



**SPONSORSHIP
PROSPECTUS
2016 – 2018**

**Queensland Association of
Special Education Leaders**

**The Peak Professional Association for Special Education Leaders
across Queensland**

On behalf of the Queensland Association of Special Education Leaders Inc. (QASEL), I invite you, as the proud President of QASEL, and with sincere pleasure, to become a QASEL Business Partner – Roselynn Anderson, President.

QASEL's leadership structure includes seven Executive members; the President, three Vice Presidents (one dedicated to be a Head of Special Education Services), Secretary, Treasurer and an immediate past President. The State Council meets face-to-face four times each year together with QASEL Executive and Management Committee, and is representative of members across Queensland in rural, remote and regional locations.

Each year, we will continue to coordinate one major conference, usually in early June. It has been growing and last year alone attracted 350 attendees in total. We also provide a range of regional events and professional learning opportunities. These are usually in conjunction with the President visiting that region.

Sponsors are our valued partners.

Sponsorship is an important element that contributes to a successful conference and professional learning programs for association members, conference attendees, and for the association to support its' fast growing membership.

QASEL 2016 State Conference

'Investing in Leaders - Investing in Learning'

Wednesday 1st – Friday 3rd June 2016

Pullman Hotel King George Square, Brisbane

State Conference Date Claimers

- **2017** **31 May - 2 June**
- **2018** **30 May - 1 June**

Please contact **Nicole Finch** (QASEL Treasurer) for further information and payment details on (07) 3380 1122 or our **Business Management Team** for sponsorship and trade displays on bm@qasel.org.au

Roselynn Anderson, President, president@qasel.org.au

Visit our website www.qasel.org.au



Queensland Association of Special Education Leaders Inc.

QASEL advocates for leaders and aspiring leaders that work with students with disabilities in schools throughout Queensland.

QASEL's objectives are -

- to promote the advancement of education in Queensland
- to develop the professional learning of members
- to support the welfare of members
- to promote the recognition and value of all special education leadership roles of members
- to provide guidance and support for members in their roles in schools
- to advocate for the needs of members, students with disabilities and their families
- to provide a forum for discussion of matters of professional interest to members
- to co-operate with other professional educational and leadership organisations
- to influence the national education agenda, through national professional educational and leadership organisations, including our national Australian Special Education Principals' Association (ASEPA)

The members and executives of QASEL have worked for the past 26 years with these objectives in mind. The association is recognised by the Department of Education and Training (DET), as the peak body for special education leaders in Queensland, through advocacy for students with disabilities and special education across all state schools.

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QASEL CONFERENCE/EVENTS INFORMATION

ATTENDEES MAY INCLUDE:

- Special, Primary, and Secondary School Principals, Deputy Principals, Leaders and Teachers
- Classroom Support Staff
- Heads of Curriculum/Departments
- School Guidance Officers
- Special Education and Curriculum Advisers/Consultants
- Academics and Researchers
- Therapists
- State and Federal Government Representatives
- Industry Service Providers
- DET State Schools Personnel
- Aspiring Leaders

ALL SPONSORS AND EXHIBITORS WILL:

- Have the opportunity to participate in a highly successful Conference with a strong history and growing delegate participation.
- Be able to launch new products to key decision makers within the industry.
- Have unrivalled opportunity to meet commercial prospects face-to-face.
- Be able to 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 brand.
- Have your company promoted nationally through relevant Conference publications and advertising, including editorials, promotional emails, LinkedIn, Facebook and Twitter.
- Add value to your marketing strategy and accelerate the buying process.
- Have the opportunity to increase your sales and benchmark products and services against your competitors.
- Have the opportunity to network with possibly 400+ special education professionals.

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PLATINUM BUSINESS PARTNERSHIP

3 Year Partnership

\$18 000 p.a. plus GST

For businesses looking to build a longer term partnership with QASEL, this is the partnership for you.

