

Blackboard®

T L C 18 ANZ

August 28 - 31, 2018 | Brisbane, Australia

Sponsorship Prospectus



The Blackboard Teaching & Learning Conference ANZ 2018

An Invitation to Participate

We are delighted to invite you to join us as sponsors at the Blackboard Teaching and Learning Conference in Brisbane, Australia.

Blackboard is dedicated to furthering best practice and expertise in the provision of technology enhanced learning throughout Australia and New Zealand. We have built a strong user community in the Australian market and we expect representation from over 90% of Australian Universities at this 300+* people strong event. You can also expect executive attendees at the senior leadership activities we are running in conjunction to the Conference. We are building sessions and programs in attracting developers, faculty members and users of teaching and learning technologies.

The Blackboard Teaching & Learning Conference has created a unique platform for the universities, schools, corporates, government and training organisations to gather and share new areas of growth and how they can transform their teaching and learning through best practices, robust models and frameworks.

The Conference has provided our sponsors with different opportunities to showcase and present themselves during the conference. For 2018, we have created even more dynamic sponsorship options to maximise opportunities for sponsors to interact with the delegates by increasing the level of networking and interactive sessions for our sponsors during the event.

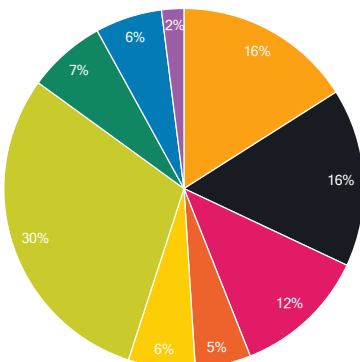
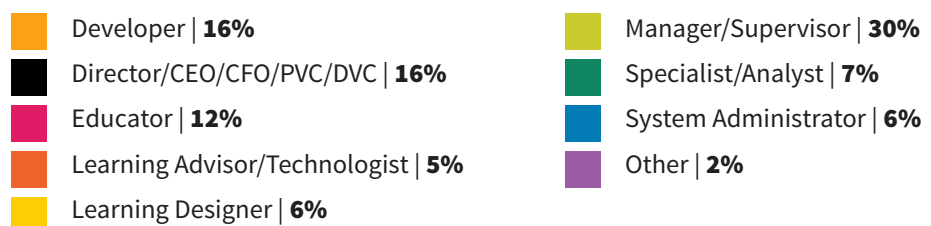
Networking opportunities include:

- Tuesday 28th August, **DevCon Social Event**
- Wednesday 29th August, **Star Wars Themed Networking Drinks & Canapés Evening**
- Friday 31st August, **Conference Networking Breakfast**

The Audience

Consistently attracting over 50+ Higher and Further Education institutions, delegate numbers at Blackboard's Annual User Conference for the Australia & New Zealand region have increased year on year and include a wide variety of clients across Higher Education, K-12, and VET sectors, as well as a cross-section of staff.

In 2017, delegates came from the following job roles:



* Please note, attendee numbers are estimated based on previous years' attendance and are not guaranteed

An Overview

Date: **Tuesday 28 August to Friday 31 August, 2018**
 Website: **<http://bttlcanz.com>**
 Event hashtag: **#TLCANZ18**



Host Institution for Pre-Conference

University of Queensland

The University of Queensland (UQ) is one of Australia's leading research and teaching institutions. UQ ranks in the top 50 as measured by the Performance Ranking of Scientific Papers for World Universities. UQ is continually discovering and practising innovative approaches to fostering student retention and employability, and delivering ways to engage students by pursuing best practice for inductions and student experiences.

The 2018 Pre-Conference activities including DevCon and Academic Adoption Day workshops will be held at University of Queensland, St Lucia Campus on Tuesday 28 to Wednesday 29 August, 2018.



Main Conference Venue

Hilton Brisbane

Situated right on Queen Street Mall, in the heart of Brisbane's CBD, Hilton Brisbane is central to a range of popular attractions, including South Bank Cultural Precinct, the Museum of Brisbane, and prime shopping options including Queen and Edwards Streets.

The Main Conference will be held from Wednesday 29 to Friday 31 August, 2018.

The Conference Social

May the Force be with you at #TLCANZ18

The theme for the 2018 Conference Social is Star Wars! On Wednesday 29 August, we invite you to join us for an evening with drinks, canapés and great entertainment in a galaxy far, far away...



“Great activities & line-up of topics. Keep it up Blackboard!”

- Nijel Ratonel
 VET Developer & Trainer, Charles Darwin University

Why Sponsor?

“An amazing experience both for meeting leaders in the industry as well as peers.”

