Australasian Computer Science Week 2014 (ACSW 2014)

Monday 20th – Thursday 23rd January, 2014
AUT University, City Campus
Auckland, New Zealand

Sponsorship & Exhibition Prospectus
Invitation

Sponsorship Details

Sponsors will have the opportunity to engage with leaders in the computing disciplines, researchers and educators from Australia, New Zealand and beyond. Australasian Computer Science Week (ASCW2014) organised by CORE, represents the largest annual gathering of computing educators and researchers in Australasia.

From 20 to 23 January 2014, Auckland University of Technology expects to host between two and three hundred ICT educators and researchers to participate in the ACSW conferences and workshops. ACSW is held in New Zealand every five years and is expected to be held in Auckland once every twenty years.

The aim for 2014 is to build upon the existing strengths of the event, to re-emphasise its community building focus and provide a stronger community of practice for computing discipline leaders, researchers and educators in the region. ACSW is a multi-conference event with a collection of some thirteen different conferences and workshops across the Computer Science and Information Technology related disciplines. Among the events will also be Doctoral Symposia for Computer Science and Computing Education researchers, a meeting of Heads and Professors across the region.

Benefits of Sponsorship

The Conference provides an excellent opportunity for your organisation to:

1. Gain face-to-face exposure to national, regional and international delegates;
2. Maintain a high profile with your Trans-Tasman target markets and source of employees;
3. Network with academic leaders and delegates and evaluate regional trends and issues facing the disciplines to design and generate future business opportunities;
4. Mix informally with key Trans-Tasman decision-makers;
5. Demonstrate your involvement, commitment and support of the disciplines underpinning industry success, and
6. Launch new products and services in front of an audience empowered with decision-making authority.
Who will attend?

Leaders of the Australasian organisation for Computing Education and Research (CORE); Australasian Deans, Heads of School and Professors in the Computing and Information Technology disciplines; Educators, trainers and students of Computing and Information Technology disciplines.

Researchers in the fields represented by the conferences below:

- Australasian Computer Science Conference (ACSC)
- Australasian Computing Education Conference (ACE)
- Australasian Early Career Researchers Workshop (AECRW)
- Australasian Information Security Conference (AISC)
- Australasian User Interface Conference (AUIC)
- Computing: Australasian Theory Symposium (CATS)
- Australasian Symposium on Parallel and Distributed Computing (AusPDC)
- Australasian Women in Computing Conference (AWIC)
- Australasian Workshop on Health Informatics and Knowledge Management (HIKM)
- Asia-Pacific Conference on Conceptual Modelling (APCCM)
- Australasian Computing Doctoral Consortium (ACDC)
- Australasian Computing Education Doctoral Consortium (ACEDC)
- Australasian Web Conference (AWC)
Available Sponsorship Packages

Platinum Sponsorship $10,000 + GST (Maximum of one sponsor only)

- Premier conference sponsor

Gold Sponsorship $5,000 + GST (Maximum of four sponsors only)

- Keynotes (x3)
- Welcome Reception and Kapa Haka

Silver Sponsorship $2,000 + GST (Maximum of six sponsors only)

- Invited Speaker (x3)
- Doctoral Consortium Dinner (x2)
- Conference Bags (x1)

Bronze Sponsorship $1,000 + GST (Maximum of twenty sponsors only)

- Prizes (x12)
- Lunch (x4)
- Morning and afternoon tea and Poster sessions (x4)

Tailored Packages (Available by negotiation)

- A more directly targeted option may suit sponsors wishing to engage with a specific workshop or conference audience.

Satchel advertising $100 + GST

Exhibition Packages $1,000 + GST
Sponsorship Package Breakdowns

Platinum Sponsorship $10,000 (Maximum of one sponsor only)
This premier conference sponsorship opportunity is limited to one sponsor only. This sponsor will be identified as a main sponsor of the conference and the conference dinner.

