

Universities Australia Conference 2023

22-23 February 2023
Canberra, Australia

Partnership and exhibition prospectus



UNIVERSITIES
AUSTRALIA

The Universities Australia Conference is the hottest ticket in higher education.

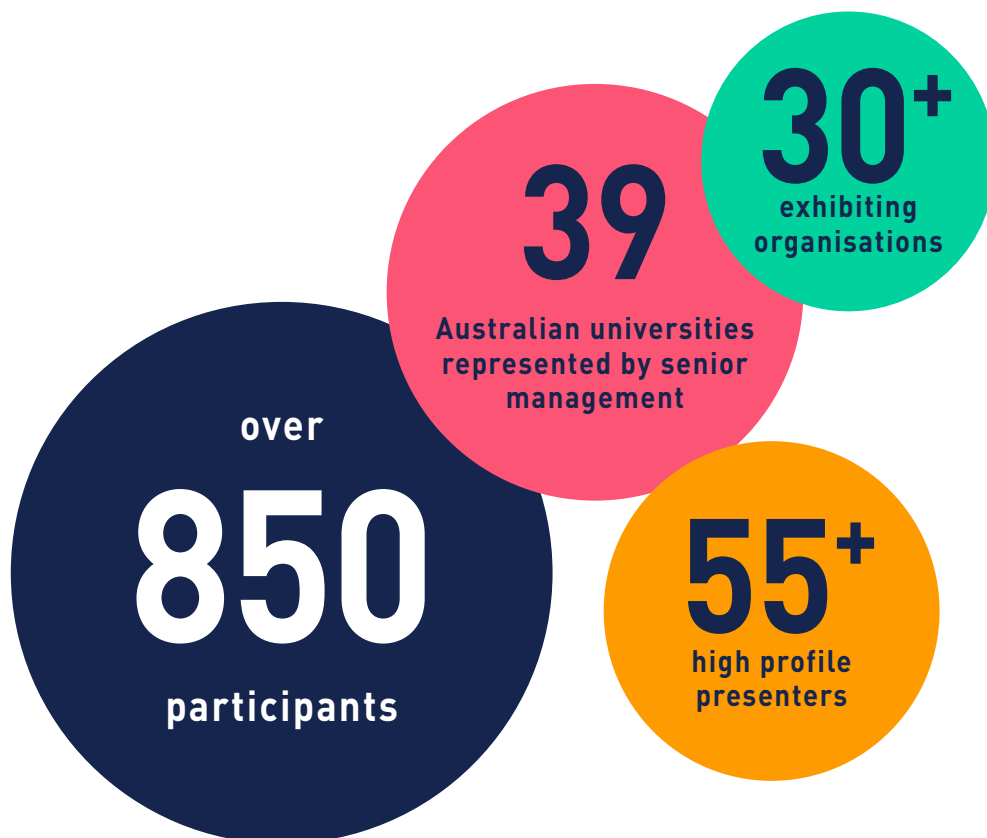
After two years of disruption, our annual conference is returning to its original February timing, bringing together a who's who of higher education to set the agenda for the year ahead.

This is the sector's pre-eminent event, attracting almost a thousand delegates and providing access to university leaders, sector experts, and key government figures. Run by the sector, for the sector, it is unmissable for anyone who works in or around higher education, and those looking to gain a foothold in the sector. Secure your spot today.

Universities Australia Conference 2023

22-23 February 2023 – Canberra, Australia

Highlights from the 2022 conference





The sector

Universities Australia is the national peak body representing Australia's world-class universities.

Australian universities are significant economic drivers, contributing \$41 billion to the Australian economy and supporting 259,100 full-time equivalent jobs in 2019.

With more than 200 campuses around Australia and offshore, Australian universities educate more than 1.4 million students and employ over 130,000 full-time equivalent staff.

The media

The conference achieves significant coverage across international, national and local media.

Media items generated by the 2022 event reached over 21 million people, with social media activity reaching millions more.

The program

The program is stacked with key national and international speakers who generate news, stimulate debate and drive changes in the higher education policy environment.

Vice-Chancellors, Chancellors, senior university decision makers and senior managerial staff support this conference as chairs, speakers and delegates.

