

Sponsorship Proposal

2016 SASSAOA Annual Conference
11-13 July 2016

Adelaide Convention Centre, SA



**Building Bridges
Together**



South Australian State Schools
Administrative Officers Association

www.sassaoa.sa.edu.au

2016 SASSAOA Annual Conference

The Organising Committee for the 2016 South Australian State Schools Administrative Officers Association (SASSAOA) Annual Conference are pleased to invite both first-time and returning sponsors to become involved in the 2016 conference. Following on from our previously successful conferences, over 100 delegates are expected to attend which includes School Administration and Finance Officers from State Secondary and Primary schools. This conference offers fantastic opportunities for sponsors to establish and renew relationships with key staff members from across South Australia.

The conference program has been developed based on feedback from both delegates and sponsors at last year's conference. The program will ensure maximum networking opportunities for sponsors. As well as several opportunities for delegate/exhibitor interaction at break times, sponsors are invited to attend the conference dinners on Monday 11th July and Tuesday 12th July, to network with delegates in a more casual environment. This year the raffle and prize draws will be held early on Wednesday morning at a breakfast with a guest speaker and will be another opportunity to mingle with delegates.

In 2015 we debuted a conference mobile app for delegates to reference in relation to the conference program and sponsor information. This was highly successful and in keeping with our association's mission to advocate change and improvement, this year we will not print a handbook but use only the mobile application. Given some people may not be able to access the app via a suitable device, we will also be offering a digital copy of the handbook to these delegates. The majority of advertising and exposure benefits you receive within your chosen sponsorship package will now be all through the mobile app rather than the handbook.

Sponsorship packages have been structured to provide sponsors with a cost-effective method of making contact with this significant proportion of South Australian school decision makers. While 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 sponsorship packages. We therefore invite you to discuss with us alternative options to tailor-make a sponsorship package that best suits you.

Why Sponsor?

Sponsorship of the 2016 SASSAOA Annual Conference will provide the following benefits to your organisation;

- an excellent opportunity to maintain a high profile in valuable target markets,
- networking both formally and informally with targeted key decision makers who hold positions in the process of product and service acquisition in South Australian Government Schools,
- continual exposure throughout the event to an interested, pertinent and influential audience,
- an opportunity to participate in this high calibre event.

Conference Venue

Adelaide Convention Centre
North Terrace, Adelaide

The SASSAOA Annual Conference will be held at the Adelaide Convention Centre in 2016.

With excellent conferencing facilities for both sponsors and delegates, this venue is perfect for our requirements. In 2016 the accommodation has been booked in the CBD at the Stamford Plaza and the official conference dinner will be held in the brand new extension of the Adelaide Convention Centre on North Terrace. The casual dinner on Monday night will be held across the river at Adelaide Oval.

Sponsorship Contact

For further information, or to arrange sponsorship, please contact:

Deb Budich

Dbusiness Events, Level 1/144 South Terrace, Adelaide, 5000

Phone: 08 8231 5052 | Fax: 08 8231 5776 | Email: deb@dbusinessevents.com.au

Draft Conference Program

Monday 11 July 2016

11am - 4pm	Registration and Exhibition Open
11.45am - 1.15pm	Conference Sessions
1.15pm - 2.15pm	Lunch and Sponsor Networking
2.15pm - 4pm	Conference Sessions
4pm - 4.30pm	SASSAOA Annual General Meeting
6pm - 7pm	Tour Adelaide Oval
7pm	Informal Conference Dinner at Adelaide Oval

Tuesday 12 July 2016

8am - 10.30am	Registration and Exhibition Open
9am - 10.30am	Conference Sessions
10.30am - 11am	Morning Tea and Sponsor Networking
11am - 12.30pm	Conference Sessions
12.30pm - 1.30pm	Lunch and Sponsor Networking
1.30pm - 4.30pm	Conference Sessions
7pm	Official Conference Dinner at Adelaide Convention Centre

Wednesday 13 July 2016

9am - 10.15am	Sponsor Raffle Draws at breakfast with guest speaker
10.15am - 11.30am	Conference Sessions
11.30am	Conference Close

Disclaimer: The above program is correct at the time of publication and is subject to change at any time.

Sponsorship Packages

BUSINESS PARTNER – 3 YEARS (1/7/2016 - 30/6/2019), \$11,000 per year inc. GST

- Guaranteed relationship for 3 years
- Price fixed for 3 years, invoiced annually
- Business Partner banner displayed at all Association events (provided by Sponsor)
- 200 word company profile on Conference mobile app (provided by Sponsor)
- Logo on Delegate gift or satchel (artwork provided by Sponsor)
- Trade display space including (or equivalent to) one **double** display booth with priority location and involvement in Sponsor Passport system at Annual Conference
- Company logo and link featured on SASSAOA website for three years (logo and link to be provided by Sponsor)
- Company logo featured on all Association correspondence and publications for three years (logo to be provided by Sponsor)
- Logo and contact details listed in Seminar handouts and on Conference mobile app (logo and contact details to be provided by Sponsor)
- **Full screen** colour advertisement on Conference mobile app (artwork to be provided by Sponsor)
- One brochure or flyer in Conference delegate satchel
- Company banner displayed at all Association events (banner to be provided by Sponsor)
- Exhibitor passes (including catering) to exhibition and conference sessions for up to four company representatives (additional passes must be purchased if required)
- Up to four complimentary tickets to the Informal Conference Dinner, the Official Conference Dinner and the breakfast
- Official Conference Dinner naming rights (joint)
- One five minute speaking opportunity during a plenary session at the Annual Conference
- One five minute speaking opportunity at all Association events each year
- List of Conference Delegate contact details

