

Enquiries & Further Information

To discuss your interest in the 2010 Innovation Series, we would be delighted to make an appointment to meet with you to discuss this opportunity further.

Please contact Sophie Kapeleris IVS Secretariat:

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innovationseries



'Connecting people to ideas and ideas to people'

2010 Sponsorship Prospectus

Innovation Series Sydney

'Connecting people to ideas and ideas to people'.

The Innovation Series (IVS) is a highly respected business forum which seeks to promote successful innovation and entrepreneurship amongst researchers, businesses and individuals. The quarterly luncheon events provide a unique platform to hear from leaders in innovation, and connect with industry peers.

Innovation Sydney was launched in 2009 by Zernike Australia Pty Ltd, in partnership with the Australian Institute for Commercialisation and in support from our sponsoring partners (www.innovationseries.com.au). The IVS achieved great acclamation during its inaugural year, gaining respect and support from researchers, academics and businesses alike.

In response to its growing achievements in Sydney, The IVS Executive is now pleased to extend an invitation to all interested parties to come on board as a sponsor of the 2010 Innovation Series, which once again will feature 'great topics, great speakers and of course great networking'!

Benefits of Sponsorship

It is an established fact that partner collaboration, along with network-driven innovation may be better for business growth, than flying solo, and the Innovation Series is unique for its focus on the interface between innovation and business.

Fostering discussions, debate, education and enlightenment on the topic of innovation can only assist more companies, industries and individuals to think smarter, and learn how to adopt ideas into their own environment, whilst capitalising on opportunities to achieve improved outcomes.

By becoming a sponsor of the Innovation Series Sydney you will align your organisation with an exceptional networking series, which offers numerous opportunities to you and your business.

- ✓ As an Innovation Series sponsor, your organisation will be consistently exposed to an audience that is influential within the innovation sector, in addition to associating with leaders at the forefront of new technologies and innovations.
- ✓ Sponsors of the Innovation Series are recognised and acknowledged as industry leaders – reinforcing your organisation's commitment to innovation, research and creativity.
- ✓ Sponsorship of the Innovation Series provides opportunities for individuals and organisations to build and enhance their corporate profiles with senior representatives & key decision makers from across a diverse range of organisations including: research organisations, universities, technology orientated companies, professional service providers, government and the broader business community.
- ✓ Networking and Collaboration is a key aspect of the Innovation Series. As a sponsor, your organisation will be provided with the opportunity to network with industry and research professionals from across a diverse range of Innovation disciplines - thus providing a unique environment to seek and identify new business opportunities.
- ✓ Sponsors of the Innovation Series receive ongoing recognition and exposure to the broader business sector through targeted marketing strategies such as event promotion and news articles that are published throughout the year.

Investment & Entitlements

IVS Sponsorship Investment Levels	Platinum	Gold	Silver
Investment (ex. GST)	\$18,500.00	\$11,600.00	\$6,800.00

Event Entitlements			
Number of events included in sponsorship	3	3	3
Complimentary seats to each luncheon	10	6	3
Complimentary seat to VIP table	1		
Opportunity to influence event topic and / or nominate a keynote presenter at <i>one</i> luncheon event	✓		
Discount applicable to additional seats purchased	20%	10%	5%
Opportunity for Senior Representative from your organisation to present introduction at <i>one</i> of the three luncheon events	✓		
30 sec DVD advertising promotion of your organisation during luncheon (DVD to be supplied to IVS by your company)	✓		
Priority seating at luncheon events	✓	✓	
Retractable banner displayed at front of luncheon room (beside stage area)	✓	✓	
Retractable banner displayed in pre- luncheon networking area	✓	✓	✓
Electronic projection of company logo during event	✓	✓	✓
Opportunity to provide corporate collateral and marketing materials for the corporate gift bag	✓	✓	✓
Option to present door prize provided by your organisation	✓	✓	

Marketing Entitlements			
Company logo on all pre and post event marketing and advertising	✓		
Company logo on event Invitations (V-invitation)	✓	✓	
Recognition in pre and post event press releases and articles	✓	✓	
Company logo on on Sponsorship Certificate	✓	✓	✓
Company logo in event booklet - back cover	✓	✓	✓
Corporate Advertisement included within event booklet	Full Page - Colour	Full Page - Black & White	Half Page - Black & White
Corporate Company Overview (incl: logo, contact details, website) to appear in event booklet	150 words	100 words	75 words
Corporate company overview (incl: logo, contact details, & hyperlinkage to website) to appear on IVS website: www.innovationseries.com.au	✓	✓	✓
Opportunity to insert features for IVS Newsletter	✓	✓	
Contribute Corporate Event Listings for Advertising on an Event Calendar published in the IVS Booklet, and Website.	✓	✓	✓
Additional marketing benefits being considered: Pod Casting, Blogging, Web Casting			

The IVS Executive is pleased to advise, special rates are available for organisations who wish to participate as a sponsor of both the Innovation Series Sydney and the Innovation Series (Qld). For more information please contact Sophie Kapeleris, IVS Secretariat . Ph: 1300 368 379 E: info@innovationseries.com.au