



# Science at the Shine Dome 2015



Minerals to medicines: 100 years of X-ray crystallography

# Event snapshot

Every year, Australia's foremost scientists gather at Science at the Shine Dome. In 2015, the theme will be *Minerals to medicines: 100 years of X-ray crystallography*. X-ray crystallography has come a long way since Adelaide-born Nobel Laureate Lawrence Bragg pioneered the field 100 years ago. Featuring scientists at the forefront of their fields, this symposium will look at the world-changing work being done in crystallography—from extra-terrestrial investigations to medicine, from biology to chemistry and materials. Be a part of this exciting foray into what the future holds.

In May each year, Australia's foremost physical and biological scientists gather to honour outstanding work in science. At Science at the Shine Dome, national awards are made, high achievers are admitted to Fellowship of the Australian Academy of Science, and there is a high-powered symposium on an issue of national importance. In addition, the meeting aims to enthuse and educate young researchers.

This highlight of the annual science calendar in Australia will be held on 26–28 May 2015 at the unique National Heritage-listed Shine Dome in Canberra, which has been strongly associated with science in Australia since it was built in 1959. The three-day program of Science at the Shine Dome is live-streamed on the web, communicated through Twitter and Facebook, and covered by online and traditional news media outlets, allowing an unlimited audience to participate.

## The Academy

Founded in 1954 by Australia's top scientists, the Australian Academy of Science is an independent organisation dedicated to fostering a scientific culture and recognising excellence in science.

Through its programs and advocacy work, the Academy:

- strives to ensure that every Australian child has access to high quality science education
- advises governments on the science that underpins policy
- fosters international scientific relations
- promotes public awareness of science and technology
- publishes books and journals, and organises scientific conferences.

Fellows of the Academy are Australia's leading research scientists, elected for their personal contributions to science. They occupy senior positions in universities, research organisations, industry and scientific advisory committees, both nationally and internationally.

## Why sponsor this event?

As a sponsor you will gain valuable exposure to Academy Fellows, world renowned scientific experts, early- and mid-career researchers, and those who are inspiring the next generation of Australian scientists. Being a sponsor will allow you to:

- develop and strengthen your organisation's relationships with diverse scientific audiences
- increase your organisation's profile in the broader scientific community
- gain exposure through media coverage
- evaluate research trends and identify new business or other collaborative possibilities
- network with national and international delegates
- demonstrate your involvement in and commitment to Australian science, and your support for scientific research and innovation in Australia
- ensure continuing publicity through the posting of conference proceedings on the Academy website.

## Day 1 Tuesday 26 May

### Formal admission of new Fellows and new Fellows seminar

During Science at the Shine Dome, a small number of outstanding scientists are admitted to the Academy, following a lengthy and exacting election process. These new Fellows are further put to the test by having to communicate their life's work in just 10 minutes.

The day maintains a strong sense of tradition. Each new Fellow signs the beautifully illuminated Charter Book given to the Academy by the Royal Society in the year of its founding, 1954. The Charter Book contains signatures of some of Australia's and the world's most eminent scientists, including Antarctic explorer Sir Douglas Mawson, Nobel laureate in medicine Professor Elizabeth Blackburn, inventor of the cervical cancer vaccine Professor Ian Frazer, and broadcaster and naturalist Sir David Attenborough.

## Day 2 Wednesday 27 May

### Awards, Matthew Flinders Medal and Lecture, early- and mid-career researcher workshops and AGM (closed session)

Each year about 15 researchers receive highly sought-after honours for outstanding achievements in early- and mid-career research or across a lifetime of work. Like the new Fellows, these awardees present their contemporaries with a short description of the cutting-edge work that led to their recognition.

This is a rare opportunity to hear from some of Australia's highest achievers and from future Nobel laureates. Past awardees include bionic ear inventor Professor Graeme Clark, Nobel laureate in physics Professor Brian Schmidt, and eminent immunologist Sir Gustav Nossal.

## Day 3 Thursday 28 May

### Annual symposium

In 1912 Adelaide-born Lawrence Bragg conceived his famous equation describing the interaction between X-rays and crystals. His formulation enables us to see atoms in simple structures like diamond and complex materials like DNA. The impact on physics, chemistry and biology has been world-changing. Join us for an exciting exposition of the huge and growing impact of crystallography, featuring leading speakers including Professor Stuart Batten, Professor Jenny Martin, Dr Helen Maynard-Casey, and Professor Henry Chapman, who will reveal a glimpse of the future—the prospect of crystallography without crystals.

