The aim of the THETA 2017 Conference is to advance Higher Education and Research by promoting the intelligent use of information technology and knowledge management.

THETA attracts a comprehensive range of higher education practitioners and senior decision-makers across a broad spectrum of Information Technology, Teaching and Learning, eResearch, Library and Knowledge Management.

THETA is run under the direction of CAUDIT, CAUL and ACODE and hosted every two years by various Universities. In 2017, Auckland University of Technology and The University of Auckland co-host the Conference.
Sponsorship Opportunities

On behalf of CAUDIT, CAUL and ACODE, we invite you to partner with us as we present The Higher Education Technology Agenda (THETA) biennial Conference in 2017.

Support Opportunities

The Conference Programme provides a variety of opportunities for sponsor participation. This document outlines the levels of sponsorship and exhibition opportunities available. The Conference organisers are happy to tailor arrangements to suit your marketing objectives.

The THETA 2017 Conference will be held at the Aotea Centre in Auckland, New Zealand from 7-10 May 2017. Sponsors are encouraged to attend a Welcome Reception on 7 May and Networking Event on Monday 8 May.

Auckland is New Zealand’s largest city, with a population of nearly 1.5 million and is home to one in three New Zealanders. It is also the country’s largest urban centre, its financial and economic powerhouse, and the gateway to New Zealand. The modern city is surrounded by sparkling harbours, native rainforest, beautiful beaches and scenic wine regions, offering a huge range of activities.

With strong Māori and European roots, Auckland is also the largest Polynesian city in the world, and a true melting pot of cultures from around the globe. This cosmopolitan character is what gives Auckland such an exciting diversity of cuisine, art, music, cultural experiences and events for you to enjoy any time of year.

We welcome sponsorship involvement in what promises to be a dynamic event.

Benefits of sponsorship

THETA 2017 provides an excellent opportunity for your organisation to:

- Gain face-to-face exposure to national and international delegates
- Maintain a high profile within your target markets
- Network with industry delegates and evaluate market trends to generate new business opportunities
- Mix informally with key decision makers
- Demonstrate your involvement, commitment and support of the industry; and
- Launch new products and services in front of an audience empowered with decision making authority.

Refer to the detailed sponsorship opportunities below for specific benefits associated with the various levels of sponsorship.

Who will attend?

The Conference aims to bring together more than 600 professionals within Higher Education and Research from Australia, New Zealand and around the world. These include CIO’s, CDO’s, Librarians, Open, Distance and eLearning practitioners, IT Directors, IT professionals, Telecommunication professionals, eResearch specialists and Information Management specialists.

Speaking Opportunities

The Platinum sponsor has the opportunity for a short, non-sales presentation during a plenary session to assist in setting the scene for the Conference, subject to approval by the Programme Committee.

Platinum, Gold, Silver (and possibly Bronze, depending upon availability) sponsors have the opportunity to make a presentation in the main programme in the sponsor stream, in the sponsor stream. This runs parallel to other concurrent sessions.

This presentation can be on any topic, provided accurately advertised in advance within the Conference Programme. A non-sales presentation is recommended.

There will also be meeting spaces allocated to meet with Conference attendees for formal and informal chats during the Conference.
**Sponsorship and Exhibition Manual**

A manual will be available on the Conference website (http://theta.edu.au) outlining key dates, registration processes and costs, exhibition hours and key contacts for services and equipment.

**Restrictions**

When planning your sponsorship investment, you should note that no sponsor may hold a competing event during the Conference.

**Conference Secretariat**

Please note that your organisation’s exposure in Conference materials is subject to confirmation of sponsorship prior to print and production deadlines. To maximise your sponsorship investment, please confirm your participation as early as possible.

Your sponsorship confirmation must be advised in writing, with a completed Confirmation Form. Contact:

Icon Conference & Event Management Ltd, THETA Secretariat
PO Box 44195, Pt Chevalier, Auckland, New Zealand
+64 9 845 5540
office@iconevents.co.nz

---

*Auckland city across the Waitemata Harbour*
As at May 2016

Quick facts about the institutions THETA’s audience represents

<table>
<thead>
<tr>
<th>AUD$2.3billion+</th>
<th>ICT and information resources spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,084,000+</td>
<td>Student Load (FTE)</td>
</tr>
<tr>
<td>144,000+</td>
<td>Staff (FTE)</td>
</tr>
<tr>
<td>435,000+</td>
<td>Desktops, laptops, tablets, smartphones</td>
</tr>
<tr>
<td>57</td>
<td>Universities and national research organisations</td>
</tr>
<tr>
<td>12+</td>
<td>Countries represented</td>
</tr>
</tbody>
</table>

**Decision makers** Chief Digital Officers, Chief Information Officers, University Librarians, Teaching and Learning Directors

Key statistics for CAUDIT, CAUL and ACODE membership are shown in the table below.

