



ASBA2017

Association of School Business Administrators
Biennial Conference

25-27 September 2017

International Convention Centre | Sydney

PARTNERSHIP OPPORTUNITIES

ASBA 2017
Strategic Partners

alliance
YOUR FOOD PARTNER

AON

**AFTER
SCHOOL
CARE**
by
Camp
Australia
we make kids smile


CommonwealthBank

Higgins
Better painting management

RICOH
imagine. change.

INVITATION

On behalf of the Association of School Business Administrators Ltd (ASBA), I would like to invite you to Sydney for the twentieth biennial ASBA Conference, to be held from 25-27 September 2017.

ASBA is the peak body representing eight regionally-based chapter associations of Bursars and Business Managers from non-government schools throughout Australia and New Zealand. These chapter associations have a combined membership in excess of 1,200 key purchase decision makers, responsible for the sound financial management of their schools. They work closely with the School Board and School Principal in areas of capital and recurrent acquisitions, construction and maintenance, risk management, human resource management, payroll and superannuation, information technology, transport, catering and many other facets of the non-academic life of a dynamic school environment.

The ASBA 2017 Sponsorship & Exhibition Committee is confident that ASBA 2017 will offer a great opportunity for your business to showcase your products and services to a large number of our members. If you have sponsored or exhibited at an ASBA conference previously, we have appreciated and valued your support and trust our relationship can continue at what will be an exciting conference. We also welcome new organisations and look forward to exceeding your expectations and helping you find the best ways to promote your service and products.

We have secured additional exhibition hall space for Sydney 2017 to ensure maximum possibilities for sponsors and exhibitors whilst also creating a vibrant networking space for delegates. We are confident you will be pleased with these new initiatives.

ICMS Australasia Pty Ltd has been appointed as ASBA's professional conference organiser for Sydney 2017 and together we look forward to your participation at the Sydney 2017 ASBA Conference.

Sydney's penchant for evolution and reinvention allows big things to happen and we anticipate valuable and memorable things to happen at ASBA 2017.

Simply put, you need to start Charting the Course to Sydney.

Peter Yates

Chair Association of School Business Administrators 2017 Conference

ASBA 2017 Sponsorship Committee

Judith McGregor (Chair)

Kathy Dickson

Jillian McCormick

Kerrin Ryan

THE CONFERENCE



In 2017 the Association of School Business Administrators Ltd (ASBA) will host a major national conference at the International Convention Centre, Darling Harbour from 25-27 September 2017.

With up to 1,000 participants expected to attend your involvement as a sponsor and / or exhibitor will give you access to the key decision makers in non-government schools throughout Australia and New Zealand.

Why Partner with ASBA 2017?

Delegate Development

Your company has the opportunity to benefit significantly from exposure to a relevant and influential audience in an informal yet informative environment away from the competition of everyday distractions. The delegates are the business leaders in their organisation and are key decision makers in the appointment of suppliers. They represent more than 1,000 schools across Australia and New Zealand.

Conference delegates are keen to improve their knowledge. Aligning your company with this powerful educational experience demonstrates your commitment to the non-government school sector and in assisting delegate's professional development.

Benefits plus +

Your company's involvement, commitment and support for ASBA 2017 will be widely acknowledged leading up to and during the Conference. To increase your visibility to the ASBA delegates it may be possible for you to customise a package.

Exclusive brand exposure

There are many ways to give your brand prominence at the Conference. We offer a range of partnership packages, including but not limited to Conference App sponsorship, hosting a welcome event or sponsoring an evening event.

In 2017 the Committee will launch a unique social activity with a Dine Around Sydney Dinner for delegates. There is the opportunity for your organisation to sponsor a restaurant (numbers are limited) which will enable exclusive access to delegates in that restaurant for the evening.

Charting the Course and doing it together....

Gather your suppliers and sister companies together to reserve a co-branded partnership item or a prominent exhibition booth. This is a very cost-effective way to reach-out to your potential customers.

Customised package

An option to discuss a tailor-made customised partnership package that promotes the benefits of your products and services in a unique way is available. The alignment of the Conference program to sponsor company products and services will deliver a meaningful connection to the delegates of the benefits of the products in the school environment.

ASBA Strategic Partners

ASBA has already entered into six four year strategic partnerships with:



Additional strategic partnership agreements may be available in the future, subject to selection criteria.

