



Universities Australia Conference 2024

27-28 February
Canberra, Australia

Partnership and exhibition prospectus



UNIVERSITIES
AUSTRALIA

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

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 2024

27–28 February 2024 – Canberra, Australia

Highlights from the 2023 conference





The sector

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

The education sector is a significant economic driver, contributing \$41 billion to the economy in 2019. It is our largest services export.

With more than 200 campuses around Australia and offshore, Australian universities educate more than 1.5 million students and employ about 130,000 full-time equivalent staff.

The media

The Universities Australia Conference 2023 achieved significant coverage in both specialist and general media.

The events and announcements made over the course of the conference were covered in 1,121 separate media items over three days. These potentially reached 12 million Australians.

Our social media activity reached 3 million people. There were over 495 tweets under the conference hashtag with 1.8k interactions. #UAconf2023 was also trending 14th on Twitter during conference.

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 ACT 2601

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 2024 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 2024 commencing with a welcome reception the evening prior. The program will also be available to online delegates.

Monday 26 February 2024

5.30pm–7.00pm Welcome reception

Tuesday 27 February 2024

8.30am–9.00am Conference opening

9.00am–11.00am Conference sessions

11.00am–11.30am Morning tea/networking

11.30am–1.00pm Conference sessions

1.00pm–2.00pm Lunch/networking

2.00pm–4.00pm Conference sessions

4.00pm–4.30pm Afternoon tea/networking

4.30pm–5.30pm Conference sessions

7.00pm–10.00pm Conference dinner

Wednesday 28 February 2024

7.30am–8.45am Breakfast address

9.00am–11.00am Conference sessions

11.00am–11.30am Morning tea/networking

11.30am–1.30pm Conference sessions

1.30pm–2.30pm Lunch/networking

2.30pm–4.30pm Conference sessions

4.30pm–5.00pm 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 2024 Universities Australia Conference please contact the Events Manager on +61 2 6285 8116 or by email events@universitiesaustralia.edu.au

Partnerships at a glance

Inclusions	Platinum	Gold		Silver					Bronze		
	Platinum partner 1 left	Dinner	Welcome reception	Online	TED-style 1 available	Breakfast address	Coffee carts	Satchels	Lanyards	Mobile app	Stationery
	\$25,000 + GST	SOLD	SOLD	\$15,000 + GST	\$14,000 + GST	SOLD	SOLD	SOLD	SOLD	SOLD	\$6,500 + GST
Opted-in delegate list (name, title, organisation and email)	✓										
1 x full page ad in conference program	✓										
250 word blurb in conference program	✓										
1 x double sided A4 page satchel insert	✓										
6m x 3m exhibition space at venue	✓										
Exclusive invitation to attend a networking event with Vice-Chancellors	Two	One	One								
90 second video to be shown during conference	Played at the beginning or end of a plenary session	played at the beginning of the formalities	played at the beginning of the welcome reception	played during breaks	played at the beginning of the stream	shown at the beginning of the breakfast					
Logo displayed on the conference website, mobile app and in conference newsletter as well as:	on signage throughout the venue, registration desk and on screen	on signage at the dinner	on signage at the welcome reception	on screen at all time	in each room during chosen concurrent stream	on signage at the breakfast	up to four coffee carts	on satchels	on lanyards	on app	on notepad
Complimentary registrations for the conference in Canberra or online	Four	Two	Two	Two	Two	One	One	One	One	One	One
Complimentary tickets to the welcome reception	Four	Two	Two	Two	Two	One	One	One	One	One	One
Complimentary registrations for the dinner in Canberra	Two	Two	Two	Two	Two	One	One	One	One	One	One
Organisational contribution in the conference app	250 words	200 words	200 words	150 words	150 words	150 words	150 words	150 words	150 words	150 words	150 words
Virtual exhibition	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opted-in delegate list (name, title and organisation)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

(Please note that this is a summary only. For full details please refer to the individual partnership outline in the prospectus.)

Platinum partnerships

\$25,000 plus GST – one left

The 2024 conference offers eight Platinum Partnerships, each package includes:

- An exclusive invitation from the Chair of Universities Australia for **two** 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.
- Access to the delegate list two weeks prior to the conference in accordance with privacy laws (name, title, organisation and email).
- Company logo displayed on signage throughout the venue.
- 1 x full page ad in the program.
- 250 word organisational blurb in the conference program and mobile app.
- 1 x double sided A4 satchel insert.
- 6m x 3m exhibition space at venue including two complimentary exhibitor passes.
- A 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 (please note this does not include conference dinner or breakfast address).
- Four complimentary tickets to attend the Welcome reception in Canberra.
- Two complimentary registrations to attend the Conference dinner in Canberra (please note this is general seating).
- Company logo displayed on the conference website, mobile app and in conference program and newsletters.
- A virtual exhibition as part of the online platform which can display a digital advertisement for download by conference delegates.



