



AUSTRALIAN
SCIENCE
COMMUNICATORS

Brisbane Convention and Exhibition Centre
2-5 February 2014

Insight | Impact | Innovation

**BUSINESS
OPPORTUNITIES**

Invitation to join

Join us for the Australian Science Communicators National Conference 2014 (ASC2014) in February in Brisbane. Following on from the really successful outcomes of our conference in Sydney we are building more interaction into the program than has been seen previously. This is in response to feedback that we have received from our various members and subscribers.

Join the discussion at one of the panel sessions to be carefully crafted around the most relevant issues for those who make science accessible in 2014.

Sponsors are encouraged to offer suggestions to the conference secretariat about introducing innovative sessions into the program... please discuss these ideas with Eventcorp when discussing your sponsorship packages.

This conference will be the place to get new skills and hone existing ones, find out about science communication from around Australia, learn about new directions, network with colleagues and more. Every day has a line-up of specialists with diverse skills who will explore issues, provide training, and discuss effective ways to engage Australians with science.

The conference brings people together to generate a live buzz of interaction through the day and into the evening. The great range of evening social events includes fun and interactive networking events.

We encourage you to secure your sponsorship now so you can start aligning your brand with one of the most popular and innovative conferences for science professionals in Australia.

Claire Harris, Acting President, ASC
Jesse Shore, Immediate Past President, ASC
Kali Madden, Conference Director, ASC

Date and Location

Brisbane Convention and Exhibition Centre,
Brisbane, QLD, Australia
2nd to the 5th of February 2014

Enquiries Contact Details

The conference office may be contacted on:

Tel: +617 3334 4400
Fax: +617 3334 4499
Email: ASC2014@eventcorp.com.au

Information about the Association

The Australian Science Communicators represents the growing community of people who report and communicate science. The science communication movement began in Australia in 1994 and it has been the association's role ever since to involve the public more in the processes and culture of science, to create an awareness of what science was attempting to achieve, and to cultivate the 'need to know' that is the hallmark of good communication.

Our conference unifies Australia's broad church of science communicators. It brings together journalists, corporate communicators, publicists, writers, exhibition designers, educators, scientists and others with a common interest in communicating science.

The conference represents a unique opportunity to talk to this community of communicators and to present the best in science, science communication, and tools for communication.

Sponsor Benefits

The business opportunities enclosed are an indication of what opportunities exist for promoting your business to this significant professional community. We are open to working with you to design a tailored package that meets your objectives for participation. Conversely as the program is being developed other sponsorship opportunities will emerge. We will inform you of these as they arise.

Benefits:

- Opportunity to develop your contacts, nationally.
- Exposure to an interested, relevant and influential national audience before, during and after the event.
- Networking opportunities during the event with real decision makers.
- Be seen to be contributing to professional development of the industry and broadening delegate's viewpoints regarding environmental and regional differences and issues.
- Sharing your corporate culture and viewpoints with other industry professionals.
- Recognition of your organisation's efforts in promoting skills and knowledge to other markets through technology, transfer, training and sustainable local industry development.
- Recognition as a supporter of increasing professionalism and Partnership.
- The opportunity to increase knowledge of standards, methodologies and their application.
- The opportunity to be involved as a supporter of future ASC Conferences.
- The opportunity to conduct targeted market research on a large sample of your target market in Australia.
- The opportunity to provide your promotional literature to a broad based audience.
- Increased networking opportunities.

- Increased opportunity for extremely targeted brand placement within a large science community and access to key contacts through logo exposure in all marketing material to supporting association databases and supporting partner networks throughout the Country,
- Access to all Conference sessions which will increase networking opportunities whilst providing valuable industry education and updates.

"I really appreciated the sponsorship and support of some of the major science communication players! "

Delegate Feedback 2012

Advertising Opportunities

Get maximum exposure by advertising your company in the official ASC National Conference 2014 Conference Program Handbook. The program will be distributed to all attendees.

