

MUSIC

UNLEASHED

ASME
20
23



**ASME NATIONAL
CONFERENCE**

SYDNEY CONSERVATORIUM

3-6 JULY 2023

**SPONSORSHIP
& EXHIBITION
PROSPECTUS**

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CONTACT US

For all Sponsorship and Exhibition queries, or for any other Conference matters, please contact the Conference organisers.

Rebecca Gabriel
Sponsorship and Exhibition

All Occasions Group
12 Stirling Street
THEBARTON SA 5031

P: (08) 8125 2200
E: rebecca.gabriel@aomevents.com
W: www.aomevents.com



WELCOME

Dear friends in music,

The convenors of the ASME XXIV National Conference wish to invite your organisation to become involved as a sponsor for the ASME conference, being held from 3 - 6 July 2023 at the Sydney Conservatorium of Music, Sydney, Australia.

The theme for the **ASME XXIV National Conference** is *Music Unleashed*, which suggests music education that is unconstrained by conventions, politics, instrumental or vocal forces. Music unleashed is committed to promoting diversity, inclusion and agency in all learning contexts.

We are confident your involvement will bring benefits to both your organisation and the wider music education community.

Being involved as a sponsor or exhibitor at the conference you will:

- have exposure to a receptive audience who are passionately committed to music education
- have access to decision makers in educational institutions
- have contact with a wide range of attendees from around Australia and overseas
- gain exposure through the promotion of the conference

We hope to see you at ASME 2023!



Debra Batley

Debra Batley
Conference Convenor



**ASME NATIONAL
CONFERENCE**
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ABOUT THE CONFERENCE

The 2023 Conference will take place over 4 days, with up to 250 delegates expected to attend.

The conference will include practical workshops, paper presentations, along with keynote speakers and symposia on specific themes in music education. The conference program will also include the National Young Composers Project, and concerts from various ensemble groups. There will be a trade display featuring the latest in music education resources.

 3 – 6 July 2023	 Sydney Conservatorium of Music
 Attendees from around Australia and overseas	 Workshops, paper presentations, keynote speakers and symposia
 Concerts from various ensemble groups	 Trade display featuring the latest in music education resources

