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Higher Education Research and Development Society of Australasia

# Sponsorship Prospectus

**HERDSA Conference 2019**

**Next Generation, Higher Education: Challenges, Changes and Opportunities**

**2-5 July 2019. Auckland, New Zealand**

**https://www.herdsa2019.auckland.ac.nz**

On behalf of the conference organising committee, it is with great pleasure that we invite you to become a sponsorship partner or exhibitor at the 42nd annual conference of the Higher Education Research and Development Society of Australasia (HERDSA).

HERDSA 2019 will provide a platform for your organisation to showcase the latest products and services available to those working in the HERDSA community. Your participation in HERDSA 2019 will enable us to ensure the highest quality programme at a cost that is affordable to a range of national and international delegates.

A wide variety of opportunities have been designed for HERDSA 2019 ensuring wide exposure for your organisation. If you would like your organisation to be recognised at HERDSA 2019 but don’t see anything to suit your requirements, we can work with you on a customised opportunity.

Please contact Dr Julia Hallas, Co-Convenor, HERDSA 2019 Conference, Auckland University of Technology to discuss your sponsorship. [julia.hallas@aut.ac.nz](mailto:julia.hallas@aut.ac.nz)

**The HERDSA Conference 2019 Committee would like to thank you for your consideration and support.**

## Sponsorship Opportunities

Listed pricing is indicative and inclusive of GST in NZD.

|  |  |
| --- | --- |
| Opportunities | Investment NZD $ inc. GST |
| Educational Partnerships | |
| Keynote speaker | 5,000 |
| Poster presentation | 3,000 |
| Conference App | 4,000 SOLD |
| Social Events & Catering | |
| Welcome reception | 3,000 |
| Conference dinner | 7,000 |
| Conference lunch break | 2,000 |
| Conference tea break | 1,500 |
| Advertising | |
| Delegate bag | 3,000 |
| Name badge & lanyard | 4,000 |
| Notepad and pen | 2,000 |
| Delegate bag inserts | 1,000 |
| Exhibition | |
| Table display | 3,000 |

Please contact Dr Julia Hallas, Co-Convener, HERDSA 2019 Conference

Auckland University of Technology to discuss your sponsorship.

[julia.hallas@aut.ac.nz](mailto:julia.hallas@aut.ac.nz)

**Partnership and Exhibitor Acknowledgements**

The HERDSA name is synonymous with quality. The conference is well-established and a must-attend annual event for national and international delegates.

**Keynote Speaker**

* Acknowledgment as sponsor of the specific Keynote Speaker session.
* Acknowledgment of your sponsorship at the opening and closing of the specific Keynote Speaker session.
* Acknowledgment of your sponsorship in the conference APP.
* Organisation provided pull up banner displayed at session where the Keynote Speaker is appearing.
* Acknowledgment on the conference website with hyperlink to your organisation page.

**Poster Presentation**

* Organisation provided signage to be displayed in the Poster Presentation Area.
* Organisation Logo to be included on all electronic items referring to the Poster Presentation Area.
* Acknowledgment on the conference website with hyperlink to your organisation page.
* Poster presentation acknowledgment in the Conference APP.

**Welcome Reception**

* Organisation provided pull up banner in the Welcome Reception Venue.
* Organisation Logo to be included on all electronic items related to the Welcome Reception.
* Verbal acknowledgment of your sponsorship at opening and closing of the conference.
* Acknowledgment on the conference website with hyperlink to your organisation page.
* Welcome Reception acknowledgment in the conference APP.

**Conference Dinner**

* Organisation Logo to be included on all print items relating to the Conference Dinner.
* Verbal acknowledgment of your sponsorship at opening and closing of the Conference and Dinner.
* Acknowledgment on the conference website with hyperlink to your organisation page.
* Conference Dinner acknowledgment in the confernce APP.

