

VASSP / VPA CONFERENCE

30-31 AUGUST 2010
GRAND HYATT, MELBOURNE

SPONSORSHIP PROPOSAL

Creative Leadership

THE EVENT FOR VICTORIAN SCHOOL LEADERS IN 2010



THE CONFERENCE

On behalf of the organising committee for the joint Victorian Association of State Secondary Principals (VASSP) and the Victorian Principals Association (VPA) 2010 Conference, we are pleased to offer your organisation the opportunity to become a Sponsor of this event. Building on extremely successful Conferences hosted by VASSP and the VPA in 2009, up to 450 delegates are expected to attend this year. The majority of delegates will be principals of Victorian state primary and secondary schools, however other important decision-makers in these institutions, such as assistant principals and curriculum leaders will also be in attendance.

This is a special opportunity, which only happens once in a decade, for the members of the two pre-eminent Victorian Principal Class Associations to engage.

The Conference theme for 2010 is “**Creative Leadership – the event for Victorian School Leaders in 2010**”.

The Conference program is structured to maximise the opportunities for Sponsors to make personal contact with delegates. During break times, all catering will be served in the trade display area to encourage delegates into this area to visit Sponsors. Delegates will be given a ‘passport’ to complete, which again encourages them to visit each trade display and engage with the organisations that support their association.

The Conference program also includes the official Conference dinner. A number of sponsorship packages include tickets to this dinner, which is a fantastic opportunity to network with delegates in a more relaxed social setting.

Sponsorship prices have been kept the same as the 2009 VASSP Conference and some ‘Add Value’ options have been prepared to ensure that this event remains a cost-effective method of making contact with such a significant proportion of the Victorian primary and secondary schools’ market.

The Venue

The venue for the VASSP / VPA 2010 Conference is the Grand Hyatt Melbourne Hotel, 123 Collins Street, Melbourne.

The Grand Hyatt Melbourne Hotel is located at the top end of prestigious Collins Street in the centre of the business, shopping, theatre and restaurant district, and is within walking distance of the main attractions in Melbourne.

Conference Manager

All Occasions Management

41 Anderson Street

THEBARTON SA 5031

Phone: 08 8125 2200

Fax: 08 8125 2233

Email: conference@aomevents.com

Web: www.alloccasionsgroup.com

ABOUT VASSP

VASSP works with, and on behalf of the principal class to ensure that the welfare of school leadership teams and quality learning environments in secondary schools are the key objectives on the education agenda. VASSP provides a voice at the highest levels on behalf of its members. VASSP also works hard to lobby the Government and statutory bodies to resource state secondary schools appropriately and to ensure that the educational and social needs of the students in our schools are properly addressed.

ABOUT VPA

The VPA was originally formed in 1971 to represent the professional interests of principals in Victorian primary schools. Today the organisation has grown, representing Educational Leaders – Principal Class and Leading Teachers - in Victorian government schools. The Association provides management advice, assistance and collegiate support for Principal Class Officers and aspiring leaders. The VPA represents and lobbies for school leaders sharing best practice.

WHY SPONSOR?

Conference sponsorship provides organisations with a prime opportunity to showcase their products and services to a captive audience. This may be for the purpose of increasing sales, releasing or promoting a new product or to simply make personal contact with existing clients to promote a positive client/provider relationship.

Sponsors will have the opportunity to reach a large number of education professionals who hold key decision making positions in Victorian state primary and secondary schools.

The Conference sponsorship model allows you to capture delegates' attention in a variety of ways, depending on the specific needs of your business. We understand that these needs may not necessarily fit into the prescribed levels outlined in this document, and we therefore invite you to discuss with us alternative options available to tailor-make a sponsorship package that best suits your organisation.

