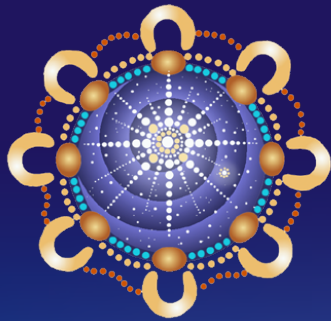


# SPONSORSHIP AND EXHIBITION PROSPECTUS



## APPA NATIONAL CONFERENCE

3-6 September 2019 – Adelaide

### LEADING THE WAY:

collaboration • connection • community



[www.appaconference.com.au](http://www.appaconference.com.au)

## WELCOME

**On behalf of the organising committee, it is our pleasure to invite you to participate in the 2019 Australian Primary Principals Association (APPA) National Conference.**

Our conference theme is **Leading the Way: Collaboration - Connection - Community**. This conference will be held in Adelaide on Tuesday 3 – Friday 6 September at the Adelaide Convention Centre bringing together 400 primary school leaders from three sectors (Government, Catholic and Independent) from all states and territories.

On Tuesday delegates will attend the Welcome Reception that will be held in the exhibition hall at the Adelaide Convention centre. Exhibitors will have the opportunity to showcase their products and services at this premier networking event.

Sponsoring or exhibiting at this conference is an invaluable opportunity to gain access to an extensive and diverse group of decision makers in the education sector.

It is the people working in the education sector, with their connections to children and their families, who are becoming major influences in the wider consumer landscape. Exhibiting at this conference has the potential to earn your company brand recognition. It provides you with access to a large audience in an environment where a message can be easily accessed, comprehended and shared.

We look forward to working with you and your team to deliver a mutually beneficial conference for all.

## CONTACT US

**For all Sponsorship and Exhibition queries, or for any other conference matter, please contact the conference organisers.**

Sheila Woodhart  
Sponsorship and Exhibition Manager  
All Occasions Group  
12 Stirling Street  
THEBARTON SA 5031

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**All Occasions  
Group**

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## APPA NATIONAL CONFERENCE

3-6 September 2019  
Adelaide, South Australia

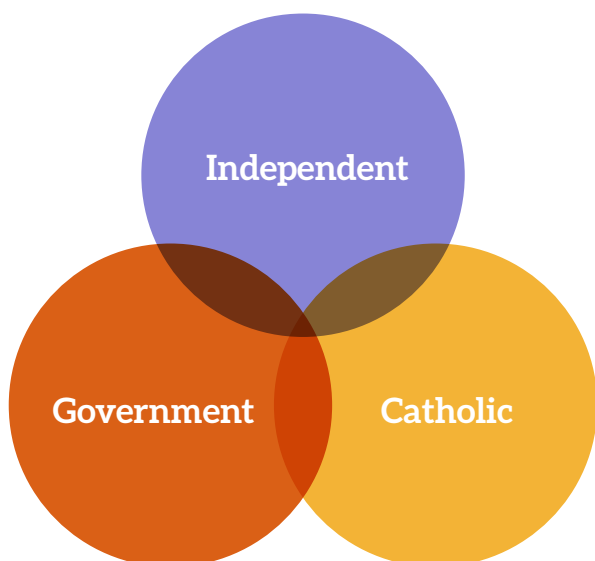
**LEADING THE WAY:**  
collaboration • connection • community



## ABOUT APPA AND THE APPA CONFERENCE



The Australian Primary Principals Association (APPA) is the peak national professional body representing over 7,200 primary school principals in Government, Catholic and Independent schools.



Exhibiting at the APPA conference provides a unique opportunity to establish connections with the three education sectors – Government, Catholic and Independent – across all states and territories. Delegates attending this conference are the very people who make the decisions about what services and products are used in their schools, making the APPA conference a sought-after opportunity for exhibitors and sponsors.

Bringing together Australia's primary school leaders, the APPA conference offers the best opportunity for delegates to network, learn and share information about you and your company.

APPA has established an enviable reputation for highly successful conferences. This conference is organised by principals for principals and sees delegates hearing from exceptional Australian and international speakers, speaking with their colleagues and, in speaking with exhibitors, learn about what will make a difference to the children, teachers and parents of their school community.

