

# AUDE

Together, for excellent university estates & facilities

**AUDE Annual  
Conference 2024**  
Exhibition & Supporter Packages

**A Message  
From The Ice**

15 - 17 April 2024  
Northumbria University

# 2024 Supporter Packages

Click the links below for more information

4. [Exhibition Supporter \(3 price points available\)](#)
6. [Headline Supporter](#)
7. [AUDE Awards Supporter](#)
8. [Gala Dinner Supporter](#)
9. [Gala Dinner Drinks Reception Supporter](#)
10. [Networking Dinner Supporter](#)
11. [Networking Dinner Wine Supporter](#)
12. [Welcome Drinks and Dinner Supporter](#)
13. [Delegate Pack Supporter](#)
14. [Water Bottle Supporter](#)
15. [Gadget Supporter](#)
16. [Conference App Supporter](#)
17. [Notebook and Pen Supporter](#)
18. [Chill and Charge Area and Refreshment and Lunch Supporter](#)

# AUDE 2024 is going greener...



**At the AUDE 2024 Conference we will be encouraging delegates, sponsors and exhibitors to be as environmentally friendly and sustainable as possible, by continuing the following initiatives:**

## **The big five**

1. Minimal paper giveaways on stands and in delegate bags
2. The continuation of an electronic data capture scheme for exhibitors and delegates, in lieu of business card swaps
3. Minimal single use plastics throughout conference
4. Recyclable or reusable event collateral throughout conference
5. Recycled or reusable sponsored delegate items

We are looking for a pledge from exhibitors to commit to being as sustainable and as eco-conscious as possible for AUDE 2024. AUDE are working with the venue and suppliers to ensure we are doing all we can to stay as green as possible.

# Exhibition Packages

**The exhibition at the AUDE 2024 Conference will take place at Northumbria University, 16-17 April 2024. Set up will take place on the 15 April.**

For 2024 there are three exhibition stand options available – 3m x 2m shell scheme, 2m x 2m shell scheme and table top Microbusiness stands. The exhibition hall is one large open space with catering spread throughout – promoting optimum exposure to delegates.

There will be a total of 55 exhibition stands (2 reserved for headline supporters), plus 4-6 table top stands for Microbusinesses.

## OVERVIEW

**Exhibiting at the AUDE conference offers the opportunity for your organisation to have a presence at the event and make contact and network with the key decision makers in the sector.**

## WHAT IS INCLUDED?

**3Mx2M: £7,500 + VAT (37 PACKAGES AVAILABLE)**

**2Mx2M: £6,250 + VAT (18 PACKAGES AVAILABLE)**

- Exhibition stand at the conference
- Shell scheme displaying name and stand number (3mx2m or 2mx2m)
- 1 x double socket power point
- 1 x trestle table, tablecloth and 2 x chairs (if required)
- Wi-Fi access
- 2 conference attendance tickets (day sessions only, these do not allow access to evening dinners)
- 2 tickets to attend the networking drinks reception and dinner
- Exposure on conference website and app (as long as information is provided by the deadlines)
- Copy of delegate list (GDPR compliant)

*All exhibiting companies will have the opportunity to purchase up to 2 extra exhibitor passes. This will include exhibition attendance only, no access to plenary sessions or dinner. Please note that all exhibitor passes must be in the name of one company attendee and they cannot be switched between colleagues over the course of the day.*

## WHAT IS INCLUDED?

### TABLE TOP MICROBUSINESS STAND: £2,000 + VAT (6 PACKAGES AVAILABLE)

- Exhibition stand at the conference
- 1 x double socket power point
- 1 x trestle table, tablecloth and 2 x chairs (if required)
- Wi-Fi access
- 1 conference attendance ticket (day sessions only, this do not allow access to evening dinners)
- 1 ticket to attend the networking drinks reception and dinner
- Exposure on conference website and app (as long as information is provided by the deadlines)
- Copy of delegate list (GDPR compliant)

#### Criteria for Microbusiness area:

- Have fewer than 5 employees
- Your organisation must not have attended the AUDE conference previously
- Your organisation must have an annual turnover of less than £2 Million (proof may be requested)



