Sponsorship & Exhibition Prospectus

aase
quality education for all



22nd – 24th September 2019 • Hotel Grand Chancellor Hobart, Tasmania



• 2019 AASE CONFERENCE •

Flourishing Learners in Thriving Learning Communities



2019 AASE CONFERENCE

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Hobart, Tasmania

ABOUT THE CONFERENCE

Welcome to the 2019 Australian Association of Special Education National Conference to be held at the Hotel Grand Chancellor, Hobart from 22—24 September, 2019.

On behalf of the 2019 AASE National Conference Committee, representing AASE Tasmania, it is our pleasure to invite your organisation to participate as a Sponsor or Exhibitor, at the premier special education conference to be held in Australia during 2019.

This year's Conference will comprise of two full-days of keynote, plenary and concurrent sessions along with the Conference Welcome Reception on the evening of Sunday 22 September and the Conference Dinner on the evening of Monday 23 September at Willie Smith's Apple Shed.

The Australian Association of Special Education (AASE) has proven to be a leader in providing high quality professional development opportunities for special educators and the National Conference stands at the forefront of the professional development program. In 2019, we continue this tradition and plan to exceed expectations.

The AASE National Conference will give your organisation the opportunity to network and engage with delegates and speakers from across Australia and beyond. All sponsorship and exhibition opportunities are outlined in this prospectus and our options provide something for all sizes and levels of involvement. In 2019, the trade exhibition will be co-located with the seated unch venue so high visability it guaranteed for all participants.

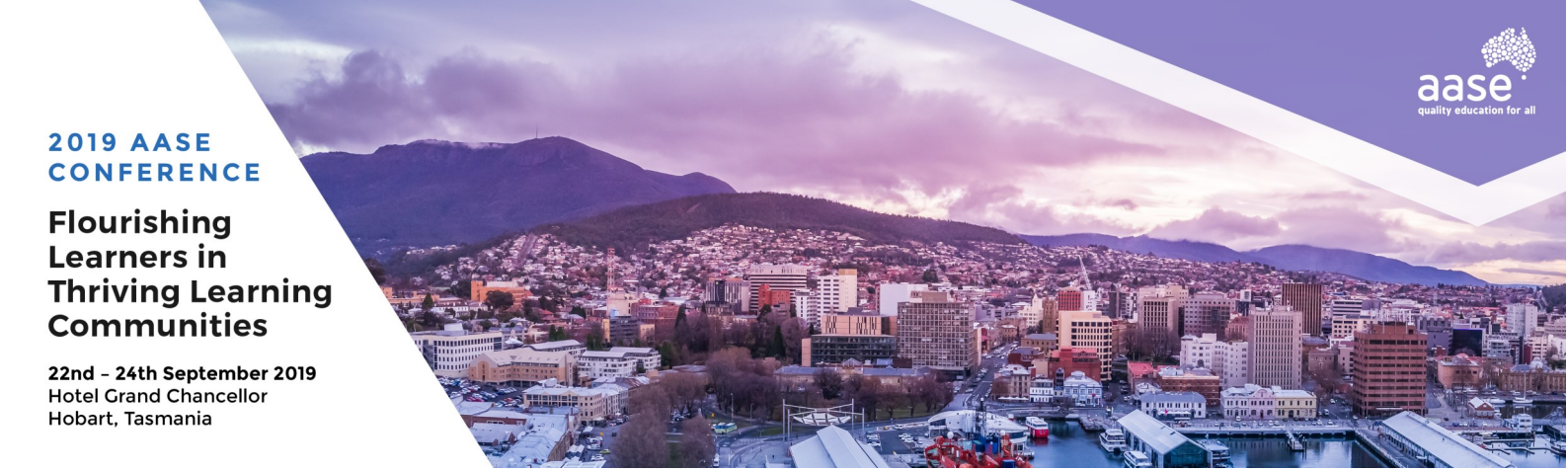
With the Conference set to attract more than 300 delegates, this is an opportunity for your organisation to increase brand awareness, network with your target audience and add value to your marketing and business development objectives.

WHO ARE THE DELEGATES?

- Teachers and School Leaders from Primary, Secondary and Special Schools
- Classroom Support Staff
- School Counsellors
- Special Education Consultants
- Academics and Researchers
- State and Federal Department of Education Officers
- Industry Service Providers
- Aspiring Leaders
- Parents

Soak up the sea air, creative culture and colonial history of Hobart, which sits on the crystal clear waters of the Derwent River, in the shadow of Mount Wellington. Walking is the best way to explore this beautiful city, from bustling Salamanca Market to the historic sandstone homes and mansions.





BENEFITS TO YOUR ORGANISATION

The Sponsorship and Trade Exhibition packages for the 2019 AASE National Conference have been designed to provide your business with maximum exposure to our delegates. All Sponsors and Exhibitors will:

- Have the opportunity to participate in a highly successful Conference with a strong history and growing delegate participation.
- Be able to launch new products and services to key decision makers.
- Have unrivalled opportunity to meet commercial prospects face-to-face.
- Be able to show your product range in real time rather than by catalogue or word of mouth.
- Raise your profile and add value to your brand.
- Have your company promoted nationally through relevant Conference publications and advertising, including editorials, promotional emails, LinkedIn and Twitter.
- Add value to your marketing strategy and accelerate the buying process.
- Have the opportunity to increase your sales and benchmark products and services against your competitors.
- Have the opportunity to network with 300 special educators

NETWORKING OPPORTUNITIES FOR SPONSORS AND EXHIBITORS

Participation in the 2019 AASE National Conference will provide a range of opportunities for Sponsors and Trade Exhibitors to interact with delegates throughout the event.

