

ARMS

Australasian Research Management Society

2021 SPONSORSHIP OPPORTUNITIES

WWW.RESEARCHMANAGEMENT.ORG.AU



ABOUT ARMS



The Australasian Research Management Society (ARMS) is the professional society for research management professionals working throughout Australasia and Singapore.

Since its founding in 1999, the ARMS network has grown to involve more than 3500 members from universities, independent research institutions, government and health and research organisations from across the Australasian region including Australia, New Zealand and Singapore.

OUR MISSION

ARMS is dedicated to the development of research management professionals; the promotion of the profession of research management; and the advancement of the research enterprise. The Society fulfills its mission through:

- A strong, agile and resilient network of research management professionals at all levels and in a variety of settings through personal relationships and professional collaborations, presentations, formal and informal meetings and publications;
- Development and promotion of international best practice for research management in Australasia and Singapore that is responsive to the changing factors that influence the research environment; and
- Enhancement of the interface between researchers and research management professionals.

WE VALUE

- Equity and diversity in the profession of research management;
- A strong, vibrant profession;
- High standards of research governance including the uncompromising protection of the integrity and the ethics of research; and
- The profession of research management as integral to the research enterprise.

WE ACHIEVE THIS

- Providing a strong professional training and development framework for our members at all levels of research and administration through targeted events and conferences;
- Providing access to an accredited professional development program which recognises research management and administration as a profession;
- Encouraging opportunities for knowledge exchange through membership of Chapters and Special Interest Groups, sharing best practice in research management and administration;
- Establishing professional networks with other members from the higher education sector, medical research institutes, hospitals, government departments and research organisations, funding agencies, Cooperative Research Centres, and business and not-for-profit organisations and with other international societies where we exchange knowledge and expertise on global matters of interest; and
- Representing the interest of our members by playing an advocacy role to government and to research organisations on current issues of relevance to research management and administration in Australasia and Singapore.

Please note that sponsors will be required to align with the values of ARMS. The Society is unable to accept sponsorship from either Tobacco or Gambling related organisations.

COLLABORATE WITH US

The Australasian Research Management Society offers a range of sponsorship opportunities to reach sector representatives working in research management and administration roles across universities, Medical Research Institutes, CRCs, government agencies, service providers and consultancies.

BENEFITS OF COLLABORATING WITH ARMS

Benefits include:

Generate business leads and foster opportunities to make links with key individuals and organisations in research management and administration

Create opportunities to engage with ARMS members and to learn more about current issues of interest in the research management profession

Promote your relationship with ARMS, raising your profile and credibility amongst members and across the research management community

Show your support to the industry by being associated with ARMS events

Make your company name, logo and brand visible to key stakeholders in the research management sector

Exposure to our international network of research management professionals

Connect virtually and face to face with the most influential people, bodies and organisations in research and research management

Inform and update ARMS members and delegates on new initiatives and developments within your organisation

Receive wide branding exposure through electronic promotions and social media campaigns to ARMS members

SPONSORSHIP OPPORTUNITIES

Our suite of offerings for 2021 will build on the outstanding programs of previous years and will deliver many opportunities for a novel and exciting program of knowledge sharing, networking and presentations by inspiring leaders and innovators in the research environment.



ARMS Corporate Partnership Program

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ARMS 2021 Conferences and Events

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“ARMS HAS A NETWORK OF MORE THAN 3500 MEMBERS REPRESENTING LEADING AUSTRALASIAN AND SINGAPOREAN RESEARCH ORGANISATIONS”



ARMS CORPORATE PARTNERSHIP PROGRAM

PLATINUM \$20,000

GOLD \$14,000 | SILVER \$7,000 | BRONZE \$5,500

BENEFITS	GOLD	SILVER	BRONZE
• Company logo and URL on every edition of the ARMS e-newsletter	✓	✓	✓
• Company logo and URL on ARMS website	✓	✓	
• E-newsletter editorials per annum	✓	✓	
• Company email shots	✓	✓	
• Recognition as sponsor of ARMS Report to Members	✓	✓	✓
• International recognition as ARMS sponsor	✓		
• Delegates passes to Annual Conference	✓		
• Complimentary Standard Individual Membership	✓		
• Invitation to the President's VIP dinner at the annual ARMS conference*	✓		
• Dinner with the ARMS Board*	✓	✓	

See next page for platinum partner information

*In light of the current pandemic, in circumstances where we cannot fulfil the entitlement of attending dinners, ARMS can offer substitute this offering with additional advertising opportunities.

