

UNIVERSITY
OF SOUTHERN
QUEENSLAND



ASCILITE 2017

4-6 DECEMBER

34th International Conference on Innovation, Practice and Research
in the Use of Educational Technologies in Tertiary Education



ASCILITE
SHAPING THE FUTURE OF TERTIARY EDUCATION

SPONSORSHIP AND EXHIBITION
PROSPECTUS



INVITATION TO PARTICIPATE

ASCILITE 2017 will be held at the University of Southern Queensland (USQ), Toowoomba from 4 to 6 December 2017. The theme for **ASCILITE 2017**:

Me. Us. IT.

reflects our focus on exploring the interrelationships between the individual, community and technology in tertiary education. Participants are invited to share their research, meet the experts and to learn more about the future of educational technology.

Why Sponsor?

Participating as an Industry Partner at **ASCILITE 2017** enables you to showcase your products and services to numerous delegates, including researchers, practitioners and decision makers. **ASCILITE 2017** offers the unique opportunity to:

- prominently position your company as a key player in the tertiary and secondary education sectors
- for the first time, present your product to secondary education practitioners and decision makers
- demonstrate new equipment and promote new services
- strengthen existing and build new client relationships
- enjoy prominent visibility on the official conference website and online materials, including the conference app
- increase your brand and image recognition, and
- demonstrate your commitment to the industry.

Your sponsorship enables **ASCILITE** to continue providing opportunities for researchers to network with educators and industry partners, engage in collaborative research, and to mentor the next generation of education professionals.

The Audience

ASCILITE 2017 expects to attract up to 400 delegates, bringing together practitioners and researchers committed to best practice and excellence in the use of technologies for teaching and learning in the tertiary education sector throughout Australasia.

Delegates will include key decision makers from the fields of:

- e-learning research and strategy
- instructional design
- strategy and development
- web applications and services
- interactive multimedia
- library and information systems
- secondary education
- correctional education

This year for the first time, there will be a **secondary schools networking evening** in which key decision makers from Toowoomba's large number of schools will be invited to meet with sponsors.

Host Institution

The **ASCILITE 2017** conference will be hosted by the University of Southern Queensland (USQ) and will take place at the Toowoomba campus. 2017 marks USQ's 50th anniversary as an educational institution and 25 years as a university.

Toowoomba, referred to as 'The Garden City', is home to 150 public parks and gardens and is located 90 minutes' drive west of Brisbane.



SPONSORSHIP OPPORTUNITIES

ASCILITE 2017 provides you with a range of sponsorship and exhibition opportunities with differing commitment levels ranging from \$750 to \$15,000.

The conference organisers are delighted to further discuss the opportunities outlined in this prospectus. For further information please contact ascilite2017@usq.edu.au

PLATINUM Sponsor Conference Dinner *(1 package available)*

As a top level sponsor you will have the ultimate visibility and maximum exposure at **ASCILITE 2017**, including at the Conference Dinner.

This is a unique opportunity to be highly visible to the delegates and association members and receive national recognition.

As the Platinum Sponsor, your organisation will receive the following:

- Two complimentary 3m x 1m exhibition booths – power, lights and fascia.
- Three registrations to attend the conference, including social functions and catering.
- Delegate contact list (as per Privacy Act).
- An opportunity to give a 10 minute presentation at the conclusion of one of the keynote presentations.
- Two banners displayed at Conference Dinner (**sponsor to supply**).
- Daily recognition as Platinum Sponsor for the conference, at opening and closing sessions, and at the Conference Dinner.
- Minimum of five social media placements via Twitter in the lead up to the conference.
- Logo recognition as Platinum Sponsor in all conference promotional material including the conference app.
- Three satchel inserts.

PLATINUM Sponsor investment

\$15,000



ASCILITE 2017
promises to be
an exciting event
as educational
technology continues
to advance and gain
global momentum.



