

2011 AAEE CONFERENCE

5-7 December Esplanade Hotel
Fremantle, Western Australia

**Australasian Association
for Engineering Education
2011 Conference**

**Sponsorship &
Exhibition Opportunities**

www.aeee.com.au/conferences/2011



Developing Engineers
for Social Justice:
Community Involvement,
Ethics & Sustainability



Welcome

On behalf of the organising committee, I would like to welcome you to sponsor or to exhibit at the 22nd Annual Conference of the Australasian Association for Engineering Education.

The annual AAEE Conference is the leading forum in the Australasian region for disseminating and developing Engineering Education research and best practice. This year's conference will again bring together engineering academics, industry and the students themselves to focus on how to better develop the engineers of the future.

This year's theme of "Developing Engineers for Social Justice: Community Involvement, Ethics & Sustainability" allows us to expand our scope beyond just the time an engineer spends at university. Our aim is to also capture the pathways into engineering, as well as the professional development of engineers after they graduate and contribute both to industry and to society as a whole.

We look forward to supporting our event in December.

Associate Professor Euan Lindsay
AAEE 2011 Conference Chair

The Conference

The Australasian Association for Engineering Education (AAEE) Conference held annually in different cities in Australia and New Zealand. In 2011 it will be held at the Esplanade Hotel, situated in the heart of the Western Australia's historic Fremantle port precinct, from Monday December 5th until Wednesday December 7th. Special meetings and workshops will be held before and after the conference.

This year the conference is being jointly hosted by the Engineering Schools of Curtin University of Technology, Edith Cowan University, Murdoch University and The University of Western Australia.

Engineers Australia expects engineering skill shortages will continue to be one of the main constraints on economic growth in Australia for the foreseeable future. This conference will be one of the most valuable opportunities to discuss ways we can overcome this limitation on our future.

We expect about 300-400 of Australasia's most influential engineering educators to attend; the majority from university engineering schools. We are expecting industry representatives, delegates from vocational training institutions, career advisers and school teachers as well as delegates from overseas.

The conference is widely recognised as one of the world's leading annual educational conferences focusing on education for engineers.

The 2011 conference will expand the scope of discussion to include workplace training, career development and articulation pathways. The conference agenda will also include engineering studies in primary and secondary schools, career advice for students considering engineering, and vocational training.

Conference Themes

Engineers Australia has designated 2011 as the Year of Humanitarian Engineering. In keeping with this, the conference theme will be

Developing Engineers for Social Justice: Community Involvement, Ethics & Sustainability

There will be four sub-themes:

- Humanitarian Engineering
- Inclusivity
- Ongoing Graduate Professional Development
- Pathways into Engineering

Venue

The conference will be held in the Esplanade Hotel, Fremantle. This venue provides plenty of space for informal discussions in a convivial atmosphere alongside the more formal conference meetings. It is also within a short walk to many tourist attractions such as the Maritime Museum and Fremantle Historical Precinct. We expect most of the delegates will be from outside Western Australia. The event will be supported by state-of-the-art audiovisual equipment and data communications.

Sponsorship Opportunities

There are several different ways for companies and institutions to sponsor this important event.

Everyone has a stake in engineering education. Companies that employ engineers include enterprises engaged in mining, oil and gas production, manufacturing, construction, transport and logistics, communications, specialist consultancies and water and energy distribution. Many engineering graduates also find their analytical and problem-solving skills are highly valued in other industries such as banking, financial advice, government administration and policy making.