CORPORATE PARTNERSHIP PROGRAM

ABOUT THE PROGRAM

There are many opportunities to engage with ARMS members and establish new networks with professionals working in the research management sector.


We have created three tailored packages; Gold, Silver and Bronze to meet your marketing and promotional requirements. Elements can be combined to create a tailored package to meet your company's requirements.

One (1) platinum package will be made available per annum which may combine all offerings in the Gold category package with additional add-ons to be negotiated with ARMS (note \$20K minimum spend). Each package is based on a twelve (12) month arrangement.

Discounts can be offered for sponsorship over multiple years.

For more information on the ARMS Corporate Partnership Program, contact the ARMS Chief Operating Officer for further details:

 maria.zollo@flinders.edu.au

 **08 8201 2525**



ARMS ADVERTISING OPPORTUNITIES

AVAILABLE YEAR ROUND

Advertising in the UP in ARMS Newsletter

HALF PAGE ADVERTISEMENT

\$990

QUARTER PAGE ADVERTISEMENT

\$495

COMPANY LOGO PLUS 5 LINES

\$330

Advertising across other ARMS platforms

SOCIAL MEDIA ANNOUNCEMENT

Shared to ARMS' Twitter (1000+ followers), LinkedIn (950+ members) and Facebook (100+ followers)

\$500

STAND-ALONE COMPANY EMAIL

Sent to the ARMS membership base

\$1300

ARMS WEEKLY WRAP-UP FEATURE

Sent to the ARMS membership base

\$500

NON-MEMBER JOB OPPORTUNITY POST

Listed on [ARMS website here](#), and advertised in ARMS weekly wrap and newsletter sent to ARMS membership base

\$500



ARMS ADVERTISING OPPORTUNITIES

There are many other opportunities to invest in targeted partnerships with ARMS. These include:

SPONSORED WEBINAR

Discuss with the ARMS Chief Operating Officer for information and pricing

SPONSORSHIP OF ARMS AWARDS

Discuss with the ARMS Chief Operating Officer for information and pricing

SPONSORSHIP OF ARMS CHAPTER TRAINING WORKSHOPS AND EVENTS

Discuss with the ARMS Chief Operating Officer for information and pricing

SPONSORSHIP OF AN ARMS ACCREDITATION PROGRAM MODULE

ARMS has developed a series of training modules covering many of the key areas of research administration and management. For further details about the Program, please visit our website [here](#).

Module sponsorship options include:

- Exclusive rights to new module development (company letterhead to appear on Body of Knowledge Material) **\$11,000**
- Exclusive rights to Foundation Level module (company letterhead to appear on Foundation Level Body of Knowledge of Material) **\$8,800**
- Exclusive rights to Advanced Level program (company letterhead to appear on advanced level material) **\$10,000**
- Joint rights (company letterhead to appear on Foundation Level Body of Knowledge Material) **\$4400**

Discuss with the ARMS Chief Operating Officer for further information

ARMS CONFERENCES AND EVENTS

SCHEDULE OF EVENTS

In 2021, ARMS will be offering a range of events about current issues of interest in the research management profession. In light of the current pandemic, events will largely be based online.

PD SESSIONS @ ZOOM

MONTHLY 1 HOUR WEBINARS IN 2021

Explore sponsorship opportunities on page 10

ARMS HOT TOPIC WEBINARS

HALF/FULL DAY WEBINARS EXPECTED IN 2021

Explore sponsorship opportunities on page 10

ARMS VIRTUAL CONFERENCE

3 DAY ONLINE CONFERENCE, 3 - 5 NOVEMBER 2021

Explore sponsorship opportunities on pages 11 - 18

PD SESSIONS @ ZOOM

Monthly 1 hour webinars in 2021

PD SESSIONS @ ZOOM SPONSOR

MULTIPLE OPPORTUNITIES

\$1,500

Inclusions

- Acknowledgment as sponsor of selected PD Sessions @ Zoom
- Verbal acknowledgement of sponsorship at the start and finish of the relevant session
- Organisation's name and logo on holding slides during the relevant session
- Organisation logo placement on advertising material for relevant session (website, mailouts etc)
- Access to recording of relevant session