The Minister for Education, other key members of government and members of the Opposition are invited to participate.

The venue

National Convention Centre Canberra
31 Constitution Avenue, Canberra
<https://nccc.com.au/>

The delegates

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.

Who should partner and exhibit?

Universities Australia would be delighted to discuss partnership and exhibition opportunities with any organisations interested in being involved in the 2023 Universities Australia Conference. Your involvement as a partner 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.

Involvement in this conference would lend itself particularly well to:

- higher education organisations
- training organisations
- learning application developers
- consultancies
- local, state and federal government
- financial organisations
- HR solutions
- accounting software developers
- collaboration tool developers
- content management solutions developers
- facilities management solutions
- IT support services
- assisted learning technologies
- internet based learning providers
- technology companies (products and services)
- board and governance portal platforms
- marketing and advertising companies
- furniture providers
- audio visual suppliers

Universities Australia members are located all around Australia:



Program

The program comprises a two day event for 2023 commencing with a welcome reception the evening prior. The program will also be available to online delegates.

Tuesday 21 February 2023	
2.00pm - 4.00pm	Leadership masterclasses
5.30pm - 7.00pm	Welcome reception
Wednesday 22 February 2023	
8.30am - 9.00am	Conference opening
9.00am - 10.15am	Conference sessions
10.15am - 10.45am	Morning tea/networking
10.45am - 1.10pm	Conference sessions
1.10pm - 2.10pm	Lunch/networking
2.10pm - 3.30pm	Conference sessions
3.30pm - 4.00pm	Afternoon tea/networking
4.00pm - 5.00pm	Conference sessions
7.00pm - 10.00pm	Conference dinner
Thursday 23 February 2023	
7.30am - 8.45am	Breakfast address
9.00am - 10.30am	Conference sessions
10.30am - 11.00am	Morning tea/networking
11.00am - 12.15pm	Conference sessions
12.15pm - 1.15pm	Lunch/networking
1.15pm - 3.30pm	Conference sessions
3.30pm - 4.00pm	Afternoon tea on departure

Please note

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

Further information

To discuss your involvement in the 2023 Universities Australia Conference please contact the Events Manager on +61 2 6285 8116 or by email events@universitiesaustralia.edu.au

Platinum partnerships

\$23,000 plus GST – up to eight available

The 2023 conference offers eight platinum partnerships, with each package to include:

- access to the opted-in delegate list which includes name, title, organisation and email two weeks prior to the conference
- your company logo displayed on signage throughout the venue
- a full page advert in conference handbook
- organisational contribution (250 words) in conference handbook, on the conference website and phone app
- one double sided A4 page satchel insert
- a 6m x 3m exhibition space at venue including two complimentary exhibitor passes
- an exclusive invitation from the Chair of Universities Australia for two senior representatives from your organisation to have high-level access to Vice-Chancellors from 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
- 90 second video to be shown at the beginning or end of a plenary session
- four complimentary registrations to attend the conference in Canberra or online
- two complimentary registrations to attend the conference dinner in Canberra (please note this is general seating)
- logo displayed on the conference website, phone app and conference newsletter
- one double sided A4 page satchel insert
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates, and
- a virtual exhibition as part of the online platform.

Gold partnership

Conference dinner partner – SOLD

\$20,000 plus GST

The Conference dinner is the premier social event of the conference. Held at Parliament House on the Wednesday evening after the commencement of the conference, it provides exclusive opportunity for a Partner to promote their brand in a formal, high-profile setting.

This gold partner package includes:

- sole naming rights for the Conference Dinner
- access to the opted-in delegate list which includes name, title and organisation two weeks prior to the conference
- an exclusive invitation from the Chair of Universities Australia for one senior representative from your organisation to have high-level access to Vice-Chancellors from 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
- 90 second video to be shown at the beginning of the formalities at the dinner
- two complimentary registrations to attend the conference in Canberra or online (does not include masterclasses or breakfast address)
- two complimentary registrations to attend the conference dinner in Canberra
- organisational contribution (200 words) on the conference website and phone app
- logo displayed on the conference website, phone app and conference newsletter
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates, and
- a virtual exhibition as part of the online platform.

