

THETA

Winds Of Change

[THETA.EDU.AU/SPONSORSHIP](https://theta.edu.au/sponsorship)

Sponsorship Opportunities

THE HIGHER EDUCATION
TECHNOLOGY AGENDA
CONFERENCE

PERTH | 25-28 MAY

2025

PERTH CONVENTION AND
EXHIBITION CENTRE

INVITATION FROM THE 2025 CONFERENCE ASSOCIATIONS



On behalf of the Council of Australasian University Directors of Information Technology (CAUDIT), Council of Australian University Librarians (CAUL) and the Australasian Council on Open and Digital Education (ACODE) we invite you to partner with us as we present The Higher Education Technology Agenda (THETA) Conference in 2025.

THETA is Australasia's leading biennial conference for professionals in higher education and research and eResearch.

THETA brings together more than 600 of the sector's brightest minds and leading experts and serves as an exciting forum to showcase ideas, research and best practice, gain new ways of thinking, and to collaborate with like-minded contemporaries.

2025's conference theme, 'Winds of Change', reflects the dawn of AI, cybersecurity threats and digital learning as signals of our modern times, but their arrival is nothing new. Higher education has always been confronted by advances in technology, legislation, and evolving ways of student learning – it's just that now, their impact is more immediate.

If change is our sector's only constant, THETA 2025 asks how we can better prepare for, and embrace it with our 2025 theme, 'Winds of Change'.

Are you ready for the Winds of Change? We welcome you to contact us to discuss unique conference sponsorship offerings.

Your Conference Associations



Kate Ames
President, ACODE



Niranjan Prabhu
President, CAUDIT



Carmel O'Sullivan
Chair, CAUL



INTRODUCTION

Welcome to THETA 2025, the premier event bringing together leaders, innovators, and stakeholders in higher education technology. THETA 2025 will be held from 25-28 May at the Perth Convention and Exhibition Centre. This conference serves as a platform for collaboration, learning and the exchange of ideas that shape the future of technology in higher education.

ORGANISING AND VENDOR COMMITTEE MEMBERS

Kate Conway, Deputy Director, Learning, Research, Engagement & Global, Curtin University Library

Angus Cook, Director, Content Procurement, CAUL

Larissa Denham, Manager Partner Program, CAUDIT

Kerry Holling, Independent Director, CAUDIT Executive

Steve Johnston, Director, Strategic Procurement, CAUDIT

Liane Joubert, Lecture Support Service Coordinator, Australian National University

Steve Leichtweis, PhD, Head of the ELearning Group, University of Auckland & ACODE Vice President

Paulina Leko, Manager, Events & Chief Project Officer, CAUDIT

Greg Sawyer, Chief Executive Officer, CAUDIT



WHY SPONSOR THETA 2025?



Visibility

Gain exposure to a diverse audience of decision-makers, educators and technologists from universities, colleges and institutions around the world.



Networking

Connect with industry leaders, potential clients and partners in the higher education technology space.



Thought Leadership

Showcase your organisation's expertise and thought leadership through speaking opportunities, workshops and panel discussions.



Market Insights

Gain valuable insights into emerging trends, challenges and opportunities in the higher education technology sector.



Brand Recognition

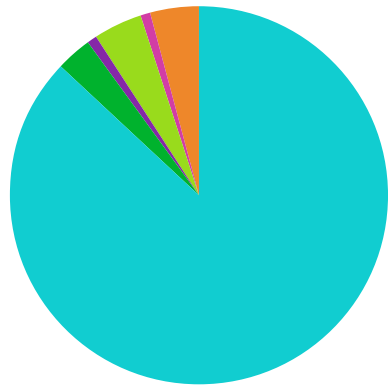
Achieve greater brand awareness and recognition among a highly targeted audience.

