

# sponsorship prospectus

## Through the Looking Glass: Career Development in the 21st Century

"The time has come," the Walrus said, "to talk of many things...."



**NAGCAS Conference 2010 - 28 Nov - 1 Dec 2010**  
**University of South Australia - Adelaide**



[www.alloccasionsgroup.com/nagcas2010](http://www.alloccasionsgroup.com/nagcas2010)

# Invitation to Partner

## **Connect with the careers & recruitment staff advising tertiary (University & TAFE/VET) students and graduates**

Sunday 28 November to Wednesday 1 December 2010 graduate career & employment advisors from all over Australia will meet in Adelaide, South Australia, for the National Association of Graduate Careers Advisory Services (NAGCAS) Conference 2010.

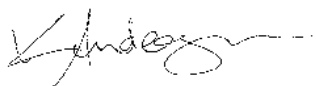
The NAGCAS Conference 2010 offers an exciting opportunity for industry, employers, educators and service providers to build their profile and connect with the career professionals influencing and advising the career decisions and employer choices of future professionals.

This Sponsorship Prospectus details a range of opportunities giving you the flexibility to align the needs of your organisation to activities associated with this key event. Early confirmation of your support for the NAGCAS Conference 2010 will ensure higher levels of exposure.

Please contact the NAGCAS Conference 2010 Secretariat at the address in this Prospectus to discuss your involvement.

On behalf of the Organising Committee I extend to you our warmest invitation to partner.

We look forward to seeing your Organisation represented in Adelaide at the end of this year.



Kathryn Anderson  
Chair Organising Committee  
Vice President, NAGCAS  
Manager, Industry Partnerships, SKTP Office, Flinders University

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THE AUSTRALIAN VOICE FOR CAREER DEVELOPMENT IN HIGHER EDUCATION

# Conference Program

**"The time has come," the Walrus said, "to talk of many things ..."**

Economies are shifting. Employment is ever evolving. The world's resource needs will drive new economies and globalisation will see demographics shift....and go virtual.

What direction will careers take? What will remain always central? How will tertiary careers professionals meet the challenge?

These will be the questions posed, and discussed at the NAGCAS Conference 2010.

NAGCAS has invited papers to be submitted to the conference under the following themes -

**Research** underpinning practice with a solid knowledge base

**Case Studies** proving the ground through action

**Workshops** germinating new ideas and collaborating with colleagues

## Draft Program

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**Sunday 28 November**

Conference open

Welcome dinner\*

**Monday 29 November**

Plenary sessions\*

Concurrent sessions\*

NAGCAS AGM

Best Practice Forum

**Tuesday 30 November**

Plenary sessions\*

Concurrent sessions\*

Conference dinner

**Wednesday 1 December**

The Great Debate\*

Best Practice Awards\*

# NAGCAS & Delegates

## Who We Are

NAGCAS is the leading national association for career services in tertiary education. Representing people who work in careers advice & development, recruitment, careers education, and the staff that link employers with graduates, NAGCAS provides information, support and opportunities for professional development. NAGCAS has a unique position as the conduit between students, employers, academia and the world of work.

NAGCAS membership covers 38 universities in Australia and New Zealand. NAGCAS' mission is to -

*Connect* employers to career services, career services to each other and career services to national and international trends and research.

*Support* Graduate Career Practitioners to achieve the highest standards in their professional development opportunities, links, shared expertise, networks and resources.

*Advocate* by voicing the unique perspective that NAGCAS affords to the betterment of issues associated with graduate careers.

## Who Will Attend?

NAGCAS Conference 2010 will bring together 120-150 delegates including:

- Tertiary Career development professionals
- Employment placement staff
- Industry and professional association representatives
- HR staff with graduate recruitment responsibilities
- Workforce planning professionals
- Strategic workforce management
- Parties involved in the graduate recruitment process
- Support and service providers
- and more..

# Benefits of Sponsorship

NAGCAS Conference 2010 provides extensive opportunities to promote your products and services and demonstrate your organisations interest in, and commitment to, the development and recruitment of graduates.

NAGCAS understands that the way in which you choose to promote your product to customers, both new and existing, is unique. Therefore, rather than create a simple hierarchy of sponsorships and benefits, a cost structure and menu of benefits from which you may build a package to suit your marketing needs has been developed.

