

Australian Council of TESOL Associations

Inaugural International TESOL Conference

Pedagogies of Connection

Developing Individual and Community Identities

10th - 12th July 2008

Alice Springs Convention Centre, NT



Sponsorship Prospectus

Inaugural International TESOL Conference

On behalf of the organising committee for the Australian Council of TESOL Associations (ACTA) Inaugural International TESOL Conference, we are pleased to be able to offer your business the opportunity to become a Sponsor of this event. Over 250 delegates are expected to attend from around Australia and the world.

The conference program has been structured to maximise the opportunities for Sponsors to make contact with delegates. As well as several opportunities for delegate/exhibitor interaction, the program includes two social functions; the Welcome Reception and the official Conference Dinner.

Sponsorship prices have been set to ensure that this event remains a cost-effective method of making contact with such a significant proportion of the international education market.

About ACTA

The Australian Council of TESOL Associations is the national coordinating body for Teachers of English to Speakers of Other Languages (TESOL) associations in Australia. ACTA represents and supports the interests of TESOL teachers; aims to ensure access to English language instruction for speakers of other languages; encourages implementation and delivery of quality professional programs for teachers and promotes study, research and development of TESOL at state, national and international levels.

Membership of ACTA comes through its constituent state based associations - ATESOL (ACT), ATESOL (NSW), ATESOL (NT), QATESOL (QLD), ESL Educators (SA), TASTESOL (TAS), VATME (VIC), WATESOL (WA).

For more information, visit the ACTA website at www.tesol.org.au.

Why become a Sponsor?

Conference sponsorship provides businesses 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. Exhibitors and advertisers will have the potential to reach a large number of education professionals from around Australia and the world.

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 you.

Proposed Conference Program

WEDNESDAY 9th JULY (TESOL Symposium)

11:00am	Sponsor Bump-In	MacDonnell C
4:00pm	Registration opens	Ghan Foyer
6:00pm	Conference Welcome Reception	

THURSDAY 10th JULY (Conference Day 1)

8:00am	Sponsor access	MacDonnell C
8:00am	Registration opens	Ghan Foyer
8:45am	Conference Opening	MacDonnell A/B
9:00am	Opening Plenary Address	MacDonnell A/B
9:30am	Keynote Presentation	MacDonnell A/B
10:45am	Morning Tea	MacDonnell C & Ghan Foyer
11:15am	Concurrent Presentations	Ellery Rooms
12:45pm	Lunch	MacDonnell C & Ghan Foyer
1:45pm	Keynote Presentation	MacDonnell A/B
3:00pm	Afternoon Tea	MacDonnell C & Ghan Foyer
3:30pm	Concurrent Presentations	Ellery Rooms
5:00pm	Close	

FRIDAY 11th JULY (Conference Day 2)

8:00am	Sponsor access	MacDonnell C
8:30am	Registration opens	Ghan Foyer
9:00am	Welcome	MacDonnell A/B
9:15am	Keynote Presentation	MacDonnell A/B
10:30am	Morning Tea	MacDonnell C & Ghan Foyer
11:00am	Concurrent Presentations	Ellery Rooms
12:30pm	Lunch	MacDonnell C & Ghan Foyer
1:30pm	Keynote Presentation	MacDonnell A/B
2:45pm	Afternoon Tea	MacDonnell C & Ghan Foyer
3:15pm	Concurrent Presentations	Ellery Rooms
4:15pm	Close	
6:30pm	Conference Dinner	Ooraminna Homestead

SATURDAY 12th JULY (Conference Day 3)

8:00am	Sponsor access	MacDonnell C
8:30am	Registration opens	Ghan Foyer
9:00am	Welcome	MacDonnell A/B
9:15am	Keynote Presentation	MacDonnell A/B
10:30am	Concurrent Presentations	Ellery Rooms
11:30am	Brunch	MacDonnell C & Ghan Foyer
12:00pm	Keynote Speakers Panel	MacDonnell A/B
1:15pm	Conference Summary	MacDonnell A/B
1:30pm	Close	

