employees, agents, contractors and guests.
11. The Conference Organisers reserve the right to alter the exhibition floor plan and/or reallocate booth numbers and positions without notice.
12. The Conference Organisers will not refund or discount sponsors or exhibitors for any facilities or entitlements not used or not required.
13. No Sponsor or Exhibitor is permitted to share / sublet their sponsorship and/or exhibition stand without seeking permission from the Conference Secretariat.
14. Nothing contained in this document will be deemed to constitute a partnership, joint venture or agency relationship between you ascilite2016 and/or the Conference Secretariat and you must not do anything where you will, in any way, be represented that you are a partner of the ascilite2016 and/ or the Conference Secretariat.
15. The details in this document are correct at the time of printing. The Conference Secretariat Plevin and Associates Pty Ltd and the ascilite2016 Conference Organising Committee do not accept responsibility for any changes that may occur.

## **Cancellation policy**

In the instance of Exhibitor cancellation the following conditions will apply:

1. Cancellation must be received in writing and acknowledgment received from the Conference Secretariat within 72 hours of lodging cancellation (subject to public holidays).
2. Cancellation received up to 31 August 2016 will incur a \$1000 penalty per 9sqm space or booth. The balance of payment will be returned.
3. Cancellation from 1 September 2016 will forfeit full payment.

In the instance of Sponsor cancellation the following conditions will apply:

1. Cancellation must be received in writing and acknowledgment received from the Conference Secretariat within 72 hours of lodging cancellation (subject to public holidays).
2. Cancellations received up to 31 August 2016 will incur a 50% penalty of package value. The balance of payment will be returned. All benefits will cease immediately (website recognition etc.).
3. Cancellation received from 1 September 2016 will incur a full cost penalty of package value.

The Professional Conference Organiser will take all care to fulfil the listed Sponsorship commitments. The Sponsors are responsible for providing all their requirements i.e. banners, promotional material and any other material. Sponsors are responsible for the security of their own equipment and materials whilst at the Conference. Your Sponsorship selection will be confirmed upon receipt of deposit. The Organiser reserves the right to decline an application and alter the program if required.

## **Attendance**

The organisers make no warranty as to the number of delegates and/or visitors that may attend the Conference.

## **Provision of Delegates details**

The provision of delegate contact details as specified in individual packages is subject to the provisions of the Privacy Act 2001. The Privacy Act 2001 provides that before name and address details can be published in the list of delegates for distribution to any party, delegates must give consent.

## **Unavoidable Occurrences**

In the event that the Conference is cancelled or delayed through no fault of the Organiser or the venue, including but not limited to fire, flood, labour disputes, natural disasters, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the sponsor shall not be entitled to any refund or claim for any loss or damage.

## **Corporate Recognition**

Inclusion of corporate logos or recognition in printed material is subject to meeting publication deadlines.

## **Other Notes**

All prices include GST. A tax invoice will be sent on receipt of the booking form. All banners are subject to venue pre-approval. (Freestanding, upright banners are recommended.)