STATISTICS FROM 2023 CONFERENCE

CONNECT WITH A SECTOR WORTH \$3.32 BILLION

THETA

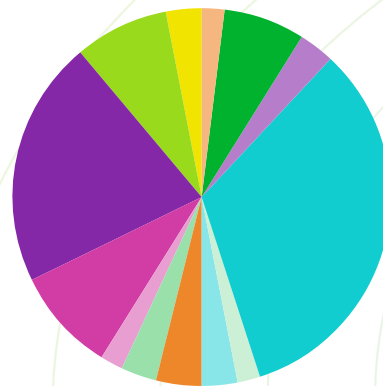
DELEGATES BY LOCATION



- Australia 87%
- Asia 4%
- United States & Canada 4%
- New Zealand 3%
- United Kingdom 1%
- Europe 1%

DELEGATES BY POSITION

- Executive/Director 33%*
- Manager 21%*
- Department Lead 9%*
- Sales & Marketing 8%
- Academic 7%
- Other 4%
- Administrative 3%
- Librarian 3%
- Consultant 3%
- IT Architect/Engineer 3%
- IT Support 2%
- Specialist 2%
- Analyst 2%



*ACODE, CAUL, CAUDIT members

ACHIEVE YOUR KEY BUSINESS OUTCOMES

Delegates want to meet you and learn about your products and services. THETA is promoted extensively across the sector and throughout the region.

- Demonstrate your industry leadership by being the exclusive host of the Conference Gala Dinner
- Strengthen brand awareness by securing naming rights to conference materials and experiences
- Enhance networks and relationships by hosting an exclusive sponsored event
- Use premium speaking opportunities to showcase your latest achievements to an international audience of change makers with decision making authority
- Capture the attention of the sector with multiple high exposure opportunities across conference media

Refer to the detailed partnership opportunities on the following pages for specific benefits associated with each level.

PRELIMINARY PROGRAM AND EXHIBITION TIMETABLE

SATURDAY 24 MAY 2025

TBA Exhibition Build
Please note: access to the trade hall will not be available to exhibitors.

SUNDAY 25 MAY 2025

0700 - 1500 Exhibitor bump in

1730 Welcome Reception

MONDAY 26 MAY 2025

0800 Exhibition opens

Plenary and concurrent sessions

1600 Exhibition closes

TUESDAY 27 MAY 2025

0800 Exhibition opens

Plenary and concurrent sessions

1600 Exhibition closes

1830 Conference Gala Dinner

WEDNESDAY 28 MAY 2025

0800 Exhibition opens

Plenary and concurrent sessions

1400 Exhibition closes

Exhibition bump out (time to be advised)



KEY CONTACTS



Tim Archer
Convention Manager
T +61 362347844
tim@laevents.com.au



Kim Murray
Sponsorship & Exhibition Manager
T +61 362347844
kim@laevents.com.au



PACKAGES AT A GLANCE

All prices are quoted in Australian Dollars (AUD) and are inclusive of GST.

Final acceptance of your sponsorship or exhibition booking is at the discretion of the THETA Vendor Committee.

