

KNOWLEDGE
COMMERCIALISATION
AUSTRALASIA

2020 ANNUAL CONFERENCE

SPONSORSHIP PROSPECTUS



10 - 11 SEPTEMBER 2020, GOLD COAST

WWW.TECHTRANSFER.ORG.AU

CONTACT

KCA National Office
Suite 1, 1 Smith Street
Fitzroy VIC 3065
P: 03 9416 3833 E: admin@kca.asn.au





Welcome from the KCA Chair

KCA's 2020 conference will bring together leading experts and professionals from around the world to discuss best practice in knowledge transfer and commercialisation. Through highlighting success stories, identifying key challenges and sharing tips and tricks, we aim to use this event to better harness the commercial potential of research and increase the number of new ideas brought to market.

Please join us on the Gold Coast to be a leading voice in this discussion, share ideas and network with fellow peers.

Erin Rayment

Chair, Knowledge Commercialisation Australasia Ltd



About KCA

Knowledge Commercialisation Australasia (KCA) is the peak body representing organisations and individuals participating in or supporting the commercialisation of Australian public funded research. It promotes best practice in industry engagement, commercialisation and entrepreneurship. It does this through its three core activities of

- Facilitating stakeholder connections,
- Professional development and
- Advocacy

KCA is a not for profit organisation and members expedite the commercialisation of innovative research discoveries to the Australian community. Those discoveries strengthen the competitiveness of existing companies, generate new companies and generate significant revenues to member institutions for research.

KCA conducts its three core activities by:

- Annual Conference and seminars
- Professional development programs
- Engaging with government and government departments to as an advocate of commercialisation activities.

KCA has many strategic alliances with counterparts internationally via the Alliance of Technology Transfer Professionals (ATTP). KCA is a founding member of ATTP, an alliance of national technology commercialisation associations from around the globe promoting and maintaining global standards in knowledge and technology transfer.

As a sponsor you will be seen to support these aspirations in a very tangible way.

For more information visit www.techtransfer.org.au

Sponsorship Opportunities

Annual Conference - Package Sponsorship Options

We aim to be flexible to meet our sponsors' investment needs. Please contact the KCA Secretariat if you would like to discuss a custom sponsorship packages to suit your requirements.

| Sponsorship Investment (incl GST) | Platinum PoA | Gold \$5,900 | Silver \$3,900 | Bronze \$2,500 | Member Research Organisation \$6,500 |
|---|-----------------|-----------------|-------------------|-------------------|---|
| Dinner Sponsor: Includes verbal recognition as sponsor of the KCA Annual Conference dinner on Thursday 12 September | ✓ | | | | |
| Keynote Speaker Sponsor: Verbal and visual acknowledgement as keynote session sponsor | | ✓ | | | |
| Break Sponsor: Sponsor one of four networking breaks <ul style="list-style-type: none"> • One of the two lunch breaks or • One of the two days of networking breaks (morning / afternoon) | | | ✓ | | |
| VIP Networking Reception Sponsor: Verbal and visual acknowledgement at the VIP Networking Reception on Wednesday 11 September | ✓ | ✓ | | | |
| Free standing banner / signage (to be supplied by sponsor) | ✓ | ✓ | | | |
| Merchandise items included (see overleaf for options) | 2 | 1 | | | |
| Complimentary Annual Conference registrations | 3 | 2 | 1 | | 3 |
| Discounted conference registration for additional employees (10% off member rate) | ✓ | ✓ | ✓ | | ✓ |
| Invitation to attend VIP Networking Reception on Wednesday 11 September | 3 | 2 | 1 | 1 | 3 |
| Advertisement in handbook | Full Page | 1/2 Page | 1/4 Page | 1/4 Page | 1/4 Page |
| Conference Sponsor: Verbal and visual acknowledgement as an official Annual Conference sponsor at the opening and closing of the conference | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor name and logo on all Annual Conference marketing materials | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor logo conference website with link to sponsor website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Acknowledgement listing in handbook | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity for acknowledgement in the KCA newsletter and electronic marketing materials | ✓ | ✓ | ✓ | ✓ | ✓ |

Terms and Conditions

Full payment is required, is non-refundable and is due within 30 days of signing the agreement. No refunds will be issued for cancellation notified less than 30 days prior to the event. All payments must be received by the due date. Failure to comply with payment terms may result in the sponsor not receiving full benefits as outlined in the package. **This document is an invitation, not an offer.** KCA reserves the right in their discretion to refuse any sponsorship application and may decide not to accept an application without giving reason. It is up to the sponsor to supply all relevant promotional materials. All sponsor benefits are conditional on receiving payment and receiving artwork and goods in a timely manner.

For any questions, please contact

KCA National Office
 Suite 1, 1 Smith Street
 Fitzroy VIC 3065
 P: 03 9416 3833 E: admin@kca.asn.au

Sponsorship Opportunities

Additional Sponsorship Opportunities

Below are a selection of additional sponsorship opportunities with large value for money in terms of brand visibility with the delegates.

