



IASDR 2015 Congress
2-5 November 2015
Brisbane, Australia
<http://www.iasdr2015.com>



On behalf of the IASDR 2015 Organising Committee, we invite you to join us as a sponsor of the 6th International Congress of International Association of Societies of Design Research, being held in Brisbane (Australia) from the 2-5 November 2015. The congress focus is INTERPLAY between design, science, technology and the arts, and will be attended by 400+ delegates from around the world.

During this congress we will explore the interaction of design research with science, technology and the arts. This continual INTERPLAY provides opportunities to explore interaction between cross-disciplinary knowledge and various design research approaches. IASDR 2015 aims to establish trans-disciplinary research platforms across diverse domains to foster new research and education opportunities and stimulate innovation.

The congress provides a global forum for presentation and discussion of the INTERPLAY of design research and applications across all domains of design, science, technology and arts. By sponsoring this event you can demonstrate your commitment and support of the industry.

IASDR 2015 offers many opportunities to promote your brand throughout the congress program through the various pre-congress events, plenary keynotes and parallel sessions, special programs, exhibitions and social activities.

The benefits for your organisation of sponsoring this congress include:

- Brand exposure to a national and international audience, before, during and after the event.
- The opportunity to speak and interact with potential clients who have an active interest in your products and services.
- Build your reputation and be recognised as supporting cutting edge research and development in your respective field.

Customised Sponsorship Packages

Your investment - Negotiable

If you would like to negotiate a sponsorship package to meet your specific interests or requirements, or you are interested in one of the below sponsorship categories, but you would like to tailor the package to better suit with your needs, please contact Ms Lauren Kerr from QUT Conferences to discuss your requirements (Phone: 07 3138 9367, Email: lauren.kerr@qut.edu.au).

Platinum Sponsor - \$25,000

(2 Opportunities)

IASDR 2015 Platinum Sponsors are premier supporters of the congress, and will have the opportunity to work closely with the congress committee and congress organisers in the planning of their participation throughout the congress program.

Branding Benefits

IASDR 2015 will enable you to target design research professionals from around the globe. Raise the profile of your brand through maximum, direct exposure to the congress audience. Platinum sponsors will be acknowledged on all marketing and communication materials as platinum sponsors, and as such will be positioned at the highest possible level for reader acknowledgment and viewing.

Naming Rights

Naming Rights to a Keynote Speaker Plenary Session:

- Platinum Sponsors to be recognised as the naming rights sponsor of a keynote plenary session at the congress
- Verbal recognition of sponsorship at start and end of keynote presentation
- Logo to appear on all of the title slides within that sponsored session

Corporate Signage

Platinum sponsor signage to be displayed for the duration of IASDR 2015

Platinum sponsors will have the opportunity to provide one free-standing banner to appear in the plenary session room for the duration of the congress, allowing for direct exposure to the IASDR 2015 congress delegates.

Advertising and Promotional Material

Premier exposure on print and promotional material

Prominent logo display and link on IASDR 2015 Website

Platinum sponsor logos will be prominently displayed on the congress website. The logo will also be linked to the sponsor's corporate home page.

IASDR 2015 Promotional Campaigns

Platinum sponsors logo, linked to the sponsor's corporate home page, will appear on all IASDR 2015 promotional email campaigns. In addition, platinum sponsor logo will appear on all printed and electronic promotional materials, from the time of confirmation.

IASDR 2015 Congress Handbook Advertisement

Platinum sponsors receive a complimentary full page, black and white advertisement and 250 word corporate message including contact details, in the IASDR 2015 congress handbook. Platinum sponsor logo will also appear on and inside the front cover.

Acknowledgement

Acknowledgement of Platinum Sponsorship throughout the Congress

Platinum sponsors will receive the following recognition throughout the congress:

- Verbal recognition of sponsorship at the opening and closing sessions
- Logo to appear on PowerPoint slides during the opening session and on the 'Thanking Sponsors' PowerPoint slide at the plenary sessions
- Platinum Sponsors to be clearly identified as a 'Sponsor' on your name badge

Trade Exhibition

Prominently positioned exhibition booth

Platinum sponsors will receive a prominently positioned exhibition booth for the duration of the congress. This includes: 1 x complimentary 2m x 2m exhibition space including booth with furniture, personalised printed signage, lights, fascia and power. The exhibition will allow your organisation to directly interact with the congress delegates through the event. Catering and the poster awards will take place in the exhibition area to ensure maximum exposure for our exhibitors.

