

The logo for ITEC 19, featuring the text "ITEC" above "19" in a white, sans-serif font, enclosed within a black circle. The background of the top left corner is a solid orange color.

ITEC
19



REIMAGINING PRACTICE
ADELAIDE AUSTRALIA
15-17 JULY 2019



SPONSORSHIP &
EXHIBITION INFORMATION
CONNECT WITH 1200 LEADERS & INFLUENCERS IN EDUCATION

Hosted by
CHRISTIAN
EDUCATION NATIONAL

The logo for Christian Education National, consisting of a stylized white cross or grid pattern made of several squares.



INVITATION

From Michelle Dempsey,
CEO, Christian Education National

I am pleased to invite you to join us in Adelaide from 15-17 July 2019 for ITEC19. Every four years, Christian Education National schools gather together for 3 days of collective learning and sharing.

It is an opportunity to bring the suppliers and partners that our schools work with regularly to meet and share potential opportunities as part of our Trade Exhibition. I encourage you to consider supporting this event. We have space for sixty exhibiting companies, and it is expected that these places will sell out quickly.

The attendees at the conference are made up of 40% of senior managers and decision makers, including board chairs, principals and business managers. 60% of attendees are teaching staff in our schools. The teaching staff are the influencers to future purchases within the school environment, so this will be a great opportunity for companies to showcase the latest trends in education. We hope that you will join us.

