

educate *plus*
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REIGNITE

ADELAIDE 2022
30 May - 2 June



network of
advancement
professionals

CONFERENCE PROSPECTUS
Partners | Sponsors | Exhibitors



We invite you to join us...

On behalf of Educate Plus, I would like to extend an invitation to your company to join us at our International Conference to be held at the Adelaide Convention Centre from 30 May - 2 June 2022.

Educate Plus is a 2000 strong member-driven organisation that provides professional development, best practice, mentoring and support to those working across the four pillars of Educational Advancement. This includes schools and the tertiary sector.

- + Admissions
- + Alumni & Community Relations
- + Fundraising
- + Marketing & Communications

About Educate Plus

Educate Plus was formed 34 years ago to provide a network for the professionals attracted to the education sector to advance schools, universities and colleges, initially through philanthropy and now expanded across a range of non-academic functions.

Today, with over 2000 members and exponential growth, Educate Plus is a forward thinking, not-for-profit organisation committed to serving, supporting and assisting members by providing professional development, certified training, promoting a code of professional conduct and sharing best practice.

Educate Plus seeks to provide unrivalled networking opportunities, affordable training, resources, mentoring and a wider appreciation and understanding of the Educational Advancement profession.

Educate Plus is the only Australasian professional body for Educational Advancement professionals, representing the views of its membership to government, Heads of institutions, Business Managers and other education professionals. We also seek to represent the views of members to influence policy and regulation of the profession.

The biennial Educate Plus International Conference attracts hundreds of industry professionals from across Australasia as well as prominent guest speakers and practitioners from Asia, North America and Europe.

Who are our Members?

Our members are from independent and state schools, residential colleges, tertiary institutions and universities across Australasia and are also some of the key decision makers within their institutions. They cover roles in Admissions, Alumni and Community Relations, Marketing and Communications and Philanthropy.



How can you get involved?

A partnership with Educate Plus provides an excellent opportunity for you to engage with the key decision-makers in schools, universities and colleges and to promote your organisation as a leader in your field. The International Conference is a premier event and is keenly anticipated by our members, especially so in 2022 as borders re-open for travel.

We have had an amazing response from exhibitors to our Conference, with most of the available options having been sold out. With that in mind we have created another raft of booths so you can still get involved if you would like to. Should you wish to join us as an exhibitor, please complete the form on the final page of this document and return it to me by 30 April 2022, or alternatively you can complete this form [online](#). If you wish your branding to be included on all the promotional and registration material, you are encouraged to provide your expression of interest before 31 March 2022. Please do not hesitate to contact me if you have any questions about Educate Plus or this partnership. As previous events have been sell outs, we encourage you to respond soon in order to secure any of the remaining opportunities.

Contact Details

CEO

Mandy McFarland

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Events and Training Manager

Sona Swindley

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Testimonial

Educate Plus is a terrific organisation - we found they don't take a 'cookie-cutter' approach - Mandy and the team respond so receptively to our thoughts and suggestions - since launching our Enquiry Tracker platform at the International Conference in NZ we have been blown away at the response - we have increased our partnership and can't wait for Adelaide 2022!

Gregory Campitelli | Managing Director Enquiry Tracker





Program and venue

The [Educate Plus International Conference 2022](#) will be located at the [Adelaide Convention Centre](#).

The Conference aims to provide a dynamic program for delegates, experienced practitioners and their leaders to explore the following educational advancement fields:

- Engagement of alumni and other community members
- Philanthropy opportunities - bequest programs, annual appeal and major gifts
- Marketing and communication / enrolment best practice
- Senior practitioners / leaders stream, organisational strategic advancement and future trends
- Community relations, external affairs, events and archives

The conference program spans the various aspects of Educational Advancement. Not only is the program of significant value to our members, but the conference will also provide networking, relationship building and career development opportunities for them.

Partnership Opportunities

We offer a range of opportunities, most of which have already been secured.

