

A wide-angle photograph of the Perth skyline across the water, featuring several prominent skyscrapers under a clear blue sky with some light clouds. The water is calm, reflecting the buildings.

ITEC24 **Nova
Diem**
14-17 July 24
Perth WA

Sponsorship and Exhibition Information

Connect with 1000 leaders & influencers in education
at Perth Convention & Exhibition Centre

Hosted by

CHRISTIAN
EDUCATION NATIONAL



Our desire
is to see this
Lordship over
every aspect
of Christian
schools



INVITATION

From Michelle Dempsey,
CEO, Christian Education National

I am pleased to invite you to join us in Perth from 15-17 July 2024 for ITEC24. Every four years, Christian Education National schools gather together for 3 days of collective learning and sharing.

It is an opportunity to bring the suppliers and partners that our schools work with regularly to meet and share potential opportunities as part of our Trade Exhibition. I encourage you to consider supporting this event. We have space for forty exhibiting companies, and it is expected that these places will sell out quickly.

The attendees at the conference are made up of 40% of senior managers and decision makers, including board chairs, principals and business managers. 60% of attendees are teaching staff in our schools. The teaching staff are the influencers to future purchases within the school environment, so this will be a great opportunity for companies to showcase the latest trends in education. We hope that you will join us.

AIM

Our hope for the International Transforming Education Conference of 2024 is that it will be an engaging and transformational experience that proclaims the Lordship of Christ in this “new day” of Christian education. Our desire is to see this Lordship over every aspect of Christian schools: teaching, supporting, leading and governing.

CONFERENCE ORGANISING COMMITTEE/ ASSOCIATION

Planning Committee

Michelle Dempsey (Conference Chair)
CEO, Christian Education National, VIC

Simon Matthews
Executive Principal, Chairo Christian School, VIC

Narelle Sketcher
Principal, Mount Evelyn Christian School, VIC

Simon Lainson
Principal, Illawarra Christian School, NSW

Mark Steyn
CEO, Rehoboth Christian College, WA

Nicole Pleysier (Local Committee Coordinator)
Principal, Rehoboth Christian College, WA

Melinda Storm
Executive Assistant, Christian Education National, NSW

Sponsorship and Exhibition enquiries

Kim Murray
Leishman Associates
Conference Managers
kim@laevents.com.au
Telephone: 61 3 6234 7844





Why should you partner with us at ITEC24?



Brand Visibility

Put your company in front of an audience keen to meet again, being 4 years since ITEC19. Engage and connect over three days with industry leaders, opinion shapers, decision makers and influencers.



Targeted Marketing

Capture your audience in one location at one single event. Increase your brand awareness before, during and after the conference through communication, social media, signage, website, handbook and program opportunities.



Consumer Perception

Align your brand with industry leaders. Connect directly to senior managers and the teachers whose relationships span students, parents and the broader community.



Lead Generation

Capture lead data from delegates in real time by scanning their name badge. Drive awareness and sales by participation in the exhibition and exhibitor prize draw.



Return on Investment

Multiple networking opportunities, learn from experts in the field and grow your business. Expose your organisation to leading industry professionals.



