LEAP HR
Higher Education
Radical Change Through People

# SPONSORSHIP & EXHIBITION MANUAL

hansonwade

Welcome to Hanson Wade's *LEAP HR: Higher Education* conference.

Preparations are in full swing and our team are looking forward to welcoming you to Austin in June.

This manual will help you to plan your attendance at this conference and contains essential information and guidelines.

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## Points of Contact

**Portfolio Event Manager**
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**Partnerships Director**
Mitchell Davis
Direct Line: 0044 20 38540607
Email: mitchell.davis@hansonwade.com

**Program Director**
Ellie Trott
Direct Line: 0044 203 8627 331
Email: Ellie.Trott@hansonwade.com

If you are calling from the USA please use either of the below numbers.
West Coast: + 1 415 735 3289 East Coast: +1 617 455 4188

## Dates

**CHRO Strategy Day:** Monday, June 15, 2020
**Conference Day 1:** Tuesday, June 16, 2020
**Conference Day 2:** Wednesday, June 17, 2020

## Venue

This year's conference is taking place at the **Omni Austin Hotel Downtown**.

**Full Address:**
Omni Austin Hotel Downtown
700 San Jacinto at 8th Street,
Austin,
Texas 78701

**Hotel Website**
For more information about the hotel, please use the following link:
https://www.omnihotels.com/hotels/austin-downtown?utm_source=GMBlisting&utm_medium=organic

## Accommodation

We have a preferential rate available at the conference hotel. Rates start at $239 per night excluding applicable taxes, fees and assessments. The rate is available from Friday June 12 to Saturday June 20 in case you wish to extend your stay.

- Please using the following link to book your accommodation - LEAP HR: Higher Education Guest Reservation Link

The discounted rate will end on Monday May 25 2020, or once the block is sold out, whichever comes first, so please book now to avoid disappointment! Any rooms booked after this time will receive the best available rate.

## Passes

In your contract you will find details of how many passes for your colleagues and how many passes for your clients you are entitled to.
Please send the below information to your Event Manager to register your onsite team and guests.

| | |
|---|---|
| **Name** | |
| **Job Title** | |
| **Email Address** | |
| **Phone Number** | |
| **Company Name**<br>**** if different i.e. for client passes*** | |

## Registering Speakers

If you have a speaking slot included in your package, can we kindly ask you to send the following details to your Operations or Production Manager (if we do not already have them):

- Speaker name and job title
- Session title
- Speaker bio
- Speaker photo

## Speaker Information & Guidance

### LEAP Conference Format

The agenda is made up of Discover, Debate and Action Sessions. As a speaker, the 'discover' session is your presentation, the 'debate' is the name we give to a joint Q&A which takes place after your session (no preparation needed), and the 'action' session is a roundtable discussion facilitated by the Chair which speakers aren't actively involved in.

Just a reminder that presentations are 20 minutes long, so keep your message lean, mean and to the point, and remember your audience is a knowledgeable group of peers, equally committed to challenging traditional thinking. As you think about the message you want to convey, please feel free to be as provocative or controversial as you like – the only way something's going to change after the conference is if we step outside our comfort zone.

### Presentation Submission

We request that you provide a final version of your slides by **Friday, June 5, 2020**

### Presentation Format

We recommend that presentations are provided in a Microsoft PowerPoint file in 16:9 ratio aspect.
We do not have a standardized template or logo that we require you use for your slides, feel free to use a template provided by your company or make your own.
If you wish to use alternative presentation software, please let us know in advance.

### Presentation Control

Presentations will be pre-loaded to our AV desk at the back of the room and will be projected from here.
At the podium you will have access to a wireless clicker, with a laser, to control and advance your slides.
There will be a comfort monitor displaying your slides in front of you, however, please note this will not show notes.
If you prefer an alternative setup, please let us know in advance.

### Microphones

A static microphone on the podium is provided for your session.
If you would prefer to use a 'clip-on' microphone, please arrange this at the AV desk 10 minutes before your session starts.

**Timing and Q&A**
All presentations will be 20 minutes. A countdown timer will be visible in front of the stage to keep you on track.
If you significantly exceed the time reserved for your session, we will have to interrupt you.
Q&A will be incorporated into the joint debate section after each of the discover presentations.

