



## **APAIE 2010 CONFERENCE AND EXHIBITION**

**Gold Coast Convention and Exhibition Centre,  
Gold Coast, Queensland, Australia  
14-16 April 2010**

# **Sponsorship Package**

For further information regarding sponsorship and other opportunities to participate in APAIE2010, please contact:

the Conference host, Griffith University:  
Mr Damian Brooks  
email [apaie2010@griffith.edu.au](mailto:apaie2010@griffith.edu.au)

or

the Executive Director, APAIE:  
Ms Grace Kim  
email [gracek@apaie.org](mailto:gracek@apaie.org)

Conference website: [www.apaie.org](http://www.apaie.org)

## **The Organisation**

The **Asia-Pacific Association for International Education (APAIE)** was established in 2004 by a Founding Committee consisting of university representatives from thirteen countries/regions in the Asia-Pacific.

The mission of APAIE is to achieve greater co-operation amongst those responsible for international education and internationalization in Asia-Pacific institutions and to promote the quality of international programs, activities, and exchanges for the harmony and advancement of the Asia-Pacific region. The Association promotes dialogue and co-operation between institutions in the Asia-Pacific region and those outside of the region. Towards this aim the Association devotes itself to the principles of mutual respect, diverse and representative membership, and collective progress.

## **About APAIE2010**

The Conference theme for 2010 is "*Educating for Extremes: Educating for global challenges in a rapidly changing world*". The Conference will provide delegates with an opportunity to learn about current best practices in international education; how the world is changing and being affected by extreme events; and how we educate our staff and students to adapt to the extreme events with which we are increasingly faced. The program will feature noted educators in their field and include an interactive summit of key Asia-Pacific experts.

Areas of research to be discussed include the global financial crisis, extreme climactic events, the revolution in communication, career evolutions, to name a few. Sessions will include best practice dialogues from the Asia-Pacific on student support strategies, preparing educational programs to support targeted skilled migration, trend analysis of international education, managing transnational education, managing international offices within the institutional context, innovative cross sectoral partnerships and preparing educational programs to support targeted skilled migration.

## **Conference Hosts**

**Griffith University** is regarded as one of Australia's most innovative tertiary institutions and one of the Asia-Pacific region's most influential universities. Griffith prepares future leaders equipped to manage tomorrow's global issues.

Since opening its doors in 1971, Griffith has pioneered many innovations - offering Australia's first environmental science and Asian studies degrees, and being the first Australian business school to sign the United Nations principles of responsible management education to name a few.

Griffith's Research and Teaching strengths cover many hot button issues - health, water and the environment alongside Asian politics and trade, sustainable tourism, criminology, and music and the arts.

The University's strong international standing is built on highly-regarded research and teaching staff, international partnerships and the calibre of its programs and graduates.

## **Who Will Attend?**

- Presidents, Vice Presidents, Vice Chancellors, Deputy Vice Chancellors, Pro Vice Chancellors, Provosts and Rectors
- Representatives of regional International Education organisations,
- Senior administrators whose goals and aspirations seed academic excellence
- Personnel in academic institutions whose responsibilities are dedicated to international exchange and education
- International relations officers concerned with enlightening the education enterprise.
- Government representatives and policy makers from Asia Pacific and other regions
- Education consultants with a passion for the Asia Pacific region and internationalism
- Other service providers with an interest in international education such as software solutions and communication services

## **Major Sponsorship Opportunities**

There are different sponsorship options with accompanying benefits which enable you to choose the level which suits your preferences and your budget.

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|---|------------------|
| <b>Diamond Sponsor (one only available)</b> | <b>USD30,000</b> |
|---|------------------|
- Recognition as the Diamond sponsor
  - Two complimentary exhibition booths (3m x 2m)
  - Eight complimentary delegate registrations (additional registrations at 10% discount)
  - One full page colour advertisement in program guide
  - Logo on conference website and link to your website
  - Logo on front cover of conference program and registration brochure
  - Logo on conference directional sign
  - Promotion in conference program book
  - Acknowledgment as sponsor at the opening and closing sessions
  - Recognition as sponsor in relevant marketing activities leading up to conference
  - Up to four complimentary satchel inserts (supplied by you)

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|-------------------------|------------------|
| <b>Platinum Sponsor</b> | <b>USD20,000</b> |
|-------------------------|------------------|
- Recognition as a Platinum Sponsor
  - One complimentary exhibition booth (3m x 2m)
  - Four complimentary delegate registrations (additional registrations at 10% discount)
  - One full page colour advertisement in program guide
  - Logo on conference website and link to your website
  - Logo on front cover of conference program and registration brochure
  - Logo on conference directional sign
  - Promotion in conference program book
  - Acknowledgment as sponsor at the opening and closing sessions
  - Recognition as sponsor in relevant marketing activities leading up to conference
  - Up to three complimentary satchel inserts (supplied by you)

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|---------------------|------------------|
| <b>Gold Sponsor</b> | <b>USD10,000</b> |
|---------------------|------------------|
- Recognition as a Gold Sponsor
  - One complimentary exhibition booth (3m x 2m)
  - Three complimentary delegate registrations (additional registrations at 10% discount)
  - One full page black and white advertisement in program guide
  - Logo on conference website and link to your website
  - Logo on front cover of conference program and registration brochure
  - Logo on conference directional sign
  - Promotion in conference program book
  - Acknowledgment as sponsor at the opening and closing sessions
  - Recognition as sponsor in relevant marketing activities leading up to conference
  - Up to two complimentary satchel inserts (supplied by you)

