

# COLLABORATE INNOVATE 2024

BRISBANE 22-24 JULY 2024

SOFITEL BRISBANE



PRESENTED BY



Cooperative  
Research  
Australia



## Collaborate Innovate 2024 Sponsorship

Cooperative Research Australia, the national member led organisation for industry-research collaboration, is pleased to offer you the opportunity to partner in the leading event connecting those involved in industry-research collaboration and commercialisation, including Cooperative Research Centres (CRCs), CRC-Projects (CRC-Ps), post-CRC entities, Trailblazers, Rural Research and Development Corporations, Growth Centres, ARC Industrial Transformation Research Hubs, Drought Resilience Adoption and Innovation Hubs and research institutions as well as other boundary spanning organisations, government, media and associated businesses, and alumni.





## Dear Partners and Collaborators,

I am delighted to extend an invitation to you to join us for Cooperative Research Australia's annual conference 'Collaborate Innovate' in 2024. This year's conference will take place on the 22nd–24th of July at the Sofitel, Brisbane. The CRA team look forward to the opportunity to bring the industry–research community together to celebrate the role you play in driving Australia's prosperity and exploring the critical issues in cooperative research and industrial transformation.

Our sponsorship prospectus offers a range of engagement options, designed to accommodate a variety of interests and budgets. Whether you choose to champion a session, sponsor the breakfast, lunch, or dinner, showcase your business in our exhibition hall, or are interested in a bespoke collaboration, your support will play a vital role in shaping the discourse and outcomes of our collective impact.

The Collaborate Innovate program is curated to inspire and inform. Through a thought-provoking line-up of keynote addresses, panel discussions, and interactive workshops, we aim to ignite dialogue, spark innovation, and foster connections. The conference presents a perfect opportunity to network with industry research leaders, exchange insights, and build lasting partnerships that drive meaningful change.

Central to our event is the exhibition hall, a vibrant hub of innovation and collaboration. Here, partners can showcase their business, engage with delegates, and create new relationships that encourage future collaborations. Additionally, the Gala Dinner, featuring the prestigious Excellence in Innovation Awards, serves as a testament to the outstanding achievements and contributions of our community and the Early Career Researchers Competition encourages and supports new researchers in presenting their research projects with the opportunity to win \$5,000.

The CRA team are working hard to design the Collaborate Innovate program for 2024 – this year's program will be a one-of-a-kind event. The diverse group of Australian and global leaders in research and industry will stimulate discussion and drive change across industry–research collaboration in Australia.



I look forward to welcoming you at Collaborate Innovate 2024.

**Jane O'Dwyer**  
*CEO – Cooperative Research Australia*



## About Cooperative Research Australia

Cooperative Research Australia is the voice of industry-research collaboration and advocates for the translation of research into commercial, economic, social, and environmental outcomes that benefit all Australians. Our members are the lynchpin in the Australian innovation system and are focused on creating new products, services, industries, and value in our economy. CRA represents Cooperative Research Centres (CRCs), their spinoff/successor entities, CRC-Projects grant participants, 30 universities and research institutions, as well as other industry-research collaboration entities, associated businesses, alumni and professionals. CRA strengthens and promotes the transformative potential of collaborative, industry-led research through knowledge exchange, professional development and advocacy.

Cooperative Research Australia supports Australian innovation, connecting research organisations and industry with private and public funding, data and insights, partnerships and best practice. We guide our members as they navigate the complex needs and changing dynamics of industry-research collaboration, by sharing expert advice, experience and resources.

Our education, events and advisory services build the capability of industry and research organisations to participate in collaborative research, shape Australia's future leaders, and develop the integrity of cooperative research as a discipline. Our communication, engagement and advocacy focuses on promoting the value created by our members to government, industry and local and global communities

## Who should attend?

- Chairs and Board Members of collaborative entities
- Staff, researchers and students involved in Cooperative Research Centres (CRCs) and their spinoff/successor entities
- CRC-Projects grant participants
- Trailblazers, Rural Research and Development Corporations, Growth Centres, ARC Industrial Transformation Research Hubs, Drought Resilience Adoption and Innovation Hubs Universities and research institutions
- PhD students
- Other industry-research collaboration entities, associated businesses with an interest in industry research collaboration
- Alumni and professionals
- Local, state and federal government
- Consultancies and professional services in industry research collaboration

## Why Partner

- Highly Engaging Program
- Conference Workshops
- Gala Dinner
- Early Career Researchers Competition
- Awards for Excellence in Innovation

## Delegate Profile

Collaborate Innovate 2024 will bring together 400 delegates over three days, including some of Australia's most influential people in government, industry, and the academic and research sectors.



