

Higher Education Finance Conference

25-27 June 2018
Sheraton on the Park, Sydney

Invitation

Higher Ed Services (HES) and the Association of Tertiary Education Managers (ATEM) invite you to align your business with the **Higher Education Finance Conference** by way of sponsorship and or the opportunity to exhibit your products and services to the delegate group.

Taking advantage of the sponsorship opportunities at this event provides access to leaders, managers and key staff responsible for financial operations at their institutions. Sponsorship is a vital element for all who attend and a great way to foster long lasting business relationships.

About the event

Finance professionals in higher education are increasingly under pressure to find innovative ways to meet budgets, diversify income streams and cut costs. Add to this, the rapid pace of technological change impacting on their strategic decisions and a vastly different education landscape just over the horizon, the importance of keeping informed and inspired could not be greater.

In 2017, ATEM held its inaugural University Finance conference attracting 110 delegates and Higher Ed Services presented its 17th National University Finance and Procurement Conference with 120 delegates, speakers and sponsors in attendance.

HES and ATEM felt that in the spirit of sector cooperation that two great conferences focused on finance in higher education, could become even better and deliver more valuable outcomes for delegates if we were to combine resources.

The Higher Education Finance Conference will be *the* event for higher education staff involved in finance, finance and business systems, strategic planning, procurement and supply chain management.

The Conference affords an opportunity for the business sector to join with delegates in an exploration of changing trends in financial and business management and services.

Sponsorship Opportunities

A range of sponsorship opportunities are available to meet a variety of business marketing objectives and budgets. Choose from traditional sponsorship packages such as major sponsorship, social events sponsor and conference merchandise or pick and mix from our menu of targeted options.

MAJOR SPONSOR (Exclusive opportunity 1 only)

As major sponsor your company brand will be most prominent, and your key staff will be able to network extensively with delegates and promote your company with exclusive opportunities before, during and after the event.

Investment: \$15,000 + GST

Benefits:

Pre-Conference

- ✓ Sponsor marketing message (100-word) and your logo included in two (2) conference promotional emails to our databases of university and private providers finance professionals in the lead up to the conference.
Copy to be approved and timing to be mutually agreed.

During Conference

- ✓ Major sponsor presentation as part of the conference program – 30 minutes
(Topic to be approved by the Planning Committee)
- ✓ Four (4) Complimentary delegate & dinner registrations (valued at \$5500)
- ✓ Company Logo/Banners on display at main conference theatre and break out theatres (provided by sponsor)
- ✓ Acknowledgement of support on conference PowerPoint show, on display between presentations
- ✓ Promotional Material in conference Bag or folder

HES Conference Website

- ✓ Hyperlinked company logo, and sponsorship acknowledgement on conference website
- ✓ Opportunity to provide information for separate sub-page within the Conference website or direct links to your company website page of your choice

Conference Exhibiting

- ✓ Complimentary Industry Partner display place in prime position

Conference Printed Program

- ✓ Company logo printed on front page of program
- ✓ Additional promotional space provided
- ✓ Acknowledgement as Conference Major Sponsor

CONFERENCE SOCIAL EVENTS SPONSOR

(Two opportunities)

Welcome Networking Drinks

This is the first night that delegates come together, so make an impact by sponsoring the Welcome Networking Drinks. At this casual social function delegates will be served substantial canapes and drinks in The Conservatory Bar from 6:00pm – 8:00pm on Monday 25 June.



Investment: \$5,900 + GST

Benefits:

Conference Event

- ✓ Two complimentary delegate registrations (valued at \$2500)
- ✓ Promotional Material in Conference bag
- ✓ Acknowledgement of support on conference PowerPoint show, on display between presentations
- ✓ Short 10-minute welcome presentation to delegates
- ✓ Company brand reinforcement with banner displayed in the bar area.

HES Conference Website

- ✓ Company logo and link on conference website

Conference Printed Program

- ✓ Acknowledgement as welcome networking drinks sponsor

Conference Dinner

Investment: \$7,900 + GST

Benefits:

Enjoy the kudos as the sponsor of the major social function, the conference dinner. You will have the opportunity to work with the committee on the selection of an off-site dinner venue to really make the event memorable and imprint a lasting positive impression of your company.

Conference Event

- ✓ Short 10-minute welcome presentation or gift opportunity to attending delegates
- ✓ Two complimentary delegate registrations (valued at \$2500)
- ✓ Two additional complimentary dinner only tickets for your key staff
- ✓ Promotional material in conference bag
- ✓ Acknowledgement of support on conference PowerPoint show, on display between presentations
- ✓ Company brand reinforcement with banner displayed at the

dinner venue

HES Conference Website

- ✓ Company logo and link on conference website

Conference Printed Program

- ✓ Acknowledgement as conference dinner sponsor

CONFERENCE MERCHANDISE SPONSOR *(Exclusive Opportunity 1 only)*

Take advantage of branding conference merchandise of your choice, that has the potential to keep spreading your brand well beyond the event. It might be a conference laptop bag, an umbrella, the latest technology toy, publication or product. We invite you to work with the organisers to maximize your company's exposure and contribute to the delegate experience of the conference.

