

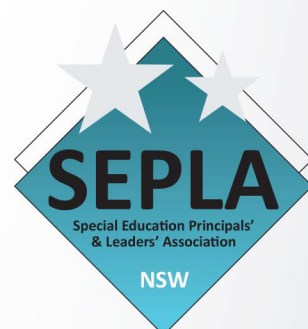
# SEPLA-CON **20** **22**

18 AND 19 JULY 2022 ICC SYDNEY



Leading,  
Living and  
Learning

Sponsorship and  
Exhibition Prospectus



On behalf of the 2022 Conference Steering Committee it is our pleasure to invite your organisation to participate as a Sponsor or Exhibitor at the premier event for special education practitioners and leaders committed to education of students with a disability in Australia and beyond.

SEPLA-CON 2022, will be held on Monday, 18th July and Tuesday, 19th July 2022 at the International Convention Centre (ICC) Sydney. The 2022 Conference theme is 'Leading, Living, Learning'.

We believe this year's theme reflects the challenges we have faced and will not only provide an opportunity to build on existing knowledge and practice, but look at the human side of what we do and the realities of our profession.

Over the past 7 years, the SEPLA Conference has developed into a professional development event that caters to all members of NSW school teams and attracts more delegates than ever before, having achieved near on 1,400 delegates at the 2021 School Teams' Day.

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.

## WHO ARE OUR DELEGATES?

- Primary, Secondary and Special School Principals, Deputy Principals, administrators and members of school leadership teams
- Pre-School, Primary, Secondary and Special School Teachers
- Classroom Support Staff
- Support Unit Administrators
- Special Education Consultants
- School Counsellors and Psychologists
- 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.

The SEPLA-CON 2022 program will include a School Teams' Day being held on Monday, 18th July 2022. This day allows schools to send their mainstream teachers, special education teachers, School Learning Support Officers (education assistants) and leaders at minimal cost. Tuesday, 19th July will focus on the professional learning of school leaders and administrators at all career levels in special and mainstream education.

With the Conference expected to attract more than 1,500 delegates in 2022, 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.



## BENEFITS TO YOUR ORGANISATION

The Sponsorship and Trade Exhibition packages for SEPLA-CON 2022, have been designed to provide your business with maximum exposure to conference delegates. The Trade Exhibition will be held on both Monday, 18th July and Tuesday, 19th July 2022. 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 1,300 special education leaders and professionals over the two days of the Conference.
- Have your company promoted 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.

## FAST FACTS

- » School Team's Day – Monday, 18th July
- » Leaders Day – Tuesday, 19th July
- » Conference Dinner – Monday, 18th July
- » Trade Exhibition – Monday, 18th – Tuesday, 19th July
- » Over 1400 special education practitioners and school leaders will attend

## CUSTOM PACKAGES AND FURTHER INFORMATION

Should you have any questions regarding any of the information contained within this Prospectus, or wish to create a custom sponsorship package tailored to suit your marketing strategies, please contact:

**Julie McGraw, Conference Manager**  
at GEMS Event Management Australia  
on +61 2 9744 5252 or  
email [jmcgraw@gemsevents.com.au](mailto:jmcgraw@gemsevents.com.au).





## PLATINUM CONFERENCE SPONSOR \$15,000 (Including GST)

### Sponsorship entitlements include:

- One (1) double exhibition space.
- Company logo prominently displayed at the Conference. Sponsor to provide up to four (4) pull up banners to be displayed across the Conference public areas.
- Prominent profile in the plenary PowerPoint on all days of the Conference.
- Exclusive five (5) minute address to delegates on Day 1 of the Conference.
- 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 (additional tickets not included).
- Company logo prominently displayed on all conference formality PowerPoint slides.
- Company logo prominently displayed on the home page of the Conference website.
- One (1) advertisement on the home page of the Conference App (sponsor to provide artwork per specs provided).
- Sponsor and Exhibitor profile on the Conference App.
- Company name, logo and web link advertised on the supporter's page of the official conference website and in all email correspondence promoting the event.