<table>
<thead>
<tr>
<th>Item</th>
<th>Statistics</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAUDIT Membership</td>
<td>57 universities/national research organisations</td>
<td>The CAUDIT membership consists of all universities from Australia and New Zealand along with universities in Fiji, Papua New Guinea and Timor-Leste and national research organisations such as the CSIRO, DSTG and AIMS.</td>
</tr>
<tr>
<td>CAUL Membership</td>
<td>39 universities</td>
<td>The CAUL membership consists of all universities from Australia and New Zealand</td>
</tr>
<tr>
<td>ACODE Membership</td>
<td>46 universities</td>
<td>The ACODE membership consists of universities in Australia and New Zealand</td>
</tr>
<tr>
<td>Total Annual Investment in technology</td>
<td>In excess of AUD$2B</td>
<td>Total ICT investment by members in 2014</td>
</tr>
<tr>
<td>Total Annual Investment in eResources</td>
<td>In excess of AU$305M</td>
<td>Total eResources investment by CAUL members in 2014</td>
</tr>
<tr>
<td>Student Load</td>
<td>1,084,814 EFTSL</td>
<td>2014 Equivalent Full Time Student Load for Australia and New Zealand Universities</td>
</tr>
<tr>
<td>Staff FTE Workforce</td>
<td>144,173 FTE</td>
<td>2014 Total Full Time Equivalent Staff for Australia and New Zealand Universities</td>
</tr>
<tr>
<td>Device Counts Reported in Use in 2014</td>
<td>336,084 desktops 73,552 laptops 24,574 tablets 32,966 smartphones</td>
<td>Devices provided by Universities in 2014 for use by their staff and students. [2015 CAUDIT Benchmarking System]</td>
</tr>
</tbody>
</table>

Figures sourced from CAUDIT, CAUL and ACODE.
Sponsorship Opportunities

The various levels of sponsorship and exhibition opportunities are outlined below. You are encouraged to consider the benefits of each sponsorship opportunity and contact the Conference Secretariat as soon as possible with any enquiries and to register your interest in sponsorship.

Platinum Sponsorship
NZ$75,000 including GST
Limited to one sponsorship opportunity.

The Platinum Sponsor is the pre-eminent sponsor of the Conference and is uniquely placed to make the most of their sponsorship. You will benefit from a plenary speaking opportunity, publicity over and above all other sponsors, first choice of exhibition locations and the opportunity to work closely with the Vendor and Experience Committees to help shape the Conference experience for delegates.

There is a single platinum sponsorship opportunity that will highlight your organisation to the higher education and research sector like no other sponsorship category.

Additional Opportunities (one of the following):
• Official host to the Conference Welcome Reception
• Official host to the Conference Gala Dinner
• Official host to one of the Conference lunches
• Naming rights to the internet kiosk
• Naming rights to one coffee cart
• Naming rights to the ice cream cart
• Naming rights to the drinks refrigerator
• Branding of the Delegate Name Badge*
• Branding of the Post-it-Note*
• Naming rights to the Conference USB drive*
• Branding of the Conference pen*
• Branding of the Conference lanyards*
• Naming rights to the Conference USB drive*
• Branding of the Conference bag*
• Branding of the Conference umbrella*
• Naming rights to the Delegate Handbook
• Naming rights to the Conference polo shirt

*Design subject to approval by the Organising Committee.