Advantages to you in our partnership include:

- **Business product/service exposure** at all QASEL events, on all publications, our website and other activities, including regularly distributed President's Briefs newsletters.
- **Recognition** as the Platinum Business Partner for the event, at all opportunities and any other events arranged between the Platinum Business partner and the QASEL Sponsorship Co-ordinator/Business Management.
- An **opportunity to address** all delegates at agreed events for 6 minutes, particularly the Annual QASEL State Conference at the beginning or conclusion of keynote presentations.
- An **opportunity to conduct** one 30 minute elective workshop/presentation at the QASEL State conference.
- **Advertisement** in Annual QASEL State Conference promotional materials including conference brochure, program booklet and QASEL Conference information on the website (logo/artwork supplied by business).
- Up to three **Trade Table displays** at all QASEL Events, or as negotiated
- Four **Conference Registrations** at QASEL events (up to 4 events), including day meals during the conference.
- Four **Conference Dinner Tickets** at applicable QASEL events.
- Access to **delegates' list** (for whom we have permission) at QASEL events.
- **Opportunity to provide prize draws** for all QASEL events/conferences.
- Platinum Business Partner's **Banner/s displayed** prominently inside the Plenary Hall or next to the Registration Booth (banner supplied by Platinum Business Partner).
- Up to 4 x **satchel inserts** for the QASEL State Conference (lightweight items such as promotional brochure, pocket folder, pens, stress balls, etc.).
- **Utilise the QASEL corporate logo and name** for your marketing purposes (with approval from QASEL).
- **Personalised name badges** acknowledging exclusive Platinum sponsor status.
- **Prominent branding** of your Company Logo/Host Naming Rights on QASEL professional development activities.

Please note QASEL reserves the right to make adjustments to partner access if necessary during the 3 year period, with appropriate negotiation with Business Partner.

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GOLD BUSINESS PARTNERSHIP

3 year partnership

\$15 000 p.a. plus GST

For businesses looking to build a longer term partnership with QASEL, this is the partnership for you.

Advantages to you in our partnership include:

- **Business Product/services promoted** at ALL QASEL events, on all publications, our website and other activities.
- **Recognition** as the Gold Business Partner for the event, at all opportunities and any other events arranged between the Gold Business partner and the QASEL Sponsorship Co-ordinator/Business Management.
- An **opportunity to address** the all delegates at agreed events for 5 minutes, particularly the Annual QASEL State Conference at the beginning or conclusion of keynote presentations.
- An **opportunity to conduct** one 20 minute elective workshop at the QASEL State conference.
- **Advertising banner** in Annual QASEL State Conference promotional materials brochure, program booklet and QASEL Conference information on the website (logo/artwork supplied by business).
- **Trade Table display** at all QASEL Events, or as negotiated
- Three **Conference Registrations** at QASEL events (up to 4 events), including day meals during the conference.
- Three **Conference Dinner Tickets** at applicable QASEL events.
- **Access to delegates' list** (for whom we have permission) at QASEL events.
- **Opportunity to provide prize draws** for all QASEL events / conferences
- Gold Business Partner's **Banner displayed** prominently inside the Plenary Hall or next to the Registration Booth (banner supplied by Gold Business Partner)
- Up to 3 x **satchel inserts** for the QASEL State Conference (lightweight items such as promotional brochure, pocket folder, pens, stress balls, etc.)
- **Utilise the QASEL corporate logo and name** for your marketing purposes (with approval from QASEL)
- **Personalised name badges** acknowledging exclusive Gold sponsor status
- Prominent branding of your Company Logo/Host Naming Rights on QASEL professional development activities

Please note QASEL reserves the right to make adjustments to partner access if necessary during the 3 year period, with appropriate negotiation with Business Partner.

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SILVER BUSINESS PARTNERSHIP

3 year partnership

\$12 000 p.a. plus GST

For businesses looking to build a longer term partnership with QASEL, this is the partnership for you.