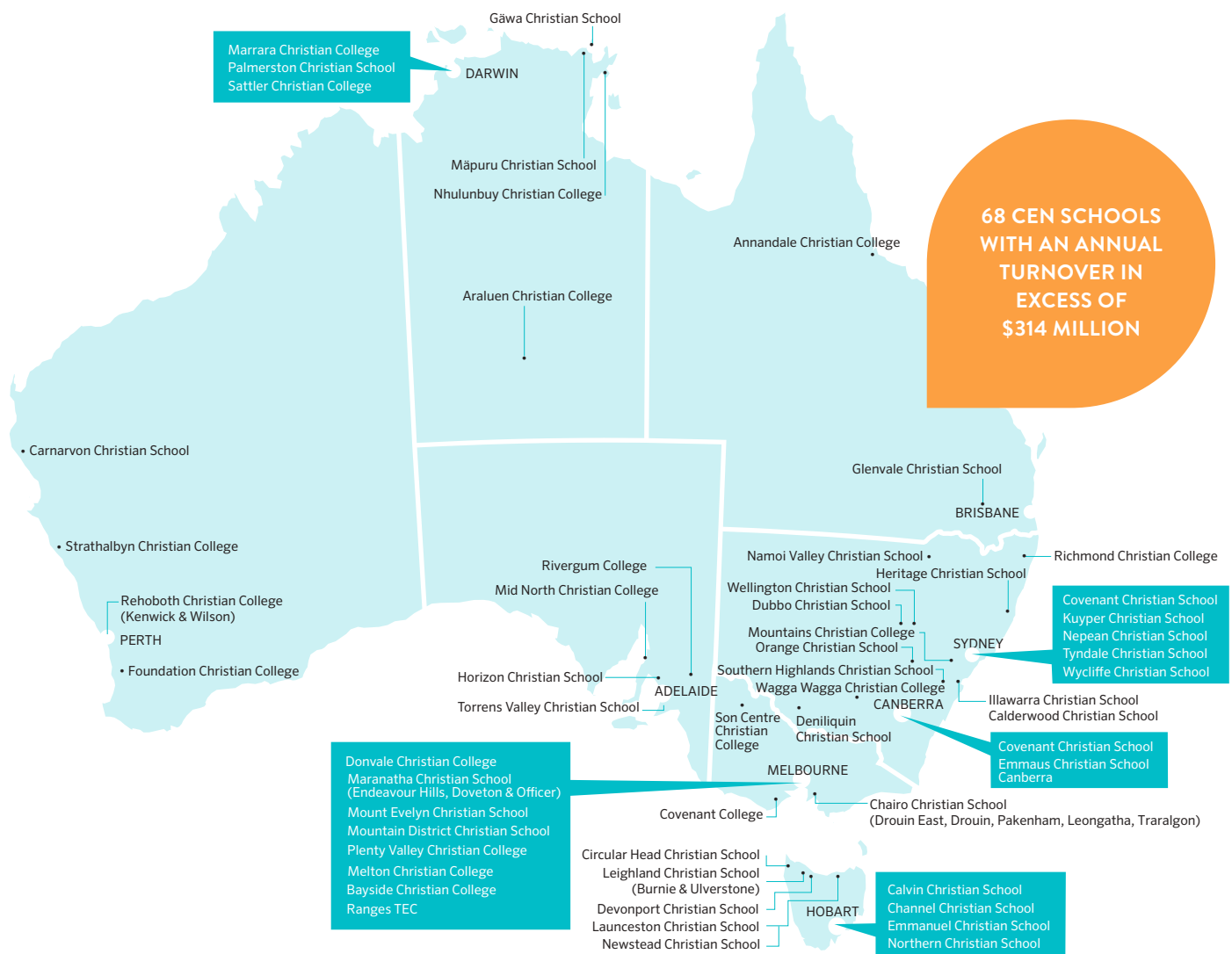
AIM

Our aim for ITEC19 is to bring glory to God by actively seeking to engage all our member schools and others into transformational experience that enables all to re-imagine the practice of their teaching, supporting, leading or governing.

ITEC is the
most successful
Christian education
industry conference
on the calendar



NETWORKING OPPORTUNITIES IN A SECTOR WORTH MORE THAN \$314M

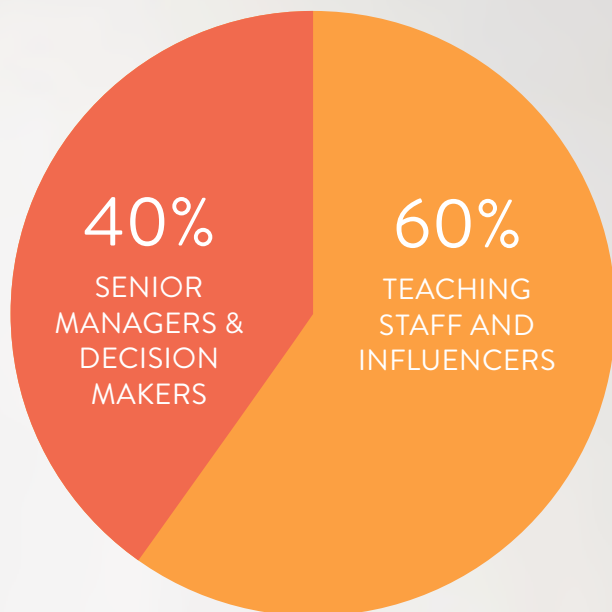


ACHIEVE YOUR KEY BUSINESS OUTCOMES

- An opportunity to address delegates and demonstrate your company's alignment with the key themes of the conference
- Via a 60 sec commercial aired each day, your company can showcase its creativity and imagination in the education sector
- An opportunity for high visibility branding by fitting out the conference team in branded livery
- Demonstrate your company's creativity and imagination through new educational products, or by submitting an abstract
- Show your commitment to best practice by exhibiting your latest products and services
- Meet the leaders of Christian Education National at an invitation-only social function

WHO WILL YOU CONNECT WITH AT ITEC?

DELEGATE PROFILE BY POSITION



MEET SOME OF OUR SENIOR MANAGERS AND DECISION MAKERS...



David Grey,
Business Manager,
Leighland
Christian School



Narelle Sketcher,
Principal,
Mount Evelyn
Christian School

1,200+
attendees from
Christian Education
National institutions
across Australia,
New Zealand and
internationally **

** Expected delegate numbers are based on historical fact and are not guaranteed

**68 CEN SCHOOLS
WITH AN ANNUAL
TURNOVER IN
EXCESS OF
\$314 MILLION**

PARTICIPATE AND YOU'LL BE IN GREAT COMPANY

Join this group who are connecting with key personnel in the Christian education sector



To discuss your participation in ITEC19 contact: kim@laevents.com.au Tel: 03 6234 7844

THEMES AND PROGRAM AT A GLANCE

Reimagining Practice

Our International Transforming Education Conferences ask questions about the transformation of educational practice in Christian schools and other places of learning. They also seek to ask questions of Christian education's effectiveness in transforming the heart, mind, and life of every student. ITEC19, to be held at the Adelaide Convention Centre, on the banks of the Torrens River, is no different. It seeks to ask, "How can we use our God-given creativity and imagination to consider better practice in the classrooms, playgrounds, staff rooms, and board rooms of Christian learning places?"