PROGRAM SUBJECT TO CHANGE

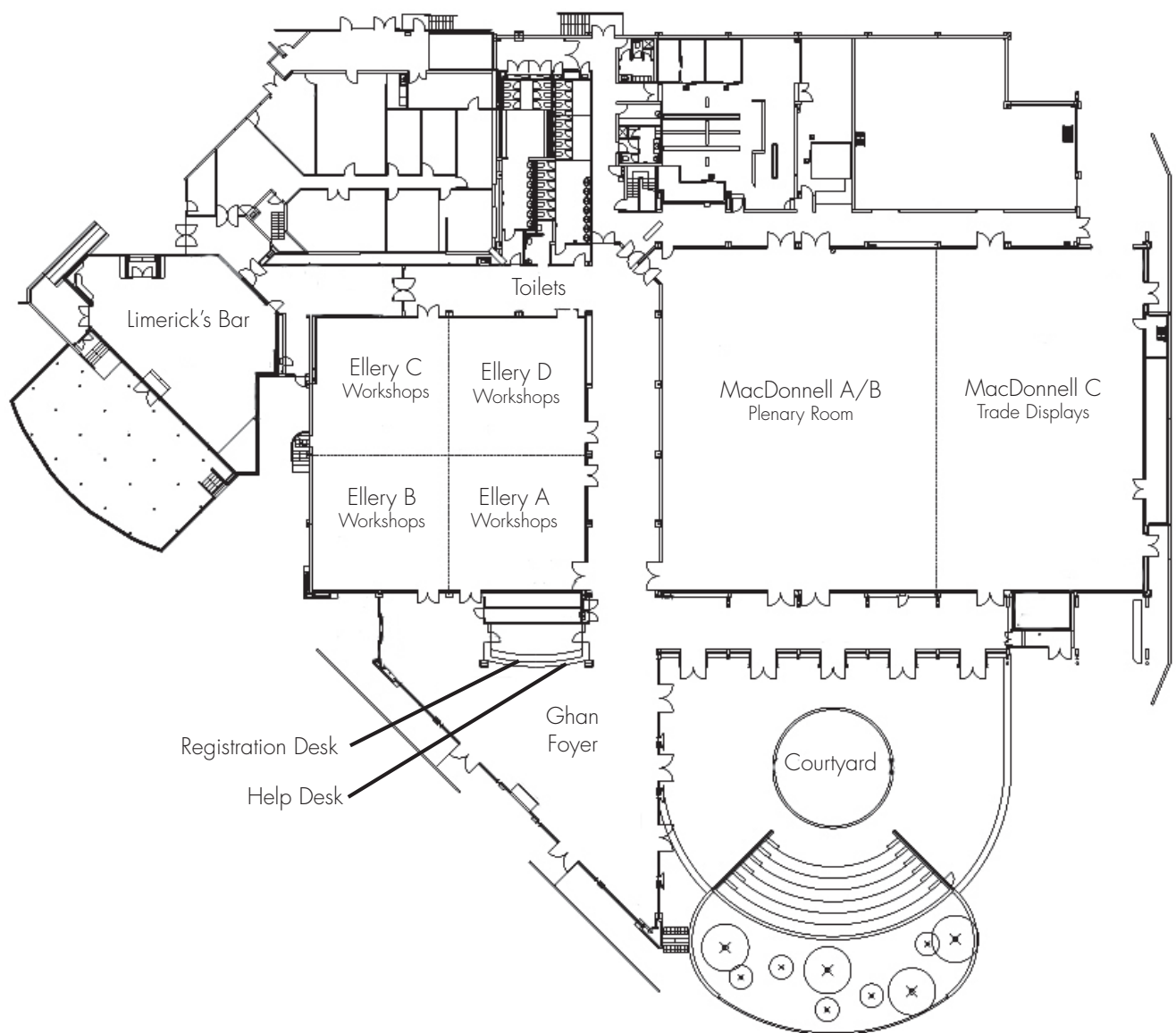
Conference Venue

ALICE SPRINGS CONVENTION CENTRE

93 Barrett Drive, Alice Springs, Northern Territory, Australia 0870

Winner 2006 Brolga Northern Territory Tourism Award - Meetings and Business Tourism

What better place to meet than the geographical centre of Australia? The Alice Springs Convention Centre, with an abundance of natural light and spectacular views of the MacDonnell Ranges, is a modern and fresh alternative for conferences and incentives. The Centre boasts state of the art facilities, professional friendly service and offers delegates the opportunity to experience the true essence of the outback.



Conference Management

This conference is being managed by the APAPDC Events team. The main sponsorship contact will be the APAPDC Events Sponsorship and Marketing Coordinator, Ms Erin Zilm.

