



sponsor

exhibit

participate

**CASE Asia-Pacific Advancement Conference
Scaling New Heights**

Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia

Wednesday 24 March 2010 – Friday 26 March 2010

Reserve your sponsorship or space today!

Contact:

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www.case.org

Enter CASE Code: APACKL10

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Contents

- 3 Schedule
- 4 About the Conference
- 5 Sponsor
- 6 Sponsorship Application and Agreement Form
- 8 Sponsor and Exhibitor Terms and Conditions
- 9 Conference Testimonials
- 10 CASE Asia-Pacific Educational and Commercial Partner Principles

Scaling New Heights

CASE Asia-Pacific Advancement Conference 2010

follows the highly successful meetings in Singapore March 2006 and Hong Kong December 2008. This is the premier event to showcase your products and services to the key players in institutional advancement (communications, marketing, fundraising and alumni relations).

With at least 35 sessions on offer, covering hot topics in institutional fundraising, alumni relations, communications and marketing, this is the foremost opportunity for advancement professionals to:

- Learn from world-class experts
- Hear about the latest developments in their professions
- Share practical tips and strategic responses that will help them advance their institutions
- Network with their peers
- Gain first-hand knowledge of advancement products, services and suppliers

About CASE

The Council for Advancement and Support of Education (CASE) is the leading professional organisation for educational advancement, serving professionals at all levels who work in alumni relations, communications, fundraising and marketing. With a membership of nearly 3,400 colleges, universities and schools in over 60 countries around the world, CASE is one of the largest non-profit education associations.

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Schedule

Questions about the Conference?

Contact:

Krista Slade

Executive Director, CASE Asia-Pacific

Email: slade@case.org

Tel: +65 6778 3285

Fax: +65 6826 4064

Please note CASE Asia-Pacific reserves the right to change the schedule.

Tuesday, 23 March

08:00-20:00	Registration Opens
08:00-16:30	Pre-Conference for International and Independent School Practitioners at International School of Kuala Lumpur

Wednesday, 24 March

08:00-18:00	Registration Opens
08:00-11:00	<i>Exhibitor Set-up</i>
09:00-12:00	Master Classes
11:00-12:00	Pre-Conference Orientation
13:00-14:30	Opening & Plenary
14:45-15:30	Plenary
15:30-16:00	Afternoon Tea & Networking <i>Exhibit Hall Opens</i>
16:00-17:00	Concurrent Sessions
18:30-20:30	Welcome Reception

Thursday, 25 March

07:30-09:00	Breakfast Roundtables
08:00-18:00	Registration Opens
08:00-11:00	<i>Exhibitor Set-up</i>
09:00-10:00	Plenary Session
10:15-11:15	Concurrent Sessions
11:15-11:45	Morning Tea & Networking <i>Exhibit Hall Opens</i>
11:45-12:45	Concurrent Sessions
13:00-14:00	Lunch
14:00-15:00	Concurrent Sessions
15:00-15:30	Afternoon Tea & Networking <i>Exhibit Hall Opens</i>
15:30-16:30	Concurrent Sessions
19:00-22:00	Gala Dinner & Presentation of Chief Executive Leadership & Circle of Excellence Awards

Friday, 26 March

07:30-09:00	Breakfast Roundtables
08:00-12:00	Registration Opens
09:00-10:00	Concurrent Q&A Sessions
10:15-11:00	Morning Tea <i>Exhibit Hall Opens</i>
11:15-12:00	Plenary Session
12:00-13:00	Closing Plenary

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About the Conference

Questions about the Conference?

Contact:

Krista Slade
Executive Director, CASE Asia-Pacific
Email: slade@case.org
Tel: +65 6778 3285
Fax: +65 6826 4064

Location:

The 2010 Conference will take place at Kuala Lumpur Convention Centre

Conference and Exhibition:

The Conference and Exhibition activities will take place in Kuala Lumpur Convention Centre. All tea breaks will be served within the exhibit hall.

Programme:

The programme features four concurrent tracks in Alumni Relations, Fundraising, Communications, and Marketing – over 35 sessions in all – and a whole host of new networking opportunities for delegates, sponsors and exhibitors alike.

For a complete and up-to-date look at the CASE Asia-Pacific Advancement Conference 2010 Programme, go to www.case.org and enter **APACKL10** into the “CASE Code.” From there you will be taken to the web site with complete information about plenaries, sessions, and networking/social events. The web site will be continually updated, so return often for the most complete look at the programme.