Christian education finds itself in a cultural moment characterised by an accelerating push towards a humanistic and self-autonomous framing of life and world. Are our current practices best placed to support students to navigate learning about themselves and their world in this context? What creative reimagining of practice would it be timely to consider, and reconsider?

Through God's common grace, we see exciting innovation across the educational landscape towards deeper learning and a subsequent willingness to reimagine educational practice. There is a growing enthusiasm for innovation in teaching and learning. As secular education breaks free of the institutional shackles of modernity, Christian education must be willing to critically embrace pedagogical innovation and challenge traditional structures and practices.

It is our desire to provide a space for optimistic and biblically critical dialogue at this pivotal moment. We commit this conference to the glory of the Lord Jesus Christ through our desire to transform education and reimagine practice; this our deep hope.

PROGRAM

SUNDAY 14 JULY

Registration
Optional Tours
Welcome Reception

MONDAY 15 JULY

Plenary and concurrent sessions
Trade Exhibition

TUESDAY 16 JULY

Plenary and concurrent sessions
Trade Exhibition

WEDNESDAY 17 JULY

Plenary and concurrent sessions
Trade Exhibition
ITEC19 PACKAGE SUMMARY

KEY THEMES

- Creativity and imagination
- Best practice
- Creative reimagining of practice
- Innovation in teaching and learning
- Challenging traditional structures and practices

OVERVIEW OF INVESTMENT OPPORTUNITIES

	Price AU\$	Opportunity to Address Delegates	Verbal Acknowledgement	Exclusive Branding Opportunity	Keynote Speaker	Invitation only Social Function	Conference Registration	Exhibition Space	Banner Recognition	Mobile App Ad	Logo Recognition	Satchel Insert	Delegate List
MAJOR SPONSOR	38,000	✓	✓	60 sec ad Branded reg team Networking Lounge	✓	8 tickets	8 Full	6m x 2m	✓	✓	✓	Two	✓
SATCHEL	20,000			✓		5 tickets	5 Full	3m x 2m	✓	✓	✓	One	✓
BARISTA CART	13,000			Furniture Aprons, Caps		4 tickets	4 Full	3m x 2m	✓	✓	✓	One	✓
CONFERENCE APP	11,000			✓		3 tickets	3 Full	3m x 2m	✓	✓	✓	One	✓
NAME BADGE AND LANYARD	11,000			✓		3 tickets	3 Full	3m x 2m	✓	✓	✓	One	✓
KEYNOTE SPEAKER	7,000		✓	✓	✓	2 tickets	2 Full		✓	✓	✓	One	✓
CHARGE BAR STATION	7,000		✓	✓			2 Full		✓	✓	✓	One	✓
WIFI	4,000		✓	✓			1 Full		✓	✓	✓	One	✓
REFRESHMENT BREAK	4,000/ Day		✓	✓					✓	✓	✓	One	✓

Contact: Kim Murray, ITEC19 Sponsorship Manager
kim@laevents.com.au 03 6234 7844



MAJOR SPONSOR

\$38,000

TAKE THE LEAD...

Promotion

- Exclusive sponsorship of ITEC 2019 as the Major Sponsor
- Recognition as the Major Sponsor throughout all conference communications
- Exclusive branding of the Networking Lounge
- Opportunity to address delegates in the conference plenary session (5 minutes maximum)
- 60 second commercial shown at the commencement of each day
- Alignment with a keynote speaker, verbal and promotional recognition
- Registration team dressed in your company t-shirts (supplied)
- Invitation for eight representatives to attend the Invitation only social function which will be held on Sunday 14 July 2019
- One advertisement in the conference app (artwork to be supplied by sponsor)
- Three custom EDMs sent to prospective attendees, and a further three EDMs sent to confirmed attendees with targeted message.
- Opportunity to display signage at the conference venue (maximum 2 pull up banners supplied by sponsor)
- Company logo and profile in the conference mobile app and website (including link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Delegate list – you will be provided with a list of names, organisation, position, city and country
- Two satchel inserts