Full Year Sponsorship Packages (1/7/16 – 30/6/17)

PLATINUM SPONSOR, \$8,800 inc. GST

- Trade display space including (or equivalent to) one **double** display booth with priority location and involvement in Sponsor Passport system at Annual Conference
- Company logo and link featured on SASSAOA website for the year (logo and link to be provided by Sponsor)
- Company logo featured on all Association correspondence and publications for the year (logo to be provided by Sponsor)
- Logo and contact details listed in Seminar handouts and on Conference mobile app (logo and contact details to be provided by Sponsor)
- **Full screen** colour advertisement on Conference mobile app (artwork to be provided by Sponsor)
- One brochure or flyer in Conference delegate satchel
- Company banner displayed at all Association events (banner to be provided by Sponsor)
- Exhibitor passes (including catering) to exhibition and conference sessions for up to four company representatives (additional passes must be purchased if required)
- Up to four complimentary tickets to the Informal Conference Dinner and the Official Conference Dinner and the breakfast
- Official Conference Dinner naming rights (joint)
- One five minute speaking opportunity during a plenary session at the Annual Conference
- One five minute speaking opportunity at all Association events for the year
- List of Conference Delegate contact details

GOLD SPONSOR, \$6,600 inc GST

- Trade display space including (or equivalent to) one **double** display booth and involvement in Sponsor Passport system at Annual Conference
- Company logo and link featured on SASSAOA website for the year (logo and link to be provided by Sponsor)
- Company logo featured on all Association correspondence and publications for the year (logo to be provided by Sponsor)
- Logo and contact details listed in Seminar handouts and on Conference mobile app (logo and contact details to be provided by Sponsor)
- **Half screen** colour advertisement on Conference mobile app (artwork to be provided by Sponsor)
- One brochure or flyer in Conference delegate satchel
- Company banner displayed in plenary room for the duration of the Annual Conference (banner to be provided by Sponsor)
- Exhibitor passes (including catering) to exhibition and conference sessions for up to **three** company representatives (additional passes must be purchased if required)
- Up to **three** complimentary tickets to the Informal Conference Dinner, the Official Conference Dinner and the breakfast
- List of Conference Delegate contact details

SILVER SPONSOR, \$3,300 inc GST

- Trade display space including (or equivalent to) one **single** display booth and involvement in Sponsor Passport system at annual Conference
- Logo and contact details listed on Conference mobile app (logo and contact details to be provided by Sponsor)
- One brochure or flyer in Conference delegate satchel
- Exhibitor passes (including catering) to exhibition and conference sessions for up to two company representatives (additional passes must be purchased if required)
- Up to **two** complimentary tickets to the Informal Conference Dinner, the Official Conference Dinner and the breakfast
- List of Conference Delegate contact details

Other Sponsorship

CONFERENCE MC/KEYNOTE SPEAKER SPONSOR AT CONFERENCE, \$2,750 inc GST (one only)

- Sponsorship of the MC/Keynote Speaker
- Logo and contact details listed on Conference mobile app (logo and contact details to be provided by Sponsor)
- Company logo on PowerPoint slide prior to keynote/speaker presentation
- Exhibitor pass (including catering) to exhibition and conference sessions for **one** company representative (additional passes must be purchased if required)
- One brochure or flyer in Conference delegate satchel
- List of Conference Delegate contact details

LUNCH (per lunch), \$1,650 inc GST (two at Conference, two at Seminar Days available)

- Acknowledgement in the session prior to the break via holding slide and session MC
- Signage on serving tables
- Logo and contact details listed on Conference mobile app (logo and contact details to be provided by Sponsor)
- One brochure or flyer in Conference delegate satchel

INFORMAL CONFERENCE DINNER PRESENTATION, \$660 inc GST (one only)

- One three minute presentation by company representative at the Informal Conference Dinner
- One complimentary ticket to the Informal Conference Dinner
- Acknowledgement on the Conference mobile app

MORNING TEA (per morning tea), \$550 inc GST (one at Conference, two at Seminar Days available)

- Acknowledgement in the session prior to the break via holding slide and session MC
- Signage on serving tables

Terms & 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 Dbusiness Events with the correct materials, information or artwork required in order for the sponsor's entitlements to be correctly fulfilled. Dbusiness 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 Conference Organising Committee reserves the right to accept or reject any application for sponsorship at its absolute and unfettered discretion with the return of any deposit paid. Sponsorship packages will be allocated to those organisations who apply earliest. Allocation of sponsorship packages is at the discretion of the Conference Organising Committee, whose decision will be final. As available places are strictly limited, returning an Acceptance Form does not guarantee acceptance as a conference sponsor.