**Conference Lunch Break**

* Naming rights to the selected Lunch for one day of the conference.
* Organisation provided signage within the catering area.
* Acknowledgement of your sponsorship in the Conference APP.
* Option to provide organisation branded napkins and aprons (to be provided by sponsor).

**Conference Morning or Afternoon Tea Break**

* Naming rights to the selected Break for one day of the conference.
* Organisation provided signage within the catering area.
* Acknowledgement of your sponsorship in the Conference APP.
* Option to provide organisation branded napkins (to be provided by sponsor).

**Delegate Bag**

* Organisation Logo (single colour) printed on the Delegate Bag, along with the HERDSA conference logo
* Acknowledgment of your sponsorship in the conference APP.
* Acknowledgment on the conference website with hyperlink to your organisation page.

*NB: The Conference Committee reserves all rights in the selection of the appropriate Delegate Bag.*

**Delegate Name Badge & Lanyard**

* Acknowledgment of your sponsorship in the conference APP.
* Organisation Logo printed on the Name Badges and Lanyards, along with the HERDSA conference logo
* Acknowledgment of your sponsorship in the conference APP.
* Acknowledgment on the conference website with hyperlink to your organisation page.

*NB: The Conference Committee reserves all rights in the selection of the appropriate Conference Name Badge and Lanyard.*

**Notepad and Pen**

* An organisation provided branded Notepad and Pen will be included the Delegate Bag and on tables in the presentation rooms.
* Acknowledgment of your sponsorship in the conference APP.

**Delegate Bag Insert**

* An organisation provided Insert will be included in each of the Delegate Bags.

## Application to sponsor or exhibit

Please email to [julia.hallas@aut.ac.nz](mailto:julia.hallas@aut.ac.nz). All correspondence including invoices will be sent to the contact information listed below. Please complete the three parts of this application. Thank you.

|  |  |
| --- | --- |
| 1. CONTACT INFORMATION | |
| Company / Organisation |  |
| Contact Name |  |
| Address |  |
| Phone |  |
| Email |  |
| Website |  |
| Additional information you would like to provide to HERDSA. |  |
| 2. PAYMENT DETAILS | |
| Please read the terms and conditions on the last page. | |
| Total to pay | **$** |
| I/We accept the terms and conditions of undertaking sponsorship and or exhibition package for HERDSA conference 2019. | |
| I/We understand that the sponsorship level or exhibition will be distributed according to interest and strictly in order of application and payment. | |
| Signed |  |
| Date |  |
| Please send me a tax invoice for direct payment. OR | |
| I wish to pay by credit card, please send a tax invoice along with a link for payment. | |

Please indicate the sponsorship you have selected in step 3 of this form. PTO.

|  |  |
| --- | --- |
| **3. SPONSORSHIP SELECTION**Please select. Prices are in NZD and inclusive of GST. | |
| Educational Partnerships | |
| Keynote speaker | 5,000 |
| Poster presentation | 3,000 |
| Conference App | 4,000 SOLD |
| Social Events & Catering | |
| Welcome reception | 3,000 |
| Conference dinner | 7,000 |
| Conference lunch break | 2,000 |
| Conference tea break | 1,500 |
| Advertising | |
| Delegate bag | 3,000 |
| Name badge & lanyard | 4,000 |
| Notepad and pen | 2,000 |
| Delegate bag inserts | 1,000 |
| Exhibition | |
| Table display | 3,000 |

## Thank you for your sponsorship

***Terms and Conditions***

The following terms and conditions apply to your application to sponsor and or exhibit.

You/Your – Sponsoring / Exhibition organisation

We/Us – Event Services, The University of Auckland (acting as agent for the conference local organising committee) and the HERDSA Conference 2019

By returning the signed Application to Sponsor or Exhibit form you agree to be a sponsor of HERDSA Conference 2019

hosted by The University of Auckland and being held at The University of Auckland, from 2 July 2019 – 5 July 2019 on the following terms and conditions set out below.