Congress Satchel

Congress Satchel Insert

Platinum sponsors have the opportunity to provide promotional material to be included in the congress satchel (up to 2 pages or small corporate gift).

Sponsorship Entitlements

Complimentary Registrations and tickets

Platinum sponsors are entitled to 2 x complimentary congress registrations, including attendance at the Welcome Reception, Plenary Sessions and Breakout Sessions, Congress Dinner and social events. Platinum sponsors will also receive 2 x additional tickets to Congress Dinner.

Gold Sponsor - \$20,000

(6 Opportunities)

IASDR Gold Partners are principal sponsors of the congress, and will have the opportunity to work closely with the congress committee and congress organisers in the planning of their participation throughout the congress program.

Branding Benefits

As a gold sponsor your brand will be exposed to the IASDR 2015 delegates, prior to, during and after the 2015 event, through the numerous benefits listed below.

Naming Rights

Naming Rights Sponsorship to a Concurrent Session

Gold Sponsors to be recognised as the naming rights sponsor of a concurrent session at the congress, including:

- Opportunity to provide one free-standing banner for display in sponsored concurrent session rooms.
- Logo to appear on all of the title slides within that sponsored session.
- Verbal recognition of sponsorship throughout the sponsored session.

Advertising and Promotional Material

Major exposure on print and promotional material

Logo display and link on IASDR 2015 Website

Gold sponsor logos will be visibly displayed on the congress website. The logo will also be linked to the sponsor's corporate home page.

IASDR 2015 Promotional Campaigns

Gold sponsors logo, linked to the sponsor's corporate home page, will appear on all IASDR 2015 promotional email campaigns. In addition, gold sponsor logo will appear on all printed and electronic promotional materials, from the time of confirmation.

IASDR 2015 Congress Handbook Advertisement

Gold sponsors receive a complimentary 150 word corporate message including contact details and company logo, in the IASDR 2015 congress handbook.

Acknowledgement

Acknowledgement of Gold Sponsorship throughout the Congress

Gold sponsors will receive the following recognition throughout the congress:

- Verbal recognition of partnership at the opening and closing sessions
- Logo to appear on PowerPoint slides during the opening session and on the 'Thanking Sponsors' PowerPoint slide at the plenary sessions
- Gold Sponsors to be clearly identified as a Sponsor on your name badge

Trade Exhibition

Well-positioned exhibition booth

Gold sponsors will receive a well-positioned exhibition booth for the duration of the congress. This includes: 1 x complimentary 2m x 2m exhibition space including booth with furniture, personalised printed signage, lights, fascia and power. The exhibition will allow your organisation to directly interact with the congress delegates through the event. Catering and the poster awards will take place in the exhibition area to ensure maximum exposure for our exhibitors.

Congress Satchel

Congress Satchel Insert

Gold sponsors have the opportunity to provide promotional material to be included in the congress satchel (up to 2 pages or small corporate gift).

Sponsorship Entitlements

Complimentary Registrations and tickets

Gold sponsors are entitled to 2 x complimentary congress registrations, including attendance at the Welcome Reception, Plenary Sessions and Breakout Sessions, Congress Dinner and social events. Gold sponsors will also receive 2 x additional tickets to Congress Dinner.

Silver Sponsor - \$15,000

(3 Opportunities)

IASDR Silver Partners are major sponsors of the congress, and will have the opportunity to work closely with the congress committee and congress organisers in the planning of their participation throughout the congress program.

Branding Benefits

As a silver sponsor your brand will be exposed to the IASDR 2015 delegates, prior to, during and after the 2015 event, through the numerous benefits listed below.

Naming Rights

Naming Rights Sponsorship to a Congress Lunch Break

Silver Sponsors to be recognised as the naming rights sponsor of a lunch break at the congress, including:

- Opportunity to provide one free-standing banner for display in the catering area.
- Verbal recognition of sponsorship prior to and at the conclusion of congress break.

Advertising and Promotional Material

Exposure on print and promotional material

Logo display and link on IASDR 2015 Website

Silver sponsor logos will be displayed on the congress website. The logo will also be linked to the sponsor's corporate home page.

IASDR 2015 Promotional Campaigns

Silver sponsors logo, linked to the sponsor's corporate home page, will appear on all IASDR 2015 promotional email campaigns. In addition, silver sponsor logo will appear on all printed and electronic promotional materials, from the time of confirmation.