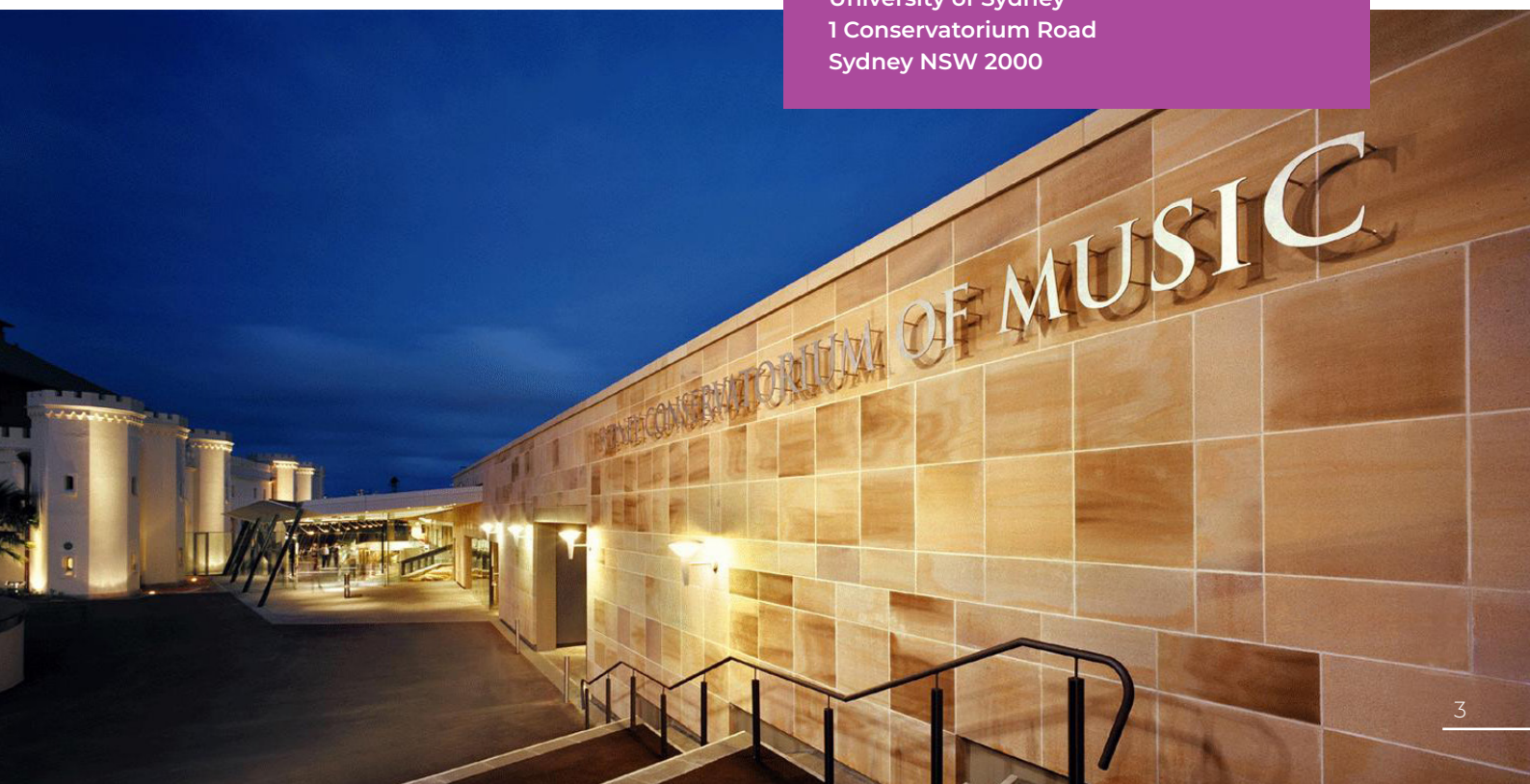
CONFERENCE VENUE

The Sydney Conservatorium of Music is a heritage-listed music school, located adjacent to the Royal Botanic Gardens and situated at the centre of Sydney's CBD and arts precinct.

It is one of the oldest and most prestigious music schools in Australia. The Conservatorium is a faculty of the University of Sydney, and incorporates the community-based Conservatorium Open Academy and the Conservatorium High School. In addition to its secondary, undergraduate, post-graduate and community education teaching and learning functions, the Conservatorium undertakes research in various fields of music.



Sydney Conservatorium of Music
University of Sydney
1 Conservatorium Road
Sydney NSW 2000



WHY SPONSOR AND EXHIBIT



Maximum exposure at a premier international industry Conference



Access to a **broad network** of industry partners from the public and private sectors



Time to **network** with industry colleagues and key decision makers



Opportunity to **present latest innovations** and new products or services to a pertinent audience



The opportunity to **demonstrate** your company's commitment to the industry



Showcase your expertise and capabilities, and educate the industry



An opportunity to build and reinforce **strategic relationships**



Increased marketing opportunities including visibility on the Conference website and associated marketing materials



Stay connected to trends and issues



The chance to **affiliate your brand** with unique and dynamic Conference packages

OUR COMMITMENT TO YOU

Commitment to our sponsors will begin from the time you confirm.



Ongoing point of contact with our Conference organiser, All Occasions Group, with support from dedicated members of the committee



Prompt response to your queries



Clear and timely information in regards to your sponsorship and exhibition package and the logistics of putting the benefits into action



Maximising the exposure of your sponsorship by ensuring that your logos appear promptly on the Conference website and brochures as per your package



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SPONSORSHIP
PACKAGES

PREMIER SPONSOR

\$8,000 (Limit 1)

As the Premier Conference Sponsor you will receive the following entitlements and includes exclusive sponsorship of the Conference dinner.