## The numbers (2014)

381	number of registrations
250	attendance at the Thursday annual symposium
141	attendance at the dinner for early- and mid-career researchers and teachers
334	annual dinner attendance
255	attendance at formal admission of new Fellows
1464	website impressions (eight weeks surrounding the event)
131	live stream viewers
1297	YouTube downloads (four weeks following)

## Media coverage

In 2014 we achieved exposure across print, radio, television, online and social media. This resulted in more than 60 media clips.

The Academy currently has 6500+ Twitter followers @Science\_Academy.

Positive social media coverage of the 2014 Science at the Shine Dome was extensive across Twitter, Facebook and YouTube.

## Audience profile

Science at the Shine Dome attracts delegates from across a span of scientific backgrounds and disciplines.

- Academy Fellows: the Fellowship is made up of nearly 500 of Australia's most distinguished scientists in the physical and biological sciences. Fellows are employed by universities, CSIRO, government and private research organisations.
- early- and mid-career researchers
- representatives of science-related professional associations
- general public.

## Previous sponsors since 2012

- Antarctic Climate and Ecosystems CRC
- Antarctic Tasmania
- Antarctica New Zealand
- Australian Antarctic Division
- Australian Department of Agriculture
- Australian Department of the Environment
- Australian Department of Industry
- Bio21 Institute
- Bureau of Meteorology

- Careerspot
- Centre for Australian Weather and Climate Research
- CRC Mining
- CSIRO
- CSL Ltd
- Department of Environment and Primary Industries in Victoria
- Energy Change Institute at the Australian National University
- Flinders University
- Geoscience Australia
- Ignite Energy
- Institute for Marine and Antarctic Studies, The University of Tasmania
- Melbourne Convention Bureau
- National Environmental Research Program—Marine Biodiversity Hub
- National Environmental Research Program—Tropical Ecosystems Hub
- New South Wales Office of Environment and Heritage
- Newcastle Institute for Energy and Resources
- Queensland Department of Environment and Resource Management
- South Australian Department of Environment and Natural Resources
- University of Canberra, Faculty of Education, Science, Technology and Maths
- University of Melbourne, Faculty of Science
- University of New South Wales, Faculty of Science
- University of Otago
- University of Waikato
- University of Western Australia, Faculty of Science
- University of Wollongong

## A typical program

Our 2015 program has not yet been finalised. Please see the 2014 Science at the Shine Dome program at [www.science.org.au/sats-2014-program](http://www.science.org.au/sats-2014-program).

## Confirmed speakers

**Opening remarks** Dr Adi Paterson FTSE, ANSTO, *Crystallography in Australia: the role of ANSTO's landmark facilities*

**Physics** Professor Mark Spackman, University of Western Australia, *X-ray crystallography was built on a foundation of theory and experiment in physics*

