

Higher Education: GenNext

2017

Higher
Education
Conference

Universities Australia is the national peak body representing Australia's universities. Our purpose is to provide expert policy advice, and high level political advocacy to influence policy makers to ensure that the regulatory, fiscal and policy framework is conducive to a vibrant, world-leading higher education system.

Universities Australia's annual Higher Education conference stands out. It is run by the sector for the sector and is the must-attend event for all those who have an interest in what's happening in university education and research and how it will affect you and the nation in the years to come.

It is also the go-to event in the higher education calendar for all those who wish to support, build relationships and do business with this dynamic and expanding sector.

The conference brings together university and industry leaders, policy-makers, experts, researchers and commentators from around the country and around the world to discuss the latest in policy trends and analysis.

The theme of this year's conference—*Higher Education: Gen Next*—encapsulates the future shape of higher education against a backdrop of profound economic, industrial and technological change.

Universities Australia members are located all around Australia:



The 9th annual conference titled *Higher Education: Gen Next* is to be held 1–3 March 2017 in Canberra.



Why participate in this conference?

- The higher education sector is a significant part of the economy, spending more than \$25 billion annually and generating an export income of \$12.9 billion in 2015. It is also one of the few sectors which is expanding and supports burgeoning infrastructure development and services industries which are forecast to grow exponentially.
- With more than 240 campuses located around Australia and offshore, Australian universities educate 1.3 million students and employ over 120,000 full-time equivalent staff.
- The conference program is structured around key national and international speakers who make news, stimulate debate and bring about changes to the higher education policy environment.
- All Australian university Vice-Chancellors, Chancellors, senior university decision makers and senior managerial staff support this conference as chairs, speakers and delegates.
- Supporting the conference as a sponsor will lift your organisation's profile within the sector and enhance opportunities for relationship building and business development. This is a networking opportunity not to be missed.
- The Minister for Education and other key ministers and opposition frontbenchers in portfolios of importance to higher education will be invited to participate.
- Your involvement as a sponsor or an exhibitor will provide opportunities to network, support and work with the higher education sector, and will be widely promoted in the lead up to and during the conference.



Delegate profile

Approximately two-thirds of the attendees are from Australian and overseas universities, with the remainder from government departments and agencies, ministerial offices, affiliated peak bodies and higher education-related lobby groups. The Universities Australia Conference has been incredibly successful with the number of delegates growing steadily over the years and it is expected to continue expanding.

This range of attendees broadly reflects Universities Australia's intended target audience: government, business, education providers, university staff, philanthropic organisations, media, higher education sector agencies, and international institutions and organisations. A number of student representative organisations also attend.

This conference has attracted speakers and delegates from Belgium, Brazil, Canada, Chile, China, Denmark, Fiji, Hong Kong, India, Ireland, Japan, Malaysia, Netherlands, New Zealand, Papua New Guinea, South Africa, Singapore, the United Kingdom and the USA.

Venue

The conference will be held at the National Convention Centre Canberra (31 Constitution Ave) on 1–2 March 2017 with satellite events being held on Friday 3 March 2017.

2016 Highlights

39 Australian universities represented by executive and senior level management

40+ exhibiting organisations

50+ high profile presenters

900 + participants

Program

The program comprises a two-day event with a third day reserved for complementary events including meetings or specialist sessions of other relevant bodies or academies, which while not core to the conference theme may be of interest to delegates.

This is a tentative schedule and is provided as a guide only. Exact bump-in and bump-out times, conference session and exhibition open times will be confirmed closer to the conference.

Further information

If your organisation has other suggestions for opportunities to add value to the sponsorship or exhibition agreements available we would be happy to explore these with you. Universities Australia would also consider a special package discount if an organisation has interest in entering a three year partnership.

Please contact:

Universities Australia on 02 6285 8116 or events@universitiesaustralia.edu.au if your organisation is interested in sponsoring the 2017 Higher Education Conference.

Tentative schedule 2017

Tuesday 28 February

2.00pm–5.00pm	Exhibitor bump-in
6.00pm–7.30pm	Welcome reception

Wednesday 1 March

8.30am–10.15am	Plenary session
10.15am–10.45am	Morning tea
10.45am–11.30am	Plenary session
12noon–1.30pm	National Press Club Luncheon
2.00pm–3.30pm	Concurrent sessions
3.30pm–4.00pm	Afternoon tea
4.00pm–5.30pm	Concurrent sessions
7.00pm–10.00pm	Conference dinner

Thursday 2 March

7.30am–8.45am	Conference breakfast address
9.00am–10.30am	Plenary session
10.30am–11.00am	Morning tea
11.00am–12.30pm	Concurrent sessions
12.30pm–1.30pm	Lunch
1.30pm–2.30pm	Plenary session
2.30pm–3.00pm	Afternoon tea
3.00pm–4.30pm	Plenary session
4.00pm–6.00pm	Exhibitor bump-out

Sponsorship opportunities



Key partner sponsorship \$23,000

Sponsorship is available for a limited number of key partners.