CONTACT DETAILS FOR KEY APAPDC EVENTS PERSONNEL:

Ms Emma Bywaters

Event Coordinator

Phone: (08) 8245 9802

Fax: (08) 8340 7800

Email: emma@apapdc.edu.au

Ms Erin Zilm

Sponsorship and Marketing Coordinator

Phone: (08) 8245 9807

Fax: (08) 8340 7800

Mobile: 0400 290 779

Email: erin@apapdc.edu.au

Mr Alex Law

Event Support Officer

Phone: (08) 8245 9812

Fax: (08) 8340 7800

Email: alex@apapdc.edu.au

Address:

9 George Street (PO Box 112)

HINDMARSH SA 5007

Website:

www.apapdc.edu.au

General Conference enquiries:

events@apapdc.edu.au

ABOUT APAPDC

The APAPDC is the national professional development body owned by the four Australian peak principals' associations - the Australian Secondary Principals Association, Australian Primary Principals Association, Association of Principals of Catholic Secondary Schools of Australia and Association of Heads of Independent Schools of Australia. It is governed by a Board comprising nominees of these four associations, and managed by a secretariat based in Adelaide.

APAPDC has a national perspective. It works within the context of the national education agenda and seeks to support the peak associations and their affiliates. APAPDC collaborates, directly or indirectly, with Australian education, health and justice systems and sectors, and appropriate professional organisations and associations, university and community groups.

APAPDC bases its work on, and promotes accountability through, the use of sound data, research and evidence. APAPDC offers national educational leadership, and frames its vision and work with the five propositions of the APAPDC L5 Frame for building leadership in schools.

Sponsorship Levels

PLATINUM SPONSOR

\$7,000 inc GST

- Trade display space including (or equivalent to) two skirted trestle tables and two pin boards
- Priority location of trade display and placement of logo/advertising
- Company logo and link featured on conference website
- Logo and contact details listed in conference workbook
- Full page colour advertisement in conference workbook
- One (1) brochure or flyer in delegate satchel
- Company banner displayed in plenary room for duration of conference
- Four (4) complimentary Sponsor Passes
- Four (4) complimentary tickets to the Conference Dinner
- One (1) five-minute speaking opportunity

GOLD SPONSOR

\$5,000 inc GST

- Trade display space including (or equivalent to) two skirted trestle tables and two pinboards
- Logo and contact details listed in conference workbook
- Half page colour advertisement in conference workbook
- One (1) brochure or flyer in delegate satchel
- Company banner displayed in plenary room for duration of conference
- Three (3) complimentary Sponsor Passes
- Three (3) complimentary tickets to the Conference Dinner

SILVER SPONSOR

\$3,500 inc GST

- Trade display space including (or equivalent to) one skirted trestle table and one pinboard
- Logo and contact details listed in conference workbook
- Quarter page colour advertisement in conference workbook
- Brochure or flyer in delegate satchel
- Two (2) complimentary Sponsor Passes
- Two (2) complimentary tickets to the Conference Dinner

BRONZE SPONSOR

\$2,500 inc GST

- Trade display space including (or equivalent to) one skirted trestle table and one pinboard
- Logo and contact details listed in conference workbook
- One (1) complimentary Sponsor Pass

SUPPORTER

\$500 inc GST

- Brochure or flyer in delegate satchel
- Logo and contact details listed in conference workbook

Sponsorship Entitlement Details

TRADE DISPLAYS

Catering throughout the conference will be served among the trade displays to encourage delegates into this area during breaks. Sponsors may select to not use the trestle tables or pin boards provided by the conference, and instead use the equivalent empty space. Platinum Sponsors will receive priority location of their display.

LOGO AND LINK ON CONFERENCE WEBSITE

Platinum Sponsors will have their company logo and a link to their website in the 'Sponsors' section of the ACTA Conference website.

LOGO AND CONTACT DETAILS LISTED IN CONFERENCE WORKBOOK

All conference Sponsors will have their company logo listed with their contact details in a 'Sponsors' section of the conference workbook. A template of the contact details required for this section will be provided on the Sponsor Registration Form.

ADVERTISING IN CONFERENCE WORKBOOK

Sponsors receiving this entitlement will be required to provide a high resolution JPEG or PDF version of their advertisement to be printed in the official conference workbook.

BROCHURE/FLYER IN DELEGATES SACHEL

Satchel inserts can be any single piece of promotional material or merchandise that is no larger than approximately A4 size.