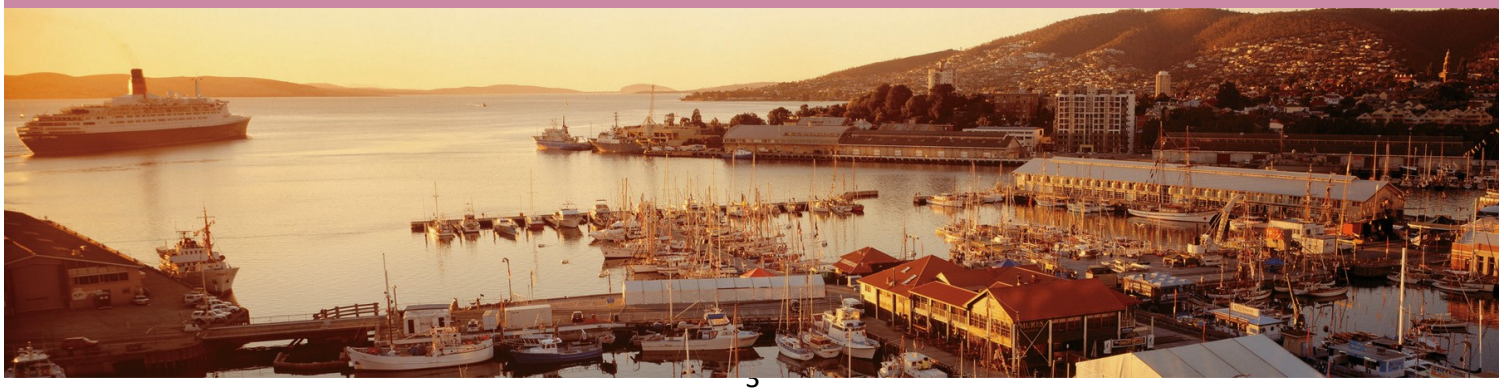
The social program this year will include; the Conference Dinner held on the evening of Monday, 23 September at Willie Smiths Apple Shed and the Welcome Reception to be held on Sunday, 22 September. These events provide attendees with extensive networking opportunities with all conference delegates.

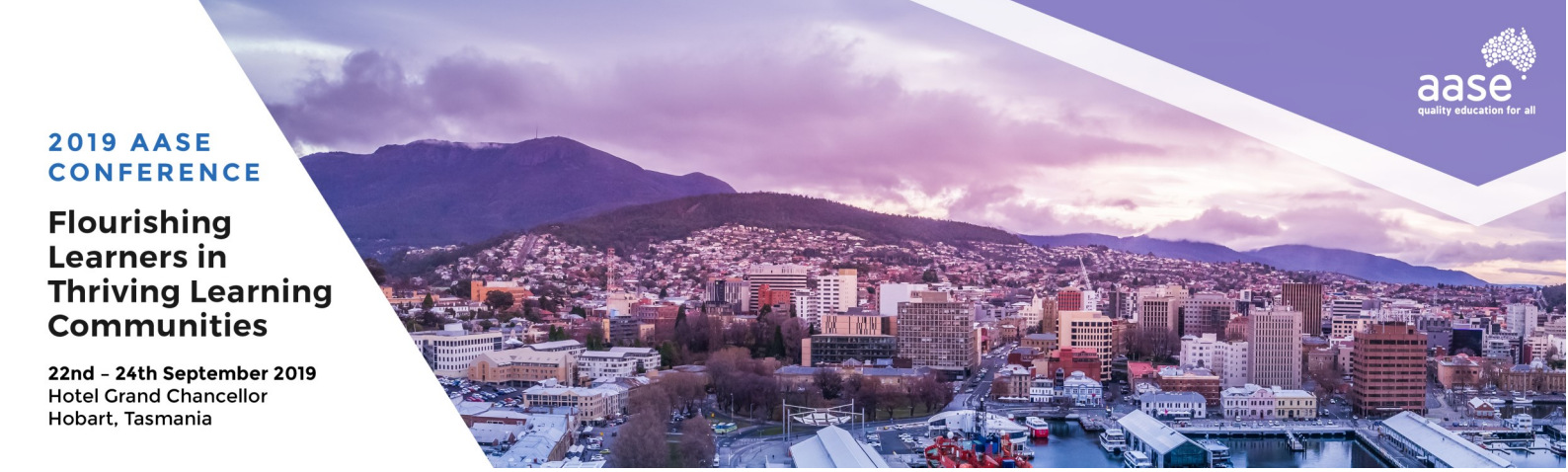
Attendance at the Dinner and the Welcome Reception is included in most Full Conference Registration packages. Additional tickets for Day Delegates or accompanying guests may be purchased. To register for the Conference as a delegate, please visit the official Conference website: www.aaseconference.com.au.

FURTHER INFORMATION

For further information about any of the information contained in this Prospectus, please contact Julie McGraw, Conference Manager at GEMS Event

Discover Hobart





2019 AASE CONFERENCE

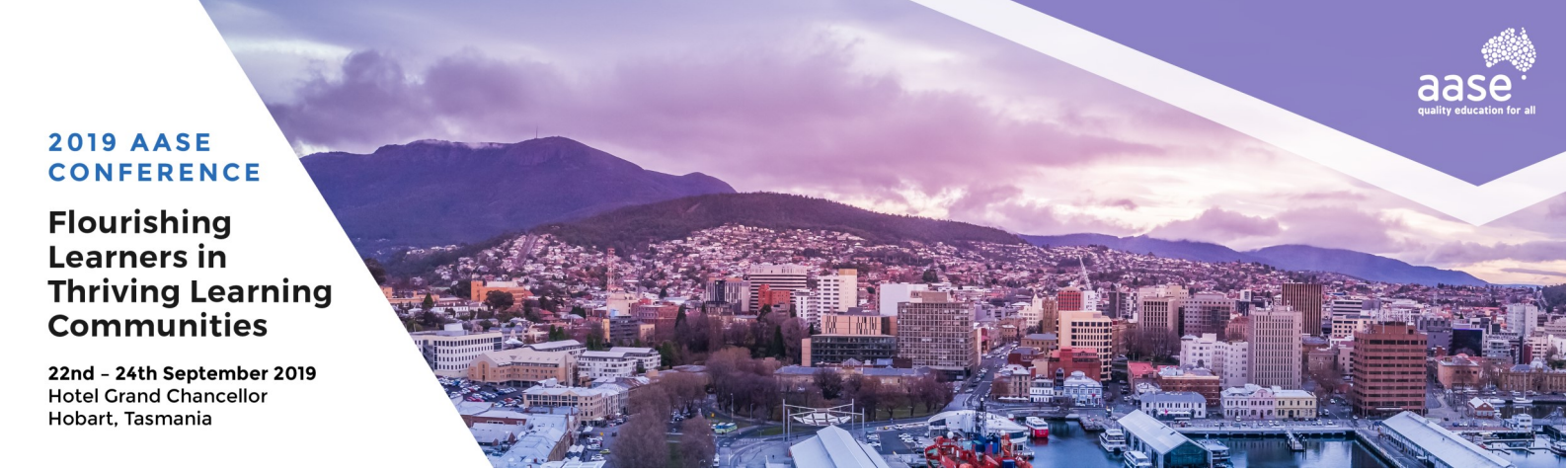
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2019 SPONSORSHIP PACKAGES

Please refer to the following pages for the detailed listing of sponsorship package entitlements. All prices are GST inclusive.