Advantages to you in our partnership include:

- **Product/services promoted** at ALL QASEL events, on all publications, our website and other activities.
- **Recognition** as the Silver Business Partner for the event, at all opportunities and any other events arranged between the Silver Business partner and the QASEL Business Manager/Vice President.
- An **opportunity to address** the full delegation/s at agreed events for 3 minutes, particularly the annual QASEL state conference at the beginning or conclusion of keynote presentations.
- An **opportunity to conduct** one 10 minute elective workshop at the QASEL State conference.
- **Advertising banner** in Annual QASEL State Conference promotional materials brochure, program booklet and QASEL Conference information on the website (logo/artwork supplied by business).
- **Trade Table display** at QASEL Events, or as negotiated.
- Two **Conference Registrations** at QASEL events (up to 4 events), including day meals during the conference.
- Two **Conference Dinner Tickets** at applicable QASEL events.
- **Access to delegates' list** (for whom we have permission) at QASEL events
- **Opportunity to provide prize draws** for all QASEL events/conferences
- Silver Business Partner's **Banner displayed** prominently inside the Plenary Hall or next to the Registration Booth (banner supplied by Silver Business Partner)
- Up to 2 x **satchel inserts** for the QASEL State Conference (lightweight items such as promotional brochure, pocket folder, pens, stress balls, etc.)
- **Utilise the QASEL corporate logo and name** for your marketing purposes (with approval from QASEL)
- **Prominent branding** of your Company Logo/ Host Naming Rights on QASEL Webinars .
- **Personalised name badges** acknowledging exclusive Silver sponsor status

Please note QASEL reserves the right to make adjustments to the partner access during the 3 year period, with appropriate negotiation with Business Partner.

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OTHER OPPORTUNITIES FOR QASEL BUSINESS PARTNERS:

2016 – 2018 STATE CONFERENCES' NAMING RIGHTS

\$10 000 p.a. plus GST

Your company logo and name will be:

- Incorporated into the conference name
- Featured on the conference registration form
- Displayed prominently on all conference marketing materials
- Displayed on the LCD screen at the foyer of the venue
- Featured in the signage outside the breakout rooms
- Displayed on Conference participants' name tags

Your company will:

- Be provided with the first opportunity to select a premium trade display area of your choice
- Be able to display your company banner prominently next to the stage in the plenary room

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CONFERENCE/EVENT SPONSORSHIPS

For businesses looking for a product or service arrangement for 2015 only this is the level of sponsorship for you.

QASEL CONFERENCE and two other regional / local events	\$8000 plus GST
QASEL CONFERENCE only	\$6000 plus GST
EACH LOCAL/REGIONAL EVENT	\$3000 PLUS GST

Advantages to you include:

- **Opportunity to make contact** with special education leaders across Queensland.
- **Access to delegates' list** (for whom we have permission) at events you attend .
- **Opportunity to provide prize draws** for conferences you attend or conduct display table draws.
- Logo recognition in all conference/event promotional material, including conference brochure, program booklet and website.
- **Advertising banner display.**
- **One table display** at all QASEL conferences/events.
- One **Conference Registration** including all day meals.
- One **Conference Dinner ticket.**
- One **satchel insert** for the State conference (lightweight items such as promotional brochure, pocket folder, pens, stress balls, etc.).
- **Personalised name badges** acknowledging exclusive sponsor status.

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Conference Dinner Sponsorship \$6000

The organisation/company that sponsors the *Conference Dinner* on the evening of the State Conference, Thursday 2 June, 2016 would EXCLUSIVELY receive the following:

- **Naming rights** of the Conference Dinner and **attendance** at this function by up to three members of the organisation/company
- **Acknowledgement** as the exclusive Conference Dinner Sponsor on all conference material, including the QASEL website, program and registration brochure
- **Acknowledgement** as the exclusive Conference Dinner Sponsor in the introduction by the President of QASEL at the start of the conference and at the Conference Dinner
- **Acknowledgement** as the exclusive Conference Dinner Sponsor on a “Thanks to the Sponsors” PowerPoint presentation at the beginning of each Keynote speaker session
- One **trade table** for the entire conference in the Trade Exhibition.
- **Full Registration** for two (2) delegates of the organisation’s/company’s choice
- **Personalised name badges** acknowledging exclusive Conference Dinner Sponsor status.
- One **promotional brochure or flyer** provided by the organisation placed in the conference satchels.

