



SPONSORSHIP PROSPECTUS

ACEL National Conference 2025

29 September -
1 October 2025

Hilton
Sydney

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 5,000 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	\$19,500	\$15,500	\$11,400

ON SITE

Exhibition Stand	✓ 6m x 2m	✓ 3m x 2m	✓ 3m x 2m
Trestle Table	✓	✓	✓
Chairs 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 display your brochure at a dedicated static display in the foyer, allowing delegates to conveniently browse and collect your materials throughout the event	✓	✓	✓
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	✓		
Company logo on the printed Program leaflet	✓	✓	✓
Company logo featured on the onsite sponsor acknowledgement signage	✓	✓	✓



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)	✓	✓	✓
Banner advertisement in Pre-Conference Electronic Direct Mail (EDM) to ACEL database	✓	✓	
Banner advertisement in Post-Conference Electronic Direct Mail (EDM) to ACEL database	✓		
Banner advertisement on Conference homepage with hyperlink	✓		
Banner advertisement on Conference Partners page with hyperlink	✓	✓	✓

AEL JOURNAL

[The Australian Educational Leader]

Complimentary Advertisement [Digital Journal]	✓ Full Page x4 Issues	✓ Full Page x2 Issues	✓ Half Page x1 Issue
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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 digitally to ACEL Membership





Conference Dinner Sponsor

\$11,000

- 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



Welcome Reception Sponsor

\$4,500

- 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

\$4,500

- 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 Lanyard Sponsor

\$4,750

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





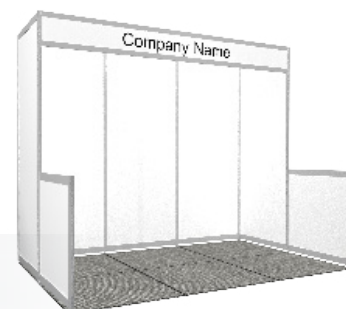
Exhibitor

\$4,350

- 3m x 2m booth
[including 1 x trestle table, 2 x chairs, 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
- Trestle table & 2x Chairs



Static Display

\$600

- Display your brochure/gift at a dedicated static display in the foyer, allowing delegates to conveniently browse and collect your materials throughout the event

SPONSORSHIP BOOKING FORM

Please return with payment details.
Payment can be made via credit card, EFT or cheque.
If you wish to discuss payment options/negotiate a payment plan, please contact ACEL on 1800 680 559.



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	\$19,500
<input type="checkbox"/> Package: Gold	\$15,500
<input type="checkbox"/> Package: Silver	\$11,400
<input type="checkbox"/> Conference Dinner Sponsor	\$11,000
<input type="checkbox"/> Welcome Reception Sponsor	\$4,500
<input type="checkbox"/> Catering Sponsor (All 3 days)	\$4,500
<input type="checkbox"/> Conference Lanyard Sponsor	\$4,750
<input type="checkbox"/> Exhibitor Only	\$4,350
<input type="checkbox"/> Static Display	\$600

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 at the end of this document.

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

Contact

Australian Council for Educational Leaders:
Suite 5, Level 5, 100 George St,
Parramatta NSW 2150
1800 680 559
conference@acel.org.au

Payment Details

☐ Master Card

Card Number

☐ Visa

CSV

☐ Cheque

Expiry Date (MM/YY)

Name on card

Signature



TERMS AND CONDITIONS

Australian Council for Educational Leaders (ACEL) Conference Sponsorship & Exhibition Terms & Conditions

ACCEPTANCE AND ALLOCATION

ACEL reserves the right to accept or reject any application for sponsorship at its absolute and unfettered discretion with the return of any deposit paid. Sponsorship and exhibition packages, which may be limited in number, will be generally allocated to those organisations who apply first. Allocation of sponsorship packages and booths regardless of the preference indicated, and alteration of the floor plan is at the discretion of the conference organising committee and conference organiser, whose decision will be final.