## WHY SPONSOR AND EXHIBIT

APPA Conference 2019 is anticipated to attract over 400 professionals from every State and Territory within Australia, New Zealand and overseas.

“  
400 +  
school leaders  
”

Delegates attending from within the primary school sectors will include principals, deputies and other school leaders as well as departmental and jurisdiction officers

Participating as a sponsor or exhibitor provides you with the opportunity to take you straight to your national and international target markets and demonstrate your level of support and commitment to the industry.

### The conference can provide your organisation with:

<b>Maximum exposure</b> at a premier industry conference		<b>Access</b> to a broad network of industry partners from the public and private sectors	
Time to <b>network</b> with industry colleagues and key decision makers		Opportunity to <b>present your latest innovations</b> and new products or services to a pertinent audience	
The opportunity to <b>demonstrate</b> your company's commitment to the industry		<b>Showcase your expertise</b> and capabilities, and educate the industry	
An opportunity to build and reinforce <b>strategic relationships</b>		Increased <b>marketing opportunities</b> including visibility on the conference website and associated marketing materials	
<b>Stay connected</b> to trends and issues in education		The chance to <b>affiliate your brand</b> with a unique and dynamic conference package	

**Commitment levels vary and can be tailored to suit your marketing strategies.**

# OUR COMMITMENT TO YOU

Commitment to our sponsors will begin from the time  
you confirm your participation in this event.

- Ongoing point of contact with our conference organiser, All Occasions Management, 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

## CONFERENCE VENUE

The Adelaide Convention Centre is a centre transformed -  
The recent expansion has seen it emerge as Australia's most  
flexible and technologically advanced convention centre.



A striking landmark on Adelaide's Riverbank, the Centre comprises three independent yet seamlessly integrated buildings: East, Central and West.

Each building takes advantage of their prime positioning on the River Torrens, providing plenty of natural light and panoramic views of the river to deliver a heightened sense of destination.

Close proximity to the entertainment, cultural and sport precinct, the Centre is a short walk to international and boutique hotels and accommodation.

Public transport, the Adelaide Railway Station and a taxi rank are on our doorstep.

The international airport is just seven kilometres from the Centre, making a quick and economic taxi ride.

Adelaide Convention Centre  
North Terrace  
ADELAIDE SA 5000



# CONFERENCE PROGRAM

## OVERVIEW

### Tuesday 3 September

---

9:00am	Exhibitor Move in
3:00pm	Exhibition Opens
4:00pm - 6:00pm	Welcome Reception in the Exhibition Area

### Wednesday 4 September

---

7:30am – 8:30am	Exhibition Open – Arrival Tea & Coffee in the Exhibition Area
8:30am – 10:30am	Conference Opening and program
10:30am – 11:00am	Morning Tea in the Exhibition Area
11:00am – 12:50pm	Conference Program
12:50pm – 1:50pm	Lunch in the Exhibition Area
1:50pm – 4:00pm	Conference program
4:00pm – 4:30pm	Afternoon Tea in the Exhibition Area **

*\*\*There will be no conference session held after this time, we encourage exhibitors to host activities or events at their stands. These activities will be promoted to delegates via the conference app.*

### Thursday 5 September

---

8:00am – 8:30am	Exhibition Open – Arrival Tea & Coffee in the Exhibition Area
8:30am – 10:30am	Conference program
10:30am – 11:00am	Morning Tea in the Exhibition Area
11:00am – 12:30pm	Conference Program
12:30pm – 1:40pm	Lunch in the Exhibition Area
1:40pm – 2:50pm	Conference program
2:50pm – 3:15pm	Afternoon Tea in the Exhibition Area
4:00pm – 6:00pm	Exhibitor Move Out
6:30pm – late	Conference Dinner

### Friday 6 September

---

The APPA Conference committee welcomes Sponsors and Exhibitors to join delegates on Friday for Morning Tea 10:30am - 11:00am and Lunch 1:00pm at the Adelaide Convention Centre.



A photograph of two young boys in red school sweaters and grey trousers climbing a wooden playground structure with green ropes. The boy in the foreground is smiling and looking down at his hands. The boy in the background is also climbing and looking towards the camera. The scene is outdoors on a grassy area with trees in the background.