Exhibition

- > 2 x trestle tables area

Registration and Social Functions

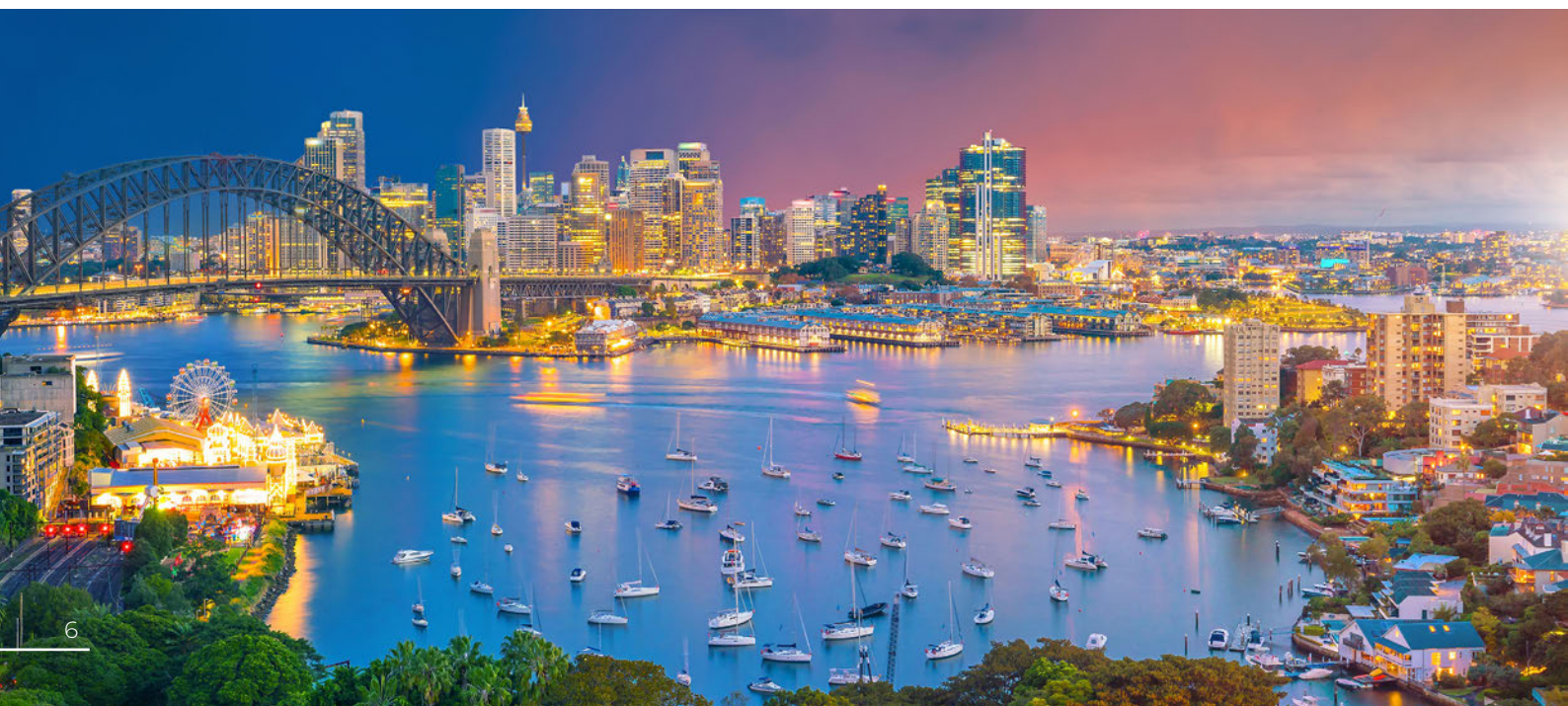
- > 2 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches and access to exhibition)

Function Sponsorship

- > Exclusive Premier Sponsorship
- > 5 minute opportunity for a company representative to speak during the opening of the Conference
- > 5 x Complimentary dinner tickets
- > Opportunity to supply 2 banners for display during the event or on main stage

Marketing, Promotion and Virtual Inclusions

- > Logo displayed on the Conference website and hyperlinked to your company website
- > Logo displayed on the Conference registration login site
- > Logo on any Conference signage displayed at the venue
- > Logo on any Conference marketing materials
- > Logo and company profile featured in the Conference app
- > Logo and company profile featured in any Conference printed or electronic program materials
- > Logo displayed on Conference holding slides at the Conference
- > Acknowledgement as the Premier Conference Sponsor during the Conference