	\$ Investment	Number available	Exclusive opportunity	Speaking opportunity	Exclusive hosted event	Branding opportunities	Networking	Logo and profile on website	Custom edm	Complimentary registrations	Dinner tickets	Exhibition booth (metres)
Platinum Partner	85,000	1	✓	✓	✓	✓	✓	✓	✓	6	6	6 x 6
Gold – Reusable Coffee Cup	65,000	1	✓	✓	✓	✓	✓	✓	✓	4	4	4 x 4
Gold – Delegate Satchel	65,000	1	✓	✓	✓	✓	✓	✓	✓	4	4	4 x 4
Gold – Water Bottle	65,000	1	✓	✓	✓	✓	✓	✓	✓	4	4	4 x 4
Gold – Conference App	65,000	1	✓	✓	✓	✓	✓	✓	✓	4	4	4 x 4
Gold – AI Head Shot Lounge	65,000	1	✓	✓	✓	✓	✓	✓	✓	4	4	4 x 4
ID Hub Sponsor	35,000	1	✓			✓	✓	✓		3	3	4 x 4
Conference Dinner	35,000	1	✓	✓	✓	✓	✓	✓		3	8	4 x 4
Welcome Reception	30,000	1	✓	✓		✓	✓	✓		4	4	4 x 4
Silver – Ice Cream Indulgence Bar	32,000	1	✓			✓	✓	✓		3	3	3 x 3
Silver – Juice Bar	32,000	1	✓			✓	✓	✓		3	3	3 x 3
Silver – Refreshment Breaks	32,000	2				✓	✓	✓		3	3	3 x 3
Coffee Cart	27,000	3				✓	✓	✓		2	2	3 x 3
Bronze – Directional Floor signage	16,000	1	✓			✓	✓	✓		1	1	3 x 3
Bronze – Digital Signage	16,000	1	✓			✓	✓	✓		1	1	3 x 3
Bronze – Keynote Speaker	16,000	Multiple				✓	✓	✓		1	1	3 x 3
EXHIBITION												
Early Bird valid to 30 June 2024	6,400	41				✓	✓	✓		2		3 x 3
Standard from 1 July 2024	7,000					✓	✓	✓		2		3 x 3

PLATINUM PARTNER

\$85,000

EXCLUSIVE OPPORTUNITY

This is a unique opportunity to elevate your brand, influence industry discourse and forge meaningful connections. This strategic investment will deliver exceptional value, visibility and impact for a sponsor seeking to position themselves as leaders in their field. Your organisation will enjoy unparalleled visibility and recognition throughout the conference. The high visibility and prestige associated with platinum sponsorship will attract a steady stream of qualified leads, facilitating meaningful interactions and potential business opportunities.

PROMOTION

- Exclusive sponsorship and acknowledgement as the THETA 2025 Platinum Partner
- Recognition as the Platinum Sponsor throughout conference communications
- Verbally acknowledged throughout the conference as Platinum Partner
- Options to engage one of the partner CEOs for a one hour meeting providing an intimate setting with the unique opportunity to discuss the alignment of your products and services, and core activities and insights within the sector
- 2 x 30 minute speaking opportunities to delegates in the concurrent stream presentation program*. *Please note, it is strongly encouraged that you partner with a university for these presentations. This will ensure greater delegate engagement.*
- VIP access to the primary conference venue to host an exclusive sponsored event (officially promoted by the conference)*, e.g. sponsored breakfast or lunch. Based on your requirements, the committee will assist you by inviting a targeted audience to your event
- Prominent placement of your company's logo on sponsorship signage throughout the venue
- Inclusion of two pieces of promotional material on the conference app
- Logo recognition in conference promotional material, including venue signage
- Logo on holding slides at the start of plenary and concurrent stream presentations
- Hyperlinked logo and company profile on the conference mobile app and website
- 300-word company feature article in the THETA Conference newsletter
- Two dedicated EDMs sent to attendees with a targeted message (content to be supplied by sponsor and approved by committee)
- Delegate list – prior to the conference you will receive an electronic copy of the opted-in delegate list (name, organisation, state and country only), in accordance with privacy legislation
- Use of official THETA 2025 Platinum Sponsor badge

REGISTRATION AND EXHIBITION

- Six complimentary full registrations, including daily catering and all social functions
- A 6 metre x 6 metre exhibition booth in a prime location with high visibility and foot traffic