SPONSORSHIP OPPORTUNITIES

GOLD Sponsor: Welcome Reception

(1 package available)

As the Gold Sponsor your organisation will be showcased at the first networking opportunity for delegates and new members. The Welcome Reception will be held in Australia's largest and most traditional Japanese Garden - the spectacular *Ju Raku En* at USQ.

As Gold Sponsor, your organisation will receive:

- One complimentary 3m x 1m exhibition booth – power, lights and fascia.
- Two full registrations to attend the conference including social functions and catering.
- Delegate contact list (as per Privacy Act).
- Two banners at the Welcome Reception (**sponsor to supply**).
- Recognition as the Welcome Reception sponsor in all conference promotional material.
- Opportunity to provide sponsor-supplied promotional item to each Welcome Reception guest.
- Opportunity to design and name a conference cocktail and/or mocktail to be served at the function, and to include the recipe in the conference satchel.
- Opportunity for your organisation to give a three minute welcome address at the function.
- Minimum of three social media placements via Twitter in the lead up to the conference.
- Gold Sponsor logo recognition in all conference promotional material including the app.
- One satchel insert.

GOLD Sponsor investment

\$12,500



SILVER Sponsor: Barista Lounge

(1 package available)

A centrepiece of the trade exhibition, the **ASCILITE 2017** Barista Lounge will provide complimentary coffee for delegates throughout the day. With a complimentary exhibition booth positioned next to the Barista Lounge, this will provide excellent exposure for your organisation.

- Recognition as the Barista Lounge Sponsor in all conference promotional material.
- Coffee area named after sponsor with organisational signage displayed in the Barista Lounge area (**sponsor to supply**).
- One 3m x 1m exhibition booth in proximity to the Barista Lounge – power, lights and fascia.
- Two full registrations to attend the conference including social functions and catering.
- Silver Sponsor logo recognition in all conference promotional material including the app.
- One satchel insert.

SILVER Sponsor investment

\$10,000



SPONSORSHIP OPPORTUNITIES

BRONZE SPONSORS

BRONZE Sponsor Package 1: Keynote Speakers *(3 packages available)*

Supporting a Keynote Speaker 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.

- Recognition as a Bronze Sponsor in all conference promotional material.
- Verbal recognition by the Chair prior to and at the conclusion of the relevant keynote session.
- One banner at the Keynote Session (**sponsor to supply**).
- One full registration to attend the conference including social functions and catering.
- Bronze Sponsor logo recognition in all conference promotional material including the conference app.
- One satchel insert.

BRONZE Sponsor investment per package **\$4,000**



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BRONZE Sponsor Package 2: Refreshment Break Sponsor *(3 packages available)*

Refreshment Breaks are provided in catering areas which are the hotspot areas of the conference and are a perfect location for sponsor branding.

- Naming rights for the refreshment break for one day, including signs with your logo displayed on the catering buffets.
- One pull-up banner in the catering area (**sponsor to supply**).
- Verbal recognition by the Chair at the introductory session for the day.
- One full registration to attend the conference including social functions and catering.
- Bronze Sponsor logo recognition in all conference promotional material including the conference app.
- One satchel insert.

BRONZE Sponsor investment per package **\$4,000**



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SPONSORSHIP OPPORTUNITIES

BRONZE Sponsor Package 3: Poster Sessions

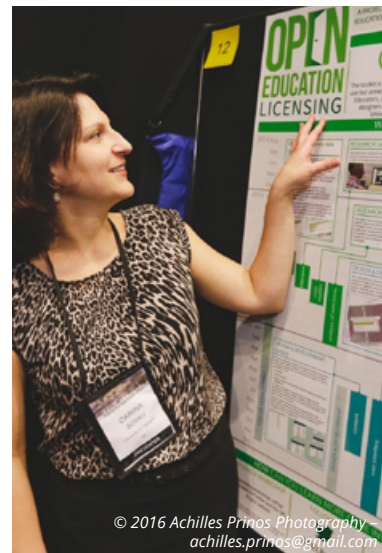
(1 package available)

The Poster Sessions at **ASCILITE 2017** provide a unique opportunity for your organisation to gain exposure in an area of the conference where delegates will be lingering and discussing research and innovation.

