2010 Conference

HOSTING AND HARVESTING

Creating the change we wish to see in the world

2010 COMMONWEALTH COUNCIL FOR EDUCATIONAL ADMINISTRATION AND MANAGEMENT AND THE AUSTRALIAN COUNCIL FOR EDUCATIONAL LEADERS INTERNATIONAL CONFERENCE

SYDNEY CONVENTION CENTRE
SYDNEY AUSTRALIA

International Intervisitation Program
27 – 28th September 2010

Emerging Leaders Program
27 – 28th September 2010

CCEAM and ACEL International Conference
29 – 30th September, 1 October 2010

Sponsorship Proposal

CONFERENCE ASSOCIATE PARTNERS
Australia Council for Educational Leaders – NSW Branch
Australian Professional Teachers Association
The Event:
The organising committee of the Australian Council for Educational Leaders and the Commonwealth Council for Educational Administration and Management would like to extend an invitation for you to become a Sponsor at the Hosting and Harvesting: Creating the change we wish to see in the world Conference and Exhibition, which will be held at the Sydney Convention Centre, Sydney 29-30 September, 1st October 2010.

Your Hosts:
The Australian Council for Educational Leaders (ACEL) 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 and Branch level. ACEL and its Branches host internationally recognised conference Programs and travelling scholar Programs 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 6 000 members.

The Commonwealth Council for Educational Administration and Management (CCEAM) is an organisation dedicated to fostering cooperative and collaborative exchanges internationally amongst education leadership, administration and management professionals. The CCEAM is affiliated to the CCIE (the Commonwealth Consortium for Education), which provides a forum through which the concerns of the CCEAM and its affiliated members can make representations and participate in Commonwealth activities.

The Venue:
Situated on the waterfront at Darling Harbour, the Sydney Convention and Exhibition Centre is one of the world’s most imaginative urban redevelopments, alive with shops, restaurants and visitor attractions. Darling Harbour offers first class facilities with more than 17,000 hotel rooms located nearby, great restaurants and live entertainment, with beautiful gardens, fantastic attractions and the central business district all within walking distance—or hop on the light rail or monorail, take a cab, or jump on a ferry or water taxi to other areas of Sydney.

Sponsorship & Exhibition Opportunities:
Conferences and their associated exhibitions are an effective and direct means of presenting your organisation’s products and services to a receptive target audience. This year’s ACEL Conference is expected to attract well over 1500 delegates from all Australian states and territories and a contingent of international visitors.

Added benefits to your company include:
• An enhanced company profile and business opportunities across Australia
• An opportunity to raise your brand awareness and give clients “hands on” experience of your products when they are in a relaxed environment without the pressures of day to day work
• An opportunity to launch and promote new products
• Exposure to a targeted audience of key educational decision makers representing a large range of schools in across Australia and Internationally
• Excellent opportunities for developing public relations and networks with major stake holders in education
• A forum for wide acknowledgement of your involvement in, and commitment to, the support of education
• A non-intrusive and generous supportive gesture to education, whilst providing excellent exposure and business opportunities

Sponsor status and its associated benefits.
This conference offers a wide range of sponsorship opportunities ranging from single sheet satchel insertions right through to Platinum Conference Sponsor.

All packages can be tailored to suit the individual sponsor’s needs. Please contact Noel Kind at noelkind@bigpond.com or 0400 007 688 to discuss packages to suit your needs. All catering (morning teas and buffet lunches) will be served in the exhibition areas to ensure exhibitors maximum interaction with conference participants and exhibitor exposure. All sponsorship and exhibition prices in this document are exclusive of GST (unless otherwise specified).
Trade Exhibition Displays and Access to Delegates:
The Program will be designed to encourage delegates to visit sponsors by providing all “Morning Tea with Sponsors” and “Buffet Lunch with Sponsors” sessions with numerous breaks during the conference. A number of Tea and Coffee Stations will be provided in trade exhibition space.

Sponsorship Packages

Package 1

PLATINUM PARTNER ($15,000.00 plus GST) “Collaborative, value-added partnership”

Platinum Sponsorship will provide a collaborative, value-added partnership throughout the Conference.

Benefits
- Recognition as an ACEL Platinum Partner and Conference Sponsor with corporate logo on all printed Conference material including the Program and in Conference Publicity
- Recognition as an ACEL Platinum Partner and Conference Sponsor with corporate logo on the Conference website with a hyperlink to your home page and a 50 word company profile on the Conference website
- Recognition as an 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 Program and Trade Exhibition Directory. 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 the ACEL Platinum Sponsor during the Welcome and Closing Ceremonies
- 5 minute innovative presentation to conference delegates
- Complimentary 6m x 3m trade display space within a prominent location of the venue
- 4 complimentary Conference registrations including invitations to the Conference Dinner
- Company A3 folded brochure inserted in delegate satchels
- Access to electronic copy of delegate list including email addresses. 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 Benefits
- 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 organization with a high level of association with this event
- Listed as Conference Dinner sponsor in Conference Program