Registration and Exhibition

- Eight full conference registrations
- One 6m x 2m exhibition booth

SACHEL SPONSOR \$20,000

CONFERENCE MERCHANDISE LASTS FOR YEARS

Promotion

- Exclusive sponsorship of the Conference Satchel including logo recognition on the conference satchel along with the ITEC19 logo
- Invitation for five representatives to attend the Invitation only social function which will be held on Sunday 14 July 2019
- One advertisement in the conference app (artwork to be supplied by sponsor)
- Company logo and profile in the conference mobile app and website (including link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Exhibitor promotional opportunity (i.e. a competition run to encourage delegates to visit the exhibitors)
- Delegate list – you will be provided with a list of names, organisation, position, city and country
- One satchel insert

Registration and Exhibition

- Five full conference registrations
- One 3m x 2m exhibition booth



**YOUR COMPANY
COULD BE FEATURED
ON 1200 ATTENDEE
SACHELS**

BARISTA CART SPONSOR

\$13,000 x 4

Promotion

- Exclusive sponsorship of one of four ITEC19 Barista Carts
- Opportunity to brand the barista cart area. For example, provide extra furniture (funded by sponsor) or promotional attire (apron and cap) for staff to wear to further promote your brand
- Invitation for four representatives to attend the Invitation only social function which will be held on Sunday 14 July 2019
- Opportunity to place promotional items at the barista cart (materials to be provided by sponsor)
- Opportunity to display signage in the barista cart area (sponsor to supply signage. Maximum of 2 pull up banners to be displayed)
- One advertisement in the conference app (artwork to be supplied by sponsor)
- Company logo and profile in the conference mobile app and website (including link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Exhibitor promotional opportunity (i.e. a competition run to encourage delegates to visit the exhibitors)
- Delegate list – you will be provided with a list of names, organisation, position, city and country
- One satchel insert

Registration and Exhibition

- Four full conference registrations
 - One 3m x 2m exhibition booth
-



USE YOUR PLACE AS
APP SPONSOR TO
CONNECT WITH OVER
1,200 ATTENDEES



CONFERENCE APP SPONSOR \$11,000

The Conference App will be created exclusively for the ITEC19 conference and will work across various platforms – iPad, iPhone and Android

Promotion

- Exclusive, prominent branding of the ITEC19 Conference App
- Invitation for three representatives to attend the Invitation only social function which will be held on Sunday 14 July 2019
- One advertisement in the Conference App (artwork to be supplied by sponsor)
- Banner advertisement to be included on the Conference App (artwork supplied by sponsor)
- Branding of all pre-conference marketing of the Conference App sent to conference delegates
- Company logo and profile in the Conference App and website (including link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Exhibitor promotional opportunity (i.e. a competition run to encourage delegates to visit the exhibitors)
- Delegate list – you will be provided with a list of names, organisation, position, city and country
- One satchel insert

Registration and Exhibition

- Three full conference registrations
- One 3m x 2m exhibition booth

NAME BADGE & LANYARD SPONSOR \$11,000

SOLD

Promotion


- Exclusive sponsorship of the ITEC19 Delegate Name Badge and Lanyard
- Invitation for three representatives to attend the Invitation only social function which will be held on Sunday 14 July 2019
- One advertisement in the conference app (artwork to be supplied by sponsor)
- Company logo and profile in the conference mobile app and website (including link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Exhibitor promotional opportunity (i.e. a competition run to encourage delegates to visit the exhibitors)
- Delegate list – you will be provided with a list of names, organisation, position, city and country
- One satchel insert

Registration and Exhibition

- Three full conference registrations
- One 3m x 2m exhibition booth



BE RECOGNISED
OUTSTANDING
BRANDING AND
AWARENESS
OPPORTUNITY



CREATE
AN INVITING
LOUNGE AREA
FOR MEANINGFUL
CONVERSATION

CHARGE BAR STATION SPONSOR \$7,000 x 2

Promotion

- Exclusive sponsorship of the ITEC19 Mobile Charge Bar
- Opportunity to provide a promotional presentation to be shown on the charge bar terminal (to be supplied by sponsor)
- Charge bar to be co-branded with the ITEC19 logo and sponsor's logo
- Opportunity to display signage in the charge bar area (sponsor to supply signage. Maximum of 1 pull up banner to be displayed)
- One advertisement in the Conference App (artwork to be supplied by sponsor)
- Company logo and profile in the Conference App and website (including link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Exhibitor promotional opportunity (i.e. a competition run to encourage delegates to visit the exhibitors)
- Delegate list – you will be provided with a list of names, organisation, position, city and country
- One satchel insert

Registration and Exhibition

- Two full conference registrations
- One 3m x 2m exhibition booth



IMAGINE A PACKED
PLENARY HALL....
ANTICIPATION BUILDS AS
YOUR TARGET AUDIENCE
EAGERLY AWAIT THE
KEYNOTE SPEAKER.
YOUR COMPANY
NAME UP IN LIGHTS.