Gold partnership

Conference dinner partner

\$20,000 plus GST – SOLD

The Conference dinner is the high-profile social event of the conference for 2024. Held on Tuesday evening in the Great Hall at Parliament House. It provides an opportunity for a partner to promote their brand in a formal setting primed for networking.

This gold partner 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 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.
- Access to the delegate list two weeks prior to the conference in accordance with privacy laws (name, title and organisation).
- Naming rights for the Conference dinner.
Note: The Nation Builders Awards will be announced during the conference dinner, they will have a media partner.
- Formal acknowledgement by the MC of the evening.
- Company logo displayed on signage at the conference dinner.
- A 90 second video to be shown at the beginning of the formalities of the evening.
- Two complimentary registrations to attend the conference in Canberra or online (please note this does not include conference dinner or breakfast address).
- Two complimentary tickets to attend the welcome reception in Canberra.
- Two complimentary registrations to attend the conference dinner in Canberra (please note this is general seating).
- Company logo displayed on the conference website, mobile app and in the conference program and emails.
- 200 word organisational blurb in the conference mobile app.

Optional extras:

- | | |
|--|---------|
| • A double sided A4 satchel insert. | \$1,000 |
| • 3 x 3 exhibition space at the venue (includes two exhibitor passes). | \$2,950 |



Gold partnership

Welcome reception

\$18,500 plus GST – SOLD

Held on Monday evening in the Exhibition Hall at the National Convention Centre Canberra prior to the conference opening, the welcome reception provides exclusive opportunity for a partner to promote their brand in a relaxed setting primed for networking.

This gold partner 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 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.
- Access to the delegate list two weeks prior to the conference in accordance with privacy laws (name, title and organisation).
- Naming rights for the Welcome reception.
- Formal acknowledgement by the MC of the evening.
- Company logo displayed on signage at the Welcome reception.
- A 90 second video to be shown at the beginning of the Welcome reception as guests arrive.
- Two complimentary registrations to attend the conference in Canberra or online (please note this does not include conference dinner or breakfast address).
- Two complimentary tickets to attend the welcome reception in Canberra.
- Two complimentary registrations to attend the conference dinner in Canberra (please note this is general seating).
- Company logo displayed on the conference website, mobile app and in the conference program and emails.
- 200 word organisational blurb in the conference mobile app.

Optional extras:

- A double sided A4 satchel insert. \$1,000
- 3 x 3 exhibition space at the venue (includes two exhibitor passes). \$2,950



Silver partnership

Online partner

\$15,000 plus GST

The 2024 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 silver partnership package includes:

- Access to the delegate list two weeks prior to the conference in accordance with privacy laws (name, title and organisation).
- Company logo displayed on the online portal.
- A 90 second video to be shown during breaks.
- Two complimentary registrations to attend the conference in Canberra or online (please note this does not include conference dinner or breakfast address).
- Two complimentary tickets to attend the welcome reception in Canberra.
- Two complimentary registrations to attend the conference dinner in Canberra (please note this is general seating).
- Company logo displayed on the conference website, mobile app and emails.
- 200 word organisational blurb in the conference mobile app.

Optional extras:

- | | |
|--|---------|
| • A double sided A4 satchel insert. | \$1,000 |
| • 3 x 3 exhibition space at the venue (includes two exhibitor passes). | \$2,950 |



Silver partnership

TED-style session Stream Partner

\$14,000 plus GST - one available

The 2024 conference has an exciting opportunity for up to two Silver Partners to sponsor the concurrent TED-style session streams in the program. You will have a choice of sponsoring either the Day 1 or Day 2 streams.

This silver partnership package includes:

- A 90 second video to be shown in each of the rooms for your chosen stream.
- Company logo displayed on signage in each of the rooms of your chosen stream.
- Two complimentary registrations to attend the conference in Canberra or online (please note this does not include conference dinner or breakfast address).
- Two complimentary tickets to attend the welcome reception in Canberra.
- Two complimentary registrations to attend the conference dinner in Canberra (please note this is general seating).
- Company logo displayed on the conference website, mobile app and emails.
- 150 word organisational blurb in the conference mobile app.
- A virtual exhibition as part of the online platform which can display a digital advertisement for download by conference delegates.
- Access to the delegate list two weeks prior to the conference in accordance with privacy laws (name, title and organisation).