Business Relations

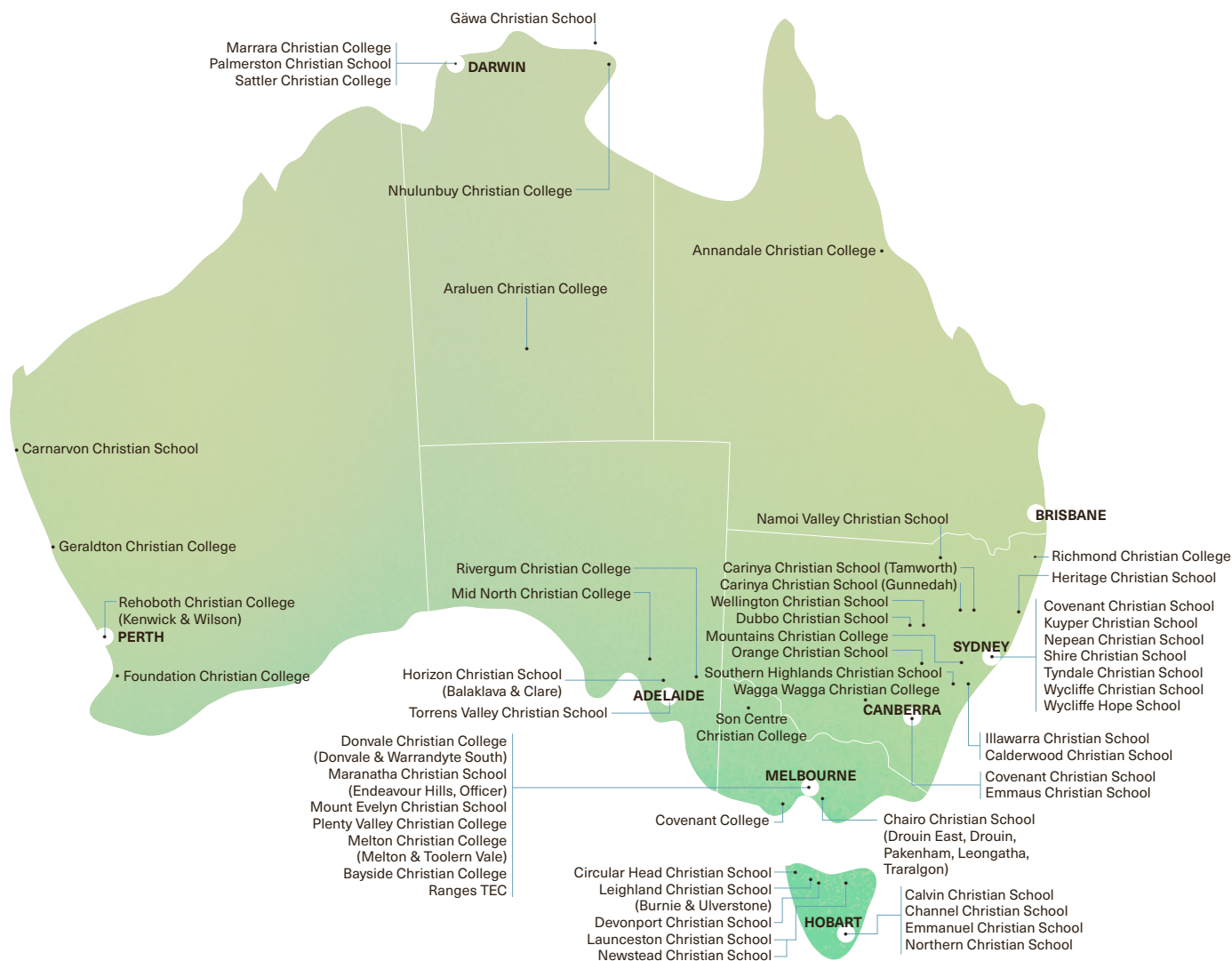
Construct long-lasting relationships with delegates, peers and everyone in between.

NETWORKING OPPORTUNITIES

in a sector with an annual turnover in excess of \$500 million

Our commitment TO YOU

Our commitment to you begins the moment you confirm your partnership package. Our dedicated conference team will provide you with clear and timely responses and information relating to your package. We aim to do our best to maximise the exposure of your partnership. A planned marketing strategy will ensure that you and your brand will receive widespread exposure in the lead up to, during and post conference.