Sponsorship Benefits

The Conference has several sponsorship packages, providing sponsors with a choice of exposure related to financial commitment. Benefits include:

- ◆ Opportunity to create and/or enhance a national profile
- ◆ Contact opportunities with decision makers
- ◆ Extensive exposure of your organisation's logo throughout the Conference and to delegates
- ◆ Demonstrated support for state primary and secondary principals
- ◆ Opportunity to stay abreast of key issues

Trade Display Schedule

The trade display area has been designed to ensure good visibility and access to all displays. The display area will be located on the eighth floor, on the same level as all Conference sessions. The catering will be centred around the displays to ensure maximum exposure throughout the Conference.

PROPOSED PROGRAM

Sunday, 29 August 2010

From 12:00pm Exhibitor Bump-In

Monday, 30 August 2010

8:00am Registration / Trade Display Opens
9:00am Conference Opening / Plenary Presentations
10:30am Morning Tea
11:00am Plenary Presentations
12:00pm Lunch
1:00pm Plenary Presentations
2:00pm Afternoon Tea
2:30pm Concurrent Workshop Sessions
4:30pm Close
7:00pm Dinner

Tuesday, 31 August 2010

8:30am Registration
9:00am Plenary Presentations
11:30am Morning Tea
12:00pm Plenary Presentations
1:00pm Lunch
2:00pm Trade Display Closes
Exhibitor Bump-Out
Concurrent Workshop Sessions
4:00pm Conference Summary
4:30pm Close

SPONSORSHIP PACKAGES

**Platinum Sponsor
\$7,000 (inc GST)**

3 only

- ◆ Recognition as a Platinum Sponsor in the Conference Handbook.
- ◆ Recognition as a Platinum Sponsor on audiovisual display in main plenary room.
- ◆ Company banner displayed in main plenary room for duration of Conference.
- ◆ Trade display space including (or equivalent to) two skirted trestle tables, two pin boards and four chairs.
- ◆ Four trade display registrations, including morning tea, lunch & afternoon tea for the duration of the Conference.
- ◆ Four tickets to the Conference Dinner.
- ◆ One full-page colour advertisement in the Conference Handbook (artwork to be supplied by company).
- ◆ One item for insertion in delegate satchels (to be supplied by company).
- ◆ Full delegate list, with address and email (subject to permission of delegate).

**Gold Sponsor
\$5,000 (inc GST)**

6 only

- ◆ Recognition as a Gold Sponsor in the Conference Handbook.
- ◆ Recognition as a Gold Sponsor on audiovisual display in main plenary room.
- ◆ Company banner displayed in main plenary room for duration of Conference.
- ◆ Trade display space including (or equivalent to) one skirted trestle table, one pin board and two chairs.
- ◆ Three trade display registrations, including morning tea, lunch & afternoon tea for the duration of the Conference.
- ◆ Two tickets to the Conference Dinner.
- ◆ One half-page colour advertisement in the Conference Handbook (artwork to be supplied by company).
- ◆ One item for insertion in delegate satchels (to be supplied by company).
- ◆ Full delegate list, with address and email (subject to permission of delegate).

SPONSORSHIP PACKAGES

Silver Sponsor \$3,500 (inc GST)

9 only

- ◆ Recognition as a Silver Sponsor in the Conference Handbook.
- ◆ Recognition as a Silver Sponsor on audiovisual display in main plenary room.
- ◆ Trade display space including (or equivalent to) one skirted trestle table, one pin board and two chairs.
- ◆ One trade display registration, including morning tea, lunch & afternoon tea for the duration of the Conference.
- ◆ One ticket to the Conference Dinner.
- ◆ One quarter-page colour advertisement in the Conference Handbook (artwork to be supplied by company).
- ◆ One item for insertion in delegate satchels (to be supplied by company).
- ◆ Full delegate list, with address and email (subject to permission of delegate).

Bronze Sponsor \$2,500 (inc GST)

8 only

- ◆ Recognition as a Bronze Sponsor in the Conference Handbook.
- ◆ Recognition as a Bronze Sponsor on audiovisual display in main plenary room.
- ◆ Trade display space including (or equivalent to) one skirted trestle table, one pin board and two chairs.
- ◆ One trade display registration, including morning tea, lunch & afternoon tea for the duration of the Conference.
- ◆ Full delegate list, with address and email (subject to permission of delegate).

