



2011 AHRI

HR TECHNOLOGY CONFERENCE

Solutions for a smarter future



Sebel Albert Park
Melbourne, Victoria
12 October 2011

Optional workshops: 13 October

Commercial opportunities

www.hrtech.ahri.com.au

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About the Australian Human Resources Institute (AHRI)

The Australian Human Resources Institute (AHRI) is the national association representing human resource and people management professionals – with over 17,500 members. AHRI leads the direction and fosters the growth of the HR profession through actively setting standards and building the capability of the profession.

Through its international affiliations and close association with industry and academia, AHRI ensures that its members are given access to a soundly-based professional recognition framework.

The AHRI vision 'Shaping the future of the profession through our members' recognises the connection between the responsiveness of AHRI to its members and the strengthening of the HR profession as a whole.



About the 2011 AHRI HR Technology Conference

Transformation in the world of HR technology – New architecture, new models, new platforms

As this new decade begins, the HR Technology world is undergoing re-shaping with a fundamental shift to a services orientation. The traditional HR software delivery models have changed. Within the context of the digital age and the critical role of the internet in business, the work of human resources is changing. The enabling role of technology in the pursuit of strategic objectives and process efficiency is now foremost in decisions relating to investment in technology. Building on the strength and success of the 2010 HR Technology Conference, the 2011 conference will focus on the uptake of new technology and how it is transforming the world of HR.

The target audience for this conference are human resource, information technology and finance professionals, all of whom are involved in the review, assessment and purchasing of HR technology solutions.

The conference will cover the following topic areas with a focus on integration between the different needs within the world of HR and the rest of the business:

1. Social networking tools
2. Software as a Service (SaaS)
3. Cloud computing and external hosting
4. Shared services
5. Security, privacy and risk
6. Workforce planning
7. Development platforms

Conference Structure

The conference will be held on 12 October 2011 at the Sebel Albert Park, Melbourne, Victoria. The conference aims to attract approximately 250 delegates and will include an exhibition featuring HR technology providers. The program content is likely to include:

- Three keynote presentations from high profile experts in the technology space
- 12 concurrent sessions focusing on client case studies
- Eight dedicated sponsor product demonstration sessions
- Networking function after the last session on 12 October 2011
- Two optional post conference workshops (offered on Thursday 13 October)



Opportunities at the 2011 AHRI HR Technology Conference

Category	Quantity	Investment
Diamond	2	\$40,000 + GST
Platinum	2	\$25,000 + GST
Gold	2	\$15,000 + GST
Espresso	2	\$12,000 + GST
Exhibitor		\$4,000 + GST each

A floor plan is available upon request by contacting:

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Sponsorship and exhibition opportunities

	DIAMOND (\$40K + GST)	PLATINUM (\$25K + GST)	GOLD (\$15K + GST)	ESPRESSO (\$12K + GST)	EXHIBITOR (\$4K + GST)
	2	2	2	2	
Pre event					
Logo inclusion on print and online marketing collateral (50 word profile inclusion where applicable excluding ad publications)	•				
Logo and link on AHRI Technology Conference home page website	•	•	•	•	
Organisation name and link on exhibitor listing webpage	•	•	•	•	Plus 50 word profile
Sponsor name, logo, exhibitor link and word profile on HR Technology sponsor webpage	400 words	300 words	200 words	100 words	
Logo inclusion within AHRI's fortnightly email newsletter, RE:SOURCE (September & October and co-appearance with other event sponsors)	•	•			
Acknowledgment in AHRI managed social networking sites	•	•	•	•	
Organisation name and link included in hard copy brochure (distributed to VIC members only)	•	•	•	•	•
Organisation name and link included in electronic brochure distributed to AHRI database of over 38,000 contacts	•	•	•	•	•
Logo and link positioned in AHRI homepage (September & October rotating with other event sponsors)	Premium position	•	•	•	
Logo in various print publications leading up to the event (inclusion is subject to timing)	•	•			
Premium listing in HRbizlist	•	•	•	•	
On site					
Sponsor acknowledgement during conference opening	•	•	•	•	
Opportunity to address delegates during conference opening (7 mins)	•				
Opportunity to place 1 x pull up banner on stage in plenary room	•				
One (1) product demonstration opportunity – 20 minutes (in consultation with AHRI & excluding meal break hours)	•	•	•	•	
Sponsor logo on onsite directional signage with AHRI (where applicable)	•				
Sponsor logo on holding slide in session rooms	•	•	•	•	
Logo on front of compendium or satchel co-branded with AHRI	•				
Logo on front of compendium or satchel co-branded with AHRI	•				