SUPPORTING SPONSOR

\$5,000 (Limit to 2)

As the Supporting Conference Sponsor you will receive the following entitlements:

Exhibition

- > 1 x trestle display area

Registration and Social Functions

- > 2 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches and access to exhibition)

Function Sponsorship

- > 5 minute opportunity for a company representative to speak during the event. This will be in consultation with the Program Committee

Marketing, Promotion and Virtual Inclusions

- > Your corporate signage prominently displayed on the main stage in the plenary room. Free standing banner to be supplied by sponsor
- > Logo displayed on the Conference website hyperlinked to your company website
- > Logo on any Conference signage displayed at the venue
- > Logo on any Conference marketing materials
- > Logo and company profile featured in the Conference app
- > Logo and company profile featured in any Conference printed or electronic program materials
- > Logo displayed on Conference holding slides at the Conference
- > Acknowledgement as the Supporting Conference Sponsor during the Conference



SESSION SPONSOR

\$3,500 (Limited places)

As a Session Conference Sponsor you will receive the following entitlements:

Exhibition

- > 1 x trestle display area

Registration and Social Functions

- > 2 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches and access to exhibition)

Function Sponsorship

- > ***The Session Sponsorship allocation will be made once Program is finalised and you will be named sponsor accordingly*
- > 5 minute opportunity for a company representative to speak before session event (or video be shown) either pre session. This will be in consultation with the Program Committee

Marketing, Promotion and Virtual Inclusions

- > Logo displayed on the Conference website hyperlinked to your company website
- > Logo on any Conference signage displayed at the venue
- > Logo on any Conference marketing materials
- > Logo and company profile featured in the Conference app
- > Logo and company profile featured in any Conference printed or electronic program materials
- > Logo displayed on Conference holding slides at the Conference
- > Acknowledgement as the Session Conference Sponsor during the Conference

Ask us about opportunities to sponsor catering breaks also!



DELEGATE SATCHEL/ TOTE BAG SPONSOR

\$4,000

**As the sponsor of the delegate satchel/
tote bag you will receive the following
entitlements:**

Registration and Social Functions

- > 2 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches and access to exhibition)

Marketing, Promotion and Virtual Inclusions

- > Logo displayed on the satchel/tote bag
- > Logo displayed on the Conference website hyperlinked to your company website
- > Logo on any Conference signage displayed at the venue
- > Logo on any Conference marketing materials
- > Logo and company profile featured in the Conference app
- > Logo and company profile featured in any Conference printed or electronic program materials
- > Acknowledgement as the Delegate Satchel/Tote Bag Sponsor during the Conference

CONFERENCE PROGRAM SPONSOR

\$Price on Application

**The Conference Program will be in the
hands of all delegates and referred to
repeatedly throughout the duration of the
conference.**

This is a unique opportunity to reinforce your brand to all delegates during the conference. The program is a valuable reference tool which is used by all participants during and after the Conference.

Marketing, Promotion and Virtual Inclusions

- > Prominent branding of the Conference Program
- > Full page colour advertisement featured in the Conference Program
- > Logo on any Conference signage displayed at the venue
- > Logo on any Conference marketing materials
- > Logo and company profile featured in the Conference Program
- > Logo and company profile featured in any Conference printed or electronic program materials
- > Acknowledgement as the Conference Program Sponsor during the Conference