## The Venue

### **SOFITEL BRISBANE, QUEENSLAND**

Sofitel Brisbane savour the exceptional views from one of the best luxury hotels in Brisbane City, overlooking the iconic ANZAC Square and city's exquisite skyline as well as the famed Sunshine Coast hinterland.

With a vibrant cultural scene in the inner city and close-by neighbourhoods of South Bank and Fortitude Valley bursting with an exciting array of restaurants, bars and cafés, Brisbane is the place to be. Experience a Brisbane luxury hotel with access to the best of Brisbane's dining, shopping and cultural experiences. Sofitel Brisbane Central is located within walking distance of Queen Street Mall, Eagle Street Pier beside the Brisbane River, South Bank Parklands and the Convention Centre. The hotel also offers direct access to Central Station with easy transportation to the airport, Brisbane Entertainment Centre and the Gold Coast.

COLLABORATE • INNOVATE  
2024





## SPONSORSHIP OPPORTUNITIES

### PLATINUM PARTNER

**\$45,000** INC GST *Two opportunities*

#### Corporate Signage

- Opportunity to display two free standing banners in a prominent position at the conference.

#### Speaking Opportunity

- Opportunity for an 'opening' 10-minute session in line with the conference theme within the program
- 90 second video to be shown at the Gala Dinner and throughout the conference break sessions

#### Registrations

- Ten (10) x complimentary conference registrations, where registration includes attendance at all conference sessions and workshops
- Ten (10) x complimentary tickets to the Gala Dinner and Excellence in Innovation Awards

#### Acknowledgement and logo placement

- Organisational logo and profile on the conference app
- Organisational logo and profile on the conference website with links to organisation's website
- Sponsor logo to appear on all promotional emails with link to organisation's website

#### Acknowledgement at the Conference

- Sponsor logo to appear on conference registration desk signage
- Verbal recognition of sponsorship during the opening and closing plenary sessions of each conference day
- Sponsor logo displayed on conference name badges

#### Attendance List

An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (Subject to privacy policy)





## SPONSORSHIP OPPORTUNITIES

### INNOVATOR

**\$35,000** INC GST *Multiple opportunities*

#### Speaking Opportunity

- Opportunity to be a panelist within a panel discussion at the discretion of the programming committee
- 90 second video to be shown at the Gala Dinner and throughout the conference break sessions

#### Registrations

- Five (5) x complimentary conference registrations, where registration includes attendance at all conference sessions and workshops
- Five (5) x complimentary tickets to the Gala Dinner and Excellence in Innovation Awards

#### Acknowledgement and logo placement

- Organisational logo and profile on the conference app
- Organisational logo and profile on the conference website with link to organisation's website
- Sponsor logo to appear on all promotional emails with link to organisation's website

#### Acknowledgement after the Conference

- Sponsor logo to appear on conference registration desk signage
- Verbal recognition of sponsorship during the opening plenary session of each conference day

#### Attendance List

An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (Subject to privacy policy)



## SPONSORSHIP OPPORTUNITIES

### COLLABORATOR

**\$15,000** INC GST *Multiple opportunities*

#### Exhibition

3m x 3m exhibition space in the exhibition hall

#### Registrations

Two (2) x complimentary conference registrations, where registration includes attendance at all conference sessions

Two (2) x complimentary tickets to the Gala Dinner and Excellence in Innovation Awards

#### Acknowledgement and logo placement

- Organisational logo and profile on the conference app
- Organisational logo and profile on the conference website with link to organisation's website
- Sponsor logo to appear on all promotional emails with link to organisation's website

