



CELEBRATING 50 YEARS:

LEARNING FROM THE PAST, LEADING FOR THE FUTURE

ACEL NATIONAL
CONFERENCE 2023

BRISBANE, 27-29 SEPTEMBER 2023



Proudly supported by the
Department of Education



Queensland
Government

SPONSORSHIP PROSPECTUS

LEARNING FROM THE PAST, LEADING FOR THE FUTURE

ACEL NATIONAL CONFERENCE 2023

INFLUENCE \ REACH \ TARGET \ NETWORK

About ACEL

As Australia's peak professional organisation for educational leaders, ACEL knows what it means to lead in a time of complex change. ACEL is a forward-thinking, relevant and responsive agent of change and innovation in education in Australia.

ACEL is the independent voice of educational leaders across all sectors and all phases of learning. It has a growing network of more than 7000 members and over 45,000 educators, with branches in each state and territory.

Why Exhibit at/Sponsor the Conference?

- ✓ Exposure at the premier conference in Australia for educational leaders.
- ✓ Showcase your products and services to the top senior educators, principals, department heads and school leaders.
- ✓ Engage with potential clients and strengthen your relationship with existing ones.
- ✓ Sponsorship packages deliver exposure pre/during and post conference across onsite, direct, social media and digital. Deliver your message to conference attendees but also ACEL Membership and full databases.
- ✓ Access to ACEL database and delegate listing.
- ✓ Elevate your brand in the education industry.

Sponsorship packages and commitment levels can be tailored to suit your marketing strategies. Discuss with the team and we can structure a custom package to suit your needs and your budget.

All prices quoted in this document are exclusive of GST



To view deliverables and artwork
dimensions for digital and print please visit
[ancel.org.au/artwork](https://www.ancel.org.au/artwork)

PREMIUM SPONSORSHIP PACKAGES

	Platinum	Gold	Silver
Cost	\$18,500	\$14,500	\$10,500

ON SITE

Exhibition Stand	✓ 6m x 2m	✓ 3m x 2m	✓ 3m x 2m
Locking Cupboard	✓	✓	✓
Stools x 2	✓	✓	✓
Fascia sign	✓	✓	✓
Power & Lighting	✓	✓	✓
Conference Registration (access to all sessions and catering breaks)	✓ x4	✓ x2	✓ x2
Ticket to Conference Dinner	✓ x4	✓ x2	

DURING EVENT

Formal recognition from ACEL during Welcome Address	✓	✓	✓
Opportunity to include a delegate satchel insert	✓	✓	✓
Delegate contact list provided post conference [Including name, company, state and email - subject to privacy laws and consent]	✓	✓	✓
Opportunity to include a 30-sec video presentation to be played in between sessions	✓		

CONFERENCE PROGRAM

Company profile to be included on conference program [Including custom website + public contact email and phone]	✓ 200 Words	✓ 120 Words	✓ 100 Words
Acknowledgement as "Major Partner" and priority positioning on Partners page listing	✓		
Advertisement included	✓ x2 Full Page	✓ Full Page	✓ Half Page
Logo included on front cover	✓	✓	



DIGITAL ADVERTISING

	Platinum	Gold	Silver
Acknowledgement across all conference promotions including website, online platform	✓	✓	✓
Acknowledgement as "Major Partner" and priority positioning in sponsor/partner listings	✓		
Company profile to be included on Partners Page. [Including link to website of your choice, contact email and phone - if provided by sponsor]	✓ 200 Words	✓ 120 Words	✓ 100 Words
Acknowledgement across ACEL social media platforms (LinkedIn, Facebook, Twitter)	✓	✓	✓
Logo added to partner string as footer to all Conference pages	✓	✓	✓
Pre-Conference Electronic Direct Mail [EDM] advertisement to ACEL database	✓	✓	
Post-Conference Electronic Direct Mail [EDM] advertisement to ACEL database	✓		
Digital Billboard (banner graphic) on Conference homepage with custom hyperlink	✓		
Digital Billboard (banner graphic) on Conference Partners page	✓	✓	✓

AEL JOURNAL

[The Australian Educational Leader]

Complimentary Advertisement
[Digital + Print]✓ Full Page
x4 Issues✓ Full Page
x2 Issues✓ Half Page
x1 Issue

About The Australian Educational Leader

- ACEL flagship educational leadership journal
- Published quarterly, the AEL steers itself as a forward thinking, relevant, and responsive agent of change and innovation
- Distributed through print and digital to ACEL Membership





Conference Dinner Sponsor

\$10,000

- Acknowledgement across all conference promotions including website, online platform and printed program
- 80-word profile included on sponsor page and printed program
- 2-minute welcome address during conference dinner
- 1 x complimentary registration with access to all sessions and catering breaks
- 10 x complimentary tickets to the Conference Dinner
- Logo included on dinner menu/program
- Dedicated slide on main screen during guests entrance
- Sponsor may supply a freestanding banner [at Sponsor's cost] to be positioned at the entrance to the Welcome Reception venue



Lounge Sponsor

\$10,000

- 6m x 4m lounge [including 4 x graphic rear wall, counter, 6 x shelves and brochure holders, spotlights, power and 3 x tub sets]
- Acknowledgement across all conference promotions including website, online platform and printed program
- 80-word profile included on sponsor page and printed program
- 2 x complimentary registration with access to all sessions and catering breaks



