



**New Imagery for Schools and Schooling:  
Challenging, Creating, and Connecting**

**ACEL-ASCD-AJCPTA  
National Conference**

Sydney Convention and Exhibition Centre  
10-12 October 2007

**Sponsorship Proposal**

## ***The Event:***

The organising committee of the Australian Council for Educational Leaders, the Association for Supervision and Curriculum Development and the Australian Joint Council of Professional Teaching Associations and would like to extend an invitation for you to become a Sponsor and/or Exhibitor at the *New Imagery for Schools and Schooling Conference and Exhibition*, which will be held at the Sydney Convention Centre, Sydney 10-12 October, 2007.

## ***Your Hosts***

***The Australian Council for Educational Leaders*** is the professional association for those educational leaders pursuing quality professional learning opportunities for themselves and those they serve. Our members are leaders from government and non government primary and secondary schools, colleges and universities.

ACEL is a leader in professional development and offers the opportunity to participate in leadership programs, topical seminars and workshops hosted at the national, affiliate and association level. ACEL and its affiliates host internationally recognized conference programs and a travelling scholar program annually. These programs enable members and their guests' significant opportunities to network with leading national and international educators. ACEL is a growing organisation with over 5 000 members.

***The Association for Supervision and Curriculum Development*** is a community of educators, advocating sound policies and sharing best practices to achieve the success of each learner. ASCD represents 175 000 educators from more than 135 countries. ASCD addresses all aspects of effective teaching and learning – such as professional development, educational leadership, and capacity building. ASCD offers broad, multiple perspectives – across all education professions – in reporting key policies and practices.

All members have been invited to conference and special invitations have gone to the Chinese, Indian, Hong Kong, Singapore and Japanese affiliates.

***The Australia Joint Council of Professional Teaching Associations*** is a federation of state and territory joint councils of teacher professional associations representing over 120 000 teachers, from government and non-government schools within Australia. It provides a national voice for Australian teachers from all sectors and all levels of education. Teachers from areas of early childhood, primary, secondary, tertiary (including TAFE) are represented by AJCPTA.

## ***The Venue:***

The conference venue is the Sydney Convention and Exhibition Centre, situated on the waterfront at Darling Harbour. The Convention Centre is the focal point of Darling Harbour, one of the world's most imaginative urban redevelopments, alive with shops, restaurants and visitor attractions. The Centre offers first class facilities to both delegates and presenters. Its central location means that accommodation, restaurants and the central business district are all within walking distance.

Located on the waterfront within walking distance of the heart of the city, the area offers all that visitors love about Sydney - from great restaurants and live entertainment to beautiful gardens and fantastic attractions.

## ***Sponsorship & Exhibition Opportunities:***

Conferences and their associated exhibitions are an effective and direct means of presenting your organisation's product and services to a receptive target audience. A wide range of sponsorship opportunities are available ranging from single sheet satchel insertions right through to Platinum Conference Sponsor.

Sponsor status and its associated benefits. All packages can be tailored to suit the individual sponsor's needs. Please contact Kathy Hangan on 1800 680 559 to discuss packages to suit your needs. All catering (morning teas and buffet lunches) will be served in the exhibition area, thus maximising exhibitor exposure to delegates.

**All sponsorship and exhibition prices in this document are inclusive of GST.**

## ***Sponsorship & Exhibition Benefits:***

- ***Present your products*** when the delegates are in a relaxed, receptive environment without the pressures of day to day work.
- ***Launch a new product*** to the key decision makers.
- ***Show your continuing support*** of the industry.
- ***Raise your brand awareness*** to potential customers.

## ***Package 1:***

# **PLATINUM PARTNER (\$16 500.00)**

### ***“Collaborative, value-added partnership”***

- Recognition as a ACEL Platinum Partner and Conference Sponsor (with corporate logo) on all printed Conference material including the Registration Brochure, Program Book and in Conference Publicity
- Recognition as a ACEL Platinum Partner and Conference Sponsor (with corporate logo) on the Conference website with a hyperlink to your home page and 50 word company profile on the Conference website
- Recognition as a ACEL Platinum Partner and Conference Sponsor (with corporate logo) in all Conference marketing (national and international) leading up to and during the event
- Full page advertising space (mono) in the Conference Registration Brochure and on site Program Book (material to be supplied by sponsor)
- Acknowledged as an ACEL Platinum Partner and Conference Sponsor at all promotional events leading up to and during the Conference
- Acknowledgment as the Platinum Partner and Conference Sponsor (with corporate logo) on Conference Welcome signage
- Banner displayed in the plenary session room throughout the Conference. The Sponsor is to provide the banner and the banner specifications are to be confirmed and accepted by Conference Organising Committee.
- Verbally acknowledged as a ACEL Platinum Partner and Conference Sponsor during the Welcome and Closing Ceremonies
- Five minute innovative presentation to conference delegates
- Complimentary 6m x 3m display space within a prominent location of the venue
- Four complimentary Conference registrations including invitations to the Gala Dinner and Social Activities
- Company brochure inserted in delegate satchels
- Access to delegate list (in accordance with the Australian Privacy Laws only those delegates who have consented for their details to be published will be included on the delegate list)

