Annual Conference 2018

The conference for the English language sector of International education in Australia

Sponsorship & Exhibition Prospectus

ENGLISH AUSTRALIA

QUALITY | SUPPORT | ASSURANCE

English Australia

English Australia is the national peak body for the English language sector of international education in Australia (ELICOS sector).

English Australia represents over 120 member colleges throughout Australia that provide quality English language programs to students and professionals from around the world. Over 80% of international students learning English in Australia choose to study with an English Australia member college.

The ELICOS sector is a crucial part of the broader Australian international education sector, which is the 3rd largest export industry for Australia, generating substantial revenue and creating jobs. Whilst 60% of English language students in Australia choose a student visa and have study as their primary purpose, 40% combine language study with travel and come on a tourist visa or a working holiday visa for travel and cultural exchange.

Benefits to you

Why supporting the Conference is beneficial for you?

- Gain visibility across the English language sector of international education

- Showcase your products and services

- Reach your exact target audience in a creative and cost effective way

- Network with key institutional staff who represent and important channel for communicating with international students

- Meet key market and institution representatives and develop new partnerships and networks through face-to-face meetings

Conference 2018 program

The program will comprise two days of sessions, including plenary presentations, concurrent presentation, world cafe and workshop sessions, facilitated breakfast sessions and a speed mentoring session.

Delegate breakdown and profile

The English Australia Conference has established itself over the past 30 years as the leading annual event for the English language sector of international education in Australia.

The English Australia Conference is an annual event and is the largest gathering of teachers, teacher trainers, administrators, student support staff, marketers, managers and others involved in the delivery of English language intensive courses to overseas students (ELICOS) in Australia. Each year 300-400 delegates attend the event.

Delegate profile:

Teaching and related staff
- Teachers, head teachers, directors of studies, teacher trainers, curriculum developers, student counsellors

Management and administrative staff
- College owners, senior managers, academic managers, marketing and sales managers and staff members, admissions/student services/administration managers and staff

Stakeholders
- Government representatives, examination organisations, educational promotion bodies, suppliers of products and services to international education providers and students

Past plenary speakers

The English Australia Conference features invited speakers drawn from a variety of backgrounds to address the conference theme and there is always at least 1 well-known international English language teaching author featured as a plenary speaker.

In 2017, plenary speakers included:

JJ Wilson

international English language teaching author and conference speaker

JJ Wilson has taught in Egypt, Lesotho, Colombia, the U.K., Italy and the U.S., where he is currently the Writer-in-residence at Western New Mexico University.

He has co-authored several ELT courses, including Language to Go, Worldview, Total English, and Speakout (all Pearson), which won the Duke of Edinburgh English Speaking Union prize for the Best Book of 2011. His methodology books are Active Listening (Routledge), co-authored with Michael Rost, and How to Teach Listening (Pearson), which won an English Speaking Union prize for the Best Book for Teachers of 2008.

JJ's short fiction has been widely published in the UK and the US, and his 2016 novel, Damnificados, was an Oprah Top 10 Pick.

Lindsay Clandfield

International award-winning author, teacher trainer and education consultant

Lindsay Clandfield is an award-winning writer, teacher, teacher trainer and international speaker in the field of English language teaching.

He has written more than ten coursebooks and is the main author of the adult course Global (Macmillan). Lindsay is the series editor of the Delta Teacher Development books and has co-written various methodology books for teachers, notably Teaching Online and Dealing with Difficulties (Delta Publishing).

Lindsay is also the creative force behind various web projects including the popular blog Six Things and the e-publishing collective The Round. You can find out more about him at his website www.lindsayclandfield.com

What attendees say about the English Australia Conference

"This was a highly successful and professionally produced event. Well done to all those involved."

Well done! Best conference in international education in Australia. Again!"

"I thought the range of topics represented was very comprehensive and stimulating."

"You picked one of the most excellent themes I have ever seen at a conference. Brilliant work, brilliant ideas, it created some wonderful sessions and congratulations for a great body of work at this very enjoyable conference."

