



SPONSORSHIP and EXHIBITION PROSPECTUS

AHISA BIENNIAL CONFERENCE

Grand Hyatt Melbourne
30th September - 2nd October 2013



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Background Information About AHISA

The Association of Heads of Independent Schools of Australia (AHISA) is a professional association for principals of independent schools across Australia. Members' schools include primary / secondary day and boarding, and are of religious and non-denominational affiliations.

All schools whose principals belong to AHISA are concerned with maintaining high standards of professional practice. They encourage the holistic development of young people, focusing on the development of the body, mind and spirit.

Many of these schools are innovative, particularly in the adoption of contemporary education learnings and in use of technology in education.

The Event

AHISA is proud to present the 14th AHISA Biennial Conference in 2013: 'Shared Futures: Linked Learning' Monday 30th September to Wednesday 2nd October 2013 to be held at the Grand Hyatt, Melbourne.

The Biennial is AHISA's premier conference event, highly valued by members as an opportunity for Australia's independent school leaders to gather together for professional and personal exchange.

Conference Participants

The AHISA Biennial Conference is a members-only event. It provides the platform for professional exchange between peers who aspire to and are recognised for excellence in autonomous school leadership.

Leaders and decision makers

AHISA's 420 members are responsible for the education of some 410,000 students, representing over 11 per cent of Australia's total school enrolments. The collective educational influence of AHISA's members is even greater at senior

Commensurate with the depth and breadth of their educational responsibilities, the financial responsibilities of members are substantial. In 2011 AHISA members had oversight of a total annual recurrent expenditure of \$7.08 billion; in 2010 total capital expenditure in AHISA members' schools was \$1.7 billion. AHISA members were also responsible for nearly 35,000 teaching staff and 17,000 non-teaching staff in 2011.

82 per cent of AHISA members' school have a primary component. One-third of members' schools have a boarding facility. Members' schools are also as renowned for their co-curricular offerings and pastoral care programs to complement their academic provision.

Program Highlights

- The 2013 AHISA Biennial Conference 'Shared Futures: Linked Learning' has 3 streams – Student Learning, Staff Learning and Organisational Learning. Each stream will have a keynote presentation by renowned Australian speakers.
- Concurrent breakout sessions will provide opportunity for members to present and discuss amongst themselves issues in education
 - a) Tuesday 1st October: Interest Group sessions – delegates will divide into small groups to discuss and share their expertise on set topics.
 - b) Tuesday 1st and Wednesday 2nd October: EDTALKS – based on the popular TEDTalks format and presented by AHISA members. Each EDTALK is 18 minutes long, including presentation and Q&A time. There will be 3 EDTALKS delivered in four concurrent sessions each day.
- Trade Exhibition – Open from 12 Noon Monday 30th September until 2pm Wednesday 2nd October 2013.

Social Functions

- Welcome Function Networking Session – Monday 30th September 4.45 – 5.45pm.
- Conference Dinner – Tuesday 1st October from 6pm at the iconic MCG.



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The Venue

Grand Hyatt Melbourne hotel is a 5-star hotel on Collins Street in the centre of CBD, business, luxury shopping, theatre and restaurant district. The recently refurbished hotel is located within walking distance of Princess Theatre, Federation Square and Southgate. The entire second floor is dedicated to conferencing – ensuring that all exhibition space, conference rooms and catering is centrally located allowing for full exposure of delegates to exhibitors during all breaks.

Sponsorship Benefits

This conference will provide unique opportunities to present products and services to the key decision makers from Australian independent schools in an intimate setting.

It will ensure your organisation will:

- Maintain a high profile with AHISA members before, during and after the event.
- Consolidate corporate relationships and enable liaison by your staff with key decision makers.
- Have your organisation's representatives mix informally with AHISA members.
- Benefit significantly from constant interaction over the 2 1/2 day conference with an interested, relevant and influential audience in a relaxed environment, away from the competition of everyday distractions.
- Be acknowledged for your support of the education sector.