## GOLD CONFERENCE DINNER SPONSOR Proudly Sponsored by Technology Core

### Sponsorship entitlements include:

- One (1) exhibition space.
- Company logo prominently displayed at the Conference. Sponsor to provide up to two (2) pull up banners to be displayed in the Conference public areas and two (2) pull up banners to be displayed at the Conference Dinner.
- Exclusive five (5) minute address to delegates on Day 2 of the Conference.
- Three (3) 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 (additional tickets not included).
- Company logo printed on dinner menus.
- Exclusive branding rights at the Conference Dinner. (sponsor to provide logo for inclusion on Dinner PowerPoint slides and in other production elements).
- Company logo prominently displayed on all conference formality PowerPoint slides.
- One (1) advertisement on the home page of the Conference App (sponsor to provide artwork per specs provided).
- Sponsor and Exhibitor profile on the Conference App.
- Company name, logo and web link advertised on the supporter's page of the official conference website and in all email correspondence promoting the event.



## **GOLD CONFERENCE BARISTA COFFEE SPONSOR** Proudly Sponsored by **ANZUK Education**

### **Sponsorship entitlements include:**

- One (1) exhibition space.
- Company logo prominently displayed at the Conference. Sponsor to provide up to two (2) pull up banners to be displayed in the conference public areas and two (2) pull up banners to be displayed in Café area.
- Exclusive branding of the barista carts - opportunity to provide corflute signs for the front of the coffee cart.
- Exclusive five (5) minute address to delegates on Day 2 of the Conference.
- 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 the Conference (serving up to 600 cups on Monday and 150 cups on Tuesday).
- Three (3) complimentary registrations to attend the Conference (full two-day registration including attendance at the Conference Dinner).
- Company logo prominently displayed on all conference formality PowerPoint slides.
- One (1) advertisement on the home page of the Conference App (sponsor to provide artwork per specs provided).
- Sponsor and Exhibitor profile on the Conference App.
- Company name, logo and web link advertised on the supporter's page of the official conference website and in all email correspondence promoting the event.

## **SILVER NETWORKING LOUNGE SPONSOR** \$7,000 (Including GST)

### **Sponsorship entitlements include:**

- One (1) exhibition space.
- Exclusive branding of the Delegate Lounge. Sponsor to provide up to two (2) pull up banners to be displayed.
- One (1) bowl of fruit provided in Networking Lounge each day.
- Two (2) couches, two (2) tub chairs, one (1) coffee table and one (1) brochure stand, in sponsor branding colors where possible.
- Opportunity to provide branded merchandise within the networking lounge.
- Two (2) complimentary registrations to attend the Conference (full two-day registration including attendance at the Conference Dinner).
- Company logo prominently displayed on all conference formality PowerPoint slides.
- One (1) advertisement on the home page of the Conference App (sponsor to provide artwork per specs provided).
- Sponsor and Exhibitor profile on the Conference App.
- Company name, logo and web link advertised on the supporter's page of the official conference website and in all email correspondence promoting the event.

