



# AUA Annual Conference 2022 Sponsorship and Exhibition Opportunities

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11 to 12 April 2022  
University of Manchester  
What now? Shaping our future



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*[www.aua.ac.uk/events/aua-2022](http://www.aua.ac.uk/events/aua-2022)*



The AUA Annual Conference and Exhibition is the largest conference of its kind. Its history, size and reputation for offering a varied programme, which includes a large exhibition, attracts hundreds of HE professionals from the UK and worldwide each year.

There are a number of exhibitor and sponsorship options available to suit your budget and business aim. Whether your organisation is currently working in HE or looking to enter the HE sector, the AUA Annual Conference can help you to develop client relationships, increase sector presence, encourage brand awareness and showcase your services to HE professionals.

This brochure sets out the opportunities available but if you have specific requirements you wish to discuss please contact Chloe Duxbury at [exhibitions@aua.ac.uk](mailto:exhibitions@aua.ac.uk).

These opportunities are limited and available on a first come first served basis, so early booking is advisable. To book your package for the 2022 Conference, please complete our sponsorship and exhibition form [using this link](#).

**Please note:** all of the below packages are **exclusive** of accommodation. Accommodation for all exhibitors/sponsors must be arranged personally by the exhibiting/sponsoring organisation.

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# AUA Annual Conference and Exhibition 2022

## Sponsorship and Exhibition Opportunities



<u>Exhibition stand - £1800+VAT</u>	<u>Marketing insert - £350+VAT</u>
<del><u>Supplier showcase - £800+VAT</u></del>	<u>Delegate bag - SOLD</u>
<u>Plenary sponsorship - £500+VAT</u>	<u>Branded merchandise item - Free</u>
<u>Hotspot - £250+VAT</u>	<del><u>Drinks reception and Gala dinner - SOLD</u></del>
<u>Banner on the app - £250+VAT</u>	<u>Terms and conditions</u>

# What will my package include?



You can read what is included in each individual package below, however all packages will receive the following as standard:

- A welcome message on confirmation of your package across the AUA social media platforms reaching over 10,000 people
- Your logo uploaded to the AUA website with a link to your company site
- The option to write a blog to be posted onto the AUA website forever, and which the AUA will promote via our social media platforms\*

\*The blog should not be a direct sales pitch and will be moderated by the AUA. If you would like more information, please contact [exhibitions@ua.ac.uk](mailto:exhibitions@ua.ac.uk).

# Exhibition Stand - £1800+VAT



The exhibition is a central part of the Annual Conference. It provides a valuable networking and commercial opportunity for you, and enhances the overall conference experience for our delegates.

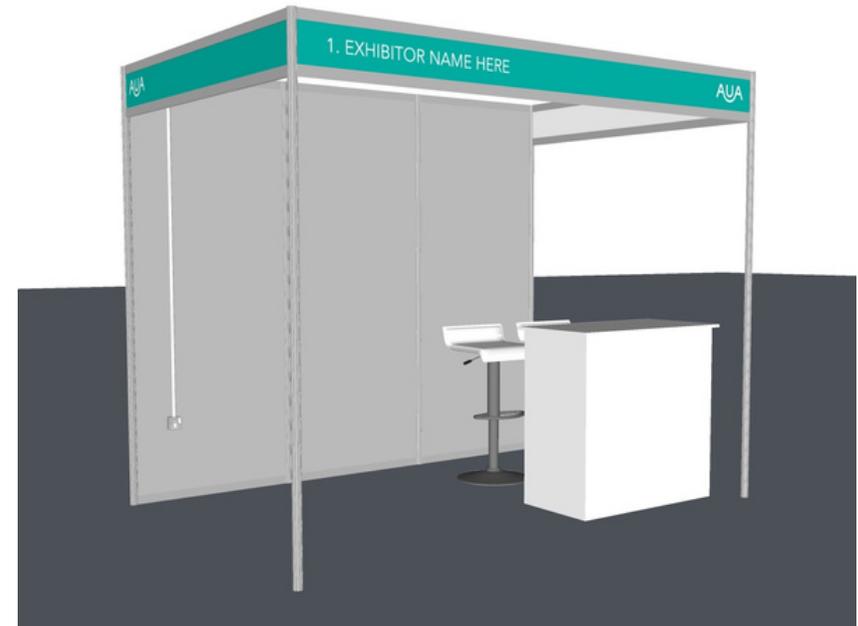
You said:	We did:
“Think of more ways to entice attendees to stands more.”	<ul style="list-style-type: none"><li>• For 2022, we have opted for a smaller, counter unit in place of the traditional large six foot tables allowing for better interaction between you and delegates.</li><li>• To further encourage delegates to visit your stands, we intend to provide refreshments to all our exhibitors to place on your table during the refreshment breaks and lunch.</li><li>• Delegates will be given an ‘exhibitor passport’ to collect individual stamps from each exhibitor to be in with a chance of winning a prize.</li><li>• We encourage you to interact with our delegates using the AUA Conference App which will be available to both exhibitors and delegates around a month before the Conference.</li></ul>
“Make sure a better flow of delegates.”	<ul style="list-style-type: none"><li>• For 2022, we have opted for open plan exhibition stands to ensure a more welcoming and engaging space.</li></ul>