Optional extras:

- | | |
|---|---------|
| • one double sided A4 page satchel insert | \$1,000 |
| • 3m x 3m exhibition space at the venue (includes two exhibitor passes) | \$2,900 |

Gold partnership

Welcome reception – SOLD

\$18,000 plus GST

Held on the Tuesday evening in the exhibition hall prior to the conference opening, the welcome reception provides an exclusive opportunity for a partner to promote their brand in a relaxed setting primed for networking.

This gold partner package includes:

- sole naming rights for the welcome reception
- an exclusive invitation from the Chair of Universities Australia for one senior representative from your organisation to have high-level access to Vice-Chancellors from 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 four complimentary tickets to the welcome reception
- a 90 second video to be shown at the beginning of the formalities
- formal acknowledgement by the MC of the evening
- your company logo displayed on signage at the event
- your logo displayed on the conference website, conference phone app and acknowledged in the conference newsletter
- two complimentary registrations to attend the conference in Canberra or online (does not include masterclasses, conference dinner or breakfast address)
- two complimentary registrations to attend the conference dinner in Canberra (please note this is general seating)
- your company logo included in the conference handbook and an organisational contribution (200 words) listed on the conference app
- opportunity to place a digital advertisement (up to 10MG) in the conference e-satchel available for download by conference delegates from a dedicated page on the conference website
- access to the delegate list two weeks' prior to the conference in accordance with privacy laws (name, title and organisation), and
- a virtual exhibition as part of the online platform.

Optional extras:

- | | |
|---|---------|
| • one double sided A4 page satchel insert | \$1,000 |
| • 3m x 3m exhibition space at the venue (includes two exhibitor passes) | \$2,900 |

Gold partnership

Online partner – SOLD

\$16,000 plus GST

The 2023 conference will continue to be a hybrid model allowing delegates to attend in person or online in real time. Providing easy access to all conference sessions, the online platform creates an exciting opportunity for one partner to ensure that their brand is within reach of every conference delegate. The platform will be made available to all delegates post event to access conference sessions with links remaining active for 3 months.

This gold partner package includes:

- company logo and/or 90 second video placement during breaks
- an exclusive invitation from the Chair of Universities Australia for one senior representative from your organisation to have high-level access to Vice-Chancellors from 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
- two complimentary registrations to attend the conference in Canberra or online (does not include masterclasses, conference dinner or breakfast address)
- two complimentary registrations to attend the conference dinner in Canberra (please note this is general seating)
- organisational contribution (200 words) on the conference website and phone app
- logo displayed on the conference website, phone app and conference newsletter
- access to the opted-in delegate list which includes name, title and organisation two weeks prior to the conference
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates, and
- a virtual exhibition as part of the online platform.

Optional extras:

- | | |
|---|---------|
| • one double sided A4 page satchel insert | \$1,000 |
| • 3m x 3m exhibition space at the venue (includes two exhibitor passes) | \$2,900 |

Silver partnership

Concurrent stream partner

\$15,000 plus GST - up to three available

The 2023 conference has an exciting opportunity for up to three Silver Partners to sponsor a concurrent stream in the program.

Silver partnership package includes:

- your logo displayed on signage in each of the rooms of your chosen concurrent stream
- 90 second video to be shown in each of the rooms for your chosen concurrent stream
- access to the opted-in delegate list which includes name, title and organisation two weeks prior to the conference
- two complimentary registrations to attend the conference in Canberra or online (does not include masterclasses, conference dinner or breakfast address)
- two complimentary registrations to attend the conference dinner in Canberra (please note this is general seating)
- organisational contribution (150 words) on the conference website and phone app
- logo displayed on the conference website, phone app and conference newsletter
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates, and
- a virtual exhibition as part of the online platform.

Optional extras:

- | | |
|---|---------|
| • one double sided A4 page satchel insert | \$1,000 |
| • 3m x 3m exhibition space at the venue (includes two exhibitor passes) | \$2,900 |

Silver partnership

Leadership masterclasses

\$15,000 plus GST

An exciting opportunity to sponsor the Leadership Masterclasses which will be facilitated by Vice-Chancellors and cover a range of topics. These classes will be open to delegates who have registered to attend the conference. These will be held the day prior to the conference.