HOT TOPIC WEBINARS

Half/Full day webinars expected in 2021

HOT TOPIC WEBINAR SPONSOR

LIMITED OPPORTUNITIES

\$2,500

Inclusions

- Acknowledgment as sponsor of selected Hot Topic Webinar
- Verbal acknowledgement of sponsorship at the start and finish of the relevant webinar
- Opportunity to introduce relevant webinar (subject to ARMS approval)
- Organisation's name and logo on holding slides during the relevant webinar
- Organisation logo placement on advertising material for relevant webinar(website, mailouts etc)
- Access to recording of relevant webinar



ARMS VIRTUAL EVENT

WEDNESDAY 3 - FRIDAY 5 NOVEMBER 2021

www.researchmanagement.org.au

OPPORTUNITIES AT A GLANCE

PARTNER OPPORTUNITIES	AVAILABLE	INVESTMENT
PLATINUM 	EXCLUSIVE	\$10,000
GOLD PARTNER 	LIMITED	\$6,500
SILVER PARTNER	LIMITED	\$3,500
BRONZE PARTNER	MULTIPLE	\$2,500
E-SESSION PARTNER	MULTIPLE	\$500
VIRTUAL EXHIBITION BOOTH	MULTIPLE	\$2,000

Elements can be combined to create a tailored package to meet your company's requirements. Contact the ARMS Office for further details.

ARMS VIRTUAL EVENT

WEDNESDAY 3 - FRIDAY 5 NOVEMBER 2021

www.researchmanagement.org.au

EVENTS ON AIR MEETING PLATFORM



The On AIR platform allows partners and exhibitors connect with the virtual attendees in a simple interactive way. The exhibitor online portal captures all the details you need like logos, brochures, company biographies and video files.

The system facilitates a Exhibitor Marketplace (similar to exhibition hall at the annual conference) Special features include:

- Exhibitors can have multiple booth staff managing virtual attendee queues
- Record one-on-one instant video meetings
- Pre-scheduled appointments can be set and added to your timeline for that important business meeting
- Exchange contact details, take notes and download exhibitor information
- Set pre-defined questions to get the most out of the meeting via lead capture
- Exhibitor listing by category

To view a demo, please watch the following video that highlights all the features through the On AIR platform by [clicking here.](#)

ARMS VIRTUAL EVENT

WEDNESDAY 3 - FRIDAY 5 NOVEMBER 2021

www.researchmanagement.org.au

BENEFITS OF SPONSORING VIRTUAL EVENTS

COST EFFECTIVE

Online registration costs are greatly reduced per delegate

TRAVEL COSTS AND EXPENSES GONE

No travel costs/expenses associated with staff attending physical meeting

ENVIROMENTALLY FRIENDLY

Virtual events save on excess waste, energy and and printing costs

ENGAGE WITH INDUSTRY

Maintain engagement with the industry where you are unable to have a physical presence

EASE OF ACCESS

Attendees only require internet access for virtual meetings making access easy

DUE TO THE COVID-19 PANDEMIC AND THE FOREVER CHANGING LANDSCAPE, ARMS IMPLEMENTED ONLINE EVENTS IN 2020. ONLINE OR 'VIRTUAL' EVENTS MAKE IT EASIER FOR PEOPLE TO CONNECT, COMMUNICATE AND LEARN WHEN WE ARE UNABLE TO COME TOGETHER PHYSICALLY.