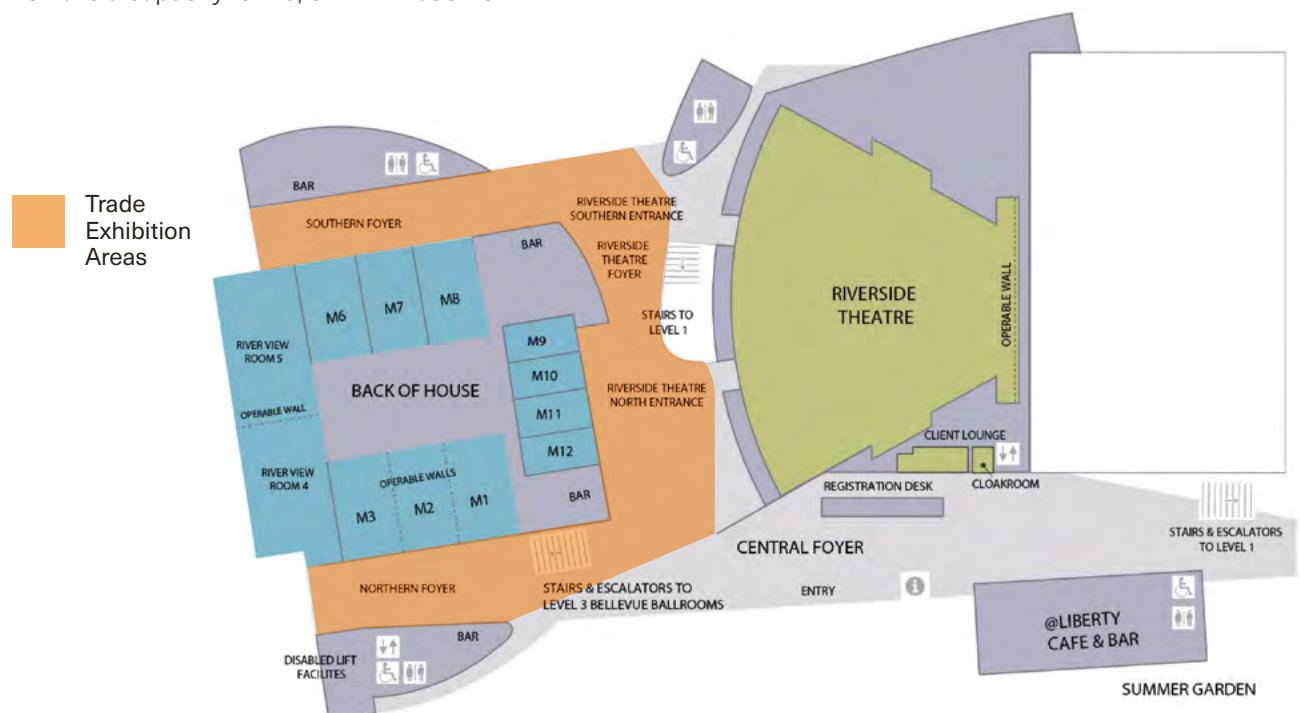
Reach over
4,500 staff
20,000 students
in 67 CEN
schools across
Australia



THE CONFERENCE VENUE

Perth Convention and Exhibition Centre

- Purpose-built for modern conferences and congresses, PCEC is the ultimate Australian conference venue.
- Uniquely located in Perth's central business district, on the banks of the Swan River and adjacent to Elizabeth Quay, the Perth Convention and Exhibition Centre (PCEC) is Western Australia's only dedicated and purpose-built convention, exhibition, and meeting venue.
- Conference plenary sessions will be held in the Riverside Theatre and the Exhibition and catering will be held in the foyer areas surrounding the theatre and breakout rooms. We have a capacity for 40, 3m x 2m booths.



2019 SPONSORS & EXHIBITORS



To discuss your participation in ITEC24
contact: kim@laevents.com.au Tel: 61 3 6234 7844

"Leishman were great! They made exhibiting at the ITEC 2019 conference a positive experience. Their communication with us around logistics and planning made it an effective lead up to the event. It didn't stop there, the team was on hand at the event to ensure everything ran smoothly. Thanks, from Australians Together".

Hannah Carling, Project Coordinator
 Australians Together

Add your name
 to an impressive
 list of suppliers
 serving this
 sector valued at
 over \$500M

OVERVIEW OF INVESTMENT OPPORTUNITIES

	Price AU\$	Opportunity to Address Delegates	Verbal Acknowledgement	Exclusive Branding Opportunity	Invitation only Welcome VIP event	Conference Registration	Exhibition Space	Banner Recognition	Mobile App Ad	Logo Recognition	Delegate List
Major sponsor	\$25,000	✓	✓	60 sec ad	5 tickets	5 Full	6m x 2m	✓	✓	✓	✓
Networking lounge	\$15,000			✓	3 tickets	3 Full	3m x 2m	✓	✓	✓	✓
Name badge & lanyard	\$12,000			✓	3 tickets	3 Full	3m x 2m	✓	✓	✓	✓
Barista cart	\$10,000			Furniture, Aprons, Caps	2 tickets	2 Full	3m x 2m	✓	✓	✓	✓
Conference app	\$8,500			✓	2 tickets	2 Full	3m x 2m	✓	✓	✓	✓
Photo booth	\$5,500			✓		2 Full		✓	✓	✓	✓
Brainfood breaks	\$5,000 per day					Add on	Add on	✓		✓	✓
Volunteer	\$5,000			✓		Add on	Add on	✓	✓	✓	✓
Wifi	\$4,000			✓		Add on	Add on	✓		✓	✓

Contact: Kim Murray, ITEC24 Sponsorship Manager kim@laevents.com.au Tel: 61 3 6234 7844



THEMES AND PROGRAM AT A GLANCE

Theme: Nova Diem – A New Day

Every four years, Christian Education National is pleased to present an international conference with the objective of enabling all participants to wonder about the transformation of educational practice in Christian education.