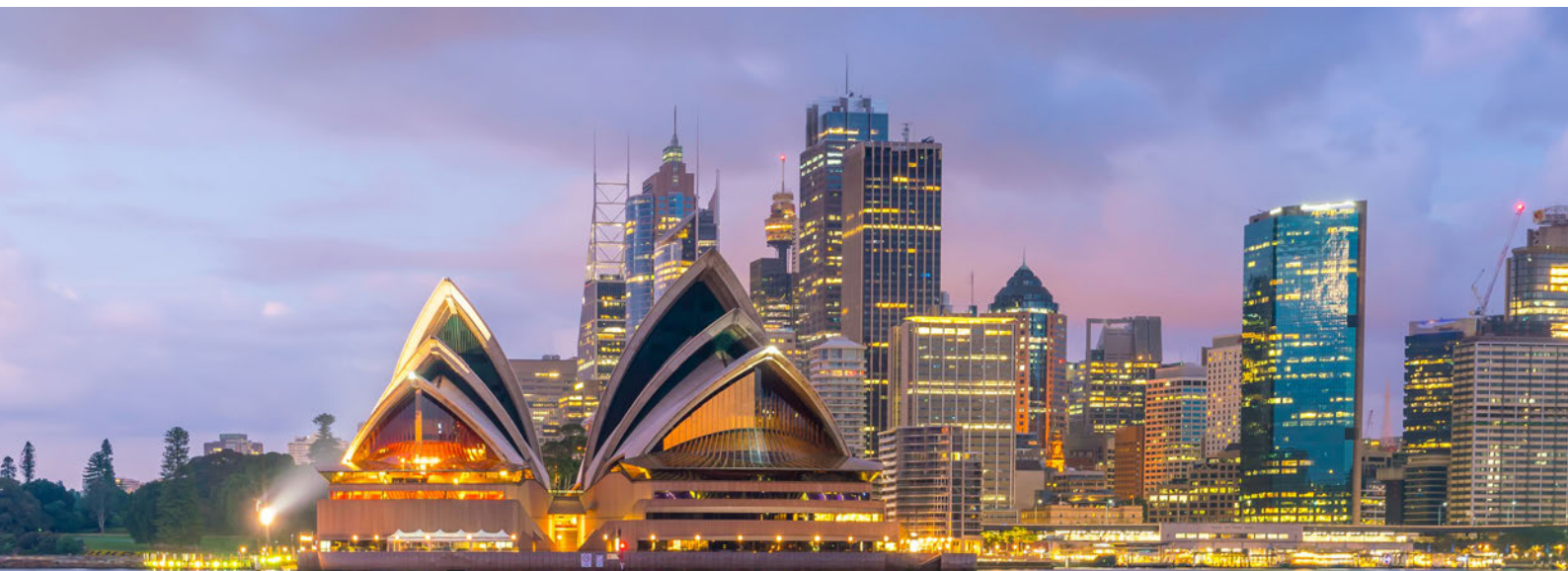


PHOTO BOOTH SPONSOR

\$POA

This is a unique opportunity to reinforce your brand to all delegates during the Conference dinner and provide a small keepsake as a memento of the event

Marketing and Promotion

- > Photo booth will be located in a prominent position during the dinner
- > Opportunity for the Photo Booth Sponsor to provide props (chalkboard, message signs etc), at the Sponsor's expense
- > Opportunity to provide 2 pullup banners to be displayed next to the photo booth
- > Logo to be featured on all printed photos
- > Logo displayed on the Conference website and hyperlinked to your company website
- > Logo within Conference app

LANYARD SPONSOR

\$3,500

The Lanyard Sponsor will receive the following entitlements:

Marketing and Promotion

- > Logo printed on all lanyards alongside Conference logo
- > Logo printed on name badges
- > Logo displayed on the Conference website hyperlinked to your company website
- > Logo on any Conference signage displayed at the venue

BRANDED REUSABLE WATER BOTTLE OR COFFEE CUP SPONSOR

\$5,000

You will have the option to supply a reusable drink bottle or coffee cup branded with your company logo to be distributed to each delegate upon registration.

Marketing and Promotion

- > Opportunity to supply a reusable branded drink bottle or coffee cup. *Option for Conference Organiser to source at sponsor's additional expense*
- > Logo displayed on the Conference website hyperlinked to your company website
- > Logo on any Conference signage displayed at the venue
- > Logo on any Conference marketing materials
- > Logo and company profile featured in the Conference app
- > Logo and company profile featured in any Conference printed or electronic program materials
- > Acknowledgement as the Water Bottle/Coffee Cup Sponsor during the Conference



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EXHIBITOR
PACKAGES

EXHIBITOR (FACE-TO-FACE)

\$1,000 (Multiple)

As an exhibitor of the Conference you will receive the following.

