

AusWeb06

The Twelfth Australasian
World Wide Web Conference

Sponsorship and Exhibition Investment Package

Noosa Lakes Resort
Noosa, Queensland
1st -5th July 2006





Introduction

Southern Cross University, as host of the AusWeb06 Conference, invites you to participate in the annual Australasian World Wide Web Conference as a sponsor or trade exhibitor.

The Conference brings together industry expertise to present a high quality conference aimed at Web users and developers by focusing on education and training, eCommerce/eBusiness and online marketing, issues relating to society, information and the Web and technical and standards issues.

The AusWeb Conference Series, now into its twelfth year, has clearly established itself as Australasia's premier Web conference. It has a special quality that keeps many delegates coming back again and again and the series has established a track record for delivering the most in-depth coverage of Web technology and applications of any Australian conference.

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 2006, the Australian office of W3C (<http://www.w3c.org.au>) joined the conference series as a partner and will be presenting a special interest group (SIG) day at the conference.

The AusWeb conference series is hosted by Southern Cross University and managed by Norsearch Conference Services, Southern Cross University.



Associate Professor Allan Ellis
Conference Chair
School of Commerce & Management
Southern Cross University
aellis@scu.edu.au



Karen Hanna
Conference Manager
Norsearch Conference Services
Southern Cross University
khanna@scu.edu.au



AusWeb Conference Series Overview

The conference will draw an estimated 200 participants from all sectors of the industry across Australia as well as some international participants. Its scope and significance will make attendance essential for all who have an interest in the World Wide Web.

The series has consistently attracted a wide cross section of Web users and developers. The conference has attracted delegates from every state and territory in Australia as well as delegates from overseas. It has regularly attracted at least one delegate from between 25 or 30 of Australia's universities, as well as delegates from the TAFE and school sector, from the military, from various industry sectors like marketing and information management, from libraries, museums and community groups keen to use the Web to support their local community. This year, with W3C as a conference partner we expect an even higher level of industry involvement.

The conference is designed to provide a range of experiences and styles of presentations, including keynote speaker presentations, academic papers, short paper sessions on current developments, pre conference specialist workshops and post conference facilitated special interest group meetings.

All abstracts and papers submitted for AusWeb06 are fully referred for relevance, quality and originality by our review panel track chairs. This ensures all conference papers are of a high standard that conforms to DEST refereeing standards. Call for paper details are on the website at <http://ausweb.scu.edu.au/awo6/papers/index.html>. For AusWeb 06 we are interested in topics that deal with:

Learning objects and tools	Assessment and Evaluation	Learning Management and Learning Content Management Systems
Educational design	Usability and Accessibility	Internationalisation in online education
Lifelong and Workplace Learning	Information Literacy	Learner support and Learner Relationship Management
Copyright and IP issues	Rights Management	Educational Multimedia
eCommerce/eBusiness strategies and issues	Online marketing strategies and issues	Commercial Website design effectiveness
Measuring online customer experiences	Interactivity in eBusiness effectiveness	Integrated marketing communication and the Web
Online marketing research	Brands and the Web	Business logistics and the Web
Alliance strategies	Direct response marketing	Online media metrics
Customer relationship management and the Web	eCommerce/eBusiness inter-country comparisons	New products/services/experiences and the Web
International marketing	Privacy and legal compliance issues	The impact of the Web on society and privacy
Intellectual property, copyright, patents, brand names	Electronic publishing and the Open Access movement	Cooperative versus proprietary models on the the Web
Access to information	Libraries and the Web	Museums and cultural institutions in a Web context
eGovernment and archive issues	Search engines and portals	Web languages, standards, formats and protocols
Agent technologies	Web-based collaboration	Web systems, components and architectures
Information retrieval, navigation and searching	Web hypertext and hypermedia construction	Web system design and evaluation
Multimedia and Synchronisation	XML and applications of XML	The semantic Web, metadata, RDF, etc
Web performance	Sociology/cultural studies of the Web	Web as agent of transformation



The conference focus will be on providing information and creating opportunities for discussion, debate and networking. Utilising the technology of the Web all accepted papers for the conference are made available at the conference website a 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. Time is available for those issues raised in each paper to be explored.