KEYNOTE SPEAKER SPONSOR

\$7,000 x 2

Promotion

- Exclusive Sponsorship of a Keynote Speaker at ITEC19
- Logo to appear on slides displayed during sponsored keynote session
- Verbal recognition of sponsorship at the commencement of sponsored keynote session
- Invitation for two representatives to attend the Invitation only social function which will be held on Sunday 14 July 2019
- One advertisement in the Conference App (artwork to be supplied by sponsor)
- Company logo and profile in the Conference App and website (including link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Exhibitor promotional opportunity (i.e. a competition run to encourage delegates to visit the exhibitors)
- Delegate list – you will be provided with a list of names, organisation, position, city and country

Registration and Exhibition

- Two full conference registrations
-

WIFI SPONSOR \$4,000

Benefits

- Exclusive sponsorship of the WiFi at ITEC19
- One advertisement in the Conference App (artwork to be supplied by sponsor)
- Company logo and profile in the Conference App and website (including link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Exhibitor promotional opportunity (i.e. a competition run to encourage delegates to visit the exhibitors)
- Delegate list – you will be provided with a list of names, organisation, position, city and country
- One satchel insert

Registration and Exhibition

- One full conference registration



UPGRADE OPPORTUNITY
PURCHASE A BOOTH FOR
AN ADDITIONAL \$2,000
(INCLUDES ONE
EXHIBITOR REGISTRATION)

ADDITIONAL EXHIBITOR
REGISTRATIONS
AVAILABLE @ \$550
(MAXIMUM OF TWO)

DAY REFRESHMENT BREAK SPONSOR \$4,000/DAY

Promotion

- Exclusive sponsorship of one day's refreshment break during the conference.
- A sign will be prominently positioned at the entrance of the refreshments area, indicating your company's sponsorship of this component of the conference
- Company literature may be displayed on the catering stations on the day of the sponsored break (sponsor to supply literature)
- Company logo and profile in the Conference App and website (including link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Delegate list – you will be provided with a list of names, organisation, position, city and country
- One satchel insert

UPGRADE OPPORTUNITY

**PURCHASE A BOOTH FOR AN ADDITIONAL \$2,000
(INCLUDES ONE EXHIBITOR REGISTRATION)**





ADVERTISING OPTIONS

→ CONFERENCE APP **\$750**

Advertising space will be available in the Conference App which will be used by all delegates. Advertising in this Conference App will provide excellent exposure for your organisation.

→ SATCHEL INSERTS **\$1,000**

This is your opportunity to deliver your message directly to your target market by providing a brochure or promotional material to be inserted in all delegates' satchels. A maximum size of up to A4 with a thickness of 4 individual pages (8 printed pages) can be included, OR a suitable promotional item.

PRELIMINARY EXHIBITION TIMETABLE

Please note, dates and times are a guide only and may be subject to change.

Sunday 14 July	Exhibitor build and bump in (times to be advised)
Monday 15 July	0800 exhibition opens 1600 exhibition closes
Tuesday 16 July	0800 exhibition opens 1600 exhibition closes
Wednesday 17 July	0800 exhibition opens Exhibition closes (Time TBA) Exhibitors bump out

Exhibition opens at 0800 for arrival refreshments, lunch and afternoon refreshments. It is expected that refreshment breaks will be at least 30 minutes, and lunch 60 minutes. A total of two hours of opportunity time each day for 3 days.





REIMAGINING PRACTICE
ADELAIDE AUSTRALIA
15-17 JULY 2019



EXHIBITION

Taking an exhibition booth is a great way to position your organisation, connect with conference delegates and promote your services. With the exhibition area open for the duration of the conference, that's a whole lot of quality exposure for your organisation. All conference lunch and refreshment breaks will be held in the exhibition area to ensure a high traffic flow of delegates.