Platinum Partner	Sold	\$20,000 +gst
Gold Partner	Sold	\$10,000 +gst
Awards Partner	Sold	\$10,000 +gst
Conference Celebration Partner	Sold	\$7,000 +gst
Pre-Conference Welcome Cocktail Party Partner	Sold	\$7,000 +gst
Networking Lunch	Sold	\$5,000 +gst
Silver Partner	Sold	\$5,000 +gst
Delegate Satchel Partner	Sold	\$5,000 +gst
Lanyard Partner	Sold	\$4,000 +gst
TEDx style - Presentation Partner	Sold	\$4,000 +gst
Exhibition Booths - VIEW FLOORPLAN	1 available	\$3,800 +gst
Discover Advancement Pre-Conference Program Partner	Sold	\$2,000 +gst
Coffee stations	Sold	\$2,000 +gst
Pre-Conference Workshop Partner	2 available	\$2,000 +gst
Pads Partner	Sold	\$1,000 +gst
Conference App Advertisement	Available	\$600 +gst
Small Satchel Insert promo* (Flyer/Bookmark/Card) *no pads or pens	Available	\$500 +gst

Conference App Advertisements (Replacing paper inserts)

Companies will reach all delegates directly by advertising in the Conference App.

Entitlements:

- + One digital featured partner logo with click through on the Conference App (value \$600), an easy way to gain exposure to all delegates. All advertisements must be approved by the Conference Organiser and Conference Committee.





Exhibition Opportunities

Stand information:

All spaces will be a standard 2m x 3m (6sqm) space, with many possibilities for larger stands if required, by combining stands. (i.e.) 2m x 6m (12sqm), 2m x 9m (18sqm).

Single Booth 2m x 3m - \$3,800

Booth Scheme packages include the following:

- + White Octanorm (Melamine) walls with company name on fascia
- + Two (2) x 150 watt spotlights
- + One (1) x 240 volt wall all mounted general purpose power point outlet (per stand)
- + One trestle table, table cloth and two chairs
- + Two Exhibitor passes per 6m² stand. These passes enable personnel to work on their stand and include daily catering but do not permit access to sessions
- + Two complimentary tickets to the Gala Dinner (value \$380)
- + Final list of Conference delegates (subject to privacy policy)
- + Product and Company promotional listing in the Final Program
- + Listing in Suppliers Directory
- + One digital featured partner logo with click through on the Conference App (value \$600)

Note: Exhibitors to supply their own additional furniture.

Exhibitors must keep their display within the dimensions of the Exhibition stand. Should you wish to provide your own custom stand design or prefabricated stand module in your allocated area you must submit your design plans to the Conference Office for approval.

Pre-Conference Workshop Partner

The Half day pre-conference workshops will run on Monday 30 May prior to the Conference proper. These are practical interactive workshops

Social media Workshop by Claire O'Connell, Managing Consultant, [The Classroom](#)

Video & Cinematography iPhone Workshop by Jason van Genderen, Founder of [Treehouse Creative](#)

Entitlements:

- + Partnership tagging rights to session
- + Partner display banner at the session (to be supplied by Partner)
- + Partner logo to be displayed on PowerPoint session slides throughout the course
- + Organisation logo displayed on the Conference website with link to Company website
- + Organisation logo displayed on all Pre-Conference and on site Conference materials (subject to date of commitment) – electronic and hard copy
- + Two invitations to The Chairman's Dinner (value \$400)
- + Acknowledgment in the Conference Final Program – Product and Contact details
- + Listing in Preferred Suppliers Directory (value \$500)
- + Delegate list (subject to delegate privacy and upon approval of the Committee)
- + Discounted rate for 6m² Exhibition stand of \$2,500 when combined with this partnership



Satchel Inserts (Must be A4 or smaller and pre-approved)

Companies will reach all delegates directly by including one small information sheet/promo piece to be inserted into the delegate satchels. Items may include; flyers/bookmarks/postcard etc

Entitlements:

- + One A4 (or smaller) item to be provided for insertion into the delegate satchels.

Items must be delivered to the Adelaide Conference Centre by 29 May 2022 and pre-approved for insertion prior to submission. Please contact sona@educateplus.edu.au for approvals.

Partner Conditions

Applications must be received on the Official Application Contract form. A tax invoice will be issued upon receipt of this application form. The Partnership application form is located at the back of this prospectus and is also available online.