## BRONZE CONFERENCE APP AND CHARGING STATION SPONSOR \$5,000 (Including GST)

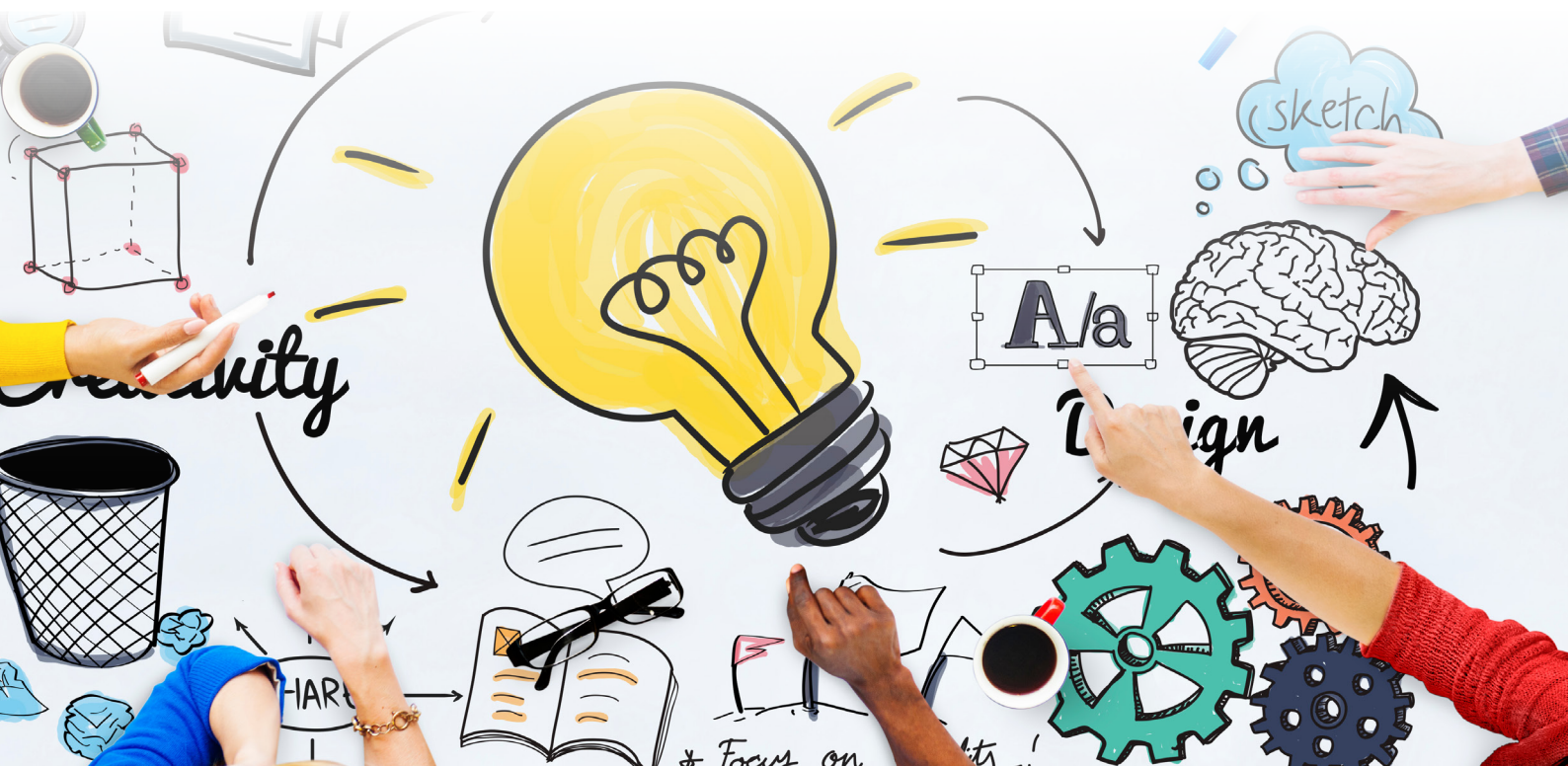
### Sponsorship entitlements include:

- One (1) exhibition space
- Dedicated Conference App sponsor icon on the App (Sponsor to provide content).
- Charging station available for all days of Conference.
- One (1) complimentary registration to attend the Conference (full two-day registration including attendance at the Conference Dinner).
- Organisation logo on all App correspondence sent to delegates.
- Company logo prominently displayed on all formality Powerpoint slides.
- Sponsor and Exhibitor profile on the Conference App.
- Company name, logo and web link advertised on the supporter's page of the official conference website and in all email correspondence promoting the event.

## BRONZE DELEGATE MESSAGE SPONSOR \$5,000 (Including GST)

### Sponsorship entitlements include:

- One (1) exhibition space
- 5-minute massages provided to all delegates during conference breaks on all days.
- Opportunity to provide branded t-shirts for massage therapists to wear.
- Exclusive branding of the Massage Area, Sponsor to provide up to two (2) pull up banners to be displayed.
- One (1) complimentary registration to attend the Conference (full two-day registration including attendance at the Conference Dinner)
- Sponsor and Exhibitor profile on the Conference App.
- Company name, logo and web link advertised on the supporter's page of the official conference website and in all email correspondence promoting the event.