# CONFERENCE SPONSORSHIP PACKAGES

# SPONSORSHIP

## SUMMARY

	Premium Conference Sponsor	Conference Sponsor	Conference Dinner Sponsor	Welcome Reception Sponsor	Friday Formal Lunch	Delegate Satchel Sponsor	Lanyard and Name Tag
	\$33,000	\$22,000	\$27,500	\$15,000	\$24,500	\$27,500	\$22,000
Number of Opportunities	Limited to 3 Sponsors	Multiple opportunities	Exclusive	Exclusive	Exclusive	Exclusive	Exclusive
Exhibition	2 x 3 x 3 Exhibition booth or floor space	1 x 3 x 3 Exhibition booth or floor space	1 x 3 x 3 Exhibition booth or floor space	1 x 3 x 3 Exhibition booth or floor space	1 x 3 x 3 Exhibition booth or floor space	1 x 3 x 3 Exhibition booth or floor space	1 x 3 x 3 Exhibition booth or floor space
Registrations	6	4	4	2	2	4	2
Presentation Opportunity	5 Minutes during the program on the first day		5 Minutes during the dinner	5 Minutes during the Welcome Reception	5 Minutes during the Lunch opening		
Brand activation	Yes						
Logo placement on website, signage, printed and electronic materials	Yes	Yes	Yes	Yes	Yes	Yes including logo on delegate satchel	Yes including logo on delegate lanyard and name badge
Social Media content item	1 item						



# SPONSORSHIP

## SUMMARY

	Water Bottle Sponsor	Pocket Program	Keynote Speaker Sponsor	Wi-Fi Password Sponsor	Conference App Sponsor	Barista Sponsor	Exhibition Lounge Sponsor
	\$22,000	\$15,000	\$15,000	\$13,200	\$10,000	\$17,500	\$15,000
Number of Opportunities	Exclusive	Exclusive	Multiple Opportunities	Exclusive	Exclusive	Multiple Opportunities	Exclusive
Exhibition						2 x 3 x 3 Exhibition booth or floor space	Branded Lounge Area in the Exhibition Hall
Registrations			2			2	
Presentation Opportunity							
Brand activation							
Logo placement on website, signage, printed and electronic materials	Yes including logo on water bottle	Yes including full back page advertisement on the pocket program	Yes including branding during the session	Yes including your business name as the wi-fi password and full page advert in the pocket program	Yes including sole branding of the conference app	Yes	Yes
Social Media content item							

# MAJOR CONFERENCE

## SPONSORSHIP PACKAGES

3  
OPPORTUNITIES

### EXHIBITION

### REGISTRATION AND SOCIAL FUNCTIONS

### MARKETING AND PROMOTION

## PREMIUM CONFERENCE SPONSOR

\$33,000

**As the Premium Conference Sponsor you will receive the following entitlements:**

- 2 x shell scheme exhibition booths (3m x 3m) in a prominent position. Should you have a custom stand the equivalent floor space will be provided
- 1 x Trestle Table and 2 chairs
- Access to Lead capture technology
- 6 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition, dinner ticket and welcome reception)
- Opportunity to give a 5 minute presentation during the first day of the conference
- Opportunity to host a brand activation in the Foyer one morning of the conference (Day selected in order of sponsorship acceptance and details of the activation to be approved by the organising committee)
- 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 with company profile and hyperlinked to your company website
- Opportunity to supply 1 content item to be included in the conference social media platforms pre conference
- Logo displayed on the conference registration site
- Logo on conference signage displayed at the venue
- Logo and company profile featured in the conference app
- Logo and company profile featured in conference printed or electronic program materials
- Logo displayed on conference holding slides at the conference
- Acknowledgement on all social media platforms as the Premium Conference Sponsor
- Acknowledgement as the Premium Conference Sponsor during the conference including during both opening and closing ceremonies

# MAJOR CONFERENCE

## SPONSORSHIP PACKAGES

MULTIPLE  
OPPORTUNITIES

### EXHIBITION

### REGISTRATION AND SOCIAL FUNCTIONS

### MARKETING AND PROMOTION

## CONFERENCE SPONSOR

\$22,000

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

- 1 x shell scheme exhibition booths (3m x 3m) in a prominent position. Should you have a custom stand the equivalent floor space will be provided
- 1 x Trestle Table and 2 chairs
- Access to Lead capture technology
- 4 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition, dinner ticket and welcome reception)
- Logo displayed on the conference website with company profile and hyperlinked to your company website
- Logo displayed on the conference registration site
- Logo on conference signage displayed at the venue
- Logo and company profile featured in the conference app
- Logo and company profile featured in conference printed or electronic program materials
- Logo displayed on conference holding slides at the conference
- Acknowledgement as a Conference Sponsor during the conference including during both opening and closing ceremonies



