at the University of Wollongong

Partnership Opportunities

Promotional Sampling 2009

Contact Details
Marketing Department

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Reach students on campus through Promotional Sampling

Promotional sampling is a unique opportunity to take your staff on campus for face to face contact with students. Wollongong UniCentre offers the opportunity for organisations to communicate with students on a face-to-face basis. This is an ideal way to launch a new product line, generate brand experience, create awareness of a service, gather feedback, trial new promotions or simply promote your business.

Who will you be promoting to:

The University of Wollongong has approximately 19,686 enrolled students, the majority who attend the Wollongong Campus.

The majority of our students are aged 18 – 24, with 49% being female and 51% male. The University of Wollongong students are socially active, politically aware, fashion forward and are responsive to new products and technology.

What is promotional sampling?

Promotional Sampling on campus allows you to locate your promotional staff on campus to hand out flyers, free products or other approved promotional materials to students in high traffic areas.

Where can you sample

Promotional sampling is conducted in high traffic areas at the University of Wollongong, including outside the UniBar and food hall courtyard, outside the UniShop entrance, Duckpond lawn and Jugglers lawn. You will experience high traffic and maximum uptake of materials in these two areas on campus.

Why should you undertake Promotional Sampling on campus?

Only a limited number of authorised samplers are allowed on campus each year, and this is by far an exclusive and unique marketing exercise. Promotional Sampling at the right time of year is a guaranteed foot in the door to a large captive regional youth market. The Wollongong UniCentre staff are happy to advise you of “best sampling” times each session.

How to book Promotional Sampling?

It’s easy, just fax us the Booking Request Form. You will receive approval of your request and be sent a tax invoice for payment. Terms of payment are 14 days.

RATE CARD FOR SAMPLING

<table>
<thead>
<tr>
<th></th>
<th>Half Day: 3 hours sampling (between hours of 9am and 3pm)</th>
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<tbody>
<tr>
<td></td>
<td>$350.00 + gst</td>
</tr>
<tr>
<td>Full Day: 9am – 3pm</td>
<td>$600.00 + gst</td>
</tr>
<tr>
<td>Stall: Additional</td>
<td>$100.00 + gst (samplers own stall)</td>
</tr>
<tr>
<td>UniBar: 7.30pm – 10.30pm</td>
<td>$500.00 + gst</td>
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</tbody>
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Terms and Conditions

- UniCentre prohibits the sale of goods during sampling.
- A copy of all promotional material must be approved by the Marketing Officer before a booking is confirmed.
- Maximum of 3 staff per promotion.
- Proof of public liability needs to be provided.
- Venue hire if required is at an additional cost.
- UniCentre is able to provide promotional staff at the rate of $30.00 plus gst per hour.
- UniCentre does not allow for poster ing on campus other than for UniCentre unless approved by UniCentre Marketing.
- Prices on this rate card are subject to change.
- Any advertising or promotional activity must comply with Wollongong UniCentre’s Sponsorship and Advertising Policy and must be approved by Wollongong UniCentre’s marketing department.
- A booking form is attached. Once approved you will receive confirmation of your request.
- Security Lanyards and Sign in will be organised with the Marketing Officer.
- Promotional staff must stay in allocated areas.
- Dress Code is strict and conservative.
- Wollongong UniCentre reserves the right to suspend any promotional activity that does not meet with its Sponsorship Advertising Policies.
Booking Request Form

Wollongong UniCentre Ltd
PO Box U100, University of Wollongong NSW 2500.
ABN 28 915 832 337

Your Name: .................................................................
Company Name: ...........................................................
ABN: ...........................................................................
Representing: (Advertising Agency Only) .........................
Postal Address: ..............................................................

Telephone: ................................. Mobile: ......................... Fax: ..........................................................

Email: .............................................................

Packages. Please select your option/s

☐ Half Day: 3 hours sampling (between hours of 9am and 3pm) $350.00 + gst
☐ Stall: Additional $100.00 + gst (samplers own stall)
☐ Full Day: 9am – 3pm $600.00 + gst
☐ UniBar: 7.30pm – 10.30pm $500.00 + gst

Description Of Promotional Activity: (compulsory)

Terms and Conditions

• If the requested dates are available, confirmation notice will be sent within 14 days of receipt of request. If the dates are full you will be contacted to discuss alternatives. Please sign off the confirmation sheet and fax back to confirm your booking.
• Cancellations must be made in writing to Victoria Dimise (vdimise@uow.edu.au) within 7 days of booking confirmation, otherwise full rate will be charged. In case of wet weather, Wollongong UniCentre will provide you with an alternative area to sample under cover.
• Payment terms are 14 days from invoicing.
• Rates do not include agency commission.
• Wollongong UniCentre, according to its policies, has the right to refuse or suspend any Promotional Activities. Should any advertisement be refused, Wollongong UniCentre will not be liable for costs incurred by the advertiser.
• Prior to Booking Confirmation, the advertised prices and details within this Rate Card are subject to change without notice.

Sign and fax back to Victoria DiMise (Marketing Officer) on 02 4221 8081.
For more information please email Victoria DiMise on vdimise@uow.edu.au

Signature of Partner: ..........................................................
Company Name: ..........................................................

Date: ..........................................................................

Cheques Payable to:
Wollongong UniCentre PO Box U100 Northfields Avenue,
University of Wollongong 2500