South Pacific User Services Group 2010

SPONSORSHIP OPPORTUNITIES

Sydney, NSW, Australia | 29 Nov - 2 Dec 2010

SPUSC CONFERENCE and EXHIBITION 2010

Next Generation Service Management And Technology

www.it.unsw.edu.au/spusc2010/

Principal Sponsors

e-Volve

LEXMARK
The organising committee are pleased to invite you to support and participate in the 2010 South Pacific User Services Conference (SPUSC).

SPUSC is an annual conference held in association with the ‘Council of Australian University Directors of Information Technology’. The 2010 conference will be the 22nd annual event. Every year delegates from tertiary educational institutions in Australia, New Zealand and the South Pacific are invited to attend the event. SPUSC generally attracts around 150-180 delegates. Attendees are people whose job is to focus on the client and support their use of technology and electronic information services. Delegate range from service desk analysts through to IT managers and directors.

An integral part of the SPUSC conference is the involvement of sponsors. We are seeking the support of sponsors who have a strong interest in providing end-user services to the tertiary sector and wish to highlight these services to our unique target audience.

In choosing to be involved with the SPUSC conference your company will gain exposure to key IT service departments from a wide range of major tertiary facilities in the South Pacific region. Your name and branding will be added to the conference website, handbook and promotional material.

The conference also includes an active trade show, providing you with an opportunity to interact directly with the many delegates. Sponsorship also helps reduce the overall cost of registration for our delegates, allowing more people to attend as the conference becomes more affordable and accessible.

This year’s conference will be held at the University of New South Wales Sydney, Australia in The John Niland Scientia Building, between the 29 and 2 December 2010. UNSW is a founding member of the prestigious Group of Eight research intensive universities in Australia and a member of the Universitas 21 international consortium. Established in 1949, UNSW has close to 40,000 students, including more than 7000 international students from over 130 different countries.

The theme of the SPUSC 2010 conference is ‘Generation Next’. The focus on this conference is about what will tomorrow bring, what is possible, and how will it be delivered. Through a comprehensive program of presentations and workshops it will provide opportunities for delegates to learn how new technology and business process innovations can prepare them for meeting tomorrow's IT service challenges.

We hope the conference theme and the target audience make the decision to participate in the SPUSC 2010 event as a sponsor an easy one to make. We look forward to being involved with you as we get closer to the 2010 South Pacific User Services Conference.

Daniel Dos Santos
Conference Chair — 2010 SPUSC Committee
The 22nd Annual event for User Services within Higher Education

SPUSC 2010 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES

For the 2010 SPUSC Conference and Exhibition, our sponsorship packages have been designed to maximise your company’s exposure and return on investment.

SPUSC 2010 promises to be a very memorable event for delegates as we celebrate 22 years of the association and its conference.

The association invites industry stakeholders and interested parties to take advantage of the following sponsorship opportunities on offer for SPUSC 2010.

OPPORTUNITIES AT A GLANCE

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SPUSC 2010 SPONSORSHIP OPPORTUNITIES

Levels of sponsorship vary from holding a trade show display through to hosting the official SPUSC 2010 conference and gala dinner.

Due to the varying levels of conference exposure, sponsorship is agreed on a ‘first come, first served’ basis. Sponsorship levels are used to allow us to estimate the required registration cost for the conference and conference benefits such as t-shirts and stationary.

All sponsors will be highlighted on the official SPUSC 2010 website, have details printed in the delegate handbook and be provided with a trade show display area.

Highly visible Platinum Sponsorship options include:

- Official Host of the Conference and Gala Dinner
- Banner in Main Auditorium
- Opening Day Plenary Session
- Welcome Speech at Conference Dinner
- Entry in Official Delegate Handbook 200-300 words on all slides
- Logo on all slides
- Electronic List of delegates
- Trade Show Display Area—prime location and twice standard size
- Logo and link on Official Website
- Presentation at conference/strategic stream
- Company Information in delegate handbook
- Flyers in delegate bags
- Sponsor logo and name on Lanyard

Delegates will be encouraged to visit all trade show sites with the help of a trade show ‘passport’. Delegates who visit all sites hosted at the trade show will be added to a end of conference prize draw.