Full page advertisement: \$1,650

Half page advertisement: \$900

All prices are in Australian Dollars including GST.

Sponsorship Packages

Overview

Platinum Sponsor	\$35,000
Gold Sponsor	\$22,000
Gold Media Sponsor	\$22,000
Silver - Espresso Bar	\$13,000
Silver Sponsor	\$11,000
Silver Media Sponsor	\$11,000
Bronze Sponsor	\$7,000
Trade Exhibitor	\$3,950
Trade Space Only	\$3,000
Branding - Wi-Fi	\$7,500
Branding - Charge Station	\$5,500
Branding - Stationery	\$5,500
Branding - Workbook	\$9,900
Branding - Name Badges	\$5,500
Branding - Break Out Room	\$5,500
Branding - Conference Dinner	\$5,500
Branding - SCANZ Breakfast	\$5,500
Branding - Social Media	\$5,500
Branding - Satchels	\$5,500

Sponsorship & Exhibition Packages in Detail

Platinum sponsor - \$35,000

- Sponsor/supporter logo on the Conference website
- Sponsor/supporter logo on all conference promotions
- Sponsor/supporter logo to appear on sponsors page in the handbook
- Sponsor/supporter logo to appear on front cover of the handbook
- Acknowledgement by the chairperson during the conference program
- Sponsor/supporter logo on the conference satchels
- Copy of the delegates list with contact
- 9m x 2m exhibition booth (or space) at the conference exhibition
- Allowed to provide 3 inserts/inclusion for satchel bag
- Full colour page advertisement in Conference Handbook
- 6 Sponsors Full Tickets
- 3 Monday Catering Tickets
- 3 Tuesday Catering Tickets
- 3 Wednesday Catering Tickets

Gold Media Sponsor - \$22,000 (exclusive)

If this media package is purchased by prospective sponsor it will allow the conference organisers to engage a technical crew to film, record and broadcast the plenary sessions.

This recorded content will be produced into a professional video production integrating speaker's slides and will be made available by the convenor after the event to a wider audience.

As the sponsor your branding will be profiled within the video production. Your entitlements will include:

- Branding incorporated in to the production of video recordings for all plenary sessions
- Sponsor/supporter logo on the Conference website
- Sponsor/supporter logo on all conference promotions
- Sponsor/supporter logo to appear on sponsors page in the handbook
- Acknowledgement by the chairperson during the conference program
- Copy of the delegates list with contact
- Two table top displays at the conference exhibition
- Allowed to provide 2 inserts/inclusion for satchel
- Half colour page advertisement in Conference Handbook
- 1 Sponsors Full Ticket
- 1 Monday Catering Ticket
- 1 Tuesday Catering Ticket
- 1 Wednesday Catering Ticket

Gold Sponsor - \$22,000

- Sponsor/supporter logo on the Conference website
- Sponsor/supporter logo on all conference promotions
- Sponsor/supporter logo to appear on sponsors page in the handbook
- Acknowledgement by the chairperson during the conference program
- Copy of the delegates list with contact
- 6m x 2m exhibition booth (or space) at the conference exhibition
- Allowed to provide 2 inserts/inclusion for satchel bag
- Full colour page advertisement in Conference Handbook
- 4 Sponsors Full Tickets
- 2 Monday Catering Tickets
- 2 Tuesday Catering Tickets
- 2 Wednesday Catering Tickets

“APPRECIATED THE SUPPORT OF sponsors which made these things possible. An important contribution to the conference”

Delegate Feedback 2012

“THANK YOU TO THE SPONSORS!”

“THANK YOU THANK YOU THANK YOU”

Delegate Feedback 2012

Silver Media sponsors - \$11,000 (three available)

If this media package is purchased by prospective sponsor it will allow the conference organisers to engage a technical crew to film and record one concurrent stream.

This recorded content will be produced into a professional video production integrating speaker's slides and will be made available by the convenor after the event to a wider audience.