Sponsorship of the *NAGCAS Conference 2010* will provide the following benefits:

- Exposure of your sponsorship to your customers through conference promotion
- Excellent networking opportunities during the Conference to promote your product or service
- An innovative way to showcase your organisation and its products
- A means by which to distinguish your service or product from that of your competitors
- A route to maintain relationships with existing customers
- A method of alerting and informing prospective customers
- A platform from which to launch new initiatives and products
- A way to complement existing sales and marketing strategies
- Promotion and maintenance of brand awareness

# Sponsorship Opportunities

The marketing potential of involvement in these events starts from the time you sign up and can continue well beyond the conclusion of the Conference.

Please consider the level of support you wish to offer the NAGCAS Conference 2010 and contact the secretariat to discuss your personalised benefits package.

## Whole of Conference

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Platinum Sponsorship	
Gold Sponsorship	
Silver Sponsorship	
Bronze Sponsorship	
Virtual Trade Exhibitor	\$1,500 limited to 10

## Individual Sessions

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Keynote Speaker Sponsor	
(this sponsorship applies to any session where all delegates are present)	
Concurrent Session Sponsor	

## Social Functions

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Conference Dinner Sponsor	<b>SOLD</b>
Welcome Event Sponsor	

## Advertising

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Advertisements are to be included in the conference handbook

Full Page	\$500
Half Page	\$250
Satchel Insert	\$250

Please note that not all benefits are available to all packages. Some benefits may only be available to higher level sponsors.

All prices include GST. A 50% deposit is required upon booking.

# Building Your Sponsorship Package

Please consider what you would like to gain from supporting the NAGCAS Conference 2010, from this we can build a sponsorship package specific to your needs.

A variety of the benefits available are shown below. Please contact the Conference Secretariat to discuss your personalised benefits package.

## Logo Placement

Placement of your logo is available on:

- Conference marketing materials, incl. digital registration brochure and website
- Conference handbook
- Final delegate information email
- PowerPoint slides and signage
- Satchels
- Social function tickets
- Innovative conference items (e.g. themed gifts to welcome guests to Adelaide,
- provision of branded staff to act as venue guides)

## Advertisements

There are a number of conference items which can include advertisements:

- Digital registration brochure
- Conference handbook
- Satchel insert
- Gift to conference delegates

## Keynote / Concurrent Session

- Short presentation before plenary / concurrent session
- Provision of speaker for plenary / concurrent session
- Banner placed in plenary / concurrent session

- Inclusion on The Great Debate panel

## Registration & Tickets

- Conference registrations for organisation representatives

## Social Functions

- Short presentation at welcome dinner
- Opportunity to create specific social functions hosted by your organisation

## Beyond Conference 2010

- Opportunity to use “*Official NAGCAS Conference partner*” in advertising materials for 12 months
- Opportunity to offer exclusive promotions / benefits to NAGCAS members
- Opportunity to add specific questions to post event delegate survey and receive feedback

If you would like to discuss any benefits not listed here, please contact the Conference Secretariat.

All benefits are at the discretion of the conference organising committee.

*Please note that not all benefits are available for all sponsorship levels.*

# Virtual Trade Exhibition

For the first time the NAGCAS Conference will have a virtual trade exhibition. This will allow exhibitors to reach, not only conference delegates, but the entire NAGCAS membership base.

This is a limited offer and will offer new, and exciting opportunities to exhibitors.

- Limited to **10** exhibitors
- 1/4 page advert in the A4 conference program
- Profile on the NAGCAS Conference & NAGCAS websites, with a link to your organisations website for a minimum of six months
- One targeted e-blast to full NAGCAS membership database prior to the conference
- Rights to provide an offer or discount to NAGCAS membership via e-blast
- Opportunity for a company representative to attend the Conference (does not include social functions)
- Banner placement in the foyer of the Conference Plenary room
- Acknowledgement by MC in proceedings of conference

## Contact

Please contact the NAGCAS Conference 2010 Secretariat to discuss your sponsorship package.

