

# ascilite 2009

# auckland

same places, different spaces

The Annual Conference of the

Australasian Society for Computers in Learning in Tertiary Education (Ascilite)

At the University of Auckland, December 6 – 9 2009

## Sponsorship Opportunities





## THE AUSTRALASIAN SOCIETY FOR COMPUTERS IN LEARNING IN TERTIARY EDUCATION

Ascilite is a professional organisation with an international reputation for supporting research plus advances and innovation in the use of information and communication technologies (ICT) in student learning environments in higher (post-secondary) education.

An annual conference is held in a different location each year. Educational practitioners, tertiary sector leaders, government and ministry officials, managers, ICT professionals, researchers, private training organisations and secondary and vocational education representatives from around the world, highlight the diverse nature of the attendees. Keynote speakers are either at the forefront of education or recognised world leaders in specific disciplines.

The 26th Annual conference will be held in Auckland in 2009 from the 6th – 9th December. This is only the second time in the history of ascilite that the conference has been held in New Zealand. The first time it was in New Zealand in 2002, it attracted what was then the largest number of delegates ever. It is expected the number of delegates will exceed 400 in 2009.

The hosts for the conference will be two of New Zealand's prestigious Universities: The University of Auckland and Auckland University of Technology.

The venue will be the magnificent Owen G. Glenn Business School complex that opened on The University of Auckland's City campus in 2007.

### SPONSORSHIP OPPORTUNITIES

A range of sponsorship opportunities are available to promote the profile of companies and organisations and their commitment to encouraging and supporting this strategically significant educational community.

If a particular sponsorship opportunity doesn't serve your needs, a member of the Conference Organising Committee will be more than happy to discuss the current options plus any alternative arrangements you may have in mind.

### FURTHER INFORMATION ABOUT ASCILITE

Comprehensive information about ascilite can be found on the Society's Website.  
<http://www.ascilite.org.au>

Contact details to discuss sponsorship options.

Email: Richard Elliott, Chair of the 2009 Conference Organising Committee.  
[elliotrichard@gmail.com](mailto:elliotrichard@gmail.com)

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<http://www.ascilite.org.au/conferences/auckland09>



## SPONSORSHIP OPTIONS

University of Auckland | December 6th - 9th 2009

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

| Event Sponsorship                        | Amount<br>EXC GST<br>(NZ\$) | Enter amount of<br>Sponsorship | Sponsor Benefits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|------------------------------------------|-----------------------------|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Premium sponsorship<br>of the Conference | \$15000                     |                                | <p>The Premium conference Sponsor is entitled to naming rights of the opening day of the conference. This includes</p> <ul style="list-style-type: none"><li>• naming rights acknowledged in conference literature;</li><li>• material for opening day bearing sponsor name and details</li><li>• statement of sponsorship in the welcome address;</li><li>• notification on conference session slides;</li><li>• linked Logo and acknowledgment on the conference website and conference material;</li><li>• four complimentary registrations;</li><li>• opportunity to provide company banners in room where opening session is held.</li><li>• Up to 120 word promotional paragraph to be included in the conference programme</li><li>• Complimentary display booth</li></ul> |





| Event Sponsorship | Amount<br>EXC GST<br>(NZ\$) | Enter amount of<br>Sponsorship | Sponsor Benefits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-------------------|-----------------------------|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Gold Sponsorship  | \$10000                     |                                | <p>A conference Gold Sponsor is entitled to naming rights of a conference plenary session. This includes acknowledgment</p> <ul style="list-style-type: none"> <li>• recognition as a Gold sponsor in conference literature</li> <li>• by the session chair;</li> <li>• on conference session slides.</li> <li>• Complimentary display booth</li> </ul> <p>Opportunity to provide company banners in room where session is held.</p> <p>In addition</p> <ul style="list-style-type: none"> <li>• Linked Logo and acknowledgment on the conference website and conference programme;</li> <li>• Acknowledgment at the conference during opening and closing sessions.</li> <li>• Up to 100 word promotional paragraph to be included in the conference programme.</li> <li>• three complimentary registrations;</li> </ul> |

| Event Sponsorship  | Amount<br>EXC GST<br>(NZ\$) | Enter amount of<br>Sponsorship | Sponsor Benefits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--------------------|-----------------------------|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Silver Sponsorship | \$5000                      |                                | <p>Silver Sponsors are entitled to naming rights of a conference workshop. This includes:<br/>Acknowledgment</p> <ul style="list-style-type: none"> <li>• recognition as a Silver sponsor in conference literature</li> <li>• by the session chair;</li> <li>• on conference session slides.</li> <li>• Complimentary display booth</li> </ul> <p>Opportunity to provide company banners in room where workshop is held.</p> <p>In addition</p> <ul style="list-style-type: none"> <li>• Linked Logo and acknowledgment on the conference website and conference programme;</li> <li>• Acknowledgment at the conference during opening and closing sessions.</li> <li>• Up to 50 word promotional paragraph to be included in the conference programme</li> <li>• two complimentary registrations.</li> </ul> |