As the sponsor your branding will be profiled within the video production. Your entitlements will include:

- Branding incorporated in to the production of session video recording for one of the three session streams
- Sponsor/supporter logo on the Conference website
- Sponsor/supporter logo on all conference promotions
- Sponsor/supporter logo to appear on sponsors page in the handbook
- Copy of the delegates list with contact
- One table top display (or space) at the conference exhibition
- Allowed to provide 1 inserts/inclusion for satchel bag
- Quarter page mono advertisement in Conference Handbook
- 1 Sponsors Full Ticket
- 1 Monday Catering Ticket
- 1 Tuesday Catering Ticket
- 1 Wednesday Catering Ticket

Silver - Espresso Bar - \$13,000

- Branding rights to the espresso bar and exclusive acknowledgement
- Sponsor logo on the Conference website
- Sponsor logo on all conference promotions
- Sponsor/supporter logo to appear on sponsors page in the handbook
- Acknowledgement by the chairperson during the conference program
- Copy of the delegates list with contact
- 6m x 2m exhibition booth (or space) at the conference exhibition
- Allowed to provide 1 Number of inserts/inclusion for satchel bag
- Half mono page advertisement in Conference Handbook
- 2 Sponsors Full Tickets

“EXCELLENT HAVING REAL COFFEE -
THANK YOU!”

“LOVED THE COFFEE BAR - that was
a real treat - THANK YOU!”

“THANK HEAVENS FOR THE ESPRESSO
bar. Thank you thank you thank
YOU”

“YAY FOR THE ESPRESSO BAR!”

Delegate feedback 2012

Silver Sponsor - \$11,000

- Sponsor/supporter logo on the Conference website
- Sponsor/supporter logo on all conference promotions
- Sponsor/supporter logo to appear on sponsors page in the handbook
- Copy of the delegates list with contact
- 3m x 2m exhibition booth (or space) at the conference exhibition
- Allowed to provide 1 inserts/inclusion for satchel bag
- Half mono page advertisement in Conference Handbook
- 1 Sponsors Full Ticket
- 1 Monday Catering Ticket
- 1 Tuesday Catering Ticket
- 1 Wednesday Catering Ticket

Bronze Sponsor - \$7,000

- Sponsor/supporter logo on the Conference website
- Sponsor/supporter logo on all conference promotions
- Sponsor/supporter logo to appear on sponsors page in the handbook
- Acknowledgement by the chairperson during the conference program
- Copy of the delegates list with contact
- 3m x 2m exhibition booth (or space) at the conference exhibition
- Allowed to provide 1 inserts/inclusion for satchel bag
- Quarter mono page advertisement in conference Handbook
- 1 Sponsors Full Ticket
- 1 Monday Catering Ticket
- 1 Tuesday Catering Ticket
- 1 Wednesday Catering Ticket

Trade Exhibitor - \$3,950

- Listing of company name and contact details in the Conference Handbook
- Copy of the delegates list with contact
- 3m x 2m exhibition booth (or space) at the conference exhibition 3m x 2m
- 1 Monday Catering Ticket
- 1 Tuesday Catering Ticket
- 1 Wednesday Catering Ticket

Trade Space Only- \$3,000

- Listing of company name and contact details in the Conference Handbook
- Copy of the delegates list with contact
- 3m x 2m space at the conference exhibition
- 1 Monday Catering Ticket
- 1 Tuesday Catering Ticket
- 1 Wednesday Catering Ticket

Branding Packages in Detail

Branding - Wi-Fi - \$7,500

- Sponsor/supporter logo on the Conference website
- Sponsor/supporter logo on all conference promotions
- Sponsor/supporter logo to appear on sponsors page in the handbook
- Acknowledgement by the chairperson during the conference program
- Copy of the delegates list with contact
- 3m x 2m exhibition booth (or space) at the conference exhibition
- Allowed to provide 1 inserts/inclusion for satchel bag
- Quarter mono page advertisement in conference Handbook
- 1 Sponsors Full Ticket
- 1 Monday Catering Ticket
- 1 Tuesday Catering Ticket
- 1 Wednesday Catering Ticket