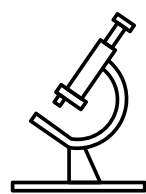
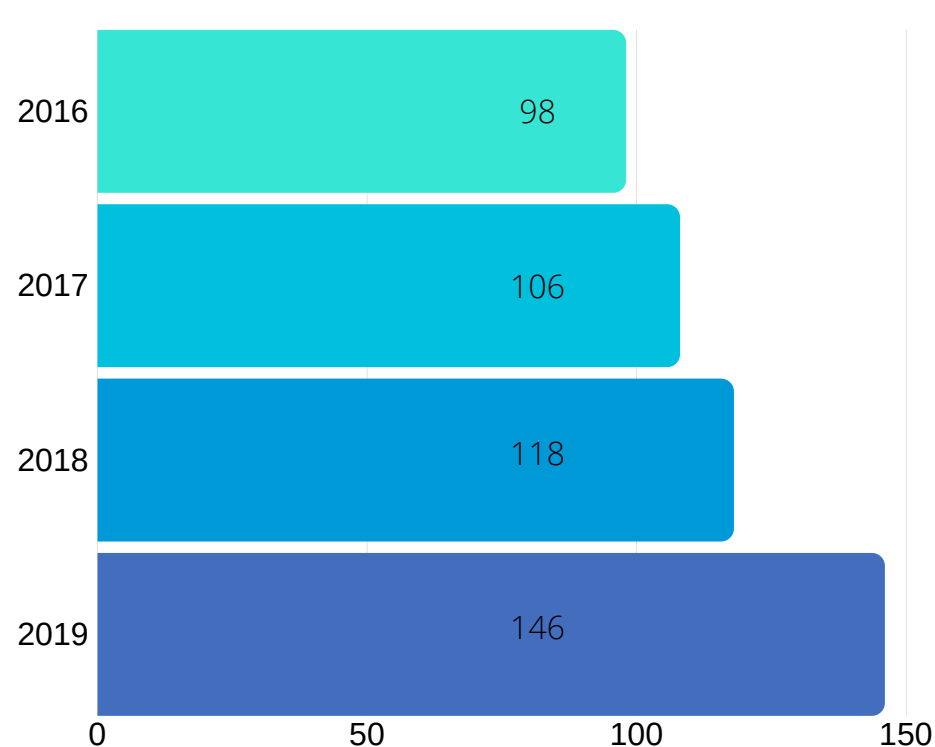
| Sponsorship Investment (incl GST) | Availability | Investment |
|--|--------------|------------|
| KCA Annual Conference Award Sponsor (Thursday 12 September) (includes 5 minutes speech at the conference dinner and \$1,000 prize money to winner) SOLD | 0 | \$5,000 |
| RTTP Networking Breakfast (Thursday 12 September) | 1 | \$2,500 |
| VIP Networking Reception Sponsor (Wednesday 11 September) | 1 | \$2,500 |
| KCA Networks Annual Cocktail Reception Sponsor (Wednesday 11 September) SOLD | 0 | \$2,500 |
| Conference WiFi Sponsor | 1 | \$2,500 |
| Brochure stand outside main session room | 2 | \$1,000 |
| Merchandise (included with Platinum & Gold Sponsorship Packages) | Availability | Investment |
| Lanyard sponsor (supply branded lanyards) | 1 | \$750 |
| Writing pad sponsor (supply branded writing pads) | 1 | \$500 |
| USB stick sponsor (supply branded USB sticks) | 1 | \$500 |
| Pen sponsor (supply branded pens) | 1 | \$500 |
| Advertising material to be included in satchel (supply advertising material) | 1 | \$500 |

Why become an Annual Conference Sponsor?

With the innovation and commercialisation landscape changing at such a rapid pace, it is important for you and your organisation to keep up with current trends, meet new faces and reconnect with colleagues. We are looking forward to you joining us in September!

- Attend a VIP function to network with Directors and other key contacts (available to all package sponsors)
- Meet with people who are looking for your expertise
- Target your already valued customers and potential new customers in a focused, intimate setting
- Maximise your exposure and get the attention of more than 100 technology transfer practitioners from Australia, New Zealand and further afield
- Reinforce your organization's position or introduce your presence in the profession
- Enhance productivity by building contacts and partnerships
- Learn about the profession's activities through sessions, workshops and meetings

Conference Growth by Delegate Numbers



Life Sciences

46% of attendees were explicitly connected with commercialisation of life sciences research
72% of organisations who sent delegates have a known interest in life sciences research commercialisation



IP and Patents

12% of attendees are IP Managers/ Coordinators, Patent Analysts or Patent / Trademark Attorneys
20% of organisations who sent delegates are IP Firms or have a significant number IP and Patent Attorneys on staff



Directors, CEOs and Managers

65% of attendees are Directors, CEOs, Managers or Heads of their departments
78% of organisations sent delegates who are senior staff members in their organisation

Note: Figures based off 2018 and 2019 conference delegate information.

KCA Annual Conference Sponsorship 2020

CONTACT DETAILS

COMPANY NAME: _____

CONTACT PERSON: _____

POSITION: _____

ADDRESS: _____

CITY: _____ STATE: _____ POSTCODE: _____

EMAIL: _____

SPONSORSHIP

SPONSORSHIP TYPE: _____

AMOUNT PAYABLE: _____

PAYMENT METHOD: EFT CREDIT CARD

ACCEPTANCE AND AUTHORISATION

The undersigned is the designated organisation representative and hereby contracts with KCA the sponsorship outlined above. The individual signing this binding contract warrants that authorisation has been duly granted to execute the contract on behalf of the organisation.

NAME: _____

SIGNATURE _____ DATE: _____

PAYMENT

For Electronic Funds Transfer (EFT) - details will be available on your invoice. Please quote invoice number and forward remittance to admin@kca.asn.au.

Credit Card Payment Details

VISA MASTERCARD

NAME ON CARD: _____

CARD NUMBER: _____ CCV: _____

EXPIRY DATE: _____ SIGNATURE: _____ AMOUNT: _____

Please send completed form by email admin@kca.asn.au or post to:
KCA National Office, Suite 1, 1 Smith Street, Fitzroy VIC 3065