Registration:
• Three complimentary full registrations (includes morning and afternoon teas and lunches on the days of the exhibition, the Welcome Reception, Networking Event and Conference Dinner but does NOT include the conference sessions)

Exhibition
• Optional trade show display area with wifi internet connection, power, spotlights and fascia
• Booth floor space allocation minimum 6m x 6m

Sponsorship benefits include
• Naming rights for the nominated event or item
• A 20-minute plenary presentation
• Opportunity to present in the concurrent sponsorship programme. Topic to be approved by the Programme Committee.
• Company logo and acknowledgement as Platinum Sponsor
  » On Conference promotional material
  » On the official sponsorship board at the Conference
  » On Conference signage
  » On the Conference website with a link to your homepage
  » On holding slide during Conference sessions and the holding slide at the start of plenary sessions
• Use of THETA and Conference logos prior to and during THETA 2017
• Promotional material included in the delegate bag (limit 3 pieces)
• An electronic copy of delegate list (name, organisation, state and country only), in accordance with the NZ Privacy Act 1993 and Australian Privacy Act 2001 distributed at the Conference (in PDF format)
• 300 word company profile in the delegate handbook

Requirements
• Any promotional material for display at the Conference
• Material to be included in bags
• Logo (.png format) to be displayed on the Conference website and delegate handbook
• Your company’s web address
• Completed registrations for three delegates (including all social functions)
• 300 word company profile for use in the delegate handbook.
Gold Sponsorship
NZ$45,000 including GST
Approximately 3-5 sponsorship opportunities.

One of the following:
- Official host to the Conference Welcome Reception
- Official host to one of the Conference lunches
- Naming rights to the internet kiosk
- Naming rights to one coffee cart
- Naming rights to the ice cream cart
- Naming rights to the drinks refrigerator
- Branding of the Delegate Name Badge*
- Branding of the Post-It-Note*
- Naming rights to the Conference USB drive*
- Branding of the Conference pen*
- Branding of the Conference lanyards*
- Branding of the Conference app*
- Branding of the Conference bag*
- Branding of the Conference umbrella*
- Naming rights to the Delegate Handbook

*Design subject to approval by the Organising Committee

Registration:
- Two complimentary full registrations (includes morning and afternoon teas and lunches on the days of the exhibition, the Welcome Reception, Networking Event and Conference Dinner but does NOT include the conference sessions)

Exhibition
- Optional trade show display area with wifi Internet connection, power, spotlights and fascia
- Exhibition booth size 3m x 3m

Sponsorship benefits include
- Naming rights for the nominated event or item
- Opportunity to present in the concurrent sponsorship programme. Topic to be approved by the Programme Committee.
- Company logo and acknowledgement as Gold Sponsor
  » On Conference promotional material
  » On the official sponsorship board at the Conference
  » On the Conference website with a link to your home page
  » On the holding slide during Conference sessions
- Use of THETA and Conference logos prior to and during THETA 2017
- Promotional material included in the delegate bag (limit 3 pieces)
- An electronic copy of delegate list (name, organisation, state only), in accordance with the NZ Privacy Act 1993 and Australian Privacy Act 2001 distributed at the Conference (in PDF format)
- 250 word company profile in the Conference handbook

Requirements
- Any promotional material for display at the Conference
- Material to be included in bags
- Logo (.png format) to be displayed on the Conference website and delegate handbook
- Your company web address
- Completed registrations for two delegates (including all social functions)
- 250 word company profile for the delegate handbook

Auckland city at night
Sponsorship Opportunities

Silver Sponsorship

NZ$25,000 including GST  
Approximately 5-10 sponsorship opportunities.

- Official host to one of the Conference lunches

Registration:
- One complimentary full registration (includes morning and afternoon teas and lunches on the days of the exhibition, the Welcome Reception, Networking Event and Conference Dinner but does NOT include the conference sessions)

Exhibition
- Exhibition booth size 3m x 2.4m with wifi Internet connection, power, spotlights and fascia

Sponsorship benefits include
- Naming rights for the nominated luncheon
- Opportunity to present in the main Programme subject to availability and approval by the Programme Committee
- Company logo and acknowledgement as a Silver Sponsor
  - On the Conference promotional material
  - On the official sponsorship board at the Conference
  - On the Conference website with a link to your homepage
  - On the holding slide during Conference sessions
- Use of THETA and Conference logos prior to and during THETA 2017
- Promotional material included in the delegate bag (limit 2 pieces)
- An electronic copy of delegate list (name, organisation, state only), in accordance with the NZ Privacy Act 1993 and Australian Privacy Act 2001 distributed at the Conference (in PDF format)
- 200 word company profile in the delegate handbook

Requirements
- Any promotional material for display at the Conference
- Material to be included in bags
- Logo (.png format) to be displayed on the Conference website and delegate handbook
- Your company web address
- Completed registration for one delegate (including all social functions)
- 200 word company profile for use in the delegate handbook

Bronze Sponsorship

NZ$12,500 including GST  
Approximately 10-20 sponsorship opportunities.

