



2024 Asia-Pacific Advancement Conference

Sponsorship & Exhibition
Opportunities

case.org/apac



contents

about APAC

COME AND JOIN US FOR APAC 2024 IN SINGAPORE!

This conference is for you if your business provides services to the higher education, schools, non-profit, or arts and culture sectors.

Our delegates, which work across advancement, fundraising, alumni relations, marketing, communications, leadership and related disciplines - attend APAC to hear about and discuss trending topics, learn from one another, exchange ideas, and meet like-minded professionals, market leaders, and industry experts.

It is the perfect opportunity to engage with the advancement sector.

We are looking forward to receiving you in lovely Singapore for this year's conference.

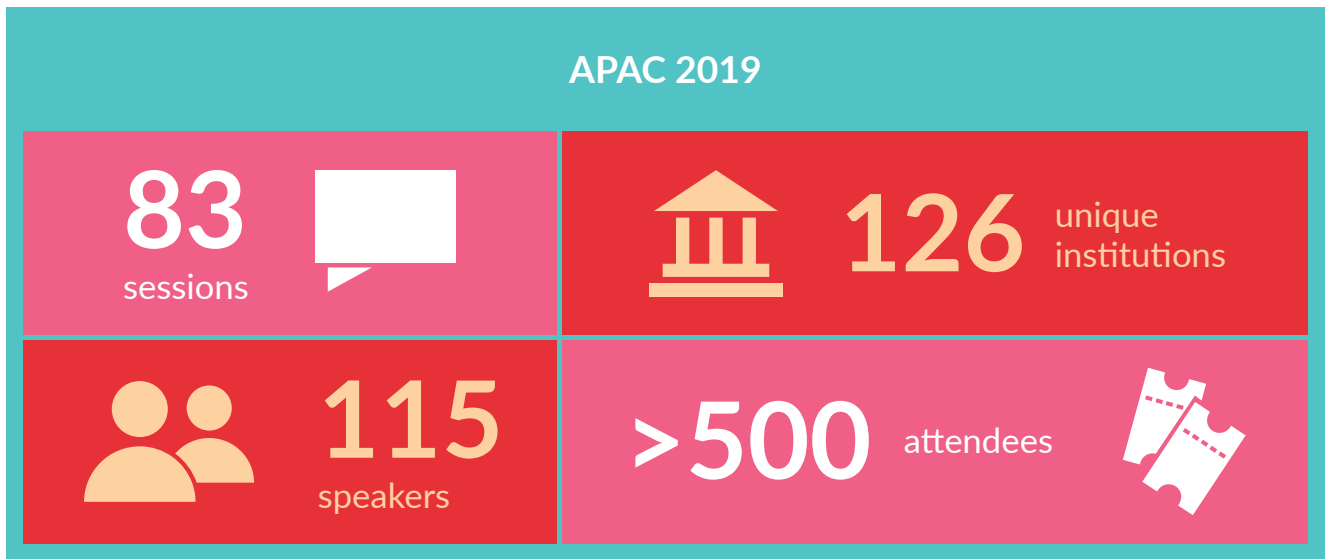


OUR NUMBERS

APAC provides delegates with an intense and rich experience. See below a retrospective of the latest conference (held in-person).



APAC 2021 and APAC 2022 were held online.