PARTNERSHIP OPPORTUNITIES

A wide variety of Partnership opportunities have been designed for ASBA 2017, each containing benefits that will ensure your organisation receives maximum exposure.

All sponsorship and exhibition costs are inclusive of the 10% Australian Goods and Services Tax.

Admiral Partner

\$55,000 including GST

Acknowledgments

- Logo on all sponsor signage at venue
- Logo in Conference App (subject to production deadlines)
- Logo in Conference Pocket Program (subject to production deadlines)
- Logo on Conference Website as Admiral Partner
- Half page advertisement in the Conference Program
- 27sqm of Exhibition space
- Six exhibitor registrations
- One promotional PDF flyer to be placed onto the Conference App (size and content to be approved by the Conference Organising Committee)
- Distribution of promotional items from your stand to delegates
- 100 word company profile in the Conference Pocket Program (subject to production deadlines)

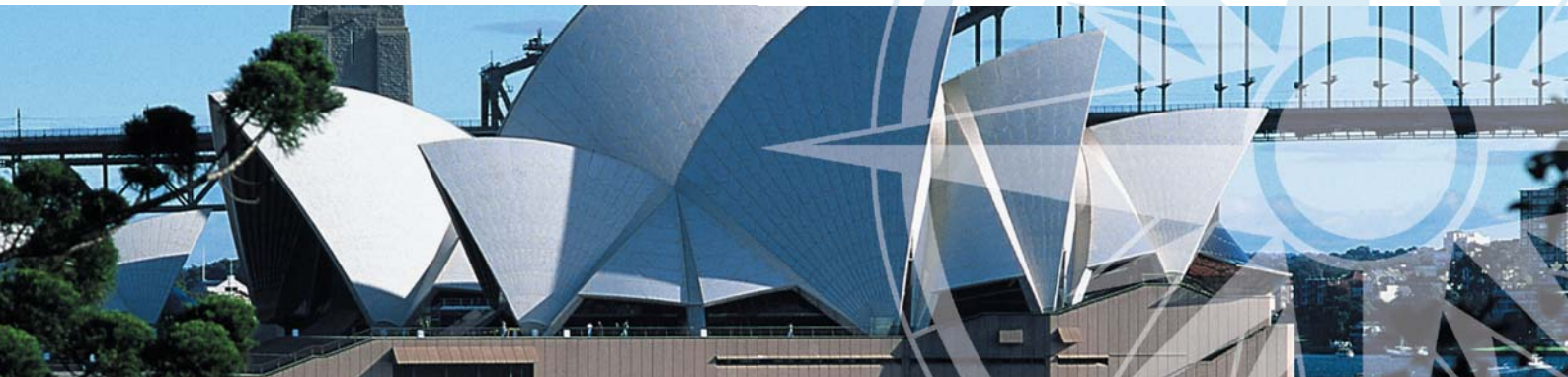
Commodore Partner

\$33,000 including GST

Acknowledgments

- Logo on all sponsor signage at venue
- Logo in Conference App (subject to production deadlines)
- Logo in Conference Pocket Program (subject to production deadlines)
- Logo on Conference Website as Commodore Partner
- Quarter page advertisement in the Conference Pocket Program
- 18sqm of Exhibition space
- Four exhibitor registrations
- One promotional PDF flyer to be placed onto the Conference App (size and content to be approved by the Conference Organising Committee)
- Distribution of promotional items from your stand to delegates
- 100 word company profile in the Program (subject to production deadlines)

INDIVIDUAL OPPORTUNITIES



EDUCATIONAL

Plenary Sessions \$16,500 including GST Limited opportunities

Acknowledgments

- Logo in Conference Pocket Program next to Plenary Session (subject to production deadlines)
- Logo on holding session slide for your chosen session
- Logo on digital screen at the entrance to session room
- Logo on Conference Website

Concurrent Sessions \$5,500 including GST Limited opportunities

Acknowledgments

- Logo in Conference Pocket Program next to Concurrent Session (subject to production deadlines)
- Logo on holding session slide for your chosen session
- Logo on digital screen at the entrance to session room
- Logo on Conference Website

Breakfast Sessions \$7,700 including GST Limited opportunities

You will have the opportunity to hold a promotional demonstration or workshop for 30-50 attendees before the Conference Program begins.

