

AHUA Spring Conference 2020

20 – 22 April

Sponsorship Packages & Information

Take a look at the AHUA Spring Conference 2019...



AHUA Spring Conference 2020

- The Association of Heads of University Administration (AHUA) draws its membership from the Registrars, Chief Operating Officers, University Secretaries and Pro Vice Chancellors of over 140 higher education institutions in the United Kingdom.
- Typically around 80 to 100 AHUA members attend the Annual Conference which will next take place from 20 – 22 April 2020, hosted by the University of Winchester.
- The conference is an excellent opportunity for your organisation to network with major decision-makers in UK universities. Heads of Administration are responsible for a huge range of services including finance, IT, estates, legal, governance and HR.
- Sponsorship invitations are issued to a very small number of organisations, chosen because we believe that their existing involvement with HE has the potential to grow in an ever-more complex operating environment.



Sponsorship Packages 2020

Click the links below to be taken to the page with further information on your chosen package...

| | |
|---|----------------------------|
| <u>Gold Sponsorship</u> | 5 packages £12,000 |
| <u>Silver Sponsorship</u> | Multiple packages £7,000 |
| <u>Gala Dinner</u> | 1 package £6,000 |
| <u>Gala Dinner Drinks Reception</u> | 1 package £4,000 |
| <u>Conference Umbrellas</u> | 1 package £2,200 |
| <u>Gala Dinner Wine</u> | 1 package £2,000 |
| <u>Conference Lanyards</u> | 1 package £1,200 |
| <u>Water Bottles</u> | 1 package £1,200 |
| <u>Hot Drinks Flasks</u> | 1 package £1,000 |
| <u>USB Flash Drives</u> | 1 package £800 |
| <u>Twitter Wall</u> | 1 package £700 |

Gold Sponsorship

£12,000 + VAT

Five packages available



There are five Gold Sponsorship Packages available at this year's conference. These packages guarantee a high profile presence at the conference through multiple marketing and networking opportunities. The benefits of the Gold Sponsorship will include:

- Two delegate places at the conference, including overnight accommodation at one of the two hotels
- A dedicated space within the networking area
- Opportunity to deliver a workshop session
- Half page advert in the conference brochure
- Company profile in the conference brochure
- Extended company profile on the conference app
- Blog post on the AHUA website
- A choice of one of five sponsorship packages (see the next pages, subject to availability)
- A full delegate list one week before the conference (in accordance to GDPR guidelines)

Any questions?

ahua@assuredevents.com

0161 428 1250

[Click here to see all packages](#)



The Association of Heads of University Administration



UNIVERSITY OF
WINCHESTER

Gold Sponsorship

£12,000 + VAT

Five packages available



The gold sponsorship includes all of the benefits listed out on the previous page, as well as one of the following packages:

Package One | Conference App Sponsor

The Conference app will help encourage the reduction in brochure print and enhance conference sustainability. This is a great opportunity to gain brand exposure with delegates pre, during and post conference. The app includes all programme, venue and dinner information, along with the delegate and exhibitor lists and the opportunity for delegates to share photographs and communicate with each other. App downloads are encouraged ahead of the event and to each delegate at registration. The package includes;

- Company branding within the app, including permanently displayed banner adverts with measured link click throughs
- A dedicated page on the app, with links to a customised PDF, social media platforms and website
- A custom push notification during prime conference time

Any questions?

ahua@assuredevents.com

0161 428 1250

[Click here to see all packages](#)



The Association of Heads of University Administration



UNIVERSITY OF
WINCHESTER

Gold Sponsorship

£12,000 + VAT

Five packages available



Package Two | Lunch & Refreshments Sponsor

Within the networking area, there will be numerous lunch and refreshment breaks for delegates throughout the conference. The package includes;

- Company logo and branding prominently displayed in the networking area
- Entry as a sponsor adjacent to the event listing in the conference programme

Package Three | Delegate Pack Sponsor

The conference delegate packs are prominently branded with the sponsor logo and each delegate will receive a bag at registration, to be used for the duration of the event. The package includes;

