

The annual conference of  
The Australian Sociological Association 2009

# The Future of Sociology

1-4 December 2009  
Australian National University, Canberra  
[www.tasa.org.au/conference](http://www.tasa.org.au/conference)

# Sponsorship and Exhibition Prospectus



## Conference Theme

The 2009 TASA Conference will examine the future of sociology with a particular focus in three areas:

- The views of PhD students and early career researchers given that the future of sociology will be largely in their hands
- The relationship between sociology and cognate disciplines, specifically economics, biology and psychology
- The role that sociology can play in policy making

## Who will attend

TASA conferences attract up to 400 delegates of social science academics, social researchers, policy analysts and post graduates from across both Australia and international countries.

## Venue

TASA 2009 will be held at The Australian National University, located a short walk from Canberra's CBD. Its numerous amenities and state of the art facilities make it an ideal conference location.

The Australian National University is unique among its contemporaries as the only Australian university established by an Act of Federal Parliament, in 1946. It is also one of Australia's most research-intensive universities, with a high ratio of academic staff to students.

An independent quality review of the University found it ranked among the world's best research universities, with 77 per cent of external assessors ranking ANU as one of the top 50 universities in their field in the world – including 44 per cent who rated ANU in the world's top 25 universities.

A 'green' campus, ANU has more than 10,000 trees within its grounds. In 2003 the University was awarded the Silver Greenhouse Challenge Award at the annual Australian Engineering Excellence Awards, placing it second of 800 signatories.

## Canberra, Australian Capital Territory

Canberra is one of the world's most picturesque national capitals, home to many of our country's cultural treasures and national icons. Canberra is a place where people have always gathered. Even the name is appropriate, being the Aboriginal word for 'meeting place'. Canberra is home to the national parliament, the major national institutions and host to numerous national and international attractions and events. Nestled in the bushy countryside which surrounds Canberra are many very attractive small towns, each with their own places of interest. The wineries in the Canberra region are highly acclaimed.

## The benefits of sponsorship

Sponsoring at the TASA conference will provide you with essential marketing opportunities such as:

- ✓ Brand position and image association
- ✓ Differentiation from competitors
- ✓ Target marketing
- ✓ Customer involvement
- ✓ Increased sales and networking opportunities

## KEY SPONSORSHIP PACKAGES

	<b>Platinum Sponsor</b>	<b>Gold Sponsor</b>	<b>Silver Sponsor</b>
Fees (include GST)	\$6,000	\$3,000	\$1,750
The inclusion of 'Proudly sponsored by (your logo)' on the front cover of the conference registration brochure and program guide	✓		
The inclusion of 'Proudly sponsored by (your logo)' on major conference advertisements	✓		
The inclusion of an advertisement (at size specified) in the conference registration brochure and program guide (finished artwork to be supplied by sponsor)	✓ (Full page)	✓ (Half page)	✓ (Quarter page)
At the conference, display of your banner in the main auditorium (pull-up banner to be supplied by sponsor)	✓	✓	
The inclusion of your company logo on the conference web page	✓	✓	✓
Complimentary full registration(s) to the conference (inclusive of the reception mixer night and dinner)	2	1	Day registration
The inclusion of your company logo on the inside cover of the conference registration brochure and program guide	✓	✓	✓
During the conference, regular acknowledgement of your sponsorship on a powerpoint slide	✓ (Platinum)	✓ (Gold)	✓ (Silver)
Trade display in the exhibition area	✓	✓	✓
The inclusion of your company brochure or selected literature in the conference satchels	✓✓✓ (three items)	✓ (two items)	✓ (one item)
Acknowledgement during the Opening Ceremony by Conference MC	✓	✓	

## OTHER SPONSORSHIP OPPORTUNITIES

### Conference Dinner (one available)

The Conference Dinner, the highlight of the social program, is ideal for the promotion of your company.

Sponsorship benefits include:

- ◆ A brief address (5 minutes maximum) during the dinner
- ◆ Display of company banner/signage at the dinner venue – sponsor to provide (subject to venue regulations)
- ◆ Acknowledgement on the dinner menu
- ◆ One complimentary dinner ticket
- ◆ Logo in the conference program guide
- ◆ Inclusion of your company brochure in delegates satchels

**Cost \$3,000 including GST**

### Reception Mixer Night (one available)

The Reception Mixer Night is the first official conference function and is a great way to start the conference.

Sponsorship benefits include:

- ◆ A brief address (5 minute maximum) during the reception
- ◆ Display of company banner/signage – sponsor to provide (subject to venue regulations)
- ◆ One complimentary reception mixer night ticket
- ◆ Acknowledgement in the conference program guide
- ◆ Inclusion of your company brochure in delegates satchels

**Cost \$2,000 including GST**

### Entertainment Night (one available)

The Entertainment Night will be held on Wednesday 2<sup>nd</sup> December and feature entertainment by the Spooky Men.