Acknowledgments

- Naming rights to your Breakfast Session

- Logo on signage at entrance to session room
- Logo in Conference Pocket Program next to your Breakfast Session (subject to production deadlines)
- Logo on Conference Website
- Use of Conference audiovisual within your allocated room

Please note: Any food or beverage costs, speaker costs or any additional audiovisual (including an AV technician) will be at the expense of the sponsoring company.

Title, speakers and synopsis to be approved by the Conference Organising Committee

Pop-Up Showcase \$5,500 including GST Multiple opportunities

The exhibition will host the perfect space and opportunity for you to present a 30minute pop-up session during the networking breaks –morning tea, lunch and afternoon tea.

Multiple sessions relevant to the day's theme and program content (to be approved by the Program Committee) will run at any one time and the stage will be set for you to showcase and engage with the participants. Including basic audio visual support, a networking pop-up can be an information session, a presentation of a new technology, product or demonstration of your services.

Please note: Any food or beverage costs, speaker costs or any additional audiovisual (including an AV technician) will be at the expense of the sponsoring company.

Title, speakers and synopsis to be approved by the Conference Organising Committee

INDIVIDUAL OPPORTUNITIES



Conference App **\$22,000 including GST** **Exclusive opportunity**

This is a unique investment opportunity for a leading edge organisation to partner with ASBA 2017 to deliver a superior Conference app,

- The app will be used well in advance of ASBA 2017 – ensuring pre-event marketing is optimised
- Marketing opportunities for the sponsor over a 6month period
- It's a great tool to link videos and articles directly to your website and collateral
- The app and its sponsor will be featured in the program—giving the sponsor double exposure in both digital and print.

Acknowledgments

- Business branding uniquely integrated into base app design, namely app loading screen and main menu design
- Opportunity to place a banner advertisement on the home screen of the app
- Dedicated page within the app with the opportunity to showcase business information including the attachment of documents, links and videos
- Two complimentary sponsor (full delegate) registrations to the Conference, including social functions
- Logo in Conference Pocket Program (subject to production deadlines)
- Logo on Conference Website

Audiovisual **\$16,500 including GST** **Exclusive opportunity**

Acknowledgments

- Logo in Conference Pocket Program (subject to production deadlines)
- Logo on holding slide in each room as delegates enter
- Logo on Conference Website

Portable Device Charging Station

\$7,700 each including GST
Two opportunities or the ability to take both exclusively for \$15,400 incl GST

Charging Stations will be located within the exhibition where delegates can charge their laptops, ipads, and mobile phones.

Acknowledgments

- Naming rights to the Charging Station
- Logo on signage at the Charging Station
- Opportunity to place one company provided free standing pull up banner next to the Charging Station (2m high and 1m wide)
- Logo on Conference Website
- Logo in Conference Pocket Program (subject to production deadlines)



DELEGATE SERVICES

Delegate Gift **\$22,000 including GST** **Exclusive opportunity**

Every delegate will receive a thank you gift pre-selected by the committee at the commencement of the conference.

Acknowledgments

- Logo on Delegate Gift
- Logo in Conference Pocket Program (subject to production deadlines)
- Logo on Conference Website

Delegate Name Badge and Lanyards **\$22,000 including GST** **Exclusive opportunity**

Every registered delegate will receive an official Conference name badge and lanyard upon registration. Delegates will need to wear their name badge and lanyard to gain access into the exhibition and sessions.

Acknowledgments

- Logo in Conference Pocket Program (subject to production deadlines)
- Logo on Name Badge – Size and placement of logo will be at the discretion of the organising committee
- Logo on Lanyard – Size and placement of logo will be at the discretion of the organising committee
- Logo on Conference Website
- One complimentary sponsor (full delegate) registration to the Conference, including social functions

Conference T-Shirts and Scarves

\$22,000 including GST
Exclusive opportunity

Acknowledgments

- Logo in Conference Pocket Program (subject to production deadlines)
- Logo on sleeve of the Conference T-Shirt
- Logo on Conference Website

Note Pad and Pen **\$6,600 including GST** **Exclusive opportunity**

Acknowledgments

- Logo on Note Pad – Placement of logo will be at the discretion of the organising committee
- Logo on Pen – Placement of logo will be at the discretion of the organising committee
- Logo in Conference Pocket Program (subject to production deadlines)
- Logo on Conference Website

Bottled Water **\$11,000 including GST** **Exclusive opportunity**

Each registered delegate will receive one bottle of standard spring water per day of the conference. Your logo will be included in one colour on the label of the bottle of water.