- + A 30% payment must be made within 30 days of the order, with full payment is required within 30 days from the date of the event. A Tax Invoice will be issued upon receipt of application.
- + Partnership will not be assigned without a signed application and full payment upon receipt of invoice.
- + The Organisers reserve the right at their total discretion to decline any application.
- + All payments must be made in Australian dollars. See payment details on application form.
- + Payment can be made via cheque, bank transfer and credit card. Please note, credit cards will incur a 4% Surcharge.
- + If the full payment is not received by the due date, the Conference Organiser has the right to review the Partnership commitment and withdraw the application

Partnership and Exhibition Cancellation Policy

In exceptional circumstances the Organisers will be prepared to consider cancellation of their Contract with a Partner/ Exhibitor, but only if the following conditions are complied with:

- + That the request for cancellation is submitted in writing
- + That the reason given for the cancellations is, in the opinion of the Organisers, well founded
- + That the Partner/Exhibitor agrees that the Organisers shall retain 50% of the contract price if the cancellation is accepted between twelve and three months prior to the Conference and 100% of the contract price if the cancellation is accepted within three months of the opening of the Conference
- + Cancellation will not be considered if the Organisers deem that Partnership entitlements have already been provided prior to the submission of cancellation
- + COVID - 19: Educate Plus is closely monitoring the consequences of the current COVID - 19 virus and using an abundance of caution to safeguard our community. We are being guided by State and Federal Government agencies on the management of our activities which vary across the membership. The situation is fluid and we remain agile in our response and we will keep communicating with you as information becomes available.

Payment Details

All payments must be made in Australian Dollars only. Please contact the Conference Organiser for all payment details and conditions. Payment is required within 30 days from the date of the Tax Invoice. A Tax Invoice will be issued upon receipt of application.