Investment: \$3,500 - \$5,500 + GST (negotiable depending on merchandise)

Benefits:

HES Conference Website

- ✓ Company logo and link on conference website

Conference Event

- ✓ One complimentary delegate & dinner registration
- ✓ Printed logo on conference satchel (one color print)
- ✓ Promotional material in conference satchels (*materials to be provided by sponsor*)
- ✓ Acknowledgement of support on conference PowerPoint show, on display between presentations

Conference Printed Program

- ✓ Listed as conference sponsor

INDUSTRY PARTNER DISPLAYS *(10 places only)*

Investment: \$3,000 + GST

Connect with our delegate group during their refreshment breaks, build relationships and make the contacts that could lead to productive partnerships by securing a display place.

The conference exhibition allows 10 Industry Partner Display spaces to showcase industry solutions that will be of interest to the delegate group.

Each space will allow for a dressed trestle table and chairs for two staff members where you will engage with delegates over a coffee as they break for refreshments.

The intimate setup is designed to facilitate engagement between industry partners and delegates in a collegial environment.

The exhibition area is directly outside the main conference room and is where refreshment breaks and lunches will be served, maximizing your exposure to the delegate group.

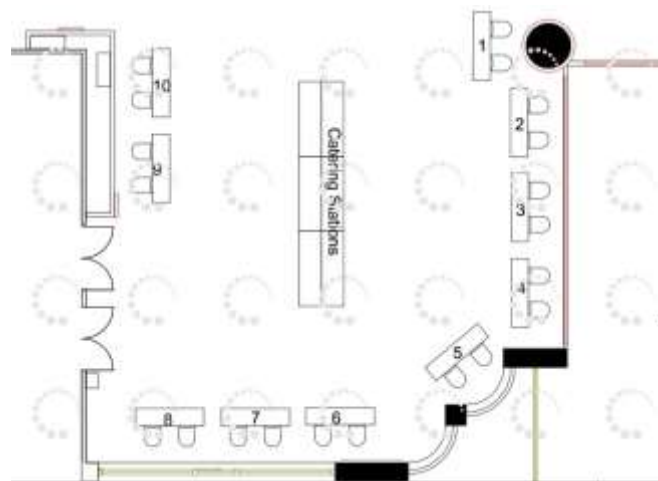
Benefits & Inclusions:

HES Conference Website

- ✓ Company logo and link on conference web page

Conference Event

- ✓ Industry Partner Display space in the pre-function area on level one of the hotel
- ✓ Refreshments for two staff members.
- ✓ Two (2) tickets to the welcome networking drinks at The Conservatory Bar at the Sheraton on the Park on Monday 25 June 2018.
- ✓ Listed as conference sponsor on printed program



Some Important Notes

- ✓ Spaces and logo placement on the website will be allocated on a **first in first serve basis**. The planning committee reserves the right to determine the final listing of exhibitors.
- ✓ Demand is high and the number of spaces will be limited to the available space.
- ✓ Exhibitors are invited to supply prizes and incentives
- ✓ Staff are limited to two (2) only.
- ✓ Dinner tickets are optional and extra @\$150 per ticket.
- ✓ Floor plan will be available soon.

If the above sponsorship opportunities don't meet your marketing objectives, we are happy to discuss other ideas.

FOR MORE INFORMATION CONTACT

Karen Hanna

Business Development Manager Events, Higher Ed Services

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SPONSOR & EXHIBITOR APPLICATION

Please secure our participation in the 2018 Higher Education Finance Conference.

Company Details

Contact Name:			
Company:			
Address:			
Contact Phone:		Contact Mobile:	
Email:		Signature:	

Opportunities

Please select preferred option - prices exclude GST

<input type="checkbox"/>	Major Sponsor	\$15,000
<input type="checkbox"/>	Conference Social Event Sponsor – Welcome Networking Drinks	\$5,900
<input type="checkbox"/>	Conference Social Event Sponsor – Conference Dinner	\$7,900
<input type="checkbox"/>	Conference Merchandise Sponsor	\$3,500

Exhibitor

<input type="checkbox"/>	Industry Partner Display Space	\$3,000
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Payment Details

<input type="checkbox"/> Please charge my MasterCard <input type="checkbox"/> Please charge my Visa Card	Card Number	Expiry Date
Name on the Card		CVC Number
<input type="checkbox"/> Please Invoice my company		
	AMOUNT	
	Add GST	
	TOTAL PAYMENT	