



mLearn melbourne 2007

making the connections

Sponsorship Package

6th Annual International
Conference on Mobile Learning

16 – 19 October 2007
Melbourne Australia

Melbourne Exhibition and
Convention Centre





6th Annual International Conference on Mobile Learning
16 - 19 October, 2007 - Melbourne, Australia

Welcome

The mobile learning communities of Melbourne are looking forward to welcoming you to Melbourne, Australia in October 2007.

mLearn 2007 is the 6th in a series of international conferences on mobile learning. It will explore the connections necessary to take mobile and ambient learning from the theoretical and niche into the mainstream of education. Through efforts of a small group of enthusiastic professionals, Australia holds a leading position in the development of mobile learning. Winning the right to host this conference in Melbourne is recognition of the status of Australia within the international community.

This Conference will serve to showcase Melbourne as a vibrant city that welcomes visitors as well as having an enthusiastic and committed culture that propagates innovation and a leading edge approach to delivering high quality education and training by means of new, emerging and mobile technologies.

The Conference has the current support of William Angliss Institute, Victoria University, The University of Melbourne, The University of Nottingham and TAFE Tasmania at the core. In addition to this, the Flexible Learning Community is fully supportive of this Conference and is planning a reunion of Flexible Learning Leaders to fit into the start of the Conference.

We invite you to join us in Melbourne this year to participate in and contribute to this forum on learning technologies and to engage with peers, colleagues and associates from around Australia and the world.

Caryl Oliver

Chair - Organising Committee

mLearn Melbourne 2007 - Making the Connections
6th International Conference on Mobile Learning

About mLearn

mLearn 2002 was the first European workshop on mobile and contextual learning, held at the University of Birmingham. mLearn 2003 was the first Conference, held in London. Both were supported by the European Commission, and spawned the start of a series of international conferences on Mobile and Ambient Learning. The first fully International Conference was in Rome in 2004 with delegates attending from Australia, Finland, Germany, Greece, Israel, Italy, Spain, Switzerland, the UK and USA.

mLearn 2005, in Cape Town, was a key research and networking event for researchers, strategists, educators, technologists and practitioners from all over the world. Attracting participants from more than 60 countries, the mLearn series has become the world's largest conference on mLearning and emerging ambient technologies.

mLearn 2006, the 5th World Conference on Mobile Learning, in Canada, continued to stimulate critical debate on and research into theories, approaches, principles and applications of mobile devices for promoting learning.

Australia, through the efforts of a small group of enthusiastic professionals, holds a leading position in the development of mobile learning and conferring the hosting of this conference on Melbourne is recognition of the status of Australia within the International community.

Conference Objectives

The mLearn 2007 Conference presents an opportunity for researchers, educators, students, technologists, practitioners and industry professionals to come together to share knowledge and experience, engage in global perspectives and contribute to development and progress in mobile learning technology. The following objectives serve to define and guide the structure and foundation of the mLearn 2007 Conference.

- To promote the development of mobile learning
- To stimulate critical debate on & research into theories, approaches, principles & applications of mobile learning
- To share local & international developments, experiences & lessons learned.
- To promote networking & business opportunity development.
- To encourage the study & implementation of mobile applications in teaching & learning.
- To stimulate & assist personal professional development & the development of new skills for educators.
- To provide a forum for education & knowledge transfer.
- To facilitate dialogue, sharing & networking between diverse cultures with regard to the optimum use of emerging technologies.
- To bring together providers of technology & services with educators and instructional designers.

The Venue

Melbourne Exhibition and Convention Centre Clarendon St, Melbourne

Situated on the picturesque Yarra River, the Melbourne Exhibition Centre features state of the art facilities including well appointed meeting rooms with close access to exhibition areas. The Centre is also located just a short stroll from many of the city's restaurants, hotels and shopping areas making it easily accessed by foot or public transport.

The Delegates - who will attend

This conference will appeal to all who see the possibilities for learning through using mobile devices and infrastructure. We expect between 250 and 400 delegates; from Australia, Asia-Pacific, Europe, the Americas and Africa. This conference will appeal to a wide range of audiences who are interested in enhancing learning with designing content and developing systems for mobile devices and wireless networks.

