

QUEENSLAND ASSOCIATION OF SPECIAL  
EDUCATION LEADERS



# QASELCON 2022

*Sparkling Connections*

3-5 August | Hilton, Brisbane

**BUSINESS PARTNER &  
SPONSORSHIP PROSPECTUS**



# OUR INVITATION

On behalf of the Queensland Association of Special Education Leaders (QASEL), it is our pleasure to invite you to participate in **QASELCON22**. This year, our Conference theme is **Sparking Connections**. This conference will be held at the Hilton Brisbane from **Wednesday 3 to Friday 5 August 2022**.

QASEL is the peak professional association for special education leaders across Queensland. QASEL members are Principals, Deputy Principals, Heads of Special Education Services, Heads of Curriculum/Department and other leaders and aspirants, who support students with disability, across all sectors of education in Queensland. Some members are based in special schools, many support students with disability and diverse learners in primary, secondary and early childhood settings.

**QASELCON22** is Queensland's leading forum for Special Education Leaders and decision-makers across the state. The conference highlights key strategies, policies, issues and innovations in leadership for special education.

With **QASELCON22** set to attract more than 400 delegates and guests, sponsoring or exhibiting at this event is an invaluable opportunity for your company to make connections with school leaders and decision makers over three full days. It has the potential to increase brand awareness and add value to your marketing and business development objectives.

QASEL Business Partners and Sponsors also have the unique opportunity to positively contribute to the success of students with disability across Queensland by supporting the school leaders who deliver their educational programs.

At **QASELCON22**, you can expect to connect with a diverse group of delegates which include:

- Principals and Deputy Principals of Special Primary, Secondary and P-10/12 colleges and school and Special Schools.
- Heads of Program, Heads of Curriculum and Heads of Department across all sectors.
- Aspiring special education leaders across Queensland.
- Professionals committed to working in the broader area of disability education and inclusive education.
- Classroom teachers across all schools and sectors of education in Queensland.

We look forward to working with you and your team to deliver a mutually beneficial conference for all.

# WHY YOU SHOULD JOIN US

A diverse range of promotional opportunities are available to keep your company's name "front and centre" in the minds of our members, stakeholder and conference attendees before, during and after their conference experience. Select from our specific sponsorship and partnership packages below, confirm your support for **QASELCON22** now!

## WHY YOU SHOULD BE A CONFERENCE SPONSOR OR EXHIBIT AT QASELCON22

The sponsorship and exhibition packages have been designed to provide your business with maximum exposure to conference delegates. Opportunities to:

- Launch new products/services to key decision makers leading in the special education sector.
- Meet commercial prospects face-to-face.
- Showcase your product range in real time.
- Raise your profile in the special education sector and add value to your brand.
- Network with 400+ special education leaders and professionals based in Queensland.
- Promote your company, statewide and nationally, through relevant QASELCON22 publications and advertising, promotional emails, Twitter and Facebook.
- Add value to your marketing strategy and accelerate the buying process.
- Increase your sales and benchmark products and services against competitors.
- Support the work of school leaders across the state who provide educational opportunities to students with disability.

## WHY YOU SHOULD BE A QASEL BUSINESS PARTNER



































In addition to the benefits of conference sponsorship above QASEL business partners also enjoy benefits of a 12-month partnership with QASEL which includes

- Regular acknowledgement on QASEL publications, annual report, website, and email signature blocks
- Promotion through QASEL social media platforms
- Open invitation to other QASEL events throughout the year (without additional cost)
- The opportunity to genuinely partner with and support the work of leaders supporting students with disability throughout the year.

## FURTHER INFORMATION

Please contact Karissa Benson, Conference and Sponsorship Organiser for QASELCON22 on (07) 3852 3411 or email [karissa@qassp.org.au](mailto:karissa@qassp.org.au).

