



STAND OUT

SEPLA-CON 19

SPONSORSHIP PROSPECTUS

Monday 22nd July – Rosehill Racecourse



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Tuesday 23rd July – Rydges Parramatta

ABOUT THE CONFERENCE

On behalf of the 2019 Conference Steering Committee it is our pleasure to invite your organisation to participate as a Sponsor or Exhibitor at the premier special education event to be held in NSW in 2019.

SEPLA-CON 19, the 2019 SEPLA Special Education Conference, will be held on Monday, 22nd July at Rosehill Racecourse and Tuesday, 23rd July at Rydges Parramatta, New South Wales. The 2019 Conference theme is *'Stand Out'*.

Having achieved over 1,000 delegates at the 2018 Conference, our move to Rosehill Racecourse has come at a time when the SEPLA Conference attracts more delegates than ever before. Rosehill Racecourse allows us the opportunity to better cater for our delegates and make the experience all the more enjoyable for all.

This Conference, as always, will provide an opportunity for professionals to network, learn and share their skills, knowledge and practice so that all delegates can return to their schools and make positive changes in the year ahead.

The **SEPLA-CON 19** program will include a Schools Day on Monday 22nd July, where the majority of Special School staff will attend. The **SEPLA-CON 19 Exhibition** will be held on this day only. The Conference Dinner to be held on Monday, 22nd July at Rydges Parramatta. The Leaders' Day will be held on Tuesday, 23rd July at Rydges Rosehill.

With the Conference expected to attract over 1,000 delegates this year, this is an opportunity for your organisation to increase brand awareness, generate sales leads, develop new and existing client relationships as well as showcasing your services directly to your target market.

WHO ARE THE DELEGATES?

- Primary, Secondary and Special School Principals, Head Teachers and Teachers
- Primary, Secondary and Special School Deputy Principals, Administrators and School Executives
- Classroom Support Staff
- Support Unit Administrators
- Special Education Consultants
- State and Federal Government Representatives
- Industry Service Providers
- Aspiring Leaders
- Specialists in Learning Support and Inclusive Education
- Learning and Wellbeing Staff supporting Students with additional learning needs.





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BENEFITS TO YOUR ORGANISATION

The Sponsorship and Trade Exhibition packages for **SEPLA-CON 19** have been designed to provide your business with maximum exposure to Conference 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 to key decision makers in the special education sector.
- ◆ 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 in the special education sector and add value to your brand.
- ◆ Have the opportunity to network with more than 1,000 special education leaders and professionals.
- ◆ Have your company promoted, both statewide and nationally, through relevant Conference publications and advertising, including promotional emails and through social media networks.
- ◆ Add value to your marketing strategy and accelerate the buying process.
- ◆ Have the opportunity to increase your sales and benchmark products and services against competitors.

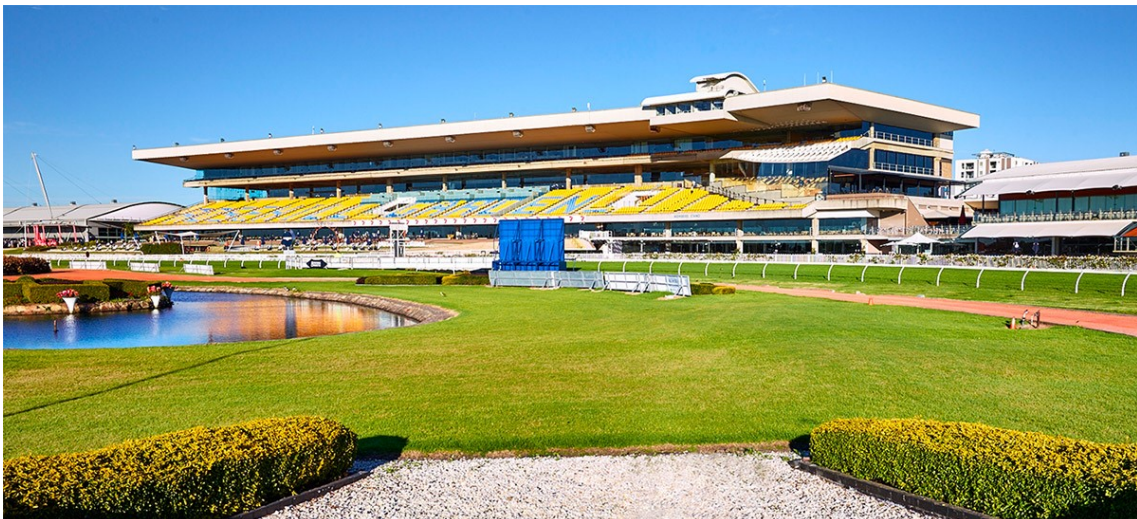
NETWORKING OPPORTUNITIES

SEPLA-CON 19 will include a Conference Dinner, which will be held on the evening of Monday, 22nd July and provides an opportunity for all exhibitors and sponsors to network with Conference delegates.