Sponsors are encouraged to provide merchandise to be given away as prizes on the final day of the conference. Prize donations will be announced as being supplied by the donating company.
SPUSC 2010 SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIP
15K to 20K

Highly visible Gold Sponsorship options include:

- Official Sponsor of Day 1 evening function (TBA)
- Entry in Official Delegate Handbook 100-150 words
- Premium display area at SPUSC 2010 trade show.
- Option for plenary sponsors speech
- Option for a speaker in sponsors stream
- Sponsors logo and site link added to all SPUSC 2010 website pages
- Sponsors logo added to SPUSC 2010 delegate handbook.
- 100 – 150 word passage for SPUSC 2010 delegate handbook.
- Half page add in official delegate handbook.
- Sponsor material added to delegates conference bags – 2 pieces.
- Two official delegate registrations – this includes optional attendance for all presentation streams, the opening social and gala dinner.
- Contact details of delegates who opt-in for sponsor communication.
- UNSW demonstration site option.

Sponsors are encouraged to provide merchandise to be given away as prizes on the final day of the conference.

Prize donations will be announced as being supplied by the donating company.

All sponsors will be highlighted on the official SPUSC 2010 website, have details printed in the delegate handbook and be provided with a trade show display area.
Silver Sponsorship

10K to 15K

Silver Sponsorship options include:

- Official Sponsor of Evening Event (TBA)
- Standard display area at SPUSC 2010 trade show.
- Sponsors logo and site link added to SPUSC 2010 website sponsors page.
- Sponsors logo added to SPUSC 2010 delegate handbook.
- Option for a speaker in sponsors stream.
- Sponsor material added to delegates conference bags – 2 pieces.
- Two official delegate registrations – this includes optional attendance for all presentation streams, the opening social and gala dinner.
- Contact details of delegates who opt-in for sponsor communication.
Bronze Sponsorship options include:

- Standard display area at SPUSC 2010 trade show.
- Sponsors logo and site link added to SPUSC 2010 website.
- Sponsors logo added to SPUSC 2010 delegate handbook.
- Sponsor material added to delegates conference bags – 1 piece.
- Option for a speaker in sponsors stream.
- One official delegate registration – this includes optional attendance for all presentation streams, the opening social and gala dinner.
SPUSC 2010 SPONSORSHIP OPPORTUNITIES

TRADESHOW
2K

Silver Sponsorship Options Include:

• Standard display are at the SPUSC 2010 trade show – manned or static
• Sponsors logo and site link added to SPUSC 2010 website
• Sponsors logo added to SPUCS 2010 delegate handbook
• One official delegate registration – this includes optional attendance for all presentation streams, the opening social and gala dinner.

