

Sponsorship Opportunities

Inaugural AHECS Cybersecurity Summit

02-04 November 2020



AUSTRALASIAN HIGHER EDUCATION
CYBERSECURITY SERVICE



Invitation from the AHECS Cybersecurity Summit Committee

Greg Sawyer, Conference Chair
Director, Cybersecurity Program CAUDIT

On behalf of the AHECS partners CAUDIT, AAF, AARNet, AusCERT, and REANNZ, we formally invite you to partner with us as we present,

The Inaugural Australian Higher Education Cybersecurity Service 2020 Summit, [BRIDGING THE GAP](#).

This foundational cybersecurity summit will provide an exclusive opportunity for significant networking, presentations and advantageous discussions over two days with an additional half day curated specifically for local engagement. The AHECS Summit Program Committee has curated a new platform to provide substantial networking capability providing value for both delegates and specifically, you the vendors.

The conference theme, BRIDGING THE GAP, will focus on cybersecurity in higher education and research addressing the rapidly evolving risk profile. This year has highlighted capability gaps and the AHECS Cybersecurity Summit will serve as an opportunity for the sector to work collaboratively in addressing the challenging threat landscape and examine solutions to successfully manage it.

AHECS brings together the sector's cybersecurity thought leaders and technical experts; the existing and potential users of your organisations products and services. The Summit will reach all higher education institutions in Australia, New Zealand as well as the South Pacific, Timor-Leste, Papua New Guinea and key research organisations.

Expressions of Interest

As there are a limited number of sponsorship and speaking opportunities, the sponsorship committee will be reviewing all expressions of interest to ensure that balanced vendor participation is provided.

We also welcome expressions of interest in unique sponsorship offerings from the categories listed below.

Expressions of interest for sponsorship and proposals for speaking opportunities are due by 24 August 2020.

OPPORTUNITIES AT A GLANCE

1 available **\$20,000**

PLATINUM

- Plenary session speaking opportunity (20 minutes)
- Large and prominently located booth in Virtual exhibition
- Access to title of “AHECS Inaugural Sponsor” to utilise at future Summits
- Early bird access to sponsorship 2021
- Logo on website
- Logo on plenary & holding slides
- Newsletter feature article (300wd)
- Capture the flag*
- Sponsor prize draw
- Access to opt-in delegate list
- 1 major item, 1 marketing item**, 2 articles for upload onto USB included in delegate event pack
- 6 Complimentary registrations

5 available **\$7,500**

SILVER

- Sponsor speaking slot (10 minute)
- Break sponsor
- Virtual exhibition booth
- Access to title of “AHECS Inaugural Sponsor” to utilise at future Summits
- Early bird access to sponsorship 2021
- Logo on website
- Logo on plenary & holding slides
- Newsletter feature article (200wd)
- Capture the flag
- Sponsor prize draw
- Access to opt-in delegate list
- 1 major item, 1 marketing item**, 2 articles for upload onto USB included in delegate event pack
- 4 Complimentary registrations

unlimited **\$2,500**

BRONZE

- Virtual exhibition booth
- Logo on website
- Logo on plenary slide and holding slides
- Sponsor prize draw
- Access to opt-in delegate list
- 1 major item, 1 marketing item**, 2 articles for upload onto USB included in delegate event pack
- 2 Complimentary registrations

7*** **Cost +\$1,000**

VILLAGE HOST

- Host state AHECS Village (1 virtual available for remote delegates)
- Host Village Dinner
- Sponsor prize draw
- Access to opt-in delegate list for village

*Further details supplied upon package purchase

**Marketing items to be negotiated

***Subject to COVID-19 impact

Terms & Conditions of Sponsorship and/or Exhibition Contract

The Contract

1. The term “Organiser” refers to the AHECS Cybersecurity Summit 2020 Committee.
2. The term “Vendor” includes any person, firm, company or corporation and its employees and agents identified in the application form or other written request for sponsorship and/or exhibition space.
3. The term “Venue” refers to the AHECS Village locations and the virtual venue and exhibition hosted via Virtual Events.
4. The term “Event” relates to AHECS Cybersecurity Summit 2020, including the corresponding exhibition and sponsorship details.
5. A “Contract” is formed between the organiser and sponsor and/or exhibitor when the organiser accepts the signed

sponsorship and exhibition booking form and receives a minimum of 50% of the total owing as a deposit. The organiser will then issue a confirmation letter and tax invoice to the vendor. Confirmation is subject to the availability of the preferred sponsorship and/or exhibition package.

6. By signing the sponsorship and exhibition form, the vendor accepts the full terms and conditions as outlined within this document.
7. The organiser may cancel the contract at their discretion if the agreed deposit is not received on receipt of the booking form (for credit card or cheque payments) or within 7 days (for electronic fund transfers). Additionally the organiser reserves the right to cancel the contract by returning the deposit within 28 days of receipt.

