



INSPIRING HOPE, LEADING OUR FUTURE

2022 ACEL NATIONAL CONFERENCE



SYDNEY, 28 - 30 SEPTEMBER



- INFLUENCE
- REACH
- TARGET
- NETWORK

SPONSORSHIP PROSPECTUS

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. Our trusted voice is a result of a strong network of practitioners, policy makers and researchers who make up our membership and customer base.

Why Exhibit at/Sponsor the Conference?

- ✓ Exposure at the premier conference in Australia for educational leaders
- ✓ Target your products and services to the top senior educators, principals, department heads and managers
- ✓ Engage with potential clients
- ✓ Sponsorship packages deliver exposure pre/during and post conference across onsite, direct, social, media and digital. Delivering your message to conference attendees but also ACEL Membership and full databases
- ✓ Be included in media, journal and advertising campaign
- ✓ Access to ACEL database and delegate listing
- ✓ Digital app and online integration
- ✓ Improve brand recognition in the industry.

Sponsorship packages and commitment levels can be tailored to suit your marketing strategies. Have any additional requirements or requests? 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
Closet	\$15,000	\$12,000	\$8,000

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	✓ 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]	✓		
Opportunity to include a 30-sec video presentation to be played in between sessions	✓		

SOUVENIR PROGRAM [DIGITAL+PRINT]

Company profile to be included on souvenir program [Including custom website + public contact email and phone]	✓ 200 Words	✓ 100 Words	✓ 100 Words
Acknowledgement as "Major Partner" and priority positioning on Partners page listing	✓		
Advertisement included [Digital + Print]	✓ 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 custom web direct link + public contact email and phone]	✓ 200 Words	✓ 100 Words	✓ 100 Words
Acknowledgement across ACEL social media platforms (LinkedIn, Facebook, Twitter)	✓	✓	✓
Advertisement included in the Conference souvenir program [Digital + Print]	✓ x2 Full Page	✓ Full Page	✓ Half Page
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	✓		
Conference Partners Page	✓	✓	✓
Digital MREC (graphic) On Conference online Program page with custom hyperlink	✓		
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
Digital MREC (graphic) On AEL Issue homepage with custom hyperlink	✓ x4 Issues	✓ x2 Issues	

AEL

- 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
- 60-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



Leaders 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
- 60-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
- 60-word profile included on sponsor page and printed program
- 2 x complimentary registration with access to all sessions and catering breaks





Welcome Reception Sponsor

\$6,000

- 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

\$2,000

- 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 on sponsored day
- Sponsor may display marketing collateral on catering stations on sponsored day





Conference Program Sponsor

\$5,000

- Acknowledgement across all conference promotions including website, online platform and printed program
- 60-word profile included on sponsor page and printed program
- 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

\$3,000

- Sponsor logo on Conference satchel [one-coloured print]
- 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

\$3,000

- Sponsor logo on Conference lanyard [one-coloured print]
- Acknowledgement across all conference promotions including website, online platform and printed program
- 60-word profile included on sponsor page and printed program





Plenary Session Sponsorship

\$4,000

- Opportunity to select an existing Plenary Session from the program to align with (subject to approval by ACCEL and consent by speaker)
- Opportunity for company executive to give a 2 minute welcome address (content to be approved by ACCEL)
- Sponsor may supply a freestanding banner [at Sponsor's cost] to be positioned on or near stage during the sponsored session
- Sponsor logo displayed on holding slide for sponsored session
- Acknowledgement across all conference promotions including website, online platform and printed program
- 60-word profile included on sponsor page and printed program



Concurrent Session Sponsorship

\$2,000

- Opportunity to select an existing Concurrent Session from the program to align with (subject to approval by ACCEL and consent by speaker)
- Opportunity for company executive to give a 2 minute welcome address (content to be approved by ACCEL)
- Sponsor may supply a freestanding banner [at Sponsor's cost] to be positioned on or near stage during the sponsored session
- Acknowledgement across all conference promotions including website, online platform and printed program
- 60-word profile included on sponsor page and printed program