Optional extras:

- | | |
|--|---------|
| • A double sided A4 satchel insert. | \$1,000 |
| • 3 x 3 exhibition space at the venue (includes two exhibitor passes). | \$2,950 |



Silver partnership

Breakfast address

\$12,000 plus GST – SOLD

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

This silver partnership package includes:

- A 90 second video to be shown at the beginning of the breakfast.
- Formal acknowledgment by the breakfast MC.
- Company logo displayed on signage at the breakfast venue.
- One complimentary registrations to attend the conference in Canberra or online (please note this does not include conference dinner or breakfast address).
- One complimentary tickets to attend the welcome reception in Canberra.
- One complimentary registrations to attend the conference dinner in Canberra (please note this is general seating).
- Four complimentary tickets to attend the breakfast address.
- Company logo displayed on the conference website, mobile app and emails.
- 150 word organisational blurb in the conference mobile app.
- A virtual exhibition as part of the online platform which can display a digital advertisement for download by conference delegates.
- Access to the delegate list two weeks prior to the conference in accordance with privacy laws (name, title and organisation).

Optional extras:

- A double sided A4 satchel insert. \$1,000
- 3 x 3 exhibition space at the venue (includes two exhibitor passes). \$2,950



Silver partnership

Coffee carts partner

\$12,000 plus GST – SOLD

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.

This silver partnership package includes:

- Company logo displayed on up to four coffee carts around the venue.
- One complimentary registrations to attend the conference in Canberra or online (please note this does not include conference dinner or breakfast address).
- One complimentary tickets to attend the welcome reception in Canberra.
- One complimentary registrations to attend the conference dinner in Canberra (please note this is general seating).
- Company logo displayed on the conference website, mobile app and emails.
- 150 word organisational blurb in the conference mobile app.
- A virtual exhibition as part of the online platform which can display a digital advertisement for download by conference delegates.
- Access to the delegate list two weeks prior to the conference in accordance with privacy laws (name, title and organisation).

Optional extras:

- | | |
|--|---------|
| • A double sided A4 satchel insert. | \$1,000 |
| • 3 x 3 exhibition space at the venue (includes two exhibitor passes). | \$2,950 |



Silver partnership

Conference satchel partner

\$11,000 plus GST – SOLD

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, with Universities Australia to also have a small logo placed on the satchel.

This silver partnership package includes:

- Sole naming rights and company logo placement on the satchel.
- One complimentary registrations to attend the conference in Canberra or online (please note this does not include conference dinner or breakfast address).
- One complimentary tickets to attend the welcome reception in Canberra.
- One complimentary registrations to attend the conference dinner in Canberra (please note this is general seating).
- Company logo displayed on the conference website, mobile app and emails.
- 150 word organisational blurb in the conference mobile app.
- A virtual exhibition as part of the online platform which can display a digital advertisement for download by conference delegates.
- Access to the delegate list two weeks prior to the conference in accordance with privacy laws (name, title and organisation).

Optional extras:

- | | |
|--|---------|
| • A double sided A4 satchel insert. | \$1,000 |
| • 3 x 3 exhibition space at the venue (includes two exhibitor passes). | \$2,950 |



Bronze partnership

Conference lanyards

\$7,000 plus GST – SOLD

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.

This bronze partnership package includes.

- Company logo on the lanyard.
- One complimentary registrations to attend the conference in Canberra or online (please note this does not include conference dinner or breakfast address).
- One complimentary tickets to attend the welcome reception in Canberra.
- One complimentary registrations to attend the conference dinner in Canberra (please note this is general seating).
- Company logo displayed on the conference website, mobile app and emails.
- 150 word organisational blurb in the conference mobile app.
- A virtual exhibition as part of the online platform which can display a digital advertisement for download by conference delegates.
- Access to the delegate list two weeks prior to the conference in accordance with privacy laws (name, title and organisation).

Optional extras:

- | | |
|--|---------|
| • A double sided A4 satchel insert. | \$1,000 |
| • 3 x 3 exhibition space at the venue (includes two exhibitor passes). | \$2,950 |



Bronze partnership

Conference phone app

\$6,500 plus GST - SOLD

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.

This bronze partnership package includes.

