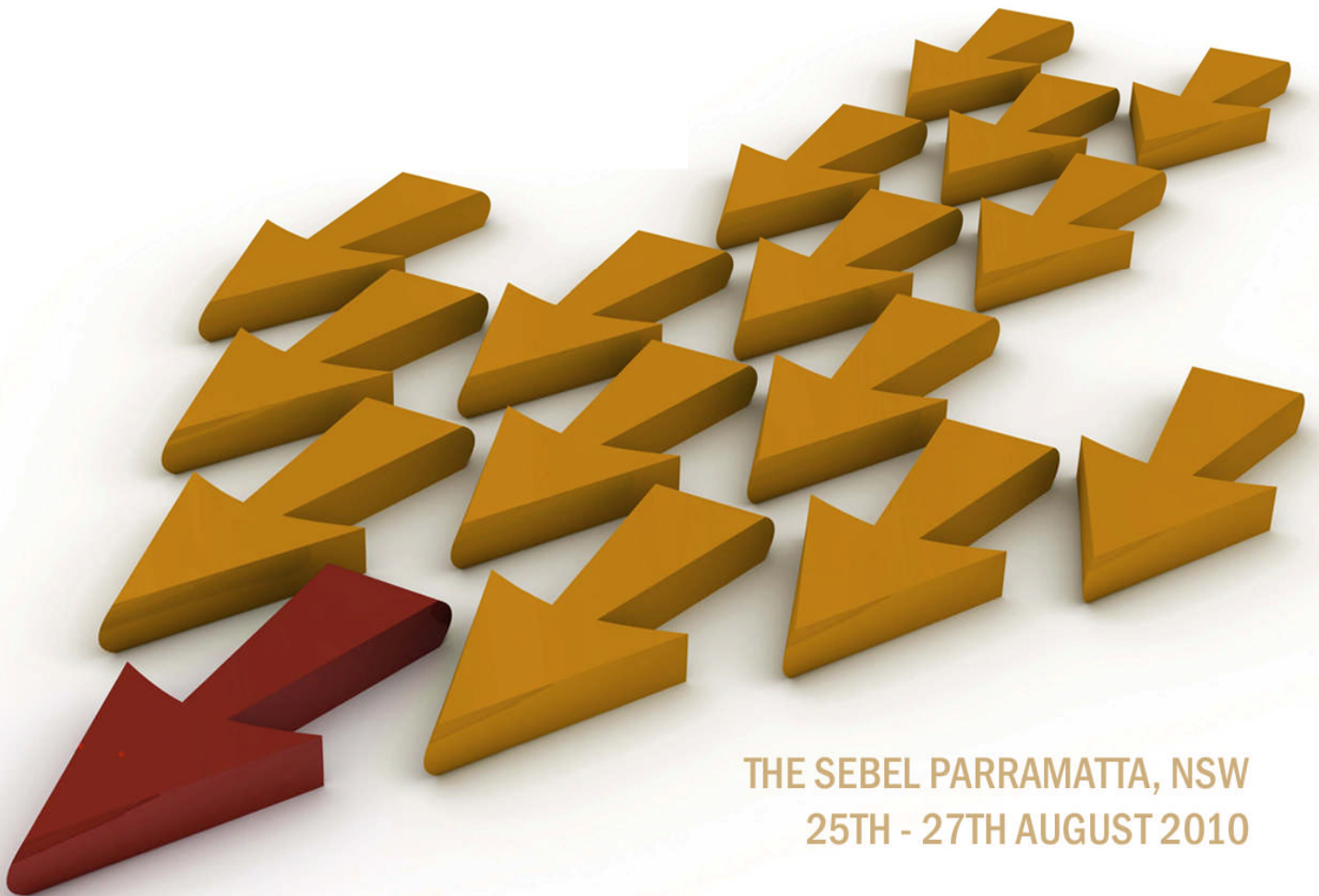




2010 NSW SSP LEADERS' **CONFERENCE**

'Teaching and Leading with Conviction'

2010 EXHIBITION AND SPONSORSHIP PROSPECTUS



THE SEBEL PARRAMATTA, NSW
25TH - 27TH AUGUST 2010



2010 NSW SSP LEADERS' CONFERENCE

ABOUT THE CONFERENCE

The **2010 Special Education Leader's Conference** hosted by the **NSW SSP Principals' Network** will be held on 25th – 27th August 2010 at The Sebel, Parramatta, NSW.