### **Additional Benefit**

- Corporate sponsor of Conference Dinner. Your company name and logo will be badged on all Dinner stationery
- Corporate logo on Conference stationery. This stationery will be used during the Conference and long after the event providing your organisation with a high level of association with this event
- Listed as Conference Dinner sponsor in Conference Program

## *Package 2*

# **GOLD SPONSOR (\$11 000.00)**

*“Excellent level of exposure throughout Conference”*

**Gold Sponsorship** will provide an excellent level of exposure throughout the Conference.

### **Benefits**

- Recognition as a Gold Sponsor (with corporate logo) on all printed Conference material including Registration Brochure, Program Book and Conference Publicity
- Recognition as a Gold Sponsor (with corporate logo) on the Conference website with a hyperlink to your homepage
- Acknowledged as a Gold Sponsor (with corporate logo) on all sponsorship signage
- Verbally acknowledged as a Gold Sponsor during the Welcome and Closing Ceremonies
- Half page advertising space (mono) in the Registration Brochure and Conference Program Book (material to be supplied by sponsor)
- Complimentary 3m x 3m trade display space within a prominent location of the venue
- Two complimentary Conference registrations including invitations to the Gala Dinner and social activities
- Company brochure inserted in delegate satchels
- Access to delegate list (in accordance with the Australian Privacy Laws only those delegates who have consented for their details to be published will be included on the delegate list)

### **Additional Benefit**

- Corporate signage displayed during event (supplied by sponsor)
- Listed as Keynote sponsor in Conference Program
- Acknowledged as the Keynote sponsor by the Chairperson at the session prior to and after the selected day's breaks

## *Package 3*

# **SILVER SPONSOR (\$6 600.00)**

*“Cost effective way to receive a high level of exposure”*

**Silver Sponsorship** of the Conference is a cost effective way to receive a high level of exposure directed straight at your target market.

### **Benefits**

- Recognition as a Silver Sponsor (with corporate logo) on all printed Conference material including Registration Brochure, Program Book and Conference Publicity
- Acknowledged as a Silver Sponsor (with corporate logo) on all sponsorship signage
- Quarter page advertising space (mono) in the Registration Brochure and Conference Program Book (material to be supplied by sponsor)
- Complimentary 3m x 3m trade display space within a prominent location of the venue
- One complimentary Conference registration including invitation to the Gala Dinner and social activities
- Company brochure inserted in delegate satchels
- Access to delegate list (in accordance with the Australian Privacy Laws only those delegates who have consented for their details to be published will be included on the delegate list)

### **Additional Benefit**

- As a Silver Sponsor your organisation will be recognised as a sponsor of the Morning Tea breaks (day to be agreed). This is an ideal opportunity for you to provide hospitality to all Conference delegates
- Listed as Morning Tea sponsor in Conference Program

*Package 4*  
**BRONZE SPONSOR (\$3 300.00)**

*“An opportunity to align yourself with the most prestigious education event this year”*

**Bronze Sponsorship** of the Conference enables your company access to conference participants.

**Benefits**

- Recognition as a Bronze Sponsor (with corporate logo) on all printed Conference material including Registration Brochure, Program Book and Conference Publicity
- Acknowledged as a Bronze Sponsor (with corporate logo) on sponsorship signage
- Complimentary 3m x 3m trade display space within a prominent location of the venue
- One complimentary Conference registration
- Company brochure inserted in delegate satchels
- Access to delegate list (in accordance with the Australian Privacy Laws only those delegates who have consented for their details to be published will be included on the delegate list)

*Package 5*  
**Satchel SPONSOR (\$1 100.00)**

**Satchel Sponsorship** of the Conference enables your company access to conference participants.

**Benefits**

- Company brochure inserted in delegate satchels

*Please do not hesitate to ask about alternative packages that can be Tailor made to suit your needs.*

## ***Exhibition Details:***

The exhibition area will open at 1pm on Tuesday 9<sup>th</sup> October and will conclude Friday afternoon 12<sup>th</sup> October. To maximise exhibitor contact with delegates stand up morning teas and plated lunches will be served in the exhibition area. We also encourage exhibitors to consider innovative activities and incentives to draw delegates to their stand.