**Subject to content review with THETA Organising Committee; cannot clash with Welcome Reception or Conference Dinner*

***Catering costs are the responsibility of the sponsor.*



GOLD SPONSOR

\$65,000

5 OPPORTUNITIES AVAILABLE

PROMOTION

- Recognition as Gold Sponsor throughout conference communications
- Speaking opportunity (30 minutes) to delegates in the concurrent stream presentation program* *Please note, it is strongly encouraged that you partner with a university for these presentations. This will ensure greater delegate engagement.*
- Options to engage one of the partner CEOs for a 30 minute meeting providing an intimate setting with the unique opportunity to discuss the alignment of your products and services, and core activities and insights within the sector
- VIP access to the primary conference venue to host an exclusive sponsored event (officially promoted by the conference)*, e.g. sponsored breakfast or lunch
- Inclusion of two pieces of promotional material on the conference app
- Logo recognition in conference promotional material, including venue signage
- Prominent placement of your company's logo on sponsorship signage throughout the venue
- Your logo on holding slides at the start of all plenary and concurrent stream presentations
- Hyperlinked logo and company profile on the conference mobile app and website
- 200-word company feature article in the conference newsletter
- One custom electronic distribution mail (EDM) sent to prospective attendees, and one EDM sent to confirmed attendees with targeted message
- Delegate list – prior to the conference you will receive an electronic copy of the opted-in delegate list (name, organisation, state and country only), in accordance with privacy legislation
- Use of official THETA 2025 Gold Sponsor badge

REGISTRATION AND EXHIBITION

- Four complimentary full registrations including daily catering and all social functions
- Exhibition booth in premium location – 4 metre x 4 metre

PLUS: add one of the following to your GOLD sponsorship:

1. REUSABLE COFFEE CUP

- Exclusive sponsorship of the THETA 2025 Conference reusable coffee cup
- Your logo will be featured on the cup alongside the conference logo
- The branded coffee cup will be available to each delegate in the delegate satchel

2. DELEGATE SACHEL

- Exclusive sponsorship of the THETA 2025 Conference Delegate Satchel
- Your logo will be featured on each satchel alongside the Conference logo

3. WATER BOTTLE

- Exclusive sponsorship of the THETA 2025 Conference Water Bottle
- Delegates will be encouraged to refill their water bottle at water stations throughout the venue
- Your logo will be featured on each water bottle alongside the Conference logo

4. CONFERENCE APP

- Exclusive sponsorship of the THETA 2025 Conference Mobile App
- Your company logo placed on the landing page and on the footer of each page of the conference app

5. AI HEAD SHOT LOUNGE – NEW!!

- Exclusive sponsorship of the THETA 2025 AI Head Shot Lounge
- An exclusive space in the exhibition hall
- Open during all refreshment breaks