Conference Secretariat

If you would like to become involved as a Conference sponsor or exhibitor please complete the enclosed booking form or contact the Conference Secretariat:

EECW Pty Ltd

PO Box 749
Wembley
WA 6913

Tel: +61 (0) 8 9389 1488

Fax: +61 (0) 8 9389 1499

Email: lexie@eecw.com.au

Sponsorship Benefits

- The most important single factor determining career choice for most engineering graduates is prior knowledge of or association with a particular company. This is an opportunity to gain the attention of leading stakeholders who shape the aspirations of future generations of people who work in engineering industries.
- Participation in the conference events will bring your delegates face-to-face with people who are shaping the minds of future leaders, and also with delegates from companies with similar aspirations.
- Leading companies now recognise the critical importance of ongoing learning for the development of their future potential. By attending this conference, your delegates will gain an insight into the latest developments.
- Aligning your company with this powerful educational experience demonstrates your commitment to supporting the education of young people who will be your future leaders.
- Participation in the conference will enable your delegates to reflect on education and training issues that are pertinent in your own organisation away from the everyday distractions that can interrupt and distract creative thinking.

Some of the sponsorship packages include prominent placement of your company name and logo on promotional literature and websites that will be widely distributed in Australia and overseas (subject to printing deadlines). All sponsorship packages agreed by **1st October 2011** include acknowledgement in the conference program, printed materials and electronic media.

MAJOR SPONSOR

\$27,500

(1 opportunity)

Benefits Include:

- Company logo on prominent sponsor signage at conference venue where all delegates congregate
- Prominent company logo on PowerPoint session title slide displayed before sessions commence and between sessions
- Company logo displayed at session entrances
- Four complimentary full conference registrations including Gala Dinner tickets
- Four additional complimentary Gala Dinner tickets
- Discount (25%) on an additional four full conference registrations
- Two complimentary adjacent exhibition booth, including two exhibitor registrations, with first choice of location in the exhibition room.
- Acknowledgement in the opening session of the conference with projected visuals
- Opportunity for company representative to introduce a speaker (5 minute max)
- Opportunity to provide two branded products or brochures plus a USB memory stick in delegate satchels (items to be provided by sponsor)
- Company logo on cover of conference program handbook
- Prominent company logo, hyperlinked to company website, on Conference website home page
- Prominent company logo on conference registration brochure
- Company branding on USB memory stick with conference proceedings
- Company logo on delegate satchels
- Company logo on delegate lanyards
- Full page advertisement in program handbook
- List of all registered delegates at conclusion of the conference (subject to privacy act conditions)

GOLD SPONSOR

\$16,500

(2 opportunities)

Benefits Include:

- Company logo on prominent sponsor signage at conference venue where all delegates congregate
- Company logo on PowerPoint session title slide displayed before sessions commence and between sessions
- Company logo displayed at session entrances
- Two complimentary full conference registrations including Gala Dinner tickets
- Discount (25%) on an additional two full conference registrations
- One complimentary exhibition booth, including two exhibitor registrations
- Acknowledgement in the opening session of the conference with projected visuals
- Opportunity to provide branded notepads or pens in delegate satchels (items to be provided by sponsor)
- Company logo in conference program handbook
- Prominent company logo, hyperlinked to company website, on Conference website home page
- Company logo in conference registration brochure
- Half page advertisement in program handbook
- List of all registered delegates at conclusion of the conference (subject to privacy act conditions)

SILVER SPONSOR**\$11,000****(3 opportunities)****Benefits Include:**

- Company logo on prominent sponsor signage at conference venue where all delegates congregate
- Company logo on PowerPoint session title slide displayed before sessions commence and between sessions
- Company logo displayed at session entrances
- One complimentary full conference registration including Gala Dinner tickets
- Discount (25%) on two additional full conference registrations
- Discount (60%) on one exhibition booth, including two exhibitor registrations
- Acknowledgement in the opening session of the conference with projected visuals
- Opportunity to provide branded notepads or pens in delegate satchels (items to be provided by sponsor)
- Company logo in conference program handbook
- Prominent company logo, hyperlinked to company website, on Conference website home page
- Company logo in conference registration brochure
- Quarter page advertisement in program handbook
- List of all registered delegates at conclusion of the conference (subject to privacy act conditions)

INTERNATIONAL SPEAKER SPONSOR**\$11,000****(maximum of 2 per sponsor)****Benefits Include:**