Sponsorship benefits include:

- ◆ A brief address (5 minute maximum) during the reception
- ◆ Display of company banner/signage – sponsor to provide (subject to venue regulations)
- ◆ One complimentary entertainment night ticket
- ◆ Acknowledgement in the conference program guide
- ◆ Inclusion of your company brochure in delegates satchels

**Cost \$2,000 including GST**

### **Conference Satchels** (one available)

Each delegate will receive an attractive and useful conference satchel at registration.

Sponsorship benefits include:

- ◆ Company name and logo on the satchel
- ◆ Acknowledgement in the conference program guide
- ◆ Inclusion of your company brochure in delegates satchels

**Cost \$1,750 including GST**

### **Conference Name Badges** (one available)

All conference delegates are required to wear a lanyard with name badge to gain entry to sessions and the trade exhibition.

Sponsorship benefits include:

- ◆ Company logo printed on each lanyard
- ◆ Acknowledgement in the conference program guide
- ◆ Inclusion of your company brochure in delegates satchels

**Cost \$1,250 including GST**

### **Lunch Break Sponsor** (Three available)

Demonstrate your organisation's hospitality by sponsoring one of the lunch breaks, which will be held in the exhibition area.

Sponsorship benefits include

- Exclusive naming rights to a lunch
- Corporate signage/literature prominently displayed in trade exhibition area during sponsored lunch
- Small table signs featuring the organisation name and logo displayed on each catering table
- Acknowledgement as a sponsor in the conference program guide
- Placement of one piece of written information / merchandise on catering tables

**Cost \$750 including GST**

### **Morning or Afternoon Tea Break Sponsor** (Six available)

Demonstrate your organisation's hospitality by sponsoring one of the morning or afternoon tea breaks, which will be held in the exhibition area.

Sponsorship benefits include

- Exclusive naming rights to a morning or afternoon tea
- Corporate signage/literature prominently displayed in trade exhibition area during sponsored break
- Small table signs featuring your organisation name and logo displayed on each catering table
- Acknowledgement as a sponsor in the conference final program
- Placement of one piece of written information / merchandise on catering tables

**Cost \$500 including GST**

## Satchel Inserts

Each delegate at the conference will receive a satchel containing conference materials. Inclusion of a company brochure in satchels will ensure direct access to all delegates.

Please Note:

- ◆ A limited amount of satchel inserts will be accepted on a first come, first served basis
- ◆ An insert will consist of no more than 5 A4 pages stapled together
- ◆ Other promotional items such as caps, key rings, mouse pads, gifts etc will constitute one insert – only one of each promotional item will be accepted on a first come, first served basis
- ◆ Production and delivery of inserts is the responsibility of the applying company

**Cost \$400 including GST**

## Advertisements

Advertising options will be available in the conference program guide. Please note final artwork to be supplied as per specifications – available on application. Bookings for the advertisements in the conference program guide must be received with full payment by Friday **18 September 2009**.

### Size & Cost

Full page:	\$800
Half page:	\$450
Quarter page:	\$250



## Sponsorship Terms and Conditions

- ◆ Acceptance of sponsorship applications will be subject to committee approval. The committee reserves the right to decline applications based on any association, direct or indirect, that does not uphold the objectives of the conference. There may be more than one sponsor in each category.
- ◆ Acknowledgement in printed material is subject to sponsorship confirmation and the receipt of artwork prior to printing deadlines.
- ◆ 50% deposit is payable with the application and the balance is due by 1 October 2009. All sponsorship amounts include GST.
- ◆ All attendees must register officially on the registration form.

## Cancellation Policy

In the event of withdrawal of sponsorship, please note that unless that particular sponsorship is re-sold, the organizers reserve the right to retain the deposit and any further payments received. Cancellations must be advised in writing.

## For Maximum Exposure

To ensure maximum exposure for the sponsorship benefits listed, a response is required by **18 September 2009**.

## Tailored Packages

We would be delighted to assist in the development of a tailored package for your company if none of the listed opportunities suit your promotional activities. Please contact the Conference Managers to discuss.

## Conference Managers

Conference Solutions  
As agent for  
TASA  
PO Box 238  
Deakin West ACT 2600  
Tel 61 2 6286 3000  
Fax 61 2 6285 3001  
Email [tasa@con-sol.com](mailto:tasa@con-sol.com)  
Website: [www.tasaconference2009.com](http://www.tasaconference2009.com)



# TRADE EXHIBITION

## Table Display and Fees

### Cost \$750 including GST

Please Note:

- ◆ A deposit of 50% of the total fee must accompany the space application form. Full payment is required on receipt of a tax invoice or by 1 September 2009 (whichever is sooner).
- ◆ Table preferences will be allocated on a first-come, first-served basis.
- ◆ Multiple tables may be booked.