# CONFERENCE FUNCTION

## SPONSORSHIP PACKAGES

EXCLUSIVE  
OPPORTUNITY

### EXHIBITION

### REGISTRATION AND SOCIAL FUNCTIONS

### MARKETING AND PROMOTION

## CONFERENCE DINNER SPONSOR

### \$27,500

#### As the Dinner Sponsor you will receive the following entitlements:

- 1 x shell scheme exhibition booths (3m x 3m) in a prominent position. Should you have a custom stand the equivalent floor space will be provided
- 1 x Trestle Table and 2 chairs
- Access to Lead capture technology
- 4 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition, dinner ticket and welcome reception)
- Opportunity to give a 5 minute presentation during the event
- Your corporate signage prominently displayed during the function. Free standing banner to be supplied by sponsor
- Logo displayed on the conference website and hyperlinked to your company website
- Logo displayed on the conference registration site
- Logo on conference signage displayed at the venue
- Logo on 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 and advertisement printed on the awards booklet / dinner menus
- Acknowledgement as the Dinner Sponsor during the conference including during both opening and closing ceremonies

# CONFERENCE FUNCTION

## SPONSORSHIP PACKAGES

EXCLUSIVE  
OPPORTUNITY

### EXHIBITION

### REGISTRATION AND SOCIAL FUNCTIONS

### MARKETING AND PROMOTION

## WELCOME RECEPTION SPONSOR

\$15,000

**A Welcome Reception will be held for all delegates on the opening night of the conference. As the Welcome Reception Sponsor you will receive the following entitlements:**

- 1 x shell scheme exhibition booths (3m x 3m) in a prominent position. Should you have a custom stand the equivalent floor space will be provided
- 1 x Trestle Table and 2 chairs
- Access to Lead capture technology
- 2 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition, dinner ticket and welcome reception)
- Opportunity to give a 5 minute presentation at the opening of the event
- Your corporate signage prominently displayed at the event. Free standing banner to be supplied by sponsor
- Logo displayed on the conference website and hyperlinked to your company website
- Logo displayed on the conference registration site
- Logo on conference signage displayed at the venue
- Logo on 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 Welcome Reception Sponsor during the conference including during the event

# CONFERENCE FUNCTION

## SPONSORSHIP PACKAGES

EXCLUSIVE  
OPPORTUNITY

### EXHIBITION

### REGISTRATION AND SOCIAL FUNCTIONS

### MARKETING AND PROMOTION

## FRIDAY FORMAL LUNCH SPONSOR

\$24,500

### As the Friday Formal Lunch you will receive the following entitlements:

- 1 x shell scheme exhibition booths (3m x 3m) in a prominent position. Should you have a custom stand the equivalent floor space will be provided
- 1 x Trestle Table and 2 chairs
- Access to Lead capture technology
- 2 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition, dinner ticket and welcome reception)
- Naming rights of the lunch and logo on all promotional and marketing material concerning the event
- Opportunity to give a 5 minute presentation at the opening of the event
- Your corporate signage prominently displayed at the event. Free standing banner to be supplied by sponsor
- Logo displayed on the conference website and hyperlinked to your company website
- Logo displayed on the conference registration site
- Logo on conference signage displayed at the venue
- Logo on 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 Friday Formal Lunch Sponsor during the Conference including during the event



# CONFERENCE SUPPORT

## SPONSORSHIP PACKAGES

EXCLUSIVE  
OPPORTUNITY

### EXHIBITION

### REGISTRATION AND SOCIAL FUNCTIONS

### MARKETING AND PROMOTION

## DELEGATE SACHEL SPONSOR

\$27,500

**As the sponsor of the conference satchel you will receive the following entitlements:**

- 1 x shell scheme exhibition booths (3m x 3m) in a prominent position. Should you have a custom stand the equivalent floor space will be provided
- 1 x Trestle Table and 2 chairs
- Access to Lead capture technology
- 4 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition, dinner ticket and welcome reception)
- Logo displayed on the satchel (*Design subject to committee approval*)
- Logo displayed on the conference website and hyperlinked to your company website
- Logo on conference signage displayed at the venue
- Logo on 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 Sponsor during the conference