A ticket to the Conference Dinner is included in **SOME** Sponsorship and **ALL** Exhibition Packages. For Sponsorship package inclusions, please refer to page 4 of this Prospectus.

FURTHER INFORMATION

Should you have any questions regarding any of the information contained within this Prospectus, please contact Julie McGraw, Conference Manager or Jessica Newmarch, Conference Coordinator at GEMS Event Management Australia on +61 2 9744 5252 or email jnewmarch@gemsevents.com.au





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WHATS NEW THIS YEAR!

As SEPLA-CON 19 is set to attract over 1,000 delegates on Monday, 22nd July, we have created new packages to help you achieve your marketing and business development objectives. The Conference intends to 'buck the trend' on standard sponsorship packages and offer exciting new opportunities including:

- ◆ An enhanced Conference Dinner Package
- ◆ Sepla Barista Cart sponsorship to cater for our attendees coffee needs
- ◆ Relaxation station including 5 minute massages for the benefit of our delegates during session breaks
- ◆ Messina Gelato for those people craving a sweet treat

These packages are an opportunity for your organization to increase brand awareness, network with your target audience and pamper the teachers who don't have time to do it themselves.

PACKAGE OVERVIEW

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

Package	Amount	Exhibition Booth
Platinum Conference and Dinner Sponsor	\$9,000	Included
Gold Conference and Café Sponsor	\$7,500	Included
Silver Relaxation Station Sponsor	\$6,000	Included
Silver Messina Gelato Sponsor	\$6,000	Included
Bronze Workbook and Proceedings Sponsor	\$5,000	Not Included
Bronze Satchel Sponsor	\$5,000	Not Included
Conference App Sponsor	\$3,000	Not Included

*All confirmed Sponsors will receive a full delegate list with the contact details of those delegates who have opted in to receive promotional material, one week prior to the Conference .

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 **SEPLA-CON 19**. Contact Julie McGraw, Conference Manager at GEMS Event Management on +61 2 9744 5252 or email jmcpaw@gemsevents.com.au



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PLATINUM CONFERENCE and DINNER SPONSOR WITH Exhibition Space - \$9,000 (Including GST)

Sponsorship entitlements include:

- One (1) Exhibition booth
- 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 two (2) pull up banners to be displayed at the Conference Dinner.
- Exclusive five (5) minute address to delegates in the opening plenary session on Day 1 of the Conference.
- Chocolate disk of company logo placed on all desserts at the Conference Dinner on Monday 22nd July 2019
- Four (4) complimentary registrations to attend the Conference (full two day registration including attendance at the Conference Dinner).
- One (1) reserved table in a prominent location at the Conference Dinner on Monday, 22nd July, 2019 (additional tickets not included)
- Exclusive branding rights at the Conference Dinner.
- Company logo prominently displayed on all Conference Formality PowerPoint slides.
- Inclusion of two (2) full page, A4 advertisements in the Conference Workbook (sponsor to supply artwork) and one brochure upload on the Conference App.
- 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 AND BRISTA CAFE SPONSOR WITH Exhibition Space - \$7,500 (Including GST)

Sponsorship entitlements include:

- One (1) Exhibition Booth
- Company logo prominently displayed at the Conference. Sponsor to provide up to two (2) pull up banners to be displayed in Café area.
- Exclusive branding of the barista carts.
- Exclusive 5 minute address to delegates in the Afternoon Session on Day 1.
- Opportunity to provide branded merchandise at the coffee cart e.g cups, napkins, apron and hat for the server to wear (sponsor to provide)
- Barista coffee served at all breaks throughout Monday, 22nd July 2019 (serving up to 800 cups)
- Two (2) complimentary registrations to attend the Conference (Full three day registration including attendance at the Conference Dinner)
- Inclusion of one (1) full page, A4 advertisement in the Conference Workbook (Sponsor to supply artwork) and one brochure upload on the Conference App.
- Company logo prominently displayed on all Conference Formality PowerPoint slides.
- 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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SILVER RELAXATION STATION SPONSOR WITH Exhibition Space - \$6,000 (Including GST)