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Sponsorship and exhibition opportunities (continued)

	DIAMOND (\$40K + GST)	PLATINUM (\$25K + GST)	GOLD (\$15K + GST)	ESPRESSO (\$12K + GST)	EXHIBITOR (\$4K + GST)
Sponsor name, logo and word profile in program guide	200 words	150 words	100 words	50 words	Company listing only
One (1) advertisement in program guide	Full page	Half page	Half page	Quarter page	
One (1) promotional insert into delegate satchel/ compendiums (approved by AHRI)	●	●	●		
Exhibition stand (Inc. Fascia signage, power, lighting and catering)	9m x 2m	6m x 2m	6m x 2m	4m x 2m	3m x 2m
Complimentary HR Technology conference delegate registration	3	3	2	2	1
Opportunity to place 1 x pull up banner on stage in 1 x workshop room	●				
Complimentary invitations to conference networking function	5	4	3	2	
Joint sponsorship of the conference networking function (opportunity for pull up banner and collateral display where available – supplied by Sponsor)		●			
Opportunity to address workshop delegates during opening of 1 x workshop (3 mins)	●				
1 x trestle table display in workshop room foyer, incl catering for 2 reps	●				
Complimentary HR Technology workshop registration	2	1			
Post event					
Sponsor name, logo, exhibitor link and profile on HR Technology webpage	400 words	300 words	200 words	100 words	50 word profile on exhibitor webpage
Access to delegate and visitor details (only those who opt to supply – company, full name, title, state and email details)	●	●	●	●	All except for email
Exclusive sponsors and exhibitors opportunity to participate in AHRI's Partner benefits	●	●	●	●	●

Sponsorship and exhibition packages

DIAMOND SPONSOR (2) \$40,000 + GST

Pre event

- Logo inclusion on print and online marketing collateral (50 word profile inclusion where applicable excluding ad publications) – **Exclusive!**
- Logo and link on AHRI Technology Conference home page website
- Organisation name and link on exhibitor listing webpage
- Sponsor name, logo, exhibitor link and 400 word profile on HR Technology sponsor webpage
- Logo inclusion within AHRI's fortnightly email newsletter, RE:SOURCE (September & October rotating with other event sponsors)
- Organisation name and link included in hard copy brochure distributed to AHRI members in Victoria
- Organisation name and link included in electronic brochure distributed to AHRI database of over 38,000 contacts
- Acknowledgment in AHRI managed social networking sites
- Logo and link positioned in premium location on AHRI homepage (September & October rotating with other event sponsors)
- Logo in various print publications leading up to the event (inclusion is subject to timing)
- Premium listing in HRbizlist

On site

- Sponsor acknowledgement during conference opening
- Opportunity to address delegates during conference opening (7 mins)
- One (1) product demonstration opportunity – 20 minutes (in consultation with AHRI & excluding meal break hours)
- Opportunity to place 1x pull up banner on stage in plenary room
- Sponsor logo on onsite directional signage with AHRI (where applicable)
- Sponsor logo on holding slide in session rooms
- Logo on front of compendium or satchel co-branded with AHRI
- Sponsor name, logo and 200 word profile in program guide
- One (1) full-page colour advertisement in program guide
- One (1) promotional insert into delegate satchel/compendiums (approved by AHRI)
- 9m x 2m exhibition stand (Inc. Fascia signage, power, lighting, and 6 complimentary lunches, morning, afternoon teas and breakfast for stand staff)
- Three (3) complimentary HR Technology delegate registrations
- Opportunity to address workshop delegates during opening of 1 x workshop (3 mins)
- 1 x trestle table display in workshop room foyer (incl. catering for 2 sponsor representatives)
- Two (2) complimentary HR Technology workshop registration
- Complimentary invitation to the conference networking function

Post event

- Sponsor name, logo, exhibitor link and 400 word profile on HR Technology webpage
- Access to delegate and visitor details (only those who opt to supply – company, full name, title, state and email details)
- Exclusive sponsors and exhibitors opportunity to participate in AHRI's Partner benefits

AHRI reserves the right to discontinue sponsorships or to vary the terms and conditions that apply to this level of sponsorship in the future, all entitlements are subject to timing.