SPONSORSHIP INCLUSIONS	Platinum Conference	Gold Conference	Gold Conference Dinner Sponsor	Silver Welcome Reception	Bronze Workbook OR	Bronze App
Fees with One Exhibition Space	$9,000	$6,000	$6,000	-	-	-
Fees without Exhibition Space	$8,000	$5,000	$5,000	$4,500	$3,000	$3,000
Pull up banners to be displayed	4 @ Conference Venue	2 @ Conference Venue	2 @ Dinner Venue	2 @ Welcome Venue		
Acknowledgement on Sponsor Page of conference website and in all promotional emails	✓	✓	✓	✓	✓	✓
Additional logo placement on...	All pages of Conference website				Front cover of Workbook	Conference App
Logo displayed on Conference formality PowerPoint	✓	✓	✓ and Dinner	Conference opening PowerPoint Daily	Conference opening PowerPoint Daily	Conference opening PowerPoint Daily
5 minute address to delegates	Opening Day 1	Opening Day 2	Conference Dinner	Welcome Reception	-	-
Sponsor collateral placed in satchel	1 Item	1 Item	1 Item	-	-	-
Full Conference Registration with social events	2	1	1	-	-	-
Additional Social Function Ticket (s)	2 x Conference Dinner	1 x Conference Dinner	2 x Conference Dinner + 1 x reserved table (tickets not included)	2 x Welcome Reception	-	-
Delegate Workbook Advertisement	Two Full pages	Full page	Full page	Half page	Half page	Half page
**Full delegate listing (includes only those who wish to be disclosed)	✓	✓	✓	✓	✓	✓



PLATINUM CONFERENCE SPONSOR

Package Fee: $9,000 (including GST)

Sponsorship entitlements include:

- **One (1) trestle table exhibition space.**
- Company logo prominently displayed at the Conference. Sponsor to provide up to four (4) pull up banners to be displayed in the Plenary room and Registration Area.
- Exclusive 5 minute address to delegates in the Opening Plenary Session on Day 1 of the Conference.
- Two (2) complimentary registrations to attend the Conference (Full Two Day Registration including attendance at the Welcome Reception and Conference Dinner).
- Two (2) additional complimentary tickets to attend the Conference Dinner.
- Inclusion of promotional flyer/collateral item in the Conference Satchel (1 piece, supplied by your organisation).
- Company logo prominently displayed on all speaker introduction PowerPoint's for all keynote and concurrent sessions during the Conference.
- Inclusion of one (1) A4 double page spread, advertisement in the Conference Workbook (sponsor supplied).
- Company name, logo and web link advertised on all pages of the official Conference website and in all email correspondence promoting the event.

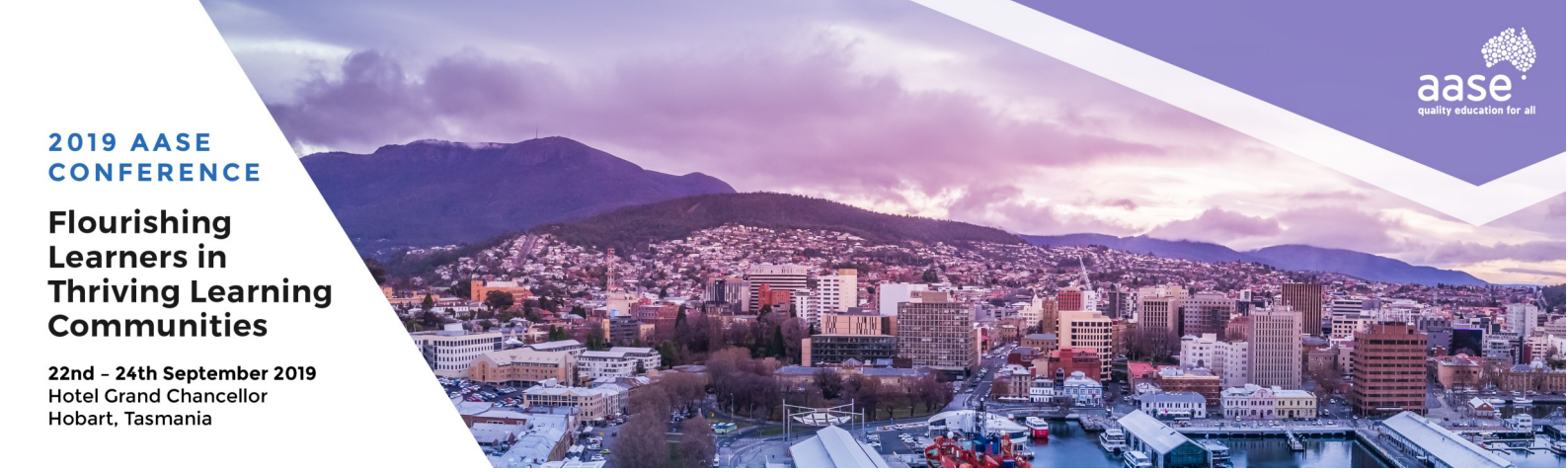
GOLD CONFERENCE SPONSOR

Package Fee: $6,000 (including GST)

Sponsorship entitlements include:

- **One (1) trestle table exhibition space.**
- Company logo prominently displayed at the Conference. Sponsor to provide up to two (2) pull up banners to be displayed in the Plenary room and Registration Area.
- Exclusive 5 minute address to delegates in the Morning Plenary Session on Day 2 of the Conference.
- One (1) complimentary registration to attend the Conference (Full Two Day Registration including attendance at the Welcome Reception and Conference Dinner).
- One (1) additional complimentary ticket to attend the Conference Dinner.
- Inclusion of promotional flyer/collateral item in the Conference Satchel (1 piece, supplied by your organisation).
- Company logo prominently displayed on all speaker introduction PowerPoint's for all keynote and concurrent sessions during the Conference.
- Inclusion of one (1) full page, A4 advertisement in the Conference Workbook (sponsor supplied).
- Company name, logo and web link advertised on the sponsor page of the official Conference website and in all email correspondence promoting the event.