The key partner sponsorship package includes:

- an exclusive invitation from the Chair of Universities Australia for one senior representative from your organisation to have high-level access to Vice-Chancellors of all Australia's universities at a networking event, either prior to or during the conference. Your support will be formally acknowledged by the chair, and your representative will be introduced to the Vice-Chancellors
- up to three complimentary registrations to attend the two-day conference, National Press Club televised address luncheon, welcome cocktails, breakfast address and conference dinner
- satchel inserts which may include corporate or product literature, and promotional material
- reference in the Steering Committee Co-Chairs' welcome in the program booklet with your logo and details of your organisation placed on the outside back cover of the program along with other partner organisations
- a half page advert in the delegate program
- your logo displayed in the main conference room
- your logo displayed on the conference website, conference phone app and acknowledgment in the conference newsletter
- access to the delegate list two weeks prior to the conference in accordance with privacy legislation
- standard exhibition space (3m x 3m) at the conference

A discount on this package is available when signing a three year contract in continued support of the Higher Education Conference.

Conference dinner

SOLD



Be the stand-alone sponsor for the highlight social event of the conference. This allows you to promote your company's brand to more than 580 guests who will enjoy an evening of entertainment and networking.

The 2017 dinner will focus on the 10-year anniversary of Universities Australia and will be held in the Great Hall at Parliament House.

Sponsorship package includes:

- up to six complimentary tickets to the dinner
- one allocated table for the sponsor to invite dinner delegates to join them
- up to two complimentary registrations to attend the two-day conference (does not include the National Press Club Address, breakfast address or additional dinner tickets)
- satchel inserts which may include corporate or product literature, and promotional material
- an invitation from the Chair of Universities Australia for one senior representative from your organisation to attend a networking opportunity with the Vice-Chancellors either prior to or during the conference. Details will be confirmed closer to the conference. Your support will be formally acknowledged by the Chair; and your representative will be introduced to the Vice-Chancellors
- reference in the Steering Committee Co-Chair's welcome in the program booklet with your logo and details of your organisation located within the program, conference website and conference phone app
- formal acknowledgment by the MC of the evening
- your logo displayed on signage at the dinner venue
- 50% discount on a standard exhibition space (3m x 3m) at the conference

Welcome reception **\$15,000**

The welcome reception is the high profile opening event of the conference. It will be held on Tuesday evening prior to the commencement of the conference. Promote your company's brand to conference delegates during an evening of entertainment and networking.

Sponsorship package includes:

- up to six complimentary tickets to the welcome reception
- up to two complimentary registrations to attend the two-day conference (does not include the National Press Club address, breakfast address or conference dinner)
- satchel inserts which may include corporate or product literature, and promotional material
- an invitation from Chair of Universities Australia for one senior representative from your organisation to attend a networking opportunity with the Vice-Chancellors either prior to or during the conference. Details will be confirmed closer to the conference. Your support will be formally acknowledged by the Chair, and your representative will be introduced to the Vice-Chancellors
- reference in the Steering Committee Co-Chair's welcome in the program booklet with your logo and details of your organisation located within the program, on the conference website and the conference phone app
- formal acknowledgment by the MC of the evening
- your logo displayed on signage at the welcome reception venue
- 50% discount on a standard exhibition space (3m x 3m) at the conference

Satchel

SOLD



The Universities Australia Higher Education Conference satchel is provided to every delegate.

No less than 1000 satchels will be distributed to delegates with the intention that it can be used post-conference to enhance the brand of the sponsor. The conference satchel will be sourced by Universities Australia in consultation with the sponsor, including design work. Universities Australia will also have a small logo placed on the satchel.

Sponsorship package includes:

- sole sponsor's naming rights and logo placement on the satchel
- up to two complimentary registrations to attend the two day conference (does not include the National Press Club address, breakfast address or conference dinner)
- satchel inserts which may include corporate or product literature, and promotional material
- reference in the Steering Committee Co-Chair's welcome in the program booklet with your logo and details of your organisation located within the program, on the conference website and the conference phone app
- 50% discount on a standard exhibition space (3m x 3m) at the conference



Coffee cart \$10,000

An opportunity exists for a sponsor to have sole corporate branding of three coffee carts located in the exhibition hall.