- Official host to a morning or afternoon tea

Registration:
- One complimentary full registration (includes morning and afternoon teas and lunches on the days of the exhibition, the Welcome Reception, Networking Event and Conference Dinner but does NOT include the conference sessions)

Exhibition
- Exhibition booth size 3m x 2.4m with wifi Internet connection, power, spotlights and fascia

Sponsorship benefits include
- Naming rights for the nominated morning or afternoon tea
- Company logo and acknowledgement as a Bronze Sponsor
  - On the official sponsorship board at the Conference
  - On the Conference website with link to your homepage
  - On the holding slide during Conference sessions
- Use of THETA and Conference logos prior to and during THETA 2017
- Promotional material included in the delegate bag (limit 2 pieces)
- An electronic copy of delegate list (name, organisation, state only), in accordance with the NZ Privacy Act 1993 and Australian Privacy Act 2001 distributed at the Conference (in PDF format)
- 150 word company profile in the delegate handbook

Requirements
- Any promotional material for display at the Conference
- Material to be included in bags
- Logo (.png format) to be displayed on the Conference website and delegate handbook
- Your company web address
- Completed registration for one delegate (including all social functions)
- 150 word company profile for use in the delegate handbook
## Exhibition Booth

**NZ$5,000 including GST**

One 3m x 2.4m exhibition booth for the duration of the trade display, including:
- Exhibition booth size 3m x 2.4m with wifi Internet connection, power, spotlights and fascia

### Registration:
- One exhibitor registration (includes morning and afternoon teas and lunches on the days of the exhibition, the Welcome Reception, Networking Event and Conference Dinner but does NOT include the conference sessions)

### Sponsor benefits include:
- Company logo in the delegate handbook
- Recognition (with logo and links) on the sponsor area of the Conference website
- Use of THETA and Conference logos prior to and during THETA 2017
- An electronic copy of delegate list (name, organisation, State only), in accordance with the NZ Privacy Act 1993 and Australian Privacy Act 2001 distributed at the Conference (in PDF format)

### Requirements
- Any promotional material for display at the Conference
- Logo (.png format) to be displayed on the Conference website and delegate handbook
- Your company web address
- Completed registration for one delegate

---

*Auckland War Memorial Museum and Rangitoto Island*
Social Events

Social events include a Welcome Reception at Auckland University of Technology on Sunday evening 7 May 2017, a Networking Evening at Aotea Centre on Monday 8 May 2017 and a Conference Dinner at ANZ Viaduct Events Centre on Tuesday 9 May 2017. These will be great opportunities to network and enhance relationships with key stakeholders.

Presentations by Sponsors

Platinum sponsors have the opportunity for a short, non-sales presentation prior to the start of a morning plenary session, subject to availability and approval.

Platinum, Gold, and possibly Silver sponsors (depending on availability) have the opportunity for a presentation in the main Programme in the vendor stream, which will run in parallel to the other main streams. Whilst the vendor may choose their topic, it is recommended that to gain full advantage of their place on their programme and interest from attendees, it is not a “sales talk” and where possible, talks should include use cases from higher education, possibly even conducted in collaboration with an institution. Topics need to be advertised in advance of the programme and require Programme Committee approval.

There will be meeting space for vendor reps or speakers to meet with delegates for informal chats after their talks or at other prescribed times. We hope you’ll use this to involve other remote experts via VC (Skype et al) or teleconference.

All presentations must be relevant to the theme and delegate interests. Abstracts need to be submitted in the same time-scale as the Call for Papers process.

Note: All confirmed sponsors and exhibitors are welcome to put forward presentations for consideration as part of the competitive Call for Papers process. Please visit the conference website www.theta.edu.au for deadlines.

Exhibition Information

The trade exhibition will be held in the Aotea Centre, and will be the venue for all catering throughout the Conference to ensure maximum exposure and opportunities for contact between delegates and exhibitors.

Exhibitors will be expected to have their stands attended at the Conference for three days, as detailed below.

Pack-in: Sunday 7 May 2017
Exhibition open: Monday 8 May 2017
Tuesday 9 May 2017
Wednesday 10 May 2017
Exhibition pack down: Wednesday 10 May 2017
Pack-out: Wednesday 10 May 2017

Sponsors and exhibitors will be provided with a shell scheme, velcro compatible booth, access to power, standard fascia board with company name, two spotlights, a table, two chairs, and internet access.

