ABOUT AAIR

The Australasian Association for Institutional Research (AAIR), established late in 1988, is a professional body comprising some 200 members. Members contribute to planning, decision making, policy formulation and analysis concerned with the management of tertiary education. The broad aim of AAIR is to benefit, assist and advance research which leads to the improved understanding, planning and operation of tertiary education institutions within Australasia.

ABOUT AAIR DW SIG

As a part of AAIR there is a Data Warehousing Special Interest Group (DW SIG). The AAIR Data Warehousing special interest group was formed in 2005 for University staff with an interest in Data Warehousing, Business Intelligence and similar information systems. In September 2007, the Data Warehousing SIG had 120 members from 37 Australian and New Zealand institutions and other organisations.

The group aims to provide a forum for sharing information and discussions about the use of information and information systems at higher education institutions, for the purpose of management information and decision-making.

ABOUT AAIR DW SIG 2008 CONFERENCE

Every year the AAIR Data Warehousing SIG gets together to share and learn from each other and to talk about recent trends.

The 2008 AAIR Higher Education Data Warehousing Conference will be held at the University of Wollongong. It will provide the best opportunity for higher education practitioners to obtain current information, essential in delivering decision support and management reporting in today's international education market.

The 2008 AAIR Higher Education Data Warehousing Conference in Wollongong is expected to attract 100 delegates from 30 institutions across Australia and New Zealand.
## CONFERENCE STREAMS AND TOPICS

To maximise the opportunity to share knowledge, the 2008 AAIR Higher Education Data Warehousing conference will involve two parallel streams:

**Stream 1** will focus on how information is extract, transformed and loaded into management information systems. Key topic may include:
- Data Warehousing;
- Data and Information Quality;
- Metadata & Metadata Repositories;
- Enterprise Data Integration;
- Business Rules and Definitions.

**Stream 2** will focus on how information is presented and used by decision makers. Key topics may include:
- Business Intelligence;
- Performance Management;
- Enterprise Information Portals;
- Enterprise and Financial Planning;
- Scorecarding; and
- Digital Dashboards.

Further to this, it is expected that there will be need to cover off some **Special Topics** including:
- Master Data Management;
- Business Intelligence Competency Centres; and
- Data Mining and Predictive Analytics.

## WHY YOU SHOULD PARTICIPATE AT THIS CONFERENCE

AAIR DW SIG 2008 in Wollongong is expected to attract 100 delegates including decision makers and practitioners in business intelligence, performance management, financial planning and data warehousing. Sponsors & exhibitors will have the opportunity to:

- **Strengthen relationships** with key decision makers in international education
- Develop **partnerships & linkages** with finance, IT and business departments within education institutions from Australia and around the world
- **Build awareness and maximise exposure** of their organisations, products and services to a defined audience
- **Network with** key institutional staff who represent a **vital conduit of information** to executives and other university decision makers
- Find out about **market trends**, latest **research findings** and **industry directions**
**THE AUDIENCE**

Those with an interest in management information, decision support and other similar information systems including:

- Business Intelligence
- Data Warehousing
- Performance Management
- Financial Analysis
- Digital Dashboards
- Data and Information Quality
- Enterprise Information Portals

Representatives from over 30 higher education institutions from a range of background including:

- Finance and Financial Services
- Human Resources and Personnel Services
- Information Technology
- Knowledge Management
- Corporate Planning, Strategic Planning and Institutional Research

**SPONSORSHIP OPPORTUNITIES**

**PLATINUM SPONSOR (CONFERENCE)**

**Price:** $3,000 including GST  
**Quantity:** 1

As a Platinum Sponsor of the Conference, you will enjoy the highest level of exposure offered over all other sponsors. As the Platinum sponsor you will receive considerable exposure and recognition through the following benefits:

- Chairing and negotiated naming rights to a major key note session
- Recognition as ‘Platinum’ sponsor in opening and closing speeches.
- Corporate banner and signage in prominent positions during the Conference (to be supplied by sponsor).
- Company logo to appear prominently on Conference slides.
- Company name and logo to appear prominently on all Conference promotional material, including a link to the company's web site on the conference web site.
- Acknowledgement as Platinum sponsor in the Conference program, including logo and paragraph outlining your organisation’s objectives.
- A two page advertisement in Conference working program (artwork to be supplied by sponsor).
- Complimentary insert in Conference satchel (to be supplied by sponsor).
- Three complimentary Conference registrations (not including travel & accommodation)

If you have specific requirements or desired outcomes linked to your sponsorship, we are happy to tailor a package to suit your needs.
GOLD SPONSOR (SESSION)

Price: $2,000 including GST
Quantity: 2

As a Gold Sponsor of the conference, you will receive an excellent level of exposure through a range of media. As a gold sponsor you will be directly aligned with one of the conference’s parallel sessions, Data Warehousing or Business Intelligence.