- Gary Overliese
Manager,
Charles Darwin University

Build Your Brand

This Conference will connect you with education professionals from all over Australia and New Zealand with responsibilities in the following areas:

- Teaching & Learning (Blended Learning, Online Learning, Distance Learning)
- Accreditation
- Educators/Faculty Members (Users)
- Learning Design
- Educational Technology
- Adoption and Change Management

Key Benefits

Several levels of sponsorship are available and they have been carefully designed to provide maximum value for sponsors to:

- Build relationships of influence with key people in your target markets
- Generate brand awareness
- Showcase your solutions not only to decision makers, but most importantly to users
- Generate sales leads qualified by meaningful conversation
- Demonstrate your commitment to the education industry
- Connect with potential partners and commercial allies



Sponsorship Packages

To secure your sponsorship, please email bbtlc2018@plevin.com.au with details of the package you are interested in.

Keynote Session + Booth Sponsorship

\$25,000 AUD + GST

- 1 x 30 min Keynote session slot during the main conference
- Promotion of the Keynote session in the conference app
- Premium 6 x 2m booth with first choice of booth location in the exhibition area at the main conference
- 3 x Full Registrations to the main conference including social events
- Sponsor logo, web address and 75 word description on TLC website
- Minimum of 3 x social media placements via Twitter in the lead up to the conference
- Electronic delegate list provided 2 weeks prior to the event (as per Privacy Act)
- Sponsor logo included on TLC welcome banner at live event
- Inclusion in the Sponsor section on the mobile app
- Minimum of 3 x mobile app push notifications promoting your exhibition space and keynote session
- Sponsor dedicated webinar within reasonable timing (90 days) post-live event

Breakout Session + Booth Sponsorship

\$10,000 AUD + GST

- 1 x 30 min Breakout session slot during the main conference
- Promotion of the breakout session in the conference app
- Standard 3 x 2m booth in the exhibition area at the main conference
- 2 x Full Registrations to the main conference including social events
- Sponsor logo, web address and 75 word description on TLC website
- Minimum of 2 x social media placements via Twitter in the lead up to the conference
- Electronic delegate list provided 2 weeks prior to the event (as per Privacy Act)
- Sponsor logo included on TLC welcome banner at live event
- Inclusion in the Sponsor section on the mobile app
- Minimum of 2 x mobile app push notifications during the conference to promote promoting your exhibition space and breakout session

Breakout Session Only Sponsorship

\$7,500 AUD + GST

- 1 x 30 min Breakout session slot during the main conference
- Promotion of the breakout session in the conference app
- 1 x Full Registration to the main conference including social events
- Sponsor logo, web address and 75 word description on TLC website
- Minimum of 2 x social media placements via Twitter in the lead up to the conference
- Electronic delegate list provided 2 weeks prior to the event (as per Privacy Act)
- Sponsor logo included on TLC welcome banner at live event
- Inclusion in the Sponsor section on the mobile app
- Minimum of 2 x mobile app push notifications during the conference to promote your breakout session

Booth Only Sponsorship

\$6,500 AUD + GST

- Standard 3 x 2m booth in the exhibition area at the main conference
- 2 x Full Registrations to the main conference including social events
- Sponsor logo, web address and 75 word description on TLC website
- Minimum of 2 x social media placements via Twitter in the lead up to the conference
- Electronic delegate list provided 2 weeks prior to the event (as per Privacy Act)
- Sponsor logo included on TLC welcome banner at live event
- Inclusion in the Sponsor section on the mobile app
- Minimum of 2 x mobile app push notifications during the conference to promote your exhibition space

Competition + Satchel Insert Sponsorship

\$4,000 AUD + GST

- Opportunity to run a competition (at own cost) as part of the event; with competition promotion via the conference app & social media
- 1 x satchel insert (sponsor to supply) - A maximum size of A4 and up to 4 pages is allowed, subject to Blackboard's approval
- Sponsor logo, web address and 75 word description on TLC website
- Inclusion in the Sponsor section on the mobile app
- Minimum of 2 x mobile app push notifications during the conference to promote your competition

Satchel Insert Sponsorship

\$2,000 AUD + GST

- Opportunity to deliver your message direct to your target market by providing promotional material (sponsor to supply) to be inserted in all delegates' conference satchels.
- 1 x satchel insert (sponsor to supply) - A maximum size of A4 and up to 4 pages is allowed, subject to Blackboard's approval
- Sponsor logo, web address and 75 word description on TLC website

Tailored Sponsorship Packages

We can also tailor packages based on your needs. There is a range of alternate sponsorship opportunities which can be added to, or arranged separately to other sponsorship packages.

- Name Badge & Lanyard sponsor
- Executive luncheons
- Lunch or Client Dinner sponsor
- Networking Reception sponsor
- DevCon & Social sponsor

Contact us today!

To secure your sponsorship, please email bbtcl2018@plevin.com.au with details of the package you are interested in.

Terms and conditions are available to view online, please [click here](#).