



AIIA NATIONAL CONFERENCE

"New Agendas for a New Era"

14 October 2019

Hotel Realm, Canberra



Australian Institute of
International Affairs

PARTNERSHIP OPPORTUNITIES

internationalaffairs.org.au

For more information please contact:

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ABOUT US

ABOUT THE AIIA

The AIIA was formed in 1924 as a branch of Chatham House. It was then established as a federal body in 1933 and is the only nationwide organisation of its kind in Australia. The AIIA plays a unique role as an independent non-partisan forum for informed debate on Australia's engagement in the world. The AIIA has unique access to prominent Australian political figures, leading scholars on foreign affairs, youth networks and the diplomatic community.

“ great stuff and heartiest congratulations on a wonderful conference ”

*- Anthony Bergin
Australian Strategic Policy Institute*



“ the event was among the best of it's kind I've ever attended – and I've attended lots ”

*- Thomas Dougherty
Australian-American Fullbright Commission*

ABOUT THE CONFERENCE

The AIIA's National Conference is Australia's premiere event on Australian foreign policy. The 2019 National Conference provides a unique opportunity to hear and engage directly with experts on Australia's international affairs. The day will bring together some of Australia's leading international affairs experts across four sessions examining new developments in international affairs and the place of Australian foreign policy within them.

The 2019 National Conference will be preceded by a series of masterclasses for young professionals and tertiary students between the ages of 18 and 40.





CALL FOR PARTNERS

The Australian Institute of International Affairs is offering the opportunity for a select number of organisations to partner on its 2019 National Conference and Masterclasses.

The AIIA's National Conference on Monday 14 October 2019 is Australia's premier event on Australian foreign policy. The event provides a prestigious platform to promote your organisation to a diverse and influential group of individuals and organisations.

OPPORTUNITIES

Partnering with the AIIA can help your organisation:

- reach influential decision makers
- increase profile and brand awareness
- provide enrichment opportunities for talented youth
- access diplomatic and policy experts

WHO WILL ATTEND?

The AIIA National Conference attracts leading figures in international affairs drawn from government, academia, business and diplomacy.

In recent years the conference has achieved record participation with more than 380 attendees. Last year's attendees included 20 ambassadors, officials from 12 government departments and engagement by more than 20 of Australia's most prestigious tertiary education institutions. Masterclasses attract highly-engaged young professionals and tertiary students from around Australia, allowing selected participants to engage in intimate discussions with experts in international affairs.

The National Conference gains extraordinary coverage on mainstream and social media. In 2018, contributions from the conference were featured on *The Australian*, *The Guardian*, *The New York Times*, *Xinhua*, *News.com.au*, *SBS*, *ABC Radio*, *7 News* and *Sky News*, among others. Its strong social media presence led to the hashtag #AIIA18 trending as the #5 most popular topic on Twitter Australia-wide on the day of the event at the 2018 National Conference.



SPONSORSHIP PACKAGES

VALUE AND VISIBILITY

Value: \$12,000

The opportunity to network with and promote your brand to the influential people attending the Conference.

You will receive:

- Four complimentary registrations, valued at \$360 each.
- Additional tickets at discounted member price of \$200.
- Placement and continuous exposure of a banner throughout the conference venue.
- On screen promotion in main conference room before the conference and during breaks.
- Promotion booth set up near the refreshments during the breaks.
- Prominent logo on all conference materials and the AIIA website.
- Promotional materials in the conference packs for each attendee.
- Recognition on the AIIA's website and social media, including promotional tweets and Facebook posts.
- Recognition as a major partner at commencement and conclusion of the conference.