**Minerals** Professor Allan Pring, SA Museum, *Mineralogy and X-ray crystallography: a symbiotic growth*

**Extra-terrestrial** Dr Helen Maynard-Casey, ANSTO, *Crystallography that is out of this world!*

**Chemistry and materials** Professor Stuart Batten, Monash University, talk title to be confirmed

**Biology** Professor Jenny Martin, University of Queensland, *Biological crystallography: wonder and awe*

**Medicine** Professor Jim McCluskey FAA, University of Melbourne, *How the immune system recognises microbes*

**Electrons** Professor Joanne Etheridge, Monash University, talk title to be confirmed

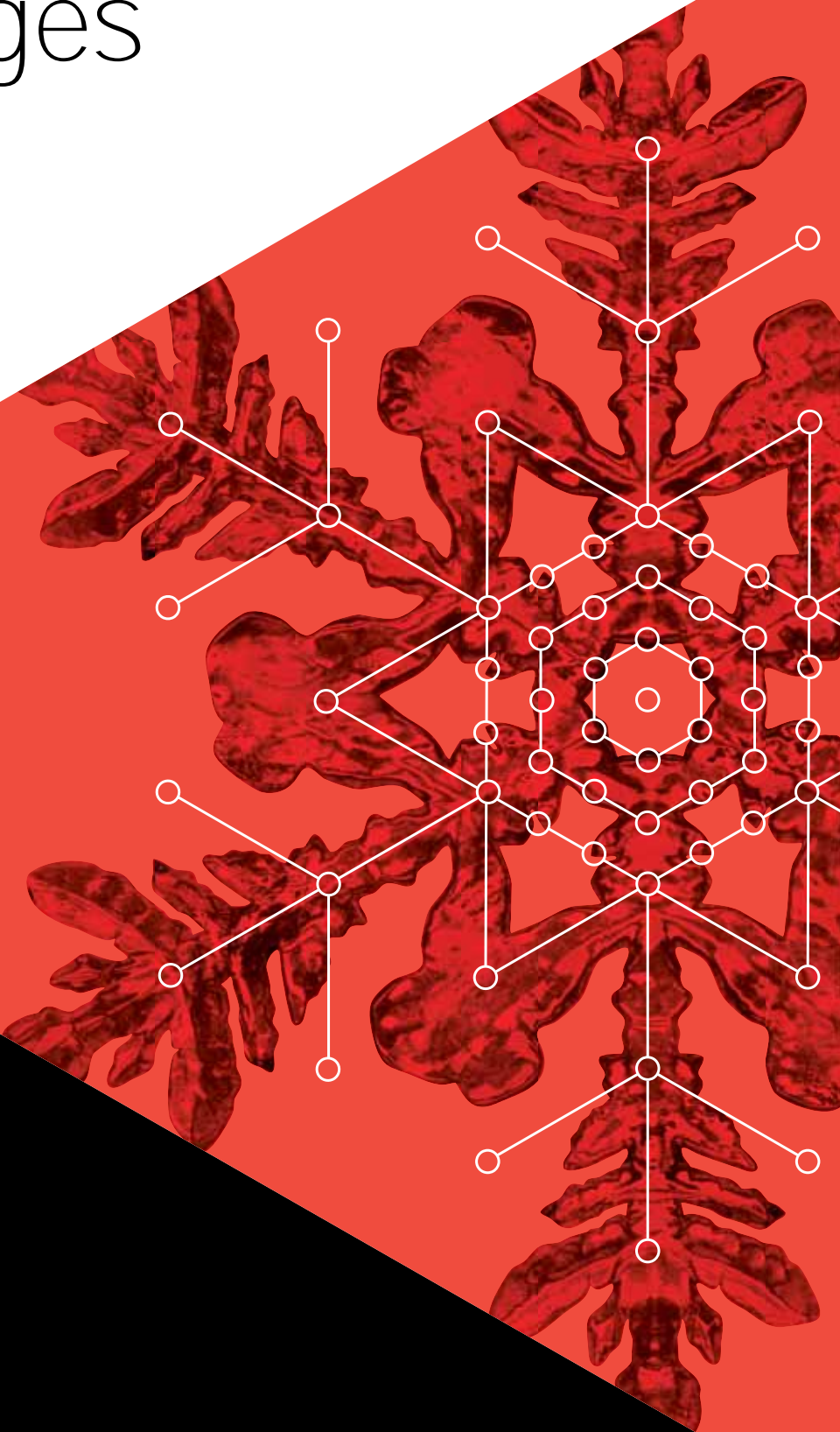
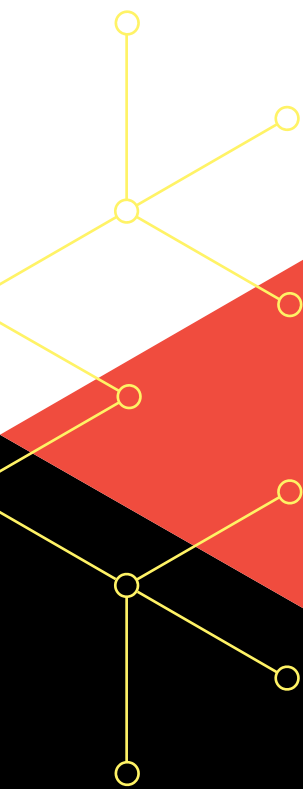
**Crystallography without crystals** Professor Henry Chapman, University of Hamburg, *Imaging molecules with X-ray lasers*

## Venue

### The Shine Dome, Canberra

The Australian Academy of Science's distinctive dome has been a Canberra landmark since its construction in 1959. It was the first building in Canberra to be included on the National Heritage List and many Canberra residents and visitors regard it with great affection. Known as the Shine Dome, the building has received numerous awards and is one of only nine Australian nominations for the World Register of Significant Twentieth Century Architecture.