#### Acknowledgement of Sponsorship at the Conference

- Sponsor logo to appear on conference registration desk signage
- Verbal recognition of sponsorship during the opening plenary session of each conference day

#### Attendance List

An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (Subject to privacy policy)





## SPONSORSHIP OPPORTUNITIES

### GALA DINNER SPONSOR

**\$20,000** INC GST *Exclusive opportunity*

- Exclusive naming rights to the Gala Dinner
- Organisational logo recognition throughout branding of the event and in social media as well as media releases related to the Gala Dinner
- Signage displayed in a prominent position throughout the Gala Dinner
- Opportunity to deliver a welcome address on the evening of the Gala Dinner
- Opportunity to provide a corporate gift to Gala Dinner guests (at own expense)
- Opportunity to brand the Gala Dinner menu
- Five (5) x complimentary registrations to attend the conference, where registration includes attendance at all conference sessions
- One complimentary table (Ten (10) tickets) at the Gala Dinner and Excellence in Innovation Awards
- Sponsor logo displayed on the conference website and app with link to organisations website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (Subject to privacy policy)
- Sponsor logo to appear on all promotional emails





## SPONSORSHIP OPPORTUNITIES

### EXCELLENCE IN INNOVATION AWARDS SPONSOR

**\$15,000** INC GST *Exclusive opportunity*

- Opportunity to deliver a short address at the beginning of the awards
- Organisational logo recognition in social media, media releases and winners' announcements
- Three (3) x complimentary registrations to attend the conference, where registration includes attendance at all conference sessions
- Three (3) x complimentary tickets to the Gala Dinner and Excellence in Innovation Awards
- Sponsor logo displayed on the conference website and app with link to organisation's website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference (Subject to privacy policy)
- Sponsor logo to appear on all promotional emails





## SPONSORSHIP OPPORTUNITIES

### DIVERSITY AND INCLUSION PARTNER

**\$15,000** INC GST *Multiple opportunities*

The Diversity and Inclusion Partner Sponsorship provides the opportunity to promote your commitment to diversity and inclusion in industry research collaboration.

#### D&I Sponsor

Support the Scholarship for two individuals which enables them to access and attend Collaborate Innovate 2024

##### *Scholarship categories:*

- First Nations
- LGBTIQIA
- Disability
- Rural & Regional

#### Speaking opportunity

Opportunity to provide an address within the conference program that promotes your commitment to the D&I Scholarship.

#### Registrations

- Three (3) x complimentary registrations to attend the conference, where registration includes attendance at all conference sessions
- Three (3) x complimentary tickets to the Gala Dinner and Excellence in Innovation Awards
- Organisational logo displayed on the conference website and app with link to organisation's website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (Subject to privacy policy)
- Sponsor logo to appear on all promotional emails



## SPONSORSHIP OPPORTUNITIES

### EARLY CAREER RESEARCHERS (ECR) COMPETITION SPONSOR

**\$15,000** INC GST *Exclusive opportunity*

- Opportunity to deliver a short address at the beginning of the awards
- Opportunity to assist with judging of award entries
- Organisational logo recognition in social media, media releases and winners' announcements
- Three (3) x complimentary registrations to attend the conference, where registration includes attendance at all conference sessions
- Three (3) x complimentary tickets to the Gala Dinner and Excellence in Innovation Awards
- Organisational logo displayed on the conference website and app with link to organisation's website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference (Subject to privacy policy)
- Sponsor logo to appear on all promotional emails with links to organisation's website





## SPONSORSHIP OPPORTUNITIES

### WELCOME RECEPTION

**\$12,000** INC GST *Exclusive opportunity*

Held on Monday evening in the exhibition space prior to the conference opening, the welcome reception provides an exclusive opportunity for a partner to promote their brand as we welcome attendees to Collaborate Innovate 2024

- Exclusive naming rights to the Welcome Reception
- Opportunity to provide a welcome address to guests
- Opportunity for a 90 second video to be shown at the beginning of the formalities and throughout the remainder of the conference during breaks
- Formal acknowledgement by the emcee of the evening
- Organisational logo displayed on the conference website and app with link to organisation's website
- Two (2) x complimentary registrations to attend the conference, where registration includes attendance at all conference sessions
- Two (2) x complimentary tickets to the Gala Dinner and Excellence in Innovation Awards
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (Subject to privacy policy)