Satchel Insert

\$600

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



Exhibitor

\$2,500

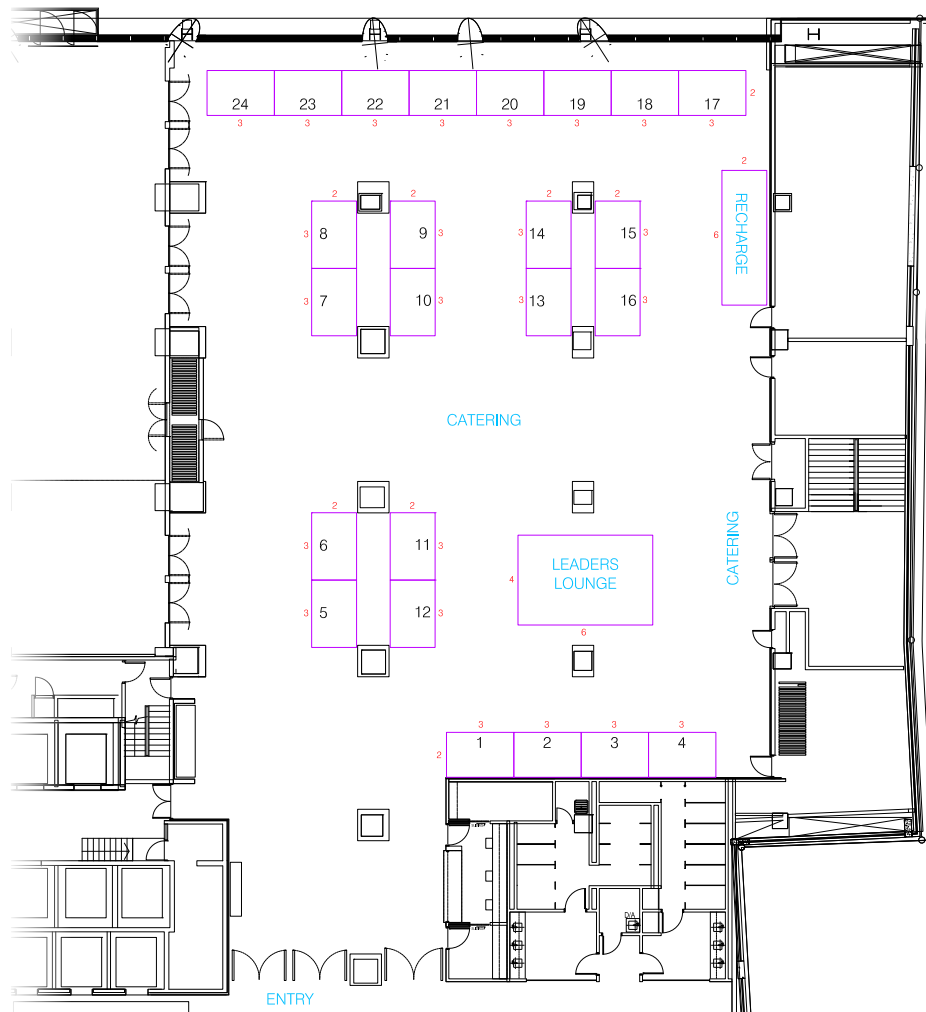
- 3m x 2m booth [including 1 x locking cupboard, 2 x stools, light, power and fascia sign]
- Acknowledgement across all conference promotions including website, online platform and printed program
- 60-word profile included on sponsor page and printed program
- 1 x complimentary registration with access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



Exhibition Stand

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

FLOORPLAN



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	\$15,000
<input type="checkbox"/> Package: Gold	\$12,000
<input type="checkbox"/> Package: Silver	\$8,000
<input type="checkbox"/> Conference Dinner Sponsor	\$10,000
<input type="checkbox"/> Leaders Lounge Sponsor	\$10,000
<input type="checkbox"/> Recharge Lounge Sponsor	\$8,000
<input type="checkbox"/> Welcome Reception Sponsor	\$6,000
<input type="checkbox"/> Catering Sponsor	\$2,000
<input type="checkbox"/> Conference Program Sponsor	\$5,000
<input type="checkbox"/> Conference Satchel Sponsor	\$3,000
<input type="checkbox"/> Conference Lanyard Sponsor	\$3,000
<input type="checkbox"/> Plenary Session Sponsorship	\$4,000
<input type="checkbox"/> Concurrent Session Sponsorship	\$2,000
<input type="checkbox"/> Satchel Insert	\$600
<input type="checkbox"/> Exhibitor Only	\$2,500

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.ancel.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

Master Card Expiry Date (MM/YY) /

Visa

Name on card _____

Signature _____

Contact

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

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