- One complimentary full conference registration including a Gala Dinner ticket
- One additional complimentary Gala Dinner ticket
- Discount (25%) on two additional full conference registrations
- Discount (60%) on one exhibition booth, including two exhibitor registrations
- Acknowledgement in the opening session of the conference with projected visuals
- Opportunity for company representative to introduce a speaker (5 minute max)
- Opportunity to provide one branded product or brochure in delegate satchels (items to be provided by sponsor).
- Prominent company logo, hyperlinked to company website, on Conference website home page
- Company logo in conference registration brochure
- Exclusive access to speaker for 2 full days of company-only activities for sponsoring organization after the conclusion of the conference (does not include consulting fees)
- Company logo on PowerPoint session title slide displayed before sessions commence and between sessions
- Company logo adjacent to speaker's name in conference programme and on web site
- Company logo at entrance to sponsored session
- List of all registered delegates at conclusion of the conference (subject to privacy act conditions)

GALA DINNER SPONSOR**\$12,000****(1 opportunity)****Benefits Include:**

- Five complimentary full conference registrations including Gala Dinner tickets
- Five additional complimentary Gala Dinner tickets
- Discount (25%) on an additional four full conference registrations
- One complimentary exhibition booth, including two exhibitor registrations
- Opportunity for company representative to give a 5 minute address at the Gala Dinner
- Prominent company logo, hyperlinked to company website, on Conference website home page
- Company logo in conference registration brochure
- Quarter page advertisement in program handbook
- List of all registered delegates at conclusion of the conference (subject to privacy act conditions)

BARISTA SPONSOR**\$8,000****(1 opportunity)****Benefits Include:**

- One complimentary full conference registration including a Gala Dinner ticket
- One additional complimentary Gala Dinner ticket
- Discount (25%) on two additional full conference registrations
- Opportunity to display sponsors signage (pull-up banner to be provided by sponsor) next to the barista
- Company logo, hyperlinked to company website, on Conference website sponsors page
- Company logo in conference registration brochure
- Quarter page advertisement in program handbook
- List of all registered delegates at conclusion of the conference (subject to privacy act conditions)

BREAKFAST SESSION SPONSOR**\$5,500****Benefits Include:**

- One complimentary full conference registration including a Gala Dinner ticket
- One additional complimentary Gala Dinner ticket
- Discount (25%) on two additional full conference registrations
- Opportunity for company representative to introduce a speaker (5 minute max)
- Company logo, hyperlinked to company website, on Conference website sponsors page
- Company logo on sponsored session title slide displayed before session commences
- Company logo adjacent to speaker's name in conference programme and on web site
- Company logo at entrance to sponsored session
- Company logo in conference registration brochure
- List of all registered delegates at conclusion of the conference (subject to privacy act conditions)

KEYNOTE PLENARY SPEAKER SPONSOR**\$5,500****(maximum of 2 per sponsor)****Benefits Include:**

- One complimentary full conference registration including a Gala Dinner ticket
- One additional complimentary Gala Dinner ticket
- Discount (50%) on one exhibition booth, including two exhibitor registrations
- Opportunity for company representative to introduce a speaker (5 minute max)
- Opportunity to provide one branded product or brochure in delegate satchels (items to be provided by sponsor).
- Company logo, hyperlinked to company website, on Conference website sponsors page
- Company logo in conference registration brochure
- Exclusive access to speaker for 2 full days of company-only activities for sponsoring organization after the conclusion of the conference (does not include consulting fees)
- Company logo on sponsored session title slide displayed before session commences
- Company logo adjacent to speaker's name in conference programme and on web site
- List of all registered delegates at conclusion of the conference (subject to privacy act conditions)

CONCURRENT SESSION SPONSOR

\$4,400

Benefits Include:

- One complimentary full conference registration including a Gala Dinner ticket
- One additional complimentary Gala Dinner ticket
- Discount (25%) on two additional full conference registrations
- Company logo, hyperlinked to company website, on Conference website sponsors page
- Company logo on sponsored session title slide displayed before session commences
- Company logo adjacent to session listing in conference programme
- Company logo in conference registration brochure
- Company logo at entrance to sponsored session
- List of all registered delegates at conclusion of the conference (subject to privacy act conditions)