- Branding on the delegate bags - given to every delegate/ sponsor attendee
- Branded pen within the bag
- Opportunity to submit an insert within the delegate bags

Any questions?

ahua@assuredevents.com

0161 428 1250

[Click here to see all packages](#)



The Association of Heads of University Administration



UNIVERSITY OF
WINCHESTER

Gold Sponsorship

£12,000 + VAT

Five packages available



Package Four | Networking Dinner Sponsor

The Networking dinner is held on the first night of the conference to facilitate networking opportunities. The package includes;

- Sponsor branding prominently displayed within the dinner and drinks reception venue
- Sponsorship of the dinner referenced on the conference programme

Package Five | Conference Website/ Registration

This package offers exposure to delegates at every point in their booking process as well as on arrival at conference. The package includes;

- Branded pop up banners at the delegate registration desk at the conference and sponsorship referenced in the conference programme
- Branding to be included on every web page, with a link to the company website as well as on delegate booking confirmation emails (Please note - the registration branding and the website will also include an acknowledgement of AHUA's national sponsors who support the association all year round).

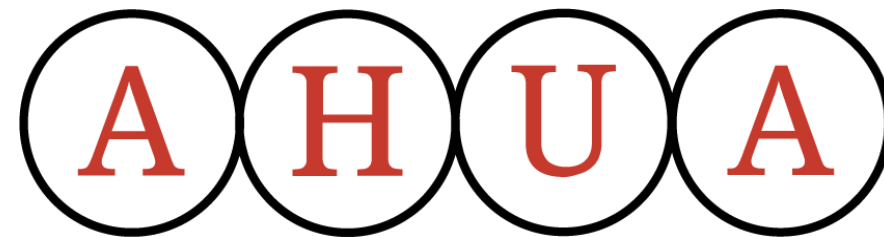


The Association of Heads of University Administration



UNIVERSITY OF
WINCHESTER

Gold Sponsorship Session Guidance



Sponsors will be asked to adhere to certain criteria for the 2020 Spring Conference, which will be hosted by the University of Winchester. Based on feedback from previous conferences, we strongly recommend that sponsor sessions focus on content that will be of most interest to conference attendees. AHUA members have broad portfolios and a wide range of responsibilities across their institutions.

We expect delegates to be interested in a range of current topics affecting the HE sector, including governance, operational issues, regulation and compliance, disruptive technologies, international and transnational education, mental health and wellbeing, efficiency, funding, staff and leadership development to name but a few.

Whilst we recognise that sponsors will wish to highlight their particular offering, we ask that sessions relate to these types of topic as this will help to increase engagement with AHUA attendees. Those sessions that have applied the sponsor's offer in a creative and interactive way have proved most popular with attendees at past events.

We are asking all applicants for Gold Packages to submit an outline of their session with their application. At the application stage we will only require an overview, but a fuller session outline will be required closer to the event. The summaries that are submitted with the applications will be considered along with the application.

Any questions?

ahua@assuredevents.com

0161 428 1250

[Click here to see all packages](#)



UNIVERSITY OF
WINCHESTER

Silver Sponsorship

£7,000 + VAT

Multiple packages available



There are multiple silver sponsorship packages available at this year's conference. This package ensures a prominent presence at the conference through multiple marketing and networking opportunities.

The benefits of the Silver Sponsorship will include:

- One full delegate place at the conference, including overnight accommodation in one of the two hotels.
- A dedicated space within the networking area
- Acknowledgement of sponsorship and a 25 word company summary in the conference brochure
- An extended company summary on the conference app
- Web link to your company website from the delegate conference site
- One copy of the conference brochure at registration
- A full delegate list one week before the conference (in accordance to GDPR guidelines)

Any questions?

ahua@assuredevents.com

0161 428 1250

[Click here to see all packages](#)



The Association of Heads of University Administration



UNIVERSITY OF
WINCHESTER

Gala Dinner

£6,000 + VAT

One package available



The Gala Dinner will be held on Tuesday 22nd April at the beautiful Guildhall, which is a close walking distance to both hotels. This is an excellent opportunity that provides optimum exposure to all delegates, sponsors and senior representatives from the University of Winchester.