For the first time in 2010, we are holding the Conference over three days. In addition to the annual Special Education Leaders' Conference to be held on Thursday, 26th and Friday, 27th August, we are hosting the inaugural single day Teacher's Conference to be held on Wednesday, 25th August.

This conference is one of the major annual conferences for the Department of Education & Training (DET) leaders, aspiring leaders, teachers and associated departmental officers working with students with special needs in NSW.

This conference will provide research based presentations with wonderful speakers. We have strong links with special educators across the nation, universities, Disability Programs Directorate of DET and the broad network of schools in NSW providing education for a wide range of students with intellectual, physical, emotional and behavioural disabilities from Pre-school to Year 12.

Our conference will provide quality professional learning over the three days, focusing on the identified needs of our colleagues, and aligned with the DET Priorities.

Who are the Conference Delegates?

Principal - SSP
Executive - SSP
Executive - Primary Support Class
Executive - Secondary Support Class
Teacher - Support Class
Regional Student Services Team
Non DET Representative

Application for Trade Exhibition Space or Sponsorship

To secure trade exhibition space or sponsorship for the conference, please complete the Trade Exhibition / Sponsorship Booking Form and return to GEMS Pty Limited via fax on (02) 9747 8366.

A tax invoice representing the total fee will be raised immediately and emailed to your designated contact. Payments can be made by cheque, credit card or direct deposit. Please contact Michelle Glasson at GEMS on (02) 9744 5252 if you wish to pay by direct deposit. **All trade exhibition fees must be settled within 30 days of invoice.**



2010 NSW SSP LEADERS' CONFERENCE

TRADE EXHIBITION PARTICIPATION

The Trade Exhibition component of the conference has been designed to provide maximum exposure for exhibitors to all conference delegates, giving you the best return on your investment.

The Trade Exhibition will be located in the Ballroom Pre Function Area of The Sebel Parramatta to be held on all three days of the Conference.

The Trade Exhibition will give all exhibitors the chance to network with special education principals, teachers and other stakeholders within the field. It is here that you can promote your organisation to potential customers, further develop relationships with existing customers and showcase your products and services to key decision makers.

Why Your Company will Benefit from Exhibiting?

Your participation as an Exhibitor will ensure you have access to the people with buying power within your target market. As an exhibitor you will:

- Be able to launch new products to key decision makers in the special education field in NSW .
- Have unrivalled opportunities to meet your commercial prospects face to face.
- Show your product range in real time rather than by catalogue or word of mouth.
- Raise your profile in the field and add value to your brands.
- Network with 200+ key buyers from primary, secondary and special schools.
- Have your company promoted nationally through relevant conference publications, advertising and electronic media.
- Boost market and buyer perception of your goods and services.
- Add value to your marketing strategy and accelerate the buying process.
- Demonstrate your commitment to all areas of special education and disability support.
- Increase your sales and benchmark your products and services against your competitors.



2010 NSW SSP LEADERS' CONFERENCE

TRADE EXHIBITION PARTICIPATION

Delegate Passport Initiative

As done in previous years, the delegate passport initiative will be used at the 2010 Special Education Leaders' Conference. This initiative has proven to be very effective; ensuring that each delegate at the Conference is aware of the products and services provided by the exhibiting companies.

How it works...

Upon registration at the Conference, each delegate will receive a delegate passport inside their Conference satchel.

The delegate passport will be a form with a box grid which includes the name of every organisation exhibiting at the 2010 Conference.

Throughout the conference delegates will be encouraged to visit every exhibition stand to receive a stamp on their passport.

Each exhibitor will be issued with a unique passport stamp. Each time a delegate comes to your stand, you will need to stamp their passport to indicate they have visited the stand.

Once every exhibitor box has been stamped the delegate can put their completed passport form into the entry box located at the conference registration desk which puts them in the draw to win a grand prize to be drawn during the closing plenary session on the last day of the Conference.