We reserve the right to refuse or deny any application

Details may change without notice. Please refer to the conference website for the latest information

General

You will be informed of all deadlines for the provision of information or materials through email updates and the conference website. The deadlines for delivery or supply of materials, information or artwork are not negotiable. In the event that materials, information or artwork required by Us are not received by the designated due date, their use for their intended purpose cannot be guaranteed. The value of these entitlements will not be refunded in this circumstance.

Due to privacy legislation, We cannot guarantee the inclusion of ALL participants’ details on the delegate list.

Sponsors and exhibitors are not entitled to entry into the conference sessions or social events, unless the relevant tickets are offered as part of the particular sponsorship package. However, should sponsors and exhibitors wish to attend the conference as a delegate, the appropriate registration form must be completed online and the applicable registration fee paid.

Finance

All prices include GST and are quoted in New Zealand Dollars.

Payment of sponsorship/exhibition must be made in full within 30 days of confirmation. If full payment is not received within 30 days of confirmation, the application may be considered cancelled, and sponsorship/exhibition space may be reassigned.

Sponsorship entitlements will not commence until payment has been received.

In the event of cancellation, an administration fee of $500 will apply prior to 31 January 2019. No refunds on sponsorship will be made for cancellations received on or after 31 January 2019. Cancellations must be made in writing and forwarded to Event Services, The University of Auckland.

If you pay by electronic funds transfer or an international cheque you agree to pay any bank charges and must include these in the amount you transfer.

Please note that your requested category of sponsorship may have a limit to the number of sponsors as specified in the attached documentation and preference will be determined in order of receipt of the signed Application to Sponsor or Exhibit form and payment. The conference secretariat will notify you if you are unable to participate in your requested category.

Liability

You assume entire responsibility and hereby agree to protect, indemnify, defend and hold Us harmless against all claims, losses and damages to persons or property, government charges, or fines and legal fees arising from or caused by Your installation, removal, maintenance, occupancy or use of conference premises or a part thereof, excluding any such liability caused by the sole negligence of the venue, its employees and agents.

We will not be liable and make no guarantee of the number of visitors to the exhibition.

We will not be accountable for the level of commercial activity generated.

Exhibitor notes

You are confined to products manufactured by, or services rendered by, the exhibitor. You may not assign, share, sub-let, or grant license’s for the whole or part of the booth without prior approval.

The exhibition space will have a surface that allows for Velcro fastenings. No cementing, nailing, tacking, taping or attaching of any material to the floor, walls or columns is permitted.

We reserve the right to ask you to remove any display items we deem as unacceptable.

You are solely responsible for any physical loss or damage to your own property.

During the conference hours, a company representative should staff each exhibit at all times.

You must conduct business only from within the confines of your booth. You may not tout, or place any material, outside your booth/space causing obstruction of the aisles.

All material used in the exhibition hall and/or exhibitor’s booth must conform to all appropriate regulations.

You will be responsible for any reasonable costs of repairing the booth or premises should you paint, mark or damage any fixtures or fabric.

Exhibitors cannot attend conference sessions unless they have an applicable registration.

Exhibitors shall not commence dismantling or packing product before the end of the final coffee break on the last day of the conference. We will not be held responsible for any items left behind.

We have the right to postpone or cancel the conference and shall be liable in no way for losses resulting from such delay or cancellation.

We reserve the right to rearrange the floor plan and/or relocate any exhibit without notice. We will not discount or refund for any facilities not used or required.

You hereby waive and abandon any right to claim specific performance of any obligation of Us now or henceforth.

Print entitlements

Logos and/or company names will be reproduced in the event colour/s, full colour, or mono, at our discretion. All logos must be at least 300 DPI at 100% in EPS (preferred for print) and JPEG (preferred for website) format.

No print or web recognition will be given unless payment terms have been met.

No animals

No animals are permitted within University of Auckland buildings. Guide dogs for the visually impaired are the exception.

Privacy statement

Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking, and administration of this, and future events of this type. If you do not consent, please advise us.