Exhibition Trade

- > 1 x trestle table with 2 chairs

Registration and Social Functions

- > 1 x Exhibition registration (includes morning and afternoon refreshment breaks, lunches and access to exhibition)

Marketing, Promotion and Virtual Inclusions

- > Listed on the Conference website
- > Listed in any Conference printed or electronic program materials

ADDITIONAL EXHIBITION REGISTRATION

\$500

If you have additional staff that you would like to attend to manage your exhibition booth this will include all day catering. You will also be able to purchase a dinner ticket separately if they wish to attend the Conference dinner.



SPONSOR AND EXHIBITION APPLICATION FORM



All prices are listed in AUD and include GST

CONTACT PERSON*

*All correspondence will be directed to this person.

First Name	Surname		
<input type="text"/>	<input type="text"/>		
Organisation			
<input type="text"/>			
Position			
<input type="text"/>			
Address			
<input type="text"/>			
Suburb	State	Country	Postcode
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Office Number	Mobile Number		
<input type="text"/>	<input type="text"/>		
E-mail address			
<input type="text"/>			

SPONSORSHIP PACKAGES (please tick preference)

<input type="checkbox"/> Premier Sponsor	\$8,000
<input type="checkbox"/> Supporting Sponsor	\$5,000
<input type="checkbox"/> Session Sponsor	\$3,500
<input type="checkbox"/> Delegate Satchel/Tote Bag Sponsor	\$4,000
<input type="checkbox"/> Conference Program Sponsor	\$POA
<input type="checkbox"/> Photo Booth Sponsor	\$POA
<input type="checkbox"/> Water Bottle/Coffee Cup Sponsor	\$5,000
<input type="checkbox"/> Lanyard Sponsor	\$3,500
<input type="checkbox"/> Barista Sponsor	\$POA

EXHIBITION PACKAGES

<input type="checkbox"/> Exhibitor (face-to-face)	\$1,000
<input type="checkbox"/> Additional Exhibition Registration	\$500

I/ WE AGREE TO THE TERMS AND CONDITIONS SET OUT IN THIS SPONSORSHIP AND EXHIBITION PROSPECTUS

Name	Signature	Date
<input type="text"/>	<input type="text"/>	<input type="text"/>

PLEASE RETURN THIS FORM TO: All Occasions Group
12 Stirling Street, Thebarton, SA 5031
E: rebecca.gabriel@aomevents.com
P: 08 8125 2200



SPONSORSHIP AND EXHIBITION CONTRACT TERMS AND CONDITIONS

These terms and conditions constitute a contract between you ('the Exhibitor/Sponsor'), The Australian Society for Music Education (ABN: 53 106 346 200) and All Occasions Group Pty Ltd (ABN 44 109 863 514) ('the Conference Organisers') in relation to the sponsorship and/or use of exhibition space at the ASME XXIV National Conference at the Sydney Conservatorium of Music ('the Venue') in Sydney, New South Wales from 3-6 July 2023 ('the Conference'). By signing the application form you are indicating your acceptance of these terms and conditions.

ACCEPTANCE AND ALLOCATION

The Conference Organisers, reserves the right to accept or reject any application at its absolute and unfettered discretion with the return of any deposit paid in the event of a rejection. Sponsorship and Exhibition packages, which may be limited in number, will be generally allocated in the order of the receipt of application forms. Allocation of sponsorship packages and booths regardless of the preference indicated, and alteration of the floor plan is at the discretion of the Conference Organiser, whose decision will be final.

APPLICATION AND PAYMENT

To confirm your acceptance of a Sponsorship or Exhibition package please complete the Booking Form at the back of this brochure and return to rebecca.gabriel@aomevents.com and specify the package required. A confirmation letter will then be sent to you outlining the exhibitor or sponsorship details, along with a tax invoice due within 21 days. If payment is not received by this date, the package will be released for re-sale. As spaces are strictly limited, returning a Booking Form does not guarantee a place as a Sponsor/Exhibitor. You will be contacted with a confirmation letter to confirm your acceptance as a Sponsor/Exhibitor.