| Event Sponsorship                                 | Amount<br>EXC GST<br>(NZ\$) | Enter amount of<br>Sponsorship | Sponsor Benefits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------------------------------------------|-----------------------------|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Bronze Sponsorship                                | \$3000                      |                                | <p>Bronze Sponsors are entitled to naming rights of the conference proceedings. This includes:</p> <ul style="list-style-type: none"> <li>• Recognition in the Conference proceedings with name, logo and company information;</li> <li>• Linked Logo and acknowledgment on the conference website and programme;</li> <li>• Acknowledgment at the conference during opening and closing sessions.</li> <li>• one complimentary registration.</li> <li>• Complimentary display booth</li> </ul> |
|                                                   |                             |                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Sponsor an International Keynote                  | \$5000                      |                                | Acknowledgement in program as sponsored keynote, announcement at event, logo on conference website.                                                                                                                                                                                                                                                                                                                                                                                             |
| Naming rights for the Welcome Reception           | \$3000                      |                                | Program advertising, website acknowledgement and logo display, signage at event and welcome speaker slot at reception                                                                                                                                                                                                                                                                                                                                                                           |
| Naming rights for the Conference Dinner           | \$5000                      |                                | Program advertising, website acknowledgement and logo display, signage at event and welcome speaker slot at dinner function.                                                                                                                                                                                                                                                                                                                                                                    |
| Conference Awards for best paper/workshop/session | \$1500                      |                                | Sponsorship advertised in the programme and on the Website                                                                                                                                                                                                                                                                                                                                                                                                                                      |

| Event Sponsorship                                                                           | Amount<br>EXC GST<br>(NZ\$) | Enter amount of<br>Sponsorship | Sponsor Benefits                                                                                                                                                                      |
|---------------------------------------------------------------------------------------------|-----------------------------|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sponsor Morning or<br>Afternoon Tea                                                         | \$1500                      |                                | Be the announced sponsor of<br>these activities on Website and<br>at session.                                                                                                         |
| Sponsor Lunch Day 1,<br>2 or 3                                                              | \$2500                      |                                | Be the announced sponsor<br>of a conference lunch, with<br>website and programme<br>acknowledgement                                                                                   |
| Sponsor programme/<br>abstracts booklet                                                     | \$3000                      |                                | Acknowledgement of<br>sponsorship on first page with<br>logo                                                                                                                          |
| Conference packs<br>(Standard or 'Green'<br>environmental friendly<br>carrier bag)          | \$4500                      |                                | Logo on bag, Website and<br>Conference material. Company<br>information in bag (with<br>approval from conference<br>organising committee)                                             |
| USB drives to be pre-<br>loaded with conference<br>proceedings, abstracts<br>and programme. | \$3500                      |                                | Logo on USB, Website and<br>Conference material. Company<br>information on the drive (with<br>approval from conference<br>organising committee)                                       |
| Conference pack gifts:<br>pens, notepads                                                    | \$1500                      |                                | Acknowledgment in conference<br>material and on Website. Can<br>have own logo on pack items.                                                                                          |
| T-shirts                                                                                    | At cost                     |                                | Cover the cost of conference<br>t-shirts printed with ascilite<br>and conference logos along<br>with company name or logo.<br>(with approval from conference<br>organising committee) |
| Water bottles [500ml]                                                                       | At cost                     |                                | Cover the cost of water bottles<br>with ascilite logo along with<br>company name or logo. (with<br>approval from conference<br>organising committee)                                  |
| ID Tags+ lanyards                                                                           | At cost                     |                                | ID Tags to have company name<br>and logo alongside ASCLITE<br>logo                                                                                                                    |
|                                                                                             |                             |                                |                                                                                                                                                                                       |



| Event Sponsorship                                                                                            | Amount<br>EXC GST<br>(NZ\$) | Enter amount of<br>Sponsorship | Sponsor Benefits                                                                        |
|--------------------------------------------------------------------------------------------------------------|-----------------------------|--------------------------------|-----------------------------------------------------------------------------------------|
| ADVERTISING                                                                                                  |                             |                                |                                                                                         |
| Companies and organisation can place adverts in the Conference programme on a first come first served basis. |                             |                                | All artwork, proof reading and print ready final copy to be provided by the advertiser. |
| Check space is available before entering amount to pay.                                                      |                             |                                |                                                                                         |
| Inside Front Cover: Full Page colour [A5]                                                                    | \$900                       |                                |                                                                                         |
| Inside Front Cover: Full Page B&W [A5]                                                                       | \$650                       |                                |                                                                                         |
| Inside Back Cover: Full Page colour [A5]                                                                     | \$800                       |                                |                                                                                         |
| Inside Back Cover: Full Page B&W [A5]                                                                        | \$650                       |                                |                                                                                         |
| Outside Back Cover : Full page colour [A5]                                                                   | \$1000                      |                                |                                                                                         |
| Outside Back Cover : Full page B&W [A5]                                                                      | \$700                       |                                |                                                                                         |
| Inside half [A5]page colour                                                                                  | \$500                       |                                |                                                                                         |
| Inside half [A5]page B&W                                                                                     | \$350                       |                                |                                                                                         |
| TRADE STANDS                                                                                                 |                             |                                |                                                                                         |
| Hire a Trade Stand                                                                                           | \$1250 each                 |                                | Standard-sized Trade Display in a secure site in a strategic location                   |
|                                                                                                              |                             |                                |                                                                                         |
|                                                                                                              |                             |                                |                                                                                         |
| Other Sponsorship options                                                                                    | At cost                     |                                | Discuss ideas with the organising committee                                             |





| Event Sponsorship                    | Amount<br>EXC GST<br>(NZ\$) | Enter amount of<br>Sponsorship | Sponsor Benefits        |
|--------------------------------------|-----------------------------|--------------------------------|-------------------------|
| Donation towards<br>conference costs |                             |                                | Name in acknowledgments |
|                                      |                             |                                |                         |
| AMOUNT OF<br>SPONSORSHIP             |                             |                                |                         |
| +GST                                 |                             |                                | NZ = + 12.5%            |
| TOTAL                                |                             |                                |                         |

The Conference Committee is keen to have your participation in this prestigious event.

If you decide to be a sponsor please email the Conference Convenor, Richard Elliott (elliotrichard@gmail.com) with details of your chosen option and for any discussion on options or points of clarification. A proforma invoice will be sent on in due course following completion of negotiations.