Sponsor and Exhibitor Opportunities

The conference organisers invite government agencies, educational institutions and the corporate sector to participate in this event.

Sponsorship will:

1. Provide your organisation with an excellent opportunity to promote to a valuable target audience of Web users and developers *before, during and after* the conference
2. Showcase your products and programs relevant to the World Wide Web industry throughout the conference program
3. Allow your staff to participate in conference activities
4. Enhance your public relations through networking activities and conference exposure
5. Ensure that your involvement, commitment and support will be openly demonstrated and widely acknowledged
6. Deliver access to up to 200 delegates
7. Provide exposure to a national and international audience
8. Provide your organisation with exposure to the latest thinking and practice in issues relating to the World Wide Web
9. Be seen as a non-intrusive, generous and supportive gesture whilst having excellent exposure and business opportunities

Detailed below is a range of sponsorship and exhibition packages to help organisations take part in the conference. Differing levels of sponsorship are available, with benefits outlined

below (all prices are inclusive of GST). All aspects of the proposed sponsorship and partnership packages are negotiable with the Conference Chair, including alternatives such as various combinations of cash and in-kind support and we would be happy to discuss additional benefits from sponsorship opportunities.

The conference committee look forward to the opportunity of working with you at the premier event on the 2006 Australasian calendar for the World Wide Web.



Sponsorship Packages

AusWeb06 Conference Major Sponsor

For contributions of \$10,000 (+ GST) your organisation will receive:

- Display of logo on conference materials *before, during* and *after* the conference, including the conference program and conference website with a link to your website, your logo will also be printed on the promotional calendar for AusWeb06 to be distributed to the conference database
- Acknowledgement as the AusWeb06 Conference Major Sponsor daily and at the Conference opening and closing addresses
- Acknowledgement of your sponsorship in all media releases
- Sponsor name and/or logo printed on delegate satchels
- Complimentary brochure or catalogue insert into the conference satchel
- Complimentary exhibition space for the duration of the conference
- Your organisation's signage displayed for the duration of the conference
- Two full registrations to the conference
(Conference Registration Package 2 Only)
- Additional registrations to the conference at the Early Bird Registration Rate
- Copy of the delegate list including those who have agreed to their inclusion
- Other benefits by mutual agreement



AusWeb06 Conference Dinner Sponsor

For contributions of \$5,000 (+GST) your organisation will receive:

- Display of logo on conference materials *before, during* and *after* the conference, including the conference program and conference website with a link to your website
- Acknowledgement as the Conference BBQ sponsor at the event opening and closing addresses including full naming rights to the evening
- Opportunity for short address during the evening
- Complimentary brochure or catalogue insert into the conference satchel
- Your organisation's signage displayed for the duration of the Conference BBQ
- One full registration to the conference (Conference Registration Package 2 Only)
- Two complimentary guests at the Conference BBQ and the Conference Dinner
- Copy of the delegate list including those who have agreed to their inclusion
- Other benefits by mutual agreement



AusWeb06 Conference Satchel Sponsor

For contributions of \$4,000 your organisation will receive:

- Display of logo on conference materials *before, during* and *after* the conference, including the conference program and conference website with a link to your website
- Sponsor name and/or logo printed on delegate satchels
- Complimentary brochure or catalogue insert into the conference satchel
- Copy of the delegate list including those who have agreed to their inclusion
- Other benefits by mutual agreement



AusWeb06 Conference BBQ Sponsor

For contributions of \$3,000 (+GST) your organisation will receive:

- Display of logo on conference materials *before, during* and *after* the conference, including the conference program and conference website with a link to your website
- Acknowledgement as the Conference BBQ sponsor at the event opening and closing addresses including full naming rights to the evening
- Opportunity for short address during the evening
- Complimentary brochure or catalogue insert into the conference satchel
- Your organisation's signage displayed for the duration of the Conference BBQ
- Two complimentary guests at the Conference BBQ and the Conference Dinner
- Copy of the delegate list including those who have agreed to their inclusion
- Other benefits by mutual agreement



AusWeb06 SIG BBQ Sponsor

For contributions of \$3,000 (+GST) your organisation will receive:

- Display of logo on conference materials *before, during* and *after* the conference, including the conference program and conference website with a link to your website
- Acknowledgement as the Conference BBQ sponsor at the event opening and closing addresses including full naming rights to the evening
- Opportunity for short address during the evening
- Complimentary brochure or catalogue insert into the conference satchel
- Your organisation's signage displayed for the duration of the Conference BBQ
- One full registration to the conference (Conference Registration Package 2 Only)
- Two complimentary guests at the Conference BBQ and the Conference Dinner
- Copy of the delegate list including those who have agreed to their inclusion
- Other benefits by mutual agreement



Exhibition Packages

The Conference Organising Committee is committed to ensuring that organisations with the capacity to value add to the conference receive every opportunity to exhibit at AusWeb06. To encourage the maximum number of delegates into the exhibition area, morning tea, lunch and afternoon tea will be served on all days of the conference with the Exhibitors in the same area.

Exhibitor Package

For a Contribution of \$2,200 your organisation will receive:

- A 2.5m wide x 2.5m deep booth (blue/grey board ideally suited to velcro or pins)
- One dressed table and two chairs
- One fascia board sign with your company name (1800mm x 150mm)
- One power board installed
- One spotlight track installed
- Onsite costs such as cleaning, electricity, construction and dismantling
- On-call management assistance before and during the conference
- One full registration to the conference (Conference Registration Package 2 Only)
- Display of logo on conference materials *before, during* and *after* the conference, including the conference program and conference website with a link to your website, your logo will also be printed on the promotional calendar for AusWeb06 to be distributed to all delegates at the AusWeb06 conference and posted to the conference database
- One complimentary ticket to the Conference BBQ and Conference Dinner
- Copy of the delegate list including those who have agreed to their inclusion
- Other benefits by mutual agreement



AusWeb06 Delegate Satchel Insertion

For contributions of \$550 your organisation will receive:

- Brochure or catalogue insert into the conference satchel
- Copy of the delegate list including those who have agreed to their inclusion
- Other benefits by mutual agreement



Sponsorship and Exhibition Application Form

- AusWeb06 Conference Major Sponsorship \$10,000 (+ GST)
- AusWeb06 Conference Dinner Sponsorship \$5,000 (+ GST)
- AusWeb06 Conference Satchel Sponsorship \$4,000 (+ GST)
- AusWeb06 Conference BBQ Sponsorship \$3,000 (+ GST)
- AusWeb06 SIG BBQ Sponsorship \$3,000 (+ GST)
- AusWeb06 Exhibitor Package \$2,000 (+ GST)
- AusWeb06 Delegate Satchel Insertion Sponsorship \$550 (+ GST)

My contact details are as follows:

Name: _____

Organisation: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Payment Details:

- Please Forward a Tax Invoice
- Please find attached full payment of \$_____ being for sponsorship as specified above, made payable to Norsearch Ltd.

Please forward to:

Karen Hanna
Norsearch Conference Services
PO Box 157 LISMORE NSW 2480
Or Fax to 02 6626 9317
Phone inquiries to 02 6620 3932

Signed: _____

Date: _____

Thank you for your interest in becoming a sponsor or exhibitor of the AusWeb06 Conference. We will contact you directly upon receipt of your application form and we look forward to the opportunity of working with you at the premier event on the 2006 Australasian calendar for the World Wide Web Industry.