NAGCAS Conference 2010  
Conference Secretariat  
C/- All Occasions Group  
41 Anderson Street  
Thebarton SA 5031

Contact: Louise Beattie  
E: [louise@aomevents.com.au](mailto:louise@aomevents.com.au)  
T: (08) 8125 2200  
F: (08) 8125 2233

# Registration of Interest

If you would like one the Conference Secretariat to contact you about sponsoring the NAGCAS Conference 2010 please complete and return the Registration of Interest form..

## Organisation Details

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Position \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Telephone \_\_\_\_\_ Fax: \_\_\_\_\_

Mobile \_\_\_\_\_ Email: \_\_\_\_\_

## Sponsorship Interest (please tick)

- |                              |                          |                  |
|------------------------------|--------------------------|------------------|
| Platinum Sponsorship         | <input type="checkbox"/> |                  |
| Gold Sponsorship             | <input type="checkbox"/> |                  |
| Silver Sponsorship           | <input type="checkbox"/> |                  |
| Bronze Sponsorship           | <input type="checkbox"/> |                  |
| Virtual Trade Exhibitor      | <input type="checkbox"/> | \$1,500 inc. GST |
| Plenary Session Sponsor      | <input type="checkbox"/> |                  |
| Concurrent Session Sponsor   | <input type="checkbox"/> |                  |
| Conference Dinner Sponsor    | <b>SOLD</b>              |                  |
| Welcome Dinner Sponsor       | <input type="checkbox"/> |                  |
| Full Page Advertisement      | <input type="checkbox"/> | \$500 inc. GST   |
| Half Page Advertisement      | <input type="checkbox"/> | \$250 inc. GST   |
| Satchel Insert Advertisement | <input type="checkbox"/> | \$250 inc. GST   |

**Benefit Interests**

Please outline in which sponsorship benefits you are interested.

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Please return to:

NAGCAS Conference 2010  
Conference Secretariat  
C/- Louise Beattie  
All Occasions Group  
41 Anderson Street  
Thebarton SA 5031

Tel: 08 8125 2200

Fax: 08 8125 2233

Email: [louise@aomevents.com](mailto:louise@aomevents.com)

# Terms & Conditions

## Sponsorship & Exhibition Terms and Conditions

**Acceptance and Allocation:** NAGCAS, the Conference Organising Committee and Conference Organiser; All Occasions Management, reserve the right to accept or reject any application for sponsorship at its absolute and unfettered discretion with the return of any deposit paid. Sponsorship and exhibition packages, which may be limited in number, will be generally allocated to those organisations who apply earliest. Allocation of sponsorship packages and booths regardless of the preference indicated, and alteration of the floor plan is at the discretion of NAGCAS, the Conference Organising Committee and Conference Organiser, whose decision will be final.

**Application and Payment:** To confirm a sponsorship or exhibition package complete the Acceptance Form and return it to the Conference Organiser; All Occasions Management. On receipt of the form, a confirmation letter will be sent with a tax invoice for the deposit amount (50% of total payment due). Final payment of the remaining 50% is due by date with a tax invoice to be sent to you. If your payment is not received by the due date, the sponsorship will become available to other interested organisations. As spaces are strictly limited, returning an Acceptance Form does not guarantee a place as a Sponsor/Exhibitor. You will be contacted with a confirmation letter to confirm your acceptance as a Sponsor/Exhibitor.

**Cancellation Policy:** If the event is cancelled by NAGCAS, the Conference Organising Committee and/or Conference Organiser less than 12 months prior to the scheduled date, the Sponsor/Exhibitor is entitled to a 100% refund. If the event is rescheduled by the organiser, and the Sponsor/Exhibitors can reasonably demonstrate their inability to participate it will be entitled to a full refund.

In the case of your cancellation of sponsorship, notification in writing should be sent to the Conference Manager. In the event of cancellation of sponsorship Client reserves the right to retain monies paid in full unless resold.

**Consequential Damage:** NAGCAS, the Conference Organising Committee and Conference Organiser will not be liable for any indirect or consequential damages arising out of a breach of this Exhibition/Sponsorship contract.

**Detailed Requirements and Due Dates:** The Conference Organising Committee's and Conference Organiser's requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts or other arrangements will be sent to you in a confirmation letter at a later date with relevant due dates.

Logos will be requested in both .jpg and .eps format, high resolution 300dpi. Should an alternative format be received, the Conference Organisers cannot be held responsible for the quality of the logos displayed in any of the promotional material.