## Exhibitor Package (per table)

- ✓ One trestle table
- ✓ Two standard chairs
- ✓ Morning tea, lunch and afternoon tea for one representatives on each applicable day
- ✓ Attendance by one representatives at the Reception Mixer Night and Entertainment Night (additional representatives are welcome at an additional cost)
- ✓ Name badges and conference satchels for one representatives and
- ✓ Listing on exhibitors' page in conference program guide
- ✓ Inclusion of one piece of written information / merchandise in conference satchels
- ✓ Additional full registrations from your company at conference early bird rates, and additional trade stand representatives at trade rates

## An incentive for delegates.....

A Trade Exhibition Passport will be given to each delegate at registration. Passports which have been endorsed by all exhibitors will be entered into a draw for a major prize with the winner announced on the final day of the conference.

In addition, exhibitors are encouraged to run their own prize draws from their stand.

## How to Apply

We look forward to working with you to maximise your business opportunities at the conference. Please contact the Conference Managers to reserve your table by completing and forwarding the attached application form and a 50% deposit as soon as possible to Conference Solutions.

# SPONSORSHIP APPLICATION FORM

ABN 17 398 473 186

I/we wish to become a sponsor in the following category:

- |  |   |
|--|---|
| Platinum Sponsor \$6,000                 | <input type="checkbox"/>                        |
| Gold Sponsor \$3,000                     | <input type="checkbox"/>                        |
| Silver Sponsor \$1,750                   | <input type="checkbox"/>                        |
| Conference Dinner \$3,000                | <input type="checkbox"/>                        |
| Reception Mixer Night \$2,000            | <input type="checkbox"/>                        |
| Entertainment Night \$2,000              | <input type="checkbox"/>                        |
| Conference Satchels \$1,750              | <input type="checkbox"/>                        |
| Conference Name Badge \$1,250            | <input type="checkbox"/>                        |
| Lunch Break \$750                        | <input type="checkbox"/> (nominate break below) |
| Morning Tea or Afternoon Tea Break \$500 | <input type="checkbox"/> (nominate break below) |
| Satchel Insert \$400                     | <input type="checkbox"/>                        |
| Full Page Advertisement \$800            | <input type="checkbox"/>                        |
| Half Page Advertisement \$450            | <input type="checkbox"/>                        |
| Quarter Page Advertisement \$250         | <input type="checkbox"/>                        |

A cheque for 50% of the sponsorship fee is payable on application. Sponsorships will be allocated strictly in accordance with the date of receipt of application and payment. The balance of sponsorship payments is due by 1 June 2009.

## Additional Information

Provide information about preferred refreshment break or tailored package in this section:

NAME OF COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE \_\_\_\_\_ POSTCODE \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ E-MAIL \_\_\_\_\_

POSITION IN COMPANY \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FACSIMILE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Please return this form and cheque to:

**Conference Solutions – TASA**  
PO Box 238, Deakin West ACT 2600  
Telephone: (02) 6285 3000  
Facsimile: (02) 6285 3001  
E-mail: [tasa@con-sol.com](mailto:tasa@con-sol.com)

or  
Debit my credit card:  Mastercard  Visa  Amex Amount \$ \_\_\_\_\_

Credit Card No

Name on Card \_\_\_\_\_ Expiry Date \_\_\_\_\_

Signature \_\_\_\_\_

# APPLICATION FOR EXHIBITION SPACE

ABN 17 398 473 186

We wish to exhibit at the 2009 TASA Conference:

Table Display \$750

I/we understand that space will be allocated strictly in accordance with date of receipt of application and payment. Deposits not paid within 30 days of application will result in the space being made available for re-sale. Conference Solutions will forward a contract to me/us to verify this application. The reservation is confirmed once the contract has been signed by both parties and the deposit is received.

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## Passport Prize (optional)

We wish to donate a prize for the passport draw:

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NAME OF COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE \_\_\_\_\_ POSTCODE \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ EMAIL \_\_\_\_\_

POSITION IN COMPANY \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FACSIMILE \_\_\_\_\_

BRIEF OUTLINE OF THE PROPOSED EXHIBITION \_\_\_\_\_

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SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Please return this form and cheque to:

**Conference Solutions – TASA**  
PO Box 238, Deakin West ACT 2600  
Telephone: (02) 6285 3000  
Facsimile: (02) 6285 3001  
E-mail: [tasa@con-sol.com](mailto:tasa@con-sol.com)

or  
Debit my credit card:  Mastercard  Visa  Amex Amount \$ \_\_\_\_\_

Credit Card No

Name on Card \_\_\_\_\_ Expiry Date \_\_\_\_\_

Signature \_\_\_\_\_