BANNER IN MAIN PLENARY ROOM

A freestanding banner, to be provided by the sponsor at the venue, will be placed in a high visibility location in the main plenary room.

SPONSOR PASSES

A Sponsor Pass is required for each representative of your company present at the conference, and includes lunch, morning and afternoon tea on each day of the conference. Additional Passes can be purchased at a cost \$100 each for the full three days.

DINNER TICKETS

The official Conference Dinner will be held on Friday 11th July at Ooraminna Homestead. Sponsors are encouraged to attend the Dinner to network with delegates in a more casual environment. Additional Dinner tickets can be purchased at a cost of \$90 each.

Becoming A Sponsor

EXPRESSION OF INTEREST

A Sponsor Expression of Interest form is included with this document. If you would like to become a Sponsor of the Inaugural International TESOL Conference, please complete this form indicating your preferred sponsorship level. Expression of Interest forms can be returned to Erin Zilm at APAPDC Events.

As spaces are limited, returning an Expression of Interest form does not guarantee a place as a Conference Sponsor. You will be contacted with confirmation of your acceptance as a Sponsor.

SPONSORSHIP AGREEMENT

Once your Expression of Interest has been received and you have been confirmed as a Sponsor, two copies of a formal Sponsorship Agreement outlining the agreed entitlements will be sent to you. Both copies of this form must be signed and one copy returned to the APAPDC Events by post in the return envelope supplied, with the other to be kept for your records.

No organisation will be officially classified as a Sponsor until the signed Sponsorship Agreement is received by APAPDC Events.

PAYMENT

An invoice will be included with the Sponsorship Agreement form which will outline the total amount due, as well as the 50% deposit. This deposit must be paid within 14 days of receipt of the invoice. Final payment of outstanding monies must be made by Tuesday 8th July 2008.

SPONSOR REGISTRATION FORM

This form will be used to collect the contact details that will be listed in the workbook. Sponsors whose entitlements include trade displays or attendance at social functions will be required to list on this form the names and special requirements of all representatives of your company who will attend the conference at any time.

UPDATES & DEADLINES

Sponsors will be informed of all deadlines for the provision of information or materials to APAPDC Events through regular email updates, which will also include up to date information about the conference.

COMMUNICATION

If at any stage in the lead-up to the Inaugural International TESOL Conference you have any questions or would like any more information, please feel free to contact Erin Zilm at APAPDC Events.

Terms and Conditions

SECTION ONE: General

In the event of a dispute arising that the parties themselves cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by mutual agreement.

Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified and the first party uses its best endeavors to overcome the circumstances preventing its obligations from being carried out.

In the event that a Sponsor whose confirmed sponsorship package includes any in-kind contribution is unable to provide the agreed products or services, the value of these products or services must be paid in cash, unless another mutually agreeable arrangement can be negotiated.

Each party shall indemnify the other against any claims arising from any breach of the agreement by either party.

The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.

SECTION TWO: Rights and Responsibilities

The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.

The sponsor is responsible for compliance with all applicable laws, bylaws, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Sponsor/Exhibitor so comply.

It is the responsibility of the Sponsor to supply APAPDC Events with the correct materials, information or artwork required in order for the Sponsor's entitlements to be correctly fulfilled. APAPDC Events will advise the Sponsor of any deadlines for receipt or supply of any materials, information or artwork. It is the responsibility of the Sponsor to ensure that these deadlines are met (see section five).

SECTION THREE: Allocation and amendment of sponsorship entitlements

The allocation of of sponsorship places is entirely at the discretion of the Conference Managers. As available places are strictly limited, returning a Sponsor Expression of Interest form does not guarantee acceptance as a Conference Sponsor

The Sponsor must confirm selected entitlements by returning the signed Sponsorship Agreement to APAPDC Events and paying the 50% deposit. The reservation of entitlements cannot be guaranteed until these steps have been completed.

Terms and Conditions (cont'd)

The addition of entitlements will not be accepted if the extra entitlements are no longer available, or the deadline for the entitlement has either passed, or would be disrupted by another sponsor selecting the entitlement.

The cancellation of entitlements will not be accepted if the deadline for the entitlement has passed, or would be disrupted by a sponsor cancelling the entitlement.

SECTION FOUR: Exhibits/Trade Displays and Advertising

The sponsor shall not assign this contract or sublet trade display space or printed advertising space, or any part thereof or permit the same to be used by any other person, without the prior written consent of the Conference Managers. Any attempt to do so is null and void and will result in immediate cancellation of this agreement with no refund.