Booked Out
SPUSC 2010 SPONSORSHIP OPPORTUNITIES AT A GLANCE

<table>
<thead>
<tr>
<th>Platinum 20-30K</th>
<th>Gold 15-20K</th>
<th>Silver 10-15 K</th>
<th>Bronze 5-10 K</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Display</strong></td>
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<tr>
<td>Premium display are (twice standard size)</td>
<td>Premium display are (twice standard size)</td>
<td>Standard display area</td>
<td>Standard display area</td>
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<tr>
<td><strong>Sponsor banner in main auditorium</strong></td>
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<td><strong>Advertising</strong></td>
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<td>Sponsor's logo and site link added to all SPUSC 2010 website</td>
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<td>Sponsor's logo and site link added to SPUSC 2010 website (sponsors page)</td>
<td>Sponsor's logo and site link added to SPUSC 2010 website (sponsors page)</td>
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<td>Sponsor's logo added to the cover of the SPUSC 2010 delegate handbook</td>
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<tr>
<td>200-300 word introductory passage for SPUSC delegate handbook</td>
<td>100-150 word passage for delegate handbook (early section)</td>
<td>Quarter page ad in delegate handbook</td>
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<tr>
<td>*Full page ad in official delegate handbook (choice of inside left cover, page 5 or outside back)</td>
<td>Half page ad in official delegate handbook</td>
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<tr>
<td>*Logo to be printed on all official conference bags</td>
<td>*Logo on conference name tags and entry pass</td>
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<td>*Logo printed on conference lanyards</td>
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<td><strong>Conference Time</strong></td>
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<td>Option for opening day sponsors speech (after keynote speaker)</td>
<td>Option for speaker in sponsors stream (main session after keynote speaker)</td>
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<tr>
<td>*Official host to the Gala dinner and delivery of welcome speech</td>
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<tr>
<td>Option for speaker in sponsors stream (main session)</td>
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<tr>
<td><strong>Registration benefits</strong></td>
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<tr>
<td>Three free official Delegate registration</td>
<td>Two free official delegate registrations</td>
<td>Two free official delegate registrations</td>
<td>One free official delegate registration</td>
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<tr>
<td><strong>Conference Bags</strong></td>
<td><strong>Conference Bags</strong></td>
<td><strong>Conference Bags</strong></td>
<td><strong>Conference Bags</strong></td>
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<tr>
<td>2-3 pieces of sponsor material added to delegate bags</td>
<td>1-2 pieces of sponsor material added to delegate bags</td>
<td>1-2 pieces of sponsor material added to delegate bags</td>
<td>1 piece of sponsor material added to delegate bags</td>
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<td><strong>Delegate details</strong></td>
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<tr>
<td>Contact details of delegates who opt-in for sponsor communication</td>
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</tr>
</tbody>
</table>
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All sponsors will be highlighted on the official SPUSC 2010 website, have details printed in the delegate handbook and be provided with a trade show display area. Delegates will be encouraged to visit all trade show sites with the help of a trade show ‘passport’. Delegates who visit all the sites hosted at the trade show will be added to an end of conference prize draw.

Sponsors are encouraged to provide merchandise to be given away as prizes during the duration of the conference. Prize donations will be announced as being supplied by the donating company.

Highly visible premium sponsorship options include —

**Official Host to the SPUSC 2010 Conference Gala Dinner**
The official conference gala dinner is hosted by 2 lucky sponsors. The sponsor company banners will be displayed and a representative of each will be invited to deliver an address during the night. This anticipated event is attended by all delegates and is a chance for delegates and sponsors to mingle in a formal social environment.

**Official Host to the SPUSC 2010 Opening Social**
The conference starts on Monday the 29th of November with the SPUSC 2010 opening social drinks and nibbles evening. This event will be catered by Gastronomy, a multi-award winning caterer.

**Conference Bags - To Be Confirmed**
SPUSC 2010 will provide delegates with conference bags. The sponsoring company’s logo will be displayed alongside the official SPUSC 2010 logo. This is a highly visible sole branding opportunity!

**Official SPUSC 2010 Barista and Internet Café**
As official SPUSC barista, your company will have the opportunity to provide Mocha’s and Latte’s to delegates on all three days of the main conference program.

**Official Host for SPUSC 2010 Lunches and Teas**
On all three full days of the conference lunches and morning/afternoon teas are provided to all delegates. Sponsors will be announced in the auditoriums going into the breaks and the sponsors’ banners will be displayed in the catering areas during the sponsored break.
**Currency**
All prices are quoted in AUD and are exclusive of GST.

**Payment Details and Cancellation Policy**
A deposit of 20% of total sponsorship/exhibition fee is required upon signing. In the event of withdrawal of sponsorship or exhibition booth booking, please be advised that unless that particular area of sponsorship/booth is resold, the organisers will reserve the right to retain the deposit received.