“FREE WIFI AT CONFERENCES IS A MUST THESE DAYS. THUMBS UP”

“EXCELLENT TO HAVE WIFI ACCESS to keep up with the twitter CONVO”

Delegate feedback 2012

Branding - Charge station - \$5,500 (two available)

- Complete branding rights to the charge station for the duration of the conference
- Sponsor/supporter logo on the Conference website
- Sponsor/supporter logo on all conference promotions
- Sponsor/supporter logo to appear on sponsors page in the handbook
- Acknowledgement by the chairperson during the conference program
- Copy of the delegates list with contact
- 1 Monday Catering Ticket
- 1 Tuesday Catering Ticket
- 1 Wednesday Catering Ticket

Branding - Stationary - \$5,500

- Branding rights to the pads and pens that will be provided to delegates
- Sponsor/supporter logo on the Conference website
- Sponsor/supporter logo on all conference promotions
- Sponsor/supporter logo to appear on sponsors page in the handbook
- Acknowledgement by the chairperson during the conference program
- Copy of the delegates list with contact

Branding - Handbook - \$9,900

- Branding rights to the workbook and exclusive acknowledgement for sponsorship of the workbook.
- Sponsor/supporter logo on the Conference website
- Sponsor/supporter logo on all conference promotions
- Sponsor/supporter logo to appear on sponsors page in the handbook
- Sponsor/supporter logo to appear on front cover of the handbook
- Acknowledgement by the chairperson during the conference program
- Copy of the delegates list with contact
- 3m x 2m exhibition booth (or space) at the conference exhibition
- Allowed to provide 1 inserts/inclusion for satchel bag
- Half mono page advertisement in Conference Handbook
- 2 Sponsors Full Tickets

“CONFERENCE HANDBOOK WAS great, especially the PROGRAM AT A GLANCE”

Delegate feedback 2012

Branding - Satchels - \$5,500

- Branding rights to the satchels shared with only Australian Science Communicators
- Sponsor/supporter logo on the Conference website
- Sponsor/supporter logo on all conference promotions
- Sponsor/supporter logo to appear on sponsors page in the handbook
- Acknowledgement by the chairperson during the conference program
- Copy of the delegates list with contact
- Sponsor/supporter logo on the conference satchels

Branding - Name Badges - \$5,500

- Branding rights to the name badges shared only with Australian Science Communicators
- Sponsor/supporter logo on the Conference website
- Sponsor/supporter logo on all conference promotions
- Sponsor/supporter logo to appear on sponsors page in the handbook
- Acknowledgement by the chairperson during the conference program
- Copy of the delegates list with contact

Branding - Social Media - \$7,700

- Exclusive acknowledgement as the sponsor of all social media activity for the conference in monthly social media posts
- Official photographer incorporates your branding in all photographs
- Sponsor/supporter logo on the Conference website
- Sponsor/supporter logo on all conference promotions
- Sponsor/supporter logo to appear on sponsors page in the handbook
- Acknowledgement by the chairperson during the conference program
- Copy of the delegates list with contact

Branding - Break Out Room - \$5,500

- Branding rights to a breakout room for the duration of the conference
- Sponsor/supporter logo on the Conference website
- Sponsor/supporter logo on all conference promotions
- Sponsor/supporter logo to appear on sponsors page in the handbook
- Acknowledgement by the chairperson during the conference program
- Copy of the delegates list with contact

Branding - Conference Dinner - \$5,500

- Branding rights to the conference dinner and exclusive acknowledgement as the dinner sponsor
- Sponsor/supporter logo on the Conference website
- Sponsor/supporter logo on all conference promotions
- Sponsor/supporter logo to appear on sponsors page in the handbook
- Acknowledgement by the chairperson during the conference program
- Copy of the delegates list with contact