In 2024, Perth will host such a gathering. It will challenge teachers, leaders, support staff and directors regarding better practice and beautiful, transforming works that inspire and bring glory to God in the hope of Nova Diem – a ‘new day’.

Christian education plays a significant part in the Australian landscape in a cultural moment where increasing intolerance for the gospel, and for those who embrace it, is clearly evident.

Set within the backdrop of a post-pandemic world and increasingly humanistic endeavours, we are committed to knowing God’s word and seeking His promises in this new day. This commitment is founded on a sure hope in God, and on a resolve to better living, loving and learning.

It is our desire, under the theme of Nova Diem, to be immersed in a conference experience that explores biblically sound teaching, innovative pedagogy and practice, faithful leadership, and gracious and hopeful governance.

We commit ITEC24 to the glory of the Lord Jesus Christ through our enthusiastic desire to transform education, to continue to reimagine our practice, and to proclaim His Lordship over all of life. This is our deep hope.

PROGRAM

SUNDAY 14 JULY

Delegate registration from 5pm

ITEC24 Official Opening 6pm - 7pm

VIP Welcome function
(invitation only) 7.30pm

Exhibitor bump in 7.30pm - 10pm

MONDAY 15 JULY

Exhibitor bump in 6am - 8am

Plenary and concurrent sessions

Trade Exhibition

TUESDAY 16 JULY

Plenary and concurrent sessions

Trade Exhibition

WEDNESDAY 17 JULY

Plenary and concurrent sessions
(conference close at midday)

Trade Exhibition

Exhibition bump out after midday

MAJOR SPONSOR

\$25,000 x 2

Take the lead...

Promotion

- Sponsorship of ITEC 2024 as a Major Sponsor
- Recognition as a Major Sponsor throughout all conference communications
- Opportunity to address delegates in the conference plenary session (5 minutes maximum)
- 60 second commercial shown each day
- One advertisement in the conference app (artwork to be supplied by sponsor)
- One custom EDM sent to prospective attendees and a further one EDM sent to confirmed attendees with targeted message.
- Opportunity to display signage at the conference venue (maximum 2 pull up banners supplied by sponsor)
- Company logo and profile in the conference mobile app and website (including link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Exhibitor promotional opportunity (i.e. a competition run to encourage delegates to visit the exhibitors)
- Delegate list – you will be provided with a list of names, organisation, position, city and country

Additional Benefits

- Five conference registrations including sessions and daily catering
- Five tickets to the invitation only Welcome VIP event on Sunday 14 July 2024
- One 6m x 2m exhibition booth





NETWORKING LOUNGE SPONSOR \$15,000

Kick back and relax...

If you're a furniture supplier (or a playground or outdoor furniture/equipment supplier), and you'd like to showcase your own product, please let us know and we can customise this package for you.

The ITEC24 networking lounge will be a large furnished area located in a prominent position on the exhibition floor where delegates can meet and relax.

Promotion

- Exclusive sponsorship of the ITEC24 Networking Lounge
- Opportunity to brand the Networking Lounge. For example, provide extra furniture (funded by sponsor)
- Opportunity to have your corporate video or TVC playing on in the lounge (conference to supply AV)
- Opportunity to place promotional items in the Networking Lounge (materials to be provided by sponsor)
- Opportunity to display signage in Networking Lounge area (sponsor to supply signage. Maximum of 2 pull up banners to be displayed)
- One advertisement in the conference app (artwork to be supplied by sponsor)
- Company logo and profile in the conference mobile app and website (including link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Exhibitor promotional opportunity (i.e. a competition run to encourage delegates to visit the exhibitors)
- Delegate list – you will be provided with a list of names, organisation, position, city and country

Additional Benefits

- Three conference registrations including sessions and daily catering
 - Three tickets to the invitation only Welcome VIP event on Sunday 14 July 2024
 - One 3m x 2m exhibition booth
-



Outstanding
branding and
awareness
opportunity

NAME BADGE & LANYARD SPONSOR \$12,000

Hello, my name is...

Promotion

- Exclusive sponsorship of the delegate name badge and lanyard, including logo recognition on each delegate name badge and lanyard along with the ITEC24 conference logo.
- One advertisement in the conference app (artwork to be supplied by sponsor)
- Company logo and profile in the conference mobile app and website (including link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Exhibitor promotional opportunity (i.e. a competition run to encourage delegates to visit the exhibitors)
- Delegate list – you will be provided with a list of names, organisation, position, city and country

Additional Benefits

- Three conference registrations including sessions and daily catering
 - Three tickets to the invitation only Welcome VIP event on Sunday 14 July 2024
 - One 3m x 2m exhibition booth
-

BARISTA CART SPONSOR \$10,000 X 4

Coffee anyone?