IASDR 2015 Congress Handbook Advertisement

Silver sponsors receive a complimentary 100 word corporate message including contact details and company logo, in the IASDR 2015 congress handbook.

Acknowledgement

Acknowledgement of Silver Sponsorship throughout the Congress

Silver sponsors will receive the following recognition throughout the congress:

- Verbal recognition of partnership at the opening and closing sessions
- Logo to appear on PowerPoint slides during the opening session and on the 'Thanking Sponsors' PowerPoint slide at the plenary sessions
- Silver Sponsors to be clearly identified as a Sponsor on your name badge

Trade Exhibition

Complimentary exhibition booth

Silver sponsors will receive a complimentary exhibition booth for the duration of the congress. This includes: 1 x complimentary 2m x 2m exhibition space including booth with standard fascia, lights, and power. The exhibition will allow your organisation to directly interact with the congress delegates through the event. Catering and the poster awards will take place in the exhibition area to ensure maximum exposure for our exhibitors.

Congress Satchel

Congress Satchel Insert

Silver sponsors have the opportunity to provide promotional material to be included in the congress satchel (up to 2 pages or small corporate gift).

Sponsorship Entitlements

Complimentary Registrations and tickets

Silver sponsors are entitled to 2 x complimentary congress registrations, including attendance at the Welcome Reception, Plenary Sessions and Breakout Sessions, Congress Dinner and social events.

Bronze Sponsor - \$10,000

(Multiple Opportunities)

IASDR Bronze Partners are valued sponsors of the congress, and will receive wide exposure throughout the congress.

Branding Benefits

As a bronze sponsor your brand will be exposed to the IASDR 2015 delegates, prior to, during and after the 2015 event, through the numerous benefits listed below.

Advertising and Promotional Material

Exposure on print and promotional material

Logo display and link on IASDR 2015 Website

Bronze sponsor logos will be displayed on the congress website. The logo will also be linked to the sponsor's corporate home page.

IASDR 2015 Promotional Campaigns

Bronze sponsors logo, linked to the sponsor's corporate home page, will appear on all IASDR 2015 promotional email campaigns. In addition, bronze sponsor logo will appear on all printed and electronic promotional materials, from the time of confirmation.

IASDR 2015 Congress Handbook Advertisement

Bronze sponsors receive a complimentary 100 word corporate message including contact details and company logo, in the IASDR 2015 congress handbook.

Acknowledgement

Acknowledgement of Bronze Sponsorship throughout the Congress

Bronze sponsors will receive the following recognition throughout the congress:

- Verbal recognition of partnership at the opening and closing sessions
- Logo to appear on PowerPoint slides during the opening session and on the 'Thanking Sponsors' PowerPoint slide at the plenary sessions
- Bronze Sponsors to be clearly identified as a Sponsor on your name badge

Congress Satchel

Congress Satchel Insert

Bronze sponsors have the opportunity to provide promotional material to be included in the congress satchel (up to 2 pages or small corporate gift).

Sponsorship Entitlements

Complimentary Registrations and tickets

Bronze sponsors are entitled to 1 x complimentary congress registrations, including attendance at the Welcome Reception, Plenary Sessions and Breakout Sessions, Congress Dinner and social events.

Exhibition and Poster Sponsor - \$15,000

(Exclusive Opportunity)

The IASDR exhibition and poster sponsor are valued sponsors of the congress, and will receive wide exposure throughout the congress.

Branding Benefits

The poster gallery and exhibition will highlighting the latest in research and ideas. By sponsoring this area your company can demonstrate their commitment to furthering the industry.

Naming Rights

Naming Rights of the Poster Gallery and Exhibition

The exhibition and poster sponsor will be recognised as the exclusive naming rights sponsor of exhibition and poster area, including:

- Opportunity to provide one free-standing banner for display in the exhibition/poster area for the duration of the event.
- Verbal recognition of sponsorship throughout the event.
- Opportunity to present a 5 minute presentation at the poster awards session.
- Opportunity to present poster awards.

Advertising and Promotional Material

Exposure on print and promotional material

Logo display and link on IASDR 2015 Website

The exhibition and poster sponsors logo will be displayed on the congress website. The logo will also be linked to the sponsor's corporate home page.

IASDR 2015 Promotional Campaigns

Exhibition and poster sponsors logo, linked to the sponsor's corporate home page, will appear on all IASDR 2015 promotional email campaigns. In addition, exhibition and poster sponsors logo will appear on all printed and electronic promotional materials, from the time of confirmation.