# CONFERENCE SUPPORT

## SPONSORSHIP PACKAGES

EXCLUSIVE  
OPPORTUNITY

### LANYARD AND NAME TAG SPONSOR

\$22,000

**This is an exclusive opportunity. The Lanyard Sponsor will have the opportunity to provide your own branded lanyards to the conference.**

Lanyards will be worn by all participants of the conference including delegates, sponsors and exhibitors. As the Lanyard Sponsor your organisations logo will also appear on every name badge card.

#### EXHIBITION

- 1 x shell scheme exhibition booths (3m x 3m) in a prominent position. Should you have a custom stand the equivalent floor space will be provided
- 1 x Trestle Table and 2 chairs
- Access to Lead capture technology

#### REGISTRATION AND SOCIAL FUNCTIONS

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

You will also receive:

- Logo printed on all lanyards (to be supplied by the sponsor)
- Logo printed on name badges
- Logo displayed on the conference website and hyperlinked to your company website
- Logo on conference signage displayed at the venue
- Logo on 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 Lanyard Sponsor during the conference

# CONFERENCE SUPPORT

## SPONSORSHIP PACKAGES

EXCLUSIVE  
OPPORTUNITY

MARKETING AND  
PROMOTION

### WATER BOTTLE SPONSOR

\$22,000

**You will have the option to choose either a bottle of water or a drink bottle branded with you company logo to be distributed to each delegate upon registration**

- Choice of branded bottle of water or branded drink bottle
- Logo displayed on the conference website and 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 Sponsor during the conference

EXCLUSIVE  
OPPORTUNITY

MARKETING AND  
PROMOTION

### POCKET PROGRAM SPONSOR

\$15,000

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

- Full page colour advertisement (outside back cover) in the conference Pocket Program booklet
- Logo displayed on the conference website and hyperlinked to your company website
- Logo on conference signage displayed at the venue
- Logo on 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 Pocket Program Sponsor during the conference



# CONFERENCE SUPPORT

## SPONSORSHIP PACKAGES

MULTIPLE  
OPPORTUNITIES

### KEYNOTE SPEAKER/ CONCURRENT SESSION SPONSOR \$15,000

**As a Keynote Speaker / Concurrent Session Sponsor your company name will be associated with one of the main plenary speakers within the Summit Program.**

Each keynote speaker brings something new to the program to share with the audience. This can be motivational, educational or a life changing experience.

#### REGISTRATION AND SOCIAL FUNCTIONS

- 2 x delegate registrations (includes morning and afternoon tea breaks, lunches, access to exhibition, dinner ticket and welcome reception)

#### MARKETING AND PROMOTION

- Your corporate signage prominently displayed in the allocated room during the session. Free standing banner to be supplied by sponsor
- Your company name associated with all promotion of the session including in electronic or printed program
- Logo displayed on the conference website and 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 holding slides of the speakers session
- Acknowledgement as the Keynote Speaker/ Concurrent Session Sponsor during the conference

# CONFERENCE SUPPORT

## SPONSORSHIP PACKAGES

EXCLUSIVE  
OPPORTUNITY

MARKETING AND  
PROMOTION

### WI-FI PASSWORD SPONSOR

\$13,200

**Help delegates stay connected by sponsoring the Wi-Fi connection, reliable Wi-Fi at events is a critical must-have productivity tool.**

- Your business name is the WIFI password for the conference
- Full page colour advertisement, to appear alongside the conference Wi-Fi information in the conference Pocket Program booklet
- Logo displayed on the conference website and hyperlinked to your company website
- Logo on conference signage displayed at the venue
- Logo on 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 Wi-Fi sponsor during the conference



# CONFERENCE SUPPORT SPONSORSHIP PACKAGES

EXCLUSIVE  
OPPORTUNITY

MARKETING AND  
PROMOTION

## CONFERENCE APP SPONSOR \$10,000

**The conference app will be in the hands of all delegates. The conference app provides delegates with access to the program, exhibitor listings and contacts and much more.**