Promotion

- Exclusive sponsorship of one of four ITEC24 Barista Carts
- Opportunity to brand the barista cart area – two pull up banners and promotion material within the area (barista lounge furniture supplied)
- Opportunity to provide corporate branded aprons, caps and coffee cups (please note, PCEC has a strict environmental policy and only fully compostable cups can be provided).
- Opportunity to place promotional items at the barista cart (materials to be provided by sponsor)
- One advertisement in the conference app (artwork to be supplied by sponsor)
- Company logo and profile in the conference mobile app and website (including link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Exhibitor promotional opportunity (i.e. a competition run to encourage delegates to visit the exhibitors)
- Delegate list – you will be provided with a list of names, organisation, position, city and country

Additional Benefits

- Two conference registrations including sessions and daily catering
- Two tickets to the invitation only Welcome VIP event on Sunday 14 July 2024
- One 3m x 2m exhibition booth





Use your
position as
app sponsor
to connect
with over 1,000
attendees

CONFERENCE APP SPONSOR

\$8,500

Be Connected

The Conference App will be created exclusively for the ITEC24 conference and will work across various platforms – iPad, iPhone and Android.

Promotion

- Exclusive, prominent branding of the ITEC24 Conference App
- Your logo on the landing page of the Conference App
- One advertisement in the Conference App (artwork to be supplied by sponsor)
- Banner advertisement to be included on the Conference App (artwork supplied by sponsor)
- Branding of all pre-conference marketing of the Conference App sent to conference delegates
- Company logo and profile in the Conference App and website (including link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Exhibitor promotional opportunity (i.e. a competition run to encourage delegates to visit the exhibitors)
- Delegate list – you will be provided with a list of names, organisation, position, city and country

Additional Benefits

- Two conference registrations including sessions and daily catering
 - Two tickets to the invitation only Welcome VIP event on Sunday 14 July 2024
 - One 3m x 2m exhibition booth
-



PHOTO BOOTH SPONSOR

\$5,500

Say cheese!

Sponsor the Conference Photo Booth and align your organisation with the fun side of the conference.

If you're a school photographer, this could be the picture-perfect opportunity to pitch your business to an audience of 1,000 delegates.

What to bring: Your camera and customised backdrop and be prepared to take entertaining and fun photos of our conference delegates. Plus, a toolkit full of fun props – they love to dress up!

Promotion

- Acknowledgement as the exclusive sponsor of the 2024 ITEC Photo Booth
- One advertisement in the Conference App (artwork to be supplied by sponsor)
- Company logo and profile in the Conference App and website (including link)
- Logo recognition in all conference promotional material, including the conference program and venue signage
- Delegate list – you will be provided with a list of names, organisation, position, city and country

Additional Benefits

- Two conference registrations including sessions and daily catering
-



BRAINFOOD BREAKS SPONSOR \$5,000/DAY

Fuel your body and your brain

Promotion

- Exclusive sponsorship of all refreshment breaks on one day
- Opportunity to place promotional items on the catering stations (material supplied by sponsor)
- Company logo and profile in the Conference App and website (including link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Delegate list – you will be provided with a list of names, organisation, position, city and country

Additional Benefits

- Purchase a booth for an additional \$2,000 (includes one exhibitor registration)
-

VOLUNTEER SPONSOR

\$5,000

We're here to help

Sponsor our wonderful team of student volunteers and your brand will be on display each day of the conference.

Promotion

- Acknowledgement as the exclusive sponsor of the 2024 ITEC Volunteer Team
- One advertisement in the Conference App (artwork to be supplied by sponsor)
- Company logo and profile in the Conference App and website (including link)
- Logo recognition in all conference promotional material, including the conference program and venue signage
- Delegate list – you will be provided with a list of names, organisation, position, city and country

Additional Benefits

- Purchase a booth for an additional \$2,000 (includes one exhibitor registration)
-

Sponsor our
wonderful
team of student
volunteers



Exclusive
sponsorship
of the WiFi
at ITEC24

WIFI SPONSOR \$4,000

Keeping everyone connected

Promotion

- Exclusive sponsorship of the WiFi at ITEC24
- Company logo and profile in the Conference App and website (including link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Exhibitor promotional opportunity (i.e. a competition run to encourage delegates to visit the exhibitors)
- Delegate list – you will be provided with a list of names, organisation, position, city and country

Additional Benefits

- Purchase a booth for an additional \$2,000 (includes one exhibitor registration)
-





ADVERTISING OPTIONS

→ **Conference App** **\$750**

Advertising space will be available in the Conference App which will be used by all delegates. Advertising in this Conference App will provide excellent exposure for your organisation.