Regulations

1. If the Exhibitors fail to comply in any substantial respect with the terms of this agreement the Organisers shall have the right to sell the space and the Exhibitor shall be liable for any loss suffered by the organisers thereby, and all monies paid by the Exhibitor hereunder shall be absolutely forfeited to the Organisers. If the Exhibitor fails to occupy the said space by the advertised opening of the show, the Organisers are authorised to occupy or cause the said space to be occupied in such manner as it may deem best for the interest of the Exhibition without refund to the said Exhibitor and without releasing the Exhibitor from any liability hereunder.
2. No Exhibitor shall erect any sign, stand, wall or obstruction, which in the opinion of the Organisers interferes with an adjoining Exhibitor.
3. All Exhibitors shall be producers, importers or representatives for goods and/or services displayed. No Exhibitor shall display on his stand any advertisement for goods manufactured and/or sold, or services provided by a non-exhibitor unless written permission has been obtained from the Organisers. No Exhibitor or Partner shall provide any delegate or visitor with access to the internet or e-mail from within a stand or within the venue unless written permission has been obtained from the Organisers.
4. Dismantling the Exhibits. Exhibits must not be removed and displays not be dismantled either partially or totally, before the closing time on the last day of the Exhibition. All exhibits and display material must be removed as soon as possible and by the time indicated.
5. Exhibitors shall comply with the rules and regulations stipulated by the Organisers, the venue management, the Health Department and the Metropolitan Fire Brigade and with all relevant State and Commonwealth Acts.
6. The Exhibitor will not damage any walls or floors or ceiling of the exhibition area in which his stand is located - by nails, screws, oil, paint, or any other cause whatsoever and the Exhibitor shall be liable for, and make good at its own expense, any such damage.
7. Exhibitors have seven (7) days in which to make their final payment when it falls due. After this time, if the final payment has not been received, the stand will be available for sale to another firm. All deposits paid to this stage will automatically be forfeited and no refund will be made. No Exhibitor shall occupy his stand space in the Exhibition until all monies owing to the Organisers by the Exhibitor are paid in full.
8. Exhibitors' Liabilities. The Exhibitor agrees and acknowledges that the Organiser shall not be liable for and hereby agrees to release and indemnify the Organiser its servants, employees, directors, subcontractors and agents from and against all liability, actions, suits, proceedings, damages, claims, demands, costs and expenses whatsoever (including without prejudice to the generality of the foregoing, any claim for costs, personal or property loss or damage, interest, contribution, indemnity, expenses and any compensation costs and disbursements paid by the Organisers to compromise or settle any such claims), which may be taken or made against or incurred or become payable by the Organisers its servants, employees, directors, subcontractors and agents or any other person or entity arising out of or in connection with the Exhibition howsoever caused whether or not such loss or damage is caused or contributed to either directly or indirectly as a result of any negligent or intentional acts, defaults, or omissions on the part of the Organiser, its servants, employees, directors, subcontractors and agents. Notwithstanding the indemnity hereby given, the Exhibitor undertakes to arrange appropriate third party liability insurance.
9. Insurance Liability. Neither the Organisers nor the venue owners will be responsible for the safety of any Exhibitor or any other person, any exhibit or property of any Exhibitor or other person or for the loss or damage of, or destruction to same, by theft or re or any other cause whatsoever, or for any loss or damage whatsoever sustained by the Exhibitor for any reason whatsoever including but without prejudice to the generality of the foregoing any defect in the building caused by re, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lock-outs, civil disturbances, explosion, inevitable accident, force major, or any other cause not within the control of the Organisers or for any loss or damage occasioned, if by reason of happenings of any such event the opening of the Exhibition is prevented or postponed or delayed or abandoned, or the building becomes wholly or partially unavailable for the holding of the Exhibition. The Exhibitor agrees and undertakes to insure in their full replacement value the contents of his stand and all associated equipment and materials.
10. The Exhibitor is responsible for the safety of his products, display and stand. During move-out period, material should not be left unattended at any time.
11. It is the responsibility of the Exhibitor to leave his stand space clean and tidy during the Exhibition and after moving out.
12. The Organisers reserve the right to postpone the holding of the Exhibition from the set dates, and to hold the Exhibition on other dates as near to the original dates as practicable, utilising the right only where circumstances necessitate such action and without any liability to the Organisers.
13. If due to any unforeseen circumstances it is found necessary to close the Exhibition on any day or days or to vary the hours the Exhibition is open the Organisers reserve the right to do so, at their sole discretion.
14. The Organisers may from time to time add to or vary the foregoing rules and regulations and do anything at their sole discretion they deem desirable for the proper conduct of the Exhibition, provided that such amendments or additions do not operate to diminish the rights reserved to the Exhibitor under this agreement and shall not operate to increase the liabilities of the Organisers.
15. Cancellation of Space. In exceptional circumstances the Organisers will be prepared to consider cancellation of their Contract with Exhibitors, but only if the following conditions are complied with:
 1. That the request for cancellation is submitted in writing;
 2. That the Organisers are able to re-let the cancelled space in its entirety;
 3. That the reason given for the request of the cancellations is, in the opinion of the Organisers, well founded;
 4. That the Exhibitor agrees that the Organisers shall retain 10 percent of the contract price if the cancellation is accepted more than twelve months before the Exhibition, 50 percent of the contract price if the cancellation is accepted after that time but greater than three months before the opening of the Exhibition and 100 percent of the contract price if the cancellation is accepted within three months of the opening of the Exhibition.
16. Delegate List and Contact. Partners and Exhibitors will be provided with a Delegate List 7 days prior to the event. You are permitted to contact individuals in this list, but are only permitted to send one group email to all. Note: Any email or eDM must have an unsubscribe option.



Partner/Exhibitor Application Form

RETURN: Scan and email to mandy@educateplus.edu.au

Note: A Tax Invoice will be issued upon receipt of this application form. Alternatively fill in an online partnership form here: www.educateplus.edu.au/2022adelaide-conference-partnership-application

Organisation Name:		
Contact Name:		
Position:		
Postal Address:		
Email:		
Telephone:	Fax:	Mobile:

Partnership/Exhibition

We confirm the following partnership item/s. All amounts are in Australian dollars and are subject to GST.

Partnership Items	Value	GST	Total
Exhibition Booth	\$3,800		
Pre-Conference Workshop Partnership	\$2,000		
Conference App advertisement	\$600 per item		
Satchel Insert	\$500 per item		
Partnership total amount			\$

I/We are authorised to sign documents on behalf of the Organisation and I/we acknowledge that I/we have read the guidelines, policies, rules and regulations governing the Sponsorship attached to this form and contained in the Partnership Prospectus and agree to be bound by them and comply with them in full.

Name:	Date of Application:
Signature	

Educate Plus 2022 Partnership

Phone: 0400 008 034 + [Email: mandy@educateplus.edu.au](mailto:mandy@educateplus.edu.au)



Thank you to our Educate Plus Organisational Partners