The Conference App Sponsor will receive the following entitlements:

- Sole branding of the mobile event app
- Logo displayed on the conference website and hyperlinked to your company website
- Logo displayed on the conference registration site
- Logo on conference signage displayed at the venue
- Logo on 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 Conference App Sponsor during the conference



# EXHIBITION

## SPONSORSHIP PACKAGES

MULTIPLE  
OPPORTUNITIES

### EXHIBITION

### REGISTRATION AND SOCIAL FUNCTIONS

### MARKETING AND PROMOTION

## BARISTA SPONSOR

\$17,500

**As a sponsor of the Barista Coffee Cart you will receive the following entitlements:**

- 2 x shell scheme exhibition booth (3m x 3m). Should you have a custom stand the equivalent floor space will be provided. Barista to be located within the booth space.
- 1 x Trestle Table and 2 chairs
- Access to Lead capture scanning
- 2 x delegate registration (includes morning and afternoon tea breaks, lunches, access to exhibition, dinner ticket and welcome reception)
- Your corporate signage prominently displayed at the Barista Coffee Cart. Free standing banner to be supplied by sponsor
- Logo displayed on the conference website and hyperlinked to your company website
- Logo on conference signage displayed at the venue
- Logo on conference marketing materials
- Logo and company profile featured in the conference app
- Logo displayed on conference holding slides at the conference
- Logo and company profile featured in any conference printed or electronic program materials
- Opportunity to supply branded cups at sponsors own expense
- Acknowledgement as the Barista Sponsor during the conference



# EXHIBITION

## SPONSORSHIP PACKAGES

EXCLUSIVE  
OPPORTUNITY

### EXHIBITION LOUNGE SPONSOR

\$15,000

**The Exhibition Lounge will be one of the focal points of the Exhibition. The Lounge will be a great place for delegates to network, relax and provide a unique space to do business.**

The package will include furniture, the sponsor will have the opportunity to brand and add signage to complete the area at their own expense.

#### EXHIBITION

- Exclusive sponsorship and naming rights to the lounge with the opportunity to brand the area and place collateral (Branding and collateral at the sponsors expense)

#### MARKETING AND PROMOTION

- Your corporate signage prominently displayed at the Exhibition Lounge. Free standing banner to be supplied by sponsor
- Logo displayed on the conference website and hyperlinked to your company website
- Logo on conference signage displayed at the venue
- Logo on 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 Exhibition Lounge Sponsor during the conference

# CONFERENCE

## EXHIBITOR PACKAGES

MULTIPLE  
OPPORTUNITIES

### EXHIBITION

### REGISTRATION AND SOCIAL FUNCTIONS

### MARKETING AND PROMOTION

## EXHIBITOR

\$5,500

**As an exhibitor of the conference you will receive the following:**

- 1 x shell scheme exhibition booth (3m x 3m). Should you have a custom stand the equivalent floor space will be provided
- 1 x Trestle Table and 2 chairs
- Access to Lead capture scanning
- 2 x delegate registration (includes morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)
- Listed on the conference website
- Listed in any conference printed or electronic program materials
- Listed in the conference app

MULTIPLE  
OPPORTUNITIES

### EXHIBITION

### REGISTRATION AND SOCIAL FUNCTIONS

### MARKETING AND PROMOTION

## LARGE DISPLAY EXHIBITOR

\$9,900

**Take advantage of the additional space and showcase or demonstrate your classroom or school yard range of products.**

- 6m x 6m Space only area
- Access to Lead capture scanning
- 2 x delegate registration (includes morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)
- Listed on the conference website
- Listed in any conference printed or electronic program materials
- Listed in the conference app