A total of
three hours of
opportunity
time each day
for 2 days.

PRELIMINARY EXHIBITION TIMETABLE

Please note, dates and times are a guide only and may be subject to change.

Sunday 14 July	Exhibitor build and bump in from 7.30pm to 10.00pm
Monday 15 July	Exhibition bump in 6am - 8am 8am exhibition opens 4pm exhibition closes
Tuesday 16 July	8am exhibition opens 4pm exhibition closes
Wednesday 17 July	8am exhibition opens 12 noon exhibition closes Exhibitors bump out

Exhibition opens at 8am and catering for morning refreshments, lunch and afternoon refreshments will be served in the exhibition area. It is expected that refreshment breaks will be at least 30 minutes, and lunch 60 minutes.

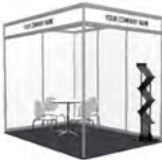
EXHIBITION BOOTH

\$4000

Taking an exhibition booth is a great way to position your organisation, connect with conference delegates and promote your services. With the exhibition area open for the duration of the conference, that's a whole lot of quality exposure for your organisation. All conference lunch and refreshment breaks will be held in the exhibition area to ensure a high traffic flow of delegates.

Exhibition Stand Details

The floor plan for the exhibition will be forwarded as soon as it is finalised. Please note the floor plan is subject to change at the discretion of the venue or the conference organisers.



Exhibition Booth

Features and benefits

- One 3m x 2 m (2.4m high) shell structure booth
- White melamine back and side walls
- Organisation name on fascia board (30 characters)
- 2 x 120w spot lights
- 1 x 4mp/100w power outlet
- Company logo and profile in the conference mobile app and website (incl. link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Two exhibitor registrations including daily catering
- Delegate List – you will be provided with a list of names, organisation, city and country

Please note furniture is NOT included in the exhibition package





**DON'T WANT A
3M X 2M BOOTH?**
Let us know what
space you'd like.
Custom booths
also available.

EXHIBITION DETAILS

All conference lunch and refreshment breaks will be held in the exhibition area to ensure a high traffic flow of delegates. Please note the floor plan is subject to change at the discretion of the venue or the conference organisers at any time. The floor plan for the exhibition will be forwarded as soon as it is finalised.

Custom Built Displays

If you'd like to stand out from the crowd and customise your booth with additional furniture and features, please contact Perth Expo Hire, our Exhibition Build partner, or check out their catalogue at www.perthexpo.com.au. Conference-specific contact details will be given out with the Exhibitor Guidelines. If you have purchased raw space for a custom build, it will need to be approved by the venue 6 weeks prior to the conference. The Exhibition Build company will then be in contact to coordinate a suitable time for the build.

Additional Tickets & Registrations

All staff on site must be registered to attend either by utilising your complimentary registration or by purchasing an additional Exhibitor/Sponsor Registration for \$750 each, which includes:

- Daily catering
- Attendance at conference sessions

This Exhibitor/Sponsor Pass is significantly reduced from the standard delegate fee as recognition of your company's support of the event. Please note there is a maximum of two additional exhibitor registrations per sponsor or exhibitor.

Appliance Testing

All electrical appliances and leads used on site must comply with the Australian Standard AS/NZ 3760:2010, which requires the appliance to be inspected, tested and tagged. Items that do not comply will not be permitted to be used onsite. Electrical items such as switchboards, cables and outlet fittings must comply with the Australian electrical wiring standard AS/NZS 3000:2007 and be installed by a qualified A grade electrician. Note: Double adaptors will not be permitted onsite, instead power boards with overload cut off are permitted. **The venue is at liberty to check that the electrical appliances that you bring on site are appropriately tagged.**

Event Sponsorship & Exhibition Application Terms & Conditions

A full set of terms and conditions for conference sponsorship and exhibition packages are available on the conference website. When you complete the online acceptance form, you will be required to acknowledge your agreement to these terms and conditions to complete the submission process.

Next Steps...

For further information, or to discuss a tailored sponsorship package, please contact kim@laevents.com.au

Kim Murray
Sponsorship and Exhibition Manager
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E kim@laevents.com.au