Conference Breaks

Morning tea and afternoon tea for all delegates will be held in the Ballroom Pre Function Area for the duration of the Conference. Lunch will be served in both the Ballroom Pre Function Area and adjoining restaurant.



2010 NSW SSP LEADERS' CONFERENCE

Package Options

<u>Single Stand</u>	2.5m x 1.5 m	\$1100 (Incl. GST)
<u>Double Stand</u>	5m x 1.5m	\$1600 (Incl. GST)

Your Exhibition package will include:

- One (1) dressed trestle table and two (2) chairs per stand in a 2.5m x 1.5m space.
- One (1) complimentary three day delegate registration. This includes access to all sessions, catering (Morning/Afternoon Teas and Lunch) on all days of the Conference.
- Organisation contact details listed in the Conference Delegate Workbook
- Organisation web link listed on the Conference website
- Each exhibitor will be issued with a delegate passport stamp

The Exhibitor's Information Kit to be sent out at least two months prior to the Conference which will provide you with all the information you need in order to plan for the event. Should you have any questions beforehand you can contact Michelle Glasson at GEMS Event Management on (02) 9744 5252.

Catering for Exhibition Staff

Catering is included for the staff member nominated to receive the complimentary delegate registration. So that all members of staff can enjoy morning tea, lunch and afternoon tea with the Conference delegates, the exhibiting company will be charged an additional \$60 per person per day for each additional staff member that is working at the exhibition.



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PRELIMINARY INFORMATION FOR EXHIBITORS

Insurance

Exhibitors should consult their own insurance company and/or broker for proper coverage of their exhibits and displays. In most cases you will be able to extend your existing policy. Public liability insurance cover for your stand area must be taken out for a minimum of \$10 million dollars from the first day of bump in, Wednesday, 25th August 2010 to the completion of bump out on the evening of & Friday, 27th August 2010 .

A copy of your Public Liability Certificate of Currency must be faxed through to Michelle Glasson on (02) 9747 8366 by no later than Wednesday, 18th August 2010.

Logos

If you require the 2010 Special Education Leaders' Conference logo for your own advertising, promotions or for your website, please email a request to Michelle Glasson at mglasson@gemspl.com.au .

Stand/ Space Payments

Exhibitors are reminded to observe the payment terms and conditions as specified. As the maximum number of booths is **limited to 18**, non compliance may result in the release of your space to another exhibitor. Please note also that there are no refunds for services ordered or not utilised due to cancellation or failure to collect. If for any reason the conference is cancelled by the organisers, there will be a full refund minus any expenses already incurred.

Exhibitors wishing to pay by credit card will be charged a credit card fee of 3.4% for Visa, MasterCard and American Express.