## SPONSORSHIP OPPORTUNITIES

### HYDRATION STATION SPONSOR \$12,000 INC GST Exclusive opportunity

Sponsor the refill of reusable bottles and promote your organisation at the same time. Let visitors see you supporting sustainable practices and have your logo on metal drink bottles which will be handed to every registrant upon check in and encourage use of the hydration stations throughout the Sofitel Brisbane and during Collaborate Innovate.

- 500 branded drink bottles with your corporate logo to be given to all attendees
- Three (3) x complimentary registrations to attend the conference, where registration includes attendance at all conference sessions
- Three (3) x complimentary tickets to the Gala Dinner and Excellence in Innovation Awards
- Organisational logo displayed on the conference website and app with link to organisation's website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference (Subject to privacy policy)
- Sponsor logo to appear on all promotional emails with link to organisation's website





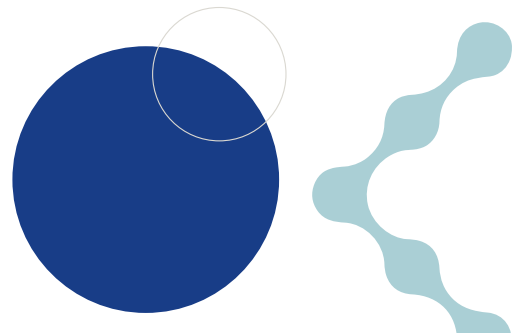
## SPONSORSHIP OPPORTUNITIES

### BREAKFAST SPONSOR

**\$12,000** INC GST *Exclusive opportunity*

As the Exclusive Conference Breakfast Sponsor, your organisation will receive fantastic branding and networking opportunities during our in conversation breakfast session

- Three (3) x complimentary registrations to attend the conference, where registration includes attendance at all conference sessions
- Three (3) x complimentary tickets to the Gala Dinner and Excellence in Innovation Awards
- Opportunity to provide two banners for the stage of the breakfast session
- Organisational logo displayed on the conference website and app with link to organisation's website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference (Subject to privacy policy)
- Sponsor logo to appear on all promotional emails with link to organisation's website
- Verbal acknowledgement as Breakfast Sponsor







## SPONSORSHIP OPPORTUNITIES

### MORNING AND AFTERNOON TEA SPONSOR

**\$7,500** INC GST

*2 opportunities available. One sponsor for Tuesday and one sponsor for Wednesday.*

- Two (2) x complimentary registrations to attend the conference, where registration includes attendance at all conference sessions
- Two (2) x complimentary tickets to the Gala Dinner and Excellence in Innovation Awards
- Opportunity to provide two banners for placement near the food and beverage stations
- Organisational logo displayed on the conference website and app with link to organisation's website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (Subject to privacy policy)
- Sponsor logo to appear on all promotional emails with link to organisation's website





## SPONSORSHIP OPPORTUNITIES

### COFFEE CART SPONSOR

**\$7,500** INC GST *Exclusive opportunity*

Coffee carts provide an excellent opportunity for a sponsor to promote their brand to conference delegates

- Sponsor's logo and banner displayed near the coffee cart in the venue
- Two (2) x complimentary registrations to attend the conference, where registration includes attendance at all conference sessions
- Two (2) x complimentary tickets to the Gala Dinner and Excellence in Innovation Awards
- Organisational logo displayed on the conference website and app with link to organisation's website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (Subject to privacy policy)
- Sponsor logo to appear on all promotional emails





## SPONSORSHIP OPPORTUNITIES

### CONFERENCE SESSION SPONSOR

**\$5,500** INC GST *Exclusive opportunity*

- Exclusive branding and information about your organisation for the conference session of your choice to be shown on all presentations, and banners in the room
- Opportunity to provide a 90 second video to be shown at the beginning of the session
- Organisational Logo displayed on the conference website and app with link to organisation's website
- One (1) x complimentary registrations to attend the conference, where registration includes attendance at all conference sessions
- One (1) x complimentary tickets to the Gala Dinner and Excellence in Innovation Awards
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (Subject to privacy policy)





## SPONSORSHIP OPPORTUNITIES

### CONFERENCE APP

**\$5,500** INC GST *Exclusive opportunity*

The Conference App provides an exciting opportunity for one partner to ensure that their brand is within reach of every conference delegate. The app is also used by delegates for Q&A and polling during sessions.