The package includes:

- Your company's name and logo prominently displayed on the cover of the conference abstract book, on the conference web site with a ‘hotlink’ to your organisation’s home page, and before each presentation throughout the conference.

- A short sponsor provided promotional slides or video (no audio) for your company associated with ACSW 2014, cycled on a regular basis on the foyer display screens in AUT’s Sir Paul Reeves Building throughout the conference.

- Written acknowledgement as ACSW 2014’s lead sponsor in the conference abstract book.

- Verbal acknowledgement as ACSW 2014’s lead sponsor during the conference on appropriate occasions.

- One Exhibition Package as per page 9 of this prospectus.

- One item of promotional material placed in each delegate bag.

- Two full conference registrations which includes a ticket to all sessions, daily catering as per the conference programme and the welcome reception and the conference dinner.

- Two banners (provided by your company) prominently displayed at the main lecture theatre of the conference where plenary sessions are held.

- Two banners (provided by your company) displayed at the conference dinner.

- One free opportunity to participate in AUT’s ‘expert for a day’ scheme.
Gold Sponsorship $5,000 (Maximum of four sponsors only)
These high profile conference sponsorship opportunities are limited to four sponsors only, with options to sponsor either one of three keynote speakers or the welcome reception and kapa haka performance.

The package includes:

- Your company’s name and logo displayed in the conference abstract book, on the conference web site with a ‘hotlink’ to your organisation's home page, and before each presentation on the day of your event.

- Opportunity to have your organisation logo in the conference programme next to your sponsored event session.

- Verbal acknowledgement as ACSW 2014’s sponsor during the conference on appropriate occasions.

- One Exhibition Package as per page 9 of this prospectus.

- Two banners (provided by your company) prominently displayed at your sponsored event.

- One item of promotional material placed in each delegate bag.

- One full conference registration which includes a ticket to all sessions, daily catering as per the conference programme and the welcome reception and the conference dinner.

- Additional ticket to your sponsored event.
Silver Sponsorship $2,000 (Maximum of six sponsors only)
These valuable conference sponsorship opportunities are limited to six sponsors only, with options to sponsor one of three invited speakers hosted by specific conferences; a dinner for either the computer science or the computer science education doctoral consortium members; or the conference bags.

The package includes:

- Your company’s name and logo in the conference abstract book and on the conference web site with a ‘hotlink’ to your organisation’s home page.
- Two banners (provided by your company) prominently displayed at your sponsored event.
- Insertion of one marketing material provided by you in the conference pack.
- A ticket to the welcome reception to network with the conference delegates.
- An opportunity to host an event for doctoral students at your company.

For the conference bag sponsor:

- An opportunity is available to brand the conference bags with your company logo alongside those of the hosts.
  (It is expected that calico bags will be chosen as a more eco-friendly option)
Bronze Sponsorship $1,000 (Maximum of twenty sponsors only)
These conference sponsorship opportunities are critically important to our ability to host the event and are available for up to twenty sponsors, with options to sponsor one of four conference’s lunch sessions; four conference morning and afternoon tea plus poster sessions; or twelve prizes.

The package includes:
- Your company’s name and logo in the conference abstract book and on the conference web site with a ‘hotlink’ to your organisation’s home page.
- Two banners (provided by your company) prominently displayed at your sponsored event.
- Insertion of one marketing material provided by you in the conference pack.
- A ticket to the welcome reception to network with the conference delegates.

For the best paper prize sponsors:
- An opportunity to present the award for the Best Paper at a selected Conference. This includes your logo displayed on the certificate and Plenary session slide show.

For the best student paper prize sponsors:
- An opportunity to present the award for the Best Student Paper at a selected Conference. This includes your logo displayed on the certificate and Plenary session slide show.
- An opportunity to host an event for prizewinning students at your company.
Tailored Sponsorship Packages (Available by negotiation)
A more directly targeted option may also suit sponsors wishing to engage with a specific workshop or conference audience.