The sponsor must confirm selected entitlements by returning and signing the enclosed and signed Acceptance Form to Dbusiness Events and paying the 50% deposit. The reservation of entitlements cannot be guaranteed until these steps have been completed.

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

- (a) No advertising material, such as banners are allowed outside the designated booth area.
- (b) Excessive noise that inconveniences other exhibitors or the Conference will not be allowed.
- (c) No obstruction of any form in the aisles and walkways.
- (d) While companies are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other companies or detracting from the exhibition will be discouraged.
- (e) 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.
- (f) 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.
- (g) The SASSAOA and Dbusiness 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 the SASSAOA and Dbusiness Events, their conduct or presentation is objectionable to SASSAOA, to Dbusiness Events or to other exhibit participants.

SECTION FIVE: Deadlines

The deadlines designated by the SASSAOA and Dbusiness Events for delivery or supply of materials, information or artwork are not negotiable. In the event that materials, information or artwork required by Dbusiness 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 if this is the case.

SECTION SIX: Payment

All prices quoted in any documentation provided by the SASSAOA and Dbusiness Events, unless otherwise stated, are inclusive of GST.

A 50% deposit is required to confirm the sponsor's entitlements. An invoice will be provided for this amount and must be paid within 14 days.

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 Monday 20 June 2016.

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 the SASSAOA and Dbusiness Events by the due date indicated, legal action will be taken to recover the debt or sponsors will not be allowed to exhibit. The Sponsor agrees to pay all costs incurred in the recovery of this debt.

SECTION SEVEN: Full Cancellation of Sponsorship

This contract may be cancelled by either party provided written notice on company letterhead is received by the other before Monday 20 June 2016 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.

SECTION EIGHT: Unavoidable Occurrences

In the event that the Conference/Exhibition is cancelled or delayed through no fault of the Organiser, the Venue Manager, Conference Organising Committee including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slow downs or disputes, or other similar events then the Exhibitor/Sponsor shall not be entitled to any refund or claim for any loss of damage.

SECTION NINE: Exceptional Circumstances

The Conference Organising Committee reserves the right to change the venue and duration if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force as long as the Sponsor is informed at least one month before the planned Conference. The Sponsorship Manager will use reasonable endeavors to remedy the impact of exceptional circumstances.

SECTION TEN: Exceptional Circumstances

The Exhibitor is responsible for all personal injury, damage to property or other losses, liabilities or claims arising in connection with the Exhibitor's participation at the Conference. The Exhibitor will indemnify the Organisers in respect of any losses, liabilities or claims in respect thereof. The Exhibitor agrees to participate at its own risk and to take out adequate insurance in respect of all such losses, liabilities and claims.

Sponsorship Acceptance Form

All amounts are in Australian dollars and include GST, unless indicated otherwise.

Contact Person* _____

Position _____

Organisation _____

Address _____

Suburb _____

State _____ Post Code _____

Phone _____ Fax _____

Email _____

**All correspondence will be forwarded to this person.*

Your signature below is taken as acceptance of the relevant sponsorship entitlements as listed on pages 4-6, and acceptance of the terms and conditions as listed on pages 7-9.

Signed _____

Date _____

Level of Sponsorship

(Packages and booths are strictly limited. Sponsors will be contacted if your preference is not available.)

- | | |
|--|--|
| <input type="checkbox"/> Business Partner \$11,000 | <input type="checkbox"/> Platinum Sponsor \$8,800 |
| <input type="checkbox"/> Gold Sponsor \$6,600 | <input type="checkbox"/> Silver Sponsor \$3,300 |
| <input type="checkbox"/> MC/Key Note Sponsor \$2,750 | <input type="checkbox"/> Lunch Sponsor \$1,650 |
| <input type="checkbox"/> Dinner Presentation \$660 | <input type="checkbox"/> Morning Tea Sponsor \$550 |

Additional tickets to allocation in sponsorship package. Please indicate quantity in the boxes below:

Exhibitor pass \$35 per person per day: Mon 11 July Tues 12 July

Informal conference dinner \$85 per person – Monday 11 July, Adelaide Oval

Official conference dinner \$100 per person – Tuesday 12 July, Adelaide Convention Centre

Breakfast \$45 per person – Wednesday 13 July, Adelaide Convention Centre

Sponsorship Total Amount: \$ _____

Deposit Amount (50% of total): \$ _____

Once sponsorship confirmation is received, a tax invoice for 50% will be sent. Final payment of the remaining 50% is due by Monday 20 June 2016. A tax invoice will be sent to you.

Please return this form asap to:

SASSAOA Conference, dbusiness events
Level 1/144 South Terrace, Adelaide, SA, 5000
Email: deb@dbusinessevents.com.au
Fax: 08 8231 5776