The Application

8. An official sponsorship and exhibition booking form must be received to reserve sponsorship marketing items or virtual exhibition booth/space.
9. Sponsorship and exhibition packages and virtual exhibition booths will be allocated in order of receipt of booking form and 50% deposit.

10. All decisions regarding speaker slots, branding, booth locations, etc. will be based on the date of receipt of the sponsorship and exhibition booking form and 50% deposit.

11. The organiser reserves the right to refuse application or prohibit any exhibitor from participation without assigning a reason for such refusal or prohibition.

Obligations and Rights of the Organiser

12. The decision of the organiser is final and decisive on any question not covered in this contract.
13. The organiser agrees to hold the event however, reserves the right to postpone the event from the set dates and to hold the event on other dates as near to the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the organiser.
14. The organiser agrees to promote the event to maximise participation.
15. The organiser agrees to allocate vendors who purchase a virtual exhibition space as close as possible to their desired location and provide supply information on maximising its use.
16. The organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the vendor undertakes to agree to any alteration to the space re-allocated by the organiser.
17. The organiser reserves the right to change the virtual exhibition floor layout if necessary.
18. The organiser and venue is responsible for the control of the virtual exhibition area.
19. The organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the virtual exhibition is open.
20. The organiser agrees to provide the vendor with access to test the virtual exhibition prior to the event for the purpose of understanding the required actions on the part of the vendor.

22. The organiser may refuse without limitation to permit activity within the virtual exhibition or may require cessation of particular activities at their discretion.
24. The organiser reserves the right to disapprove the content and presentation of the vendor catalogues, acknowledgements, handbills and printed matter with respect to the virtual exhibition.
25. The organiser will supply the vendor with an electronic copy of the delegate list (name, organisation, & state in PDF format) in accordance with Privacy Legislation 2001, distributed prior to the event.

Obligations and Rights of the Vendor

26. The vendor must ensure that all accounts are finalised and paid prior to the Summit commencement.
27. The vendor must use allocated space only for the display and promotion of goods and/or services within the scope of the Summit.
28. The vendor must make every effort to maximise promotion and commercial benefits of participating in the exhibition and engaging with delegates.
29. The vendor must comply with all directions/requests issued by the organizer.
30. The vendor must comply with all applicable laws, including laws in relation to occupational health, safety and privacy.
31. The vendor agrees to abide by requests made by the organiser to stop any activity that may cause disturbance to others in the conference.

32. The vendor agrees to conduct all business transactions within their allocated exhibition space only unless otherwise approved by the organiser.
33. The vendor agrees not to hold a competing event during any official event programmed times. The organisers will advise suitable times when additional vendor events may be held.

Insurance and Liability

34. Vendors must insure, indemnify and hold the organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the organiser may become liable.
35. The organiser shall not be liable for any loss, which exhibitors may incur as a result of the intervention of any Authority, which prevents the use of the virtual premises or any part thereof in any manner whatsoever.
36. The organiser will not be liable and makes no guarantee of the number of visitors to the exhibition space or Villages. Equally the organiser will not be accountable for the level of commercial activity generated.

Payment & Cancellation

37. No sponsorship and or exhibition packages will be confirmed until after the organiser has received the sponsorship and exhibition form and 50% deposit.
38. No virtual booth spaces will be held until after the organiser has received the sponsorship and exhibition form and 50% deposit.
39. All deposits are non-refundable.
40. The vendor has seven (7) business days in which to make their final payment when it falls due. After this time the space will be

available for sale to another company. All deposits paid will automatically be forfeited and NO refund will be made. NO vendor shall occupy allocated virtual exhibition space until all monies owing to the organiser by the vendor are paid in full.

41. In the event that the vendor fails to occupy their allocated virtual exhibition space by the advertised opening time, the organiser is authorised to occupy this space in any manner deemed to be in the best interest of the virtual exhibition. The vendor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.
42. If the vendor wishes to cancel their participation a request must be submitted to the organiser in writing. Vendor cancellations and refunds will be administered as follows:
 - a. If notice of cancellation is received prior to Monday 07 September 2020, the vendor will be held liable for 50% of the total sponsorship and/or virtual exhibition cost previously committed to.
 - b. If notice of cancellation is received on or after Monday 07 September 2020, the vendor will be held liable for the full balance of their sponsorship and/or virtual exhibition cost previously committed to.
 - c. If notice of cancellation is received and full payment for funds owing has not been received, the vendor may be invoiced for the difference to satisfy the above cancellation policy.
43. If notice of cancellation is received prior to the first payment being made, the exhibitor will be invoiced for and agrees to pay 25% of the total funds owing at that time.
44. Virtual booth availability may be limited or restricted, and allocations and available quantities will be advised upon processing your application.