Technology is not enough: Striving for Service Excellence

SPUSC007
South Pacific User Service Conference
26-30 November 2007
www.uq.edu.au/spusc007

Hosted by: The University of Queensland

Sponsorship Options

Technology is not enough: Striving for Service Excellence
Thank you for taking the time to consider a sponsorship opportunity for SPUSC007. The following pages provide information regarding the SPUSC007 conference and the various levels of sponsorship. Please contact our conference organising staff listed below for further information.

About SPUSC007

Typically, universities are diverse organisations comprising hundreds of business units and multiple campus locations. Therefore, the responsibilities and activities in providing service to end users test the capability of IT service providers.

The SPUSC007 Conference draws upon the expertise of university staff and industry leaders across the South-Pacific region, for the benefit of delegates to gain insight into skills, knowledge, technology and initiatives to address the ever-present challenge of striving for service excellence.

Goals for SPUSC007

At SPUSC007, delegates will:
- Hear from industry leaders speaking on a range of technological and service topics to develop knowledge and skills.
- Gain insight into the challenges of university environments that can be applied to their own workplace.
- Network with peers from universities in the South Pacific region to develop social relationships within a community of IT service providers.
- Develop customer service, communications and technological skills through participation in workshops.
- Take a virtual tour of The University of Queensland (UQ) and observe the campus environments and facilities to compare and contrast their own.

Who will attend SPUSC007

IT service providers from universities throughout Australia, New Zealand and the South Pacific region will attend SPUSC007. Delegates will be from a variety of service areas such as Help Desk, Desktop Support, Client Service, Network Service or in any role where staff provide end user services. SPUSC007 is expected to attract more than 250 delegates, exhibitors, speakers and support staff.

Technology is not enough: Striving for Service Excellence

The conference theme for 2007 is inspired by James Bond, “Technology is not enough: Striving for Service Excellence.” We live in times where technology is developing rapidly, but we are reminded that technology is not enough. Additionally, we must provide service excellence, with value-added benefits, which will enable IT service organisations to competitive advantage to ensure long-term sustainability within their universities.

Maximum exposure for Sponsors

Sponsors will benefit through exposure to this unique target audience within the education sector. Sponsors will increase brand awareness, showcase their products and services, develop relationships with university IT service providers throughout the South Pacific region, meet managers and team leaders looking for solutions, examine competitive offerings, and gather leads to enhance sales prospects following the conference.

To offer maximum exposure for sponsors, every delegate will have a Trade Show passport to encourage delegates to attend each booth. Delegates will have their passport validated by receiving stamps issued at each booth, and answering questions to be eligible for entry into a prize draw. In previous years, sponsors have been pleased with the results of this incentive scheme, with the Trade Show area filled to capacity during conference breaks.

Organisations are encouraged to book their sponsorship position early, as offerings will be allocated on “first in, first served” basis. Don't delay to secure your choice of sponsorship opportunities.

Conference organiser

The task of conference organisation is passed between universities each year. This year, it is The University of Queensland’s turn, bringing its 6 years experience in organising the AusCERT Asia-Pacific IT Security conference, the largest of its kind in the southern hemisphere, to plan SPUSC007. Joining with professional conference organiser, Event Solutions, SPUSC007 will be an event not to be missed.
Gold Sponsor
$15,000 (+ GST)

ONE OF FOLLOWING
- Official Host to Conference Gala Dinner
- Conference T-Shirt
- Naming Rights to Conference Bag (Logo in three colours)

BENEFITS
- Naming rights to one of the items listed above
- Branding at event sponsored with short welcome speech
- Your support acknowledged on every page of the SPUSC007 Conference website
- Your company’s logo on the cover of the Conference handbook
- Promotional material included in the delegates’ satchels, limit 3 pieces
- An electronic list of delegates attending the Conference who have opted in
- Complimentary registration for three delegates (inclusive of morning/afternoon teas, luncheons and evening social events)
- Trade Show display area with best location selection depending on date of confirmation
- 300 words in the delegate handbook
- Your company’s logo on the Conference PowerPoint slides
- Option for a speaker in a plenary session, subject to approval by the SPUSC007 Conference program committee (this presentation would not be product-based)
- Option for a speaker the sponsor’s stream
- Rates for Exhibitor personnel:
  - $65 per person/per day, which includes Morning/Afternoon Tea, Lunch, Conference dinner, Conference attendance/tutorials and satchels
  - $500 per person for three days - this includes the Conference satchel and entrance to all social events. It does not include attendance at Conference sessions and tutorials