COMPARISON OF BENEFITS

BENEFITS	FACE-TO-FACE	VIRTUAL
Verbal acknowledgement across conference	✓	✓
Acknowledgement via logo, profile, hyperlink to website	✓	✓
Advertising Opportunities	✓	✓
Delegate Brochures	✓	✓
Sponsorship Banners	✓	✓
Acknowledgement in Pre-Event Email Campaigns	✓	✓
One-on-one Meetings	✓	✓
Lead Capture/Contact Exchange	✓	✓
Support from the ARMS Executive Team	✓	✓
Post Conference Branding/Advertising Remains Accessible and Live	✗	✓



PLATINUM PARTNER

EXCLUSIVE OPPORTUNITY

\$10,000

Partner Recognition

- Platinum partner acknowledgement at opening and closing of the conference
- Organisation acknowledgement and logo on the event website with hyperlink to company website
- Organisation acknowledgement and logo on social media, highlighting level of partnership
- Organisation acknowledgment via 250-word profile on event website
- Organisation acknowledgment via 250-word profile on online event portal
- Organisation logo on regularly distributed electronic newsletters in the lead up to the event
- Organisation logo on event registration confirmation email
- Organisation logo placement on "Our Partners" section, of the event landing page
- Organisation acknowledgment on event partner slides
- Logo placement on Zoom meeting background (for MC only)
- Access to the 'Meeting Hub' (Join the Meeting Hub and request a meeting, the other party can accept and start a video chat. The hub also features contact exchange)
- Organisation acknowledgement as partner of the 'ARMS Online Event Tutorial' video sent to delegates and listed on relevant websites prior to event. This includes partner logo and option for 10 second advertisement included in video (to be provided by partner)
- One post-conference email to delegates

Partner Promotion

- A two (2) minute advertisement video played at the commencement of a plenary presentation (video supplied by partner)
- A two (2) minute welcoming address on second day of the event (alternatively closing remark if preferred)
- Two (2) A4, Single Sided, PDF inserts in delegate e-satchel (provided via direct email pre event)
- One (1) scheduled post in the ARMS LinkedIn group (currently including 950+ members)

Registration Inclusions

- Six (6) Full Event Registrations

Exhibition Inclusions

- One virtual exhibition booth in prime location in virtual exhibition hall, offering ability to interact with delegates via video call, chat and sharing of slides and resources.

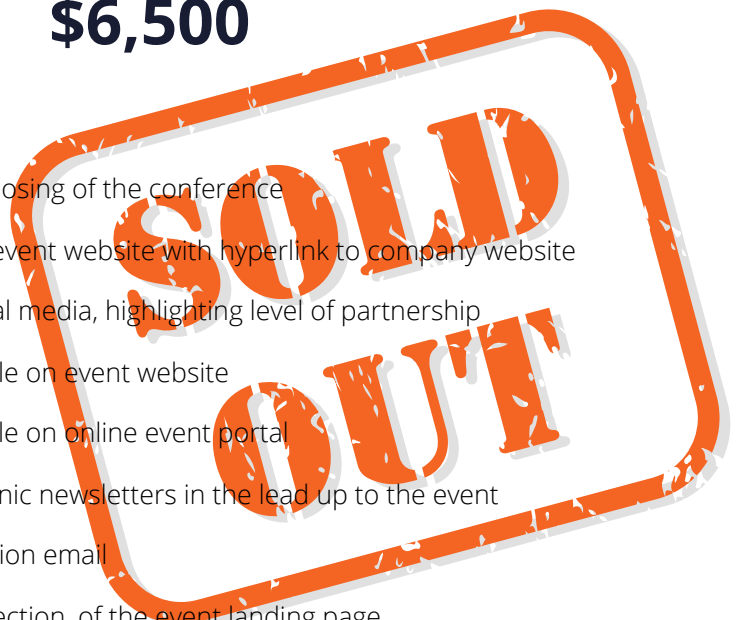
Please see Virtual Exhibition Booth category on page 19 for full entitlements



GOLD PARTNER

LIMITED TO 3 OPPORTUNITIES

\$6,500



Partner Recognition

- Gold partner acknowledgement at opening and closing of the conference
- Organisation acknowledgement and logo on the event website with hyperlink to company website
- Organisation acknowledgement and logo on social media, highlighting level of partnership
- Organisation acknowledgment via 200-word profile on event website
- Organisation acknowledgment via 200-word profile on online event portal
- Organisation logo on regularly distributed electronic newsletters in the lead up to the event
- Organisation logo on event registration confirmation email
- Organisation logo placement on "Our Partners" section, of the event landing page
- Organisation acknowledgment on event partner slides
- Logo placement on Zoom meeting background (for MC only)
- Access to the 'Meeting Hub' (Join the Meeting Hub and request a meeting, the other party can accept and start a video chat. The hub also features contact exchange)
- One post-conference email to delegates