How Your Organisation will Benefit from the AHISA Conference Marketing Campaign

AHISA members will be contacted regularly in the lead up to, during and after the conference, providing an excellent opportunity to promote your organisation and/or products

and services to a specific target audience:

- Email Campaign – Distribution of electronic A4 registration brochures (including sponsor logos and links to websites) to AHISA's 400+ members PLUS a minimum of 16 email shots to AHISA members sent between February and September providing updates about the conference.
- Online Campaign – Sponsors logos listed on the AHISA Biennial Conference website.
- AHISA's Virtual Community – In the lead up to the conference an exciting new interactive social network platform will be launched via our website, creating the opportunity for delegates to begin conversations well in advance of the event – and to continue these afterwards! Sponsors and exhibitors will also be invited to join the platform through the sponsors and trade sections where each delegate can invite conversation with sponsors, exhibitors and partners. In this way all supporters of the conference can contribute to discussions and respond to requests for information or one-on-one meetings with delegates. The look and layout of your virtual tradeshow booth / sponsor page can be customized by you with logos, website links, embedded videos, PDFs and PowerPoint documents – think of it as a virtual tradeshow booth open 24 hour hours / 7 days a week for the life of the virtual community – not just conference days.

Conference Secretariat

Please direct all correspondence in relationship to Sponsorship Opportunities to the conference Secretariat:

John Teres

Event Management Online

PO Box 1506, Fyshwick ACT 2609

Phone: 02 6239 3363

Email: jt@online-events.com.au



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Gold

\$8,500 (+GST)

Only ONE Available

This is an opportunity for your organisation to become a Gold Sponsor of the AHISA 2013 Biennial Conference. Your organisation will have high exposure for the period leading up to the conference and at the event.

The Benefits

- Your organisation will receive one complimentary exhibition space in your preferred position from the spaces available.
- Your organisation has the chance to prominently display their corporate banner (to be provided by your organisation) at the entrance of the plenary space during the conference.
- Your organisation's logo will be prominently displayed on the virtual conference community as the Gold sponsor with a hyperlink to your organisation's website.
- Your organisation will be allocated a profile page on the virtual conference community, acting as a virtual trade booth leading up to and after the conference allowing you to update delegates with information regarding your products and services. Delegates have 24 hour access to your page and are able to communicate with you whenever they desire.
- Your organisation's logo will be displayed on the Sponsors page of the conference program, along with a 250-word description of your organisation's products and services elsewhere in the program.
- A quarter page advertisement for your organisation in the conference program.
- Two complimentary Full Conference Delegate registrations, which includes tickets to both the Welcome Reception and Conference Dinner.
- You will receive an additional two complimentary tickets to both the Welcome Reception and Conference

Dinner and with a reserved table.

- Your organisation will have access to delegate information.

Optional

- Staff attendance at a special discounted rate (equal to the member delegate rate) per person.



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Welcome Reception

\$5,000 (+GST)

Only ONE Available

Have your business connected with a quality event to remember. Become the sponsor for the AHISA 2013 Biennial Conference's Welcome Reception. The Welcome Reception will be held on the first evening of the first day of the conference.

The Benefits

- Your organisation will be the exclusive sponsor of the Welcome Reception.
- Your organisation has the chance to prominently display their corporate banner (to be provided by your organisation) during the conference Welcome Reception.
- Your organisation's logo will be prominently displayed on the virtual conference community as the Welcome Reception sponsor with a hyperlink to your organisation's website.
- Your organisation will be allocated a profile page on the virtual conference community, acting as a virtual trade booth leading up to and after the conference allowing you to update delegates with information regarding your products and services. Delegates have 24 hour access to your page and are able to communicate with you whenever they desire.
- Your organisation's logo will be displayed on the Sponsors page of the conference program, along with a 250-word description of your organisation's products and services elsewhere in the program.
- Your organisation will be promoted as the Welcome Reception Sponsor in the conference program and will also be allocated with a quarter page advertisement.
- You will receive one complimentary ticket to the Welcome Reception.
- Your organisation will have access to delegate information.

Optional

- Staff attendance at a special discounted rate (equal to the member delegate rate) per person.



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Morning & Afternoon Break

\$1,100 (+GST) Per Break

Only TWO Available

Become the Morning & Afternoon Break Sponsor for a day at the AHISA 2013 Biennial Conference.

The Benefits

- Exclusive sponsorship of both tea breaks on either day one or day two.
- Exclusive sponsorship of the Return Rewards (a prize given on return after the break).
- Your organisation's logo will be prominently displayed on the virtual conference community as the Morning & Afternoon Break sponsor with a hyperlink to your organisation's website.
- Your organisation will be allocated a profile page on the virtual conference community, acting as a virtual trade booth leading up to and after the conference allowing you to update delegates with information regarding your products and services. Delegates have 24 hour access to your page and are able to communicate with you whenever they desire.
- Your logo displayed on the sponsor's page of the conference program as the Morning & Afternoon Break Sponsor.
- Acknowledgement as the Morning & Afternoon Sponsor before and after each break.
- Your organisation will have access to delegate information.