REQUIREMENTS
- Option to provide a prize for Trade Show Passport incentive program
- Any promotional material for display at the Conference
- Material to be put in satchels
- Your company’s logo to be put on the SPUSC007 website and in the delegate handbook; logo preferably provided as Vector EPS or high resolution TIF or JPEG
- Your company web address (to be used as a link from your logo)
- Completed registration form for three delegates
- List of requirements for Trade Show
- 300 words describing your company for use in delegate handbook
- Link from your organisation’s website to SPUSC007 website
- Sponsorship to be paid prior to the SPUSC007 Conference

Contacts for more information

About SPUSC007:
Claire Groves
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The University of Queensland
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Mobile: 0421 050 725

To arrange your sponsorship for SPUSC007:
Event Solutions
Jenny Marsden
Director, Event Solutions
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Mitchelton QLD 4053
jenny@eventsolutions.com.au
Phone: 07 3550 3100
Fax: 07 3550 3150

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Sponsorship Options

SPUSC007
South Pacific User Service Conference

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Silver Sponsor
$10,000 (+ GST)

ONE OF FOLLOWING
- Official Host to the Conference Welcome Cocktail Party or one of the lunches
- Writing pad
- Conference pen
- Conference Name Tag

BENEFITS
- Naming rights for the event and the opportunity to make a short welcoming speech
- Promotional material included in the delegates' satchels, limit 3 pieces
- Your support acknowledged on the SPUSC007 Conference website
- Complimentary registration for two delegates (inclusive of morning/afternoon teas, luncheons and evening social events)
- An electronic list of delegates attending the Conference who have opted in
- Trade Show display area
- 250 words in the delegate handbook
- Logo on the Conference PowerPoint slides
- Opportunity to present at the sponsors stream, subject to approval by the SPUSC007 Conference program committee - limited to one presenter per sponsor - conditional on availability at the confirmed date of sponsorship - numbers are limited
- Rates for Exhibitor personnel: - $65 per person/per day, which includes Morning/Afternoon Tea, Lunch, Conference dinner, Conference attendance/tutorials and satchels - $500 per person for three days - this includes the Conference satchel and entrance to all social events. It does not include attendance at Conference sessions and tutorials

REQUIREMENTS
- Option to provide a prize for Trade Show Passport incentive program
- Any promotional material for display at the Conference
- Material to be put in satchels
- Your company’s logo to be put on the SPUSC007 website and in the delegate handbook; logo preferably provided as Vector EPS or high resolution TIF or JPEG
- Your company web address (to be used as a link from your logo)
- Completed registration form for two delegates
- List of requirements for Trade Show
- 250 words in the delegate handbook
- Link from your organisation’s website to SPUSC007 website
- Sponsorship to be paid prior to the SPUSC007 Conference

Contacts for more information

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19/09/07
Bronze Sponsor
$5,000 (+ GST)

ONE OF THE FOLLOWING
- Official host to one of the morning or afternoon teas
- Opportunity to present at the sponsors stream, subject to approval by the SPUSC007 Conference program committee - limited to one presenter per sponsor - conditional on availability at confirmed date of sponsorship - numbers are limited

BENEFITS
- Naming rights to one of the items listed above
- Promotional material included in the delegates' satchels, limit 3 pieces
- Your support acknowledged on the SPUSC007 Conference website
- An electronic list of delegates attending the Conference who have opted in
- Complimentary registration for one delegate (inclusive of morning/afternoon teas, luncheons and evening social events)
- Trade Show display area
- 200 words in the delegate handbook
- Your company's Logo on the Conference PowerPoint slides
- Rates for Exhibitor personnel:
  - $65 per person/per day, which includes Morning/Afternoon Tea, Lunch; excludes Conference attendance/tutorials and satchels
  - $500 per person for three days - this includes the Conference satchel and entrance to all social events. It does not include attendance at Conference sessions and tutorials

REQUIREMENTS
- Option to provide a prize for Trade Show Passport incentive program
- Any promotional material for display at the Conference
- Material to be put in satchels
- Your company’s logo to be put on the SPUSC007 website and in the delegate handbook; logo preferably provided as Vector EPS or high resolution TIF or JPEG
- Your company web address (to be used as a link from your logo)
- List of requirements for Trade Show
- 200 words for the delegate handbook
- Completed registration form for 1 delegate
- Link from your organisation's website to SPUSC007 website
- Sponsorship to be paid prior to the SPUSC007 Conference

Contacts for more information
About SPUSC007: To arrange your sponsorship for SPUSC007:
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Marketing Coordinator  Jenny Marsden
Information Technology Services  Director, Event Solutions
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Mobile: 0421 050 725  Fax: 07 3550 3150

19/09/07
Exhibition Sponsor

$1,400 (+ GST)

**BENEFITS**
- Promotional material included in the delegates’ satchels, limit 1 piece
- Sponsorship acknowledgment on the SPUSC007 Conference website
- An electronic list of delegates attending the Conference who have opted in
- Complimentary registration for one delegate (inclusive of morning/afternoon teas, luncheons and evening social events)
- Trade Show display area
- 80 words in the delegate handbook
- Logo on the Conference PowerPoint slides
- Rates for Exhibitor personnel:
  - $65 per person/per day, which includes Morning/Afternoon Tea, Lunch; excludes Conference attendance/tutorials and satchels
  - $500 per person for three days - this includes the Conference satchet and entrance to all social events. It does not include attendance at Conference sessions and tutorials

**REQUIREMENTS**
- Any promotional material for display at the Conference
- Material to be put in satchels
- Logo for image to be put on the SPUSC007 Conference website and in the delegate handbook; logo preferably provided as Vector EPS or high resolution TIF or JPEG
- Your company web address (as a link from your logo)
- List of requirements for Trade Show
- 80 words for the delegate handbook
- Completed registration form for 1 delegate
- Link from your organisation website to SPUSC007 website
- Sponsorship to be paid prior to the SPUSC007 Conference

Associate Sponsor

$500 (+ GST)

**BENEFITS**
- Promotional material included in the delegates’ satchels, limit 1 piece
- Sponsorship acknowledgment on the SPUSC007 Conference website
- An electronic list of delegates attending the Conference who have opted in
- Logo on the Conference PowerPoint slides
- Static Display at Trade Show
- Company Name and contact details in delegate handbook

**REQUIREMENTS**
- Material to be put in satchels
- Logo for image to be put on the SPUSC007 Conference website and in the delegate handbook; logo preferably provided as Vector EPS or high resolution TIF or JPEG
- Your company web address (as a link from your logo)
- Items for Static Display at Trade Show
- Company Name and contact details for delegate handbook
- Link from your organisation website to SPUSC007 website
- Sponsorship to be paid prior to the SPUSC007 Conference

Endorsement Sponsor
Sponsorship Options

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South Pacific User Service Conference

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Industry bodies wishing to endorse the Conference should contact conference organisers to discuss the details.

To add value to your sponsorship

Enhance the entertainment value of SPUSC007. Be innovative to promote your latest product or company image.

Prizes: At the end of the Conference prizes will be drawn. Consider providing prizes, such as network cards, executive/technical gadgets, software licenses, stress balls, or your own idea.

Propose your own concept: Coffee, ice-creams, soft drinks, high tech photos, cartoonist, yoga, 3 minute massages... let your imagination loose!

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Summary
When forecasting the investment to sponsor SPUSC007, issues to consider may be:

- Only Gold, Silver and Bronze sponsors may put forward speakers for consideration in the program. All speakers are considered based on their value to the delegates and the importance of providing a balanced program.

- Only Gold sponsors have the opportunity to put forward a speaker for consideration for a plenary session.

- Your sponsorship includes the following complimentary full delegates - Gold (3), Silver (2), Bronze (1). You must register every attendee even if they are complimentary.

- All other delegates will need to be paid for. If your staff do NOT want to attend the presentations then they need to be registered as exhibitor staff at $65/day (this includes Morning/Afternoon Tea and Lunch; excludes attendance at Conference sessions and the satchel) OR $500/three days (this includes entrance to all social events and the Conference satchel; excludes attendance at Conference sessions).

- You will need to pay for accommodation for your staff, this can be booked via the Conference registration site, this is a special rate not available through your normal travel agent nor the web.

- The exhibition will run from the evening of Monday 26th November until mid-afternoon of Thursday 29th November.

- Gold, Silver and Bronze sponsors will be provided with a simple shell scheme as a booth; it will include reasonable power, lighting, a table with table cloth and two chairs. Associate sponsors will have an area for their static display. Reasonable high-speed access to the Internet will also be provided at no cost.

- You should budget for the costs of installing a booth to your own design, any special furniture you require and any special accessories like brochure displays.

- You must lock down or remove all attractive items when the booth is unoccupied.

- The members of the organising committee, SPUSC007, UQ, Event Solutions, and conference location 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 or software or other goods of whatever form brought to the Conference by delegates, speakers, sponsors or any other party.

- All sponsors are responsible for obtaining insurance for their equipment in transit to and from the Conference and at the Conference venue.

- When a delegate list is supplied to the sponsors, you are reminded to use it in accordance with the Australian Spam Act, the various Australian Privacy Acts and by following business best practices for information management.