**LANYARD SPONSOR**  
**\$4,000 (Including GST)**

**Sponsorship entitlements include:**

- Exclusive branding of the 2022 Delegate Lanyard (single colour print) which will be distributed to every delegate at the Conference. (Product included in cost. Multiple colour logo print available at additional cost)
- Sponsor and Exhibitor profile on the Conference App.
- Company name, logo and web link advertised on the supporter's page of the official conference website and in all email correspondence promoting the event.

**NAME BADGE SPONSOR**  
**\$4,000 (Including GST)**

**Sponsorship entitlements include:**

- Logo recognition on each delegate name badge along with the Conference logo.
- Opportunity to provide an advert on the back of the delegate name badge (at the discretion of the organising committee).
- Sponsor and Exhibitor profile on the Conference App.
- Company name, logo and web link advertised on the supporter's page of the official conference website and in all email correspondence promoting the event.

**WATER BOTTLE SPONSOR**  
**\$4,000 (Including GST)**

**Sponsorship entitlements include:**

- Exclusive branding of the 2022 Delegate Water Bottle (limited to 600 bottles – items will not be plastic)
- Sponsor and Exhibitor profile on the Conference App.
- Company name, logo and web link advertised on the supporters page of the official conference website and in all email correspondence promoting the event.

**CONFERENCE APP ADVERTISEMENT**  
**\$800 (Including GST)**

You can include an advertisement on the Conference App, accessed by all delegates and linked back to the home page of your website (artwork to be supplied by your organisation). Advertisers will also have their company name, logo and web link included on the official conference website.

The Trade Exhibition will be the hub of the Conference, with all catering breaks being provided within the exhibition area. The 2022 Trade Exhibition will run from 8:00am on Monday, 18th July until the close of Afternoon Tea on Tuesday, 19th July 2022. The Exhibition will be held in the Grand Ballroom on Day 1 and the Cockle Bay Foyer on Day 2.

For a copy of the exhibition floorplan please contact **Julie McGraw** at GEMS Event Management Australia on +61 2 9744 5252 or email [jmcgraw@gemsevents.com.au](mailto:jmcgraw@gemsevents.com.au).

## SINGLE EXHIBITION SPACE \$2,500 (including GST)

Your exhibition space will include:

- 1.8m x 1.5m, per trestle table space
- 1 x clothed trestle table (1.8m x 0.7m each)
- 2 x Chairs per table
- 1 x backboard with Fascia bearing your company name (up to 30 letters)

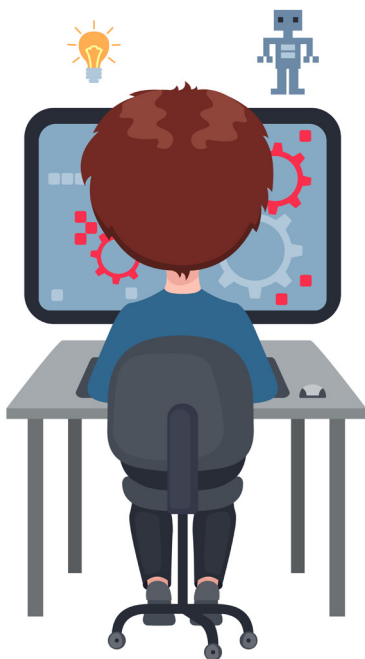
## EXHIBITOR ENTITLEMENTS

- One (1) Full Conference Registration which includes access to all sessions and day catering on all days of the Conference and access to all social functions.
- One Exhibition Staff Pass (excludes all social functions and access to sessions but includes catering on all days of the Conference).
- Exhibitor profile including contact details on the Conference App.
- Company web link listed on the Conference Website.
- 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 days of Monday 18th to Tuesday, 19th July 2022.

A copy of your Public Liability Certificate of Currency must be sent to Julie McGraw at GEMS Event Management Australia via email to [jmcgraw@gemsevents.com.au](mailto:jmcgraw@gemsevents.com.au) by no later than Friday, 17th June 2022.





## CATERING FOR EXHIBITION STAFF

Catering is included in your exhibition package for one (1) staff member nominated to receive the complimentary Full Conference Registration and one (1) exhibition booth staff member (no access to conference sessions). So that all members of staff can enjoy Morning Tea, Lunch and Afternoon Tea with delegates, the exhibiting company will be charged \$70 for each additional staff member who is working at the Exhibition, to cover the catering fees charged by the venue.

