Be part of the Australasian Society for Computers in Learning in Tertiary Education

Sponsorship Opportunities

ascilite

improving learning through technology

The Australasian Society for Computers in Learning in Tertiary Education (ascilite)

About ascilite

ascilite is a vibrant professional community of innovators, leaders and scholars engaged with cutting edge applications of technology in tertiary education. Our dynamic membership list includes people responsible for institutional elearning strategies and budgets, as well as specialists in elearning and instructional design, online research collaboration, Web 2.0 tools and interactive multimedia. Through our conference, journal and portfolio of membership services, ascilite has gained a worldwide reputation for providing research informed leadership in technology-enhanced education. ascilite events and activities aim to:

• Provide leadership and direction within national and international educational technology communities;

• Stimulate discussion of current issues in the educational uses of technology;

• Celebrate innovation through an international learning technology design awards scheme;

• Promote and publish quality elearning research and evaluation studies;

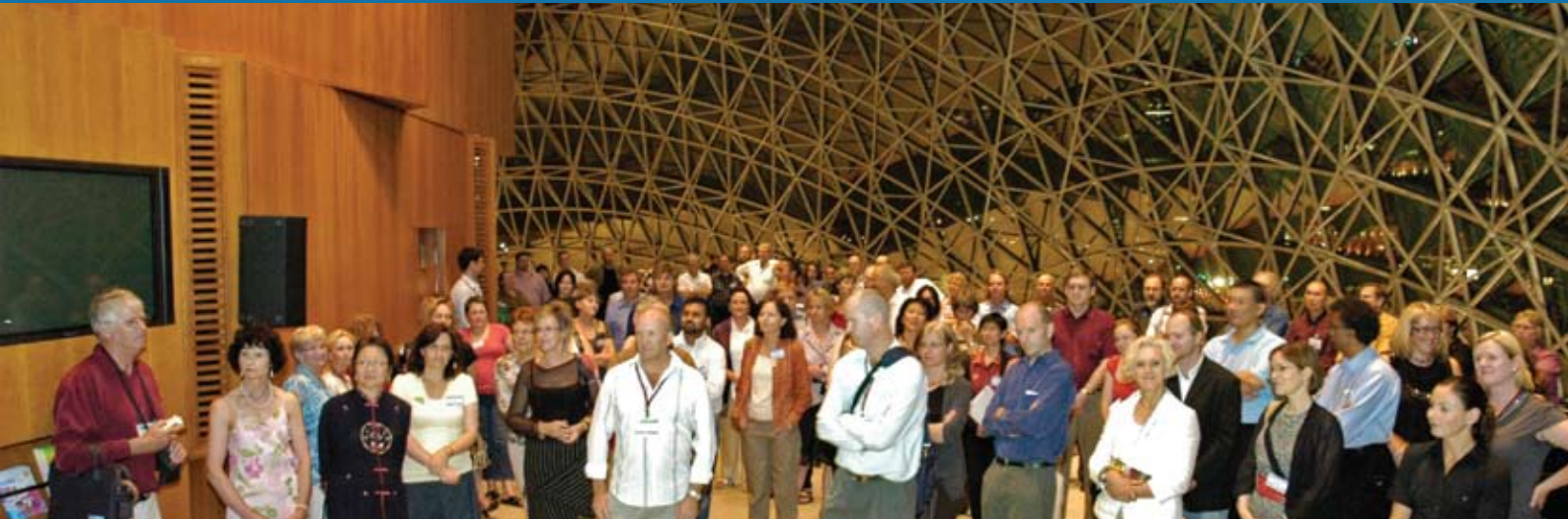• Support members' academic and professional career development through a mentoring program.

ascilite has formed strategic alliances with similar organizations worldwide including ALT in the UK, SURF in the Netherlands and the ACCE in North America. Members of the Executive were invited and funded to work on a major research and development project funded by the Carrick Institute in Australia.

Sponsorship Opportunities

Ascilite offers you a number of ways to leverage your company's investment in this strategically significant community. A comprehensive, integrated suite of sponsorship opportunities allows you to choose the option best suited to your purpose.

Sponsorship of ascilite annual conference

Ascilite 2007 | Singapore | Dec 2-5

The ascilite Annual Conference

Since ascilite was founded in 1986, the annual conference has developed a well-earned reputation as the premier opportunity for tertiary educators across Australasia to network with the international community, to share experience and generally keep up to date with trends in the education and ICT sectors. The conference provides a lively forum for engagement with top international keynote speakers, presenters of fully refereed papers, panel discussions and shorter "works in progress" as well as a variety of poster displays, workshops and trade exhibitions. It also provides memorable opportunities for social interaction.

The ASCILITE 2007 conference added to the success of events over the last 23 years, including Auckland 2002 (350 delegates), Adelaide 2003 (200 delegates), Perth 2004 (270 delegates), Brisbane 2005 (285 delegates), Sydney 2006 (380 delegates) and Singapore 2007 (250 delegates). The Melbourne conference in November 30 – December 3 2008 expects to attract between 350 and 400 delegates.