In the event that materials, information or artwork required by the Conference Organiser are not received by the designated due date, their use for their intended purpose cannot be guaranteed. The value of these entitlements will not be refunded if this is the case.

**Exceptional Circumstances:** NAGCAS, the Conference Organising Committee and Conference Organiser reserve the right to change the venue and duration if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force as long as the Sponsor/Exhibitor is informed at least one month before the planned Conference. Client, the Conference Organising Committee and Conference Organiser will use reasonable endeavours to remedy the impact of exceptional circumstances.

### **Exhibitor Display Rules:**

- The Conference Organising Committee and Conference Organiser shall determine the hours during which the Sponsor/Exhibitors shall be conducted and as to hours of access for Exhibitors including variations of such times as shall be necessary.
- The exhibition booth is to be fully manned and operational and removal or change any of the areas will not commence, until after the exhibition closes at 3.30pm on 1 December 2010.
- No advertising material such as banners, are allowed outside the designated booth area.

- Excessive noise that inconveniences other exhibitors or the Conference will not be allowed. NAGCAS, Conference Organising Committee and Conference Organiser will be the judges as to whether there is an annoyance.
- No obstruction of any form in the aisles and walkways.
- While companies are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other companies or detracting from the Exhibition will be discouraged.
- The Sponsor/Exhibitor will acknowledge that NAGCAS, Conference Organising Committee, Conference Organiser and venue will not be responsible for any loss or damage to the exhibitor's property and that all exhibitor material and equipment is the sole responsibility of the exhibitor.

**Partnerships:** Nothing contained in the Agreement will be deemed to constitute a partnership, joint venture or agency relationship between you and NAGCAS, and/or the Conference Organiser and you must not do anything where you will, in any way, be represented that you are a partner of the NAGCAS, and of the Conference Organisers.

**Responsibility:** NAGCAS, the Conference Organising Committee and Conference Organiser and Adelaide venue accept no responsibility for any act, accidents, omissions on the part of service providers, the accuracy or content of any written or oral statements by speakers in connection with this event, delay, damage, personal injury or death.

The Sponsor/Exhibitor is responsible for all personal injury or damage to property arising in connection with the Exhibitor display area, howsoever caused. The Sponsor/Exhibitor will indemnify the Organisers in respect of any claim and demands in respect thereof. The Sponsor/Exhibitor must take out adequate insurance in respect of all such claims.

Australian regulators require all Sponsor/Exhibitors to have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of \$10 million or above. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand. Sponsor/Exhibitors are required to submit their Public Liability Insurance Certificate along with their booking form.

**Registrations:** Sponsor/Exhibitors are not permitted to attend Conference session or social functions unless the relevant tickets are offered as part of the particular sponsorship or exhibition package. However, should Sponsor/Exhibitors wish to attend the Conference as a delegate or attend social functions, the appropriate registration form must be completed and forwarded to the Conference Organisers together with the applicable registration fee. Specific Sponsor/Exhibitors registration forms will be sent out at a later date.

**Sponsorship and Exhibition Packages:** Please refer to the sponsorship packages in the section headed "Sponsorship Opportunities" of the Sponsorship Prospectus document. Any variations to the description of each package must be as agreed in writing with the Conference Organiser. Sponsorship and exhibition entitlements will not commence until the Acceptance Form and deposit is received by the Conference Organiser.

**Unavoidable Occurrences:** In the event that the Conference/Exhibition is cancelled or delayed through no fault of NAGCAS, the Conference Organising Committee, Conference Organiser and the Venue Manager, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slow downs or disputes, or other similar events then the Exhibitor/Sponsor shall not be entitled to any refund or claim for any loss of damage.

**Venue:** The Sponsor/Exhibitor and the servants, agents, contractors and invitees of the Sponsor/Exhibitor are also to observe the rules, regulations and procedures as prescribed by the venue name.

**For further information contact the Conference Organiser:**  
All Occasions Management, 41 Anderson St, THEBARTON SA 5031  
Phone: 08 8125 2200, Fax: 08 8125 2233, Email: louise@aoevents.com

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Walrus said, "To talk of many  
things...."**

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28 Nov. - 1 Dec. 2010  
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