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|-----------------------|-----------------|
| <b>Silver Sponsor</b> | <b>USD5,500</b> |
|-----------------------|-----------------|
- Recognition as a Silver Sponsor
  - One complimentary exhibition booth (3m x 2m)
  - One complimentary delegate registration (additional registrations at 10% discount)
  - Logo on conference website and link to your website
  - Logo on front cover of conference program and registration brochure
  - Logo on conference directional sign
  - Promotion in conference program book
  - Acknowledgment as sponsor at opening and closing sessions
  - Recognition as sponsor in relevant marketing activities leading up to conference
  - One complimentary satchel insert (supplied by you)

## **Other Sponsorship Opportunities**

### **Events**

#### **Welcome Conference Dinner**

**USD14,000**

Wednesday 14th April 2010

The Conference Dinner will be held at the Gold Coast Convention and Exhibition Centre and is the major social function associated with the APAIE 2010 Conference and Exhibition. This package includes:

- One complimentary exhibition booth (3mx2m)
- Ten complimentary tickets to the Conference Dinner
- Two complimentary delegate registrations (additional registrations at 10% discount)
- One full page black and white advertisement in the Conference Program
- Sponsorship signage at the Conference dinner venue (supplied by you)
- Table signs acknowledging sponsor
- Acknowledgement in the Conference Program as Sponsor of the event
- Inclusion of logo on printed menu
- Up to three complimentary satchel inserts (supplied by you)

#### **Farewell Reception**

**USD10,000**

Friday 16 April 2010

Sponsors have the opportunity to host the Conference Farewell Cocktail Reception on Griffith University's Gold Coast campus. The package includes:

- One complimentary exhibition booth (3mx2m)
- Six complimentary tickets to the Farewell Reception
- Sponsorship signage at Farewell Reception venue (supplied by you)
- Acknowledgement in the Conference Program as Sponsor of the event
- Up to two complimentary satchel inserts (supplied by you)

#### **Conference Lunch (3 available)**

**USD5,000**

14-16 April 2010

The sponsor of the official conference lunch is able to promote their organisation whilst offering hospitality to conference delegates. Packages are available on all three days of the conference. The package includes:

- One complimentary exhibition booth (3mx2m)
- Signage at the catering venue (supplied by sponsor)
- Acknowledgement in the Conference Program
- Up to two complimentary satchel inserts (supplied by you)

#### **Morning and afternoon tea break sponsor (6 available)**

**USD3,000**

14-16 April 2010

The sponsor for each morning and afternoon tea break is able to promote their organisation whilst offering hospitality to conference delegates. Morning and afternoon tea packages are available on all three days of the conference. Each package includes:

- Signage at the catering venue
- Acknowledgement in the Conference Program

## **Additional Opportunities**

### **Stream sponsor**

**USD3,500**

A stream sponsor will have exposure through several concurrent sessions. The package includes:

- Sponsor's logo on screen before and after the session
- Acknowledgement in the Conference Program as Sponsor of a concurrent session
- Ability to distribute promotional material to participants in each session

### **Registration desk**

**USD5,000**

The Registration Desk Sponsor to promote their organisation through branding of the registration area at the conference. All delegates must register via this area guaranteeing the sponsor terrific brand exposure. The package includes:

- Prominent signage and branding at the registration desk
- Acknowledgement in the Conference Program as Sponsor of event
- Up to two complimentary satchel inserts (supplied by you)

### **Internet Hub**

**USD5,000**

An internet area, located near the Exhibition, will be used regularly by conference participants. The package includes:

- Prominent signage branding in the Internet hub area
- Acknowledgement in the Conference Program as Sponsor of event
- Ability to display promotional material at each computer terminal (supplied by you)

### **Stationery sponsor**

**USD5,000**

All conference participants will receive a notepad and pen in their satchel to use during and after the conference.

- Notepads will be printed (one colour) with the Conference and sponsor logos
- Sponsor to provide branded pens
- Acknowledgement in the Conference Program as Sponsor

### **Conference Satchel**

**USD5,000**

Upon registration at the Conference, all participants receive the Conference satchel which will hold all materials needed for the Conference.

- Satchels will be printed with your logo (one colour)
- Acknowledgement in the Conference Program as Sponsor
- Up to two complimentary satchel inserts (supplied by you)

### **Student Assistants Shirts**

**USD4,000**

APAIE staff will be assisted by local students who will help staff at the Registration/ Desk, assist in the sessions and at other activities.

- Your company logo printed on the back of the shirt (one colour)
- Acknowledgement in the Conference Program as Sponsor

***Why you should be an exhibitor***

APAIE2010 is expected to attract over 700 participants to the Gold Coast, including many University leaders from the Asia Pacific, Europe and other world regions.

Organisations that are part of, or provide products and services to, the International Education Industry, are invited to participate in this annual conference.

For more information, including a floor plan, please visit <http://www.apaie.org>.

***How to become a sponsor***

As already described, a variety of attractive sponsorship opportunities are available. To confirm your organisation as a sponsor, submit your online request at <http://www.apaie.org>.



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hosted by  **Griffith**  
UNIVERSITY