Sponsorship entitlements include:

- One (1) Exhibition booth
- 4 Massage Therapists providing 5 minute massages to delegates during catering breaks
- Opportunity to provide branded merchandise e.g. t-shirts or caps for the massage therapists to wear (sponsor to provide)
- Two (2) couches and one (1) coffee table included in massage area for waiting attendees
- Exclusive branding of the massage area including 2 pull up banners (sponsor to provide banners)
- One (1) brochure stands within the massage area (sponsor to provide brochures)
- Two (2) complimentary registration to attend the Conference (Full two day registration including attendance at the Conference Dinner)
- Inclusion of one (1) full page, A4 advertisement in the Conference Workbook (Sponsor to supply artwork) and one brochure upload on the Conference App.
- Company logo prominently displayed on all Conference Formality PowerPoint slides.
- 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 MESSINA GELATO SPONSOR WITH Exhibition Spaces - \$6,000 (Including GST)

Sponsorship entitlements include:

- ◆ One (1) Exhibition booth
- ◆ One (1) Messina Gelato Stand including staff and sponsors choice of gelato flavours
- ◆ Exclusive branding of Messina Gelato Stand, company logo to be placed on the front of the stand and two (2) banners next to the stand (sponsor to provide banners)
- ◆ Opportunity to provide branded merchandise e.g Napkins, cups, t-shirts for the staff to wear (sponsor to provide)
- ◆ One (1) brochure stand at the gelato cart
- ◆ Two (2) complimentary registration to attend the Conference (Full two day registration including attendance at the Conference Dinner)
- ◆ Inclusion of one (1) full page, A4 advertisement in the Conference Workbook (Sponsor to supply artwork) and one brochure upload on the Conference App.
- ◆ Company logo prominently displayed on all Conference Formality PowerPoint slides.
- ◆ 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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BRONZE WORKBOOK AND PROCEEDINGS SPONSOR

Sponsorship Fee - \$5,000 (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 to supply artwork)
- ◆ Company logo prominently displayed on Conference Opening formality PowerPoint slide, each day.
- ◆ One (1) complimentary registration to attend the Conference (Full two day registration including attendance at the Conference Dinner)
- ◆ Company name, logo and web link advertised on the Sponsor page of the official Conference website and in all email correspondence promoting the event.
- ◆ 25% off the price of an exhibition booth

BRONZE SACHEL SPONSOR

Sponsorship Fee - \$5,000 (Including GST)

Sponsorship entitlements include:

- ◆ Company logo proximately displayed on one (1) side of the Conference Satchel given to all delegates
- ◆ Inclusion of one (1) promotional item per satchel (sponsor to provide). This includes, but is not limited to; promotional merchandise, branded confectionary etc
- ◆ One (1) complimentary registration to attend the Conference (Full two day registration including attendance at the Conference Dinner)
- ◆ Inclusion of one (1) half page, A5 landscape advertisement in the Conference Workbook (Sponsor to supply artwork)
- ◆ Company logo prominently 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.
- ◆ 25% off the price of an exhibition booth

CONFERENCE APP SPONSOR

Sponsorship Fee - \$2,500 (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.
- ◆ Company logo prominently displayed on Conference Opening formality PowerPoint slide, each day.
- ◆ Logo prominently displayed on the Conference App and sponsor included in all delegate mailings in relation to the use of the App.
- ◆ Company name, logo and web link advertised on the Sponsor page of the official Conference website and in all email correspondence promoting the event.
- ◆ 25% off the price of an exhibition booth



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2019 TRADE EXHIBITION PACKAGES

Due to the space available to us at Rosehill Racecourse, all exhibitors will have the opportunity of choosing whether they require one, two or three trestle tables for their exhibition area.

Trade Exhibition Rates

Single Space (one, two or three trestle tables)
(1.8m x 1.5m, per trestle Table) \$1,600 (incl. GST)

Your exhibition space will include:

- ◆ Your choice of one, two or three Clothed trestle tables (1.8m x 0.7m each)
- ◆ 2 x Chairs per table
- ◆ 1 x backboard with Fascia bearing your company name (up to 30 letters)



TRADE EXHIBITION DATES AND TIMES

The Trade Exhibition will run during Conference hours on Monday, 22nd July 2019. The Exhibition will open at approximately 7.30 am and close at 3.00 pm.