# CONFERENCE

## EXHIBITOR PACKAGES

MULTIPLE  
OPPORTUNITIES

### EXHIBITION

### REGISTRATION AND SOCIAL FUNCTIONS

### MARKETING AND PROMOTION

## EXHIBITION POD

\$3,300

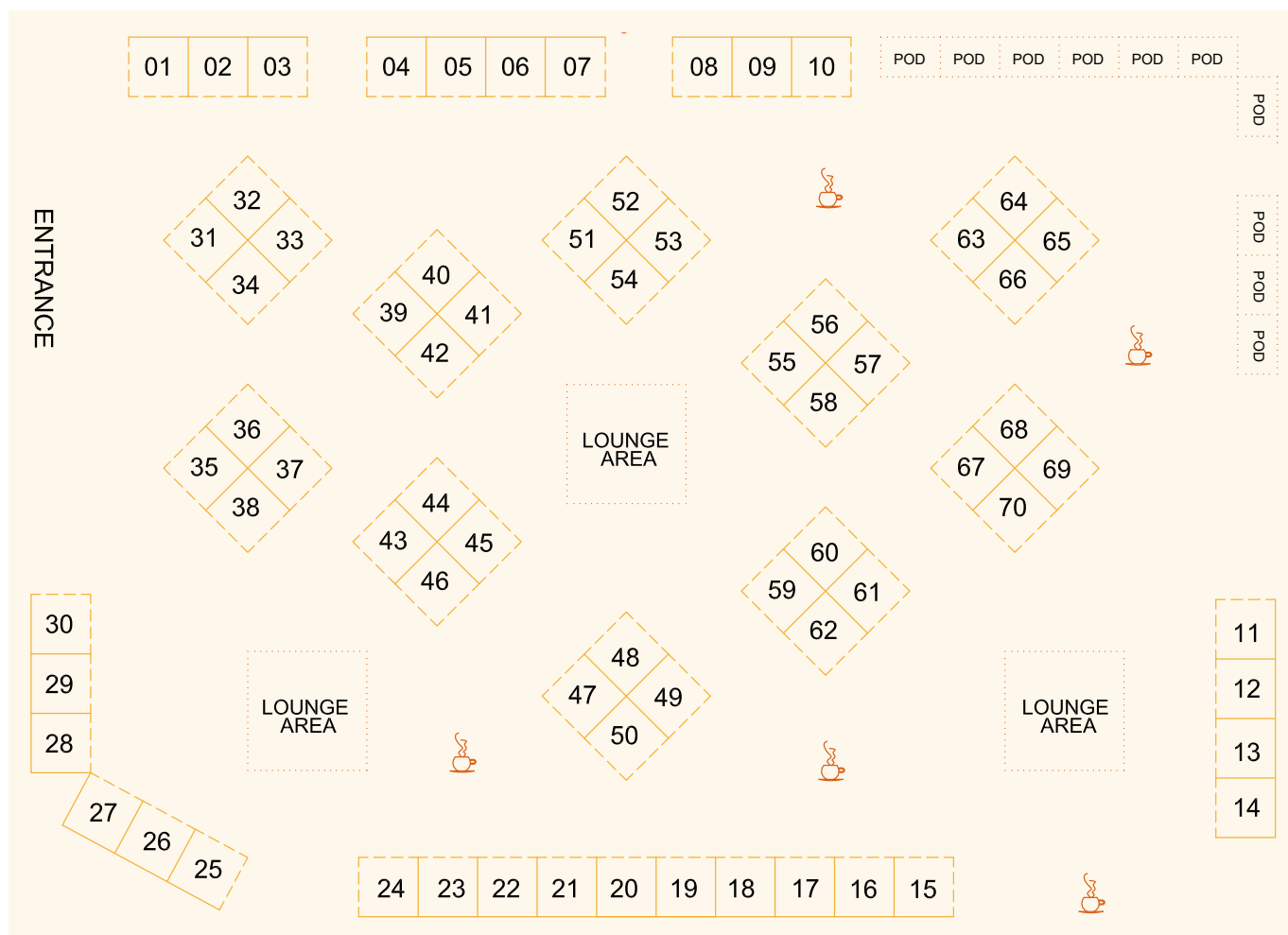
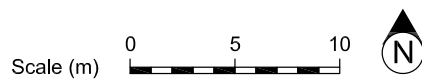
**The Exhibition POD offers the opportunity to have a presence at the 2019 APPA Conference**

- 1 x 3 x 2 exhibition pod
- 1 x Large central digital print (Exhibitor to supply artwork)
- 2 x Side digital prints (Exhibitor to supply artwork)
- 1 x lockable Beaumont counter with graphic on front panel
- 1 x Wayville Pop Up brochure stand
- 1 x Highgate stool
- Access to Lead capture scanning
- 1 x delegate registration (includes morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)
- Listed on the conference website
- Listed in any conference printed or electronic program materials
- Listed in the conference app



# EXHIBITOR

## FLOOR PLAN



# SPONSORSHIP AND EXHIBITION

## CONTRACT TERMS AND CONDITIONS

These terms and conditions constitute a contract between you ('the Exhibitor/Sponsor') **South Australian Primary Principals Association Inc** (ABN: 29 671 201 072) 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 **2019 Australian Primary Principals Association National Conference** at the Adelaide Convention Centre ('the Venue') in Adelaide from 3 – 6 September 2019 ('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 sheila.woodhart@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 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.