Partner Promotion

- A one (1) minute advertisement video played at the commencement of a plenary presentation (video supplied by partner)
- Two (2) A4, Single Sided, PDF inserts in delegate e-satchel (provided via direct email pre event)
- One (1) scheduled post in the ARMS LinkedIn group (currently including 950+ members)

Registration Inclusions

- Four (4) Full Event Registrations

Exhibition Inclusions

- One virtual exhibition booth in prime location in virtual exhibition hall, offering ability to interact with delegates via video call, chat and sharing of slides and resources.

Please see Virtual Exhibition Booth category on page 19 for full entitlements



SILVER PARTNER

LIMITED OPPORTUNITIES

\$3,500

Partner Recognition

- Silver partner acknowledgement at opening and closing of the conference
- Organisation acknowledgment and logo on event website with hyperlink to company website
- Organisation acknowledgment and logo on social media, highlighting level of partnership
- Organisation acknowledgement via 100-word profile on event website
- Organisation acknowledgement via 100-word profile on online event portal
- Organisation logo on regularly distributed electronic newsletters in the lead up to the event
- Organisation logo on event registration confirmation email
- Organisation acknowledgment on event partner slides
- Organisation logo placement on "Our Partners" section, of the event landing page
- Access to the 'Meeting Hub' (Join the Meeting Hub and request a meeting, the other party can accept and start a video chat. The hub also features contact exchange)

Partner Promotion

- One (1) A4, Single Sided, PDF inserts in delegate e-satchel (provided via direct email pre event)
- One (1) scheduled post in the ARMS LinkedIn group (currently including 950+ members)

Registration Inclusions

- Two (2) Full Event registrations

Exhibition Inclusions

- One virtual exhibition booth in prime location in virtual exhibition hall, offering ability to interact with delegates via video call, chat and sharing of slides and resources.

Please see Virtual Exhibition Booth category on page 19 for full entitlements



BRONZE PARTNER

MULTIPLE OPPORTUNITIES

\$2,500

Partner Recognition

- Bronze partner acknowledgement at opening and closing of the conference
- Organisation acknowledgment and logo on the event website with hyperlink to company website
- Organisation acknowledgment via 50-word profile on event website
- Organisation acknowledgment via 50-word profile on online event portal
- Organisation logo on regularly distributed electronic newsletters in the lead up to the event
- Organisation logo on event registration confirmation email
- Organisation logo placement on "Our Partners" section, of the event landing page
- Organisation acknowledgment on event partner slides

Partner Promotion

- One (1) A4, Single Sided, PDF inserts in delegate e-satchel (provided via direct email pre event)

Registration Inclusions

- One (1) Full Event registration

EVENT E-SESSION PARTNER

LIMITED TO ONE (1) PARTNER PER SESSION

\$500

Partner Recognition

- Acknowledgment as Event Session Partner
- Verbal acknowledgement of partnership at the start and finish of the relevant session
- Opportunity to nominate session chair for relevant conference session
- Organisation's name and logo on holding slides during the relevant session
- Organisation logo placement on "Our Partners" section, of the event landing page



VIRTUAL EXHIBITION BOOTH

\$2,000

Exhibition inclusions

- One (1) virtual exhibition booth

Exhibitor Promotion

- Distribution of promotional items from your booth to delegates, via Events On Air portal
- One (1) A4, Single Sided, PDF insert in delegate e-satchel (provided via direct email pre event)
- Organisation acknowledgement on the conference website with hyperlink to company website



Exhibitor Registration

- Two (2) Full Event registrations

Exhibitor Bonus

- Access to the **'Meeting Hub'** (Join the Meeting Hub and request a meeting, the other party can accept and start a video chat. The hub also features contact exchange)
- Access to the **'Lead Management'** function of virtual exhibition enabling partners to connect and exchange contact information with delegates, in the digital environment. Partners can create customised questions to ask the delegates during the online conference, which are dispatched via email with the delegate information and answers. Access further includes option for delegates to receive a customised email to say thank you for meeting with us/visiting our display
- Access to **'Video Brochure Gallery'** enabling exhibitors to display videos in a gallery below their stand
- Access to **'Main Stage Presentation'** allowing the ability to schedule a presentation on the Exhibitor Main Stage, an area where visitors can view different exhibitors making presentations on their products or services. This is similar to a public main stage in a live exhibition hall that is accessible by all visitors!
- Access to **Meeting Recordings** allowing both the exhibitor and attendee to record an instant meeting. Note: both parties in the instant meeting are required to agree to recording