- Naming rights for the poster area for the duration of the conference.
- One pull-up banner in the poster area (sponsor to supply).
- Verbal recognition by the Chair at the introductory session for each day.
- One full registration to attend the conference including social functions and catering.
- Bronze Sponsor logo recognition in all conference promotional material including the conference app.
- One satchel insert.

BRONZE Sponsor investment

\$4,000



ADDITIONAL OPPORTUNITIES

EXHIBITION Booth

The **ASCILITE 2017** conference trade exhibition will be run in conjunction with the conference program to showcase the best and latest products and services associated with the sector.

As an exhibitor you have an exceptional opportunity to promote your products and services in a face-to-face environment, thereby furthering your sales and marketing objectives. In addition all conference lunch and refreshment breaks will be held in this area to ensure a high traffic flow of delegates.

- 3 x 1 metre exhibition booth – power, lights and fascia.
- One exhibitor's registration including all day catering and attendance to the Welcome Reception.
- Logo recognition in the conference promotional material.

EXHIBITION Booth investment

\$3,500

PRELIMINARY SCHEDULE :

Bump in:

Sunday 3rd December,
1pm – 4pm

Exhibition opening hours:

Monday 4th and Tuesday
5th December, 9am – 4pm

Wednesday 6th December,
9am – 2pm

Bump out:

Wednesday 6th December,
2pm – 5pm

Contact us for a floor plan at
ascilite2017@usq.edu.au



ADDITIONAL OPPORTUNITIES

DELEGATE Name Badge + Lanyard *(1 package available)*

Achieve maximum visibility throughout the conference by putting your organisation at everyone's eye level with sponsorship of the Conference Name Badge and Lanyard.

- Sponsor's logo to go on Conference Name Badge and Lanyard (**sponsor to supply lanyard – design subject to approval by the organising committee**).

NAME Badge and Lanyard investment **\$2,000**

CONFERENCE Satchel *(1 package available)*

As the supplier of the official conference satchel you will have the opportunity to display your logo on this highly functional, portable item (**sponsor to supply satchel – subject to approval by the organising committee**). Used throughout the conference and taken home afterwards, your conference message and brand lives on, way after the event itself.

CONFERENCE Satchel investment **\$2,000**

VOLUNTEER T-shirt Sponsor *(1 package available)*

ASCILITE 2017 will make significant use of student volunteers, whose distinctive t-shirts will make them immediately recognizable. The opportunity to have your logo displayed on the t-shirts worn by the student volunteers will give your organisation exposure throughout the conference. These t-shirts will become collector's items!

- Sponsor's logo on volunteer t-shirts (**sponsor to supply t-shirts – design subject to approval by the organising committee**)

VOLUNTEER T-shirt Sponsor investment **\$2,000**

CONFERENCE Branded Gift

A conference branded gift (**sponsor to supply**) to take home or back to the office is always well received by delegates. Here is your opportunity to put your brand in front of mind with delegates by supplying the official conference gift, branded with your marketing message.

CONFERENCE Branded Gift **\$750**

CONFERENCE Satchel Insert

This is your opportunity to deliver your message direct to your target market by providing promotional material (**sponsor to supply**) to be inserted in all delegates' conference satchels. A maximum size of one A4 size, four page brochure is allowed.

CONFERENCE Satchel insert **\$750**



- 1** H Block - Allison Dickson Lecture Theatre
Plenary Room | Registration Desk | Keynote Speakers
- 2** R Block - Refectory
All Meal Breaks | Exhibitors Arena
- 3** L Block - Lecture Theatres L206 | L209
Break Out Rooms
- 4** C Block - Lecture Theatre C204
Break Out Room
- 5** R Block - Lecture Theatre R113
Break Out Room
- 6** *Ju Raku En* – Japanese Garden
Welcome Reception Function
- 7** Quadrangle
Closing Reception Function



6 Wisteria Pergola
Flowering Peach Green