- Recognition as ‘Gold’ sponsor.
- Chairing and negotiated naming rights to one of the parallel sessions, Data Warehousing or Business Intelligence.
- Chairing and negotiated naming rights to one presentation for the corresponding parallel session.
- Acknowledgement as Gold sponsor in opening and closing speeches.
- Corporate signage in prominent position during the parallel session (to be supplied by sponsor).
- Company logo and name to appear prominently on all Conference promotional material, including a link to the company’s web site on the Conference web site.
- Acknowledgement as Gold sponsor in Conference working program.
- Complimentary insert in Conference satchel (to be provided by sponsor).
- One page advertisement in Conference working program (artwork to be provided by sponsor).
- Two complimentary Conference registrations (not including travel & accommodation)

SILVER SPONSOR (CONFERENCE SATCHEL)

Price: $1,500 including GST
Quantity: 1

This is an opportunity for your organisation to be promoted, not only at the Conference, but also extensively after the event. The Conference organising committee undertakes to provide a satchel that will be suitable for use by delegates in their post conference activities. The following promotional opportunities are also available:

- Exclusive naming rights and company logo on the satchel.
- Acknowledgement as sponsor in opening and closing speeches.
- Company logo and name to appear prominently on all Conference promotional material, including a link to the company’s web site on the Conference web site.
- Acknowledgement as sponsor in Conference working program.
- One half page advertisement in the Conference working program (artwork to be supplied by sponsor).
- Complimentary insert into Conference satchel (to be provided by sponsor).
- One complimentary Conference registrations (not including travel & accommodation)
OTHER BRONZE SPONSORSHIP OPPORTUNITIES

Price: $750 including GST per opportunity
Quantity: 6+

The following other sponsorship opportunities are also available:

- Coffee Mugs
- Lanyard and Name Tags
- Notepads
- Pens
- Mints and/or Sweets
- USB Key

With each sponsorship opportunity you will also receive

- Your logo or company name will be printed on the respective object and/or item which every conference delegate will receive on registration (artwork to be supplied by sponsor).
- Company logo and name to appear on all Conference promotional material, including a link to the company’s web site on the Conference web site.
- Complimentary insert in Conference satchel (to be provided by sponsor).
- One complimentary Conference registrations (not including travel & accommodation)

SPONSORSHIP CONDITIONS

To ensure exclusivity of sponsorship the following conditions shall be set:

- No organisation shall purchase more than 1 platinum, gold or silver sponsorship
- If more organisations wishes to purchase the same level of sponsorship than available quantity then the conference organising committee will make the final decision. Those organisations that were unsuccessful will be given the opportunity to choose other sponsor packages.
- All sponsors will be given at least 1 free registration for their sponsorship, however this does not cover transportation to and from Wollongong, parking or accommodation

Please note that the conference organising committee is flexible and open to other sponsorship ideas from companies than may not be covered by this document.
SPONSORSHIP CONFIRMATION

To be part of the 2008 AAIR Data Warehousing Special Interest Group Conference, please complete this form and post/email/fax to:

Nikita Atkins
Director Performance Indicators
Building 113, University of Wollongong,
Wollongong NSW 2500
Phone: +61 2 4221 5040
Fax: +61 2 4221 5041
Email: nikita@uow.edu.au

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Sponsorship Package Preferred:

- **Platinum** - $3,000 incl. GST
- **Gold (Session)** - $2,000 incl. GST
- **Silver (Satchel)** - $1,500 incl. GST
- **Bronze (Cups)** - $750 incl. GST
- **Bronze (Lanyards)** - $750 incl. GST
- **Bronze (Pens)** - $750 incl. GST
- **Bronze (Notepads)** - $750 incl. GST
- **Bronze (USB Key)** - $750 incl. GST
- **Bronze (Sweets)** - $750 incl. GST

Other Sponsorship Ideas:

A tax invoice will be issued upon receipt of this sponsorship confirmation