# Sponsorship packages



**Platinum sponsor  
(one only) \$10 500 incl GST**

**SOLD**

#### **BENEFITS**

- introduction of up to five (5) minutes to delegates at the beginning of the symposium
- opportunity to have breakfast or lunch with an Academy Fellow
- corporate logo and full-page copy featured in printed program for delegates\*
- corporate logo featured on the symposium section of the Australian Academy of Science website
- corporate logo featured on sponsors' reel in Shine Dome foyer
- corporate acknowledgement in relevant media releases
- two (2) corporate freestanding signs to be displayed in prime locations during the event
- four (4) complimentary registrations to the annual symposium on Thursday 28 May 2015
- opportunity to provide one (1) small promotional item (please discuss details of your preferred sponsorship item with the Events Manager before the event) or flier (A4 or three-fold brochure) for delegate folders
- opportunity to have a trade table with promotional material about your organisation in the Shine Dome during the symposium
- recognition by the President of the Australian Academy of Science during the welcome for the symposium
- use of conference logo until 28 May 2015

**Gold sponsor  
(two available) \$6500 incl GST**

**SOLD**

#### **BENEFITS**

- corporate logo and half-page copy featured in printed program for delegates
- corporate logo featured on the symposium section of the Australian Academy of Science website
- corporate logo featured on sponsors' reel in Shine Dome foyer
- corporate acknowledgement in relevant media releases
- one (1) corporate freestanding sign to be displayed in a prime location during the event
- three (3) complimentary registrations to attend the annual symposium
- opportunity to provide one (1) small promotional item (please discuss details of your preferred sponsorship item with the Events Manager before the event) or flier (A4 or three-fold brochure) for delegate folders

- opportunity to have a trade table with promotional material about your organisation in the Shine Dome during the symposium
- recognition by the President of the Australian Academy of Science during the welcome for the symposium on Thursday 28 May 2015
- use of conference logo until 28 May 2015

**Silver sponsor  
(five available) \$4500 incl GST**

#### **BENEFITS**

- corporate logo and quarter-page copy featured in printed program for delegates
- corporate logo featured on the symposium section of the Australian Academy of Science website
- corporate logo featured on sponsors' reel in Shine Dome foyer
- corporate acknowledgement in relevant media releases
- two (2) complimentary registrations to attend the annual symposium
- opportunity to provide one (1) small promotional item (please discuss your preferred sponsorship item details with the Events Manager before event) or flier (A4 or three-fold brochure) for delegate folders
- recognition by the President of the Australian Academy of Science during the welcome for the symposium on Thursday 28 May 2015
- use of conference logo until 28 May 2015

**Annual dinner sponsor  
(one available) \$12 500 incl GST**

The formal annual dinner is a gala affair attended by Fellows and their partners, senior policymakers, heads of scientific agencies and other luminaries of science and politics. It will be held from 7 to 11 pm on Wednesday 27 May 2015 at QT Hotel, Canberra.

#### **BENEFITS**

- opportunity for a senior company representative to welcome dinner guests (up to 5 minutes)
- corporate logo and half-page copy featured in printed program for delegates
- corporate logo and company promotional paragraph on Australian Academy of Science website
- corporate logo featured on sponsors' reel in Shine Dome foyer
- corporate logo on annual dinner menu
- two (2) corporate freestanding signs to be displayed during annual dinner\*

\* artwork and/or signage to be provided by sponsor

- four (4) tickets (at the VIP tables) to the annual dinner on Wednesday 27 May 2015
- opportunity to provide one (1) small promotional item or flier (A4 or three fold brochure) to be placed on the tables at the annual dinner
- two (2) complimentary registrations to the annual symposium on Thursday 28 May 2015
- use of conference logo until 28 May 2015

### Early- and mid-career researchers cocktail sponsor (one available) \$5000 incl GST

The early- and mid-career researchers cocktail function is a satellite event for Science at the Shine Dome, and an opportunity for researchers attending the event to mingle and network with Fellows of the Academy. The dinner will be held from 6.30 to 9.00 pm on Tuesday 26 May 2015 at the Shine Dome.