The list includes:

- higher education institutions and training providers
- educators and researchers from all sectors including independent researchers
- community and voluntary organisations
- content developers
- learning and skills councils
- education authorities and government departments
- mobile device manufacturers and service providers
- hardware and software developers
- telecom operators
- library and information specialists
- publishers and all others with an interest in mobile and ambient learning

The Program - topics of interest

Headed by Frank Vetere (University of Melbourne) and Austin Norman (Victoria University), the program will cover a range of issues in mobile learning, presented through a variety of session types so as to stimulate discussion and promote interactive engagement with the topics.

Session types include long and short papers presentations, panel sessions, pre conference workshops, poster presentations, technical, product and service showcases and demonstrations. These are designed to provide the delegate with a comprehensive learning experience, with practical hands-on application of principles and ideas.

Topics of interest that will provide the key focus are:

- From pilot projects to mainstream implementation: strategies for the large-scale deployment of mLearning
- Mobile technology to support open and distance learning (ODL)
- mLearning and mobile technology applications in teaching and learning
- Mobile technology for student & learning support/educator & teaching support
- Design & development of learning materials and assessment techniques & practices for mLearning
- Informal & lifelong learning with the aid of mobile technology
- Building & implementing mLearning Strategies in Educational Institutions, Companies and Public Sector Organisations
- Effective & efficient management of mLearning processes
- Creating interactive & collaborative mLearning environments
- Future trends in mLearning technology, including the impact of emerging technologies
- Emerging hardware & software for mLearning
- Improving the quality of mLearning through evaluation; including mobile assessment
- Ambient intelligence & ambient learning
- Innovation in learning theory and pedagogy

Marketing and Communications strategy

The marketing plan to be implemented includes aspects of the following:

- Email communication - includes frequent email blasts that update on general information, latest news, key dates, program and speaker details, keeping the target market engaged in activity leading up to the conference.
- Printed collateral - a range of printed materials including brochures and flyers will be used to endorse the email campaign, highlighting key activity such as early bird registration and 'call for papers'.
- Website - used as a pivotal marketing tool, this provides the key source of information about the conference and is constantly updated and refreshed to reflect the latest news.
- Promotional activities - are planned for related events held leading up to the conference. This provides another access to the target market and the opportunity to keep the conference 'top of mind'.
- Advertising and articles - are planned to appear in related journals and publications to promote highlights of the program and key speakers.
- Media coverage - will be attracted closer to the conference through both specialist and general media channels - profiling key developments in the field.
- Travel and holiday focus - emphasising the holiday and adventure aspect of Australia will be a key focus of attracting international delegates, teamed with program highlights.

The Organising Committee

The Bid and Organising Committee is led and chaired by Caryl Oliver from William Angliss Institute, which has pro-actively supported the research and development of mobile learning since 2004.

The academic program is managed by Program Co-Chairs Austin Norman from Victoria University and Frank Vetere from The University of Melbourne.

Elizabeth Hartnell-Young, from Melbourne, currently researching in this area at Nottingham University, and a member of Kaleidoscope, the largest group of European researchers in this field, is responsible for international liaison.

Marcus Ragus from TAFE Tasmania is responsible for technology innovation, while independent consultant Carole McCulloch is a key player within the Flexible Learning Networks in Australia.

Sponsorship and Trade Exhibition

The mLearn Conference provides valuable access to mobile and ambient learning practitioners, researchers and industry professionals interested in the development and use of these technologies to aid and promote learning.

With excellent trade display facilities and a range of sponsorship packages, these provide valuable opportunities for organisations to promote, gain access and exposure to key target markets and decision makers, both nationally and internationally.

Some important benefits of sponsorship and exhibition are:

- Increase in exposure to target markets
- Access to key decision makers
- Brand positioning and profiling
- Access to both national and international delegates
- Opportunity to increase sales

Sponsorship Opportunities

Premium Sponsor - \$20,000 (Maximum of TWO Premium Sponsors)

Venue signage	Prominent acknowledgement on signage at Registration desk and entrance to plenary room. Logo to appear on Welcome Reception and Conference Dinner signage.
Recognition	Chair to give acknowledgement at opening of each plenary sessions
Branding opportunities	Logo on title slide in plenary room, on conference program handbook, official invitations and conference dinner menus.
Conference Prizes	Opportunity to present selected presenter awards and conference prizes.
Advertising	Opportunity to place half page advertisement into the conference program handbook.
Website	Logo to appear on home page and sponsors page of conference website.
Media Exposure	Press release of all events associated with the conference will include the phrase: 'Sponsored by "Premium" sponsor'
Registration entitlement	One complimentary delegate ticket for all three days of the conference (including conference dinner tickets).
Social events entitlements	Two additional tickets on one of the VIP tables at the Conference Dinner. Two additional tickets to the Welcome Reception.
Exhibition space	A standard exhibition space (3m x 3m booth) for the duration of the conference. Includes two exhibition passes, with access to exhibition and catering areas.
Chairing/presentation	Opportunity to chair a key note session or make presentation at a session selected by program committee.
Satchel Insert	Opportunity to place two single A4 size* pages into satchels. * may be items - subject to approval by committee
Distribution of materials	One seat drop at selected plenary session of the conference
Database access	Access to the database of all consenting delegates