"Amazing at all levels. Easy to navigate each stage of the process."

Sponsorship inclusions

There are four sponsorship tiers which your organisation can be involved in. Select sponsorship opportunities that you see fit with your strategy and get recognised by the amount you have contributed to the conference.

Sponsors will receive acknowledgments, benefits and additional entitlements according to the level of sponsorship contribution they choose.

Tier 1
Principal Partners
Over $32k in cumulative total

Tier 2
Premier partners
Over $24k in cumulative total

Tier 3
Major partners
Over $18k in cumulative total

Tier 4
Supporting partners
Over $12k in cumulative total

Sponsorship instructions
Sponsors are encouraged to build their own sponsorship package by selecting one or more of the sponsorship opportunities listed on pages 4-6.

Corporate affiliate rates are available for organisations that are members of English Australia. These represent a 10% saving on full rates.

Sponsorship opportunities

Opportunities are limited and subject to availability at time of advice. All prices include GST.

PROGRAM

Pre-conference Workshop | $5,775

These workshops are held pre-conference and not included in registration cost. Delegates that wish to attend the workshops have the option to include this during the registration process *(additional cost applies to delegates to attend)*

Entitlements

- Two tickets to the conference workshop
- Acknowledgment in program, program book, website and app as workshop sponsor
- Logo included in the program book, website and conference app
- Verbal Acknowledgment at the beginning of the workshop
- Opportunity for a short welcome message (2min) at the workshop
- Opportunity to have one pull up banner in the seminar room *(sponsors to provide)*
- One standard trestle table for promotional materials in the catering area during the break

Facilitated Breakfast Session | $2,890

Not included in registration cost. Delegates that wish to attend the breakfast have the option to include this during the registration process *(additional cost applies to delegates to attend)*

There are 3 opportunities available: Academic managers' breakfast, Student services breakfast and Teachers' breakfast.

Entitlements

- Two complimentary tickets to sponsored breakfast *(there will be a charge for delegates to attend the breakfast)*
- Acknowledgment in program, program book, website and app as breakfast sponsor
- Opportunity for a short welcome message (2min) at the breakfast
- Logo included in the program book, website and conference app
- Verbal Acknowledgment at the beginning of the breakfast
- Opportunity to have one pull up banner in the seminar room *(sponsors to provide)*
- One standard trestle table for promotional material during the breakfast

Sponsorship opportunities

Opportunities are limited and subject to availability at time of advice.
All prices include GST.

Speed Mentoring Session | $4,620

The Speed mentoring session is held pre-conference

Entitlements

- One tickets to the conference workshop
- Acknowledgment in program, program book, website and app as Speed Mentoring sponsor
- Logo included in the program book, website and conference app
- Verbal Acknowledgment at the beginning of the session
- Opportunity for a short welcome message (2min)
- Opportunity to have one pull up banner in the seminar room *(sponsors to provide)*
- Opportunity for your organisation to supply a mentor in the session *(subject to approval)*
- Opportunity to supply promotional materials

Plenary Session | $4,620

Entitlements

- Logo included on the selected Plenary opening and closing slides
- Opportunity to have one pull up banner on stage at the selected Plenary
- Opportunity to provide plenary chair for selected Plenary *(subject to approval by the committee)*
- Logo included on the lecterns
- Acknowledgment in program, program book, website and app as Plenary sponsor
- Logo included in the program book, website and conference app
- Opportunity to provide a seat drop for the selected Plenary

The GrEAt Debate | $4,620

Entitlements

- Naming rights to the GrEAt Debate
- Acknowledgment in program, program book, website and app as sponsor
- Logo included in the program book, website and conference app
- Opportunity to facilitate the Debate with option to open and close the debate

Concurrent Session | $2,310

Entitlements

- Logo included on the selected Concurrent session's opening and closing slides
- Opportunity to have one pull up banner on stage at the selected session
- Opportunity to provide plenary chair for selected session *(subject to approval by the committee)*
- Acknowledgment in program, program book, website and app as sponsor on the selected session
- Logo included in the program book, website and conference app
- Opportunity to provide a seat drop for the selected session

Roundtable Discussion | $2,625

Organisations with a close relationship to ELICOS may submit a proposal to present an information session to provide delegates with information about research, new developments, new products and/or practical information or skills related to a product or service as part of their sponsorship/exhibitor package. Information sessions will comprise an additional separate stream within the program and are subject to approval by the program committee.