Exhibit space will be made available for installation by the Sponsor at a date and time to be advised in advance. Exhibits cannot be dismantled before the conclusion of the exhibition. It is the duty and responsibility of each Sponsor to have his/her exhibit completely installed in his/her booth before the opening of the exhibition and to dismantle and remove his/her exhibition after the close of the exhibition.

APAPDC Events reserves the right to at any time alter or remove exhibits or any part thereof, including printed material, products, signs, lights or sound and to expel exhibitors/sponsors or their personnel if, in the opinion of APAPDC Events, their conduct or presentation is objectionable to ACTA, to APAPDC Events or to other exhibit participants.

SECTION FIVE: Deadlines

The deadlines designated by APAPDC Events for delivery or supply of materials, information or artwork are not negotiable.

In the event that materials, information or artwork required by APAPDC Events 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 in this circumstance.

SECTION SIX: Payment

All prices quoted in any documentation provided by APAPDC Inc, unless otherwise stated, are in Australian Dollars and are inclusive of GST.

A 50% deposit, calculated excluding the value of in-kind products or services, is required to confirm the Sponsor's entitlements. An invoice will be provided for this amount with the Sponsorship Agreement, and must be paid within 14 days.

Terms and Conditions (cont'd)

No deposit is required where a sponsorship package consists solely of in-kind products or services. However, should the Sponsor cancel the package after a Sponsorship Agreement has been signed, a cash payment of 50% of the value of the products or services must be made.

In the event that sponsorship entitlements are added or cancelled, therefore changing the value of that package, before an invoice is issued for the deposit, the amended package will be used to calculate the amount required for deposit. If sponsorship entitlements are added or subtracted after the issuing of an invoice for the deposit, but before this amount is paid, the invoice will be re-issued with the correct amount.

After payment of the 50% deposit, the remaining amount must be paid before Tuesday 8th August 2007.

In the event that sponsorship entitlements are added or cancelled, therefore changing the value of that package, before full payment is made, the difference in value will be added or subtracted appropriately from the amount owing only, and not refunded or added to the deposit.

In the event that sponsorship entitlements are added after full payment is made, a new invoice will be issued for the extra amount. If sponsorship entitlements are cancelled after full payment has been paid, the value of the cancelled entitlements will be refunded.

Refunding of cancelled entitlements, or subtracting their value from the balance due, will be limited so that the total amount paid is not less than the amount of the deposit.

Should the Sponsor not pay all accounts due to APAPDC Inc, legal action will be taken to recover the debt. The Sponsor agrees to pay all costs incurred in the recovery of this debt.

SECTION SEVEN: Full Cancellation of Sponsorship

Cancellations must be made in writing on company letterhead.

This contract may be cancelled by either party provided written notice is received by the other before Friday 30th May 2008 in which case all monies paid by the sponsor will be refunded less the non-refundable deposit. If the Sponsor cancels after such date, it will be responsible for the full contract price.

In the event of the contract being cancelled before a deposit is paid, no payment will be required unless a Sponsorship Agreement has been signed, in which case at minimum the amount of the deposit must be paid.

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Pedagogies of Connection

Developing Individual and Community Identities

10 - 12 July 2008, Alice Springs Convention Centre, NT

Sponsor Expression of Interest Form

Organisation Name: _____

Main Contact Person: _____

Position: _____

Phone: _____ Fax: _____

Address: _____

State: _____ Postcode: _____

Email: _____

Description of the product/service you would like to promote at this event:

- Preferred Sponsorship Level:
- | | | |
|--------------------------|-----------|-------------------|
| <input type="checkbox"/> | Platinum | (\$7,000 inc GST) |
| <input type="checkbox"/> | Gold | (\$5,000 inc GST) |
| <input type="checkbox"/> | Silver | (\$3,500 inc GST) |
| <input type="checkbox"/> | Bronze | (\$2,500 inc GST) |
| <input type="checkbox"/> | Supporter | (\$500 inc GST) |

Please read the Terms and Conditions outlined in the Sponsorship Prospectus before returning this form. As spaces are strictly limited, returning an Expression of Interest Form does not guarantee a place as a Sponsor. You will be contacted with confirmation of your acceptance as a Sponsor.

Please return completed forms to Erin Zilm at APAPDC Events
by fax: (08) 8340 7800, or by post: PO Box 112, Hindmarsh SA 5007