The benefits to the sponsor of the Gala Dinner will include:

- Company logo branding prominently displayed within the Gala Dinner Venue
- Acknowledgement of sponsorship and a 25 word company summary in the conference brochure, with an extended summary on the app
- Web link to your site from the delegate conference website
- Specific dinner menu acknowledgement
- Two tickets for your representatives to attend the dinner and drinks reception
- Two tickets for your representatives to attend conference sessions on Tuesday 22 April
- A full delegate list one week before the conference (in accordance to GDPR guidelines)

Any questions?

ahua@assuredevents.com

0161 428 1250

[Click here to see all packages](#)



The Association of Heads of University Administration



UNIVERSITY OF
WINCHESTER

Gala Dinner Drinks Reception

£4,000 + VAT

One package available



We have a fantastic opportunity to sponsor the drinks reception at the AHUA Gala Dinner, at the beautiful Guildhall, which is a close walking distance to both hotels. The reception will be attended by all delegates, sponsors, senior figures from the University of Winchester and invited guests. The benefits to the sponsor of the Gala Dinner Drinks Reception will include:

- Company logo/branding displayed Drinks Reception Venue
- Acknowledgement of sponsorship and a 25 word company summary in the conference brochure, with an extended summary on the app
- Web link to your site from the delegate conference website
- Specific dinner menu acknowledgement
- Two tickets for your representatives to attend the dinner and drinks reception
- A full delegate list one week before the conference (in accordance to GDPR guidelines)

Any questions?

ahua@assuredevents.com

0161 428 1250

[Click here to see all packages](#)

Conference Umbrellas

£2,200 + VAT

One package available



All delegates will be given a branded umbrella within their conference pack at registration, branded with your logo, and the AHUA logo. Your branding will appear on the umbrellas, which, within limits could also be produced in brand colours. This sponsorship represents a great investment as key decision makers will undoubtedly take the umbrellas away for future use.

The sponsorship includes:

- A branded umbrella for every conference attendee
- Acknowledgement of sponsorship and a 25 word company summary in the conference brochure, with an extended summary on the app
- Web link to your site from the delegate conference website
- A full delegate list one week before the conference (in accordance to GDPR guidelines)

Any questions?

ahua@assuredevents.com

0161 428 1250

[Click here to see all packages](#)



The Association of Heads of University Administration



UNIVERSITY OF
WINCHESTER

Gala Dinner Wine

£2,000 + VAT

One package available



The conference Gala Dinner will be taking place at the beautiful Guildhall, which is a close walking distance to both hotels, on Tuesday 22nd April 2020. This package includes the sponsorship of all table wine at the Gala Dinner. The benefits to the sponsor of the Gala Dinner Wine will include:

- Company logo/branding on the wine list that features within all menus on the tables
- Branded tags on all the wine served
- Acknowledgement of sponsorship and a 25 word company summary in the conference brochure, with an extended summary on the app
- Web link to your site from the delegate conference website
- Specific dinner menu acknowledgement
- Two tickets for your representatives to attend the dinner and drinks reception
- A full delegate list one week before the conference (in accordance to GDPR guidelines)

Any questions?

ahua@assuredevents.com

0161 428 1250

[Click here to see all packages](#)



The Association of Heads of University Administration



UNIVERSITY OF
WINCHESTER

Conference Lanyards

£1,200 + VAT

One package available



Each attendee at the conference will be issued with a lanyard upon arrival. They are worn at all times for the duration of the conference, so your logo will have constant exposure.