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GOLD CONFERENCE DINNER SPONSOR

Package Fee: $6,000 (including GST)

Sponsorship entitlements include:

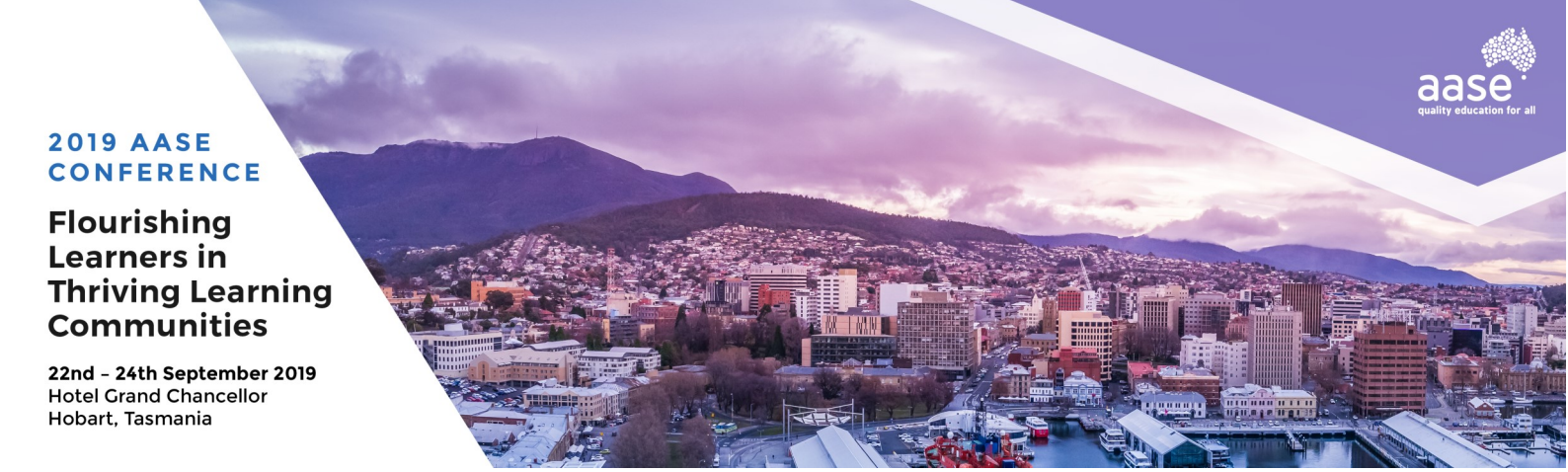
- **One (1) trestle table exhibition space.**
- Exclusive branding rights at the 2019 AASE National Conference Dinner, which will be held on Monday, 23 September, 2019 at the Willie Smith Apple Shed. Sponsor to provide up to two (2) pull up banners to be displayed in the function room.
- Exclusive 5 minute address to delegates at the 2019 AASE National Conference Dinner.
- One (1) complimentary registration to attend the Conference (Full Two Day Registration including attendance at the Welcome Reception and Conference Dinner).
- Two (2) additional complimentary tickets to attend the Conference Dinner.
- One (1) reserved table in a prominent position at the Conference Dinner (Dinner tickets not included).
- Inclusion of promotional flyer/collateral item in the Conference Satchel (1 piece, supplied by your organisation).
- Company logo displayed on Conference Opening formality PowerPoint slide, each day.
- Inclusion of one (1) half page, (A5 landscape) advertisement in the Conference Workbook (sponsor supplied).
- Company name, logo and web link advertised on the sponsor page of the official Conference website and in all email correspondence promoting the event.

SILVER WELCOME RECEPTION SPONSOR

Package Fee: $4,500 (including GST)

Sponsorship entitlements include:

- Exclusive branding rights at the 2019 AASE National Conference Welcome Reception, which will be held on Sunday, 22 September, 2019. Sponsor to provide up to two (2) pull up banners to be displayed in the function room.
- Exclusive 5 minute address to delegates at the 2019 AASE National Conference Welcome Reception.
- Two (2) complimentary tickets to attend the Conference Welcome Reception.
- Inclusion of one (1) half page, (A5 landscape) advertisement in the Conference Workbook (sponsor supplied).
- Company logo displayed on Conference Opening formality PowerPoint slide, each day.
- Company name, logo and web link advertised on the sponsor page of the official Conference website and in all email correspondence promoting the event.



BRONZE CONFERENCE WORKBOOK SPONSOR

Package Fee: $3,000 (including GST)

Sponsorship entitlements include:

- Company logo prominently displayed on the front cover (full colour) of the Delegate Workbook which will be distributed to every delegate on arrival at the Conference.
- Company logo prominently displayed on the 2019 Conference Proceedings webpage for 6 months post event.
- Inclusion of one (1) full page, A4 advertisement in the Conference Workbook (sponsor supplied).
- Company logo displayed on Conference Opening formality PowerPoint slide, each day.
- Company name, logo and web link advertised on the sponsor page of the official Conference website and in all email correspondence promoting the event.