#### BENEFITS

- opportunity for a senior company representative to welcome early- and mid-career researchers (up to 5 minutes)
- corporate logo featured in printed program for delegates
- corporate logo and company promotional paragraph on Australian Academy of Science website
- corporate logo featured on sponsors' reel in Shine Dome foyer
- corporate logo on early- and mid-career researchers cocktail menu
- one (1) corporate freestanding sign to be displayed during early- and mid-career researchers cocktail function
- two (2) complimentary registrations to each of the early- and mid-career researchers workshops the afternoon of Wednesday 27 May 2015
- four (4) tickets to the early- and mid-career researchers cocktail function
- one (1) small promotional item or flyer to be placed in early- and mid-career researchers folders
- use of conference logo until 28 May 2015

### Morning and afternoon tea / lunch sponsor (six available) \$1500 incl GST

Opportunity to sponsor morning tea, lunch or afternoon tea on Day One or Day Two of the conference, gaining valuable exposure to delegates and Fellows of the Academy.

#### BENEFITS

- corporate acknowledgement next to lunch in printed program and website

- corporate signage to be placed on catering tables
- one (1) corporate freestanding sign to be displayed during lunch
- one (1) complimentary registration to sponsored day

### Symposium speaker sponsor (eight available) \$2500 incl GST

Opportunity to sponsor one of eight symposium speakers.

#### BENEFITS

- acknowledgement at opening and closing of symposium
- acknowledgement by slide as sponsor of speaker at start of presentation
- company logo in conference program where speakers are featured
- invitation to join speaker and delegates during lunch break
- opportunity to provide a welcome gift for speaker at your expense

### Internet café and charging station sponsor (one available) \$3500 incl GST

The internet café and charging station will be located in a high-traffic yet semi-private area of the Shine Dome and will provide maximum delegate exposure to your company over the three days.

We will provide four (4) internet terminals, plus power boards, lounges, coffee tables and desk space.

#### BENEFITS

- corporate branding of space for the duration of the conference (26–28 May 2015)
- corporate screen saver and your website as landing page on all terminals
- IT support and setup
- one (1) complimentary registration per day

## Additional sponsorship opportunities

### Early- and mid-career researcher travel awardee (multiple available) \$2500 incl GST

#### BENEFITS

The Academy actively encourages early- and mid-career researchers to attend Science at the Shine Dome. This is an opportunity for you to sponsor one or more outstanding researchers within or associated with your organisation to attend the event as a travel awardee. Awardees will learn

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\* artwork and/or signage to be provided by sponsor

about the latest research across a range of science disciplines, meet and exchange ideas with renowned scientists and other early- and mid-career researchers, and participate in a career development workshop of their choice.

Your sponsored awardee will receive:

- return travel from their hometown to Canberra
- up to three (3) nights' accommodation at a hotel near the Shine Dome (conference venue)
- attendance at the New Fellows seminar on Tuesday 26 May 2015
- attendance at the early- and mid-career researchers cocktail function on Tuesday 26 May 2015
- attendance at the honorific awards presentations on Wednesday 27 May 2015
- one (1) career development workshop on Wednesday 27 May 2015
- attendance at the annual gala dinner at QT Hotel on Wednesday 27 May 2015
- attendance at the Annual symposium *Minerals to medicines: 100 years of X-ray crystallography* on Thursday 28 May 2015
- morning tea, lunch and afternoon tea, Tuesday–Thursday inclusive
- folder containing program information for Science at the Shine Dome, biographical information about other early- and mid-career researchers attending, and notes for the selected career development workshop.
- a certificate recognising them as an awardee of your organisation

Your organisation will receive:

- recognition as a sponsor of Science at the Shine Dome on the Academy website, in the event program and in the Academy's newsletter and annual report.

### Folder sponsor (one available) \$2500 incl GST

#### BENEFITS

- corporate logo to be printed (one colour) in a prominent position on all delegate folders
- corporate logo featured in printed program for delegates
- two (2) complimentary registration to attend the annual symposium on Thursday 28 May 2015

### Notepads and pens sponsor (one available) \$1500 incl GST

A marketing opportunity is available to provide delegates with branded notepads and pens in the satchel. This is an opportunity to provide your organisation with exposure that exceeds the duration of the conference.