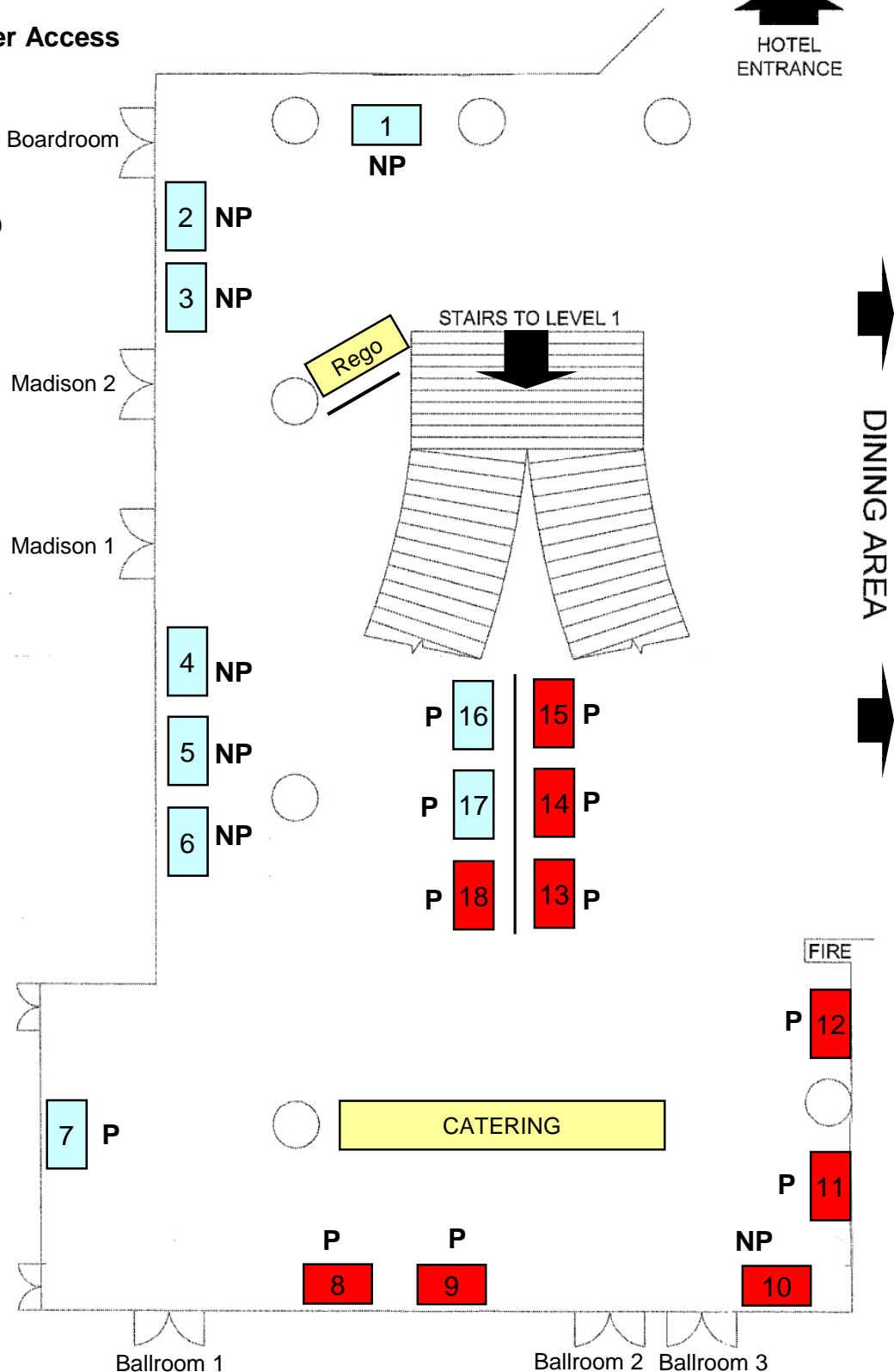
2010 NSW SSP LEADERS' CONFERENCE

EXHIBITION FLOORPLAN

P = Power Access

NP = No Power Access

■ = SOLD





2010 NSW SSP LEADERS' CONFERENCE

SPONSORSHIP OPPORTUNITIES FOR EXHIBITORS

The 2010 Special Education Leaders' Conference provides a valuable opportunity for companies to showcase their products and services to professionals from all sectors of special education. Sponsorship of the conference will:

- Provide effective marketing opportunities to draw attention to your products and services.
- Maximise exposure to your target market.
- Improve your existing relationship with key clients.
- Build awareness of your product or service within the industry.
- Increase your sales and gain a direct advantage over your competitors.
- Allow for networking with 200+ key decision and policy making delegates from the public and private education sectors.
- Provide the opportunity to have your company promoted state wide through relevant conference publications, advertising and electronic media.

2010 Sponsorship Packages

A range of sponsorship packages have been developed for the conference and are summarised below, with full details outlined on the following pages.

Level of Sponsorship	Sponsor Type	Value
Platinum Sponsor	Major Event Sponsor	SOLD
Gold Sponsor	Conference Dinner	\$3300
Silver Sponsor	Conference Satchel Sponsor	\$2200
Bronze Sponsor	Conference Workbook	\$1100
Support Sponsor	Support Sponsor	\$880
Insert Only	Conference Satchel Insert	\$440



2010 NSW SSP LEADERS' CONFERENCE

PLATINUM SPONSORSHIP

2010 Major Event Sponsor

Cost: \$4,400 (GST included)

The **2010 Conference Platinum Sponsor** will have full branding rights to all Conference session rooms and will be recognised on all NSW SSP Conference PowerPoint presentations.