Accommodation:

A limited number of rooms have been reserved at The Trader’s Hotel for conference participants. Please note that accommodation is not included in your conference registration or sponsorship package. You are responsible for making your own reservation.

Why Participate?

The CASE Asia-Pacific Advancement Conference is **the** major conference for higher education advancement professionals in Asia-Pacific. The Conference will bring you into direct contact with key decision-makers in the field, enabling you to reach new business prospects, generate new business, catch up with current clients and network with other like-minded sponsors.

Expected Attendance:

250-350 delegates

Attendee Target:

- Educational advancement professionals from Asia-Pacific
- Mid- to senior-level managers in alumni relations, fundraising, communications, marketing, and advancement services
- Advancement staff from outside the Asia-Pacific region interested in learning more about the Asia-Pacific context

Areas of Interest:

Below are just a few of the areas in which delegates have particular interest.

- Branding
- Fundraising and stewardship
- Web 2.0
- Advancement services
- PR, marketing and media support
- Crisis communication
- Careers in advancement
- Regional logistics
- Strategic planning
- Innovations in alumni programming



Sponsor

Show CASE members you support their profession

In addition to offering you the opportunity of a stand in the exhibit hall, our attractive sponsorship packages will enhance your participation and profile in the event.

The items listed are proposed as a guideline, but if you have ideas for sponsorship activities beyond the scope of those listed, please contact Ben Prasadam-Halls or Tarn-Lee Chong.

Questions about sponsorship and exhibition?

Contact:

Ben Prasadam-Halls
Director of International Operations,
CASE
Email: halls@case.org
Tel: +44 (0)20 7448 9947
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		Platinum US\$10,000	Gold US\$7,500	Silver US\$5,000	Bronze US\$3,000
1	Sponsorship of a major conference activity/item <i>(To choose one; Platinum and Gold Sponsors enjoy exclusive right to their choice except for co-sponsorship of gala dinner)</i>	Opening Plenary (Wed) Welcome Reception (Wed) Co-sponsor Gala Dinner (Thu)	Newcomers' Orientation (Wed) Working in Asia-Pacific Orientation (Wed) Closing Plenary (Fri) Delegate Lanyards	Co-sponsor Delegate Folders Co-sponsor Delegate Bags Luncheon (Thu)	×
2	Exhibit booth	✓	✓	✓	✓
3	Full registration	3 delegates	2 delegates	2 delegates	1 delegate
4	Banner display (company provides own banner)	✓	✓	×	×
5	Company literature in delegate folder	✓	✓	✓	✓
6	Company logo on the sponsorship page of the conference website with hyperlink to company's website	✓	✓	✓	✓
7	Live speaker acknowledgement of sponsorship at event	✓	✓	×	×
8	One-time use of pre-conference and post conference electronic delegate mailing lists	✓	✓	✓	✓
9	Sponsor recognition on signage	✓	✓	✓	✓
10	Profile and contact information on the website	300-word	200-word	100-word	50-word
11	Profile and contact information in the conference binder	50-word	50-word	50-word	50-word
12	"Sponsor Thank You" advertisement recognising all conference sponsors in the March 2010 edition of CURRENTS magazine sent to 23,000 advancement professionals worldwide	✓	✓	✓	✓
13	Co-sponsorship of delegate bag or folder	US\$1,000	US\$1,000	US\$1,000	US\$2,000
14	Refreshment breaks (Wednesday, Thursday, Friday)	US\$750	US\$750	US\$750	US\$750
15	Additional flyer in delegate folder	US\$500	US\$500	US\$500	US\$500
16	"Goodies" in delegate bag (eg. pen, mouse mat, notebook)	Available on request	Available on request	Available on request	Available on request

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Sponsorship Application and Agreement Form — Side A

Fill out completely and return to CASE Asia-Pacific via fax at 65-6826 4064 or post.
Please read Terms and Conditions before filling out application.