**Subject to content review with THETA Organising Committee; cannot clash with Welcome Reception or Conference Dinner*

***Catering costs are the responsibility of the sponsor.*

ID HUB SPONSOR

\$35,000

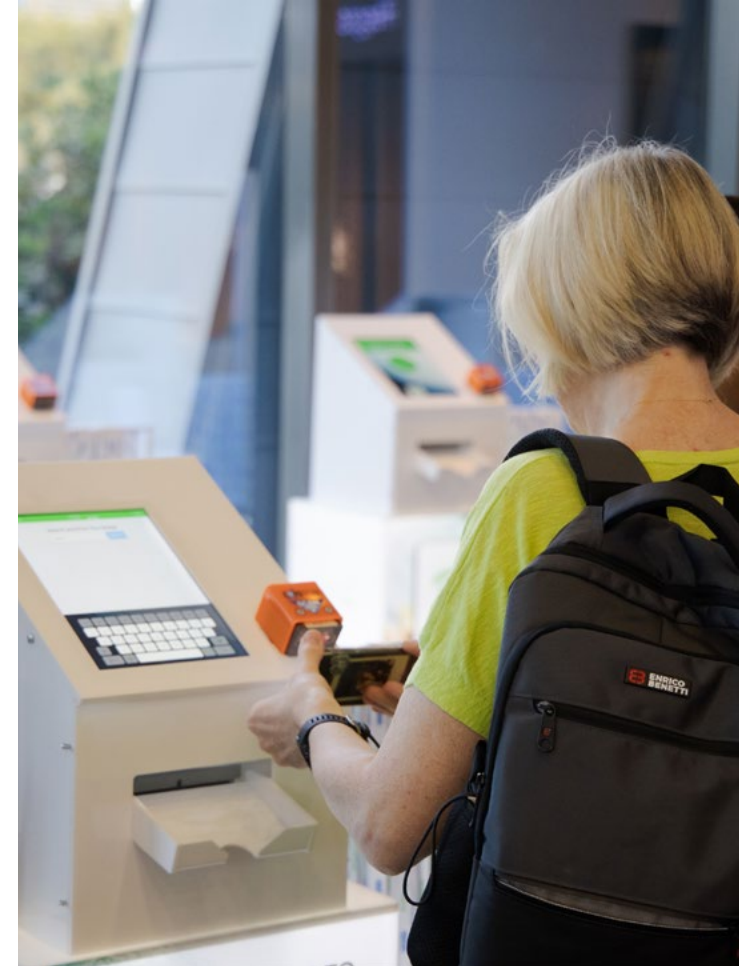
EXCLUSIVE OPPORTUNITY

PROMOTION

- Acknowledgement as the THETA 2025 ID Hub Sponsor
- Exclusive sponsorship of the THETA 2025 Self Check-in Kiosks and Name Badge and Lanyard
- An opportunity to brand the kiosks with your logo alongside the THETA Conference logo
- Your logo will be on each kiosk for the duration of the conference
- Exclusive sponsorship of the delegate name badge and lanyard
- Your logo will be featured on each delegate name badge and lanyard alongside the THETA 2025 Conference logo
- Inclusion of one piece of promotional material on the conference app
- Logo on official sponsorship board
- Hyperlinked logo and company profile on the conference mobile app and website
- Logo recognition in conference promotional material, including venue signage
- Delegate list – prior to the conference you will receive an electronic copy of the opted-in delegate list (name, organisation, state and country only), in accordance with privacy legislation
- Use of official THETA 2025 sponsor badge

REGISTRATION AND EXHIBITION

- Three complimentary full registrations including daily catering and all social functions
- Exhibition booth – 4 metre x 4 metre





CONFERENCE DINNER \$35,000

EXCLUSIVE OPPORTUNITY

PROMOTION

- Sponsorship and naming rights to the THETA 2025 Conference Dinner
- An opportunity to welcome delegates to the Conference Dinner (10 mins maximum)
- Sponsor's own signage prominently displayed at the dinner venue (maximum of two pull up banners to be displayed)
- Logo featured on menus, dinner tickets and any other dinner-related collateral
- Opportunity to provide a small, branded gift for each delegate at the dinner (to be provided by sponsor)
- Dominant placement of company logo on sponsorship board and holding slides at the conference dinner
- Inclusion of two pieces of promotional material on the conference app
- Logo recognition in conference promotional material, including venue signage
- Hyperlinked logo and company profile on the conference mobile app and website
- Delegate list – prior to the conference you will receive an electronic copy of the opted-in delegate list (name, organisation, state and country only), in accordance with privacy legislation
- Use of official THETA 2025 sponsor badge

REGISTRATION AND EXHIBITION

- Three complimentary full registrations including daily catering and all social functions
- Exhibition booth – 4 metre x 4 metre

WELCOME RECEPTION \$30,000

EXCLUSIVE OPPORTUNITY

PROMOTION

- Exclusive sponsorship of the THETA 2025 Conference Welcome Reception
- An opportunity to welcome delegates to the Welcome Reception (5–10 minutes), available in the last plenary on the day of the Welcome Reception
- Sponsor's own signage prominently displayed at the Welcome Reception venue (maximum of two pull up banners to be displayed)
- Dominant placement of company logo on sponsorship board and holding slides at the Welcome Reception and start of concurrent stream presentations
- Inclusion of two pieces of promotional material on the conference app
- Logo recognition in conference promotional material, including venue signage
- Hyperlinked logo and company profile on the conference mobile app and website
- Delegate list – prior to the conference you will receive an electronic copy of the opted-in delegate list (name, organisation, state and country only), in accordance with privacy legislation
- Use of official THETA 2025 sponsor badge

REGISTRATION AND EXHIBITION

- Three complimentary full registrations including daily catering and all social functions
- Exhibition booth – 4 metre x 4 metre