- Exclusive branding and information about your organisation on the conference app
- Organisational logo displayed on the conference website and app with link to organisation's website
- One (1) x complimentary registration to attend the conference, where registration includes attendance at all conference sessions
- One (1) x complimentary ticket to the Gala Dinner and Excellence in Innovation Awards
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (Subject to privacy policy)





## SPONSORSHIP OPPORTUNITIES

### LANYARD SPONSOR

**\$5,500** INC GST *Exclusive opportunity*

Sponsorship of the official conference lanyards offers excellent exposure as it provides one organisation with leading sponsorship benefits during the conference. The lanyard will be attached to the conference name badge and worn by all delegates, sponsors, exhibitors and speakers for the duration of the conference.

Your organisations logo will display on the conference lanyards alongside the CRA corporate logo. Lanyards will be sourced by the conference organisers. An artwork proof of the branding on the lanyard will be sent to you prior to print production for your approval. Logo to be supplied by the sponsor in .EPS format.

- Organisational logo placement on lanyard alongside CRA corporate logo
- One (1) x complimentary registration to attend the conference, where registration includes attendance at all conference sessions
- One (1) x complimentary tickets to the Gala Dinner and Excellence in Innovation Awards
- Organisational logo displayed on the conference website and app with link to organisation's website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference (Subject to privacy policy)
- Sponsor logo to appear on all promotional emails







## SPONSORSHIP OPPORTUNITIES

### WI-FI SPONSOR

**\$5,500** INC GST *Exclusive opportunity*

As the conference wi-fi sponsor your organisations brand will be provided to every delegate, sponsor, speaker and exhibitor who wants to take advantage of the free wi-fi.

- One (1) x complimentary registration to attend the conference, where registration includes attendance at all conference sessions
- One (1) x complimentary tickets to the Gala Dinner and Excellence in Innovation Awards
- Opportunity to create a password unique to your organisation to the conference wi-fi
- Organisational logo displayed on the conference website and app with link to organisation's website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference. (Subject to privacy policy)
- Sponsor logo to appear on all promotional emails with link to organisation's website





## SPONSORSHIP OPPORTUNITIES

### CHARGING STATION SPONSOR

**\$3,500** INC GST *Exclusive opportunity*

Save attendees phone batteries from running out as sponsor of the charging station. Three stations will be prominently branded with your logo and positioned in the exhibition space for the whole conference. The branded charging station will allow delegates to charge their phones and tablets during breaks.

- One (1) x complimentary registration to attend the conference, where registration includes attendance at all conference sessions
- One (1) x complimentary tickets to the Gala Dinner and Excellence in Innovation Awards
- Organisational logo displayed on the conference website and app with link to organisation's website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference (Subject to privacy policy)
- Sponsor logo to appear on all promotional emails with link to organisation's website







## SPONSORSHIP OPPORTUNITIES

### EXHIBITION DISPLAY \$2,500 INC GST

*20 opportunities*

The trade exhibition will be held in between the plenary and breakout rooms and will be the area for all catering throughout the conference to ensure the maximum exposure and opportunities for contact between delegates and exhibitors.

Exhibitors will be expected to display at the conference, as detailed below.

**Bump in:** Monday 22 July 6am – 12pm

**Exhibition open\*:** Monday 22 July 3pm

\*exhibition opening timings may vary as the programmed sessions are finalised.

**Bump out:** Wednesday 24 July from 4pm



### EXTRA EXHIBITOR REGISTRATION

If you require other members of staff to be at your display for the duration of the exhibition, an Extra Exhibitor registration fee of **\$280** applies. This cost covers the tea breaks and lunches only. All additional events are at an additional cost.