Balance is due no later than 31 October 2010. Sponsorship is available on a 'first come, first served' basis. The SPUSC 2010 committee will confirm sponsorship when the completed form is received. For sponsorship availability enquiries, please contact the SPUSC 2010 committee.

**Promotional Material**
All promotional material for satchels, advertising and display banners are subject to SPUSC 2010 committee approval. For submission deadlines for this material please see the pre-conference requirements section.

**Trade Show**
Conference Management will assign booth space so that the arrangement of the exhibition is in the best interest of the attendees and exhibitors. Booth space and location will be confirmed with exhibitors before the conference. All exhibits must remain intact until after 3pm on the last day of the Conference.

The Conference Committee, nor the venue assumes responsibility for the exhibitors, their exhibition representatives, agents or employees, for the protection of exhibits or other property secured or removed after hours and placed in safe-keeping.

No part of an exhibit and no signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor.

Exhibitions are confined to products manufactured by or services rendered by the exhibitor. During the conference hours, a company representative must staff each exhibit substantially at all times. All material used in the exhibition hall and/or exhibitor’s booth must conform to the venues appropriate regulations.

**Conference or Exhibition Move or Cancellation**
If for any reason, the selected conference and exhibition place is unavailable for exhibiting and any contingencies, in the opinion of Conference Management, would greatly prohibit or limit attendance to the conference and exhibition, then Conference Management have the right to cancel the exhibition or move the exhibition to another facility. Conference Management or the Conference Committee shall not be liable for any expenses incurred by reason thereof. In the event of cancellation of the conference or exhibition, Conference Management will refund to sponsors or exhibitors all charges paid by them.

**Further Information**
See list of contacts on following page
Company Information and Delegate tasks
Once your sponsorship has been confirmed please forward the following information to the SPUSC 2010 committee:

Your company’s logo — To be used on the SPUSC 2010 website, presentation material and in the delegate handbook. The logo is preferably provided as Vector EPS or high resolution TIF or JPEG. These are required on confirmation.

Your company’s web details — Desired web link to be used on the SPUSC 2010 website and in the delegate handbook. These are required on confirmation.

Your company banner — Where applicable provide static displays or banners for auditorium, lunch/breaks or social events. These are required by the start of the conference.

Introductory Passage — Where applicable provide introductory passage as described in sponsorship options. This will be used within the delegate handbook. These are required by June the 30, 2010.

Plenary and sponsor presentations/speeches — Where applicable forward plenary and sponsor presentations to the SPUSC 2010 committee for review. Presentations based around the conference theme would be much appreciated. Presentation overviews, including speakers name and role, are required by June 30, 2010. Completed presentations are required by September 15, 2010.

Delegate Registration — Where applicable complete delegate registrations for all attendees as described in sponsorship options. Additional registrations for the conference can be purchased via this site if needed. If required, suggested accommodation will be listed on the registration website.

Delegate registration opens April 2010
Delegate registration site: TBA

Trade Show Requirements
All trade show exhibitors will be provided with an exhibition cubicle, table, chairs, lighting, power and internet access. The trade show runs from Tuesday morning through to Thursday afternoon. Custom trade exhibits can be catered for on request.

If you have any additional requirements please forward these to the SPUSC 2010 committee before September the 15th, 2010

Conference Satchel Material
Conference satchel’s will be filled two weeks before the conference begins. Please ensure that all satchel material/giveaways are delivered to the conference committee before 5th of November, 2010. Any material delivered after this time may not be included in the satchel giveaway.

Conference and Trade Show Incentive Prizes
All sponsors and exhibitors are encouraged to donate prizes to be presented on the final day of the conference. Prize donations will be announced as being supplied by the donating company. Prizes will be presented for best speaker, spot prizes and the ‘Trade Show Passport’ draw. If you wish to donate prizes, please contact the committee with details.

University of NSW Site Visits
If applicable, site visits to UNSW may be available if you wish to showcase your technology within a live tertiary environment. If you wish to take advantage of this option please send your request and details to the conference committee.
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