Sponsorship package includes:

- sole sponsor's naming rights and logo placement on all coffee carts
- one complimentary registration to attend the two-day conference (does not include the National Press Club address, breakfast address or conference dinner)
- satchel inserts which may include corporate or product literature, and promotional material
- reference in the Steering Committee Co-Chair's welcome in the program booklet with your logo and details of your organisation located within the program, on the conference website and the conference phone app



The popular scene setting keynote breakfast address is held on the second morning of the conference. This package allows you to promote your company's brand to over 400 guests enjoying a hearty breakfast and keynote address.

Sponsorship package includes:

- up to three complimentary tickets to the breakfast event
- one complimentary registration, to attend the two-day conference; (does not include the National Press Club address or conference dinner)
- satchel inserts which may include corporate or product literature, and promotional material
- reference in the Steering Committee Co-Chair's welcome in the program booklet with your logo and details of your organisation located within the program, on the conference website and the conference phone app
- formal acknowledgment by the MC of the morning
- your logo displayed on signage at the breakfast venue

Smart phone app \$7,000

An exciting opportunity exists for a sponsor to have corporate branding of the conference smart phone app. This will be the go to app for all conference information.

Sponsorship package includes:

- corporate branding and information about your organisation on the smart phone app
- one complimentary registration, to attend the two-day conference; (does not include the National Press Club address, breakfast address or conference dinner)
- satchel inserts which may include corporate or product literature, and promotional material
- reference in the Steering Committee Co-Chair's welcome in the program booklet with your logo and details of your organisation located within the program, on the conference website and the conference phone app





Stationery

SOLD

Sole corporate branding for the conference stationery given to every delegate at the conference in the conference satchel. The conference stationery will include a branded notepad and pen. The stationery will be sourced by Universities Australia in consultation with the sponsor, including design work.

Sponsorship package includes:

- sole sponsor's naming rights and logo placement on the notepad and pen placed in every delegate satchel
- one complimentary registration, to attend the two-day conference; (does not include the National Press Club address, breakfast address or conference dinner)
- satchel inserts which may include corporate or product literature, and promotional material
- reference in the Steering Committee Co-Chair's welcome in the program booklet with your logo and details of your organisation located within the program, on the conference website and the conference phone app



...entoring.com),
...the educational gap for its mentees

"We have been working on an Indigenous employment / training program of work since my involvement with the AIME Program."

Mentor Learning
University student mentors are reporting significant learning experiences

Lanyard \$7,000

The conference lanyard is provided to every delegate with the sponsor having the opportunity to have sole corporate branding. The conference lanyard will be sourced by Universities Australia in consultation with the sponsor, including design work.

Sponsorship package includes:

- sole sponsor's naming rights and logo placement on the lanyard
- one complimentary registration, to attend the two-day conference; (does not include the National Press Club address, breakfast address or conference dinner)
- satchel inserts which may include corporate or product literature, and promotional material
- reference in the Steering Committee Co-Chair's welcome in the program booklet with your logo and details of your organisation located within the program, on the conference website and the conference phone app

Digital poster exhibition \$6,000

The digital poster exhibition will highlight ground breaking research undertaken in universities by PhD candidates and early career researchers.

Sponsorship package includes:

- sole corporate branding of the poster exhibition area
- one complimentary registration, to attend the two-day conference; (does not include the National Press Club address or conference dinner)
- satchel inserts which may include corporate or product literature, and promotional materials
- reference in the Steering Committee Co-Chair's welcome in the program booklet with your logo and details of your organisation located within the program, on the conference website and the conference phone app

Chargebar \$6,000

The sole corporate branding rights for two conference chargebar stations (mobile phone and tablet charging stations). These stations will be placed in prominent lounge areas within the exhibition space.

Sponsorship package includes:

- sole corporate branding on both the stations
- one complimentary registration, to attend the two day conference; (does not include the National Press Club address, breakfast address or conference dinner)

- satchel inserts which may include corporate or product literature, and promotional material
- reference in the Steering Committee Co-Chair's welcome in the program booklet with your logo and details of your organisation located within the program, on the conference website and the conference phone app

Exhibition opportunities



The Universities Australia Higher Education Conference exhibition is a major feature of the conference, and the program has been designed to maximise opportunities for attendees to visit the exhibition.

Refreshment breaks and the welcome reception will be held in the exhibition hall, which will become the primary networking area for delegates, sponsors and exhibitors.

Early commitment will ensure that your company or organisation can secure a prominent location. You can also secure the early bird rate by booking before 28 October 2016.