EXHIBITION STAND DETAILS

The floor plan for the exhibition will be forwarded as soon as it is finalised. Please note the floor plan is subject to change at the discretion of the venue or the conference organisers.

BOOTHS

→ Early Bird	Valid until 31 Aug 2018	\$4,000
→ Standard	From 1 Sept 2018	\$4,500

PODS

→ Early Bird	Valid until 31 Aug 2018	\$3,200
→ Standard	From 1 Sept 2018	\$3,700



EXHIBITION BOOTH

Features and benefits

- One 3m x 2 m (2.4m high) shell structure booth
- White melamine back and side walls
- Organisation name on fascia board (30 characters)
- 2 x 120w spot lights
- 1 x 4mp/100w power outlet
- Company logo and profile in the conference mobile app and website (incl. link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Two exhibitor registrations including daily catering
- Delegate List – you will be provided with a list of names, organisation, city and country
- One satchel insert

Please note furniture is NOT included in the booth exhibition package



PODS

Features and benefits

- One 2m x 2m exhibition pod
- 1 x digitally printed name board 2179mm x 240mm high
- Optional wall graphics. Standard pod comes with white walling 2179mm x 1155mm high.
- 1 x arm light
- 1 x 5 amp power point
- 1 x Euro counter or octanorm counter and one café stool
- 1 x zigzag brochure stand
- Company logo and profile in the conference mobile app and website (incl. link)
- Logo recognition in all conference promotional material, including conference program and venue signage
- One exhibitor registration including daily catering
- Delegate List – you will be provided with a list of names, organisation, city and country
- One satchel insert

PLEASE NOTE:

All staff on site must be registered to attend, either by utilising your complimentary registration or purchasing an additional registration. No visitor passes will be issued.

CUSTOM BUILT DISPLAYS

If you'd like to stand out from the crowd and customise your booth with additional furniture and features, please contact Adelaide Expo Hire our Exhibition Build partner or check out their catalogue at www.aeh.com.au Conference-specific contact details will be given out with the Exhibitor Guidelines.

If you have purchased raw space for a custom build, it will need to be approved by the venue 6 weeks prior to the conference. The Exhibition Build company will then be in contact to coordinate a suitable time for the build.

ADDITIONAL TICKETS & REGISTRATIONS

Extra personnel required to staff the exhibition stand must purchase additional exhibitor registrations at \$550 which includes:

- Daily catering (3 days)
- Attendance at conference sessions

This Exhibitor/Sponsor Pass is significantly reduced from the standard delegate fee as recognition of your company's support of the event. Please note there is a maximum of two additional exhibitor registrations per sponsor or exhibitor.

PUBLIC LIABILITY INSURANCE

Australian regulations require all exhibitors to have adequate Public Liability Insurance cover based on a limit of indemnity to the value of \$10,000,000 or above. This refers to damage or injury caused to a third party/visitor on or in the vicinity of an exhibition stand. Exhibitors are required to submit their Public Liability Insurance Certificate along with their booking form.

APPLIANCE TESTING

All electrical appliances and leads used on site must comply with the Australian Standard AS/NZ 3760:2010, which requires the appliance to be inspected, tested and tagged. Items that do not comply will not be permitted to be used onsite. Electrical items such as switchboards, cables and outlet fittings must comply with the Australian electrical wiring standard AS/NZS 3000:2007, and be installed by a qualified A grade electrician. Note: Double adaptors will not be permitted onsite, instead power boards with overload cut off are permitted. **The venue is at liberty to check that the electrical appliances that you bring on site are appropriately tagged.**



CONFERENCE ORGANISING COMMITTEE/ASSOCIATION

Planning Committee

Michelle Dempsey – (Chair) Christian Education National

Mike Clisby – Horizon Christian School

David Gray – National Institute for Christian Education

David Grey – Leighland Christian School/CEN National Board

Simon Matthews – Chairo Christian School

Chris Parker – Christian Education National

Julie Prattis – (Head of Local Committee) Torrens Valley Christian School

Narelle Sketcher – Mount Evelyn Christian School

Local Committee (all from Torrens Valley Christian School)

Julie Prattis – (Chair) of Local Committee

Julie Dow

Sue Learey



EVENT SPONSORSHIP & EXHIBITION APPLICATION TERMS & CONDITIONS

The following terms and conditions apply to your application to sponsor and/or exhibit:-

1. DEFINITIONS

Event means the event referred to in the Booking Application Form.