Acknowledgments

- Logo in Conference Pocket Program (subject to production deadlines)
- Logo on Bottled Water label
- Logo on Conference Website

INDIVIDUAL OPPORTUNITIES

Barista Station

\$11,000 each including GST
Four opportunities or opportunity to take all 4 options exclusively for \$44,000 including GST

Four barista zones will be located within the exhibition area for ASBA 2017. Serving coffee and tea throughout the morning tea, afternoon tea and lunch breaks.

Acknowledgments

- Logo on Barista Zone signage
- Logo on sponsor signage at venue
- Opportunity to provide sponsor's cap, apron, cups and napkins for use on barista zone or by baristas (sponsor to supply at own cost – require fresh aprons each day)
- Opportunity to place a company provided banner at the barista zone (2m high by 1m wide, free standing)
- Logo in Conference Pocket Program (subject to production deadlines)
- Logo on Conference Website
- One complimentary sponsor (full delegate) registration to the Conference, including social functions

Please note: no other coffee machines/barista machines will be permitted within the exhibition area on exhibition stands

Juice Station

\$11,000 including GST
Exclusive opportunity

A juice station will be located within the exhibition area, serving fresh juice and smoothies during the morning tea, lunch and afternoon tea breaks

Acknowledgments

- Logo on Juice Station signage
- Opportunity to provide sponsor's cap, apron, cups for use on the juice station (sponsor to supply at own cost – require fresh aprons each day)
- Opportunity to place a company provided banner at the juice station (2m high by 1m wide, free standing)
- Logo in Conference Pocket Program (subject to production deadlines)
- Logo on Conference Website

- One complimentary sponsor (full delegate) registration to the Conference, including social functions

Please note: no other juice stations/machines will be permitted within the exhibition area on exhibition stands

Ice Cream Station Sponsorship

\$8,800 including GST
Exclusive opportunity

An ice cream station will be located within the exhibition area for ASBA 2017. Serving ice cream to delegates throughout the afternoon tea and lunch breaks.

Acknowledgments

- Logo on Ice Cream Station signage
- Logo on sponsor signage at venue
- Opportunity to provide sponsor's cap for use by server (sponsor to supply at own cost)
- Opportunity to place a company provided banner at the ice cream station (2m high by 1m wide, free standing)
- Logo in Conference Pocket Program (subject to production deadlines)
- Logo on Conference Website
- One complimentary sponsor (full delegate) registration to the Conference, including social functions

The opportunity to have two of your registered staff at the Ice Cream station throughout the breaks so you can interact with the delegates.

Please note: no other ice cream station or individual ice creams will be permitted within the exhibition area on exhibition stands

Chill Zone

\$16,500 including GST

The opportunity to create your own corporate hub, close to major program sessions and with ease of access is available for sponsorship.

Branding acknowledgements will include the opportunity to theme the Chill Zone to your own corporate branding and includes one complimentary registration.

Plasma Advertisement

\$3,300 including GST

- Opportunity to have a PowerPoint slide running on selected screens throughout the conference venue for the duration of the Conference.

Please note other advertisements will be running in conjunction with your slide. These will be on loop during the Conference.

CATERING

Morning Tea

**\$4,400 including GST per day
Limited opportunities**

Acknowledgments

- Logo on Morning Tea signage
- Logo in Conference Pocket Program against morning tea break (subject to production deadlines)
- Logo on Conference Website
- Two registrations for the day of your sponsored break

Lunch

**\$11,000 including GST per day
Limited opportunities**

Acknowledgments

- Logo on Lunch signage
- Logo in Conference Pocket Program against lunch break (subject to production deadlines)
- Logo on Conference Website
- Opportunity to place company provided free standing pull up banners in the exhibition area during your sponsored break
- Three registrations for the day of your sponsored lunch

S O C I A L

Welcome – Gala Event at Cockatoo Island

**\$33,000 including GST
Exclusive opportunity**

Sponsorship of this event offers excellent branding and networking opportunities. The price of this evening is included in the delegate registration fee – a fact reflected in the strong attendance at this event.