Part A: Sponsor Information

Company _____

Contact Person _____ Job Title _____

Mailing Address _____

City _____ County/Province/State _____ Postal Code _____ Country _____

Tel _____ Fax _____

E-mail _____ Web _____

Part B: Choice of Sponsorship Package

Platinum package US\$10,000

Event or item to sponsor: _____

Gold package US\$7,500

Event or item to sponsor: _____

Silver package US\$5,000

Event or item to sponsor: _____

Bronze package US\$3,000

Event or item to sponsor: _____

Co-sponsor delegate bag US\$1,000¹/US\$2,000²

Co-sponsor delegate folder US\$1,000¹/US\$2,000²

Refreshment break US\$750

Extra flyer in delegate folder US\$500

Total Sponsorship= _____

¹ For Platinum, Gold, Silver sponsors

² For Bronze sponsors

Part C: Method of Payment

Charge to: VISA MasterCard AMEX

Account No. _____

Signature _____

Expiration Date _____

Cheque enclosed Purchase order no. _____

(Make cheque payable to **CASE Asia-Pacific**)

Payment by cheque: Send form with cheque to: CASE Asia-Pacific, Unit 05-03 Shaw Foundation Alumni House, 11 Kent Ridge Drive, Singapore 119244

Payment by credit card: Fax form with credit card

Sponsorship payment is due in full 60 days before the Conference.

A 25% non-refundable deposit is to be paid to CASE Asia-Pacific initially to secure your interest and confirm the details.

This application is not binding until and unless accepted and signed by CASE Asia-Pacific, and when so accepted and signed, it shall constitute a binding contract upon the applicant and the applicant's respective heirs, personal representatives, successors, and assigns, subject to the terms, conditions, rules and regulations. A properly signed application with an accompanying cheque or payment should be mailed to CASE Asia-Pacific. If you agree to these conditions, please sign below.

Company _____

Council for Advancement and Support of Education

Authorised Signature _____

Authorised Signature _____

Date _____

Date _____



Sponsorship Application and Agreement Form — Side B

Part D: Inclusive Delegates

Depending on the level of sponsorship selected, your package includes up to three delegate places. Please list below:

(1)
Name: _____

Job Title: _____

Company: _____

Address: _____

Tel: _____ Fax: _____

E-mail: _____

Web: _____

(2)
Name: _____

Job Title: _____

Company: _____

Address: _____

Tel: _____ Fax: _____

E-mail: _____

Web: _____

(3)
Name: _____

Job Title: _____

Company: _____

Address: _____

Tel: _____ Fax: _____

E-mail: _____

Web: _____

Part E: Choice of Exhibit Stand Location from Floor Plan*

1st choice _____ 2nd choice _____

3rd choice _____ 4th choice _____

If possible, please do not place our stand near the following company: _____

** Floor-plans for the exhibit hall are still being developed and will be sent to all sponsors when they are ready. In allocating booths, preference will be given to sponsors' choices based on the level of their sponsorship and the date an agreement was signed.*

Contact for Exhibit Guide (if different from main sponsor)

Name: _____

Job Title: _____

Address: _____

Tel: _____ Fax: _____

E-mail: _____

Web: _____

Company Description for Exhibit Guide

Provide a brief description of the services provided by your company for inclusion in the exhibition guide. All company descriptions must be received no later than 1 December 2009 for appearance in the guide. (Do not exceed 50 words. Attach additional sheet if necessary)



Sponsor and Exhibitor Terms and Conditions

1. Contract for Space and Sponsorship: Applicants for exhibit space and/or sponsorship are required to forward to CASE Asia-Pacific the formal Application/Agreement provided. To be valid, each application must include 25% non-refundable deposit. The application for space and/or sponsorship and formal notice of assignment and acceptance by CASE Asia-Pacific, with deposit of rental/sponsorship charges, constitute a contract for the right to use this space. No exhibitor/sponsor will be allowed to participate unless CASE Asia-Pacific has received payment in full.

2. Installation and Dismantling: Exhibitors will be able to access the Exhibition area and set up their stands from 09:00 onwards on Wednesday 24 March. All exhibitors are asked to be ready by 12:00 on Wednesday 24 March. It is mutually agreed that it is the duty and responsibility of each exhibitor to install the exhibit before the opening of the exhibition. ANY space not claimed and occupied by 10:00 on Thursday 25 March, may be reassigned without refund of rental paid. The exhibitor expressly agrees NOT to dismantle or do any packing before 11:00 on Friday 26 March. The hall must be cleared by 14:00. Labour to assist in erection, assembly, dismantling, packing, and unpacking of display is expressly the responsibility of the exhibitor.

3. Use of Space: All demonstrations or other activities must be confined to the limits of the exhibit space. Exhibitors shall not assign, share, or sublet any space allotted without the written consent of CASE Asia-Pacific. No exhibitor is permitted to show goods other than those manufactured or sold by the firm in the regular course of business. The exhibitor shall not display or place any product, sign partition, apparatus, shelving, or other construction that extends more than two (2) metres in depth from the back of space. No interference with the light or view of other exhibitors will be permitted.