## EXHIBITOR MANUAL

The Exhibitor's Information Kit will be distributed by June 2022, 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 2022.

Should you have any questions beforehand, you can contact **Julie McGraw** at GEMS Event Management Australia on +61 2 9744 5252 or via email [jmcgraw@gemsevents.com.au](mailto:jmcgraw@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?

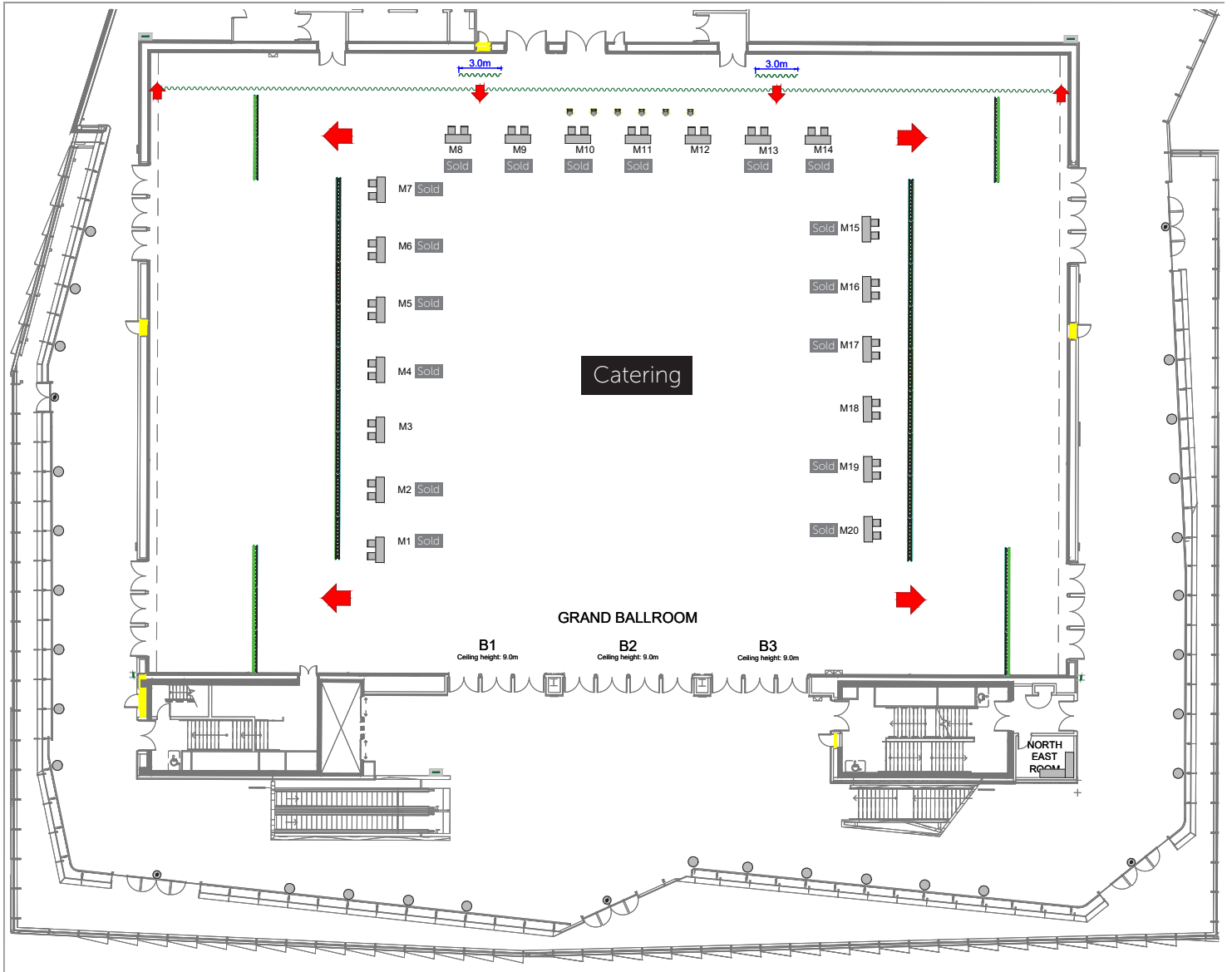
All exhibitors are encouraged to come up with a clever and fun competition on their stand. By securing entries into your competition, you will have access to the contact details you need to build your marketing database.