# SPONSOR SUMMARY

	Platinum Business Partner \$10,000 + GST	Gold Business Partner \$7,000 + GST	Silver Business Partner \$5,000 + GST	Conference Sponsor \$2,500 + GST	Trade Display Only \$2,000 + GST
<b>At the conference</b>					
Exhibition Space	Double Space	Double Space	Single Space	Single Space	Single Space
Conference Registrations	4	3	2	1	1 Conference only
Banners displayed at Conference					
A full delegate listing at the conference					
Opportunity to participate in passport competition					
Exclusive address / video presentation on Day 1 of the Conference	10 minutes	4 minutes	2 minutes		
<b>Marketing</b>					
One full colour advertisement on app					
Logo displayed on PowerPoint each day					
Logo displayed on website					
Logo advertised on all email correspondence					
Logo displayed on Conference app					
Acknowledgment of ongoing support and logo in all QASEL newsletters					
Social media acknowledgments per 12 months	4	2	1		
Acknowledgment of ongoing support in QASEL annual report	Double page	Full page	Half page		
Opportunity to attend QASEL state council meeting or similar face-to-face events					

## **ADDITIONAL INFORMATION FOR ALL SPONSORS**

The Trade Exhibition will run during the Conference hours between the hours of 8:00am and close at conclusion of Afternoon Tea from Wednesday 3 to Friday 5 August 2022. Arrival Tea and Coffee, Morning & Afternoon Teas and Lunches will be held in the Conference Exhibition Centre, located on Level 5 at the Hilton Brisbane.

**All sponsors should consult their own insurance company** and / or broker for relevant coverage of their exhibits and displays. In most cases you will be able to extend your existing policy. Public Liability Insurance cover for your exhibition area must be taken out for a minimum of \$10,000,000 from the first day of bump-in, from Tuesday 2 August (time to be determined).

A copy of your Public Liability Certificate of Currency must be sent to Karissa Benson, Conference Coordinator via email to karissa@qassp.org.au by no later than Tuesday 2 August 2022.

**Complimentary catering is included in the exhibition package of your choice.** Additional staff members will be charged \$80 plus GST per day for Day Meals (morning & afternoon teas and lunch) and \$140 plus GST for the Conference Dinner.

## **Sponsor Prizes and Giveaways**

Exhibitors and sponsors will have opportunities to further communicate their brand recognition through the provision of prizes and giveaways to our members at conference. You are reminded that there are regulations set down for State Government employees regarding acceptance of gifts, hospitality or other forms of incentives and value-adds. Exhibitors and Sponsors are reminded that our members cannot accept:

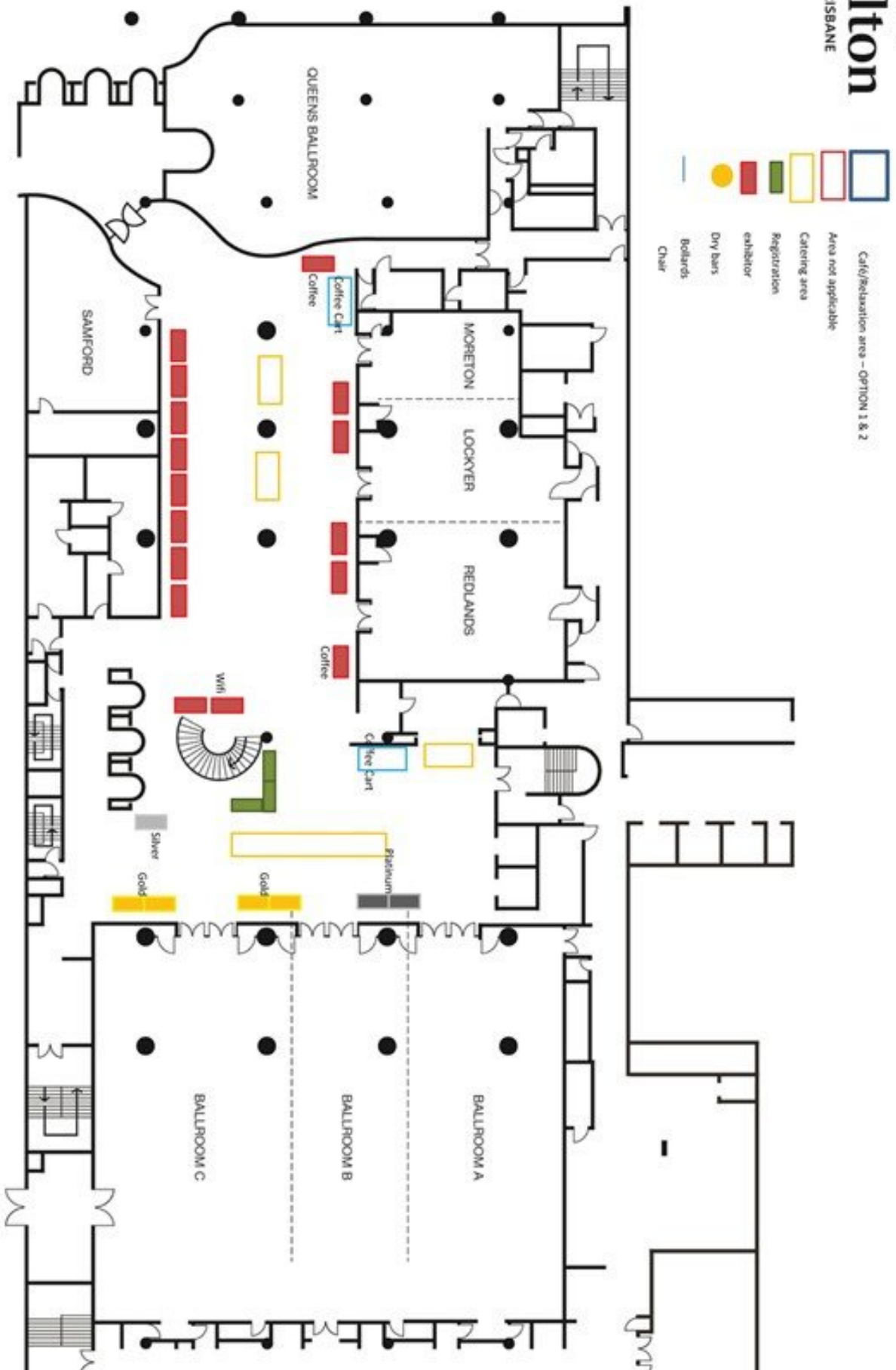
- Money or any items which are readily convertible into cash, including lottery tickets and “scratch-its”.
- Gifts with purchase or discount off a future purchase, vouchers or arrangements.
- picnic hampers and goods, alcohol, or any product that is for personal consumption.
- personal products such as toiletries, perfumes, jewellery, or fashion accessories.

Any items provided to members in the context of a promotional activity must be either directed to the benefit of the students or be able to become the property of the school. If further information is required please consult the Department of Education Guide for Gifts, Incentives and Free Items.

<https://qed.qld.gov.au/det-publications/policies/Documents/det-guide-for-gifts-incentives-free-items.pdf>

Business Partners and Conference Sponsors should also consult the QASEL Business Partner & Sponsorship Policy which will be distributed after confirmation of Sponsorship.

# FLOOR PLAN



# EXPRESSION OF INTEREST

To take advantage of this great opportunity, please complete this page and forward to email: karissa@qassp.org.au

## COMPANY DETAILS

COMPANY NAME

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ABN NO. \_\_\_\_\_ CONTACT PERSON \_\_\_\_\_

POSTAL ADDRESS

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TELEPHONE ( ) \_\_\_\_\_ MOBILE PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_ WEB ADDRESS \_\_\_\_\_

I / We wish to apply for the sponsorship package or business partnership as indicated:

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I / We wish to exhibit at QASELCON22 and request \_\_\_\_\_ trestle tables to do so.  
(Refer to Conference Sponsorship/Trade Display)

We agree to pay the total cost, including applicable GST and any other charges incurred on our behalf. I / We authorise the organisers to use the intellectual property supplied by us such as logos, to advertise and promote the Conference. I / We indemnify the organisers against any claims arising out of the use of intellectual property in accordance with this Sponsorship Prospectus.

SIGNATURE \_\_\_\_\_ NAME \_\_\_\_\_

POSITION \_\_\_\_\_ DATE \_\_\_\_\_

### Do you have more questions for us?

Should you have any questions regarding QASELCON22, please contact the team at QASSP on (07) 3852 3411 or via email.

#### Conference and Sponsorship Manager

David Turner

Email: david@qassp.org.au

#### Conference and Sponsorship Organiser

Karissa Benson

Email: karissa@qassp.org.au