The benefits to the sponsor of the Conference Lanyards will include:

- A branded lanyard for every conference attendee
- Company logo prominently displayed on the lanyard, along with the AHUA logo
- Acknowledgement of sponsorship and a 25 word company summary in the conference brochure, with an extended summary on the app
- Web link to your site from the delegate conference website
- A full delegate list one week before the conference (in accordance to GDPR guidelines)

Any questions?

ahua@assuredevents.com

0161 428 1250

[Click here to see all packages](#)



The Association of Heads of University Administration



UNIVERSITY OF
WINCHESTER

Water Bottles

£1,200 + VAT

One package available



Each delegate will receive a reusable water bottle which will be branded with your company logo, as well as the AHUA logo. Water will be available throughout for delegates to fill their bottles, and all attendees can take them home.

The benefits to the sponsor of the Water Bottles will include:

- A branded water bottle for all delegates
- Acknowledgement of sponsorship and a 25 word company summary in the conference brochure, with an extended summary on the app
- Web link to your site from the delegate conference website
- A full delegate list one week before the conference (in accordance to GDPR guidelines)

Any questions?

ahua@assuredevents.com

0161 428 1250

[Click here to see all packages](#)

Hot Drinks Flasks

£1,000 + VAT

One package available



Each delegate will receive a reusable hot drinks flask, which will be branded with your company logo, as well as the AHUA logo. Tea and coffee will be available throughout for delegates to fill their flasks, and all attendees can take them home.

The benefits to the sponsor of the Hot Drinks Flasks will include:

- Branded flask for all delegates
- Acknowledgement of sponsorship and a 25 word company summary in the conference brochure, with an extended summary on the app
- Web link to your site from the delegate conference website
- A full delegate list one week before the conference (in accordance to GDPR guidelines)

Any questions?

ahua@assuredevents.com

0161 428 1250

[Click here to see all packages](#)



The Association of Heads of University Administration



UNIVERSITY OF
WINCHESTER

USB Flash Drives

£800 + VAT

One package available



The flash drives will be handed out at the end of the conference to each of the delegates. They will hold all of the content which will be covered in the plenary sessions.

The benefits to the sponsor of the USB Flash Drives will include:

- A branded flash drive for every conference delegate
- Company logo/branding on the flash drive, along with the AHUA logo
- Acknowledgement of sponsorship and a 25 word company summary in the conference brochure, with an extended summary on the app
- Web link to your site from the delegate conference website
- A full delegate list one week before the conference (in accordance to GDPR guidelines)

Any questions?

ahua@assuredevents.com

0161 428 1250

[Click here to see all packages](#)



The Association of Heads of University Administration



UNIVERSITY OF
WINCHESTER

Twitter Wall

£700 + VAT

One package available



BRAND NEW FOR 2020

For the first time ever there is an opportunity to sponsor the twitter wall. The twitter wall is an excellent opportunity for brand exposure. The benefits to the sponsor of the Twitter Wall will include:

- Company logo/branding to be displayed on the screens, along with the AHUA logo in prominent places during the conference
- Scheduled advertisements on the wall throughout the conference
- Includes features that can be used as you wish, either on demand or at scheduled intervals. Features include display announcements, top users, top re-tweets and contests
- Acknowledgement of sponsorship and a 25 word company summary in the conference brochure, with an extended summary on the app
- Web link to your site from the delegate conference website
- A full delegate list one week before the conference (in accordance to GDPR guidelines)

Any questions?

ahua@assuredevents.com

0161 428 1250

[Click here to see all packages](#)



The Association of Heads of University Administration



UNIVERSITY OF
WINCHESTER

Interested?

Let us know by following the below instructions...

1. If you are interested in any of the sponsorship packages, please email laura.graham@assuredevents.com stating all packages that you are interested in, and the order of preference (i.e. which would be your 1st, 2nd choice etc).
2. When you submit this expression of interest, if you are applying for a Gold package please do not forget to submit your session summary with your application (please see [Slide 9](#) for more detail).
3. Submit your expressions no later than **17:00 Friday 1st November 2019**.

What Happens Next?

After the deadline The Conference Steering Group (CSG) will then review all expressions of interest.

We will aim to notify all applicants of the decisions by **Friday 8th November 2019**.

If you have any questions please contact us via our dedicated conference line on: 0161 428 1250 or by emailing laura.graham@assuredevents.com.