IASDR 2015 Congress Handbook Advertisement

Exhibition and poster sponsors receive a complimentary 100 word corporate message including contact details and company logo, in the IASDR 2015 congress handbook.

Acknowledgement

Acknowledgement of exhibition and poster sponsor throughout the Congress

Exhibition and poster sponsors will receive the following recognition throughout the congress:

- Verbal recognition of partnership at the opening and closing sessions
- Logo to appear on PowerPoint slides during the opening session and on the 'Thanking Sponsors' PowerPoint slide at the plenary sessions
- Exhibition and poster sponsor to be clearly identified as a Sponsor on your name badge

Congress Satchel

Congress Satchel Insert

Exhibition and poster sponsors have the opportunity to provide promotional material to be included in the congress satchel (up to 2 pages or small corporate gift).

Sponsorship Entitlements

Complimentary Registrations and tickets

Exhibition and poster sponsors are entitled to 1 x complimentary congress registrations, including attendance at the Welcome Reception, Plenary Sessions and Breakout Sessions, Congress Dinner and social events.

Welcome Event Sponsor - \$20,000

(Exclusive Opportunity)

The IASDR Welcome Event Sponsor is a major sponsor of the congress, and will have a unique opportunity to address and interact with delegates at the event.

Branding Benefits

As IASDR Welcome Event Sponsor your brand will be exposed to the IASDR 2015 delegates, prior to, during and after the 2015 event, with the exclusive opportunity to promote your brand throughout the Welcome Event.

Naming Rights

Naming Rights Sponsorship to the Welcome Event

The Welcome Event Sponsor will be recognised as the naming rights sponsor the Welcome Event, including:

- Opportunity to present a 5-10 minute welcome presentation at the congress welcome reception
- Opportunity to provide two free-standing banners for display in the Welcome Reception area.
- Verbal recognition of sponsorship at the beginning and at the conclusion of Welcome Event.

Advertising and Promotional Material

Exposure on print and promotional material

Logo display and link on IASDR 2015 Website

Welcome event sponsor logos will be displayed on the congress website. The logo will also be linked to the sponsor's corporate home page.

IASDR 2015 Promotional Campaigns

Welcome event sponsors logo, linked to the sponsor's corporate home page, will appear on all IASDR 2015 promotional email campaigns. In addition, Welcome Event sponsor logo will appear on all printed and electronic promotional materials, from the time of confirmation.

IASDR 2015 Congress Handbook Advertisement

Welcome Event sponsors receive a complimentary 100 word corporate message including contact details and company logo, in the IASDR 2015 congress handbook.

Acknowledgement

Acknowledgement of Welcome Event Sponsorship throughout the Congress

Welcome event sponsors will receive the following recognition throughout the congress:

- Verbal recognition of partnership at the, Welcome Event, opening and closing sessions
- Logo to appear on PowerPoint slides during the opening session and on the 'Thanking Sponsors' PowerPoint slide at the plenary sessions, as well as throughout the Welcome Event
- Welcome Event Sponsors to be clearly identified as a Sponsor on your name badge

Congress Satchel

Congress Satchel Insert

Welcome event sponsors have the opportunity to provide promotional material to be included in the congress satchel or at place settings at the Welcome Event (up to 2 pages or small corporate gift).

Sponsorship Entitlements

Complimentary Registrations and tickets

Welcome event sponsors are entitled to 1 x complimentary congress registrations, including attendance at the Welcome Reception, Plenary Sessions and Breakout Sessions, Congress Dinner and social events. Plus 2 additional tickets to the Welcome Event.

Congress Dinner Sponsor - \$25,000

(Exclusive Opportunity)

The IASDR Congress Dinner Sponsor is a principal sponsor of the congress, and will have a unique opportunity to address and interact with delegates at the congress dinner event.

Branding Benefits

As IASDR Congress Dinner Sponsor your brand will be exposed to the IASDR 2015 delegates, prior to, during and after the 2015 event, with the exclusive opportunity to promote your brand throughout the congress dinner.

Naming Rights

Naming Rights Sponsorship to the Congress Dinner

The Congress Dinner Sponsor will be recognised as the naming rights sponsor the Congress Dinner event, including:

- Opportunity to present a 5-10 minute welcome presentation at the congress dinner
- Opportunity to provide two free-standing banners for display at the Congress Dinner
- Verbal recognition of sponsorship at the beginning and at the conclusion of Congress Dinner

Advertising and Promotional Material

Exposure on print and promotional material

Logo display and link on IASDR 2015 Website

Congress dinner sponsor logos will be displayed on the congress website. The logo will also be linked to the sponsor's corporate home page.