# Headline Supporter

## £16,000 + VAT

(2 PACKAGES AVAILABLE)

### OVERVIEW

**Headline supporter at the AUDE conference offers an exclusive opportunity for your organisation to achieve unmatched brand visibility and contact and network with the key decision makers in the sector.**

### WHAT IS INCLUDED?

- Workshop session at the conference (must be CEO/high calibre speaker and synopsis to be signed off by Conference Steering Group)
- 4 conference attendance tickets (day sessions only, these do not allow access to evening dinners)
- 2 tickets to attend the welcome dinner
- 2 tickets to attend the networking drinks reception and dinner
- 2 tickets to attend the gala dinner drinks reception and dinner
- Exhibition stand – 3mx2m shell scheme
- Dedicated signage throughout conference venue and delegate registration
- Dual branded name badges (lanyard AUDE branded)
- Exposure on conference website, social media platforms and on app (as long as information is provided by the deadlines)
- Copy of delegate list (GDPR compliant)



# AUDE Awards Supporter

## £10,000 + VAT

(1 PACKAGE AVAILABLE)

### OVERVIEW

The tenth AUDE Awards ceremony will be taking place at The Glasshouse International Centre for Music; a concert venue and musical education centre in Gateshead on the south side of the River Tyne on Wednesday 17 April 2024. These esteemed awards highlight and celebrate the exceptional achievements of universities, and those who work in them. Please visit the AUDE website for full details on the awards. Please note that the AUDE Awards also take place on the evening of the Gala Dinner, which is a separate supporter package.

### WHAT IS INCLUDED?

- Dedicated supporter for Awards aspect of gala dinner
- Acknowledgment on the dedicated AUDE Awards website
- Dedicated 'About our supporter' page on the AUDE Awards website; content and pictures to be submitted by supporter and approved by AUDE before publication
- Logo and acknowledgment on all correspondence with Award entrants and winners
- 2 tickets to attend the gala dinner drinks reception and dinner
- 2 tickets to attend the networking drinks reception and dinner
- 2 tickets to attend the conference (exhibition area and conference sessions)
- The opportunity to present an Award at the ceremony
- Company logo included on all 6 awards\*
- The opportunity for 1 company representative to join the Awards judging panel
- Company logo and branding prominently displayed on Award collateral and a full page advert in the Awards brochure
- Logo and acknowledgment included on the dissemination of Award winners submission material e.g. press and social media
- Exposure on conference website, social media platforms and on app (as long as information is provided by the deadlines)
- Copy of delegate list (GDPR compliant)

\* Please note that there will also be an AUDE Supplier Award, however your company logo will not be included on this one.



# Gala Dinner Supporter

## £10,000 + VAT

(1 PACKAGE AVAILABLE)

### OVERVIEW

The gala dinner will be taking place at The Glasshouse International Centre for Music; a concert venue and musical education centre in Gateshead on the south side of the River Tyne on Wednesday 17 April 2024. This package provides a fantastic opportunity for a supporter to have valuable time with the conference delegates. Please note that the AUDE Awards also take place on this evening and this is a separate supporter package.

### WHAT IS INCLUDED?

- Dedicated supporter for the gala dinner
- 2 tickets to attend the gala dinner drinks reception and dinner
- 2 tickets to attend the networking drinks reception and dinner
- 2 tickets to attend the conference (exhibition area and conference sessions)
- Gala dinner toast to all guests
- Company logo and branding prominently displayed within the gala dinner room
- Exposure on conference website, social media platforms and on app (as long as information is provided by the deadlines)
- Copy of delegate list (GDPR compliant)



# Gala Dinner Drinks Reception Supporter £6,000 + VAT (1 PACKAGE AVAILABLE)

## OVERVIEW

**The gala dinner drinks reception and dinner will be held for conference delegates on Wednesday 17 April at The Glasshouse International Centre for Music; a concert venue and musical education centre in Gateshead on the south side of the River Tyne. This package provides a fantastic opportunity for a supporter to have valuable time with the conference delegates. Please note that the AUDE Awards also take place on this evening and this is a separate supporter package.**

