

COLLABORATE  
INNOVATE  
2017  
CANBERRA 23-25 MAY

Hosted by the



# Collaborate | Innovate | 2017

## Sponsorship Prospectus

## Collaborate | Innovate Background

Collaboration is one of the most underestimated drivers of innovation, providing businesses who collaborate with a distinct advantage over the competition. In particular, businesses collaborating with the research sector gain access to a skilled and industry-ready workforce; the latest knowledge, technology and information; and are more likely to develop new ideas, products and services to take to market.

**Collaborate | Innovate**, hosted by the Cooperative Research Centres Association, is held annually to inform, inspire and to explore the importance of business and industry working with the research sector to create innovation, and how to foster these relationships. At the conference, you will hear from leaders in research collaboration in Australia and the world.

The conference is a valuable business and networking opportunity for those who attend, connecting them with captains of industry and leaders in their field, and provides sponsors with extensive exposure.

## Delegate Profile

**Collaborate | Innovate** attracts upwards of 350 delegates, including some of Australia's most influential people in government, industry, and the academic and research sector. The Excellence in Innovation Awards Dinner attracts up to 400 people.

## Business-Research Match-up

Businesses, researchers and experts will meet at the second Business-Research Match-up to be held on Wednesday 24 May at the conference. The match-up provides a platform for participating businesses and researchers to access the wealth of knowledge and expertise of Australia. Participants are invited to set up 20-minute meetings with relevant businesses, key researchers and other conference attendees, ensuring they don't miss that important meeting during the conference.

In 2016, companies such as Johnson and Johnson, Dow Chemicals, Cook Medical and Ecolour participated in the Match-up, just to name a few.



## Awards for Excellence in Innovation and CRC Showcase

The Awards for Excellence in Innovation will be held on the evening of 24 May in the Great Hall at Australian Parliament House. The dinner attracts around 400 people including politicians, advisors, senior academics and business people, and ambassadors. A showcase of CRC achievements will also be held conjunction with the dinner in the Great Hall.



## Conference Venue

**Collaborate | Innovate | 2017** will be held at QT Canberra in New Acton, five minutes from Canberra's city centre and Australian Parliament House by car. The Awards for Excellence in Innovation and CRC Showcase will be held at Australian Parliament House in the Great Hall on Wednesday 24 May.

## About the Organiser

Established in 1994, the CRC Association is the principal non-government, not-for-profit body, that advocates for the Cooperative Research Centres (CRC) and the CRC Programme. The CRC Association represents all Cooperative Research Centres as well as universities, companies and research groups as affiliate and associate members.

## About the CRC Programme

The CRC Programme was established in 1990 as an Australian Government Initiative that supports outcome-focused research partnerships between publicly funded researchers, business and the community, to address major long-term challenges. In the programme's 26-year history, 211 CRCs have been funded over 18 funding rounds in the fields of agriculture, forestry and fishing, mining and services, and manufacturing. Government has committed more than \$4.0 billion in CRC Programme funding. Participants in CRCs have committed a further \$12.3 billion in cash and in-kind contributions.

Sponsorship Packages	Diamond	Platinum	Gold	Silver	Bronze
<b>Value</b>	\$35,000 (ex GST)	\$25,000 (ex GST)	\$15,000 (ex GST)	\$10,000 (ex GST)	\$5,000 (ex GST)
<b>KnowHow Magazine Advertising</b>					
One full-page advertisement in the conference issue of KnowHow	✓				
One half-page advertisement in the conference issue of KnowHow		✓			
One quarter-page advertisement in the conference issue of KnowHow			✓		
One strip advertisement in the conference issue of KnowHow				✓	
One market wrap-up advertisement in the conference issue of KnowHow					✓
<b>Acknowledgements and Branding</b>					
Sponsor's representative seated at one of the official tables at the Excellence in Innovation Awards Dinner	✓	✓	✓		
Option to have a stall at the conference on Wednesday 24 and Thursday 25 May	✓	✓	✓	✓	✓
Sponsor logo and hyperlink on conference website	✓	✓	✓	✓	✓
Sponsor logo on digital acknowledgement banners displayed at conference	✓	✓	✓	✓	✓
Sponsor logo in conference program	✓	✓	✓	✓	✓
Sponsor receives a list of all attendees at their request ( <i>subject to privacy policy</i> )	✓	✓	✓	✓	✓
<b>Additional Benefits</b>					
Stories in CRC Association newsletter (200 words + link + image) goes out to 9000 email addresses	5	3	2	1	1
Complimentary full registrations	4	3	2	1	1
Complimentary additional Awards Dinner tickets	5	4	3	2	1

## Additional Sponsorship Opportunities

The following additional opportunities require a minimum bronze sponsorship to be purchased. Benefits associated with additional sponsorship will be negotiated with the interested party.

Opportunity	Benefit	Cost
<b>Morning tea sponsor</b>	The sponsor will be acknowledged as the morning tea sponsor	\$800
<b>Afternoon tea sponsor</b>	The sponsor will be acknowledged as the afternoon tea sponsor	\$800
<b>Lunch sponsor</b>	The sponsor will be acknowledged as the lunch sponsor	\$1,200
<b>Welcome function sponsor</b>	The sponsor will be acknowledged as the welcome function sponsor	\$2,000
<b>Business-Research Match-up</b>	The official sponsor of the Business-Research Match-up	\$10,000

## Workshop Breakfasts

There will be breakfast sponsorship opportunities available Wednesday 24 May. Sponsors will incur the cost of catering and the association will cover the cost of room hire and take registration for the breakfast. Hosting a breakfast requires a minimum Bronze Sponsorship.

## Contact

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