### Packages are “Exhibition Ready” and include the following entitlements.

One exhibition space of 3m x 3m floor space including:

- Facia board with your organisations name
- Backing panels, with the opportunity to brand at the exhibitor's expense
- Counter bench, with the opportunity to brand at the exhibitor's expense
- 2 x bar stools
- 1 x spotlight attached to the fascia
- Access to reasonable power
- Additional furniture can be arranged separately

### Registrations

- One (1) full complimentary registration to the conference where registration includes attendance at all conference sessions
- One (1) extra exhibitor registration which includes tea breaks and lunches only

### Acknowledgement as an Exhibitor

- Exhibitor logo displayed on the conference website and app with link to organisation's website
- An electronic delegate list (name, position, organisation and email address) to be made available one week post conference (subject to privacy policy)
- Exhibitor logo to appear on all promotional emails



## Term and Conditions

Collaborate Innovate 2024 Committee and Conference Logistics will hereafter be referred to as 'the Organisers'.

Sponsor and exhibition packages will be allocated in order of receipt of booking forms.

The Organisers accept no liability for damage to exhibits by loss, damage, theft, fire, water, storms, strikes, riots or any cause whatsoever. Sponsors and exhibitors are advised to insure against such liability.

The Organisers reserve the right to change the venue and duration if circumstances demand at their discretion. The sponsor will indemnify the Organisers in respect of any claims and demands in respect thereof. The sponsor must take out adequate insurance in respect of all claims.

The Organisers reserve the right to alter the exhibition floorplan at their discretion.

Exhibits must not be removed, and displays must not be dismantled either partly or in total before closing time on the last day of the exhibition.

The sponsor undertakes that they will not hold any events, educational or social functions at the same time as official conference program sessions or social functions.

## Payment Details

An invoice will be sent on receipt of the booking form.

If payment is not received within 30 days of receipt of the invoice your booking may be cancelled.

For cancellation of sponsorship and/or exhibition at least 1 month prior to the commencement of the conference, full payments will only be refundable if the Organisers are able to re-sell the package.

For cancellations less than 1 month prior to the commencement of the exhibition, all payments are non-refundable.

All prices include Goods and Services Tax (GST).

## Booking Form Information

Personal Information:	
Contact Name	
Position	
Organisation	
Postal Address	
Phone	
Mobile	
Email	

Sponsorship Booking:	
Sponsor Title	Sponsorship Amount
Platinum Partner	\$45,000
Innovator	\$35,000
Collaborator	\$15,000
Gala Dinner Sponsor	\$20,000
Excellence in Innovation Awards Sponsor	\$15,000
Diversity and Inclusion Partner	\$15,000
Early Career Researchers (ECR) Competition Sponsor	\$15,000
Welcome Reception	\$12,000
Hydration Station Sponsor	\$12,000
Breakfast Sponsor	\$12,000
Morning and Afternoon Tea Sponsor	\$7,500
Coffee Cart Sponsor	\$7,500
Conference Session Sponsor	\$5,500
Conference App Sponsor	\$5,500
Lanyard Sponsor	\$5,500
Wi-Fi Sponsor	\$5,500
Charging Station Sponsor	\$3,500

Exhibition Booking:		
Exhibition Booth, Quantity:		@ \$2,500 each
Additional Exhibitor, Quantity:		@ \$280 each
Name(s) of representative(s)		

Payment Summary:	
Sponsorship Total:	
Exhibition Booth:	
Additional Exhibitor Staff:	
Total Amount to be Invoiced:	

### Payment Details:

☐ I wish to pay by Electronic Funds Transfer (an invoice will be sent for processing which will have contact bank details)

☐ I wish to pay by Credit Card and I hereby authorise you to charge the amount of \$\_\_\_\_\_ to my credit card. All credit card transactions will incur a 2% credit card fee.

Please send the completed form to:  
E: [admin@cooperativeresearch.org.au](mailto:admin@cooperativeresearch.org.au)

☐ Credit Card Details  
Please call 02 6260 4200 to provide credit card details