- Company logo and information about your organisation on the conference phone app.
- One complimentary registrations to attend the conference in Canberra or online (please note this does not include conference dinner or breakfast address).
- One complimentary tickets to attend the welcome reception in Canberra.
- One complimentary registrations to attend the conference dinner in Canberra (please note this is general seating).
- Company logo displayed on the conference website, mobile app and emails.
- 150 word organisational blurb in the conference mobile app.
- A virtual exhibition as part of the online platform which can display a digital advertisement for download by conference delegates.
- Access to the delegate list two weeks prior to the conference in accordance with privacy laws (name, title and organisation).

Optional extras:

- A double sided A4 satchel insert. \$1,000
- 3 x 3 exhibition space at the venue (includes two exhibitor passes). \$2,950



Bronze partnership

Conference stationery

\$6,500 plus GST

With one provided to each delegate attending the conference in Canberra, the conference notebook and pen provide 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.

This bronze partnership package includes.

- Company logo placement on the notepad and pen.
- One complimentary registrations to attend the conference in Canberra or online (please note this does not include conference dinner or breakfast address).
- One complimentary tickets to attend the welcome reception in Canberra.
- One complimentary registrations to attend the conference dinner in Canberra (please note this is general seating).
- Company logo displayed on the conference website, mobile app and emails.
- 150 word organisational blurb in the conference mobile app.
- A virtual exhibition as part of the online platform which can display a digital advertisement for download by conference delegates.
- Access to the delegate list two weeks prior to the conference in accordance with privacy laws (name, title and organisation).

Optional extras:

- | | |
|--|---------|
| • A double sided A4 satchel insert. | \$1,000 |
| • 3 x 3 exhibition space at the venue (includes two exhibitor passes). | \$2,950 |

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) \$2,950 (ex. GST)
- (6m x 3m) \$4,650 (ex. GST)

Inclusions:

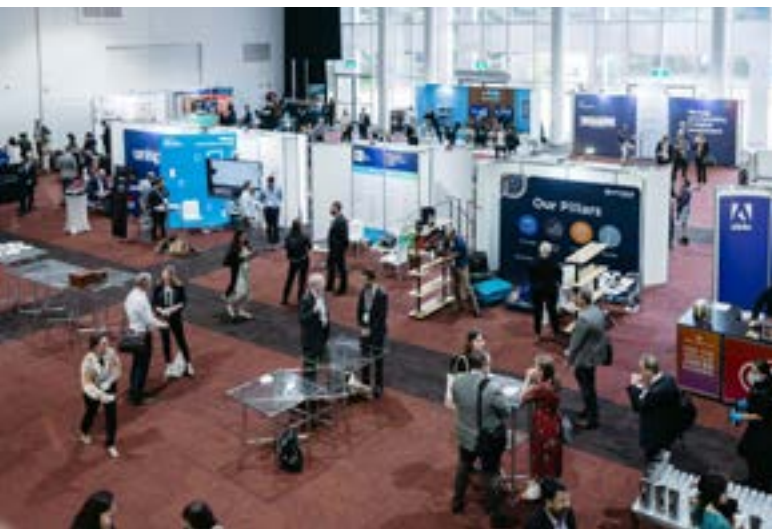
- Two complimentary exhibitor registrations.*
- Your company logo displayed on the conference website and mobile app.
- Your company logo listed in the conference program and a 75 word blurb included in the conference app.
- Access to the delegate list one week prior to the conference in accordance with 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.
- 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***

*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 2024 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. 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

ABN

Phone

Email

Partnership packages (please tick chosen package/s)

Sponsorship	Unit cost (ex GST)	Sponsorship	Unit cost (ex GST)
Platinum Partner	\$25,000	Silver – Coffee carts	\$12,000
Gold – Dinner	\$20,000	Silver – Conference satchels	\$11,000
Gold – Welcome reception	\$18,500	Bronze – Conference lanyards	\$7,000
Silver – Online	\$15,000	Bronze – Phone app	\$6,500
Silver – TED-style stream	\$14,000	Bronze – Stationary	\$6,500
Silver – Breakfast address	\$12,000	Total (ex GST)	

Exhibition space

Exhibition space type	Number required	Unit cost (ex GST)
Standard exhibition space (3mx3m)		\$2,950
Large exhibition space (6m x3m)		\$4,650
Additional onsite exhibitor pass		\$350

Payment summary

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 2024 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

Date

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

If you have any questions please call Arminia Seferovic, Events Manager on 02 6285 8116.