BRONZE CONFERENCE APP SPONSOR

Package Fee: $3,000 (including GST)

Sponsorship entitlements include:

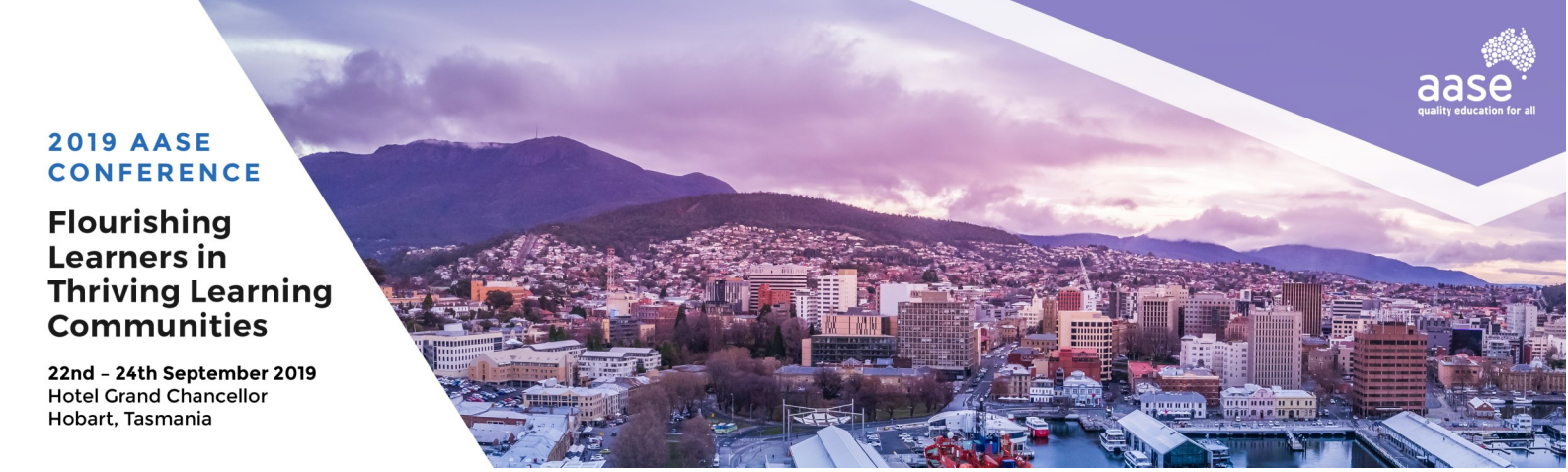
- Exclusive branding rights on the 2019 Conference App.
- Company logo prominently displayed on the 2019 Conference Proceedings webpage for 6 months post event.
- Inclusion of one (1) full page, A5 advertisement in the Conference Workbook (sponsor supplied).
- Company logo displayed on Conference Opening formality PowerPoint slide, each day.
- Company name, logo and web link advertised on the sponsor page of the official Conference website and in all email correspondence promoting the event.

Can't attend the Conference this year to promote your business?

WORKBOOK ADVERTISEMENTS

Full Page (A4) Fee: $880 (including GST)

Half Page (A5) Fee: $550 (including GST)



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2019 TRADE EXHIBITION PACKAGES

Single Exhibition Space $2,000 including GST

Your exhibition space will include:

- Floorspace of 2.5m wide and 2m deep
- 1 x Clothed trestle table (1.8m x 0.7m)
- 2 x chairs
- 1 x Velcro compatible back board
- Fascia bearing your company name (up to 30 letters)



CATERING FOR EXHIBITION STAFF

Catering is included in your exhibition package for one (1) staff member nominated to receive the complimentary Full Conference Registration. So that all members of staff can enjoy Morning Tea, Lunch and Afternoon Tea with delegates, the exhibiting company will be charged **$80 per day for each additional staff member** who is working at the Exhibition, to cover the catering fees charged by the venue.

EXHIBITOR ENTITLEMENTS

- One (1) Full Conference Registration which includes access to all sessions, catering (Morning/Afternoon Teas and Lunch) on all days of Conference.
- Company contact details listed in the Conference Delegate Workbook.
- Company web link listed on the Conference Website.
- Inclusion on the 2019 Exhibitor Passport
- One (1) complimentary ticket to attend the Welcome Reception.
- One (1) complimentary ticket to attend the Conference Dinner.
- A full delegate listing at the conclusion of the Conference (only delegates who wish to have details shared).

TRADE EXHIBITION DATES AND TIMES

The Trade Exhibition will run form 8.30 am on Monday, 23 September until the close of lunch on Tuesday, 24 September and will be located within the Federation Ballroom.

TRADE EXHIBITOR INSURANCE

Exhibitors should consult their own insurance company and/or broker for proper coverage of their exhibits and displays. In most cases you will be able to extend your existing policy. Public Liability Insurance cover for your exhibition area must be taken out for a minimum of $10,000,000 from the first day of bump in, Sunday, 22 September until the completion of bump out on the evening of Tuesday, 24 September 2019.

A copy of your Public Liability Certificate of Currency must be sent to Choonie Yeow at GEMS Event Management Australia via email to cyeow@gemsevents.com.au by no later than Friday, 30 August, 2019.



