ANZSOC 2014 CONFERENCE
TESTING THE EDGES: CHALLENGING CRIMINOLOGY
1-3 OCTOBER 2014
SYDNEY LAW SCHOOL

Sponsorship Proposal
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www.sydney.edu.au/law/criminology/ANZSOC
The Society

The Australian and New Zealand Society of Criminology is devoted to promoting criminological study, research and practice in the region and bringing together persons engaged in all aspects of the field. The membership of the society reflects the diversity of persons involved in the field, including practitioners, academics, policy makers and students.

The society’s purpose is to:

- promote study, understanding, and co-operation in the field of Criminology;
- foster training and research;
- encourage communication within the field of Criminology through publications and conferences;
- promote and foster understanding of Criminology by parliaments, governments, and the public.

The Conference

The annual ANZSOC conference is an international annual event that brings together members and non-members for an invaluable opportunity to share research and information; to showcase products and services; and to create and strengthen partnerships.

The conference attracts some 350-400 delegates over 3 days, from Australasia and beyond, including social science academics, criminology researchers, policy analysts and postgraduates. The 27th ANZSOC Conference in 2014 will be hosted by Sydney Law School at The University of Sydney, Australia.

The theme of the 2014 Conference is Testing the Edges; Challenging Criminology. The program will include a wide range of plenary sessions, interactive workshops, presentations and seminars, shaped to enhance and inform around this theme.

The Location

Sydney Law School offers fantastic conference facilities located in Camperdown close to the Sydney CBD.

Three social functions will take place during the conference. These are the Welcome Reception, the Formal Dinner and the Ice-Cream Social to close the conference.
Sponsorship Opportunities

The Conference offers publishers, government, not-for-profit and private organisations a unique opportunity to showcase their products and services, whilst also demonstrating their support and commitment to the study and research of criminology throughout Australasia.

There are three levels of sponsorship package available, being Gold, Silver and Bronze. A description of each is set out below.

In addition, conference organisers welcome specific requests and proposals for affiliations to particular social functions, keynote presentations and plenary or workshop sessions, thus enabling sponsors to maximise their exposure at the conference.

GOLD SPONSOR

Value: Over $7,500 + GST

This package offers a great opportunity to be involved in all aspects of the conference, giving optimal exposure and recognition at all stages prior to and during the event.

You will receive:

- Logo and / or acknowledgement on marketing materials including media advertising, newsletter bulletins, delegate information sheets and mail outs
- A hyperlink to your website from the conference website
- Acknowledgement (logo and company information) in the printed Conference Handbook booklet
- One full-page, colour advertisement in the Conference Handbook (artwork to be supplied by company)
- Logo presence on onsite conference materials including directional signage, rotating on-screen displays in catering and registration areas
- Corporate banner in the Registration Area
- Corporate banner at the Welcome Reception and Ice Cream Social
- Marketing material distribution/display (hard and soft copies)
- Conference giveaways (branded pens, note pads etc)
- Exhibition area in prominent position including 4x1m booth with signage, 2 x bookshelves, table and chairs, lockable cupboard, power and internet access
- Conference registration for 5 delegates (day only not including social functions) *
- Formal verbal acknowledgement at the Conference Opening presentation

* Standard non-member registration value $900 each
SILVER SPONSOR

Value: $4,000 + GST

This package offers the opportunity to be involved in most aspects of the conference, giving some exposure and recognition prior to and during the event.

You will receive:

- Logo and / or acknowledgement on some marketing materials including newsletter bulletins, delegate information sheets and mail outs
- Hyperlink from conference website
- Logo in the printed Conference Program booklet
- One half page, colour advertisement in the Conference Handbook (artwork to be supplied by company)
- Logo presence on some onsite conference materials including rotating on-screen displays in catering and registration areas
- Corporate banner in the Registration Area
- Marketing material distribution/display (hard and soft copies)
- Exhibition area including 3x1m booth with signage, 2 x bookshelves, table and chairs, power and internet access
- Full conference registration for 3 delegates (day only not including social functions) *

BRONZE SPONSOR

Value: $2,500 + GST

This package offers the opportunity to be involved in some aspects of the conference, giving exposure and recognition during the Conference.