CANCELLATION POLICY

Cancellations will be accepted in writing only. A cancellation notice received 3 months or further prior to the Conference start date will be subject to a 50% cancellation fee. A cancellation notice received within 3 months of the Conference start date will be subject to a 100% cancellation fee.

Should a cancellation occur due to a pandemic (COVID-19 or otherwise) which results in restrictions, immediate lockdowns or closed borders that are put in place by the Government, your Sponsorship or Exhibition arrangements will be transferred to virtual only, and the difference reimbursed.

LEGAL RESPONSIBILITY

The Conference Organisers and the Venue accept no responsibility for any act, omission or other default on the part of the Exhibitor/Sponsor during or in connection with the Conference that results directly

or indirectly in any loss, damage, personal injury or death. The Exhibitor/Sponsor agrees to indemnify the Conference Organisers in respect of any claim and demands in respect thereof.

The Exhibitor/Sponsor acknowledges that the Conference Organisers are not responsible for any loss or damage to the Exhibitor/Sponsors' property and that all Exhibitor/Sponsor material and equipment is the sole responsibility of the Exhibitor/Sponsor. The Organisers will not be liable for any indirect or consequential damages arising out of a breach of this Exhibition/Sponsorship contract. In the event that the Conference or Exhibition is cancelled or delayed through no fault of the Conference Organisers, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the Sponsor/Exhibitor shall not be entitled to any refund or any claim for any loss of damage.

EXHIBITOR MANUAL

An Exhibitor Manual outlining all technical aspects of exhibiting will be circulated no later than 6 weeks before the Conference. It will include the following

- Technical details about the venue, final exhibition details and information.
- Contractor details services available to exhibitors and order forms.

EXHIBITOR DISPLAY RULES

- The Conference Organisers shall determine the hours during which the Exhibition shall be conducted and the hours of access for Exhibitors, including any variations of access times as may be necessary.
- The allocated exhibition booth must be staffed at all times during the exhibition and removal of any exhibition display must not commence until after the exhibition closes.
- All advertising material, such as banners, must be displayed within the designated booth area.
- Excessive noise that inconveniences other exhibitors or the Conference must be avoided.
- Exhibitors must not obstruct aisles and walkways.
- While Exhibitors are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other exhibitors or detracting from the Exhibition are not permitted.

CUSTOM STAND

All custom stand designs must be approved by the Conference Organisers and the Venue to allow for unrestricted views. Custom booths which aren't open plan (for example a structure with one or more walls) may need to be located against the perimeter of the Exhibition.

DETAILED REQUIREMENTS AND DUE DATES:

- The Conference Organisers requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display or other arrangements will be sent to you at a later date with relevant due dates.
- Logos will be requested in both .jpg and .eps format, high resolution 300dpi. If logos in other formats are received, the Organisers are not responsible for the quality of the logos displayed in any of the promotional material.
- In the event that materials, information or artwork required by the Conference Organisers are not received by the designated due date, their use for their intended purpose cannot be guaranteed, the Organisers are not responsible for any losses sustained as a result.

SPONSORSHIPS

Nothing contained in the agreement will be deemed to constitute a joint venture or agency relationship between you and Conference Organisers.

You must not do anything where you will, in any way, be represented that you are a partner of the Conference Organisers.

REGISTRATIONS

Sponsors/Exhibitors are not permitted to attend Conference Sessions or Networking Functions unless the relevant tickets are offered as part of the particular Sponsorship or Exhibition package. Should Sponsors/Exhibitors wish to attend the Conference as a delegate or attend Networking Functions, the appropriate registration must be purchased. Specific Sponsor/Exhibitor registration online link will be sent out at a later date.

SPONSORSHIP AND EXHIBITION PACKAGES

Please refer to the Sponsorship packages in this Sponsorship & Exhibition Proposal document. Any variations to the description of each package must be as agreed in writing with the Conference Organisers. Sponsorship and Exhibition entitlements will not commence until the Booking Form and payment is received by the Conference Organisers.

VENUE

The Sponsor/Exhibitor and the servants, agents, contractors and invitees of the Sponsor/Exhibitor are also to observe the rules, regulations and procedures as prescribed by the Venue.