Sponsorship and exhibition packages

PLATINUM (2) \$25,000 + GST

Pre event

- Logo and link on AHRI Technology Conference home page website
- Organisation name and link on exhibitor listing webpage
- Sponsor name, logo, exhibitor link and 300 word profile on HR Technology sponsor webpage
- Logo inclusion within AHRI's fortnightly email newsletter, Re:source (September & October rotating with other event sponsors)
- Organisation name and link included in hard copy brochure distributed to AHRI members in Victoria
- Organisation name and link included in electronic brochure distributed to AHRI database of over 38,000 contacts
- Acknowledgment in AHRI managed social networking sites
- Logo and link on AHRI homepage (September & October rotating with other event sponsors)
- Logo in various print publications leading up to the event (inclusion is subject to timing)
- Premium listing in HRbizlist

On site

- Sponsor acknowledgement during conference opening
- One (1) product demonstration opportunity – 20 minutes (in consultation with AHRI & excluding meal break hours)
- Sponsor logo on holding slide in session rooms
- Sponsor name, logo and 150 word profile in program guide
- One (1) half-page colour advertisement in program guide
- One (1) promotional insert into delegate satchel/compendiums (approved by AHRI)
- 6m x 2m exhibition stand (Inc. Fascia signage, power, lighting, and 4 complimentary lunches, morning, afternoon teas and breakfast)
- Joint sponsorship of the conference networking function
- Three (3) complimentary HR Technology delegate registrations
- Four (4) complimentary invitations to the conference networking function
- One (1) workshop delegate registration

Post event

- Sponsor name, logo, exhibitor link and 300 word profile on HR Technology webpage
- Access to delegate and visitor details (only those who opt to supply – company, full name, title, state and email details)
- Exclusive sponsors and exhibitors opportunity to participate in AHRI's partner benefits

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Sponsorship and exhibition packages

GOLD SPONSOR (2) \$15,000 + GST each

Pre event

- Logo and link on AHRI Technology Conference home page website
- Organisation name and link on exhibitor listing webpage
- Sponsor name, logo, exhibitor link and 200 word profile on HR Technology sponsor webpage
- Organisation name and link included in hard copy brochure distributed to AHRI members in Victoria
- Organisation name and link included in electronic brochure distributed to AHRI database of over 38,000 contacts
- Acknowledgment in AHRI managed social networking sites
- Logo and link on AHRI homepage (September & October rotating with other event sponsors)
- Premium listing in HRbizlist

On site

- Sponsor acknowledgement during conference opening
- One (1) product demonstration opportunity – 20minutes (in consultation with AHRI & excluding meal break hours)
- Sponsor logo on holding slide in session rooms
- Sponsor name, logo and 100 word profile in program guide
- One (1) half-page advertisement in program guide
- One (1) promotional insert into delegate satchel/compendiums (approved by AHRI)
- 6m x 2m exhibition stand (Inc. Fascia signage, power, lighting, and 4 complimentary lunches, morning, afternoon teas and breakfast per day)
- Two (2) complimentary HR Technology delegate registrations
- Three (3) complimentary invitations to the conference networking function

Post event

- Sponsor name, logo, exhibitor link and 200 word profile on HR Technology webpage
- Access to delegate and visitor details (only those who opt to supply – company, full name, title, state and email details)
- Exclusive sponsors and exhibitors opportunity to participate in AHRI's Partner benefits

AHRI reserves the right to discontinue sponsorships or to vary the terms and conditions that apply to this level of sponsorship in the future, all entitlements are subject to timing.