Arrival Tea and Coffee, Morning Tea and Lunch will be served in the Conference Exhibition Area, located on the lower ground of the Grand Pavilion at Rosehill Racecourse

EXHIBITOR ENTITLEMENTS

- ◆ One (1) Full Conference Registration which includes access to all sessions and day catering on all days of the Conference.
- ◆ Company contact details listed in the Conference Delegate Workbook.
- ◆ Company web link listed on the Conference Website.
- ◆ 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 EXHIBITOR INSURANCE

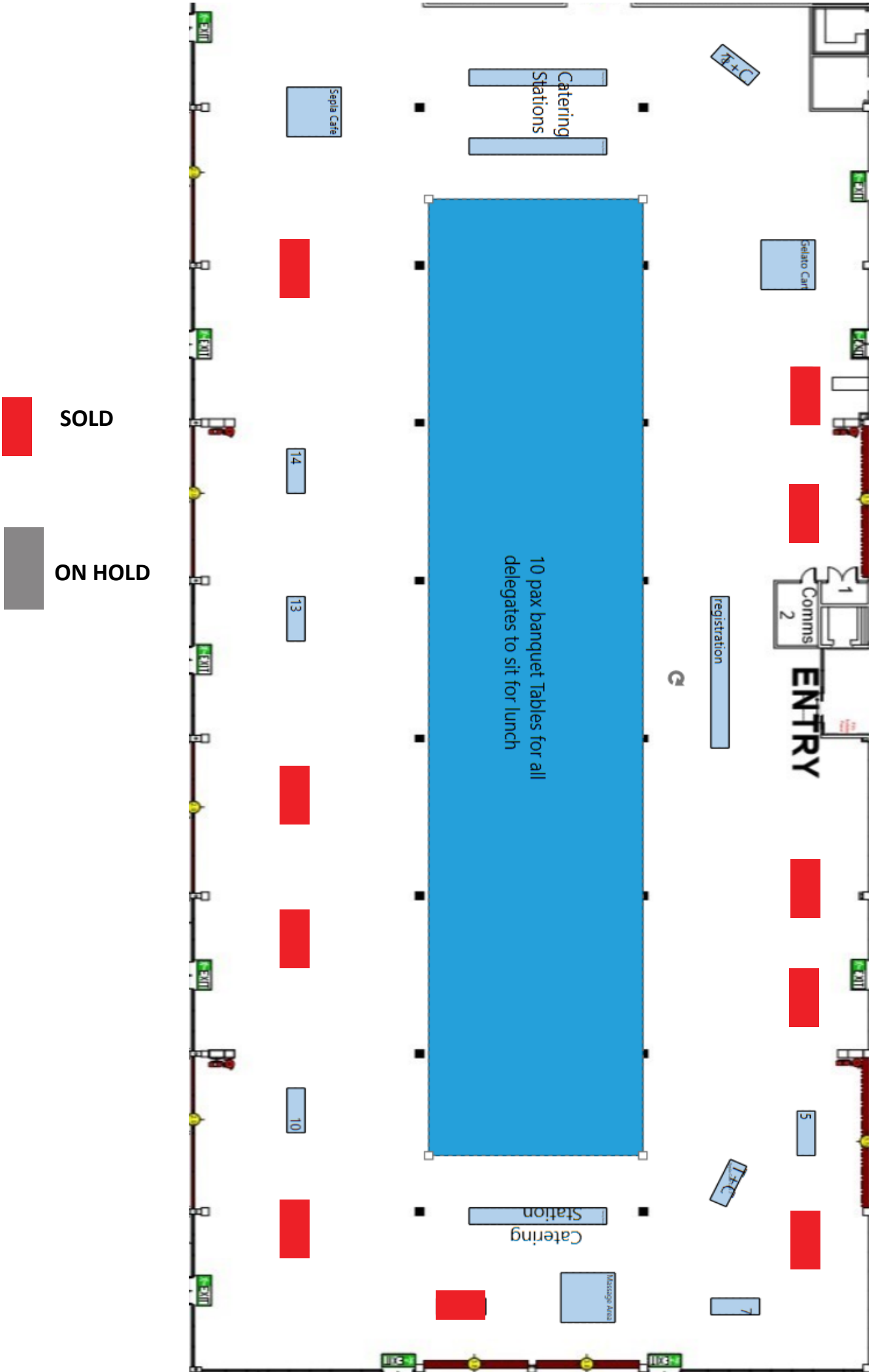
Exhibitors should consult their own insurance company and/or broker for proper coverage of their exhibits and displays. In most cases you will be able to extend your existing policy. Public Liability Insurance cover for your exhibition area must be taken out for a minimum of \$10,000,000 for the bump in, exhibition and bump out day of Monday, 22nd July.