Exhibition space	Early bird (before 28 Oct)	Standard (after 28 Oct)
Standard (3m x 3m)	\$2,700 incl. GST	\$2,900 incl. GST
Large (5m x 3m)	\$3,400 incl. GST	\$3,600 incl. GST

Inclusions:

- White Octanorm walls with backlit perspex side fascia
- 1x4 amp power point
- 2x150 watt vario arm lights
- Two exhibitor registrations*
- A delegate list**
- Your organisation's logo will be in the program, on the conference website and the conference phone app.

Exhibitors are encouraged to customise their booth as we will be awarding a prize for the best booth, with the most appeal to delegates.

Additional exhibitor registrations can be purchased at a cost of \$280 (incl. GST) per attendee.

An exhibition manual containing full details regarding bump in and bump out, plus delivery information will be distributed to exhibitors approximately four weeks prior to the conference.

Further information Please contact Universities Australia on 02 6285 8116 or events@universitiesaustralia.edu.au if your organisation is interested in exhibiting at the 2017 Higher Education Conference.

* Exhibitor registrations include all catering, including the Cocktail Reception on 28 February, but no access to the conference sessions, National Press Club luncheon or the conference dinner.

** The delegate list will be distributed in accordance with privacy legislation, and the names of delegates who do not provide consent will be excluded. This list will only be provided in the week prior to the conference.

EXHIBITION BOOKING FORM

Exhibitor details

Organisation name

Contact person

Position

Address

City

State

Postcode

Phone

Mobile phone

Email

Exhibition space

Please indicate the number and type of each exhibition space/item and total the cost

Exhibition space type	Number required	Unit cost Early Bird (to 28 October)	Unit cost Standard	Total
Large exhibition space (5m×3m)		\$3,400	\$3,600	
Standard exhibition space (3m×3m)		\$2,700	\$2,900	
Additional exhibitor pass		\$280	\$280	

Payment

Please tick ✓ to indicate payment method

Direct deposit (EFT) — *Banking details for EFT payments will be provided on your invoice*

Cheque

Credit card (please specify):

Mastercard

Visa

Name on card

Card number

Expiry date

Amount

Signature

Booking and payment conditions

In signing this form:

- I/we understand that space will be allocated strictly in accordance with the date of receipt of application and payment, and that exhibition space for sponsors will be allocated first. Universities Australia will forward a confirmation of exhibition, and invoice for payment. Payment not paid within 14 days of invoice will result in the space being made available for re-sale.
- I/we acknowledge that cancellations will only be accepted in writing and that penalty fees apply for any cancellations within 30 days of the conference.
- I/we acknowledge that exhibitors are encouraged to take out their own insurance coverage for their own protection and indemnity. Exhibitors will be liable for any damage caused by them or their employees, contractors, agents and invitees, to any other exhibitors or any common property or third party within the exhibition.
- I/we acknowledge that Universities Australia will not be responsible for any loss or theft of exhibitors' property at the conference or the property of their respective employees, contractors, agents or invitees.
- I/we acknowledge that exhibitors are responsible for the transport of their own exhibit to and from the conference, and for all related expenses.
- I/we understand Universities Australia reserves the right to reject an exhibition at its sole discretion.

Signature

Date

SPONSORSHIP BOOKING FORM

Sponsor details

Organisation name

Contact person

Position

Address

City

State

Postcode

Phone

Mobile phone

Email

Sponsorship item(s) requested

Please tick the requested sponsorship and total the cost

Sponsorship	Unit cost	Sponsorship	Unit cost
Key Partners	\$23,000	Lanyards	\$7,000
Dinner	\$17,000	Conference app	\$7,000
Welcome reception	\$15,000	Poster exhibition	\$6,000
Satchel	\$15,000	Chargebar	\$6,000
Coffee cart	\$10,000	Stationery	\$6,000
Breakfast	\$9,000	Total	

Payment

Please tick to indicate payment method

Direct deposit (EFT) — *Banking details for EFT payments will be provided on your invoice*

Cheque

Credit card (please specify):

Mastercard

Visa

Name on card

Card number

Expiry date

Amount

Signature

Booking and payment conditions

In signing this form:

- I/we agree to be invoiced for a total indicated above.
- I/we understand that sponsorship will be confirmed with a confirmation letter and invoice from Universities Australia.
- I/we understand that Universities Australia reserves the right to reject a sponsorship at its sole discretion.
- I/we understand that payment must be made in full 60 days prior to the conference. Cancellation of sponsorship must be made in writing and will incur a fee of 50% of the total sponsorship package agreed.

Signature

Date