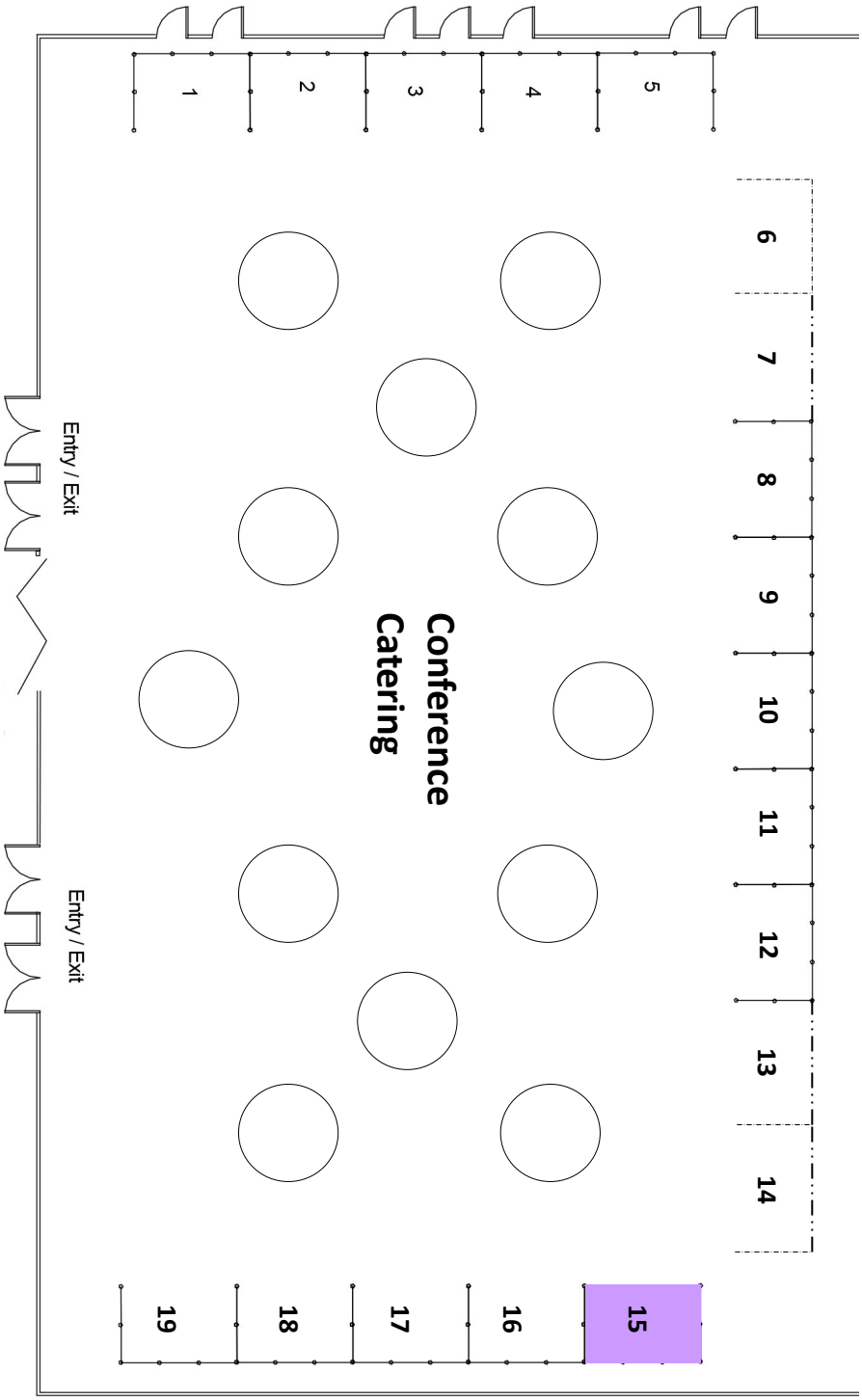
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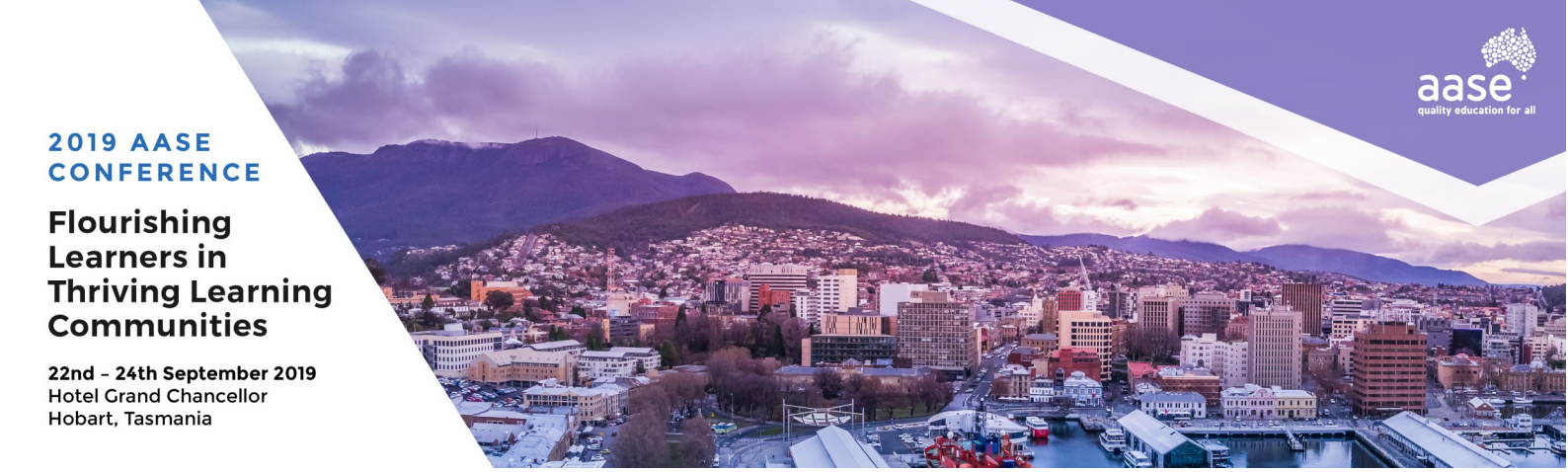
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EXHIBITOR MANUAL

The Exhibitor's Information Kit, to which will be distributed in May 2019, will provide you with all of the information you need in order to plan for your attendance as a Trade Exhibitor at the 2019 AASE National Conference.

Should you have any questions beforehand, you can contact the Conference Coordinator, Choonie Yeow at GEMS Event Management Australia on +61 2 9744 5252.

TELL EVERYONE YOU WILL BE THERE!

To assist our Sponsors and Exhibitors with pre-event marketing, we will provide you with a Conference Promotional Tile (jpg format), which you and your colleagues can add to their email signature as well as your business website. This will be provided upon receipt of the completed Sponsorship/Trade Exhibition Registration Forms.