4. Restriction on Selling: All over-the-counter sales, or sales of any kind that involve the exchange of currency for goods received during the exhibition, are prohibited, unless previously agreed upon with CASE Asia-Pacific.

5. Irregular Canvassing: Distribution of promotional material may be made only in the booth assigned to the exhibitor presenting the material.

6. Fire Protection: No combustible decoration, such as crepe paper, cardboard, or corrugated paper, shall be used at any time. All packing containers, excelsior, and wrapping paper, which must be flameproof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silk or any other decoration must stand a flameproof test. All materials and fluids that are flammable are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not permitted without the permission of the Conference venue.

7. Sound Devices: No sound-making equipment of any kind may be set up or used in exhibit booths without prior approval from CASE Asia-Pacific.

8. Restrictions in Operation of Exhibits: CASE Asia-Pacific reserves the right to restrict exhibits that because of noise, method of operation, materials, or for any other reason, become objectionable, and also to prohibit or even evict any exhibit that in the opinion of the management may detract from the general character of the exhibit as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character that the management determines is objectionable to the exhibit. In the event of such restriction or eviction, CASE Asia-Pacific is not liable for any refunds or rentals or other exhibit expenses.

9. Care of Building and Equipment: Exhibitors or their guests shall not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. ANY damage in connection therewith will be at the expense of the exhibitors.

10. Failure to Pay Fees: If an exhibitor or sponsor fails to make payments due hereunder when they are due, such exhibitor's and/or sponsor's rights to exhibit and/or sponsor may be cancelled by CASE Asia-Pacific without further notice. CASE Asia-Pacific shall be entitled to close an exhibit at any time for failure by an exhibitor or any of his or her officers, agents, employees, or other representatives to perform, meet, or observe any term or condition set forth herein, and such exhibitor shall not be entitled to a refund of any part of any fee. Fees paid after the start of the Conference shall be subject to a late fee of US\$200 and a 2% monthly interest fee until paid.

11. Catastrophe: In the event that because of war, fire, strike, government regulation, natural disaster, public catastrophe, act of God, or the public enemy or other cause, CASE Asia-Pacific Advancement Conference or any part thereof is prevented from being held, or is cancelled by CASE Asia-Pacific, CASE Asia-Pacific shall determine and refund to the applicant a proportionate share of the balance of the aggregate exhibit/sponsorship fees received that remain after deducting expenses incurred by CASE Asia-Pacific, but in no case shall the amount of the refund to the applicant exceed the amount of the exhibit/sponsorship fee paid.

12. Liability and Insurance: CASE Asia-Pacific and Kuala Lumpur Convention Centre or any officers or staff members do not maintain insurance on behalf of the exhibitors, and will not be responsible for the safety of the property of the exhibitors, including but not limited to claims from theft, damage by flood, fire, loss, or accident. It is the sole responsibility of the exhibitors to obtain interruption and property damage insurance covering such losses by the exhibitors.

13. Indemnification: The applicant will not, and waives his or her right to do so, make a claim or demand against CASE Asia-Pacific or Kuala Lumpur Convention Centre, or any of their employees, representatives, or agents, for any injury, including injury resulting in death, loss of or damage to property (including governmental charges, fines, and attorneys' fees) suffered or sustained by the applicant or the applicant's employees, representatives, agents, or invitees, or by any other person or corporation, which is based upon, arises out of, or is connected directly or indirectly with the exhibitor's installation, removal, maintenance, occupancy, or use thereof or with the exhibition premises or part thereof.

14. Selection of Exhibitors: Only firms and organisations whose services or products are approximately related to the purpose of CASE Asia-Pacific shall be permitted to exhibit. CASE Asia-Pacific reserves the right to decline or prohibit any exhibit that in its judgement is inappropriate; this reservation being all-inclusive as to persons, things, printed matter, products, and conduct. Only representatives listed on the application are permitted to the exhibition. Additional representatives may be included by registering as conference delegates.

15. Cancellations: Requests to cancel space or sponsorship opportunity will not be honoured unless CASE Asia-Pacific is able to resell the space or sponsorship opportunity. If space or sponsorship opportunity cannot be resold, the fee is forfeited. An administrative service fee of US\$500, in addition to forfeiture of deposit, will be charged for cancellations at any time.