Satchel Advertising $100 + GST (No maximum number)
One item of promotional material placed in each delegate bag.

Exhibition Package
Please find below the details of the Exhibition package offered for this conference.

Exhibition Sites
The exhibition will be open for the duration of the conference. All catering breaks including morning tea, lunch and afternoon tea will be served in a foyer surrounding the exhibition area.

Exhibition Package $1,000 +GST
- Two exhibition staff registrations;
- Company banner displayed in exhibition booth (supplied by your company);
- Listing of company logo on conference website;
- Listing of company name in the conference abstract book;
- Insertion of one marketing material provided by you in the conference pack;
- Display panels for booth structure, two spotlights, linen, table, two chairs and access to power.

Securing Your Sponsorship and Exhibition Opportunity
Sponsorship packages will be allocated in order of receipt of application forms and payment. To secure your sponsorship package and/or exhibition place please complete the application form provided on page 10 of this prospectus, and email your application to Caitlin Wakely or Polina Vinnik, Conference and Events Coordinators at AUT Hospitality Services.
Email: conferences@aut.ac.nz; Telephone: +64 9 921 9999 or ext. 9479 ext. 6909.

Please note that verbal bookings are not accepted.
Application to Sponsor or Exhibit

Company Details

Company/Organisation: ____________________________________________________________
Contact name: ________________________________________________________________
Position: ________________________________________________________________________
Address: _______________________________________________________________________
City: ____________________________ Country: ____________________________
Telephone: ____________________________ Facsimile: ____________________________
Mobile: ____________________________ Email: ____________________________
Date of application: ____________________________

Sponsorship Package

Please specify the following:

☐ Platinum Sponsor $10,000 plus GST
☐ Gold Sponsor $5,000 plus GST
☐ Silver Sponsor $2,000 plus GST
☐ Bronze Sponsor $1,000 plus GST
☐ Exhibition Package $1,000 plus GST
☐ Satchel Advertising $100 plus GST

I/we have read the enclosed Terms and Conditions on page 11 of this prospectus and
understand that I/we are bound by them.

Signed: ____________________________ Date: ____________________________
Name (please print): _________________________________________________________

Payment

Please provide us with one of the following payment options:

☐ Cheque
☐ Payment by electronic funds transfer
☐ Credit card (applicable for exhibition or satchel advertising only)
Terms and Conditions

Currency:
All prices are exclusive of GST and are quoted in New Zealand Dollars.

Payment: for sponsorship
All sponsorship must be paid to, and recorded by the AUT Foundation. The AUT Foundation will issue a tax invoice to ensure that any tax benefits associated with the money received from the sponsorship package are available to registered New Zealand businesses.

Payment must be made in full and may be made by:
- Direct Debit Transfer
- Cheque

Payment: for exhibition or satchel advertising
All exhibition or satchel advertising must be paid to AUT Hospitality Services.

Payment must be made in full and may be made by:
- Direct Debit Transfer
- Cheque
- Credit Card

Regulations:
- Any sound utilised on a stand is to remain at a low level so as not to interfere with other exhibitors.
- Promotional material should not interfere with or dominate other booths. Material may not be suspended from the ceiling of the exhibition booth area.
- The exhibitor is financially responsible for any loss or damage caused to the property or equipment by organisers and guests before, during and after the event. This includes failure to return equipment such as power boards, cables and other such items.
- It is the responsibility of each exhibitor to ensure that their stand and goods on display are adequately insured for theft and damage.

Allocation of Exhibition Space:
The Exhibition (booth) spaces will be allocated by AUT Hospitality Services according to the type of sponsorship package.

Cancellation:
- A sponsor or exhibitor must inform AUT Hospitality Services if they are to cancel their sponsorship or confirmed exhibition space. The cancellation will become effective upon receipt of written notice from the sponsor or exhibitor.
- A cancellation fee of 50% will be applicable for any sponsorship or exhibition package cancelled up to six months prior to the conference. No refund will apply after this date.