OUR AUDIENCE

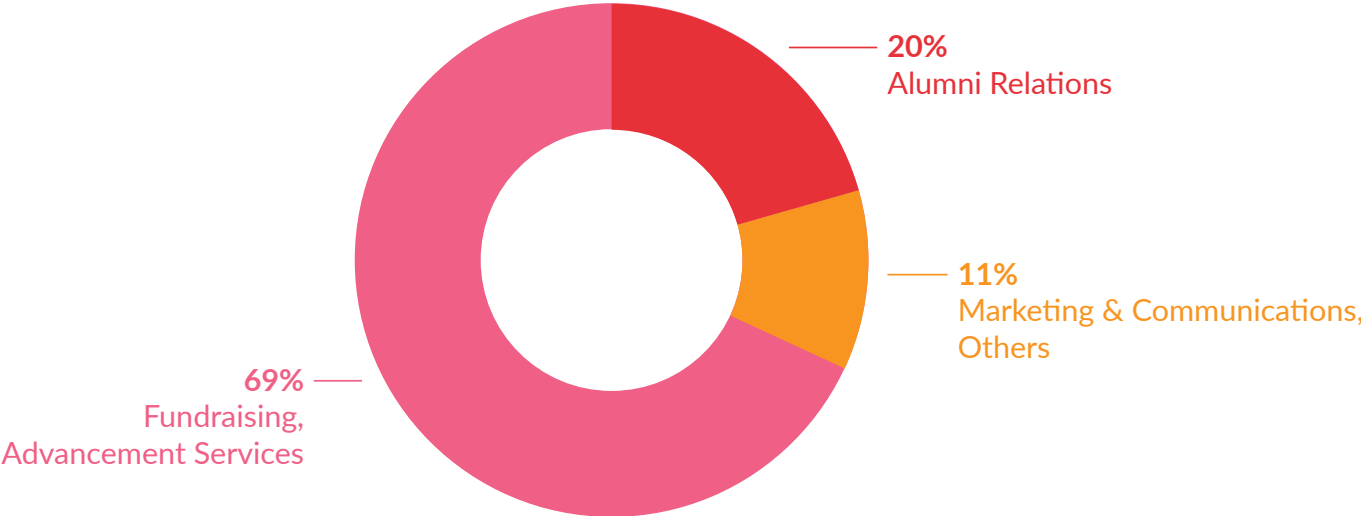
APAC welcomes professionals from higher education institutions, schools, and non-profit organisations from the Asia-Pacific region, and ever increasingly, from other continents too.

Delegates work in all advancement disciplines and numbers are generally equally composed across fundraising, alumni relations, and marketing and communications functions. Its diverse programme is beneficial to all experience levels, from directors and department heads to early-career managers and officers.

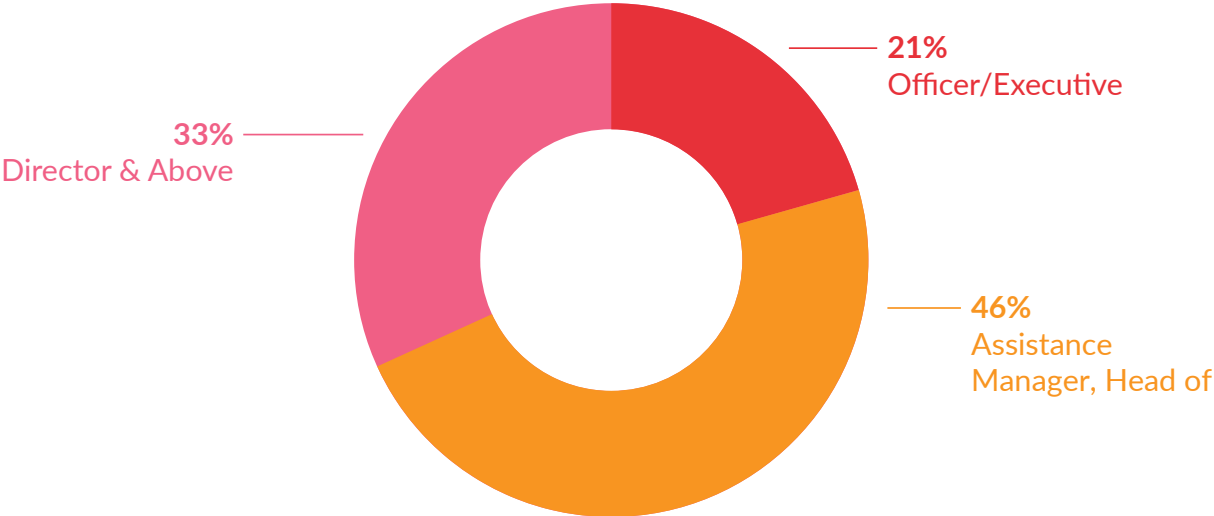
APAC 2023 – Countries (in alphabetical order)

1. Australia
2. Canada
3. China
4. Hong Kong
5. India
6. Indonesia
7. Lebanon
8. New Zealand
9. Pakistan
10. Singapore
11. United Kingdom
12. United States

**APAC 2023
Delegates by Discipline**



**APAC 2023
Delegates by Designation**



main info

VENUE:

Grand Copthorne Waterfront Hotel
392 Havelock Rd, Singapore 169663

CONFERENCE DATES:

7-9 May

PRE-CONFERENCE PROGRAMME: Tuesday 7th

- Road Map to Advancement – Tuesday 7th
- Deep Dive Into Campaigns – Tuesday 7th
- The Leadership Forum – Tuesday 7th

IMPORTANT: All pre-conference programmes require separate registration. They can be add-ons to the main conference or standalones.