If you have a promotion or competition you want to highlight, let us know by emailing **Julie McGraw** on [jmcgraw@gemsevents.com.au](mailto:jmcgraw@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. There will also be an Exhibition competitions tile on the Conference App to provide additional information for delegates, this will be listed on a first in first served basis.

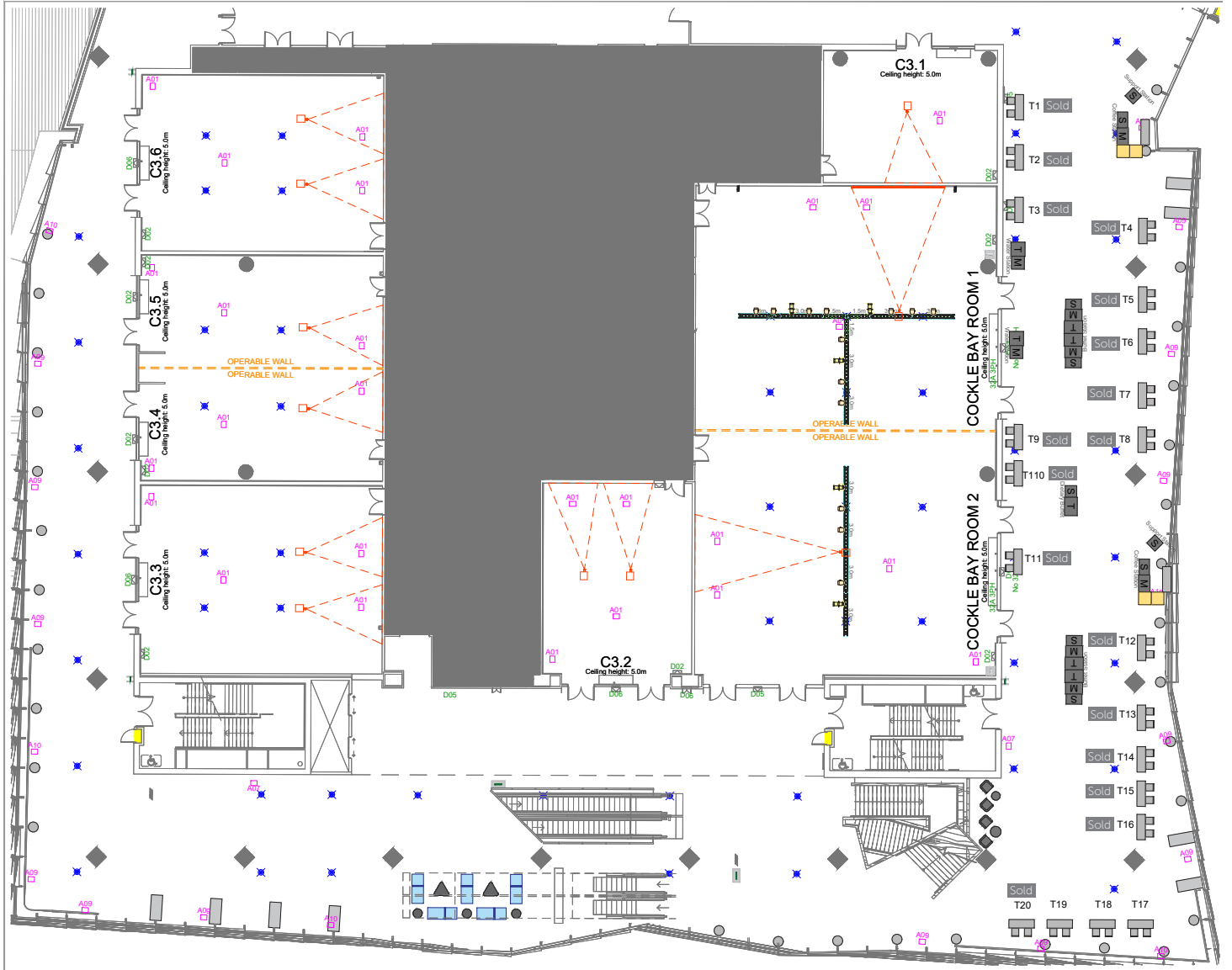
All exhibitors will have the option of announcing their prize winner during the Conference on the main plenary stage.