Silver partnership package includes:

- your logo displayed on signage in each of the masterclass rooms
- two complimentary registrations to attend a masterclass
- two complimentary registrations to attend the conference in Canberra or online (does not include conference dinner or breakfast address)
- two complimentary registrations to attend the conference dinner in Canberra (please note this is general seating)
- organisational contribution (150 words) on the conference website and phone app
- logo displayed on the conference website, phone app and conference newsletter
- access to the opted-in delegate list which includes name, title and organisation two weeks prior to the conference
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates, and
- a virtual exhibition as part of the online platform.

Optional extras:

- | | |
|---|---------|
| • one double sided A4 page satchel insert | \$1,000 |
| • 3m x 3m exhibition space at the venue (includes two exhibitor passes) | \$2,900 |

Silver partnership

Breakfast address

\$12,000 plus GST

Attracting more than 400 delegates, the extremely popular scene-setting keynote breakfast address is held on the second morning of the conference.

Silver partnership package includes:

- a 90 second video to be shown at the beginning of the breakfast
- your logo displayed on signage at the breakfast venue
- formal acknowledgment by the breakfast MC
- four complimentary tickets to attend the breakfast address
- one complimentary registration to attend the conference in Canberra or online (does not include conference dinner)
- one complimentary registration to attend the conference dinner in Canberra (please note this is general seating)
- opportunity to place a digital advertisement (up to 10MG) in the conference e-satchel available for download by conference delegates from a dedicated page on the conference website
- your logo displayed on the conference website, conference phone app and acknowledged in the conference newsletter
- access to the delegate list two weeks' prior to the conference (name, title and organisation), and
- a virtual exhibition as part of the online platform.

Optional extras:

- | | |
|---|---------|
| • one double sided A4 page satchel insert | \$1,000 |
| • 3m x 3m exhibition space at the venue (includes two exhibitor passes) | \$2,900 |

Silver partnership

Coffee carts partner – SOLD

\$12,000 plus GST

Highly sought after, and strategically placed throughout the exhibition hall, coffee carts provide an excellent opportunity for a partner to promote their brand to conference delegates seeking their morning (and afternoon) coffee.

Silver partnership package includes:

- your logo displayed on up to three coffee carts around the venue
- one complimentary registration to attend the conference in Canberra or online (does not include conference dinner or breakfast address)
- one complimentary registration to attend the conference dinner in Canberra (please note this is general seating)
- organisational contribution (150 words) on the conference website and phone app
- logo displayed on the conference website, phone app and conference newsletter
- access to the opted-in delegate list which includes name, title and organisation two weeks prior to the conference
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates, and
- a virtual exhibition as part of the online platform.

Optional extras:

- | | |
|---|---------|
| • one double sided A4 page satchel insert | \$1,000 |
| • 3m x 3m exhibition space at the venue (includes two exhibitor passes) | \$2,900 |

Silver partnership

Conference satchel partner

\$11,000 plus GST

With one provided to each delegate attending the conference in Canberra, the conference satchel provides exclusive opportunity for one partner to promote their brand extensively during, and after, the conference. The conference satchel will be sourced and designed by Universities Australia in close consultation with the Partner.

Silver partnership package includes:

- sole naming rights and company logo placement on the satchel
- one complimentary registration to attend the conference in Canberra or online (does not include conference dinner or breakfast address)
- one complimentary registration to attend the conference dinner in Canberra (please note this is general seating)
- organisational contribution (150 words) on the conference website and phone app
- logo displayed on the conference website, phone app and conference newsletter
- access to the opted-in delegate list which includes name, title and organisation two weeks prior to the conference
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates, and
- a virtual exhibition as part of the online platform.

Optional extras:

- | | |
|---|---------|
| • one double sided A4 page satchel insert | \$1,000 |
| • 3m x 3m exhibition space at the venue (includes two exhibitor passes) | \$2,900 |

Bronze partnership

Conference lanyards – SOLD

\$7,000 plus GST

With one provided to each delegate attending the conference in Canberra, the conference lanyard provides exclusive opportunity for one partner to promote their brand extensively during, and after, the conference. The conference lanyard will be sourced and designed by Universities Australia in close consultation with the partner.