POCKET PROGRAM SPONSOR

\$4,400

(1 opportunity)

Benefits Include:

- One complimentary full conference registration including a Gala Dinner ticket
- One additional complimentary Gala Dinner ticket
- Discount (25%) on two additional full conference registrations
- Company logo, hyperlinked to company website, on Conference website sponsors page
- Company logo on pocket program
- List of all registered delegates at conclusion of the conference (subject to privacy act conditions)

PROGRAM HANDBOOK SPONSOR

\$6,500

(1 opportunity)

Benefits Include:

- One complimentary full conference registration including a Gala Dinner ticket
- One additional complimentary Gala Dinner ticket
- Discount (25%) on two additional full conference registrations
- Company logo, hyperlinked to company website, on Conference website sponsors page
- Company logo on cover of conference program handbook
- Full page advertisement in program handbook
- List of all registered delegates at conclusion of the conference (subject to privacy act conditions)

SPEAKER'S PREPARATION ROOM SPONSOR

\$3,500

(1 opportunity)

Benefits Include:

- Naming rights of speaker's preparation room
- Opportunity to place a pull up company banner in room
- Opportunity to place promotional brochures, branded pens and stationery in the room (to be supplied by sponsor)
- Quarter page advertisement in program handbook
- Company logo, hyperlinked to company website, on Conference website sponsors page
- List of all registered delegates at conclusion of the conference (subject to privacy act conditions)

SACHEL INSERTS

\$1,100

Benefits include:

- Opportunity to provide one branded product or brochure in delegate satchels (items to be provided by sponsor)

PROGRAM HANDBOOK ADVERTISEMENTS

(unrestricted)

Full A4 Page Colour Advertisement**\$2,200****Half A4 Page Colour Advertisement****\$1,100**

EXHIBITION OPPORTUNITIES

The Australasian Association for Engineering Education (AaeE) Conference will be a high traffic area specially designed to showcase industry products and services and to achieve maximum interaction with Conference delegates and visitors.

The Trade Exhibition will be located in the King Sound/Prince Regent Room and Southern Cross Lobby, for the full duration of the Conference programme.

All morning and afternoon teas will be served within the Trade Exhibition area, providing excellent networking opportunities for delegates and exhibitors alike.

Exhibition Booth

\$4400

Each individual exhibition stand includes:

- 1 x black carpeted display stand (3m x 3m);
- 2.4m high walls finished in velcro compatible fabric;
- 2 x 150 watt spotlights;
- 1 x 10 amp single power point;
- 1 x fascia sign with company name;
- 1 x dressed trestle table; and
- 2 x chairs.

Space Only

\$3300

Each individual exhibition stand includes:

- Space allocated in the exhibition room (3m x 3m);
- 1 x 10 amp single power point;
- 1 x dressed trestle table; and
- 2 x chairs.

