

AUSTRALASIAN CONFERENCE ON  
**INTERACTIVE  
ENTERTAINMENT 08**

DECEMBER 3 - 5 : BRISBANE, AUSTRALIA



## **Sponsorship**

### **IE2008**

#### **The Fifth Australasian Conference on Interactive Entertainment**

<http://ieconference.org/ie2008/>

The Australasian Conference on Interactive Entertainment, in its fifth year, is a cross-disciplinary conference that brings together researchers from artificial intelligence, audio, cognitive science, cultural studies, drama, HCI, interactive media, media studies, psychology, computer graphics, as well as researchers from other disciplines working on new interactive entertainment specific technologies or providing critical analysis of games and interactive environments.

For further information please contact: [ie2008@ieconference.org](mailto:ie2008@ieconference.org)

# **SPONSORSHIP OPTIONS**

## **GOLD SPONSOR**

AU\$11,000 including 10%GST

### **ONE OF FOLLOWING:**

1. Official Host to conference gala dinner
2. Naming Rights to IEO8 conference polo shirt
3. Naming Rights to internet kiosk
4. Naming Rights to conference bag

### **BENEFITS**

1. Naming rights for the nominated event or item
2. Promotional material included in the delegates satchels, limit 3 pieces
3. Opportunity to present in the main program subject to approval by the conference program committee and conditional on availability
4. Your support acknowledged on the conference website
5. Complimentary registration for two delegates (inclusive of conference session attendance, morning/afternoon teas, luncheons and evening social events)
6. Trade Show display area
7. 250 words in the delegate handbook
8. Logo on the Conference PowerPoint slides

### **REQUIREMENTS**

1. Any promotional material to be displayed at the Conference
2. Material to be put in satchels
3. Logo for image to be put on the conference website and in the delegate handbook; logo preferably provided as Vector EPS
4. Your company web address (as a link from your logo)
5. Completed registration forms for two delegates
6. List of requirements for Trade Show
7. 250 words in the delegate handbook
8. Sponsorship to be paid prior to the commencement of the conference

## **SILVER SPONSOR**

AU\$5,500 including 10%GST

### **ONE OF THE FOLLOWING**

1. Official Host to Conference Welcome Cocktail Party
2. Official host to one of the conference lunches

### **BENEFITS**

1. Naming rights to the welcoming cocktail party or luncheon
2. Promotional material included in the delegates' satchels, limit 2 pieces
3. Your support acknowledged on the conference website
4. Complimentary registration for one delegate (inclusive of conference session attendance, morning/afternoon teas, luncheons and evening social events)
5. Trade Show display area
6. 200 words in the delegate handbook
7. Logo on the Conference PowerPoint slides
8. Proposals for presentations may be submitted as part of the formal call for papers which is a competitive process.

### **REQUIREMENTS**

1. Any promotional material to be displayed at the Conference
2. Material to be put in satchels
3. Logo for image to be put on the conference website and in the delegate handbook; logo preferably provided as Vector EPS
4. Your company web address (as a link from your logo)
5. Completed registration form for one delegate
6. List of requirements for Trade Show
7. 200 words for the delegate handbook
8. Sponsorship to be paid prior to the commencement of the conference

## **BRONZE SPONSOR**

AU\$3,300 including 10%GST

Official Host to one of the morning or afternoon teas

### **BENEFITS**

1. Naming rights of the morning/afternoon tea in the program
2. Promotional material included in the delegates' satchels, limit 1 piece
3. Sponsorship acknowledgment on the conference website
4. Trade Show display area
5. 150 words in the delegate handbook
6. Logo on the Conference PowerPoint slides
7. Complimentary Exhibitor minding for one person
8. Proposals for presentations may be submitted as part of the formal call for papers which is a competitive process.

### **REQUIREMENTS**

1. Promotional material to be put in delegates' satchels
2. Logo for image to be put on the conference website and in the delegate handbook; logo preferably provided as Vector EPS
3. Your company web address (as a link from your logo)
4. List of requirements for Trade Show
5. 150 words for the delegate handbook
6. Sponsorship to be paid prior to the commencement of the conference

## FURTHER INFORMATION

### Notes

A sponsor's manual will be available on the website outlining key dates, registration process and costs, exhibition hours and key contacts for equipment.

When forecasting the investment to sponsors you should note the following:

### Presentations

All sponsors are encouraged to put forward presentations for consideration as part of the competitive Call for Papers process.

### Delegates and staff

Your sponsorship includes the following complimentary full delegates: Gold (2), Silver (1), Bronze (none).

**Note:** You must register every attendee even if they are complimentary. All other delegates will need to be paid for under the following conditions:

If you would like them to attend the presentations then the cost will be equal to the early bird rate.

If your staff do NOT want to attend the presentations then they need to be registered as exhibitor staff (this includes Morning/Afternoon Tea and Lunch only)

There will be a special price for Sponsor Staff who want to attend the social events and network with delegates (this will include Morning/Afternoon Tea and Lunch AND all social events BUT will exclude conference session attendance). You will need to pay for accommodation for your staff.