Branding - SCANZ Breakfast - \$5,500

- Branding rights to the SCANZ Breakfast and exclusive acknowledgement as the breakfast sponsor
- Sponsor/supporter logo on the Conference website
- Sponsor/supporter logo on all conference promotions
- Sponsor/supporter logo to appear on sponsors page in the handbook
- Acknowledgement by the chairperson during the conference program
- Copy of the delegates list with contact

Important Information

- Copy of the electronic Conference delegate list will be provided, except where privacy laws exclude particular participants' details from being included and where we are excluded from divulging information due to other contractual arrangements
- Location of any advertisements in any distribution material and on the website is at the discretion of the Event Manager and the Conference Committee
- Logo and final copy of the biography is to be provided to the Conference Organisers by the specified deadline date. Logo and final copy of the biography received after the production deadline is not guaranteed to be sent out
- No Sponsorship/Exhibition benefits will be provided until the 50% deposit has been received by the Conference Office
- Website advertisements are subject to availability and approval. The organising committee reserves the right to request changes to content. Advertisements sizes are approximate. The advertisements will be live on the website on up to and including 3 months post the event.

How to Book

- Please read carefully the Sponsor and Exhibitor Terms & Conditions.
- Please complete the Confirmation Form and return to the Conference Office.
- Deposit received by the Conference Office by due date (14 days from receipt of application).

Payment Details

50% deposit is due within 14 days of submission to confirm your sponsorship/exhibition. All payments made by Visa, MasterCard or American Express will be subjected to a 3% credit card fee.

Final payment in full is due no later than 30 days from receipt of tax invoice or by the close of business on Friday, 20th December 2014, whichever is sooner.

For all applications received on or after Friday 20th December 2014, full payment is due immediately.

Australian Science Communicators Sponsorship Terms and Conditions

- 1) Exhibitor placements for all events will be confirmed on a first come, first served basis.
- 2) The Exhibitor will be responsible for any damage to the walls or the floor of the building as may be occupied by the Exhibitor and will reinstate such damage to the satisfaction of the Organiser.
- 3) The Exhibitor will be responsible for any loss or damage to any furnishings provided for the Exhibitor and will reinstate such damage to the satisfaction of the Organiser.
- 4) The Exhibitor will comply with all the rules and regulations of the authority having control over the building.
- 5) The Organiser may in the event of any circumstances, which render it necessary, alter the location of the stand allocated to the Exhibitor. If the location of this stand is not acceptable to the Exhibitor and an acceptable alternative cannot be offered, then the Exhibitor reserves the right to withdraw from the Exhibition and will, in these circumstances, be entitled to a full refund of all moneys paid to the Organiser.
- 6) The Organiser may postpone or amend the time for the holding of the Exhibition to such time, which in the opinion of the Organiser is more suitable for the Exhibition. In the event of the Organiser changing the date of the Exhibition as specified by this clause, the Exhibitor shall be entitled to a full refund of all monies paid to the Organiser if the proposed new Exhibition date is not convenient or appropriate for the Exhibitor.
- 7) The Organiser may cancel the allocation of space to any Exhibitor, which in the opinion of the Organiser is creating a disturbance or nuisance or carrying any activity contrary to the law.
- 8) The Organiser may allocate to any person any space allotted to an exhibitor which may be forfeited pursuant to the terms hereof.
- 9) The Organiser will not be liable for any damage claimed by any person or persons who may be injured during the course of the exhibition or any loss of property suffered during the course of the Exhibition.
- 10) The Organiser will not be liable for any loss be it monetary or for loss of perceived value of sponsorship due to less than

anticipated delegate numbers or attendance in the case of sponsored sessions, presentations or clinics