Exhibition Space, Hotel Grand Chancellor, Hobart



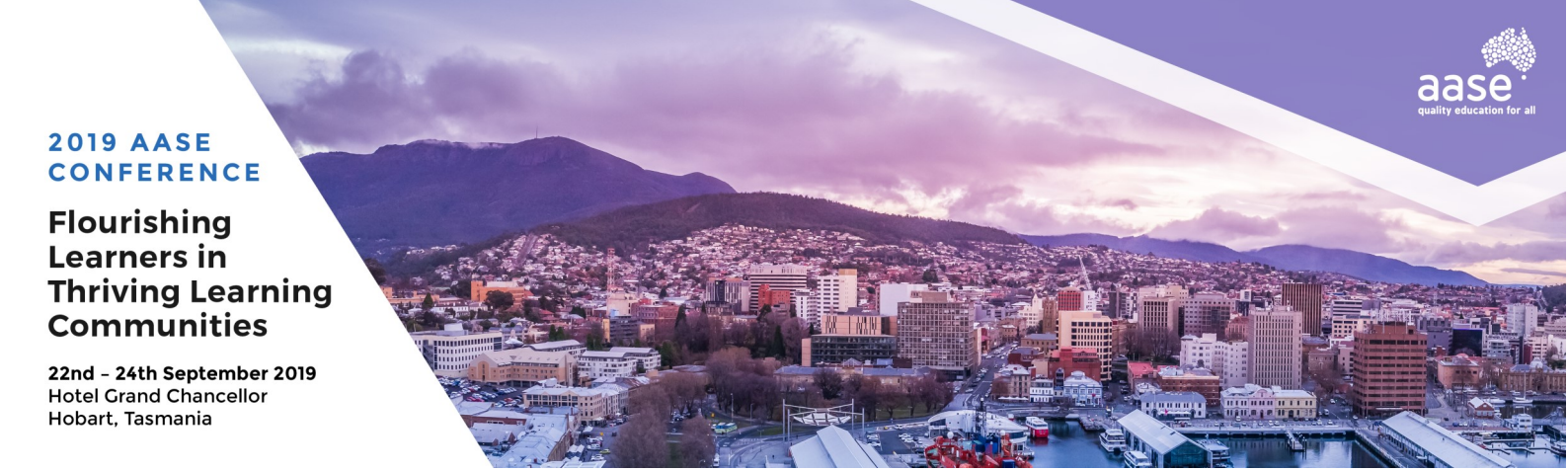
TRADE EXHIBITION PASSPORT PROGRAM

The 2019 Conference Trade Exhibition will feature a Passport Program to encourage attendees to visit each of the exhibitors and increase overall exhibition attendance.

We believe that this program will add value to those organisations who chose to make a significant investment in the Conference, by being part of our Trade Exhibition.

How the Program will Work:

- Each delegate will receive an Exhibition Passport in their Conference Satchel.
- Delegates will need to visit every exhibitor over the two days of the Conference and have their Passport stamped by each exhibitor. (Exhibitors will be provided with a stamp at the beginning of the Conference).
- When delegates have their Passports completed (stamped by all exhibitors), they will then be able to submit their Passports into the entry box located at the Conference Registration Desk.
- All Passports must be lodged at the Conference Registration Desk by the conclusion of Afternoon Tea on the final day of the Conference.
- A Prize Draw will be conducted at the closing session of the Conference.
- We suggest that all Exhibitors consider having a prize draw as part of their exhibition booth. Resources for special education practitioners are always in demand, so a sought after prize will encourage more people to visit your booth. You can run your own draw or use your prize for the Exhibitor Passport Draw.
- The Exhibitor Passport will be drawn during the last session of the Conference and the winning delegate must be in the room at the time of the



SPONSORSHIP/TRADE EXHIBITION REGISTRATION FORM

Contact Person	
Company	
ABN	
Postal Address	
Suburb	
Post Code	
Telephone	
Fax	
Mobile	
Email	
Website	

I/We wish to sponsor/exhibit at the 2019 AASE National Conference and apply for the sponsorship package/ exhibition booth as indicated. We agree to pay the total cost as shown on the dates indicated, including applicable GST and any other charges incurred on our behalf. I/We authorise the organisers to use the intellectual property supplied by us such as logos, to advertise and promote the Conference. I/We indemnify the organisers against any claims arising out of the use of the intellectual property in accordance with this Sponsorship and Exhibition Prospectus.

Signed _____

Name (Print) _____

Position _____

Conference Organiser

Conference Manager
Julie McGraw
jmcgraw@gemsevents.com.au

Conference Coordinator
Choonie Yeow
cyeow@gemsevents.com.au

Should you have any questions regarding the 2019 AASE National Conference, please contact the team at GEMS Event Management on +61 2 9744 5252.



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TRADE EXHIBITION OPTIONS (RATES INCLUDE GST)

❑ **Two Day Single Exhibition Space -** 2.5 m x 2.0 m - $2,000

I wish to reserve the following exhibition space at the Conference:
1st Preference _____ 2nd Preference _____ 3rd Preference _____

❑ **Power Required** (Please tick ✓ if power is required)

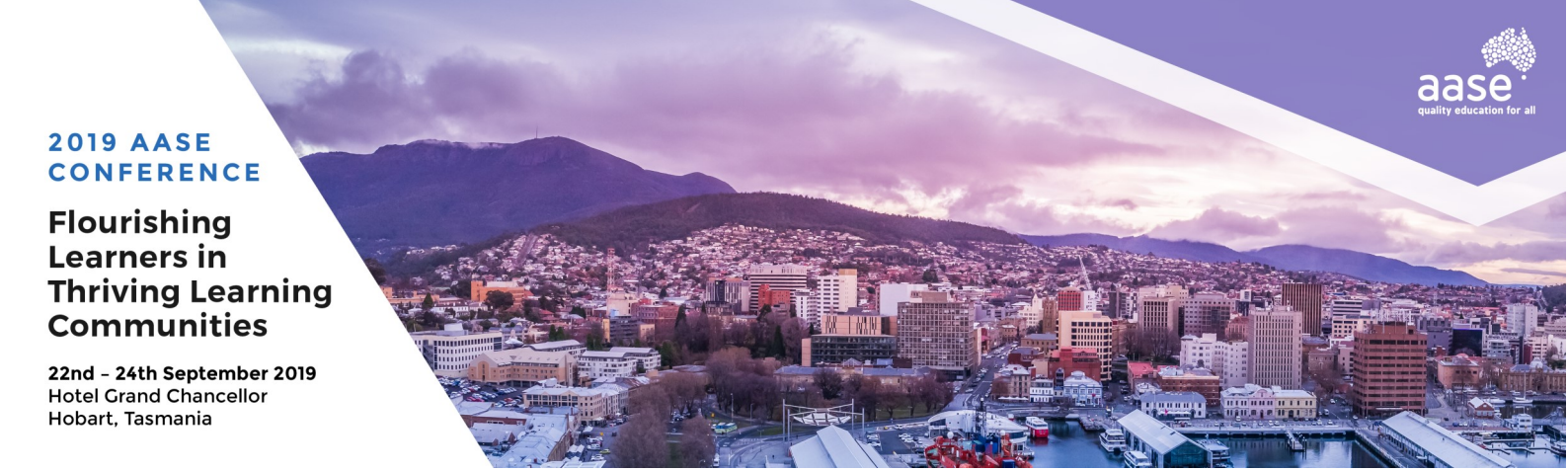
SPONSORSHIP/ADVERTISMENT OPTIONS (RATES INCLUDE GST)