You will receive:

- Logo on delegate information sheets and mail outs
- Logo in the printed Conference Program booklet
- Logo presence on rotating on-screen displays in catering area and registration area
- One quarter page colour advertisement in the Conference Handbook (artwork to be supplied by company)
- Corporate banner in the Registration Area
- Marketing material distribution/display (hard and soft copies)
- Exhibition area including 2x1m booth with signage, table and chairs, power and internet access
- Full conference registration for 2 delegates (day only not including social functions) *

* Standard non-member registration value $900 each
Exhibition Only Packages

There are a variety of exhibition spaces available during the conference to suit your individual requirements.

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<th>SIZE</th>
<th>INCLUSIONS</th>
<th>VALUE</th>
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| LARGE      | - 4x1m booth (4 back walls & 1 each end side wall), with name tag across the front  
             - Book shelves x 2 sets  
             - Rectangle meeting table with 4 chairs  
             - Concertina brochure stand (A4)  
             - Power and Internet Access  
             - 4 Conference daytime passes for staff | $2,250 + GST  
             NGO Discount  
             $1,750 + GST |
| MEDIUM     | - 3x1m booth (3 back walls & 1 each end side wall), with name tag across front  
             - Book shelves x 1 set  
             - Square meeting table with 2 chairs  
             - Power and Internet Access  
             - 3 Conference daytime passes for staff | $1,700 + GST  
             NGO Discount  
             $1,250 + GST |
| SMALL      | - 2x1m booth with name tag across the top  
             - Square meeting table with 2 chairs  
             - 2 Conference daytime passes for staff | $1,200 + GST  
             NGO Discount  
             $800 + GST |

Add On Options:
The following items can be added to your booth by arrangement at an additional cost:
- Bookshelves
- Lockable cupboard (branding available)
- Brochure stand

OTHER OPPORTUNITIES

There are many other interesting and imaginative ways to be involved in supporting the conference and gaining valuable exposure for your organisation such as providing travel and accommodation for an individual speaker or in-kind contributions of conference materials such as branded USB keys or keynote speaker gifts.

The Book Stand $ negotiable
The conference offers publishers with relevant titles, a unique opportunity to display and sell their books directly to delegates during the Conference.

A large book stand will be operational in the exhibition area and for a small financial contribution publishers are invited to provide titles for inclusion. The book stand will be run by independent book seller Janet Grundy who brings over 35 years of experience in book
selling and promotion. Individual book sales will be processed through ‘Better Read Than Dead’, an independent book shop in Newtown, close to the University Campus. The level of financial contribution is negotiable dependent on the number of titles being promoted. Please contact us to negotiate a fee for selling your titles at the book stand. Please note that publishers must also arrange shipping of the stock before and after the event.

**Named provider for a plenary session, $400 + GST**
Link your organisation with a relevant keynote speaker and receive naming rights to that session. Includes:
- Acknowledgement in the Conference Handbook
- Banner display in the auditorium
- 2 staff passes for the day of the plenary session

**Conference Handbook Advertising**

Opportunities to place advertisements within the 2014 Conference Handbook are as follows:
- Full page $700 +GST
- Half page advert $400 +GST
- Quarter page $250 +GST

**Next Steps**

To discuss or confirm sponsorship please contact the Sponsorship Coordinator, Chloe Wyatt on 0405 256 753 or via email anzsoc2014@chloewyatt.com.

Once your arrangement is confirmed you will be sent a sponsorship agreement for your signature, and a tax invoice along with a covering letter detailing any further requirements such as file format for logos and technical specifications for exhibition stands, as well as key dates.

Please note that the earlier your sponsorship arrangement is finalised and paid for, the more coverage you will receive on marketing and promotional materials.