For further information, contact:

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Sponsorship and exhibition packages

ESPRESSO SPONSOR (2) \$12,000 + GST

Pre Event

- Logo and link on AHRI Technology Conference home page website
- Organisation name and link on exhibitor listing webpage
- Sponsor name, logo, exhibitor link and 100 word profile on HR Technology sponsor webpage
- Organisation name and link included in hard copy brochure distributed to AHRI members in Victoria
- Organisation name and link included in electronic brochure distributed to AHRI database of over 38,000 contacts
- Acknowledgment in AHRI managed social networking sites
- Logo and link on AHRI homepage (September & October and co-appearance with other event sponsors)
- Standard listing in HRbizlist

On site

- Sponsor must provide a coffee machine, operator, and all coffee products for their stand at own cost
- Sponsor acknowledgement during conference opening
- One (1) product demonstration opportunity – 20 minutes (in consultation with AHRI & excluding meal break hours)
- Sponsor logo on holding slide in session rooms
- Sponsor name, logo and 50-word profile in program guide
- One (1) quarter-page advertisement in program guide
- 4m x 2m exhibition stand (Inc. Fascia signage, power, lighting, and 2 complimentary lunches, morning, afternoon teas and breakfast per day)
- Two (2) complimentary HR Technology delegate registrations
- Two (2) complimentary invitations to the conference networking function

Post event

- Sponsor name, logo, exhibitor link and 100 word profile on HR Technology webpage
- Access to delegate and visitor details (only those who opt to supply – company, full name, title, state and email details)
- Exclusive sponsors and exhibitors opportunity to participate in AHRI's Partner benefits

AHRI reserves the right to discontinue sponsorships or to vary the terms and conditions that apply to this level of sponsorship in the future, all entitlements are subject to timing.

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Sponsorship and exhibition packages

EXHIBITOR – \$4,000 + GST

Pre Event

- Organisation name, link and 50 word profile placed on dedicated AHRI Technology Conference exhibition webpage
- Organisation name and link included in hard copy brochure distributed to AHRI members in Victoria
- Organisation name and link included in electronic brochure distributed to AHRI database of over 38,000 contacts

On site

- Organisation listing in program guide exhibition page (name, address, phone number and website)
- 3m x 2m exhibition stand (Inc. Fascia signage, power, lighting, and 2 complimentary lunches, morning, afternoon teas and breakfast)
- One (1) complimentary HR Technology delegate registration (Includes Networking function)
- Two (2) complimentary invitations to Networking function

Post event

- Organisation name, link and 50 word profile placed on dedicated AHRI Technology Conference exhibition webpage
- Access to delegate and visitor details (only those who opt to supply – company, full name, title, state)
- Exclusive sponsors and exhibitors opportunity to participate in AHRI's partner benefits

AHRI reserves the right to discontinue sponsorships/exhibitions or to vary the terms and conditions that apply to this level of sponsorship/exhibition in the future, all entitlements are subject to timing.

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Key reasons to invest

- Significant brand exposure to over 38,000 HR and people managers across Australia through AHRI's integrated marketing campaign
- Sponsors and exhibitors are given access to a range of HR and people management practitioners
- Excellent networking potential with conference delegates, speakers and exhibitors
- Maximise your time and resources by showcasing your product to a captive audience via the exhibition
- The perfect way to gain face-to-face contact with potential partners and clients
- Take full advantage of networking and customer awareness opportunities with a real-time gauge of product success or interest
- Stay abreast of current developments – what are the key technology issues for Australian HR practitioners? How can your organisation assist?
- Generate new leads, develop your brand or launch a new product via the exhibition.

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Marketing

To maximise awareness and interest in the AHRI 2011 Technology Conference, AHRI will undertake an extensive marketing campaign. This will help to ensure the success of the event and will give sponsors and exhibitors the opportunity to access a highly targeted and influential audience.

Target audience – AHRI members, non-members and stakeholders in excess of 38,000 who fall into the following categories:

- Mid-level to executive-level HR and people managers
- Decision-makers

Marketing activities promoting the event include:

- A dedicated HR Technology Conference website
- Online advertising featuring prominently on the AHRI homepage, located at www.ahri.com.au
- Online advertising on hrdaily.com for a 4-week period leading up to the event
- Direct email to the [hrdaily](http://hrdaily.com) subscriber base in excess of 15,000
- Electronic conference brochure distributed to the AHRI database in excess of 38,000 contacts
- Conference flyer distributed at AHRI and AHRI-sponsored events
- Hard copy brochure distributed to members in Victoria
- Direct emails distributed to the AHRI database in excess of 38,000 contacts
- Feature/listing in AHRI's fortnightly e-newsletter, RE:SOURCE containing links through to the conference website during promotional period
- Feature/listing in AHRI's fortnightly Professional Development email during promotional period
- Print advertising in industry publications
- Event updates through AHRI's social networking channels Facebook, Twitter and LinkedIN

Contact details

For further information contact:

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