## WHAT IS INCLUDED?

- Dedicated supporter for the gala dinner drinks reception
- 2 tickets to attend the gala dinner drinks reception and dinner
- 2 tickets to attend the networking drinks reception and dinner
- 2 tickets to attend the conference (exhibition area and conference sessions)
- Company logo and branding prominently displayed within the gala drinks reception area
- Exposure on conference website and on app (as long as information is provided by the deadlines)
- Copy of delegate list (GDPR compliant)



# Networking Dinner Supporter £8,000 + VAT (1 PACKAGE AVAILABLE)

## OVERVIEW

The networking dinner reception and dinner will be held for conference delegates, supporters, and exhibitors on Tuesday 16 April at the Boiler Shop a stunning, Grade II\* Listed Industrial building repurposed as a major cultural asset. The evening is designed to facilitate and increase networking opportunities.

## WHAT IS INCLUDED?

- Dedicated supporter for the networking dinner
- 2 tickets to attend the networking dinner
- 2 tickets to attend the conference (exhibition area and conference sessions)
- Company logo and branding prominently displayed within the networking dinner room
- Exposure on conference website, social media platforms and on app (as long as information is provided by the deadlines)
- Copy of delegate list (GDPR compliant)

# Networking Dinner Wine Supporter £5,000 + VAT (1 PACKAGE AVAILABLE)

## OVERVIEW

The networking dinner will be held for conference delegates, supporters, and exhibitors on Tuesday 16 April at the Boiler Shop a stunning, Grade II\* Listed Industrial building repurposed as a major cultural asset. The evening is designed to facilitate and increase networking opportunities.

## WHAT IS INCLUDED?

- Branded tags for all dinner wine bottles
- 2 tickets to attend the networking dinner
- 2 tickets to attend the conference (exhibition area and conference sessions)
- Exposure on conference website and on app (as long as information is provided by the deadlines)
- Copy of delegate list (GDPR compliant)



# Welcome Drinks and Dinner Supporter £5,000 + VAT (1 PACKAGE AVAILABLE)

## OVERVIEW

The welcome drinks reception and dinner will be held for conference delegates on Monday 15 April in the Gino D'Acampo Restaurant at INNSiDE by Meliã Newcastle. The evening is designed to welcome delegates to the conference and facilitate and increase networking opportunities. The welcome dinner is not attended by any other exhibiting companies and their representatives which is a major advantage of this package (other supporter companies may attend).

## WHAT IS INCLUDED?

- Full dedicated supporter for whole evening
- 2 tickets to attend the welcome drinks reception and dinner
- 2 tickets to attend the networking dinner
- 2 tickets to attend the conference (exhibition area and conference sessions)
- Company logo and branding prominently displayed within the welcome drinks reception area and dinner room
- Exposure on conference website and on app (as long as information is provided by the deadlines)
- Copy of delegate list (GDPR compliant)

# Delegate Pack Supporter

## £8,000 + VAT

(1 PACKAGE AVAILABLE)

DUAL BRANDED SUSTAINABLE/ECO-CONSCIOUS CANVAS BAG

### OVERVIEW

**The conference delegate packs are prominently branded with the supporter logo. Each delegate receives a reusable canvas bag during conference registration, and these are used for the duration of the event. AUDE will source the item and company will have logo sign-off.**

### WHAT IS INCLUDED?

- A branded reusable canvas bag for every conference delegate
- Company logo prominently displayed on the bag along with the AUDE Logo
- Exposure on conference website, social media platforms and on app (as long as information is provided by the deadlines)
- Copy of delegate list (GDPR compliant)
- Option to add on one delegate place at the conference – including day attendance and a ticket to the networking dinner and drink reception (additional £1,000 + VAT)



# Water Bottle Supporter

## £3,000 + VAT

(1 PACKAGE AVAILABLE)

DUAL BRANDED SUSTAINABLE/ECO-CONSCIOUS WATER BOTTLE

### OVERVIEW

The conference water bottles are prominently branded with the supporter logo. Each delegate receives a bottle during conference registration, and these are used for the duration of the event. AUDE will source the item and company will have logo sign-off.