SPONSORSHIP 'ADD VALUE' OPTIONS

Dinner Sponsor
\$2,000 (inc GST)

1 only

- ◆ Recognition as the Dinner Sponsor in the Conference Handbook.
- ◆ Recognition as the Dinner Sponsor on audiovisual display during the dinner.
- ◆ One complimentary registration on the day of the Conference Dinner.
- ◆ Two tickets to the Conference Dinner.
- ◆ Company Logo printed on the Dinner Menu's.
- ◆ Company pull-up banner positioned in the pre-dinner drinks area.

Lunch Sponsor
\$1,000 (inc GST)

2 only

- ◆ Recognition as a Lunch Sponsor in the Conference Program on the nominated day.
- ◆ Recognition as the Lunch Sponsor on audiovisual display during the Conference.
- ◆ One complimentary registration on the nominated day of the sponsored lunch.
- ◆ Company Logo printed on tent cards positioned on catering tables.
- ◆ Company pull-up banner positioned in the exhibition room where catering will be served.

Morning / Afternoon Tea Sponsor
\$500 (inc GST)

2 of each only

- ◆ Recognition as a Morning/Afternoon Tea Sponsor in the Conference Program on the nominated day.
- ◆ Recognition as the Morning/Afternoon Tea Sponsor on audiovisual display during the Conference.
- ◆ One complimentary registration on the nominated day of the sponsored break.
- ◆ Company Logo printed on tent cards positioned on catering tables.

Satchel Insert Sponsor
\$500 (inc GST)

Unlimited— 3 SOLD

- ◆ Recognition as a Satchel Insert Sponsor in the Conference Handbook.
- ◆ One item for insertion in delegate satchels (to be supplied by company).

Note Pad Sponsor
\$500 (inc GST)

1 only

- ◆ Recognition as Note Pad Sponsor in the Conference Handbook.
- ◆ One note pad for insertion in delegate satchels (to be supplied by company).

Pen Sponsor
\$500 (inc GST)

1 only

- ◆ Recognition as Pen Sponsor in the Conference Handbook.
- ◆ One pen for insertion in delegate satchels (to be supplied by company).

SPONSORSHIP CONDITIONS

Acceptance and Allocation: The Conference Organising Committee reserves the right to accept or reject any application for sponsorship at its absolute and unfettered discretion with the return of any deposit paid. Sponsorship packages will be generally allocated to those organisations who apply earliest. Allocation of sponsorship packages is at the discretion of The Conference Organising Committee, whose decision will be final.

Application and Payment: Complete the Acceptance Form and return it to Candice Sferco of All Occasions Management. On receipt of the form, a confirmation letter will be sent with a tax invoice for the deposit amount (50% of total payment due). Final payment of the remaining 50% is due by 26 June 2010 with a tax invoice to be sent to you. If your payment is not received by the due date, the sponsorship will become available to other interested organisations. As spaces are strictly limited, returning an Acceptance Form does not guarantee a place as a Conference Sponsor. You will be contacted with a confirmation letter to confirm your acceptance as a Sponsor.

Deadlines: The deadlines designated by All Occasions Management for delivery or supply of materials, information or artwork are not negotiable. In the event that materials, information or artwork required by All Occasions Management are not received by the designated due date, their use for their intended purpose cannot be guaranteed. The value of these entitlements will not be refunded if this is the case.

Display Rules:

- (a) No advertising material, such as banners are allowed outside the designated booth area.
- (b) Excessive noise that inconveniences other exhibitors or the Conference will not be allowed.
- (c) No obstruction of any form in the aisles and walkways.
- (d) While companies are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other companies or detracting from the exhibition will be discouraged.

