



**universal
design**
CONFERENCE
UD2020

12-13 May 2020
Victoria Pavilion
Melbourne Showgrounds



**SPONSORSHIP
OPPORTUNITIES**

Hosted by



Organised by



For more information
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Thriving with Universal Design: Everyone, Everywhere, Everyday

The Centre for Universal Design Australia is delighted to announce the 4th Australian Universal Design Conference. After the success of previous conferences, we have set our sights across the wide world of universal design. This year the theme is, “*Thriving with Universal Design: Everyone, Everywhere, Everyday*”. The theme provides broad opportunity for anyone working with or researching universal design and inclusive practice to contribute to this growing body of work.



What Is Universal Design?



Universal Design is the design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people regardless of their age, size, ability or disability. The aim of universal design is to improve human performance, health and wellness, and social participation.

Universal design is a process of thinking and designing inclusively, whether it is a house, website, product, service, or a learning program. Universal design is itself explained in a diversity of ways across the world: “design-for-all” and “inclusive design” are other terms used.

Universal design is an international movement recognised by the World Health Organisation and the United Nations. The WHO Age Friendly Cities program and the UN Convention on the Rights of Persons with Disability both cite universal design as a way to create greater social and economic inclusion for everyone. Australian state and federal policy documents also recognise universal design as the way forward for creating greater inclusion for everyone. With diversity and inclusion being the policy buzz words, everyone needs to be ready to embrace the principles of universal design in their daily work.

VENUE

Victoria Pavilion Melbourne Showgrounds

Centrally located The Melbourne Showground is only 7kms from Melbourne CBD, and 15 minutes from Melbourne Airport. The Melbourne Showground is easily accessible via transport, major arterials and is close to a variety of accommodation, making it the preferred event space within the metropolitan area.

Victoria's newest purpose-built function and exhibition space the Victoria Pavilion is a sophisticated architecturally designed event space. Bright and airy, boasting floor to ceiling windows, a neutral colour palette and a beautiful glass atrium the Victoria Pavilion creates a breath-taking guest experience. A state-of-the-art venue offering unrivalled access, flexibility and exhibition facilities, Victoria Pavilion is Melbourne's premier event space.



Who Attends?

- Access Consultants
- Architects
- Building Designers
- Building Facility Managers
- Civil Engineers
- Construction Professionals
- Graphic Designers
- Hospitality (hotels, tourism)
- Industrial Designers
- Interior Designers
- Landscape Architects
- Local Government Representatives
- Occupational Therapists
- Manufacturers
- State Government (all portfolios – capital works and facility management)
- Town Planners
- Traffic Planners
- Transport – bus, train, airports
- Tertiary Institutions
- Wayfinding Specialists and Designers

MEDIA PARTNERS



Freedom2live provides information on the latest products, news and services for the rehabilitation and disability sectors in the community. It is a reference tool for over 4000 readers that includes suppliers, occupational therapists and carers and covers categories including mobility/seating, building design, health & wellbeing, communication aids, household aids and transport.

GOVERNMENT | NEWS

Widely read and respected, Government News is a unique platform for sourcing goods and services in the fields of ICT, health and wellbeing, HR, education, public works, roads and transport, security, emergency services and finance. In print and online, the publication is essential reading for government decision makers at local, state and federal levels.

Sponsorship Opportunities

1. Platinum

\$10,000 + GST

Branding

- Sponsor's logo on all promotional material
- Sponsor's logo on conference website with link to Sponsor's homepage
- Sponsor's logo on Event App
- Sponsor's logo on slides during refreshment breaks

Exhibition Space

- 6x2sqm Exhibition space (space only)
- Sponsor's logo on event signage
- Acknowledgement of your support in opening and closing address

Advertising

- One full screen ad on Event App

Customer Acquisition

- 1x promotional item distributed to all attendees at registration (provided by sponsor)

Customer Retention

- Special discounts on conference tickets for your clients and staff
- Electronic marketing material to promote the event to your customer base