#### BENEFITS

- notepads and pens provided by the sponsor will be included in the satchel
- corporate logo featured in printed program for delegates
- one (1) complimentary registration to attend the annual symposium on Thursday 28 May 2015

### Program advertising (multiple available)

Opportunity to provide either a full page, half-page or quarter-page advertisement for inclusion in the printed program for delegates\*

Full page	\$1500 incl GST (145 mm wide x 250 mm deep)
Half page	\$1000 incl GST (145 mm wide x 125 mm deep)
Quarter page	\$750 incl GST (145 mm wide x 60 mm deep)
Deadline for booking	15 March 2015
Deadline for artwork	1 April 2015

### Delegate folder insert (four available) \$1500 incl GST

A4 or three-fold brochure into delegate folders

### In-kind sponsorship

We warmly welcome proposals to get involved by offering in-kind sponsorship, for example, in the following ways:

- wine (to be used for dinners)
- table centrepieces for annual dinner
- volunteer staff during the event
- conference snacks
- bottled water

For additional information or to discuss your sponsorship options please contact

**Mitchell Piercey, Events Manager**  
tel (02) 6201 9462  
email [mitchell.piercey@science.org.au](mailto:mitchell.piercey@science.org.au)

\* artwork and/or signage to be provided by sponsor



## Sponsorship at a glance

BENEFITS	platinum	gold	silver	annual dinner	early- and mid-career researchers cocktail function	morning and afternoon tea / lunch	symposium speaker	internet café and charging station
Introduction of up to five (5) minutes to delegates at beginning of the symposium	✓							
Opportunity of up to five (5) minutes to welcome dinner guests				✓	✓			
Opportunity to have breakfast or lunch with one Academy Fellow	✓							
Advertising space in the program book (artwork to be supplied by sponsor)	½ page							
Corporate logo and copy featured in printed program for delegates	½ page	½ page	¼ page	½ page	logo only	text only	logo only	
Corporate logo featured on the event section of the Australian Academy of Science website	✓	✓	✓	✓	✓	✓		
Corporate logo featured on sponsors' reel in foyer	✓	✓	✓	✓	✓			
Corporate acknowledgement in relevant media releases	✓	✓	✓					
Corporate logo on lunch/dinner menu				✓	✓			
Corporate freestanding signs to be displayed in prime locations during the event (signage to be supplied by sponsor)	two (2)	one (1)		two (2)	one (1)	one (1)		
Complimentary registrations to each of the early- and mid-career researcher workshops <b>Wednesday 27 May 2015</b>					two (2)			one (1)
Complimentary registrations to the annual symposium or applicable day <b>Thursday 28 May 2015</b>	four (4)	three (3)	two (2)	two (2)		one (1)		one (1)
Tickets to the early- and mid-career researchers cocktail function <b>Tuesday 26 May 2015</b>					four (4)			
Tickets to the annual dinner (VIP tables) <b>Wednesday 27 May 2015</b>				four (4)				
Opportunity to provide one (1) small promotional item or flier (A4 or three-fold brochure) for delegate folders	✓	✓	✓					
Opportunity to provide one (1) small promotional item or flier (A4 or three-fold brochure) on tables at dinner				✓	✓			
Opportunity to have a trade table with promotional material during the symposium <b>Thursday 28 May 2015</b>	✓	✓						
Recognition by the President of the Australian Academy of Science during the symposium welcome speech	✓	✓	✓				✓	
Use of conference logo until <b>Thursday 28 May 2015</b>	✓	✓	✓	✓	✓	✓		
Corporate screen saver and landing page on all terminals								✓
Corporate signage on catering tables						✓		
Acknowledgement by slide during presentation							✓	
Invitation to join speaker and delegates during lunch							✓	
Opportunity to provide speaker welcome gift							✓	
Corporate branding of internet café space								✓
IT support and materials for operation of Internet café								✓
<b>SPONSORSHIP VALUE incl GST</b>	<b>\$10 500</b>	<b>\$6500</b>	<b>\$4500</b>	<b>\$12 500</b>	<b>\$5000</b>	<b>\$1500</b>	<b>\$2500</b>	<b>\$3500</b>