Sponsorship entitlements include:

- ✓ Company logo prominently displayed at the Conference. Sponsors to provide signage to be displayed in the plenary session room.
- ✓ Receive one (1) 2.5m x 1.5m trade exhibition space.
- ✓ Be provided with an exclusive 5 minute address to Conference delegates in the Opening Plenary Session.
- ✓ Company logo prominently displayed on all NSW SSP Conference PowerPoint's for all plenary and concurrent sessions during the Conference.
- ✓ Company name, logo and web link advertised on the home page of the official Conference website and in all email correspondence promoting the event.
- ✓ A full delegate listing at the conclusion of the Conference (only delegates that wish to have their details shared).
- ✓ Inclusion of your promotional leaflet/flyer in the conference satchel (1 piece, sponsor supplied).
- ✓ Two (2) complimentary delegates from the Sponsor organisation to attend the 2010 Special Education Leaders' Conference (full three day registration).
- ✓ Two (2) complimentary tickets to the 2010 Special Education Leaders' Conference Dinner on Thursday, 26th August.



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GOLD SPONSORSHIP

2010 Conference Dinner

Cost: \$3,300 (GST included)

The 2010 Conference Dinner will be held on Thursday, 26th August. On the second evening of the three day conference, delegates will arrive to see your company signage branding the Conference Dinner venue and a representative of your company will have the opportunity to address the guests in the official dinner speeches.

Sponsorship entitlements include:

- ✓ Have exclusive branding rights at the 2010 Special Education Leaders' Conference Dinner which will be held on Thursday, 26th August 2010. Sponsor to provide signage to be displayed at the venue.
- ✓ Be provided with an exclusive 5 minute address to Conference delegates in a Conference Plenary Session.
- ✓ A nominated speaker from your company will have the opportunity to give a 5 minute address to guests during the dinner speeches.
- ✓ Company name, logo and web link advertised on the home page of the official Conference website and in all email correspondence promoting the event.
- ✓ A full delegate listing at the conclusion of the Conference (only delegates that wish to have their details shared).
- ✓ Inclusion of your promotional leaflet/flyer in the conference satchel (1 piece, sponsor supplied).
- ✓ One (1) complimentary delegate from the Sponsor organisation to attend the 2010 Special Education Leaders' Conference (full three day registration).
- ✓ Two (2) complimentary tickets to the 2010 Special Education Leaders' Conference Dinner on Thursday, 26th August.



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SILVER SPONSORSHIP

Conference Satchel

Cost: \$2,200 (GST included)

We want our sponsors to get the most out of their sponsorship that's why the 2010 conference satchel will be a high quality business satchel. This stylish satchel is perfect for taking to work, meetings and on business trips. With your company logo prominently displayed, it's the perfect way to put your company in front of your potential clients everyday.

Sponsorship entitlements include:

- ✓ Your logo prominently displayed on the conference satchel, which will be distributed to every attendee on arrival at the conference.
- ✓ Be provided with an exclusive 5 minute address to Conference delegates in a Conference Plenary Session.
- ✓ Company name, logo and web link advertised on the official Conference website and in all email correspondence promoting the event
- ✓ A full delegate listing at the conclusion of the Conference (only delegates that wish to have their details shared).
- ✓ Inclusion of your promotional leaflet/flyer in the conference satchel (1 piece, sponsor supplied).



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BRONZE SPONSORSHIP

Conference Workbook for Delegates

Cost: \$1,100 (GST included)

The conference workbook will be given to every delegate upon registration at the conference. The workbook will be used throughout the conference and later used as an academic reference for all delegates. The workbook will feature your company logo, providing a constant reminder to delegates of your company and its branding.

Sponsorship entitlements include:

- ✓ Your logo prominently displayed on the conference workbook which will be distributed to every delegate upon registration at the conference.
- ✓ Company name, logo and web link advertised on the official Conference website and in all email correspondence promoting the event.
- ✓ A full delegate listing at the conclusion of the Conference (only delegates that wish to have their details shared).
- ✓ Inclusion of your promotional leaflet/flyer in the conference satchel (1 piece, sponsor supplied).