SILVER SPONSOR

\$32,000

4 OPPORTUNITIES AVAILABLE

PROMOTION

- Recognition as Silver Sponsor throughout conference communications
- Inclusion of one piece of promotional material on the conference app
- Logo on official sponsorship board
- Logo on holding slide at the start of the concurrent stream presentations
- Hyperlinked logo and company profile on the conference mobile app and website
- Logo recognition in conference promotional material, including venue signage
- 100-word company feature article in the conference newsletter
- Delegate list – prior to the conference you will receive an electronic copy of the opted-in delegate list (name, organisation, state and country only), in accordance with privacy legislation
- Use of official THETA 2025 Silver Sponsor badge

REGISTRATION AND EXHIBITION

- Three complimentary full registrations including daily catering and all social functions
- Exhibition booth – 3 metre x 3 metre

PLUS: add one of the following to your SILVER sponsorship:

1. JUICE BAR

- Exclusive sponsorship of the Juice Bar located next to or adjacent to your booth
- Open during all refreshment breaks
- An opportunity to supply branded sustainably-sourced cups (to be confirmed with supplier)

2. ICE CREAM INDULGENCE BAR

Delicious, locally-made ice cream available during the afternoon refreshment breaks for the three days of the conference.

An indulgent way to entice your potential customers!

- Opportunity for your company to supply napkins (to be provided by sponsor)
- Your pull up banner placed next to the Indulgence Bar
- Opportunity to name one of the ice-creams consistent with your branding (to be approved by organisers)

3. REFRESHMENT BREAKS 2 AVAILABLE

- Official host of one day's refreshment break (morning and afternoon refreshments and lunch)
- Your company logo to be placed on each catering table

COFFEE CART

\$27,000

3 OPPORTUNITIES AVAILABLE

Coffee is the universal beverage that brings all of us together at a conference. As a barista sponsor, your organisation will have a central location where delegates can gather, interact and engage with your brand while enjoying freshly brewed coffee. Every cup of coffee served becomes a subtle yet effective marketing opportunity to reinforce your brand recognition.

PROMOTION

- Prominent recognition as Sponsor of one of the Conference Coffee Carts throughout conference communications
- Logo on official sponsorship board and holding slides at the start of concurrent stream presentations
- Inclusion of one piece of promotional material on the conference app
- Logo recognition in conference promotional material, including venue signage
- Hyperlinked logo and company profile on the conference mobile app and website
- Delegate list – prior to the conference you will receive an electronic copy of the opted-in delegate list (name, organisation, state and country only), in accordance with privacy legislation
- Use of official THETA 2025 sponsor badge

REGISTRATION AND EXHIBITION

- Two complimentary full registrations including daily catering and all social functions
- Exhibition booth – 3 metre x 3 metre

**Subject to content review with THETA Organising Committee.*





BRONZE SPONSOR

\$16,000

MULTIPLE OPPORTUNITIES AVAILABLE

PROMOTION

- Recognition as Bronze Sponsor throughout conference communications
- Inclusion of one piece of promotional material on the conference app
- Logo on official sponsorship board and holding slides at the start of concurrent stream presentations
- Hyperlinked logo and company profile on the conference mobile app and website
- Logo recognition in conference promotional material, including venue signage
- Delegate list – prior to the conference you will receive an electronic copy of the opted-in delegate list (name, organisation, state and country only), in accordance with privacy legislation
- Use of official THETA 2025 Bronze Sponsor badge

REGISTRATION AND EXHIBITION

- One complimentary full registration including daily catering and all social functions
- Exhibition booth – 3 metre x 3 metre

PLUS: add one of the following to your BRONZE sponsorship:

1. OFFICIAL SPONSOR OF DIRECTIONAL FLOOR SIGNAGE

- Your logo on all floor decals directing delegates to sessions and social functions