Sponsorship Opportunities

Super Sponsorship - \$10,000

Venue signage	Signage at Registration desk
Branding opportunities	Logo on title slide in plenary room and conference program handbook.
Website	Logo to appear on home page and sponsors page of conference website.
Registration entitlement	One complimentary delegate ticket for all three days of the conference (including conference dinner tickets).
Social events entitlements	One additional tickets on one of the VIP tables at the Conference Dinner.
Exhibition space	A standard exhibition space (3m x 3m booth) for the duration of the conference. Includes two exhibition passes, with access to exhibition and catering areas.
Chairing/presentation	Opportunity to chair a key note session or make presentation at a session selected by program committee.
Satchel Insert	Opportunity to place two single A4 size* pages into satchels. * may be items - subject to approval by committee
Distribution of materials	One seat drop at selected plenary session of the conference
Database access	Access to the database of all consenting delegates

Trade Sponsorship - \$5,000

Branding opportunities	Logo in conference program handbook.
Website	Logo to appear on home page and sponsors page of conference website.
Exhibition space	A standard exhibition space (3m x 3m booth) for the duration of the conference. Includes two exhibition passes, with access to exhibition and catering areas.
Satchel Insert	Opportunity to place two single A4 size* pages into satchels. * may be items - subject to approval by committee
Database access	Access to the database of all consenting delegates

Other Opportunities

Conference Dinner - \$10,000

Venue signage	Prominent acknowledgement as 'sponsor' of Conference Dinner to appear on all signage for the Conference Dinner.
Logo placement	Prominent acknowledgement as 'sponsor' of Conference Dinner on menus and tickets.
Branding opportunities	Logo in conference program handbook, and as 'sponsor' of Conference Dinner.
Advertising	Opportunity to place one quarter page advertisement into the conference program handbook.
Website	Logo to appear on home page and sponsors page of conference website.
Complimentary invitations	Five tickets to the Conference Dinner AND two additional tickets on one of the VIP tables.
Chairing/presentation	Opportunity to provide brief welcoming remarks at Dinner.
Satchel Insert	Opportunity to place two single A4 size* pages into satchels. * may be items - subject to approval by committee
Database access	Access to the database of all consenting delegates

Welcome Reception - \$7500

Venue signage	Logo to appear on all signage for the Welcome Reception.
Branding opportunities	Logo in conference program handbook, and as 'sponsor' of Welcome Reception.
Advertising	Opportunity to place one quarter page advertisement into the conference program handbook.
Website	Logo to appear on home page and sponsors page of conference website.
Complimentary invitations	Five tickets to the Welcome Reception
Chairing/presentation	Opportunity to provide brief welcoming remarks at Reception.
Satchel Insert	Opportunity to place two single A4 size* pages into satchels. * may be items - subject to approval by committee
Database access	Access to the database of all consenting delegates

Other Opportunities

Internet Café - \$7500

Internet Facilities	Wireless internet and infrastructure (seating etc) will be provided by mLearn Conference. Sponsors who take this package will need to provide own signage. However all advertising of the internet facilities will be referred to as the 'Sponsor' internet café.
Branding opportunities	Logo in conference program handbook.
Website	Logo to appear on home page and sponsors page of conference website.
Exhibition space	A standard exhibition space (3m x 3m booth) for the duration of the conference. Includes one exhibition pass, with access to exhibition and catering areas.
Satchel Insert	Opportunity to place two single A4 size* pages into satchels. * may be items - subject to approval by committee
Database access	Access to the database of all consenting delegates

Sponsoring a stream/ key note speaker - \$4500

Venue signage	Signage at entrance to plenary room/ stream room. Logo on title slides of appropriate sessions.
Recognition	Chair to give acknowledgement at opening of plenary session/ stream sessions
Chairing/presentation	Opportunity to give brief introductory remarks at selected session.
Branding opportunities	Logo in conference program handbook, and recognised as sponsor of speaker /stream.
Website	Logo to appear on home page and sponsors page of conference website.
Satchel Insert	Opportunity to place two single A4 size* pages into satchels. * may be items - subject to approval by committee
Database access	Access to the database of all consenting delegates.