Entitlements

- Logo included on opening and closing slides of the sponsored session
- Opportunity to have one pull up banner on stage at your session *(sponsors to provide)*
- Opportunity to make a presentation on a development and/or new product of relevance/interest to the ELICOS industry
- Acknowledgment in program, program book, website and app as sponsor of the roundtable discussion
- Presentation included in the conference proceedings made available on the conference website
- Opportunity to provide a seat drop for this session

Welcome Reception | $9,240

Entitlements

- (6) Six complimentary Conference Welcome Reception tickets
- Acknowledgment in program, program book, website and app as Welcome Reception sponsor
- Opportunity to have pull up banners during the Welcome Reception *(sponsor to provide)*
- Verbal formal acknowledgment by chair prior to the Welcome Reception
- Opportunity to supply napkins for use during Welcome Reception *(sponsor to supply)*
- Opportunity to supply aprons or T-shirts for catering staff to wear during the Welcome Reception *(sponsor to provide)*
- One push notification alert for the Welcome Reception

Lunch Break | $3,300

Entitlements

- Naming rights to the selected lunch break
- Acknowledgment in program, program book, website and app as Lunch sponsor
- Opportunity to have pull up banners during the sponsored lunch *(sponsor to provide)*
- Opportunity to supply napkins for use during sponsored lunch *(sponsor to supply)*
- Verbal acknowledgment from chair prior to the sponsored lunch break
- Opportunity to brand the catering tables at the selected lunch *(sponsor to provide and is responsible for the set up and clean up)*
- One push notification alert for the sponsored lunch

Morning Tea/afternoon Tea | $2,200

Entitlements

- Naming rights to the selected tea break
- Acknowledgment in program, program book, website and app as tea break sponsor
- Opportunity to have pull up banners during the sponsored break *(sponsor to provide)*
- Opportunity to supply napkins for use during sponsored break *(sponsor to supply)*
- Verbal acknowledgment from chair prior to the sponsored break
- Opportunity to brand the catering tables at the selected break *(sponsor to provide and is responsible for the set up and clean up)*
- One push notification alert for the sponsored break

Water Station | $6,600

Great way to show your support by sponsoring the Water Station.

Entitlements

- Opportunity to create a water station for delegates
- Opportunity to brand the water bottles *(sponsors to provide)*
- Logo included in the program book, website and conference app

Conference App | $6,930

All information about the Conference will be accessible via the conference app. Delegates that wish to have easy access to the conference information will download this app.

Entitlements

- Acknowledgment in program, program book, website and app as sponsor
- One (1) push notifications
- One (1) advertisement in the Conference App
- Logo featured on the front page of the conference app with the conference logo
- Logo included in the program book, website and conference app

Recharge Station | $6,600

Entitlements

- Acknowledgment in program, program book, website and app as sponsor
- Opportunity to brand the recharge stations
- Logo included in the program book, website and conference app

Conference Satchel | $9,240

Entitlements

- Logo acknowledgment in program, program book, website and app as sponsor
- Logo to be included on the conference satchel alongside the conference logo
- One satchel insert

Lanyard and Name Badge | $9,240 Printing Kiosk

Entitlements

- Logo acknowledgment in program, program book, website and app as sponsor
- Logo to be included on the conference lanyards worn by all delegates (sponsor to provide lanyard)
- Logo included on the name badge printing kiosks and delegate name badge

Networking Lounge | $6,600

Entitlements

- Opportunity to brand the networking lounge (sponsors cost)
- Acknowledgment in program, program book, website and app as sponsor
- Opportunity to place advertising material on brochure stands in the networking area
- Naming rights to the Networking lounge
- Logo acknowledgment in program, program book, website and app as sponsor

Relaxation Area | $5,775

Pamper delegates with a relaxation area offering neck and shoulder massages, hand and feet rubs and some space just to prepare them for the program ahead.