2. OFFICIAL SPONSOR OF DIGITAL SIGNAGE

- Your organisation's logo on all screens throughout the venue

3. KEYNOTE SPEAKER – MULTIPLE AVAILABLE

- Exclusive sponsorship of one of the keynote speakers at the conference
- Your organisation's logo to appear on the screen before the session

EXHIBITION BOOTH

Early Bird until 30 June 2024 **\$6,400**

Standard from 1 July 2024 **\$7,000**

If you're looking to expand your reach, network with potential clients and showcase your products or services, then an exhibition booth provides you with these opportunities and more. As an exhibitor, you can showcase your products and services through live demonstrations, presentations or interactive displays. This hands-on approach enables attendees to experience your offerings firsthand, ask questions and gain a deeper understanding of how your solutions can benefit them. All conference lunch and refreshment breaks will be held in the exhibition area to ensure a high traffic flow of delegates.

PROMOTION

- Promoted as Conference exhibitor across high exposure digital and print mediums
- Hyperlinked logo and company profile on the conference mobile app and website
- Inclusion of one piece of promotional material on the Conference app
- Logo recognition in conference promotional material, including venue signage
- Delegate list – prior to the conference you will receive an electronic copy of the opted-in delegate list (name, organisation, state and country only), in accordance with privacy legislation
- Use of the THETA Conference logos prior to and during THETA

REGISTRATION AND EXHIBITION

- One complimentary registration, including daily catering and the Welcome Reception. Tickets to the Gala Dinner may be purchased at an additional cost of \$170 per ticket
- Exhibition booth – 3 metres x 3 metres

Please note: All staff on site must be registered to attend, either by utilising your complimentary registration or purchasing an additional registration. No visitor passes will be issued.

ADVERTISING OPTIONS

CONFERENCE APP: \$750

Advertising space will be available in the Conference App which will be used by all delegates. Advertising in the Conference App will provide excellent exposure for your organisation.

ADDITIONAL EXHIBITION STAFF

If you require additional staff members for your exhibition, an Exhibitor Staff fee of \$550 (inclusive of GST) per staff member applies. This cost includes daily catering and attendance at the Welcome Reception. Tickets to the Gala Dinner may be purchased at an additional cost of \$170 per ticket.

**Please consider
your impact on the
environment when
bringing marketing
material on site.**

THE VENUE



PERTH CONVENTION AND EXHIBITION CENTRE

The epicentre for business and events in Western Australia, PCEC has played a pivotal role in the growth of Perth's business tourism and trade since its inauguration in 2004.

With nearly 20 years of experience managing exhibitions, the events team will be on hand with everything you need to make your time at PCEC as smooth and enjoyable as possible. From stand catering to technology and activity permissions, PCEC have got you covered.



EXHIBITION FLOOR PLAN

PAVILION 1 EXHIBITION TRADE HALL





IMPORTANT RESTRICTIONS

When planning your investment as a sponsor, please note that no sponsor may hold a competitive event during conference times or during conference social functions.

WHAT WE REQUIRE FROM SPONSORS AND EXHIBITORS:

- Promotional material for display at the conference and items for inclusion in delegate bags.
- Please consider environmental sustainability when planning your conference participation. Recycled and re-usable promotional materials are strongly encouraged.
- Logo (eps, jpg and png format), company profile and web address for recognition on the conference website, app, signage and promotional material.
- Completed registrations for nominated delegates.
- Presentation abstracts.

As all presentations are advertised in the conference program and require Program Committee approval, abstracts must be submitted in accordance with the Call for Papers timeline. Visit www.theta.edu.au for submission information.

SECURE YOUR PLACE

Your organisation's exposure in conference materials is subject to confirmation of sponsorship prior to print and production deadlines. Maximise your sponsorship investment by confirming your participation as early as possible.

You are required to complete the online booking form to secure your sponsorship or exhibition booking. Confirmation is subject to the availability of your preferred sponsorship package.

Your participation in THETA 2025 is confirmed upon completion of your online booking form, and payment (being a 50% deposit of the total amount payable).