### Legal Responsibility

The Conference Organisers and the Venue accept no responsibility for any act, omission or other default on the part of the Sponsor/Exhibitor during or in connection with the Conference that results directly or indirectly in any loss, damage, personal injury or death. The Sponsor/Exhibitor agrees to indemnify the Conference Organisers in respect of any claim and demands in respect thereof. The Sponsor/Exhibitor acknowledges that the Conference Organisers are not responsible for any loss or damage to the Sponsor/Exhibitor property and that all Sponsor/Exhibitor material and equipment is the sole responsibility of the Sponsor/Exhibitor. The Organisers will not be liable for any indirect or consequential damages arising out of a breach of this Sponsorship/Exhibition 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 3 months 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, delivery of satchel inserts 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

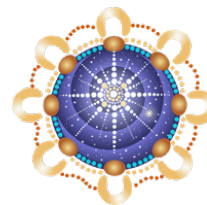
Please refer to the Sponsorship packages in this Sponsorship & Exhibition Proposal document. Any variations to the description of each package must be as agreed in writing with the Conference Organisers. Sponsorship and Exhibition entitlements will not commence until the Booking Form and payment is received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



# SPONSOR AND EXHIBITION APPLICATION FORM



**APPA NATIONAL CONFERENCE**  
3-6 September 2019 – Adelaide

All prices are listed in AUD and include GST

## CONTACT PERSON\*

\*All correspondence will be directed to this person.

First Name

Surname

Organisation

Position

Address

Suburb

State

Country

Postcode

Phone number

Fax number

Mobile number

E-mail address

## CONGRESS SPONSORSHIP PACKAGES (PLEASE TICK PREFERENCE)

- |  |          |
|--|----------|
| <input type="checkbox"/> Premium Conference Sponsor  | \$33,000 |
| <input type="checkbox"/> Conference Sponsor          | \$22,000 |
| <input type="checkbox"/> Conference Dinner Sponsor   | \$27,500 |
| <input type="checkbox"/> Welcome Reception Sponsor   | \$15,000 |
| <input type="checkbox"/> Friday Formal Lunch Sponsor | \$24,500 |

- |   |          |
|---|----------|
| <input type="checkbox"/> Delegate Satchel Sponsor             | \$27,500 |
| <input type="checkbox"/> Lanyard and Name Tag Sponsor         | \$22,000 |
| <input type="checkbox"/> Water Bottle Sponsor                 | \$22,000 |
| <input type="checkbox"/> Pocket Program Sponsor               | \$15,000 |
| <input type="checkbox"/> Keynote Speaker Presentation Sponsor | \$15,000 |
| <input type="checkbox"/> Wi-Fi Sponsor                        | \$13,200 |
| <input type="checkbox"/> Conference App Sponsor               | \$10,000 |

- |  |          |
|--|----------|
| <input type="checkbox"/> Barista Sponsor           | \$17,500 |
| <input type="checkbox"/> Exhibition Lounge Sponsor | \$15,000 |

## CONGRESS EXHIBITION PACKAGES (PLEASE TICK PREFERENCE)

- |   |         |
|---|---------|
| <input type="checkbox"/> 3 x 3 Exhibition Booth               | \$5,500 |
| <input type="checkbox"/> 6 x 6 Large Display Exhibition Space | \$9,900 |
| <input type="checkbox"/> 3 x 2 Exhibition POD                 | \$3,300 |

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

Signature

Date

PLEASE RETURN THIS FORM TO:

All Occasions Group  
A: 12 Stirling Street, Thebarton, SA 5031  
E: sheila.woodhart@aomevents.com  
P: 08 8125 2200  
D: 08 8125 2216