# 2022 Exhibition Floor Plan - Day 2

# 20 22



# Sponsorship/Trade Exhibition Registration Form

# 20 22

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

I/We wish to sponsor/exhibit at SEPLA-CON 2022 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 2022, please contact the team at:

GEMS Event Management Australia  
on +61 2 9744 5252

### Conference Manager

**Julie McGraw**

[jmcgraw@gemsevents.com.au](mailto:jmcgraw@gemsevents.com.au)



# Sponsorship and Exhibition Opportunities

# 20 22

Exhibition Package	Cost	Quantity	Total
Single Exhibition Space (1.8m x 1.5m) <i>Monday 18th and Tuesday 19th July</i>	\$2,500		
Sponsorship Packages	Cost	Quantity	Total
Platinum Conference Sponsor	\$15,000	1	
Gold Conference Dinner Sponsor	SOLD	1	
Gold Conference Barista Coffee Sponsor	SOLD	1	
Silver Networking Lounge Sponsor	\$7,000	1	
Bronze Conference App and Charging Station Sponsor	\$5,000	1	
Bronze Delegate Massage Sponsor	\$5,000	1	
Lanyard Sponsor	\$4,000	1	
Name Badge Sponsor	\$4,000	1	
Water Bottle Sponsor	\$4,000	1	
Conference App Advertisement	\$800	1	
TOTAL (including GST)			\$

## Exhibition Preference

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

Day 1: Preference 1 \_\_\_\_\_ Day 2: Preference 1 \_\_\_\_\_

Day 1: Preference 2 \_\_\_\_\_ Day 2: Preference 2 \_\_\_\_\_

Day 1: Preference 3 \_\_\_\_\_ Day 2: Preference 3 \_\_\_\_\_

Completed booking form is required to confirm your sponsorship or trade exhibition space booking.

- Exhibition space will be allocated on a 'first in, first served' basis. Spaces 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 space will be allocated as close as possible to the desired location.
- Payment does not have to accompany the booking form, however payment terms and conditions must be adhered to else the space may be released for sale to another exhibitor.
- 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.
- 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 space will be available for sale to another company.
- 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.
- 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.
- 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.
- All credit card payments will incur a credit card processing fee. Fees (as at 1st January 2020) are: American Express 1.73% + \$0.20 transaction fee, Mastercard: 0.87% and Visa 0.90%.
- All payments must include 10% Goods and Services Tax.
- Acceptance of sponsorship and exhibition bookings is at the discretion of the Conference Organising Committee.
- 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.
- All exhibitors must produce a valid Public Liability insurance Certificate of Currency for the period of the exhibition and this must be submitted to the Conference Organiser by Friday, 17th June, 2022.
- 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.
- The Conference Organiser reserves the right to change the exhibition floor layout if necessary.
- The Conference Organiser agrees to provide the exhibitor with an Exhibition Manual.
- 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.
- 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.
- 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.
- The exhibitor must comply with all the directions/requests issued by the Conference Organiser including those outlined in the Exhibition Manual.
- 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.
- The exhibitor agrees to adhere to all conference venue rules and regulations.
- 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.
- Discounts for any entitlements not used or required will not be provided.
- The exhibitor will submit plans and visuals of custom designed exhibits, if applicable, to the Conference Organiser by no later than Friday, 17th June 2022. Exhibitors failing to do so may be denied access to the exhibition to build or may be required to cease building.
- All bookings are subject to approval by the Conference Committee.

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\$500 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, 2nd May 2022 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.

**SEPLA-CON** 20  
18 AND 19 JULY 2022 ICC SYDNEY 22