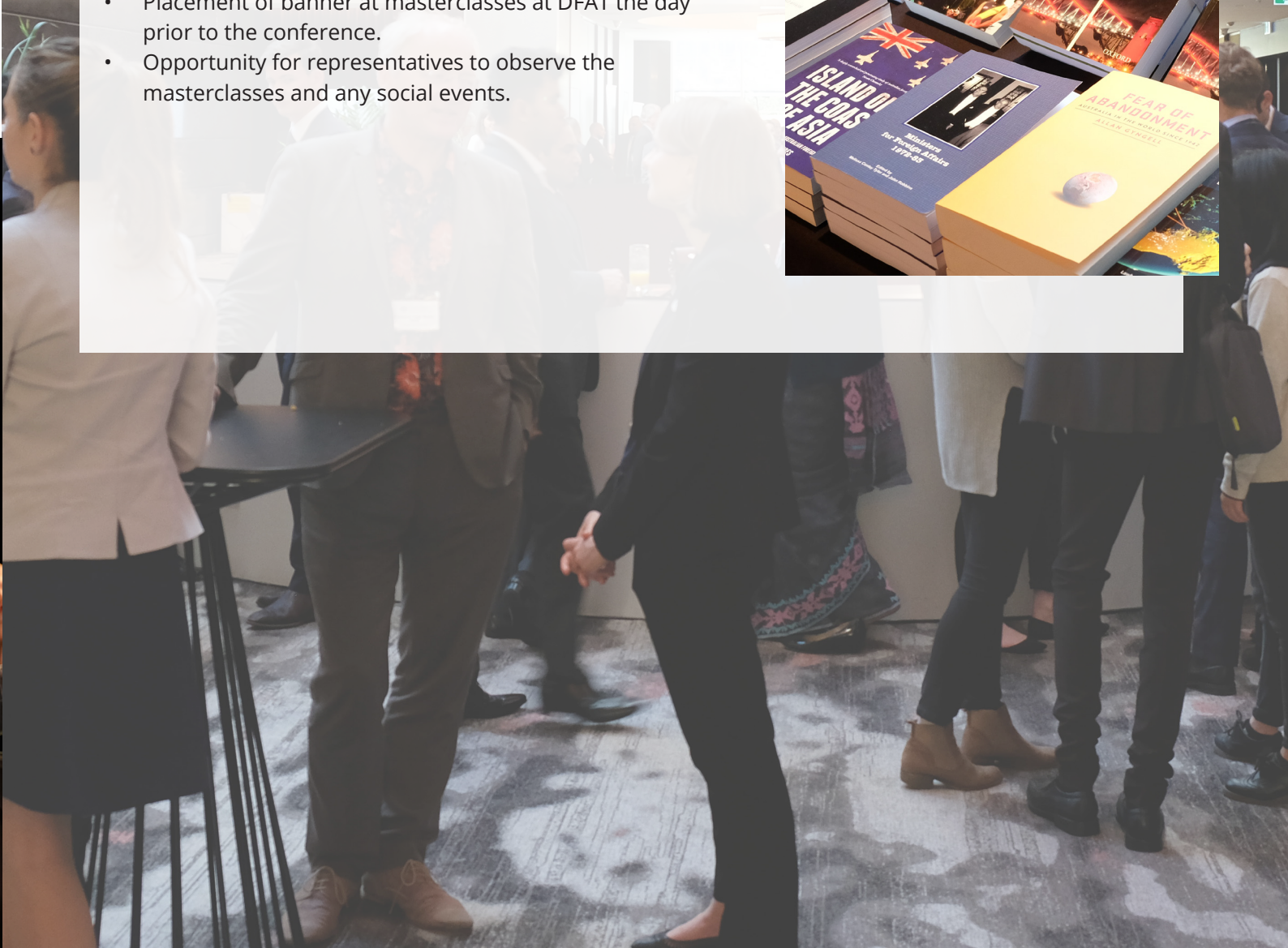
SESSION SPONSORSHIP – INCLUDING MASTERCLASS MARKETING

Value: \$7,000

Connect with expert debate on a core topic of interest to your organisation.

You will receive:

- Two complimentary registrations, valued at \$360 each.
- Sponsorship of one session of the conference:
 - A New Cold War?
 - New Technologies
 - Health of the Planet
- Placement and exposure of the banner on stage during the selected session.
- Logo on all conference material and the AIIA website.
- Promotional materials in the conference pack for each attendee.
- Recognition on the AIIA's website and social media, including promotional tweets and Facebook posts.
- Recognition as a session sponsor at commencement of the conference session.
- Placement of banner at masterclasses at DFAT the day prior to the conference.
- Opportunity for representatives to observe the masterclasses and any social events.





YOUTH ENRICHMENT

Value: \$1,500 for five; \$3,000 for 10; \$6,000 for 20

Enrich the experience of young people in your network.

You will receive:

- Group registration for either five, 10 or 20 young people to attend the masterclasses and conference.
- Signage at the masterclass venue.
- Promotion on all masterclass materials and the AIIA website.
- Attendees also receive a complementary one-year membership at their local AIIA.

MEDIA SPONSORSHIP

(In-kind Sponsors)

Promotion and access of the organisation's brand to a highly influential audience.

You will receive:

- In-kind sponsorship and promotion.
- Ability to display promotional material, journals or books at the venue.
- Promotion through online platforms including social media and the AIIA's website.

CUSTOMISABLE PACKAGE

Customisable packages are available upon request.



NEXT STEPS

To discuss or confirm partnership please contact the National Conference Team:

Anne Vaughan-Pow

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Once your arrangement is confirmed you will be sent a partnership agreement and a tax invoice along with information on any further requirements such as file format for logos and technical specifications for promotional material, as well as key event information.