Presentation

- Introduce speaker and 5 minute presentation from company representative

Complimentary registrations

- Four (4) complimentary registrations (valued over \$2,200)

2. Gold Sponsorship

\$8,000 + GST

Branding

- Sponsor's logo on all promotional material
- Sponsor's logo on conference website with link to Sponsor's homepage
- Sponsor's logo on Event App

Exhibition Space

- 3x2sqm Exhibition space (space only)
- Sponsor's logo on event signage
- Acknowledgement of your support in opening and closing address

Advertising

- Half screen ad on Event App

Customer Acquisition

- 1x promotional item distributed to all attendees at registration (provided by sponsor)

Customer Retention

- Special discounts on conference tickets for your clients
- Electronic marketing material to promote the event to your customer base

Complimentary registrations

- Three (3) complimentary registrations (valued over \$1,650)

3. Silver Sponsorship

\$6,500 + GST

Branding

- Sponsor's logo on all promotional material
- Sponsor's logo on conference website link to Sponsor's homepage
- Sponsor's logo on Event App

Exhibition Space

- 2x2sqm Exhibition space (space only)
- Sponsor's logo on event signage
- Acknowledgement of your support in opening and closing address

Venue Branding

- Sponsor's logo on event signage
- Acknowledgement of your support in opening and closing address

Advertising

- Half screen ad on Event App

Customer Acquisition

- 1x promotional item distributed to all attendees at registration (provided by sponsor)

Customer Retention

- Special discounts on conference tickets for your clients
- Electronic marketing material to promote the event to your customer base

Complimentary registrations

- Two (2) complimentary registrations (valued over \$1,100)

4. Bronze Sponsorship

\$5,000 + GST

Branding

- Sponsor's logo on promotional material
- Sponsor's logo on conference website link to Sponsor's homepage
- Sponsor's logo on Event App

Exhibition Space

- 2x2sqm Exhibition space (space only)
- Acknowledgement of your support in opening and closing address

Advertising

- Half screen ad on Event App

Customer Acquisition

- 1x promotional item distributed to all attendees at registration (provided by sponsor)

Customer Retention

- Special discounts on conference tickets for your clients
- Electronic marketing material to promote the event to your customer base

Complimentary registrations

- One (1) complimentary registration (valued over \$550)

Onsite Sponsorship Packages

Maximise your impact at Universal Design Conference. The following opportunities are not exhaustive and can be tailored to your particular needs. However availability is limited so contact us now to avoid disappointment.

5. Barista / Coffee Cart sponsor

\$3500 (+ GST)

- Sponsor branded coffee cart – available from arrival to Lunch.
- Two Sponsor pull up banners (provided by sponsor) on either side of coffee cart
- Sponsor recognition on conference website and Event App
- 1x promotional item distributed to all attendees at registration (provided by sponsor)

6. Delegate Satchels Sponsor

\$2,200 + GST

- Sponsor logo printed on delegate satchels (company name & logo) - single colour
- Sponsor recognition on conference website and Event App
- 1x promotional item distributed to all attendees at registration (provided by sponsor)

7. Networking Function Sponsor (1 hour end of day one only if sponsored)

\$2,500 + GST (inc. food & beverage)

- Sponsor recognition on Event App
- Sponsor recognition on event website
- Verbal acknowledgement as sponsor at the network function for exhibitors
- Two company banners around the network function
- Five minute keynote by company representative at the cocktail function
- Two complimentary conference registrations (valued at over \$1,100)

8. Exhibition Space

\$1,750 + GST

This is a cost-effective opportunity to capitalise on coming face-to-face with your target audience. There are only limited exhibition spaces available. Inclusions:

- 2m x 2m space only (no booth)
- PowerPoint
- Two conference registrations
- Listing on website
- Trestle table and two chairs if required

9. Lanyards

\$800 + GST (plus production of lanyards)

- Company logo to be printed on all lanyards - single colour
- Sponsor recognition on Event App
- Sponsor recognition on conference website

10. Insert into Conference Satchel (only available if satchels are sponsored)

\$500 + GST