Exhibition/Sponsorship means the exhibition and/or sponsorship as detailed in the Booking Application Form.

GST means GST within the meaning of the GST Act.

GST Act means A New Tax System (Goods and Services Tax) Act 1999 (Cth) (as amended).

Us/We means Leishman Associates Pty Ltd (ACN 103 078 897) as Conference Managers representing the Conference Committee and the Host Organisation.

You means the entity submitting the Booking Application Form to sponsor and/or exhibit.

2. APPLICATION

You will submit the Booking Application Form for the Exhibition/Sponsorship.

3. APPROVAL

The Exhibition/Sponsorship will be confirmed upon return to You of the approved Booking Application Form, together with a tax invoice for the full amount of the Exhibition/Sponsorship fee, 50% of this total is payable within 7 days. The deposit is non-refundable and will be deducted from the booking fee. Your company logo and profile will only feature on the conference website once this deposit has been paid.

4. PAYMENT

Upon payment of the deposit, You will receive a tax invoice for the balance of the Exhibition/Sponsorship fee. Payment of the balance of the fee is due and payable 30 days prior to the commencement of the Event. All Booking Application Forms received within 30 days of the commencement of the Event must include full payment of the booking fee.

Only once payment has been made in full will your logos and profiles be placed on Event collateral. Due to printing deadlines, You will not

be guaranteed inclusion on Event collateral if payment of the booking fee is not received 30 days prior to the Event.

All international payments must include provision for bank fees and exchange rates in the payment amount. Any outstanding balance will be required to be paid by You prior to the commencement of the Event.

5. CANCELLATION

In the event that You cancel your Exhibition/Sponsorship, your deposit will not be refunded. In the event that You cancel your Exhibition/Sponsorship more than 90 days before the Event, You will receive a 25% refund of the Exhibition/Sponsorship fee. In the event that You cancel within 90 days of the Event, You will not receive any refund. Any monies outstanding at cancellation will need to be paid in full.

6. CHANGES

Once your Exhibition/Sponsorship has been confirmed and accepted, a reduction in Sponsorship/Exhibition space is considered a cancellation and will be governed by the above cancellation policy. Reduction in space can result in relocation of your Exhibition/Sponsorship at Our discretion. Any space not claimed one hour before the Event commences and will be reassigned and no refund will be payable to You.

We reserve the right to rearrange the floor plan and/or relocate any Exhibition/Sponsorship without notice to You. We reserve the right to amend existing unsold sponsorship packages or add additional sponsorship packages as required without notice to confirmed sponsors and exhibitors.

7. STANDS

If You intend to utilise a custom built exhibit stand, We must be advised of the full details and dimensions a minimum of six weeks prior to the commencement of the Event. All display construction requires our approval.

8. ASSIGNMENT/SHARED PACKAGES

You are not permitted to assign, sublet or apportion the whole or any part of Your sponsorship package or

booked space except upon our prior written consent. Shared sponsorship and exhibition packages will result in one set of benefits only being available to be shared by all parties involved. This includes but is not limited to logo recognition, profile inclusion, signage and registration benefits.

9. INSURANCE

Public Liability insurance to a minimum of AUD\$10 million must be taken out by You. A copy of the certificate of Insurance currency must be provided to Us a minimum of four weeks prior to the commencement of the Event.

10. EXCLUSION

All information supplied to You in relation to the Event is accurate to the best of our knowledge and belief and does not constitute a warranty and any inaccuracy or mistake will not entitle You to cancel your booking without penalty. All estimates of attendee/delegate numbers attending the Event are estimates only, and You agree that We are not responsible for any discrepancy in these estimated attendee/delegate numbers.

11. MARKETING

We will use your information to send you updates and other news about this Event. We will only pass on your information to reputable third party official contractors of the Event for the purpose of assisting you with your participation.

12. GST

All amounts paid or payable under these terms and conditions are inclusive of any GST which may be applicable to any supplies made by either party under this Agreement. To the extent GST is applicable to any amount paid or payable in respect of a taxable supply made under or in connection with this Agreement, subject to that party receiving a valid tax invoice for GST purposes from the other party in respect of the supply before the time of payment.