# Standard Exhibition Stand - £1800+VAT



A standard exhibition stand includes:

- An open plan shell scheme, two bar stools and a counter unit for the duration of the Conference (Thursday 7 and Friday 8 July 2022)
- Two exhibitors per stand, per day\*
- Refreshments and lunch for two people per day\*
- Power point and Wi-Fi access\*\*



\*You can have an additional 3 exhibitors attend per day, per stand at a cost of £45+VAT per person, per day. This price includes refreshments and lunch for each day.

\*\*Internet is not to be used for large presentations but only for your general access.

# Upgrade your Exhibition Stand



Add any of the following optional extras to upgrade to a premium stand:

- Additional bar stools - £30+VAT
- Brand your counter unit\* (1m x 1m) - £60+VAT
- Brand your fabric shell backdrop\*- £380+VAT
- Round poseur table - £40+VAT
- 42" screen hire - £150+VAT
- Literature rack - £30+VAT
- 18 millimetre raised floor with cord carpet and ramped aluminium edges - £200+VAT



\*There are specific requirements needed for this optional extra, which will be provided to you upon confirmation of your package.

Please note, the above prices are for the full duration of the Conference and will be available to you for both Thursday 7 and Friday 8 July 2022.

# Supplier showcase - SOLD OUT



This is your chance to participate in the Conference programme. A supplier showcase enables you to deliver a sponsored session to delegates who choose to attend your session. You will be required to complete a session proposal form (sent to you once we have received your booking form) detailing what your session will contain, and it will need to fit with the Conference theme, but otherwise, the options are limitless! A targeted and very limited opportunity!

As part of this package you will receive:

- A 60 minute slot to deliver your session\*
- Pop-up banners in your session room (supplied by the presenter) during your session
- Your session advertised in the main conference programme
- Up to three people to deliver your session



This package **does not** include attendance at the rest of the Conference.

\*Please note a Supplier Showcase is not a direct sales pitch opportunity, but a sponsored working session that should offer attendees clear learning outcomes.

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# Plenary sponsorship - £500+VAT



There are three opportunities to sponsor a plenary session; the opening, middle and closing plenary. The speakers and session topics will be available later in the year.

As part of this package you will receive:

- The opportunity to promote your company to the full delegation
- Attendance for two people in your sponsored session
- Acknowledgement of and thanks to your company as the sponsor of the session introduction by the AUA Chair
- Opportunity to place a pop-up banner (provided by the sponsor) on the stage



This package **does not** include attendance at the rest of the Conference.

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# Hotspot - £250+VAT



Taking place in the Opening Plenary, a hotspot gives you maximum exposure to delegates at the start of Conference. It is an ideal addition to an exhibition stand or supplier showcase as you have the opportunity to encourage delegates to visit your stand or join your session (capacity dependent). We have had poems, role play, stand-up jokes and more, so we encourage you to be as creative and engaging as possible.

As part of this package you will receive:

- Two minutes to speak to the full delegation in the main conference room
- Opportunity for up to two people to deliver the hotspot
- Opportunity for a branded slide to be shown on screen



This package **does not** include attendance at the rest of the Conference.

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## Marketing insert - £350+VAT



The delegate bag marketing insert is an opportunity to include your marketing material in our delegate packs which are provided to all Conference attendees.

As part of this package you will receive:

- One insert any size up to A4, in each delegate bag (provided by the sponsor)

This package **does not** include attendance at the rest of the Conference.

# Rolling banner on the app - £250+VAT



Take the opportunity to draw further notice to your brand by purchasing a full colour rolling banner advertisement within the Conference App. This opportunity allows your banner to be displayed on a continuous loop at the top of the App.

As part of this package you will receive:

- One banner (to be agreed upon), on a 5 second loop on the Conference App across the two days

In 2019, 594 of our delegates logged into the App. They took over 35,000 actions and used the app for over 26,000 minutes throughout the conference. Users viewed the rolling banners a total of 134,000 times, the sponsored banners 62,200 times and tapped through to the sponsored banners information 256 times across the two days.



# Delegate bag - SOLD



Sponsorship of our reusable delegate bags is an opportunity to include your logo on the front of each of the bags which are given to all conference attendees.

As part of this package you will receive:

- Your logo printed clearly on the front of each delegate bag
- Opportunity to market your brand after the event has finished as all bags are fully reusable

This package **does not** include attendance at the rest of the Conference.