Other Opportunities

Workshop sponsorship - \$2500

Venue signage	Logo on signage at entrance to workshop room. Logo on title slides of appropriate sessions.
Recognition	Chair to give acknowledgement at opening of workshop and throughout day.
Chairing/presentation	Opportunity to give brief introductory remarks at selected session.
Branding opportunities	Logo in conference program handbook, and recognised as sponsor of workshop.
Website	Logo to appear on home page and sponsors page of conference website.
Promotional materials	Opportunity to distribute material to all delegates participating in nominated workshop.
Database access	Access to the database of all consenting delegates attending nominated workshop.

Advertising in Conference Program handbook

- half page **\$1950**
- quarter page **\$1000**

Technology/Product Service demonstration (3 only) **\$750**

- available to exhibitors only, this provides the opportunity for a scheduled showcase, to be held in central area, and advertised in conference handbook.

Satchel inserts **\$750**

- one A4 page or equivalent item

Conference pads & pens **\$500**

- supply of pads and / or pens with sponsor logo

Looking for a unique opportunity?

Goods and services and in kind sponsorships will be welcomed and acknowledged as appropriate within the context of the Conference. Please contact the conference office for more information and details.

The Conference Organisers

With ten years collective experience in managing conferences in the education and association sector, the team at Think Business Events brings its wealth of expertise and knowledge to the role of professional conference organising for mLearn 2007.

Think Business Events looks forward to working with you to maximise the benefits of your involvement in the mLearn 2007 Conference.

Conference Office:

Think Business Events

PO Box 415

Ascot Vale VIC 3032

Ph: +61 3 93701265

Fax: +61 3 8610 2170

Email: enquiries@mlearn2007.org

Sponsorship & Exhibition Booking Form

Sponsorship and Exhibition Booking Form

Written acknowledgement of sponsorship and/or exhibition bookings will be made on receipt of a signed booking form. A tax invoice will then be issued for the deposit and written confirmation provided once this is received.

Please complete this form, keep a copy for your records, and send to:

Conference Office:

Think Business Events

PO Box 415

Ascot Vale VIC 3032

Ph: +61 3 93701265

Fax: +61 3 8610 2170

Email: enquiries@mlearn2007.org

Sponsorship /Exhibition Items:

Item Description	Cost \$AUD (inc GST)	Please indicate yr selection/s
Premium Sponsorship	\$20,000	
Super Sponsorship	\$10,000	
Trade Exhibition	\$5,000	
Conference Dinner	\$10,000	
Welcome Reception	\$7,500	
Internet Cafe	\$7,500	
International keynote speaker	\$4,500	
Pre Conference Workshop	\$2,500	
Advertising in Conference Program handbook - half page	\$1,950	
Advertising in Conference Program handbook - quarter page	\$1,000	
Technology/Product Service demonstration	\$750	
Satchel Inserts	\$750	
Conference pads & pens	\$500	
TOTAL (inc GST)		

Booking Details:

Organisation name	
Address	
City	
State/Postcode	
Country	
Contact Person	
Title/Position	
Telephone	
Fax	
Email	
Website	
Signature	
Date	

Payment and Booking Conditions:

1. Booking forms must be completed, signed and sent to the Conference Office.
2. Upon receipt of signed booking form, the conference office will confirm entitlements in writing and forward acknowledgement of receipt, together with a tax invoice for the deposit.
3. The deposit will be 50% of the full amount, and payment is due 30 days from date of invoice.
4. The balance of the full amount will be due Tuesday 31 July, 2007.
5. Bookings made after Tuesday 31 July will be invoiced the full amount, with payment due 30 days from date of invoice or by Friday 28 September 2007, whichever is the earliest date.
6. Payment may be made by cheque or direct transfer into bank account. (Details provided on Tax Invoice). Credit card payments are not accepted.
7. All payments must include the 10% Goods and Services Tax component.
8. Acceptance of sponsorship and exhibition bookings is at the discretion of the organising committee.
9. Deposits are non-refundable.

Conference Office:

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For further information, please contact the conference office, or visit www.mlearn2007.org