Acknowledgments

- Logo in Conference Pocket Program (subject to production deadlines)
- Logo included on Welcome Function signage
- Logo on Conference Website
- Ten tickets to the Welcome Function
- Company logo on tickets to the Welcome Function
- Opportunity to have company provided banners displayed in Welcome Function venue
- Exclusive naming rights to the Welcome Reception
- Sponsorship of the Musical Entertainment for the Welcome Reception

Conference Dinner - International Convention Centre (ICC)

**\$44,000 including GST
Exclusive opportunity**

The social highlight of the Conference, a spectacular evening where delegates will be entertained and award winning cuisine will be served.

Acknowledgments

- Logo in Conference Pocket Program (subject to production deadlines)
- Logo included on Conference Dinner signage
- Opportunity to have company provided banners displayed in Conference Dinner venue
- Logo on Conference Website
- Ten tickets to the Conference Dinner
- Company logo on tickets to the Conference Dinner
- Exclusive naming rights to the Conference Dinner
- Sponsorship of the Musical Entertainment for the Conference Dinner

INDIVIDUAL OPPORTUNITIES

Dine around Sydney Night

\$22,000 including GST for restaurants up to 150 capacity

\$33,000 including GST for restaurants up to 250 capacity & opportunities

A new initiative for ASBA 2017. Confirmed bookings at Sydney's top restaurants have been made to host up to 250 conference delegates who will select the venue on registration.

Acknowledgments

- Logo in Conference Pocket Program (subject to production deadlines)
- Logo included on Dine around Sydney signage
- Opportunity to have company provided banners displayed in your sponsored restaurant
- Logo on Conference Website
- Five tickets to the Dine Around Sydney event
- Company logo on tickets to the Dine around Sydney evening

Happy Hour in the Exhibition

**\$9,900 including GST
Two opportunities**

Acknowledgments

- Logo in Conference Pocket Program (subject to production deadlines)
- Logo included on Happy Hour signage
- Opportunity to have company provided banners displayed in Happy Hour venue
- Logo on Conference Website
- Four tickets to Happy Hour
- Company logo on tickets to the Happy Hour

Enhance your Exposure at ASBA 2017

App Insert

\$2,200 including GST

- One promotional PDF flyer to be placed onto the Conference App (size and content to be approved by the Conference Organising Committee)

Advertisement in the Conference Pocket Program

• Full Page

\$2,200 including GST

• Half Page

\$1,100 including GST

EXHIBITION OPPORTUNITIES

The ASBA 2017 Organising Committee will be hosting a trade exhibition to coincide with the Conference. The exhibition is a major component of the Conference and will feature the most up to date information and products available.

The Conference Program has been designed to maximise the opportunity for delegates to visit the exhibition. All refreshment breaks will be located within the exhibition area and this will be the primary networking arena for delegates, sponsors and exhibitors. Should you require additional space; a maximum of two booths can be purchased in conjunction with a sponsorship item.

Please choose your item from the list of Individual Partnership Opportunities listed above,

Exhibition Booth

\$11,000 including GST

- 9 sqm of exhibition space
- Carpeted floor
- Back and side walls
- Company name on fascia over each open side
- Two spotlights
- One standard power outlet
- Two exhibitor registrations per booth (opportunity to purchase one additional exhibitor registration, price available on request)

General Information

- Exhibitor personnel passes include morning and afternoon refreshment, lunch and a copy of the Conference Program.
- Priority of placement within the exhibition will be sold in accordance with the date of application receipt.

The Organisers reserve the right to alter the floor plan or sponsorship/exhibition offerings as circumstances dictate.

- An exhibition manual containing information on move in and out times will be distributed to exhibitors and sponsors in 2017.

Conditions of Payment

Payment of a 25% deposit is required upon confirmation of your sponsorship and exhibition selections. Of the balance owing 50% will be due 12 months prior to the event and the remaining 25% will be due 6 months prior to the event commencing.

Failure to pay your sponsorship and exhibition invoice may result in your sponsorship item or exhibition stand being released for sale.

Further Information

For further information, please contact:

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ASBA2017

CHARTING THE COURSE

25-27 September 2017

International Convention Centre Sydney