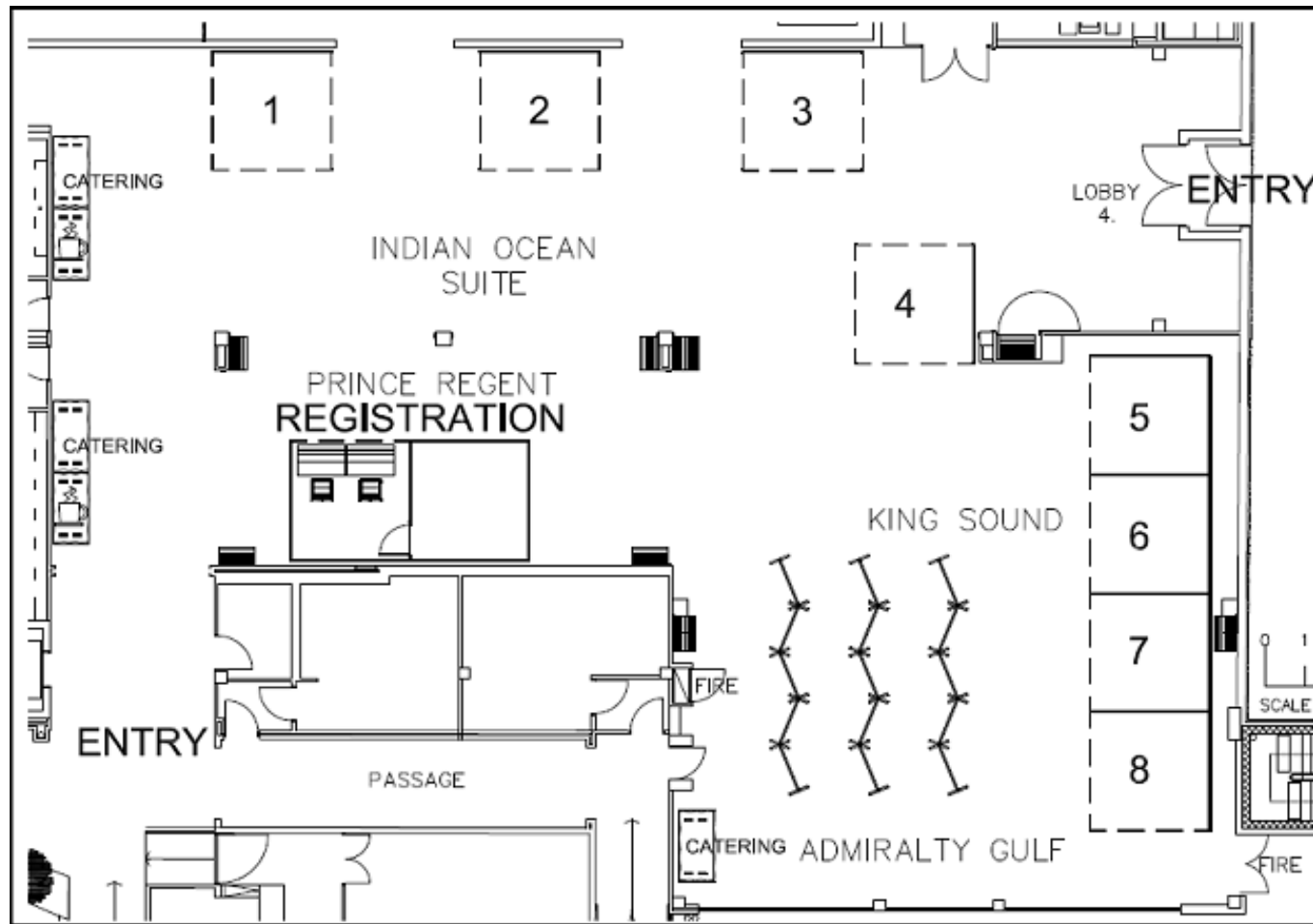
Exhibitor Benefits:

- Two exhibitor registrations for stand personnel including catering, name badges, one satchel and one Conference handbook;
- Two tickets to the Welcome Reception;
- Your company name and logo included in the Program Handbook;
- Company logo and website link on Conference website;
- Access to the delegate list (subject to Privacy Act conditions).

An Exhibitor Manual will be sent to all exhibitors closer to the Conference. This manual will include:

- Exhibitor check list;
- Bump-in times;
- Bump-out times;
- Delivery label and forms;
- Contact details for additional equipment and booth builder;
- Current floor plan; and
- Confirmed exhibitors.

FLOORPLAN



TERMS & CONDITIONS

Assignment of Space

No application will be processed or space assigned unless full payment has been received with your application form. If not, the contract will be considered cancelled and space will be reassigned by EECW Pty Ltd. Requests for exhibition spaces will be assigned by EECW Pty Ltd by the date of receipt of application on a space-available basis. EECW Pty Ltd reserves the right to assign or reassign stand space so that the arrangement of the exhibition is in the best interest of the attendees and the exhibitors.