Bronze partnership package includes:

- logo placement on the lanyard
- one complimentary registration to attend the conference in Canberra or online (does not include conference dinner or breakfast address)
- one complimentary registration to attend the conference dinner in Canberra (please note this is general seating)
- organisational contribution (150 words) on the conference website and phone app
- logo displayed on the conference website, phone app and conference newsletter
- access to the opted-in delegate list which includes name, title and organisation two weeks prior to the conference
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates, and
- a virtual exhibition as part of the online platform.

Optional extras:

- | | |
|---|---------|
| • one double sided A4 page satchel insert | \$1,000 |
| • 3m x 3m exhibition space at the venue (includes two exhibitor passes) | \$2,900 |

Bronze partnership

Conference phone app

\$6,500 plus GST

Providing easy access to all conference related information, the Conference Phone App creates an exciting opportunity for one partner to ensure that their brand is within reach of every conference delegate. The app is also used by delegates for Q&A during sessions and session feedback.

Bronze partnership package includes:

- corporate branding and information about your organisation on the conference phone app
- one complimentary registration to attend the conference in Canberra or online (does not include conference dinner or breakfast address)
- one complimentary registration to attend the conference dinner in Canberra (please note this is general seating)
- organisational contribution (150 words) on the conference website and phone app
- logo displayed on the conference website, phone app and conference newsletter
- access to the opted-in delegate list which includes name, title and organisation two weeks prior to the conference
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates, and
- a virtual exhibition as part of the online platform.

Optional extras:

- | | |
|---|---------|
| • one double sided A4 page satchel insert | \$1,000 |
| • 3m x 3m exhibition space at the venue (includes two exhibitor passes) | \$2,900 |

Bronze partnership

Conference stationery

\$6,000 plus GST

With one provided to each delegate attending the conference in Canberra, the conference notebook and pen provide an exclusive opportunity for one partner to promote their brand extensively during, and after, the conference. The conference stationery be sourced and designed by Universities Australia in close consultation with the partner.

Bronze partnership package includes:

- company logo placement on the notepad and pen
- one complimentary registration to attend the conference in Canberra or online (does not include conference dinner or breakfast address)
- one complimentary registration to attend the conference dinner in Canberra (please note this is general seating)
- organisational contribution (150 words) on the conference website and phone app
- logo displayed on the conference website, phone app and conference newsletter
- access to the opted-in delegate list which includes name, title and organisation two weeks prior to the conference
- digital advertisement in the conference eSatchel - up to 10mb in PDF format – which will be available for download by conference delegates, and
- a virtual exhibition as part of the online platform.

Optional extras:

- | | |
|---|---------|
| • one double sided A4 page satchel insert | \$1,000 |
| • 3m x 3m exhibition space at the venue (includes two exhibitor passes) | \$2,900 |

Exhibition opportunities

The exhibition is a vibrant and energetic feature at the Universities Australia conference. The exhibition will be held in the exhibition hall and where the welcome reception and all conference catering will be served throughout the conference. This has been designed to maximise exposure and opportunities for contact between delegates and exhibitors.

Onsite exhibition space

- (3m x 3m) \$2,900 (ex. GST)
- (6m x 3m) \$4,600 (ex. GST)

Inclusions:

- two complimentary exhibitor registrations*
- your logo displayed on the conference website and the conference phone app
- your company logo listed in the conference handbook and a 75 word blurb included in the conference app
- access to the delegate list one week prior to the conference in accordance with privacy laws (name, title and organisation)
- corporate signage on booth fascia
- booth walls**
- 2 x 150 watt track lighting for 3mx3m booths and 4 x 150 watt track lighting for 6m x 3m booths
- 1 double outlet, 4 amp capacity power point, and
- an individual virtual exhibitor profile which contains the exhibitors name and logo, a company profile, contact details and any other information such as videos, product information, downloads, staff profiles, office locations and the ability to send instant messages.

Please note furniture is not part of this package and can be arranged separately through SBX***

Virtual exhibition space

\$1,200 (ex. GST)

Inclusions:

- an individual exhibitor profile which contains the exhibitors name and logo, a company profile, contact details and any other information such as videos, product information, downloads, staff profiles, office locations and the ability to send instant messages
- your logo displayed on the conference website and the conference phone app
- your company logo listed in the conference handbook and a 75 word blurb included in the conference app, and
- access to the delegate list one week prior to the conference (name, title and organisation).

* Onsite exhibitor registrations include all catering and the Welcome Reception. Exhibitor registrations do not provide access to the conference sessions, the conference dinner or breakfast address. Tickets to the social events can be purchased separately. To attend conference sessions a full conference registration must be purchased.

**Booth walls come as white melamine panels. Custom booths are at the exhibitor's expense.

***The official exhibition supplier for the 2023 conference is SBX. They will be able to assist you with any design requirements, furniture hire, audio visual and electrical requirements and graphics and signage.
<https://www.sbx.biz/>

Terms and conditions

1. Partner and exhibition packages will be allocated in order of receipt of signed booking forms.
2. Universities Australia accepts no liability for damage to exhibits by loss, damage, theft, fire, water, storms, strikes, riots or any cause whatsoever.
3. Universities Australia reserves the right to alter the exhibition floor plan if and when required. Any changes will be communicated to all affected sponsors and exhibitors.
4. Exhibits must not be removed, and displays must not be dismantled either partly or in total before the exhibition closing time on the last day of the conference.
5. Partners may only conduct competitions or offer prizes with the permission of Universities Australia.
6. Any food or beverage giveaways must be approved by Universities Australia and the National Convention Centre Canberra.
7. The partner undertakes that they will not hold any events, educational or social functions at the same time as official conference program sessions or social functions.
8. Partners and exhibitors will be required to provide proof of Public Liability Insurance.
9. All custom booth designs must be approved by SBX and the National Convention Centre Canberra.
10. If an external custom booth supplier is engaged to provide a custom booth, they must liaise with Universities Australia and SBX in relation to all requirements including venue access, timings, booth build and rigging.

Payment details

1. A confirmation email and invoice will be sent upon receipt of the signed booking form
2. If payment is not received within 30 days of receipt of invoice the booking may be cancelled, and the package made available for sale.
3. Cancellations of partnership packages/ exhibition booth bookings must be made in writing.
4. Cancellations received 60 days or more prior to the commencement of the conference will receive a full refund only if Universities Australia is able to resell the package in question.
5. Cancellations made within 60 days of the commencement of the conference will result in full forfeiture of all monies paid.
6. All prices stated are GST exclusive.

BOOKING FORM

Organisation name

Contact person

Position

Address

City

State

Postcode

Phone

ABN

Mobile phone

Email

PARTNERSHIP PACKAGES (please tick chosen package/s)

Sponsorship	Unit cost	Sponsorship	Unit cost	Sponsorship	Unit cost
Platinum Partner	\$23,000	Concurrent stream	\$15,000	Conference satchels	\$11,000
Dinner	\$20,000	Masterclasses	\$15,000	Conference lanyards	\$7,000
Welcome reception	\$18,000	Breakfast address	\$12,000	Phone app	\$6,500
Online	\$16,000	Coffee carts	\$12,000	Stationary	\$6,000

All prices are GST exclusive

Total

EXHIBITION SPACE

Exhibition space type	number required	Unit cost (ex GST)
Standard exhibition space (3mx3m)		\$2,900
Large exhibition space (6m x3m)		\$4,600
Additional onsite exhibitor pass		\$350
Virtual exhibition		\$1,200

PAYMENT SUMMARY

Sponsorship total	\$	Additional exhibitor staff	\$
Satchel insert	\$	Total amount to be invoiced	\$
Exhibition booth	\$		

TERMS AND CONDITIONS

We agree to the terms and conditions as relating to partnership and/or exhibition of the 2023 Universities Australia Conference outlined on the previous page. A detailed contract with all terms and conditions will be sent following confirmation of a package/booth.

Signature

Please return your completed form to events@universitiesaustralia.edu.au

Date

If you have any questions please call the Events Manager on 02 6285 8116.