Package 2

GOLD SPONSOR ($10,000.00 plus GST) “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 Program 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 Conference Program and Trade Exhibition Directory (material to be supplied by sponsor)
- 2 minute Powerpoint/DVD advertisement prior to 1 Keynote session
- Complimentary 6m x 3m trade display space within a prominent location of the venue
- 3 complimentary Conference registrations including invitations to the Conference Dinner
- Company A3 folded brochure inserted in delegate satchels
- Access to electronic copy of delegate list including email addresses. 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 ($6,000.00 plus GST) “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 Program and Conference Publicity
- Acknowledged as a Silver Sponsor with corporate logo on all sponsorship signage
- One Third page advertising space (mono) in the Conference Program and Trade Exhibition Directory. Material to be supplied by sponsor
- Complimentary 3m x 3m trade display space within a prominent location of the venue
- 2 complimentary Conference registration including invitation to the Conference Dinner
- Company A4 folded brochure inserted in delegate satchels
- Access to electronic copy of delegate list including email addresses. 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 recognized as a sponsor of the Morning Tea break (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 ($4,000.00 plus GST) “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 Program and Conference publicity
- Acknowledged as a Bronze sponsor with corporate logo on sponsorship signage
- All Bronze sponsors listed in program in alphabetical order
- Complimentary 3m x 3m trade display space within a prominent location of the venue
- 1 complimentary Conference registration. Tickets for social events are not included. Extra tickets need to be booked and paid for separately
- Company A4 folded brochure inserted in delegate satchels
- Access to a hard copy delegate list including email addresses. 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 ($1,000.00 plus GST)

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

Benefits
- Company A4 brochure inserted in delegate satchels

Please do not hesitate to ask about alternative packages that can be tailored made to suit your needs.
Exhibition Details:
The exhibition area will open at 8am on Wednesday 29th September and will conclude after lunch on Friday afternoon 1st October. To maximize exhibitor contact with delegates, stand up morning teas and buffet lunches will be served in the exhibition area. We encourage exhibitors to consider innovative activities and incentives to draw delegates to their stand. Moreton Hire have been contracted to provide and construct modular display trade booths.

Standard Exhibition Package Details:
Trade Booths up to 3m x 3m in size include:
- Complete 2.4m Walling system for each booth comprising fabric frontrunner velcro compatible panels.
- Company name on a vinyl sign set on fascia panels of each booth, printed in silver (corner booths 2 signs). Maximum of 25 characters.
- 2x 150 watt spotlights
- 1 x 10amp powerboard
- Trestle table with 2 chairs and table cloth
- Bump in from 2pm Tuesday 28th September
- Bump out from 2pm Friday 1st October

Additional Items:
Any additional items such as larger booths, extra power, lighting and furniture can be arranged at sponsors own cost.

Additional Information:
Stands will be allocated to exhibitors in the order booking forms and payment are received with major sponsors receiving first priority of choice of stands.

It is policy of the Conference Planning Committee to welcome and invite Sponsors to attend all sessions. Social functions will be rewarding events and present each sponsor/exhibitor with a unique opportunity to network with conference delegates and industry colleagues. Further exhibition and accommodation details will be sent to registering sponsor/exhibitors via a full “Exhibitor Kit” approximately three months prior to the conference.

Conditions of Payment for Sponsors/Exhibitors
Half payment (50%) is to be paid upon invoice. Final payments are to be made by Friday 27th August, 2010.

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 the 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 proposal is correct at the time of publication. The committee reserves the right to change any part of the proposal.

How to Register and Pay your Sponsorship

1. REGISTRATION:
Complete the Sponsor Registration form and Email to: noelkind@bigpond.com (preferred option)
or Fax: 1800 680 561 or +612 4732 1711

2. PAYMENT OF SPONSORSHIP
A Tax Invoice will be sent to you once the registration form has been received. 50% of total payment will need to be paid upon receipt of Invoice. The remaining balance is due Friday 27th August 2009.
<table>
<thead>
<tr>
<th>Sponsor Level/Benefits</th>
<th>Platinum $15,000 plus GST</th>
<th>Gold $10,000 plus GST</th>
<th>Silver $6,000 plus GST</th>
<th>Bronze $4,000 plus GST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition as the Platinum Sponsor in all mail outs and conference materials. Company logo on all conference material</td>
<td>✓</td>
<td>X</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Display of Company banner/logo in main conference area for duration of conference</td>
<td>✓</td>
<td>X</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>5 Minute presentation to delegates prior to a keynote address, or at other negotiated time.</td>
<td>✓</td>
<td>X</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Display of goods &amp; services during the 3 day conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Full display stand with display panels, table, chairs, tablecloth, spotlights, power point and company name sign</td>
<td>Approx 6m x 3m 4 chairs</td>
<td>Approx 6m x 3m 4 chairs</td>
<td>Approx 3m x 3m 2 chairs</td>
<td>Approx 3m x 3m 2 chairs</td>
</tr>
<tr>
<td>Number of Conference Dinners with sponsorship level</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>Not included</td>
</tr>
<tr>
<td>Acknowledgement of sponsor in mail outs to delegates and on conference Program/Trade Exhibition Booklet</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Display of banner during sponsored event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Logo and advertisement (copy to be supplied) in Conference Program</td>
<td>Full page</td>
<td>1/2 page</td>
<td>1/3 page</td>
<td>X</td>
</tr>
<tr>
<td>Logo and advertisement in Trade Exhibition and Sponsor Directory</td>
<td>Full page</td>
<td>1/2 page</td>
<td>1/3 page</td>
<td>X</td>
</tr>
<tr>
<td>Access to delegates/participants during all breaks</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Advertising material in satchel or folder</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to conduct promotional competition</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Full delegate list (Electronic copy with email addresses if privacy provisions allow)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Full delegate list (Hard copy with email addresses if privacy provisions allow)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>✓</td>
</tr>
<tr>
<td>Provision of name tags if required</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Certificate of Appreciation acknowledging sponsorship status</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Provision of security arrangements</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Listen in Conference program alphabetically</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2 minute Powerpoint/DVD advertisement prior to 1 Keynote session</td>
<td>X</td>
<td>✓</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>