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Sponsorship of Specific Items

Other Sponsorship Option-Prices on application

Please contact us to discuss these other **options**, such as sponsoring:

- Lunches
- Morning teas or Afternoon teas
- Conference dinner
- Conference Satchels
- Name Badges
- Conference Registration brochure and program book
- Keynote /special guest speakers.

These and other sponsorship options can be tailored to meet your needs.

PLEASE NOTE:

For acknowledgement in the registration brochure; sponsorship confirmation and payment are required prior to **6 May 2016** to meet the printing deadline.

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Trade Exhibition Information

Three Day Registration:

Exhibitors choosing a Three Day Registration will be entitled to the following inclusions:

- **Dressed display table** (approx. 1800mm x 800mm) and chair/s for the days of the conference
- One **Conference satchel** with all inclusions
- **Inclusion** of your organisation's **pamphlet / brochure** in the conference satchels
- Lunch, morning tea, afternoon tea for one person for each day of the conference
- (NB if more than one person attending, then additional charge for meals)
- Special exhibitor's **name badge**.

Two Day Registration:

Exhibitors choosing a Two Day Registration will be entitled to the following inclusions:

- **Dressed display table** (approx. 1800mm x 800mm) and chair/s on the nominated day of the conference
- One **Conference satchel** with all inclusions
- **Inclusion** of your organisation's **pamphlet/brochure** in the conference satchels
- Lunch, morning tea, afternoon tea for one person on the days of attendance
- (NB if more than one person attending on any day, then additional charge for meals)
- Special exhibitor's **name badge**.

One Day Registration:

Exhibitors choosing a One Day Registration will be entitled to the following inclusions:

- **Dressed display table** (approx. 1800mm x 800mm) and chair/s on the nominated day of the conference
- One **Conference satchel** with all inclusions
- **Inclusion** of your organisation's **pamphlet/brochure** in the conference satchels
- Lunch, morning tea, afternoon tea for one person on the day of attendance (NB if more than one person attending, then additional charge for meals)
- Special exhibitor's **name badge**.

Once we have received your registration form and payment, we will send you a confirmation letter containing further details and information. If a Tax Invoice is required for payment, please contact:

Samantha Pennisi

QASEL Business Management

bm@qasel.org.au

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Trade Exhibition Registration Form

Organisation / Company Name: _____

Business Type: _____

Address: _____ City: _____

State: _____ Postcode: _____ Phone: _____ Fax: _____

Contact Name: _____ Position: _____

Name of person/s attending conference: _____

Email: _____ Direct Phone / Mobile: _____

Please indicate the type of registration you require (All figures include GST).

Three Day Registration

Two Day Registration

One Day Registration

\$1000

\$650

\$500

Extra person/s – \$100.00 /person/day (GST inc). Name of extra person/s: _____

Community organisations should contact our Business Management Team for more information about special rates for groups who support students with disabilities.

For Two or One Day Registrations, please indicate which day/s you require:

Wednesday 1 June 2016

Thursday 2 June 2016

Friday 3 June 2016

Methods of Payment:

Cheque: Please make payable to *Queensland Association of Special Education Leaders Inc.*

Direct Deposit into the QASEL Bank Account – Commonwealth Bank

Account Name: QASEL Inc BSB: 064 151 Account Number: 1014 0412

Credit Card Facilities are available, please complete the following:

Card type: VISA MASTERCARD Card Verification Number:

Credit Card No:

Cardholder name: _____

Expiry date: ____ / ____ / ____ Amount to charge: \$ _____

Signature of cardholder: _____ Date: ____ / ____ / ____

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