A professional exhibition contractor will be provided to construct the trade booths and assist with modifications. They will provide help and advice for any special requests. Information in regards to

## ***Exhibition Package Details:***

### **Trade Booths include:**

- Complete Walling system for each booth comprising aluminium framelock system with fabric frontrunner covered panels (velcro compatible).
- Company name on a vinyl sign set on fascia panels of each booth, printed in one colour (corner booths 2 signs). Maximum of 30 characters including spaces.
- 2 x 150 watt spotlight (up to 9m<sup>2</sup>)
- 1 x 4 amp general purpose power outlet (up to 9m<sup>2</sup>).
- 1 x 1800 mm trestle table with 2 x Cindy Chairs

## ***Additional Information:***

Stands will be allocated to exhibitors in the order booking forms (accompanied with full payment) are received with major sponsors receiving first priority of choice of stands. A floor plan will be made available at a later date. Allocation of all stands will be made from May 1<sup>st</sup> 2007 onwards.

A feature of this conference is to welcome trade representatives and invite them to attend all industry functions. Social functions will be rewarding events and will present each exhibitor with a unique opportunity to network with their industry colleagues. Further exhibition and accommodation details will be sent in a full "Exhibitor Kit" approximately three months prior to the conference.

## ***Conditions of Payment for Sponsors/Exhibitors***

**Half payment (50%) is to accompany the sponsor / exhibitor booking form. Full payments are to be made by 1 September 2007 with cheque payable to ACEL:**

Australian Council for Educational Leaders  
C/- Conference Organising Committee,  
PO Box 4268  
Winmalee NSW 2777  
Australia  
Ph: 1800 680 559                      Fax: 1800 680 559  
Ph: 61 2 9836 4409                  Fax: 61 2 9836 4420  
Email: [acel@pnc.com.au](mailto:acel@pnc.com.au)  
Web: [www.acel.org.au](http://www.acel.org.au)  
Contact: Kathy Hangan

## ***Cancellation Policy for Sponsorship and Exhibition***

Your cancellation must be advised in writing. An administration fee of 25% of the contracted price is retained should the cancellation be up to three months prior to the event and 100% of the contracted price should cancellation be less than three months prior to the event. If your selected package is resold, then a cancellation fee of 25% applies. The information contained in this prospectus is correct at the time of publication. The committee reserves the right to change any part of the prospectus.

# ACEL/ASCD 2007 Sponsorship Agreement Form

## October 10-12 2007

Title: Prof / Dr / Mr / Mrs / Miss / Ms

First Name: ..... Surname: .....

Position: .....

Company: .....

Address: .....

..... State: ..... Postcode: .....

Phone: ..... Fax: ..... Mobile: .....

Email: .....

Product/Service to be exhibited: .....

We agree to become a sponsor of the ACEL/ASPA 2007 National Conference at the following level (please tick appropriate box):

- |                          |  |                          |
|--------------------------|--|--------------------------|
| <input type="checkbox"/> | Platinum                                       | \$16,500 (including GST) |
| <input type="checkbox"/> | Gold   | \$11,000 (including GST) |
| <input type="checkbox"/> | Silver   | \$6,600 (including GST)  |
| <input type="checkbox"/> | Bronze   | \$3,300 (including GST)  |
| <input type="checkbox"/> | Satchel Insert A4                              | \$1,100 (including GST)  |
| <input type="checkbox"/> | In-kind good/services to the value of \$ ..... |                          |

Details of goods/services to be provided: .....

This becomes a tax invoice for the purposes of GST upon payment of deposit. A confirmatory tax invoice / receipt will be sent in the mail.

On signing agreement a deposit of 50% of total sponsorship is due \$ .....

Please find a cheque attached payable to ACEL Conference or  
or:

Pay this amount by EFT, our bank details are as follows:

**Bank:** Commonwealth Bank Account - Springwood

**Account Name:** ACEL Imprest Account

**BSB:** 062-601

**Account No:** 10157835

Signature: ..... Date: .....

Return agreement form to  
Ph: 1800 680 559 Fax: 1800 680 561  
Ph: 61 2 9836 4409 Fax 61 2 9836 4420

ACEL Conference Secretariat  
PO Box 4268, Winmalee NSW 2777  
ABN: 28 357 150 141  
Email: [acel@pnc.com.au](mailto:acel@pnc.com.au)