16. Receipts of Goods: CASE Asia-Pacific or Kuala Lumpur Convention Centre shall not be liable for damage, loss, or delay of goods shipped or delivered to the venue by an exhibitor.

These regulations become a part of the contract between the exhibitor/sponsor and CASE Asia-Pacific. They have been formulated in the best interest of the exhibitors and sponsors. CASE Asia-Pacific respectfully requests the full cooperation of the exhibitors and sponsors in observing these rules. All points not covered are subject to the decision of the CASE Asia-Pacific management.



Conference Testimonials

Questions about the Conference?

Contact:

Krista Slade

Executive Director, CASE Asia-Pacific

Email: slade@case.org

Tel: +65 6778 3285

Fax: +65 6826 4064

Here's is what some of the delegates at the Hong Kong conference in 2008 had to say:



" I learned a lot from the speakers and liked the opportunity to meet with my counterparts from other parts of the world."

"A solid step towards an effective Asia-Pacific network of people and their organisations. Moving the conference around helps all understand cultural differences."

"The targeted, regional approach to the conference meant that the sessions were directly relevant to my work. The opportunity to network, while enjoying the beautiful setting of HK, was definitely a perk"



... and some of the sponsors:



"Our first foray into the Far East was to CASE in Singapore two years ago. The outcomes far exceeded our expectations. Two years later, we have almost twenty clients across the region and our Australian subsidiary will turn over almost a third of our core UK business this year. Our on-going relationship with CASE has been invaluable in promoting the globalisation of our business. We are looking forward to the next conference to spring-board across Asia. Who knows where we will be by CASE 2010!"





CASE Asia-Pacific Educational and Commercial Partner Principles

Questions about the Conference?

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1. Consultants as Presenters

CASE Asia-Pacific owes it to practitioners and to our own reputation to draw on the skills of the best presenters for any given occasion. "Fitness for purpose" is a key criterion. Whether such a person is on the staff of a member institution or is a for-profit consultant or works in another sector is a secondary concern. The use of advisors in the planning process is an important element in broadening the institutional knowledge base and sharing the responsibility for decision making. CASE Asia-Pacific relies on their knowledge, expertise, and professionalism in identifying and recommending for-profit consultants for these events. While volunteers from for-profit firms will be valued as individual professionals and contributors based on their specific expertise, it is expected that they should not promote their company or its services on these occasions.

2. Acknowledgement of Educational Partners

As a membership organisation, CASE Asia-Pacific encourages relevant for-profit companies to pay subscriptions to become CASE "Educational Partners". It follows that CASE Asia-Pacific should pay particular attention to acknowledging the contribution of Educational Partners in public forums and to giving weightier consideration to the use of Educational Partners than to others.

3. CASE Asia-Pacific and Sponsorship

CASE Asia-Pacific welcomes the development of constructive relationships with for-profit organisations as sponsors. The structure of these sponsorship relationships will revolve around five key principles:

- **Transparency:** any sponsorship agreement will not be seen as an endorsement of any product or organisation. This will be achieved by making the relationship transparent to staff and members of both organisations.
- **Equal Partnership:** CASE Asia-Pacific will develop useful relationships that are positive for its membership and the sponsors' target audience.
- **Mutual benefit:** CASE Asia-Pacific is aware that both parties should benefit from the sponsorship agreement.
- **Independence:** It is important that the independence of CASE Asia-Pacific is not compromised by agreements with external parties.
- **Equity:** Sponsorship policy and procedures will be clear and consistent.

4. CASE Asia-Pacific and Exhibitors

CASE Asia-Pacific welcomes for-profit organisations to demonstrate products and services at appropriate events taking into account the need:

- To provide members with a display of goods and services which enables them to evaluate and discuss competing claims;
- To stimulate competition and business by displaying together products available in the market;
- To reduce the cost of these events to members through the support of exhibitor fees;
- To mount exhibitions which will enhance the standing and reputation of CASE Asia-Pacific.

5. Choice of Suppliers to CASE Asia-Pacific

In the occasional circumstances when CASE Asia-Pacific needs to select suppliers for a major project, the selection should be undertaken in such a way as to demonstrate that the choice of supplier was fair and that the terms of supply took full account of the requirement to achieve effectiveness, efficiency and economy. For all contracts of more than US\$10,000, except for venue and hotel contracts, CASE Asia-Pacific will make all reasonable attempts to obtain at least three competitive bids.