ACEL Bookshop reserves the right to sell books and publications at ACEL events and national conferences. Thus, no other exhibition booth is permitted to sell books at ACEL events and conferences unless it is part of a sponsorship arrangement with ACEL.

APPLICATION AND PAYMENT

Complete the Booking Form and return it to ACEL together with a minimum deposit of 50% of the total payment due. On receipt of the form, a confirmation letter will be sent with a tax invoice/receipt for the deposit amount. Final payment of the remaining amount (if applicable) is due one month prior to the event. A tax invoice will be sent to you. Some flexibility with this final payment will be available given varying financial year payment requirements. If your payment is not received by the due date or as negotiated, the sponsorship will become available to other interested organisations. As spaces are strictly limited, returning a Booking Form does not guarantee a place as a conference sponsor/exhibitor. You will be contacted to confirm your acceptance as a sponsor/exhibitor.

CANCELLATION POLICY

In the case of your cancellation of sponsorship and/or exhibition booth, notification in writing should be sent to ACEL. If the cancellation is received up to 3 months before the event, an administration fee of 25% of the total price is retained. If the cancellation is received within 3 months, no refund is applicable.

CONSEQUENTIAL DAMAGE

ACEL will not be liable for any indirect or consequential damages arising out of a breach of this sponsor/exhibitor contract.

PUBLIC LIABILITY INSURANCE

Exhibitors must provide a certificate of Public Liability insurance to a minimum of A\$20 million to ACEL no later than 4 weeks prior to the conference date and ensure cover includes the conference dates.

DETAILED REQUIREMENTS AND DUE DATES

ACEL's requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts or other arrangements will be sent to you in a confirmation letter prior to the event with relevant due dates. Logos will be requested in both a .jpg and .eps format (high resolution 300dpi). Should an alternative format be received, ACEL cannot be held responsible for the quality of the logos displayed in any of the promotional material. In the event that materials, information or artwork required by ACEL are not received by the designated due date, their use for their intended purpose cannot be guaranteed. The value of these entitlements will not be refunded if this is the case.

EXCEPTIONAL CIRCUMSTANCES

ACEL reserves the right to change the venue and duration if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force as long as the sponsor is informed at least one month before the planned conference. Reasonable endeavours will be used to remedy the impact of exceptional circumstances.

EXHIBITOR DISPLAY RULES

ACEL shall determine the hours during which the exhibition shall be conducted and as to the hours of access for exhibitors including variations of such times as shall be necessary. The exhibition booth is to be fully manned and operational and will not commence removal or change any of the areas, until after the exhibition closes. No advertising material, such as banners are allowed outside the designated booth area. Excessive noise that inconveniences other exhibitors or the conference will not be allowed. ACEL will be the sole judge as to whether there is an annoyance.

No obstruction of any form in the aisles and walkways is permitted. While companies are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other companies or detracting from the exhibition will be discouraged. The exhibitor will acknowledge that ACEL will not be responsible for any loss or damage to the exhibitor's property and that all exhibitor material and equipment is the sole responsibility of the exhibitor.

RESPONSIBILITY

ACEL accepts no responsibility for any act, accidents, omissions on the part of service providers, the accuracy or content of any written or oral statements by speakers in connection with this event that result in delay, damage to property or injury.

SPONSORSHIP OPPORTUNITIES

Please refer to the sponsorship opportunities on the Sponsorship prospectus. Any variations to the description of each package must be agreed upon in writing with ACEL.

UNAVOIDABLE OCCURRENCES

In the event that the conference/exhibition is cancelled or delayed through no fault of ACEL or venue/s including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events the sponsor/exhibitor shall not be entitled to any refund or claim for any loss of damage.

VENUE/S

The sponsor/exhibitor and the servants, agents, contractors and invitees of the sponsor/exhibitor are also to observe the rules, regulations and procedures as prescribed by the venue/s.