Entitlements

- Opportunity to have (1) one pull-up banners in the relaxation area (sponsor to provide)
- Opportunity to place advertising material on brochure stands in the relaxation area
- Logo acknowledgment in program, program book, website and app as sponsor
- Opportunity for staff member to be located in the relaxation area to greet delegates
- Opportunity to provide uniforms for the massage therapist

Exhibition Booth | $4,095 early bird
3m x 2m

Entitlements

- 3m x 2m exhibition shell scheme
- One (1) standard trestle table and 2 chairs
- Logo and listing in program book, conference website and conference app
- One standard power point access
- 80 - word company description in the program book and conference app
- Two (2) full conference registrations
- Delegate list (only delegates who has opt to have their details on the database)

Exhibition Pod | $3,045
2m x 1m

Entitlements

- 2m x 1m exhibition pod
- One (1) small trestle table and one (1) chair
- Logo and listing in program book, conference website and conference app
- One standard power point access
- 80 - word company description in the program book and conference app
- One (1) full conference registrations
- Delegate list (only delegates who has opt to have their details on the database)

Once sponsors have selected their preferred sponsorship opportunities, they will be recognised as one of the following categories based on the sponsorship value total.

If appropriate they will receive additional benefits as detailed on page 8.

SPONSORSHIP CATEGORIES

Principal Partner
Total sponsorship equal or over
$32,000

Entitlements

- Four (4) x Full conference registrations
- 200-word organisation overview in the program book and conference app
- English Australia website - Recognition as a 2018 conference sponsor *(logo and hyperlink displayed until October 2018)*
- Recognition as a sponsor on the promotional flyer *(if secured by April 2018)* plus 200-word promotional paragraph
- Delegate list provided at 30 & 14 days prior to the conference *(Please note – it does not include emails and only delegates who has opt to have their details on the database)*
- Prominent logo on onsite conference signage
- Logo included on all conference holding slides
- Endorsed as Principal Sponsor
- Verbal acknowledgment at opening and closing session

Premier Partner
Total sponsorship equal or over
$24,000

Entitlements

- Three (3) x Full conference registrations
- 100-word organisation overview in the program book and conference app
- English Australia website - Recognition as a 2018 conference sponsor *(logo and hyperlink displayed until October 2018)*
- Recognition as a sponsor on the promotional flyer *(if secured by April 2018)* plus 100-word promotional paragraph
- Delegate list provided at 14 days prior to the conference *(Please note – it does not include emails and only delegates who has opt to have their details on the database)*
- Logo included on onsite conference signage
- Logo included on all conference holding slides
- Endorsed as Premier partner
- Verbal acknowledgment at opening and closing session

Major Partner
Total sponsorship equal or over
$18,000

Entitlements

- Two (2) x Full conference registrations
- 50-word organisation overview in the program book and conference app
- English Australia website - Recognition as a 2018 conference sponsor *(logo and hyperlink displayed until October 2018)*
- Recognition as a sponsor on the promotional flyer *(if secured by April 2018)* plus 50-word promotional paragraph
- Delegate list provided at 14 days prior to the conference *(Please note – it does not include emails and only delegates who has opt to have their details on the database)*
- Logo included on onsite conference signage
- Logo included on all conference holding slides
- Endorsed as Major partner
- Verbal acknowledgment at opening and closing session

Supporting Partner
Total sponsorship equal or over
$12,000

Entitlements

- One (1) x Full conference registrations
- 50-word organisation overview in the program book and conference app
- English Australia website - Recognition as a 2018 conference sponsor *(logo and hyperlink displayed until October 2018)*
- Delegate list provided at 14 days prior to the conference *(Please note – it does not include emails and only delegates who has opt to have their details on the database)*
- Logo included on onsite conference signage
- Endorsed as Supporting partners