The Audience

The main target audience for the conference is tertiary sector leaders, managers, educators, ICT professionals and researchers. However, attendance records show that government departments, military academies, private training organizations and secondary and TAFE representatives also gain value from attendance. This demographic represents a niche market of consumers and decision makers. Typical attendance profiles include:

• Academics and University Managers seeking up-to-date information and new ideas on strategies and products for educational innovation;
• Academics at all levels of appointment who are successful in their field and seek to share knowledge and strategies to further develop their career in the university and training sectors;
• Training professionals from the corporate, government and business sectors;
• Academics from regional and rural areas who feel the need for more interaction with other university community members in examining the options for elearning innovation;
• University central service providers charged with responsibility for Teaching Development, IT Management and Information and Knowledge Management;
• Design professionals from the Graphic, Instructional and Educational design domains;
• Educators from the TAFE and School sectors.

Sponsor the conference

Sponsorship level	Gold	Silver	Bronze
Investment (total)	**$10,000**	**$5,000**	**$2,500**
Parallel session in plenary venue	Yes	Yes	No
Hands-on product demonstration venue	Yes	Yes	Yes
Complimentary Trade Stand	2	1	1
Additional Booth Space	$1000	$1000	$1000
Logo on Invitation brochure acknowledgement with logo – artwork to be provided by sponsor	Yes	Yes	Yes
Logo on Invitation brochure acknowledgement with logo and promotional paragraph – artwork to be provided by sponsor	Yes	Yes	No
Logo on Web site link to company website via logo – artwork and web details to be provided by sponsor	Yes	Yes	Yes
Logo on Conference Program – artwork to be provided by sponsor	Yes	Yes	Yes
Front of house acknowledgement	Yes	Yes	Yes
Satchel insert – to be provided by sponsor with approval from organsing committee	Yes	Yes	Yes
Satchel Logo Space – artwork to be provided by sponsor	Yes (Large)	Yes (Medium)	Yes (Small)
Room Name	Yes	–	–
Complimentary Registrations	4	2	1

Sponsor a conference event

Organizations may sponsor individual events or items either in cash or in kind.

Event	Sponsorship total	Sponsor privileges
Sponsor a Keynote	$5000	Acknowledgement in program, announcement at event, logo on conference website. All artwork to be provided by sponsor
Hire a Trade Stand	$1000	Receive a standard-sized Trade Display in a secure site in a strategic location.
Host the Welcome Reception	$2000	Program advertising, website acknowledgement and logo display, signage at event and speaker slot at reception. All artwork to be provided by sponsor
Host the Conference Dinner	$4000	Program advertising, website acknowledgement and logo display, signage at event and speaker slot at dinner function. All artwork to be provided by sponsor
Morning or Afternoon Tea	$1250	Be the announced sponsor of these celebrations at the Ascilite conference, website acknowledgement, logo in program. All artwork to be provided by sponsor
Lunch	$2500	Be the announced sponsor of a conference lunch, website acknowledgement, logo in program. All artwork to be provided by sponsor
Include product information in conference packs	$400	Materials placed in each delegate pack. To be provided by sponsor with approval from organsing committee
Conference pack gifts	At cost	You are welcome to provide pens, notepads, USB drives or other small gifts in conference packs. To be provided by sponsor with approval from organsing committee
T-shirts	At cost	Cover the cost of conference t-shirts printed with ascilite and conference logos along with your company name or logo. To be provided by sponsor with approval from organsing committee

Naming rights to conference plenary session

A conference Gold Sponsor is entitled to naming rights of a conference plenary session, including:

• Acknowledgment of naming rights in conference literature;
• Acknowledgment by the session chair;
• Acknowledgment on conference session slides;
• Opportunity to provide banners plenary session room.

Naming rights to conference workshop

Silver Sponsors are entitled to naming rights of a conference workshop. This includes:

• Acknowledgment of naming rights in conference literature;
• Acknowledgment by the session chair;
• Acknowledgment on conference session slides;
• Opportunity to provide banners for plenary session room.

Naming rights to the conference proceedings

Bronze Sponsors are entitled to naming rights of the conference proceedings. This includes:

• Recognition in the Conference proceedings with name, logo and company information;
• Logo and acknowledgment on the conference website;
• Acknowledgment at the conference.

Trade talk

Gold Sponsors will be given a 15-minute slot in which to promote their company or product to delegates. The Trade Talk will be included in the conference program by the organizing committee.

Corporate logo and link on sponsors page of the conference web site

As Sponsors, your logo will be displayed on the Sponsors page of the conference Web Site in the style shown on the Sponsors page on our website at http://www.ascilite.org.au

Corporate logo on cover of conference web site and program including acknowledgment

As Gold Sponsor, your logo (one colour – conference colour or black, depending on method of print production) will be displayed on the Home page of the conference Web Site and the cover of the Program. You may submit a 100 word promotional paragraph for inclusion in these publications.