Sponsorship Packages	With Trade Space	Without Trade Space
Platinum - Conference Sponsor	❑ **$9,000**	❑ **$8,000**
Gold - Conference Sponsor	❑ **$6,000**	❑ **$5,000**
Gold - Conference Dinner Sponsor	❑ **$6,000**	❑ **$5,000**
Silver - Welcome Reception	**N/A**	❑ **$4,500**
Bronze - Conference Workbook	**N/A**	❑ **$3,000**
OR		
Bronze - App	**N/A**	❑ **$3,000**

❑ **Workbook Advertisement -** Full Page (A4 Landscape) - **$880**
❑ **Workbook Advertisement -** Half Page (A5 Landscape) - **$550**

Does your Company Need a Different Sponsorship Opportunity

We can work with you to create packages and commitment levels tailored to suit your marketing strategies, that will help your company achieve the best results at the 2019 AASE National Conference. Contact **Julie McGraw, Conference Manager** at GEMS Event Management Australia on +61 2 9744 5252 or email jmcgraw@gemsevents.com.au to discuss your ideas.



SPONSORSHIP/TRADE EXHIBITOR TERMS AND CONDITIONS

A completed booking form is required to confirm your sponsorship of trade exhibition booth booking.

1. Exhibition space will be allocated on a 'first in, first served' basis. Booths will be allocated in order of your preferences on your booking form. Where only one preference is provided, and that space has already been sold, a booth will be allocated as close as possible to the desired location.
2. Payment does not have to accompany the booking form, however payment terms and conditions must be adhered to else the booth may be released for sale to another exhibitor.
3. Upon receipt of the signed booking form, the Conference Organiser will confirm entitlements in writing and forward a booking confirmation along with a tax invoice.
4. A deposit of 50% must be paid within 14 days of the date of the booking. If payment of the deposit is not received within that time, the booth will be available for sale to another company.
5. The full amount of the booking must be paid within 60 days from the date of invoice and by no later than 1 month prior to the Conference.
6. For late bookings, the full amount of the booking must be finalised prior to the Conference commencement date. No exhibitor will be allowed to occupy the allocated exhibition space until all monies owing to the Conference Organiser are paid in full.
7. All amounts are payable in Australian Dollars. Cheques must be made payable to GEMS Event Management Australia. Direct Debits are to be made to the account number listed on the bottom of the Tax invoice.
8. All credit card payments will incur a credit card processing fee. Fees (as at 1st January 2019) are: American Express 1.65%, Mastercard: 0.96% and Visa 1.5%.
9. All payments must include 10% Goods and Services Tax.
10. Acceptance of sponsorship and exhibition bookings is at the discretion of the Conference Organising Committee.

Cancellation Policy: Sponsorship cancellations received in writing by the Event Organisers, will only be accepted if the sponsoring company has not yet received coverage in any promotional emails or marketing documents. In this instance, all fees will be refunded less an AUD$550 administration fee. Sponsorship cancellations received after the sponsoring company has received the above-mentioned acknowledgements, cannot be accepted and will not be refunded. Trade Exhibition cancellations received in writing by the Conference Organisers by Monday, 1 July, 2019 will be accepted and all fees refunded less an AUD$550 administration fee. Trade Exhibition cancellations received after this date will not be eligible for a refund.

11. Sponsors/Exhibitors are not permitted to assign, sublet or apportion the whole or any part of their package/ booked space unless prior consent in writing from the Conference Organisers is provided.
12. Placement of the Conference Satchel Sponsor logo on the satchel is at the discretion of the committee.
13. Placement of all sponsor and other purchased advertisements in the delegate workbook is at the discretion of the committee.
14. Choice of lanyard is at the discretion of the committee.
15. All exhibitors must produce a valid Public Liability insurance Certificate of Currency for the period of the exhibitor and this must be submitted to the Conference organiser by Friday, 30 August, 2019.



16. The Conference Organiser reserves the right in unforeseen circumstances to amend or alter the exact site or location of the stand and the exhibitor undertakes to agree to any alteration to the site or the space reallocated by the Conference Organiser.
17. The Conference Organiser reserves the right to change the exhibition floor layout if necessary.
18. The Conference Organiser agrees to provide the exhibitor with an Exhibition Manual prior to the exhibition for the purpose of communicating required actions on the part of the exhibitor.
19. The Conference Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents entry to the exhibition if they do not hold a Conference name badge.
20. The Conference Organiser will arrange security onsite, if required by the venue, during the period of the exhibition but will accept no liability for loss or damage.
21. The Conference Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally, the Conference Organiser will not be accountable for the level of commercial activity generated.
22. The exhibitor must comply with all the directions/requests issued by the Conference Organiser including those outlined in the Exhibition Manual.
23. The exhibitor will not display or exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.
24. The exhibitor agrees to adhere to all Conference venue rules and regulations.
25. Official contractors will be appointed by the Conference Organiser to undertake stand construction, freight forwarding (if applicable) supply of furniture, electrics and IT Equipment. This is for insurance and security reasons.
26. Discounts for any entitlements not used or required will not be provided.
27. The exhibitor will submit plans and visuals of custom designed exhibits, if applicable, to the Conference Organiser by no later than Friday, 30 August, 2019. Exhibitors failing to do so may be denied access to the exhibition to build or may be required to cease building.
28. All bookings are subject to approval by the Conference Committee.

Booking forms are to be emailed to the Conference Secretariat and cheque payments are to be sent to:
GEMS Event Management Australia
PO Box 1221, Burwood NSW 1805
Phone: +61 2 9744 5252
Email: cyeow@gemsevents.com.au
Website: www.aaseconference.com.au