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SUPPORT SPONSORSHIP

Cost: \$880 (GST included)

Support Sponsorship offers your company the rights to branding its logo in all Conference promotional materials, affiliating itself with the NSW SSP Principals' Network and 2010 Special Education Leaders' Conference. Additionally, your company's promotional materials will be distributed to every delegate in the 2010 Conference Satchel.

Sponsorship entitlements include:

- ✓ Company logo prominently displayed on the sponsors page of the official Conference website, all promotional advertising and in all Conference publications.
- ✓ A full delegate listing at the conclusion of the Conference (only delegates that wish to have their details shared).
- ✓ Inclusion of your promotional leaflet/flyer in the conference satchel (1 piece, sponsor supplied).

SATCHEL INSERT

Cost: \$440 (GST included)

- ✓ Inclusion of promotional leaflet/flyer in the Conference Satchel (1 piece, supplied by your organisation). If you provide more than one document you will be charged for subsequent inserts.

Note: If you choose to provide a number of flyers/ documents in a sleeve or document holder, this will be considered as one (1) insert. However, should you provide us with a number of flyers/ documents not packaged together, you will be charged for each item being put into the satchel.



2010 NSW SSP LEADERS' CONFERENCE

Trade Exhibition and Sponsorship Registration

Wednesday, 25th - Friday, 27th August 2010

The Sebel Parramatta, NSW

Contact Person	
Company	
ABN	
Postal Address	
Suburb	
Post Code	
Telephone	
Fax	
Mobile	
Email	
Website	

I/We wish to exhibit/ sponsor at the 2010 Special Education Leaders' Conference and apply for space/sponsorship as indicated. We agree to pay the total cost as shown on the dates indicated, including applicable GST and any other charges incurred on our behalf.

I/We authorise the organisers to use the intellectual property supplied by us such as logos, to advertise and promote the conference. I/We indemnify the organisers against any claims arising out of the use of the intellectual property in accordance with this information pack.

Signed _____

Name (Print) _____

Position _____



2010 NSW SSP LEADERS' CONFERENCE

Trade Exhibition/Sponsorship Booking Form

Wednesday, 25th - Friday, 27th August 2010

The Sebel Parramatta, NSW

I/We wish to register as an sponsor/exhibitor at the 2010 Special Education Leaders' Conference. Please indicate below your preference:

Available Options – Trade Exhibition		Cost	Qty	Total
Trade Exhibition Space – 2.5m x 1.5m		\$1100		
Trade Exhibition Space – 5.0m x 1.5m		\$1600		
Available Options – Sponsorship				
Platinum	Major Event Sponsor	\$4400		SOLD
Gold	Conference Dinner Sponsor	\$3300		
Silver	Conference Satchel Sponsor	\$2200		
Bronze	Delegate Workbook Sponsor	\$1100		
Support	Support Sponsor	\$880		
Satchel Insert (only)		\$440		
TOTAL (including GST)				\$

Exhibit Location

We wish to reserve the following booth at the conference.

1st Preference _____ 2nd Preference _____ 3rd Preference _____

All prices shown above include GST. A Tax invoice will be issued upon receipt of this Exhibition Registration Form. All cheques should be made payable to GEMS Pty Ltd. Payment can also be made by Visa, Mastercard or American Express.



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Payment Details

Trade Exhibition Booth / Sponsorship Payment Options

A tax invoice will be issued upon receipt of this Exhibition/Sponsorship Registration Form. Invoices can be paid by cheque, direct debit or by Visa, MasterCard or American Express (a 3.4% surcharge will apply for all VISA, MasterCard and American Express credit card payments).

Please complete the payment details below:

Cheque (Please make cheques payable to **GEMS Pty Limited**)

Credit Card Payment

VISA MasterCard American Express

Credit Card No. ____ / ____ / ____ / ____ **Expiry Date** __ / __

Name on Card _____

Signature _____

Amount Charged \$ _____

Full payment must be received within 30 days of making your booth booking

Please complete and fax these three (3) pages to GEMS on 02 9747 8366. Upon receipt a confirmation will be sent to your nominated email address.