The exhibition area is set to be the primary networking arena for participants, sponsors and exhibitors. The program will be designed to maximize the opportunity for delegates to visit the virtual exhibition. In the event program there will be a 30-minute session 'Mingle with the exhibitors' dedicated for delegates to interact with the event exhibitors.

If you wish to discuss a bespoke sponsorship package, please contact:

Grace Mulraney, ARMS Conference and Major Event Coordinator

✉ grace.mulraney@flinders.edu.au

☎ 08 8201 2911

SPONSORSHIP FORM

☐ We wish to participate as a sponsor for ARMS

Contact Name			
Position			
Company/ Organisation			
Postal Address			
Suburb/City		State	Postcode
Contact Number		Email	

SPONSORSHIP PACKAGE

☐ Yes, I/we would like to invest in the following ARMS sponsorship package(s)

Sponsorship Package(s)	Value
	\$
	\$
Total Cost (Sponsorship fees include GST)	\$

By returning this signed form, I/We have read and accept the terms and conditions of sponsorship. I/We understand that the sponsorship packages will be strictly allocated in order of receipt of application form and payment.

Cancellation

In the case of the withdrawal of sponsorship, please be advised that unless that particular area of sponsorship is resold the organisers will reserve the right to retain monies received.

Signed Date

Partnership agreement and tax invoice will be sent upon receipt of your application form. Prices quoted are in AUD and inclusive of GST

Please complete this form and return for invoicing to:

Grace Mulraney

ARMS Conference and Major Events Coordinator

Email: grace.mulraney@flinders.edu.au | T: 08 8201 2911

Please note, if you wish to sign up for the ARMS Corporate Partnership Program please email the ARMS Chief Operating Officer, maria.zollo@flinders.edu.au, for a customised quote and terms and conditions.

TERMS AND CONDITIONS

TERMS AND CONDITIONS OF SPONSORSHIP/EVENT EXHIBITION

General

- An official Application Form must be received to reserve partnership or exhibition space.
- ARMS reserves the right to refuse application or prohibit any partners/exhibitors from participation.
- Should the exhibition allocations need to be altered, ARMS has the right to make necessary changes.
- ARMS agrees to provide exhibitors with a full Exhibition Manual prior to the exhibition for the purpose of communicating required actions on the part of being an exhibitor.
- Exhibitors must comply with all directions/requests outlined in the provided Exhibition Manual.
- Where applicable, a delegate list can be accessed through the meeting hub.
- The Events AIR 'ON AIR' technology is forever changing and constantly making enhancements to the system. Therefore some specific entitlements directly relating to the Events AIR 'ON AIR' meeting platform may change slightly. The partner/exhibitor will be notified of any changes immediately.

Insurance and Liability

- ARMS will not be liable and makes no guarantee of the number of visitors to the virtual exhibition.

Payment and Cancellation

- A 100% payment is required upon confirmation of ARMS Advertising Opportunities. ARMS will not send or post the agreed advertisement until the invoice has been paid.
- A 50% deposit is required upon confirmation of partnership/exhibition for ARMS Events. The deposit is non-refundable and organisation information will only feature on the conference website once the initial deposit has been paid.
- The remaining 50% balance is due no later than 30 days prior to the related ARMS Event.
- Partners/exhibitors must ensure that all accounts are finalised and paid prior to the event. Failure to make payment may result the space being available for sale to another company.
- Exhibitors will not be permitted virtual access or be listed in the handbook until full payment is received.
- In the event of cancellation of a partnership/exhibition booking, ARMS must be notified in writing as soon as possible.
- A refund of fees paid (less a 50% deposit) will be made to parties who wish to cancel no later than 30 days prior to the related ARMS Event. After this date, all fees paid will automatically be forfeited and no refund will be made.