**Sharing Presentations**
At the close of the conference we provide attendees with presentation slides from the meeting. These are provided as a PDF only and are only available to download, with a password, upon the completion of an evaluation form. Please let us know when sending your presentation if you ***do not*** want these shared, otherwise they will be uploaded straight after the conference.

**Speed Learning**
You may have agreed to speak within a speed learning session which does not involve presenting slides.
The informal style of speed learning consists of the audience splitting into separate groups around different tables.
As a host of a table you should outline your 5-minute case study as outlined below:

1. What was the challenge?
2. What did you do?
3. What was the result?
4. What's next?

This will then lead to a 10-minute period of questioning from the group to find out more about the experience you've shared and discussion around the key themes you've raised.
After 10 minutes, a bell will ring, and the groups will rotate to begin the process again.

## Branding

Your company logo will be included on the onsite signage, as detailed in your contract. Please send your Event Manager your logo in EPS format by **Friday, April 10, 2020**

Please note that if your company is planning on rebranding or in the process of, please speak with Sophie to establish the print deadlines to ensure we have the correct logo at the event.

## Exhibition Stand

If you have an exhibition space as part of your contract, we recommend that you bring a pop-up stand or pull up banners along with your marketing collateral. Please note, there is no shell scheme surrounding your booth so all stands must be self-supporting and there will not be any walls to attach posters to.

Your booth must fit within the 3m (width) x 2m (depth) or 10ft (width) x 8ft (depth) floor-space allocated.

The ceiling height in the exhibition room is 9ft. Please ensure your booth does not exceed this height.

Please note that packaging material can only be stored at or behind the exhibition stand.

**Furniture**
You will be provided with the following items:
1 x table
2 x chairs
Power access

The dimensions of the table provided is 6ftx30in and covered in black linen.

If you would like photo examples of previous events and exhibition stands, please request these from your Operations Manager.

## Exhibition Set Up & Breakdown

The exhibition will take place on the conference dates only:
**Conference Day 1:** Tuesday, June 16, 2020
**Conference Day 2:** Wednesday, June 17, 2020

**Set Up Times**
Date: Monday, June 15, 2020
Time: 6pm-7pm

All exhibits must be setup by 7am on Tuesday, June 16 ready for when the doors open at 7:30am. If you foresee any difficulty in meeting this deadline, please let your Event Manager know in advance.

**Breakdown Times**
Date: Wednesday, June 17, 2020
Time: 3pm onwards

All exhibits must be broken down and packed up by 5pm on Wednesday, June 17, 2020. We respectfully ask that you do not breakdown before the last coffee break.

This information will be re-confirmed by your Event Manager closer to the conference.

## AV Rental

**Wi-Fi**
Wi-Fi is provided in the exhibition and networking space however we cannot confirm the strength or reliability of this service.

**AV Rental**
If you would like to arrange for a stronger hard-wired connection at your booth, or any additional Audio Visual Equipment for your booth space, please contact the AV team detailed below.

Tyrone C. Lucero
ENCORE

Director of Event Technologies at Omni Austin Hotel Downtown
O +1-512-397-4631
M +1-512-870-7066
E Tyrone.Lucero@encore-us.com

## Shipments

The earliest delivery date to the venue will be **Friday, June 12.** Please send packages to the following address:
OMNI AUSTIN DOWNTOWN
(COMPANY NAME – GUEST NAME)
ATTN: LAURA PHILLIPP
C/O: Hanson Wade- LEAP HR: Higher Education
700 SAN JACINTO BLVD
AUSTIN, TX. 78701

Please provide me with the number of packages you expect to have shipped to the hotel.

Failure to include group name and guest name on the shipping label may result in delayed package delivery.

On close of the conference and breakdown, all packages must be packaged up, secured and left for collection. The venue has daily FedEx collections.
If you wish to use UPS for collection services, this will need to be arranged directly by yourself.

Please provide your onsite team with return labels and instructions for collection.

## Checklist

- ☐ Send company logo in EPS format by **Friday, April 10**
- ☐ If applicable, send speaker details (Name, Photo, Bio and Session Title)
- ☐ Book accommodation for onsite team. The discounted rate will end on **Monday, May 25**
- ☐ Send onsite staff pass information by **Wednesday, June 3**
- ☐ Send onsite client pass information by **Wednesday, June 3**
- ☐ Send copy of speaker presentation by **Friday, June 5**

**The entire LEAP HR team look forward to working with you and welcoming you to the conference. Please let us know if you have any questions.**