Exhibition Stand Application Information

If you wish to reserve an exhibition stand/space, please complete the booking form at the back of this prospectus. Applications will be accepted via post, fax or email only if accompanied by credit card details. If posting your application, payment by cheque is also acceptable and can be sent to the address below.

EECW Pty Ltd
PO Box 749
WEMBLEY WA 6913

Payment

Full payment is due at the time of application. All costs include GST. A tax invoice will be sent on receipt of the booking form.

Cancellation Policy

Once a booking form has been received for Sponsorship or Trade Exhibition opportunities, any cancellation must be advised in writing. If the cancellation is received by 7 October 2011 an administration fee of 25% of the total price is retained. If the cancellation is received after 7 October 2011, no refund is applicable.

Resale of cancelled bookings: Resale conditions apply to both Sponsorship and Trade Exhibition opportunities however this only applies to trade if all trade booths are sold. If we are not able to resell the trade booth or sponsorship package no refund is payable regardless of when advice is provided. In case of resale, an administration fee of 25% of the total price is retained.

Other

All signage is to be free-standing unless otherwise approved. A delegate list with name, organisation, state/country will be supplied at the conclusion of the Conference. Each company representative attending the Conference must be pre-registered with the Secretariat.

SPONSORSHIP & EXHIBITION BOOKING FORM

AEE 2011 CONFERENCE

Please post or fax this form to:

EECW Pty Ltd – Conference Secretariat
PO Box 749
WEMBLEY WA 6913
AUSTRALIA
Tel: +61 (0)8 9389 1488
Fax: +61 (0)8 9389 1499

ABN: 63 020 415 510 - Engineers Australia



CONTACT DETAILS

Please print clearly in block capitals.

NAME:

ORGANISATION:

POSITION:

ADDRESS:

SUBURB:

STATE:

POSTCODE:

COUNTRY:

TELEPHONE:

FACSIMILE:

EMAIL:

MOBILE:

WEBSITE:

SPONSORSHIP PACKAGE

All costs are shown in Australian dollars and include GST.

Package	✓	Package	✓
Major Sponsor (\$27,500)		Concurrent Session Sponsor (\$4,400)	
Gold Sponsor (\$16,500)		Program Handbook Sponsor (\$6,600)	
Silver Sponsor (\$11,000)		Pocket Program Sponsor (\$4,400)	
International Speaker Sponsor (\$11,000)		Speakers' Preparation Room Sponsor (\$3,500)	
Gala Dinner Sponsor (\$12,000)		Satchel Insert (\$1,100)	
Barista Sponsor (\$8,000)		Handbook Advertisement – Full Page (\$2,200)	
Breakfast Session Sponsor (\$5,500)		Handbook Advertisement – Half Page (\$1,100)	
Keynote Plenary Speaker Sponsor (\$5,500)			

SPONSORSHIP & EXHIBITION BOOKING FORM

AEE 2011 CONFERENCE

EXHIBITION PACKAGE

Please indicate:

- Standard Booth (3m x 3m) \$4,400
- Space Only (3m x 3m) \$3,300

BOOTH ALLOCATION (1-3 in order of preference)

First Choice:

Second Choice:

Third Choice:

Sponsorship/Exhibition confirmation and a tax invoice will be sent upon receipt of your booking form.

Sponsorship: 50% deposit is required within one month of receipt of the application form and the final 50% before Friday 30 September 2011.

Exhibition: Full payment is required upon receipt of application.

PAYMENT

Method of payment (please indicate);

I require a tax invoice to make payment.

I enclose a cheque for the amount of _____.

Cheques must be in Australian currency, drawn on an Australian bank and free of all charges.

Cheques should be made payable to "EECW in trust for AEE 2011 Conference".

Please charge _____ to the following credit card:

Visa

MasterCard

Card Number:

Expiry Date:

Cardholders Name:

Signature:

I have read the cancellation policy on page 11 and accept all of its conditions:

Signed:

Date:
