

AUSWEB 02

The Eighth Australian
World Wide Web Conference

Novotel Twin Waters Resort
Sunshine Coast QLD

7-10 July 2002

**SPONSORSHIP
INVESTMENT PACKAGE
&
EXHIBITION KIT**



Southern Cross
University

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AusWeb Conference Series

Overview

The AusWeb Conference Series, now into its eighth year, has clearly established itself as Australia's premier Web conference. It has a special quality that keeps many delegates coming back again and again. The series, which is hosted by Southern Cross University, has established a track record for delivering the most in-depth coverage of Web technology and applications of any Australian conference. Noresearch Conference Services, the commercial arm of Southern Cross University, has professionally managed the AusWeb series from the outset.

In 1998 AusWeb was the first regional Web conference to be endorsed by the International World Wide Web Conference Committee (<http://www.iw3c2.org/>) the body that organises the International World Wide Web conference series. In 2002 the conference has the added support of the recently established Australian office of W3C (<http://w3c.dstc.edu.au/>).

The AusWeb Conference Series was the inspiration of two Southern Cross University academics - Allan Ellis and Roger Debreceeny. **AusWeb95** was announced just before Christmas 1994 and was sold out by January 25th 1995, with the first Internet query on registration coming from Finland. Although only accommodating 140 delegates at the 1995 venue, we could have easily sold over 300 registrations if space had been available. AusWeb95 was a great success and plans were immediately begun for a bigger and better AusWeb in 1996.

AusWeb96 featured ten world class keynote speakers, more than 100 refereed papers and posters, Special Interest Groups, thirteen workshops and a full scale conference exhibition, not to mention our unique "Walk on the Beach with a Keynote Speaker"!

The 96 program included international and national speakers from the Massachusetts Institute of Technology; UC Berkeley, Stanford University; Netscape; IBM and Sun Microsystems plus Australian Universities and businesses. AusWeb96 delivered, in one-venue, Australian and international experts on topics such as Hypertext; VRML; Netscape browsing; web site management; CGI; ISDN; HTML and JAVA. The conference was held at Conrad Jupiters Casino on the Gold Coast from 6th to 9th July.

Over 500 delegates attended AusWeb96 from three broad categories: Businesses sector (18%), Education Providers (62%) and the Government sector (14%). Over 300 delegates attended the pre-conference workshops. The public exhibition attracted over 500 people during the weekend opening hours.

AusWeb97's program maintained the high presenter standards with Robert Cailliau from CERN, Switzerland, co-developer of the World Wide Web giving a unique perspective of the Web in his opening keynote address, which attracted extensive media attention. In addition the conference featured other international and national keynote speakers, pre conference workshops, and a very successful post-conference Developer's Day. Over 300 delegates attended the conference and a further 150 delegates attended the pre-conference workshops. The venue for the conference was Conrad Jupiters on the Gold Coast and the dates, 7 - 10 July 1997.

AusWeb98 was merged with the 7th International World Wide Web Conference, which was conducted under a contract with the IW3C2 and attracted over 1400 delegates. It was held at Brisbane Convention and Exhibition Centre in April 1998. The winning of the bid to host this conference was a real coup for both Southern Cross University (which headed a consortium) and Australia. The proposal to host the conference in Australia was prepared by Roger Debreceeny and Allan Ellis.

The International World Wide Web Conference Series has sparked a tremendous international following since the series began in 1994. The first conference was held in Geneva in May 1994, the second in Chicago in October 1994, the third in Darmstadt, Germany in April 1995, the fourth in Boston in December 1995, the fifth in Paris in May 1996, and the sixth in Santa Clara, California in April 1997, the seventh in Brisbane in April in 1998, the eighth in Toronto in May 1999, the ninth in Amsterdam in May 2000 and the tenth in Hong Kong in May 2001. The eleventh is scheduled to be held in Hawaii in May 2002.

AusWeb99 returned to the successful format and venue of AusWeb95 – Ballina Beach Resort (“Back to Ballina”). Delegates commented on the “great networking atmosphere” that continues to be a part of every AusWeb conference. The formal elements of the conference has papers up on the Web prior to the conference, with the idea that delegates select and read papers before attending the conference. Presenters are allocated 5 to 10 minutes presentation time during the conference program with a further 20 minutes discussion and question time following. Papers are grouped in sessions of 3 or 4 around a common theme to topic. This format allows ample time to questions ensuring maximum learning and great information flow. Due to the venue’s size, delegate numbers were limited and the conference was fully subscribed.

By popular request (a poll of past delegates), **AusWeb2K** was held in the far North Queensland city of Cairns. Delegates enjoyed a week long program of pre and post-conference tutorials and workshops, a program of international and national keynote including Professor Bob Hopgood from the W3C; Bob Futernick, from the Fine Arts Museums of San Francisco; Anthony Rowley from Tasmania Online and Paul McKay, Chief Technology Officer with NextEd, as well as the usual wide range of referred papers and posters.

AusWeb01 returned to NSW and the Opal Cove Resort just north of Coffs Harbour. The purpose built conference centre within the resort provided first class facilities for the keynote speakers: Walter Stewart, Director of Global Marketing, Education and Research for SGI; Walter Underwood, Senior Staff Engineer, Inktomi Corporation; Associate Professor Phil Agre from UC Los Angeles and Professor Rod Oliver from Edith Cowan University and the paper and poster presenters. One of our sponsors Apple (Aust) provided an iMac as a prize for the best digital image or short digital video that captured the spirit of AusWeb.

Summary

We regard AusWeb as the “thinking persons Web conference”. The marketing strategy for AusWeb is designed to position the conference as THE premier World Wide Web event in Australia. AusWeb is supported fully by Southern Cross University and the two names are used in association.

Examples of delegate attendance at AusWeb conferences include NASA; ABC; BHP; Netscape; Microsoft; Sausage Software; Sydney Opera House Trust; VICNET; Ferntree Computer Corporation; Telstra; IBM; SGI; Inktomi; Allaire; Macmillan Publishers; Westmead Hospital; Anglo Australian Observatory; CSIRO; Tasmania Premiers Department; Ipswich City Council; Law Foundation of NSW; State Library of Victoria and the Northern Territory Library Service. It is usual for representatives from between one half and three quarters of Australian universities to attend each conference. In addition each year a smaller number of overseas universities are represented. In the past these have included people from Spain, Belgium; Austria; Italy; France; U.S.; U.K.; Hong Kong; Canada; New Zealand and Japan.

AUSWEB 02

AusWeb02 will be continuing in the tradition of the AusWeb conference series as Australia's **only** National World Wide Web conference. Other specialist conferences are held on specific Web technologies but AusWeb is the only conference that brings it all together under one roof.

The conference is designed to provide a range of experiences and styles of presentations, which include:

- * Keynote speakers
 - * Academic papers
 - * Presentations and exhibits
 - * Pre conference specialist workshops
 - * Special interest group meetings
 - * Short paper sessions on current developments
- * Face to face networking at a number of social events

What makes AusWeb02 different?

Firstly its focus will be on providing information and creating opportunities for discussion, debate and networking. It will not run hour after hour of presentations where delegates are talked at. Utilising the technology of the Web all accepted papers for the conference will be made available at our Web site a full month in advance of the conference. Paper presentations at the conference are then short and more time is devoted to discussion, debate and questioning with the authors being introduced by a chairperson and moderator in each session. At AusWeb you will never hear the statement “I’m sorry but we only have time for 3 questions.” Time is available for those issues raised in each paper to be explored.

All abstracts and papers submitted for AusWeb02 will be fully referred for relevance, quality and originality by our review panels track chairs. This ensures all conference papers will be of a high standard that conforms to DETYA's refereeing standards.

AusWeb02 offers a range of experiences for anyone interested in the WWW including paper sessions with experts in their field, coordinated special interest groups, a wide range of pre and post conference workshops and tutorials and first class national and [international](#) keynote speakers.

Key dates

11 th March	Proposals for refereed papers close
15 th April	Authors advised
13 th May	Early Bird Registration closes & final paper versions due
3 rd June	Papers and full program posted to website
6 th July	Workshops and Tutorials
7 th July	Workshops, Conference opening, Keynote and Dinner
8 th July	Keynotes, paper tracks and posters presentations
9 th July	Keynotes, paper tracks Awards and closing session
10 th July	Special interest group meetings

Early Bird Registrations close 13th May 2002. For further information contact Norsearch Conference Services on +61 2 6620 3932 or complete the registration of interests form at <http://ausweb.scu.edu.au> or email AusWeb02@scu.edu.au

About Southern Cross University

Building on a 25-year tradition of academic excellence, Southern Cross University has become one of Australia's most technologically advanced and creative universities with an array of innovative, high-standard courses.

We offer studies in the Arts; Business and Computing; Education, Work and Training; Health Sciences; Law and Criminal Justice; Resource Science and Management; and our degrees in Tourism; Sports Science; Contemporary Music; Paralegal Studies; Coastal Management; Naturopathy and Multimedia Technology are setting new standards. To ensure that our courses remain workplace relevant, the University maintains strong industry links; in fact, many of the courses have been developed in direct consultation or partnership with industry and employer groups.

Southern Cross University became a University in its own right in 1994 after the dismantling of the networked University of New England. The University has several campuses and a number of Open Learning University Centres up and down the NSW North Coast. The main campus is in Lismore with campuses also in Coffs Harbour, Gold Coast and Port Macquarie.

Why Become an AusWeb02 Sponsor?

As part of your company's marketing plan, sponsorship can provide very positive results. Conferences are a unique marketing environment with a captive audience to which to sell your message.

- Sponsorship can provide your organisation with an excellent opportunity to maintain a high profile to valuable target markets, both during and after this annual event.
- Your involvement with the conference will demonstrate your organisation's commitment and support to your client group.
- Your organisation will have exposure to a national audience.
- Participation as a sponsor may lead to taxation benefits for your business.

Examples of organisations that have sponsored AusWeb conferences in the past are:

Apple Computer Australia	Macromedia
Telstra	Ansett Australia
Adobe	Inktomi
Information Industries Bureau (IIB)	NextEd
International World Wide Web Institute	Ntech Media
Zveno	SGI
Allaire	IBM
Unixpac	Sun
Cisco Systems	Immersia Graphics
Cabletron	Manning Computers
O'Reilly	Woodslane

We work with all of our sponsors to ensure the best results for you as a sponsor of this important conference.

MAJOR SPONSOR

\$12,000*

*Exclusive of GST

Investment Benefits

- Company logo and/or name in top slot on all conference promotional material including the conference Web site, Conference Program, Conference Proceedings (print and CD-ROM) but excluding Conference Satchel.
- Signage at the conference venue.
- One complimentary conference registration.
- Complimentary insert in the Conference Satchel.
- Two complimentary guests at the Conference Dinner.

(NB. A reduced level of sponsorship with a corresponding reduced level of benefits may be negotiated.)

INFORMAL BBQ

Novotel Twin Waters Resort

\$3,000*

*Exclusive of GST

Investment Benefits

- Acknowledgment in the program that 'Informal BBQ is sponsored by'.
• Short time for address at the Informal BBQ in response the committee Chairperson sponsorship announcement.
- Complimentary insert in the Conference Satchel.
- Two complimentary guests at the Informal BBQ.
- Sponsorship acknowledgment on conference Web site, in the Conference Proceedings (print and CD-ROM) and in the final print Conference Program.

INTERNATIONAL KEYNOTE SPEAKER

\$8,000*

*Exclusive of GST

Investment Benefits

- Acknowledgment by the Chairperson prior to Keynote Speakers' presentation.
- Sponsorship acknowledgment on conference Web site, in the Conference Proceedings (print and CD-ROM) and in the final print Conference Program.
- Complimentary insert in the Conference Satchel.
- Negotiated opportunity for speaker activities external to the conference.

* The organising committee is prepared to waiver a cash contribution if a company supplies a speaker whose topic and reputation fit with the conference theme, and that speaker's costs are covered by the sponsoring company.

CONFERENCE SACHEL

\$2,000-\$4000*

*Exclusive of GST

Investment Benefits

- Company name and/or logo printed on satchel together with the Principal Sponsor (\$2000). If sole sponsor of conference satchel \$4000.
- Complimentary insert in the Conference Satchel.
- Sponsorship acknowledgment on conference Web site, in the Conference Proceedings (print and CD-ROM) and in the final print Conference Program.

CD-ROM PRODUCTION

\$3,000*

*Exclusive of GST

This is a dual platform CD-ROM that contains all the refereed papers from the conference proceedings and materials from the pre and post conference training workshops. It's the next best thing to being there!

Investment Benefits

- Sponsorship acknowledgment on conference Web site, in the Conference Proceedings (print and CD-ROM) and in the final print Conference Program.
- AusWeb and sponsor logo on CD-ROM
- Complimentary insert in the Conference Satchel.
- Inclusion of conference appropriate files on CD-ROM eg. demo versions of software (subject to space availability).

EQUIPMENT/ TELECOMMUNICATIONS SPONSORS

In Kind

Investment Benefits

- Sponsorship acknowledgment on conference Web site, in the Conference Proceedings (print and CD-ROM) and in the final print Conference Program.
- Complimentary insert in the Conference Satchel.
- Sponsorship acknowledgment in the lead up to the conference and in the final program.

About Our Equipment/Telecommunications Sponsors

Without these sponsors AusWeb02 could not go ahead in its present form. We look to these sponsors for help in smooth delivery with state-of-the-art products of the conference using their products while having an opportunity to display these products in action to our delegates.

For instance, our audio-visual sponsor can be sure of exposure of their products in action in each conference session, which will provide valuable exposure to our mutual audiences. This same opportunity exists for all equipment sponsors.

Examples of the types of products and services we would welcome sponsorship of include:

- telecommunications e.g. line charges
- connectivity for the exhibition and poster session computers
- audio-visual equipment
- computer hardware
- internet services

Please contact us to suggest how your equipment can be utilised at AusWeb02.

AUSWEB 02

Novotel Twin Waters 6-10 July 2002

SPONSORSHIP APPLICATION FORM

Company/Organisation _____

Contact Person (s)

Position in company _____

Address _____

Telephone _____ Facsimile _____

Email _____

Sponsorship Item Preferences

1. _____ Cost \$ _____ (Add GST)

2. _____ Cost \$ _____ (Add GST)

3. _____ Cost \$ _____ (Add GST)

*The Conference organising committee will confirm your request together with an invoice for the agreed amount as soon as possible.
Thank you for your interest in our event.*

Please forward to:

Norsearch Conference Services
Southern Cross University
P.O. Box 157 LISMORE NSW 2480
Or Fax. (02) 6622 1954
Phone enquiries to (02) 6620 3932 or
Freecall 1800 649202

Management

AusWeb02 is managed by the commercial division of Southern Cross University, Norsesearch Ltd. Norsesearch Conference Services will provide on-going assistance to sponsors and delegates in the lead up to AusWeb02.

Contact Details

For any further information on AusWeb02 contact Karen Hanna at Norsesearch Conference Services at Southern Cross University on (02) 6620 3932 or Fax. (02) 6622 1954. Email address is ausweb02@scu.edu.au.

Sponsorship inquires can also be made to Norsesearch Conference Services on the above contact details.

Conference Chair for AusWeb02 is Allan Ellis (aellis@scu.edu.au)

About Norsearch Conference Services

Norsearch Conference Services was established in 1994 in response to a need for an organisation that could manage conferences at venues in the Northern Rivers on behalf of regional and interstate clients. It has proved to be an extremely successful move on behalf of Norsearch Ltd as the service has expanded rapidly since then and is growing from strength to strength, with the service being a finalist in the North Coast Tourism Awards for 1996 and a **winner** of the Meeting Industry category in 1998. Norsearch Ltd is the commercial arm of Southern Cross University.

One of the key objectives of Norsearch Conference Services is to contribute to the prosperity of the region by increasing tourism, a major priority on the Regional Strategic Plan. We have purposefully sought out venues that provide a high quality service so that conference participants will have an experience that will result in their return or their promoting the region by word of mouth. In organising an event we also attempt to build in opportunities for participants to look at the delights of the region. Tourist brochures, maps and samples of local produce are all included as standard promotional activities during an event.

Norsearch Conference Services managed the AusWeb Conference Series. The use of the Internet to market our conferences has been highly successful in attracting delegates to our events. AusWeb95 through to AusWeb99 were almost exclusively marketed using the Internet and are good examples of the power of this medium.

Please refer to the contact details to contact us or our home page is at <http://norsearch.scu.edu.au/ConfServ>.

AUSWEB 02

Exhibition Opportunities

To maximise your company's profile at AusWeb02, all scheduled morning and afternoon tea will take place in and around the exhibition area, where possible.

It is anticipated that most of the delegates will be staying at Novotel Twin Waters which provides plenty of opportunity to see the products on display and talk with exhibitors.

Exhibition - Investment \$2,000*

* Exclusive of GST

Maximum of 15 exhibition booths available for purchase. All exhibitors will receive as part of their package a **3.3m wide x 2.5m deep booth**.

Exhibition Booth Includes:

- Blue/grey board ideally suited to velcro or pins – not drawing pins
- One table and two chairs (additional equipment is available for hire as outlined below)
- One fascia board sign with your company name on it
- Onsite costs such as cleaning, electricity, construction and dismantling
- On-call management assistance before and during the conference
- A link to your company's home page will be placed on the Conference website
- List of conference delegates
- One complimentary entry to presentations during conference
- Complimentary morning/afternoon tea and lunch for a maximum of two people
- Two complimentary tickets to the BBQ and Conference Dinner

Additional equipment may be ordered at cost via the Exhibition Organisers. If you have any special requirements or need other equipment not listed please notify the organisers.

2 Comp.	150 watt spotlights
2 Comp.	4 point power boards
\$40 each	Brochure stand (gloss black metal, 3 tiers to carry 12 different A4 brochures)
\$40 each	Computer module (900mm high and covered in matching fabric with booth walls)
\$40 each	Television stand (1200mm high and covered in matching fabric with booth walls)
\$120 each	Television and video combination unit

Exhibitors must book their own travel and can book their accommodation using the AusWeb02 registration form (<http://ausweb.scu.edu.au>)

An Exhibition Floor Plan and “Bump In/Bump Out” schedule will be forwarded on application to exhibit.

The logo for AUSWEB 02 features the text 'AUSWEB 02' in a large, bold, serif font. The letters are filled with a vertical gradient from light blue at the top to yellow at the bottom. The text is set against a horizontal rectangular background with a similar blue-to-yellow gradient.

EXHIBITION APPLICATION FORM

Exhibition dates: 7th July 2002 – 09 July 2002
Venue: Novotel Twin Waters Resort

Company/Organisation _____

Name of Contact _____

Address _____

Telephone _____ Fax: _____

Email _____

Number of booths required _____ @ \$2,000 per booth = \$ _____ (add GST)

I understand that exhibition space will be allocated strictly in order of receipt of application and payment. **Please note: exhibition space is not guaranteed until payment is received.**

Cancellation of Exhibition Space

- Cancellation in writing, within 3 months prior to 07th July 2002– total amount paid for exhibition space will be refunded.
- Cancellation in writing, within 2 months prior to 7th July 2002 – half (50%) of the total amount paid for exhibition space will be refunded.
- Cancellation within 1 month prior to 7th July 2002 – no refund will be given on amounts paid for exhibition space.

Payment

Attached is full payment of \$ _____ (inclusive of GST) for exhibition space as specified above, made payable to Norsearch Ltd.

Signed _____

Thank you for your application, we look forward to working with you.

Please forward this application to:

Norsearch Conference Services
Southern Cross University
P.O. Box 157 LISMORE NSW
Phone (02) 66203932 or Fax. (02) 66221954