Details of the pre-conference programme:

Road Map to Advancement

This programme is essential for those new to the profession or early career professionals. This session will equip delegates with a solid knowledge base on advancement and associated portfolios of fundraising, alumni and community relations, marketing and communications, advancement services, and admissions.

Deep Dive Into Campaign

Join us as we walk through the fundamental steps required to successfully evaluate campaign readiness, fine tune your vision and craft your story, develop your champions and deliver on your promises.

The Leadership Forum

One of the conference's highlights is a half-day executive leadership programme developed for institutional and advancement leaders to discuss strategic issues and leadership challenges. This forum is designed for Chief Advancement Officers, Directors, and Heads of Higher Education Institutions and Schools, including Principals, Deans, Presidents, and Vice-Chancellors.

MAIN CONFERENCE: Wednesday 8th May–Thursday 9th May

SOCIAL EVENTS:

Welcome Reception

Tuesday 7th May, 5:30pm–7:30pm
Grand Copthorne Ballroom
Open to all delegates

Awards Lunch

Thursday 9th May, 12:00pm–1:30pm
Grand Copthorne Ballroom
Open to all delegates

The full conference programme will be available here:

www.case.org/conferences-training/2024-asia-pacific-advancement-conference

exhibition lounge

Instead of a booth/stand structure, APAC 2023 will offer tabletops to be used as exhibition space. They will be located at the foyer outside the main ball room.

All tabletops will face the centre of the hall, providing great exposure. All lunches and coffee-breaks will be served in this space, what makes it easier to engage with delegates.

Each exhibition space comes with a trestle table, tablecloth and 2 chairs.

Due to the foyer format, we suggest the exhibitors to have stand-alone banners with their brand/logo for better exposure and to facilitate their identification by the delegates.

Sponsors/exhibitors will be able to choose their tabletop positioning from February onwards, when the floorplan with the distribution of the tables will be available at www.case.org/sponsorship-opportunities-3

The exhibition lounge will be open to delegates from **7:30am to 5:45pm on the 8th (Wednesday)** and from **8:30am to 3:45pm on the 9th (Thursday)**.

sponsorship opportunities

APAC offers sponsorship opportunities in four different levels: Platinum, Gold, Silver and Bronze. Please see all details about them below.

Besides them, there are special **add-on items** available:

- A. Speaking opportunities: session
- B. Speaking opportunities: breakfast roundtable
- C. Push notifications on the conference app

These items (A, B and C) can only be booked **in addition to** one of the sponsorship packages below.

Other items available – standalone (companies can book them without having booked a sponsorship package):

- D. Branded lanyards
- E. Scholarships

You can find more information about them after the sponsorship packages.

SPONSORSHIP PACKAGES:

All sponsors and exhibitors will have access to data capturing tools.

PLEASE NOTE that there are two price brackets

Educational partners: for-profit institutions that are CASE members

Non-educational partners: for-profit institutions that are not CASE members

PLATINUM level sponsorship (exclusive)

- **Five delegate passes to the main conference** (do not include passes for pre-conference programmes)
- **Sponsorship of the opening plenary**, with logo on holding slide and acknowledgement from the plenary
- **Exhibition space** – tabletop
- **Company logo in conference materials**
- **List of delegates**
- **Splash screen with company logo in the conference app** (Attendees will see it when the app launches. It shows for 3.5 sec.)
- **Acknowledgement in social media** (LinkedIn posts before, during, and after the conference)
- **One push notification in the app** on the 8th or 9th May

	EDUCATIONAL PARTNER	NON-EDUCATIONAL PARTNER
SGD	14,300	17,160
AUS	16,192	19,430
USD	10,688	12,802
GBP	8,487	10,184

**9% GST will be charged from companies registered in Singapore*



GOLD level sponsorship

ALL GOLD level sponsorship packs include the following:

- **Four delegate passes to the main conference** (do not include passes for pre-conference programmes)
- **Exhibition space** – tabletop
- **Company logo in conference promotions, website and app**
- **List of delegates**
- **Acknowledgement in social media** (LinkedIn posts before, during, and after the conference)

