



<http://www.monash.edu.au/groups/flt/eet/>



Trade Show Co-ordinator: Mr Andrew Haines
Faculty of Engineering
Phone: (03) 9905 4964 Fax: (03) 9905 1483
Email: eet.tradeshow@eng.monash.edu.au

Event manager: Ms Lucy Wiasak
Centre for Learning and Teaching Support
Phone: (03) 9905 6817 Fax: (03) 9905 6828
Email: eet.tradeshow@eng.monash.edu.au

Invitation to Exhibit

16 May 2003

Dear Sir/Madam

I am pleased to formally invite you to participate in the **Trade Show** to be held in conjunction with the **Exploring Educational Technologies (eet) Conference** at the Clayton Campus of Monash University on **July 16 and 17, 2003**. The Trade Show is an excellent opportunity for you to showcase your products and services to the broader tertiary community, who, in their various roles as technical support staff, academic staff and administrative staff, often play a leading role in the purchasing process.

The Trade Show will be held in the Engineering Halls of Monash University's Clayton Campus. This venue is well situated for all University services, and will host tea/coffee and lunch breaks for the Conference. This should ensure maximum exposure for your display. The Conference and Trade Show will also be advertised widely within the University through the University's internal publications. The conference may also be advertised for registrants external to the University, although these registrants are expected to be very much in the minority.

The trade exhibition fee has been set at \$600 for two days (Wednesday and Thursday) and \$350 for one day. Special sponsorship opportunities are available, for example, sponsoring of a morning tea or lunch. Please use the attached form (or go to <http://www.monash.edu.au/groups/flt/eet/tradeapps.html>) to specify your display requirements and, if you wish to participate, your preferred sponsorship.

Exhibitors will receive the following benefits for participating in the Trade Show:

- prominent acknowledgement in conference documentation
- copy of the conference program
- exposure to conference registrants
- access to walkthrough visitors, drawing on close to 4000 on-campus technical, academic and administrative staff
- higher profile through sponsorship opportunities

The Conference aims to bring together the technical, academic and administrative staff of the University, with a focus on the applications of technology within the educational process. Themes for the Conference include:

- evaluating the progress of student centred flexible learning
- exemplars: implementations that work
- evolving approaches for technology based learning and teaching
- enhancing the student learning experience
- emerging technologies and future educational possibilities
- effective infrastructure, services and administration for implementing learning technologies
- encapsulating the Monash learning experience: directions for the future

With formal University support, and a program which includes international and national keynote speakers, we are hoping for over 250 registered Conference attendees per day, plus walkthrough attendance of on-campus staff.

A draft Conference schedule will be forwarded in due course for your information. The web address for the conference is: <http://www.monash.edu.au/groups/ft/eet/>.

I look forward to hearing from you with regard to your requirements, so that we can ensure your products and services are displayed to best effect. To be guaranteed a place, and ensure that your sponsorship is included in publications, please return the enclosed application form by June 2. Please do not hesitate to contact us if you have any further questions.

Yours faithfully

Andrew Haines
EET Conference Trade Show Coordinator
Email: eet.tradeshow@eng.monash.edu.au