Cancellation Policy: In the case of your cancellation of sponsorship, notification in writing should be sent to the Conference Manager. If the cancellation is received up to 3 months before the event, an administration fee of 25% of the total price is retained. If the cancellation is received within 3 months, no refund is applicable.

Consequential Damage: The Organiser will not be liable for any indirect or consequential damages arising out of a breach of this Exhibition/Sponsorship contract.

Detailed Requirements: The Conference Organising Committee's requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts or other arrangements will be sent to you in a confirmation letter at a later date.

Exceptional Circumstances: The Conference Organising Committee reserves the right to change the venue and duration if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force as long as the Sponsor is informed at least one month before the planned Conference. The Sponsorship Manager will use reasonable endeavours to remedy the impact of exceptional circumstances.

Responsibility: The Conference Organising Committee, Conference Manager and The Grand Hyatt Melbourne Hotel accept no responsibility for any act, accidents, omissions on the part of service providers, the accuracy or content of any written or oral statements by speakers in connection with this event, delay, damage, personal injury or death.

Sponsorship Opportunities: Please refer to the sponsorship opportunities in the section headed "Sponsorship packages". Any variations to the description of each package must be as agreed in writing with the Sponsorship Manager.

Trade Display Hours: The Organiser shall determine the hours during which the Exhibitors shall be conducted and as to hours of access for Exhibitors including variations of such times as shall be necessary.

Trade Display Sponsorships: All sponsors taking up trade display sponsorships will be required to:

- Acknowledge that the Conference Organising Committee, Conference Manager and The Grand Hyatt Melbourne Hotel will not be responsible for any loss or damage to the exhibitor's property and that all exhibitor material and equipment is the sole responsibility of the exhibitor.
- Recognise that sound amplification will only be permitted as long as it causes no annoyance to neighbouring exhibitors or Conference attendees. The Sponsorship Manager will be the sole judge as to whether there is an annoyance.

Unavoidable Occurrences: In the event that the Conference/Exhibition is cancelled or delayed through no fault of the Organiser, the Venue Manager, Conference Organising Committee including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slow downs or disputes, or other similar events then the Exhibitor/Sponsor shall not be entitled to any refund or claim for any loss of damage.

ACCEPTANCE FORM

Sponsor Details	
Company	
Contact Name *	
Contact Position	
Address	
Telephone	
Facsimile	
Mobile	
Email (please print)	
Product/Service Offered	
* All correspondence will be forwarded to this person.	

Level of Sponsorship (please mark with X)

- | | | |
|--------------------------|------------------------|-----------------|
| <input type="checkbox"/> | Platinum Sponsor | \$7,000 inc GST |
| <input type="checkbox"/> | Gold Sponsor | \$5,000 inc GST |
| <input type="checkbox"/> | Silver Sponsor | \$3,500 inc GST |
| <input type="checkbox"/> | Bronze Sponsor | \$2,500 inc GST |
| <input type="checkbox"/> | Satchel Insert Sponsor | \$500 inc GST |
| <input type="checkbox"/> | Note Pad Sponsor | \$500 inc GST |
| <input type="checkbox"/> | Pen Sponsor | \$500 inc GST |

Sponsorship Total Amount: \$ _____

Deposit Amount (50% of total): \$ _____

Your signature below is taken as acceptance of the relevant sponsorship entitlements as listed on pages 5 – 7, and acceptance of the conditions as listed on page 8.

I agree to the terms and conditions of the Sponsorship Booking	
Signed	
Print Name	
Position	
Organisation	
Date	

On receipt of this form, a confirmation letter will be sent with a tax invoice for the deposit amount (50% of total payment due). Final payment of the remaining 50% is due by 26 June 2010 with a tax invoice to be sent to you.

Please return the completed form to:

VASSP / VPA 2010 Conference

C/- Candice Sferco

All Occasions Management

41 Anderson Street, THEBARTON SA 5031

Phone: 08 8125 2200 Fax: 08 8125 2233 Email: candice@aomevents.com