Corporate logo on conference program including acknowledgement

Silver and Bronze Sponsors may submit a one colour logo (conference colour or black, depending on method of print production) for inclusion inside the conference Program together with a 50 word promotional paragraph for inclusion in these publications.

Advertisement in the conference program

Gold Sponsors will have the option of placing a full page black and white advertisement in the conference program, located at the conference manager's discretion. Silver Sponsors have the option of a half page advertisement under the same conditions.

Trade exhibit

The Gold, Silver and Bronze sponsors have the option of a complimentary trade display at the conference (see matrix for entitled number of displays).

A trade display consists of:

• Non-dressed table or own stand structure (3m x 2m space) in a prominent location;
• Catering for one display attendant during the conference;
• Conference pack and attendance at conference sessions for one display attendant.

Keynote speaker

Sponsors have the opportunity to cover the costs of inviting a keynote speaker to the conference. Costs may include airfares, accommodation and speaker fees to be finalized in discussion with the Conference Organising Committee. Visit to the sponsoring organization at the speaker's discretion.

Complimentary conference registration

Complimentary full conference registration(s) is included in the Gold, Silver and Bronze Sponsor categories (see entitlements matrix for number of registrations). Trade exhibitors will also receive one complimentary registration. This will maximize your interaction with delegates by allowing your personnel to fully participate in the conference program. Fulltime registration includes:

• Full admission to conference sessions;
• Morning and afternoon teas and sit-down lunch;
• A satchel containing valuable conference material.

Conference t-shirts

T-shirt sponsor will cover the full cost of print and production of the conference t-shirt. T-shirt design including logo design, placement and t-shirt colour is at the discretion of the Conference Organising Committee.

Satchel insert

Important information describing your organizations products and services can be placed directly in the hands of all conference delegates. Inserting corporate literature in delegate satchels is one of the few sure ways of guaranteeing information on your organization's products and services reach every delegate. Up to two A4 double-sided sheets (collated) may be submitted. Inserts outside these specifications should be discussed with the conference managers. One complimentary satchel insert is included in the Gold, Silver and Bronze sponsorship packages.

Verbal acknowledgement at the conference

Gold, Silver and Bronze sponsors will be thanked for their contributions to the conference at the opening and closing of the conference.

ascilite Conference
Sponsorship/Trade Exhibitor Booking Form

Please complete this form and return with payment details to:

ascilite 2008 Conference
Conference Secretariat
Deakin Event Management Services
Deakin University
Geelong Waterfront Campus
Geelong VIC 3217

Alternatively, you may contact ascilite-2008@deakin.edu.au to discuss payment options.
Fax +61 3 5227 8157
Phone +61 3 5227 8121

PARTICULARS

Company: _____

Contact Name: _____

Position: _____

Address: _____

_____ Postcode: _____

Telephone: _____ Fax: _____

Email: _____

CONFERENCE SPONSORSHIP OPTIONS (please indicate your selection)

Category	Cost	Acceptance
☐ Gold Sponsor	$10,000	
☐ Silver Sponsor	$5,000	
☐ Bronze Sponsor	$2,500	
☐ Trade Exhibitor (add details below)	$1,000	
Individual Event Sponsor (please tick) ☐ Welcome Reception ☐ Conference Dinner ☐ Conference Awards ☐ Conference Lunch ☐ Morning/Afternoon Tea ☐ Keynote Speaker ☐ Satchel Insert	 $2,000 $4,000 $2,500 $2,000 $1,000 Cost of keynote attendance $400	
Product Sponsor (Please tick) ☐ Conference T-Shirts ☐ Satchel Sponsor ☐ Satchel Gifts ☐ Prize Donation	 Full cost of t-shirts and printing Full cost of satchels and printing Fulll cost of gifted products Prize details and value $ _____	
Total inc GST		$

TRADE EXHIBITOR PACKAGES

I would like to book the following:

_____ complimentary 3m x 2m space (Gold, Silver and Bronze Sponsors Only)

_____ 3m x 2m space at a cost of $1,000. Total value of $ _____

☐   I require a non-dressed table
☐ I will provide my own stand structure
☐ I require a power socket
☐ I have other requirements for my stand

Please note power and other requirements may incur costs. Please contact the conference organizing committee for details.

PAYMENT DETAILS

☐ Please invoice my organization

☐ I have enclosed a cheque payment of $ _____ (made payable as discussed)

☐ I would like to pay by credit card: ☐ Visa   ☐ Mastercard ☐ Bankcard   ☐   AMEX

Cardholder name _____

Card Number ☐ ☐ ☐ ☐   ☐ ☐ ☐ ☐   ☐ ☐ ☐ ☐   ☐ ☐ ☐ ☐

Expiry Date   _____/_____   Cardholder's signature _____

Please direct any queries to the ascilite 2008 Conference Committee
ascilite-2008@deakin.edu.au
Fax +61 3 5227 8157
Phone +61 3 5227 8121