# Branded merchandise item - Free



Take the opportunity to contribute one branded item for inclusion in the delegate bags with no sponsorship fees. There is a wide selection of items to choose from, or you can suggest an alternative item you think would be useful for delegates.

Suggested items include:

- Pens
- Mints
- USB Stick
- Tissues
- Notepad
- Water bottle
- Highlighter
- Power bank charger
- Umbrellas
- Sticky notes
- ~~Sweets~~

To take advantage of this opportunity you will need to confirm which item you would like and send them directly to the AUA Office no later than Friday, 18 March. The AUA will confirm how many of each item we require in the New Year.

This package **does not** include attendance at the rest of the Conference.

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# Drinks Reception and Gala Dinner Sponsorship - £4000+VAT | SOLD



The Drinks Reception and Gala Dinner is the much anticipated social highlight of the Conference and will be held on the Monday evening.

As part of this package you will receive:

- Acknowledgement of you as the sponsor during the welcome speech by the AUA Chair
- Attendance at the Drinks Reception, Gala Dinner and Awards Ceremony for three people (two extra sponsors can attend for an additional fee)
- Pop-up banner(s) in key locations provided by the sponsor

This package **does not** include attendance at the rest of the Conference.

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# Terms and conditions



These terms and conditions are applicable to anyone who has purchased a commercial opportunity at the AUA Annual Conference and Exhibition 2022.

Your booking is deemed to have been received and confirmed once an invoice has been raised and sent for your package. After this point, should you wish to cancel your package the following terms and conditions will apply.

## Cancellation Policy

Cancellation of any sponsorship package, supplier showcase and/or Exhibition booking should be made in writing to [exhibitions@aua.ac.uk](mailto:exhibitions@aua.ac.uk) at the earliest available opportunity.

Where a cancellation is requested the following fees will be applicable:

Package	100%	75%	50%	25%	No charge
Exhibition stand	Less than 4 weeks before the event	4 - 8 weeks before the event	8 - 12 weeks before the event	12 - 16 weeks before the event	16 weeks or more before the event
Supplier showcase ** *	Less than 4 weeks before the event	4 - 8 weeks before the event	8 - 12 weeks before the event	12 - 16 weeks before the event	16 weeks or more before the event
Plenary / Hotspot Sponsorship	Less than 4 weeks before the event	4 - 8 weeks before the event	8 - 12 weeks before the event	NA	12 weeks or more before the event
Delegate Promotional Inserts	Less than 1 week before the event	1 - 2 weeks before the event	2 - 3 weeks before the event	NA	3 weeks or more before the event

# Terms and conditions

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\*Failure to attend a Supplier Showcase or Exhibition during the Conference without prior written notification will be subject to 100% of the fee

\*\*Additional terms and conditions for the Supplier Showcase package:

- The Conference programme will be open for delegates to book their working sessions from January 2022. Any supplier showcase applications received after this time will be added to the programme, however many delegates will likely have already selected their sessions.
- Suggestions from the Conference Moderation Team may be presented to you by email for consideration.
- Should you wish to make any changes to your session proposal, please contact Charlotte Mason on [charlotte@aua.ac.uk](mailto:charlotte@aua.ac.uk) as soon as possible.
- If you wish to change a presenter please confirm the new details to [exhibitions@aua.ac.uk](mailto:exhibitions@aua.ac.uk).
- The information provided in this form may be used for marketing purposes and will be published on the AUA website. AUA reserves the right to edit information supplied in this form. We may contact you to provide additional information for your session.
- Whilst we endeavour to meet all of your requirements we are unable to guarantee that we will be able to do so.
- Failure to attend a supplier showcase without prior written notification during the Conference will be subject to 100% of the fee
- AUA reserves the right to edit information supplied in the proposal form. We may contact you to provide additional information. Presenters are subject to the standard event terms and conditions which can be found at [aua.ac.uk](http://aua.ac.uk).

## Images

The AUA reserves the right to employ photographers to take photographs of sponsors/exhibitors/advertisers at any AUA event. The AUA reserves the right to use any images taken at an event for marketing and advertisement purposes, without any further approval required.

## Recording

The AUA reserves the right to record all sessions taking place at the AUA Annual Conference, without any further approval required.

## Other terms

The AUA reserves the right to remove any sponsor/exhibitor/advertiser from the event should their behaviour be deemed to be inappropriate by the AUA or its partners. This would result in no refund of event fees or additional costs being billed.

## Payment

All fees must be paid in full no later than 30 days after the invoice date. Settlement of the invoice is only deemed to have happened when the full amount has been paid and received by the AUA in cash or cleared funds. The Association reserves the right to levy interest or administration charges in the event of payments being made by instalments. This should be agreed in writing in advance. Default on a payment due will result in the full balance becoming payable and possible removal from the event.