Sponsors and exhibitors are requested to budget for installation costs for customised design, upgrades to logo fascia signs, or any furniture such as brochure stands.

Exhibition floor space is allocated in the order that sponsorship is confirmed.

Security

Physical security will be provided overnight in the exhibition area but no commitment is implied or given. You must lock down or remove all valuable items when the booth is not occupied. All sponsors are responsible for obtaining insurance for their equipment in transit to and from the Conference and at the Conference venue.

Delegate List

All sponsors and exhibitors will be provided with a delegate list and you are reminded to use it in accordance with NZ’s Unsolicited Electronic Messages Act 2007, the Australian Spam Act, the various Australian and NZ Privacy Acts and by following business best practices for information management.
Registrations

All sponsors and exhibitors to the Conference MUST register to attend. Sponsors are entitled to the following complimentary registrations:

- **Platinum**: 3 full registrations
- **Gold**: 2 full registrations
- **Silver**: 1 full registration
- **Bronze**: 1 full registration
- **Exhibition**: 1 full registration

Full registrations include morning and afternoon teas and lunches on the days of the exhibition, the Welcome Reception, Networking Event and Conference Dinner but does NOT include the conference sessions.

Additional Exhibitor Staff

If you require additional staff members on your stand for the duration of the exhibition, an Extra Exhibitor Staff fee of $545+GST per staff member applies. This cost includes morning and afternoon teas and lunches on the days of the exhibition, the Welcome Reception and Networking Event but does NOT include the conference sessions or Conference Dinner.

Terms and conditions

All members of the Organising Committee, the host Universities and CAUDIT, CAUL and ACODE accept no liability for personal accident nor loss or damage suffered by any participant, accompanying person, invited observer or any other person by whatever means. Neither do we accept liability for any equipment, software or other goods of whatever form brought to the Conference by delegates, speakers, sponsors or any other party.

Payment deadlines

Your participation in THETA 2017 is confirmed upon receipt of your completed booking form, and payment (being a 50% deposit of the total amount payable). Confirmation is subject to availability of your preferred sponsorship package.

By completing and signing the booking form, you are agreeing to provide the sponsorship indicated at THETA 2017, and warrant that you are entitled to do so under the authority of your organisation. All sponsorship and exhibition booth payments must be finalised prior to the Conference.

If sponsorship payment is NOT received by Friday 10 February 2017, your participation may be forfeited, and the opportunity offered to other vendors. All decisions regarding speaker slots, branding and upgrades will be prioritised on the date of your sponsorship payment.

Cancellations

In the event of cancellation, an administration fee of NZ$500+GST will apply for cancellations prior to 1 August 2016. No refunds will be made for cancellations received after this date. Cancellations must be made in writing and forwarded to Icon Conference & Event Management Ltd.
Application Form to Sponsor or Exhibit at THETA 2017

Complete and email this sheet to Icon Conference and Event Management Ltd
Email: office@iconevents.co.nz
A tax invoice will be supplied for all confirmed sponsors.

Contact: ____________________________________________________________
Organisation/Company: ____________________________________________
Postal Address: _____________________________________________________
___________________________________________________________________
___________________________________________________________________ Postcode: __________
Phone: _____________________________________________________________
Mobile: _____________________________________________________________
Email: _____________________________________________________________

Sponsorship:

☐ Platinum Sponsorship @ NZ$75,000 (incl GST)
☐ Gold Sponsorship @ NZ$45,000 (incl GST)
☐ Silver Sponsorship @ NZ$25,000 (incl GST)
☐ Bronze Sponsorship @ NZ$12,500 (incl GST)
☐ Exhibition Booth @ NZ$5,000 (incl GST)

Payment:

☐ Direct Credit: 01-0249-0047672-51
SWIFT Code: ANZBNZ22
Bank Address: ANZ Bank, Ponsonby Road, Auckland

Charge credit card:

☐ MASTERCARD ☐ DINERS ☐ VISA ☐ AMEX

Cardholder Name: ____________________________________________________
Expiry (mm/yy): _____________________________________________________
Signature: __________________________________________________________
Credit Card No: _____________________________________________________

Please note Credit Card payments will incur surcharges on the final amount:
Amex - 3.5% Visa / Mastercard / Diners - 3.0%

Icon Conference and Event Management Ltd
Email: office@iconevents.co.nz

As at May 2016