Recharge Lounge Sponsor

\$8,000

- 6m x 2m lounge [includes a mobile charging station, 2 x locking cupboards with graphic panels, spotlights, powerpoints, 3 x ottoman sets]
- Acknowledgement across all conference promotions including website, online platform and printed program
- 80-word profile included on sponsor page and printed program
- 2 x complimentary registration with access to all sessions and catering breaks





Welcome Reception Sponsor

\$4,000

- Acknowledgement across all conference promotions including website, online platform and printed program
- 60-word profile included on sponsor page and printed program
- 1 x complimentary registration with access to all sessions and catering breaks
- 3 x complimentary tickets to the Welcome Reception
- Sponsor may supply a freestanding banner [at Sponsor's cost] to be positioned at the entrance to the Welcome Reception venue



Catering Sponsor - All 3 days

\$4,000

- Acknowledgement across all conference promotions including website, online platform and printed program
- 60-word profile included on sponsor page and printed program
- 1 x complimentary registration with access to all sessions and catering breaks
- Sponsor may supply a freestanding banner [at Sponsor's cost] to be positioned at the catering area
- Sponsor may display marketing collateral on catering stations





Conference Program Sponsor

\$5,000

- Acknowledgement across all conference promotions including website, online platform and printed program
- 1 x complimentary registration with access to all sessions - ***New additional entitlement this year!***
- 60-word profile included on sponsor page and printed program
- and catering breaks
- Company logo published on the front cover of the printed program
- Full-page advertisement included on the inside front cover of the printed program

Printed program

- Given to all delegates digitally before event and a printed copy in their satchel
- Contains conference program timings, session outlines and venue information.



Conference Satchel Sponsor

\$4,250

- Sponsor logo on Conference satchel [one-coloured print]
- 1 x complimentary registration with access to all sessions - ***New additional entitlement this year!***
- Acknowledgement across all conference promotions including website, online platform and printed program
- 60-word profile included on sponsor page and printed program

Delegate satchel

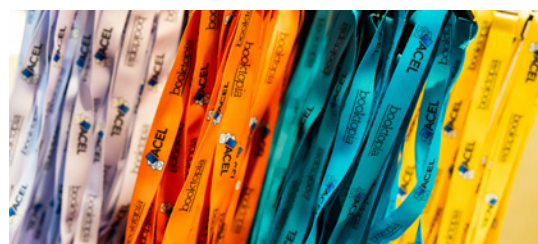
- Given to all delegates upon registration. Includes printed souvenir program and sponsor inserts



Conference Lanyard Sponsor

\$4,250

- Sponsor logo on Conference lanyard [one-coloured print]
- 1 x complimentary registration with access to all sessions - ***New additional entitlement this year!***
- Acknowledgement across all conference promotions including website, online platform and printed program
- 60-word profile included on sponsor page and printed program





Exhibitor

\$3,500

- 3m x 2m booth [including 1 x locking cupboard, 2 x stools, light, power and fascia sign]
- Acknowledgement across all conference promotions including website, online platform and printed program
- 60-word profile included on sponsor page and printed program
- 2 x complimentary registration with access to all sessions and catering breaks

Exhibition Stand

- Digital Printing of Company name
- Back Wall Lighting
- Power & Lighting
- Locking cupboard & stools



Satchel Insert

\$600

- Inclusion of 1 promotional brochure or delegate gift to be included in the Conference satchel [item must be approved by ACEL]

BOOKING FORM



Please return with payment details.
Payment can be made via credit card or EFT.

Title:	First Name:	Surname:
Telephone:	Mobile:	
Position:	Organisation:	
Mailing Address:		
Town/City:	State:	Postcode:
Email:		

Accounts Contact

Name:
Number:
Email:

SPONSORSHIP	AMOUNT
<input type="checkbox"/> Package: Platinum	\$18,500
<input type="checkbox"/> Package: Gold	\$14,500
<input type="checkbox"/> Package: Silver	\$10,500
<input type="checkbox"/> Conference Dinner Sponsor	\$10,000
<input type="checkbox"/> Lounge Sponsor	\$10,000
<input type="checkbox"/> Recharge Lounge Sponsor	\$8,000
<input type="checkbox"/> Welcome Reception Sponsor	\$4,000
<input type="checkbox"/> Catering Sponsor (All 3 days)	\$4,000
<input type="checkbox"/> Conference Program Sponsor	\$5,000
<input type="checkbox"/> Conference Satchel Sponsor	\$4,250
<input type="checkbox"/> Conference Lanyard Sponsor	\$4,250
<input type="checkbox"/> Satchel Insert	\$600
<input type="checkbox"/> Exhibitor Only	\$3,500

TOTAL (exc. GST) \$

Please make all cheques payable to:

AUSTRALIAN COUNCIL FOR EDUCATIONAL LEADERS

☐ Please tick here if you require an invoice so that payment can be made by EFT to ACEL's bank account.

Terms & Conditions:

By completing this form you are accepting ACEL's Sponsorship Terms and Conditions available in the 'ACEL Policies' section at www.acel.org.au

Please ensure that yourself and the credit card holder read and understand these terms and conditions prior to purchase.

TAX INVOICE ABN 75 132 672 416

All rates are quoted in Australian Dollars

Payment Details

Card Number

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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☐ Master Card Expiry Date (MM/YY) /

☐ Visa CCV

Name on card _____

Signature _____

Contact

Australian Council for Educational Leaders:
PO Box 876, Strawberry Hills, NSW 2012

1800 680 559 | conference@acel.org.au