In addition, you will choose **ONE** of the options below to be part of your GOLD sponsorship pack:

ITEM	BENEFITS
President's Panel	<ul style="list-style-type: none">● Company logo on holding slide in the panel room● Verbal acknowledgement from the podium● Company literature or goodie on room seats (to be provided by the company)
Closing Plenary	<ul style="list-style-type: none">● Company logo on holding slide in the panel room● Verbal acknowledgement from the podium● Company literature or goodie on room seats (to be provided by the company)
Welcome Reception	<ul style="list-style-type: none">● Company banners distributed in the reception venue (max. 3 banners)● Company materials distributed in the reception venue (to be provided by the company)
Volunteers' Reception	<ul style="list-style-type: none">● Company banners distributed in the reception venue (max. 3 banners)● Company materials distributed in the reception venue (to be provided by the company)● Acknowledgement during CASE's representative speech

ITEM	BENEFITS
Leadership Forum (pre-conference programme)	<ul style="list-style-type: none"> • Company logo on holding slide • Company literature or goodie on room seats at the forum opening session (to be provided by the company) • Introduction of one forum session • Two delegate passes to this pre-conference programme
Road Map to Advancement (pre-conference programme)	<ul style="list-style-type: none"> • Company logo on holding slide • Company literature or goodie on room seats at this programme's opening session (to be provided by the company) • Introduction of the first session • Two delegate passes to this pre-conference programme
Deep Dive Into Campaigns (pre-conference programme)	<ul style="list-style-type: none"> • Company logo on holding slide • Company literature or goodie on room seats at this programme's opening session (to be provided by the company) • Introduction of the first session • Two delegate passes to this pre-conference programme
Track sponsors – main conference: Alumni Relations & Community	<ul style="list-style-type: none"> • Company logo on track kick-off session slides • Company literature or goodie on room seats at the opening track session (to be provided by the company) • Introduction of the track kick-off session
Track sponsors – main conference: Fundraising	<ul style="list-style-type: none"> • Company logo on track kick-off session slides • Company literature or goodie on room seats at the opening track session (to be provided by the company) • Introduction of the track kick-off session
Track sponsors – main conference: Advancement Services	<ul style="list-style-type: none"> • Company logo on track kick-off session slides • Company literature or goodie on room seats at the opening track session (to be provided by the company) • Introduction of the track kick-off session
Track sponsors – main conference: Marketing & Communications	<ul style="list-style-type: none"> • Company logo on track kick-off session slides • Company literature or goodie on room seats at the opening track session (to be provided by the company) • Introduction of the track kick-off session

ITEM	BENEFITS
Track sponsors – main conference: Schools	<ul style="list-style-type: none"> • Company logo on track kick-off session slides • Company literature or goodie on room seats at the opening track session (to be provided by the company) • Introduction of the track kick-off session
Awards lunch	<ul style="list-style-type: none"> • Company banner in the room (max. 2 banners) • Company materials distributed in the lunchroom (to be provided by the company) • Introduction of one award

	EDUCATIONAL PARTNER	NON-EDUCATIONAL PARTNER
SGD	11,450	13,740
AUS	12,964	15,557
USD	8,542	10,250
GBP	6,796	8,155

**9% GST will be charged from companies registered in Singapore*



SILVER level sponsorship

- **Three delegate passes to the main conference** (do not include passes for pre-conference programmes)
- **Exhibition space** – tabletop
- **Company logo in conference materials**
- **List of delegates**
- **One push notification in the app** on the 8th or 9th May
- **Acknowledgement in social media** (LinkedIn posts before, during, and after the conference)

	EDUCATIONAL PARTNER	NON-EDUCATIONAL PARTNER
SGD	8,100	9,720
AUS	9,172	11,006
USD	6,043	7,252
GBP	4,807	5,768

**9% GST will be charged from companies registered in Singapore*



BRONZE level sponsorship

- **Two delegate passes to the main conference** (do not include passes for pre-conference programmes)
- **Exhibition space** – tabletop
- **Company logo in conference materials**
- **List of delegates**
- **Acknowledgement in social media** (LinkedIn posts before, during, and after the conference)

	EDUCATIONAL PARTNER	NON-EDUCATIONAL PARTNER
SGD	5,900	7,080
AUS	6,680	8,016
USD	4,400	5,280
GBP	3,501	4,201

**9% GST will be charged from companies registered in Singapore*



SPECIAL ADD-ON ITEMS

There are 2 types of add-on items:

- the ones that can only be booked **in addition to** one of the sponsorship packages above; and
- the ones that are standalone and don't need a sponsorship package

Items that **can only be added to a sponsorship package:**

These items (A, B and C) can only be booked **in addition to** one of the sponsorship packages above.