- 11) The Conference Organiser highly recommends all sponsors and exhibitors have their own insurance.
- 12) Where there is more than one Exhibitor occupying space their liability shall be joint and several.
- 13) In the event of non-payment of any moneys due pursuant to this agreement or in the event of the breach of any condition on the part of any Sponsor or Exhibitor to be observed, than all moneys paid hereunder will be absolutely forfeited and the Sponsor or Exhibitor will have no right to occupy any space or package allocated and will have no claim against the Organiser. In the event of forfeiture for any reason the Sponsor or Exhibitor will not be released from any liability hereunder.
- 14) The Sponsor or Exhibitor shall not be entitled to any refund in the event of cancellation of the Sponsorship or Exhibition because of Industrial action, blackouts or any cause outside the control of the Organiser.
- 15) The Organiser is not responsible for any loss or damage to any product exhibited.
- 16) The Exhibitor without limiting the generality of foregoing will comply with all statutory requirements applicable to it during the course of the Exhibition.
- 17) Please note that the final trade exhibition floor plan may vary resulting in position changes from the original floor plan due to updated trade floor plans.
- 18) The deposit - 50% of the total amount required for sponsorship or trade exhibition booths is non-refundable. No refunds will be issued for cancellations notified less than 30 days prior to the event and the exhibitor or sponsor will be liable at this point for the full amount requested on the confirmation form.
- 19) Balance of all monies to be paid in full by close of business Friday, 20 December 2014.
- 20) All payments must be received by the due date. Failure to comply with payment terms may result in the sponsor not receiving full benefits as outlined in the package.
- 21) This is an invitation to treat, not an offer. The Australian Science Communicators Conference 2014 reserves the right, in its absolute discretion, to refuse any sponsorship application and may decide not to accept any application for any reason whatsoever.
- 22) All sponsors benefits are conditional on receiving payment, and receiving artwork, goods etcetera in a timely manner. Failure to submit these items will be treated as a forfeit of sponsorship benefits.



SPONSORSHIP CONFIRMATION FORM

Major Sponsorship & Exhibition Packages:

Please select your level of sponsorship. All amounts are inclusive of GST

- Platinum Sponsor \$35,000
- Gold Sponsor \$22,000
- Gold Media Sponsor \$22,000
- Silver – Espresso Bar \$13,000
- Silver Sponsor \$11,000
- Silver Media Sponsor \$11,000
- Bronze Sponsor \$7,000
- Trade Exhibitor \$3,950
- Trade Space Only \$3,000

Branding Rights Packages:

Please select your level of sponsorship. All amounts are inclusive of GST

- Wi-Fi Sponsor \$7,000
- Stationary Sponsor \$3,950
- Workbook Sponsor \$9,900
- Charge Station Sponsor \$5,500
- Name Badges Sponsor \$5,500
- Break out Sponsor \$5,500
- Dinner Sponsor \$5,500
- Breakfast Sponsor \$5,500
- Social Media Sponsor \$5,500
- Satchel Sponsor \$5,500

Please return form to:

Eventcorp Administration Centre
 P.O Box 3873, South Brisbane, QLD, 4101
 T: +61 7 3334 4400
 F: +61 7 3334 4469
 E: ASC2014@eventcorp.com.au

COMPANY DETAILS

Company: _____
 Contact Person: _____
 Position: _____
 Address: _____

State: _____ Postcode: _____
 Country: _____
 Phone: _____
 Mobile: _____
 Fax: _____
 Email: _____

Total amount due:

Sponsorship amount – Item 1\$ _____
 Sponsorship amount – Item 2\$ _____
 Sponsorship amount – Item 3\$ _____

PAYMENT

Please nominate your payment option below (must be completed for your Application to be processed) NB: Payments by credit card attract a 3% credit card fee. Payments by cheque and EFT are fee free.

Enclosed is a cheque/money order for \$ _____ made out to Eventcorp Pty Ltd _ ASC 2014.

Please debit my Credit Card listed below for \$ _____ plus 3% credit card fee.

Visa/MasterCard/American Express (ID# _____)
 Credit Card Number: _____
 Expiry date: ____/____ CSV _____
 Card Holders Name: _____
 Signature: _____

By Electronic Funds Transfer (EFT) – details will be available on your invoice. Please quote invoice number and forward remittance to ASC2014@eventcorp.com.au

I agree to abide by the rules and regulations of the ASC 2014 Conference and understand that I am bound the terms and conditions by them.

SIGNED: _____

DATE: _____