A copy of your Public Liability Certificate of Currency must be sent to Jessica Newmarch at GEMS Event Management Australia via email to jnewmarch@gemsevents.com.au by no later than Friday, 21st June, 2019.

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 for each additional staff member** who is working at the Exhibition, to cover the catering fees charged by the venue.

2019 TRADE EXHIBITION FLOORPLAN





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EXHIBITOR MANUAL

The Exhibitor's Information Kit will be distributed at the end of June 2019, and will provide you with all of the information you need in order to plan for your attendance as a Trade Exhibitor at **SEPLA-CON 19**.

Should you have any questions beforehand, you can contact **SEPLA-CON 19** Coordinator, Jessica Newmarch at GEMS Event Management Australia on +61 2 9744 5252 or via email jnewmarch@gemsevents.com.au

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 (JPEG 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.

TRADE EXHIBITION COMPETITIONS

Many delegates choose to opt out of receiving promotional material electronically during the registration process. So how do you ensure you get the contact details you need for your post event marketing?

All exhibitors are encouraged to come up with a clever and fun competition on their stand. By securing entries into your competition, you will have access to the contact details you need to build your marketing database.

And don't forget to let us know what you are planning . If you have a promotion or competition you want to highlight, let us know by emailing Jess Newmarch on jnewmarch@gemsevents.com.au

That way we can let our delegates know before the event of the prizes on offer to give you that extra promotional boost.

All exhibitors have the chance to announce their prize winner in the final session of the Conference on Monday 22nd July.

Grand Pavilion, Rosehill Gardens





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SPONSORSHIP/TRADE EXHIBITION REGISTRATION FORM

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

I/We wish to sponsor/exhibit at **SEPLA-CON 19** and apply for the sponsorship package/exhibition space 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

Should you have any questions regarding **SEPLA-CON 19**, please contact the team at GEMS Event Management Australia on +61 2 9744 5252.

Conference Manager

Julie McGraw

jmcgraw@gemsevents.com.au

Conference Coordinator

Jessica Newmarch

jnewmarch@gemsevents.com.au



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SPONSORSHIP/TRADE EXHIBITION REGISTRATION FORM

Exhibition Package	Cost	Quantity	Total
Single Exhibition Space (1.8m x 1.5m)	\$1,600		
Sponsorship Packages	Cost	Quantity	Total
Platinum Conference and Dinner Sponsor	\$9,000		
Gold Conference and Barista Sponsor	SOLD		
Silver Relaxation Station Sponsor	\$6,000		
Silver Messina Gelato Sponsor	\$6,000		
Bronze Conference Workbook & Proceedings Sponsor	\$5,000		
Bronze Conference Satchel Sponsor	\$5,000		
Conference App Sponsor	\$2,500		
TOTAL (including GST)			\$

Exhibition Location

I wish to reserve the following exhibition space at the Conference:

Monday, 22nd July Grand Pavilion, Rosehill Gardens

1st Preference _____ 2nd Preference _____ 3rd Preference _____

Power Required (please tick if power is required at your stand)

Number of Tables Required please tick)

1 table _____ 2 tables _____ 3 tables _____

Trade Exhibition/Sponsorship Payments

Exhibitors and Sponsors are reminded to observe the payment terms and conditions as specified. As the maximum number of spaces are **limited**, non-compliance may result in the letting of your space to another Exhibitor. Please note that there are no refunds for services ordered and not utilised due to cancellation or failure to collect. If for any reason the Conference is cancelled by the Conference Organisers, there will be a full refund minus any expenses already incurred.



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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 30 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 include 10% Goods and Services Tax.
10. Acceptance of sponsorship and exhibition bookings is at the discretion of the Conference Organising Committee.
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, 12th July, 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.



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21. Discounts for any entitlements not used or required will not be provided
22. The exhibitor will submit plans and visuals of custom designed exhibits, if applicable, to the Conference Organiser by no later than Friday, 16th June, 2019. Exhibitors failing to do so may be denied access to the exhibition to build or may be required to cease building.
23. All bookings are subject to approval by the Conference Committee.
24. 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.
25. The exhibitor must comply with all the directions/requests issued by the Conference Organiser including those outlined in the Exhibition Manual.
26. 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.
27. The exhibitor agrees to adhere to all Conference venue rules and regulations.
28. 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.

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.

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: jnewmarch@gemsevents.com.au

Website: www.seplaconference.com.au