### WHAT IS INCLUDED?

- A dual branded water bottle for every conference delegate
- Exposure on conference website, social media platforms and on app (as long as information is provided by the deadlines)
- Copy of delegate list (GDPR compliant)
- Option to add on one delegate place at the conference – including day attendance and a ticket to the networking dinner and drink reception (additional £1,000 + VAT)



# Gadget Supporter

## £2,500 + VAT

(1 PACKAGE AVAILABLE)

DUAL BRANDED MEASURING TAPE

### OVERVIEW

**Each delegate will receive a measuring tape during conference registration, prominently branded with the supporter logo and the AUDE logo.**

**AUDE will source the item and company will have logo sign-off.**

### WHAT IS INCLUDED?

- A dual branded measuring tape for every conference delegate
- Exposure on conference website and on app (as long as information is provided by the deadlines)
- Copy of delegate list (GDPR compliant)
- Option to add on one delegate place at the conference – including day attendance and a ticket to the networking dinner and drink reception (additional £1,000 + VAT)

# Conference App Supporter

## £2,500 + VAT

(1 PACKAGE AVAILABLE)

### OVERVIEW

For the first time in 2024, there will be no printed brochure for the conference and all attendees will need to download the app for the conference programme and other information. This is a fantastic opportunity to gain brand exposure with delegates pre, during and post conference. The app includes all programme, venue, and dinner information, along with the delegate and exhibitor lists and the opportunity for delegates to share photographs and communicate with each other. App downloads are encouraged ahead of the event and to each delegate on the registration desk.

Your company logo will be incorporated with the event branding to create a bespoke app logo, which will be displayed prominently on the app.

### WHAT IS INCLUDED?

- A dedicated page on the app
- Copy of delegate list (GDPR compliant)
- Acknowledgment at touch points with delegates in app download and promotion communication
- Option to add on one delegate place at the conference – including day attendance and a ticket to the networking dinner and drink reception (additional £ 1,000 + VAT)

# Notebook and Pen Supporter

## £2,500 + VAT

(1 PACKAGE AVAILABLE)

DUAL BRANDED ECO-CONSCIOUS NOTEBOOK AND PEN

### OVERVIEW

**All delegates will be given a branded notebook and pen within their conference pack at registration. In line with the conference being environmentally friendly, these notepads will be made from recycled materials. AUDE will source the item and company will have logo sign-off.**

### WHAT IS INCLUDED?

- A dual branded notebook and pen for every conference delegate
- Exposure on conference website, social media platforms and on app (as long as information is provided by the deadlines)
- Copy of delegate list (GDPR compliant)
- Option to add on one delegate place at the conference – including day attendance and a ticket to the networking dinner and drink reception (additional £ 1,000 + VAT)



# Chill and Charge Area and Refreshment and Lunch Supporter

## £2,500 + VAT

(1 PACKAGE AVAILABLE)

### OVERVIEW

**Lunch and refreshments will be served within the exhibition hall for all delegates. This opportunity offers enhanced branding within the space.**

### WHAT IS INCLUDED?

- Branding in the lunch and refreshment areas
- A dedicated branded charging area for delegates to use throughout the conference. The charging area will consist of two branded pop-up poseur tables, with six charging points in total.
- Exposure on conference website and on app (as long as information is provided by the deadlines)
- Copy of delegate list (GDPR compliant)
- Option to add on one delegate place at the conference – including day attendance and a ticket to the networking dinner and drink reception (additional £1,000 + VAT)



# Express your interest in AUDE 2024...

**If you are interested in a supporter opportunity or exhibition package at the AUDE 2024 conference, please contact Ella with your three preferred packages in order of preference before midday on Tuesday 28 November 2023.**

While expressing your interest please also detail in your email your ideas about your ideas for interaction and sustainability on your stand at the AUDE conference.

Please direct any questions to Ella at YourVision Events, she will be your main point of contact.

**E:** [ella@yourvision-events.com](mailto:ella@yourvision-events.com)

**T:** 07496 234 630



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