

AAA Annual Conference 2011

Sponsorship Kit



University of Southern Queensland, Toowoomba, Queensland, 1-3 December 2011

A unique opportunity to raise your organisation's profile and promote your organisation to key markets and clients in the heritage and archaeology industries.

Keep reading to find out more!

The Annual AAA Conference for 2011 will be held over 3 days from Thursday 1st to Saturday 3rd December 2011 in the Toowoomba CBD. A welcome BBQ will be held on the evening of Wednesday 30th November 2011.

Conference Theme: The Sociality of Archaeology

The theme "sociality of archaeology" invites you to reflect on the various elements of our discipline that construct archaeology as a cultural and social undertaking in both its theory and practice. This is a wide-ranging theme and we invite delegates to think creatively about issues such as the contemporary politics of archaeology, the place of indigenous perspectives in archaeological interpretation, the role of the public and the media in archaeology (and vice versa), how our theoretical perspectives have changed with our shifting understanding of science, technology and culture, and how our own global positioning within the discipline has affected the culture of archaeology and the archaeology of culture.

Who will attend the AAA Conference?

The conference will attract a broad audience of delegates professionally involved in archaeology and cultural heritage. Participants working in the industry will be drawn from a wide range of areas including archaeology, history, geology, indigenous studies, geomorphology, architecture, museums, mining, local government and planning. The conference will attract delegates from across Australia, including Aboriginal and Torres Strait Islander people, as well as international delegates.

The Benefits of Sponsorship

Toowoomba is the main regional centre for the Darling Downs agricultural and mining sectors. With a population of over 90,000 it is one of Australia's largest inland cities. The Darling Downs is currently the focus of a huge expansion in mining exploration and coal seam gas mine development with Toowoomba as the logistical hub for many of these operations. This conference is a major event for a regional city such as Toowoomba and will thus attract considerable local TV, radio and print media attention.

AAA also believes that the profiling of companies and Government bodies at this major event will yield dividends in terms of networks and information sharing. Archaeologists often work with the Government and corporate sectors in partnership towards better approaches to cultural heritage management. The support shown by Government and corporate sponsors will help with building those relationships into the future. The major employer group for Australian archaeologists—consultancy companies—will directly support the Conference. This sends a good signal to recent graduates and faculties, and should help to increase the profile of consultancy activity in general. We see this as an important threshold in the nurturing of the discipline.

In 2011, sponsors will gain another direct benefit in return for their generous donations. This year, AAA will join with the Australian Association of Consulting Archaeologists Inc. (AACAI) to host, for the first time, a *Meet the Graduates* (MTG) employment fair on the evening of Thursday, 1st December (immediately following the AACAI AGM). This event is designed to bring together recent graduates with potential employers (be they from the consulting, industry, heritage, government or education sectors) to network in a relaxed environment over complimentary cocktails and canapés. All sponsors will be provided with a booth for the evening where they can display their promotional materials; sponsors are invited to send along two representatives, who will have the opportunity to speak directly with graduates (and all graduates are invited to bring copies of their CVs to pass around).

Sponsorship Opportunities

There are four levels of sponsorship with a range of benefits commensurate with each level as follows:

\$500 Bronze sponsorship gets you:

One only of the following two options:

- A booth staffed by two representatives at the *Meet the Graduates* event on the evening of 1st December 2011.
- Inclusion of promotional materials (e.g. brochure, cards) in the conference satchels.

\$1000 Silver Sponsorship gets you:

- Logo added to the official conference website;
- Logo and acknowledgement included inside the official conference handbook;
- Logo on a joint poster in the Empire Theatre foyer for the duration of the conference;
- Promotional materials (e.g. brochure, cards) included in the conference satchels; and
- A booth staffed by two representatives at the *Meet the Graduates* event on the evening of 1st December 2011.

\$2000 Gold Sponsorship gets you:

All the Silver benefits plus:

- Logo additionally displayed on the back cover of conference handbook;
- Logo included on rolling slideshow in main conference theatre during breaks; and
- A company banner in the Empire Theatre foyer for the duration of the conference (banner to be supplied by sponsor).

\$5000 Platinum Sponsorship gets you:

All the Gold benefits plus:

- Two complimentary conference dinner tickets;
- One complimentary Full Registration; and
- A company banner at the Conference Dinner Venue (banner to be supplied by sponsor).

What are Sponsorship Monies Used For?

The costs associated with hosting the conference are many and varied, and sponsorship monies are used in a variety of ways, including support for:

- Traditional Owner attendance;
- Attendance of students who are presenting papers;
- Attendance of key note speakers;
- Entertainment and add-ons to AAA Conference Dinner;
- Printing of conference booklets; and
- Other conference contingencies as they arise.

What to Do Next?

If you are interested in providing sponsorship for the AAA Annual Conference 2011, please contact the Sponsorship Officer, Lynley Wallis: E: lynley.wallis@uq.edu.au M: 0417 001 861 P: 07 3365 3861

Lynley will liaise with you regarding aspects of your sponsorship including the issuing of a tax invoice to your organisation, the provision of your logo for promotion, delivery and display of your banner (as appropriate), coordinate your participation at the *Meet the Graduates* event, and also discuss with you how else you may wish to profile your organisation through AAA.

About the Australian Archaeological Association

The Australian Archaeological Association Inc. (AAA) is the largest archaeological organisation in Australia, representing a diverse membership of professionals, students and others with an interest in archaeology. It aims to promote the advancement of archaeology; to provide an organisation for the discussion and dissemination of archaeological information and ideas; to convene meetings at regular intervals; to publicise the need for the study and conservation of archaeological sites and collections; and to publicise the work of the Association.