Optional

- Staff attendance at a special discounted rate (equal to the member delegate rate) per person.
- The Gold Plus sponsor has first priority on this sponsorship, and acceptance of individual day sponsorships will be subject to Gold Plus sponsor being announced.



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Lunch

\$1,100 (+GST)

Only TWO Available

Become the Lunch Sponsor of the AHISA 2013 Biennial Conference for a day.

The Benefits

- Exclusive sponsorship of the Conference Lunch on either day one or day two.
- Exclusive sponsorship of the Return Rewards (a prize given on return after lunch).
- Your organisation's logo will be prominently displayed on the virtual conference community as the Lunch sponsor with a hyperlink to your organisation's website.
- Your organisation will be allocated a profile page on the virtual conference community, acting as a virtual trade booth leading up to and after the conference allowing you to update delegates with information regarding your products and services. Delegates have 24 hour access to your page and are able to communicate with you whenever they desire.
- Your logo displayed on the sponsor's page of the conference program as the Lunch Sponsor.
- Acknowledgement as the Lunch Sponsor before and after the commencement of lunch.
- Your organisation will have access to delegate information.

Optional

- Staff attendance at a special discounted rate (equal to the member delegate rate) per person.
- The Gold Plus sponsor has first priority on this sponsorship, and acceptance of individual day sponsorships will be subject to Gold Plus sponsor being announced.



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Name Badge & Lanyards

\$1,800 (+GST)

Only ONE Available

Get closer to your target market. This opportunity enables your business to become the sole sponsor for the conference name badges and lanyards.

The Benefits

- Organisation's logo (subject to art restrictions) to appear on lanyards and name badges handed to all delegates & exhibitors at the conference.
- Your organisation's logo will be prominently displayed on the virtual conference community as the Name Badges & Lanyards sponsor with a hyperlink to your organisation's website.
- Your organisation will be allocated a profile page on the virtual conference community, acting as a virtual trade booth leading up to and after the conference allowing you to update delegates with information regarding your products and services. Delegates have 24 hour access to your page and are able to communicate with you whenever they desire.
- Your organisation's logo will be displayed on the sponsor's page of the conference program as the Name Badge & Lanyard Sponsor.
- Your organisation will have access to delegate information.



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Trade Exhibition

\$4,000 (+GST)

You will have the opportunity to offer your products and services to the entire delegation as all of the conference break hospitality will be held in the exhibition area.

The Benefits

- 1 x Exhibition Booth 3m wide x 2m deep.
- 2 x 70 Watt Spotlights.
- 1 x Fascia Panel with Organisation's Name.
- 1 x 4 amp General Purpose Outlet.
- Your organisation will receive an exhibition space in your preferred position from the spaces available.
- Your logo will be prominently displayed on the virtual conference community as an exhibitor with a hyperlink to your organisation's website.
- Your organisation will be allocated a profile page on the virtual conference community, acting as a virtual trade booth leading up to and after the conference allowing you to update delegates with information regarding your products and services. Delegates have 24 hour access to your page and are able to communicate with you whenever they desire.
- You will be acknowledged as an exhibitor of the AHISA 2013 Biennial Conference in the program.
- Two complimentary Full Conference Delegate registrations, which includes tickets to both the Welcome Reception and Conference Dinner.
- Your organisation will have access to delegate information.

Optional

- Staff attendance at a special discounted rate (equal to the member delegate rate) per person.
- Additional booths can be purchased at a discounted price of \$2,600.00 (+GST) but this does not include any additional registrations (staff). For extra staff, please contact the organiser's for options.



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Sponsorship Form

Yes! I wish to take advantage of the Partnership Package indicated below* and join you in delivering the AHISA 2013 Biennial Conference.

- ☐ Gold Sponsor ☐ Trade Exhibition
- ☐ Welcome Reception Sponsor
- ☐ Morning and Afternoon Break Sponsors
- ☐ Lunch Break Sponsor
- ☐ Name Badges & Lanyards Sponsor

Company Name: _____

Contact Person: _____

Position: _____

Address: _____

Email: _____

Phone: () _____ Mobile: _____

Signed: _____

Date: _____

* Sponsorships are accepted in date/time order and subject to the approval of the Association

Return to:

Email: npaust4@online-events.com.au

Fax: 02 6239 3338

Mail: PO Box 1506, Fyshwick ACT 2609

More Information:

John Teres

Event Management Online

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Phone: 02 6239 3363

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