A. Speaking opportunity: **SESSION** (4 available)

One 60-min session in the main conference programme on Wednesday 8th May

	EDUCATIONAL PARTNER	NON-EDUCATIONAL PARTNER
SGD	580	696
AUS	659	791
USD	434	521
GBP	343	412

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B. Speaking opportunity: **BREAKFAST ROUNDTABLE** (3 available)

One 60-min roundtable in the main conference programme on Thursday 9th May

	EDUCATIONAL PARTNER	NON-EDUCATIONAL PARTNER
SGD	390	468
AUS	443	532
USD	292	350
GBP	231	277

**9% GST will be charged from companies registered in Singapore*

C. **PUSH NOTIFICATION** on conference app

Push notification via the conference app. It reaches all conference delegates. Messages must be related to the conference. Limit of one push notification per company per day.

	EDUCATIONAL PARTNER	NON-EDUCATIONAL PARTNER
SGD	445	534
AUS	505	606
USD	333	400
GBP	264	317

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Items that can be booked on their own:

No sponsorship packaged is required.

D. BRANDED LANYARDS

- Company logo on lanyards (alongside CASE logo) used by all delegates
- Colour of choice to suit your company branding
- To be produced by CASE
- Logo on materials as sponsor

	EDUCATIONAL PARTNER	NON-EDUCATIONAL PARTNER
SGD	3,350	4,020
AUS	3,807	4,568
USD	2,502	3,002
GBP	1,981	2,377

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E. SCHOLARSHIPS

Scholarship to support employees from CASE member institutions in Asia Pacific (universities, schools, etc.) to attend APAC2024 (main conference). The scholarship will cover the registration fee and the company will be acknowledged as a scholarship partner on website.

	EDUCATIONAL PARTNER	NON-EDUCATIONAL PARTNER
SGD	2,500	3,000
AUS	2,841	3,409
USD	1,868	2,242
GBP	1,479	1,775

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how to book

your sponsorship

Please use the booking form at the desired level to book your sponsorship package. You can find them at this webpage [case.org/sponsorship-opportunities-3](https://www.case.org/sponsorship-opportunities-3)

Fill in the form correspondent to the desired package, include your signature, and save the file's name as "**(Company Name) APAC24 Booking Request**" and send it to cmarochi@case.org

It is important to note that some opportunities are limited. CASE Asia-Pacific will allocate all options on a first-come, first-served basis.

Once your booking form is received and checked, you will receive a confirmation email and invoice.

contact info

For further information or questions about these opportunities, please contact **Cristina Marochi**, Director of Corporate Relations – Global, at **cmarochi@case.org**



annexes:

deadlines and info required

Please find below important guidance about formats and deadlines. Further details will be soon available case.org/sponsorship-opportunities-3

Please make sure to have all information needed by each deadline before sending it to CASE.

ALL INFORMATION REQUESTED BELOW SHOULD BE SENT TO cmarochi@case.org

For ALL Sponsor Levels

DEADLINE	ITEM	INFO REQUIRED
29 th March	Company logo	<ul style="list-style-type: none">• in jpg or png; one with transparent background
	Company info for app	<ul style="list-style-type: none">• website• Twitter, Instagram, LinkedIn handles• Text about the company (max 150 words)

For Sponsor With SPEAKING OPPORTUNITIES (Session or Roundtable)

DEADLINE	ITEM	INFO REQUIRED
29 th March	Session or roundtable details	<ul style="list-style-type: none">• Session/roundtable title• Session/roundtable description (max 250 words)• Speaker(s) name(s), job title(s) and institution(s)• Speaker(s) short bio(s) and headshot(s)

For Sponsor With PUSH NOTIFICATIONS

DEADLINE	ITEM	INFO REQUIRED
29 th March	Push notification	<ul style="list-style-type: none">• Title and message – up to 230 characters• Notifications do not support images, links or html