IASDR 2015 Promotional Campaigns

Congress dinner sponsors logo, linked to the sponsor's corporate home page, will appear on all IASDR 2015 promotional email campaigns. In addition, congress dinner sponsor logo will appear on all printed and electronic promotional materials, from the time of confirmation.

IASDR 2015 Congress Handbook Advertisement

Congress dinner sponsors receive a complimentary 150 word corporate message including contact details and company logo, in the IASDR 2015 congress handbook.

Acknowledgement

Acknowledgement of Congress Dinner Sponsorship throughout the Congress

Congress dinner sponsors will receive the following recognition throughout the congress:

- Verbal recognition of partnership at the Congress Dinner, opening and closing sessions
- Logo to appear on PowerPoint slides during the opening session and on the 'Thanking Sponsors' PowerPoint slide at the plenary sessions, as well as throughout the Welcome Event
- Congress Dinner Sponsors to be clearly identified as a Sponsor on your name badge

Congress Satchel

Congress Satchel Insert

Congress dinner sponsors have the opportunity to provide promotional material to be included in the congress satchel or at place settings at the Congress Dinner (up to 2 pages or small corporate gift).

Sponsorship Entitlements

Complimentary Registrations and tickets

Congress dinner sponsors are entitled to 2 x complimentary congress registrations, including attendance at the Welcome Reception, Plenary Sessions and Breakout Sessions, Congress Dinner and social events. Plus 2 additional tickets to the Congress Dinner.

Satchel Insert - \$2,500

(Multiple Opportunities)

Satchel insert contributors have the ability to engage delegates with 'take home material', which can be shared when delegates return to their offices.

Congress Satchel

Congress Satchel Insert

Satchel insert contributors have the opportunity to provide promotional material to be included in the congress satchel (up to 2 pages or small corporate gift).

Handbook Advertisement - \$1,500

(Multiple Opportunities)

Advertising space is available in the congress handbook, to promote your organisation to congress delegates. All delegates, speakers and sponsors receive a copy of the handbook, making this an excellent way to reach your target market.

Advertising and Promotional Material

Congress Handbook Advertisement

Congress handbook advertisers have the opportunity to purchase 1 x full page, full colour advertisement in the congress handbook.

Sponsorship Agreement Form

Contact Details

Organisation: _____

ABN: _____

Address: _____

Suburb: _____

State: _____

Country: _____

Postcode: _____

Contact: _____

Position: _____

Email: _____

Telephone: _____

Sponsorship Type

Platinum Sponsor	\$25,000	<input type="checkbox"/>
Gold Sponsor	\$20,000	<input type="checkbox"/>
Silver Sponsor	\$15,000	<input type="checkbox"/>
Bronze Sponsor	\$10,000	<input type="checkbox"/>
Exhibition and Poster	\$15,000	<input type="checkbox"/>
Welcome Event	\$20,000	<input type="checkbox"/>
Congress Dinner	\$25,000	<input type="checkbox"/>
Satchel Insert	\$2,500	<input type="checkbox"/>
Handbook Advertisement	\$1,500	<input type="checkbox"/>

Total: \$ _____

Information Required

Please email the following for the website as soon as possible:

- Corporate logo – EPS and high resolution JPEG
- Company profile or corporate message and corporate home page link, as per your chosen package

Sponsorship Conditions

1. Acceptance of sponsorship requirement by completion of this Sponsor Agreement Form. Please be advised all prices reflected on this form are AUD and GST inclusive
2. Payment for Sponsorship is required before any entitlements can be delivered (special arrangements can be made)
3. Notice of cancellation must be submitted in writing prior to 31 August 2015. If not received, 50% cancellation fee will apply
4. Cancellations received after 31 August 2015 will not be refunded

DECLARATION: *I have read the Sponsorship Prospectus and agree to the 'Sponsorship Conditions' outlined on this form. I declare that I am authorised to make this commitment on behalf of my organisation.*

Name: _____

Signature: _____

Enquiries to: Lauren Kerr, email iasdr2015@qut.edu.au or tel +61 (0)7 3138 9367

To secure your sponsorship, please return this completed form to:

IASDR 2015 Congress, c/- QUT Conferences, GPO Box 2434, Brisbane QLD 4001

Email: iasdr2015@qut.edu.au