

IBSA 2020
UNDERSTANDING
LOCAL
TO EMBRACE
GLOBAL



ib schools
australasia

28-30 SEPTEMBER 2020
PULLMAN ON THE PARK, MELBOURNE, VIC

SPONSORSHIP OPPORTUNITIES

MESSAGE FROM THE CHAIR OF IB SCHOOLS AUSTRALASIA



Dear Sponsors,

We are delighted you are considering sponsorship of *IBSA2020: Understanding Local to Embrace Global* to be held from 28-30 September, 2020 at the Pullman on the Park, Melbourne.

IB Schools Australasia (formerly AAIBS) is an Association of International Baccalaureate® World Schools. We have been recognised by, and work closely with, the IB to support our member schools.

While AAIBS has been an incorporated association since the 1980s, over the past 4 years IB Schools Australasia has grown significantly from a group of 50 member schools to over 150 member schools. All Authorized, Candidate and Partner schools in Australia, New Zealand, Papua New Guinea, Fiji and the South-West Pacific are eligible to join IB Schools Australasia.

We deliver services to our member schools including advocacy services, a highly successful careers service, website and social media presence, an annual Speaker Series, a biannual Leadership Symposium and new in 2020: *IBSA 2020: Understanding Local to Embrace Global*.

We have a total audience of over 1500 school leaders and teachers that we support.

In August 2019, IB Schools Australasia delivered our first IB Schools Australasia Leadership Symposium at MCEC. This event saw 148 delegates, most of whom were school leaders, attend and engage with the program. This event has helped shape IBSA2020.

In developing this conference, we have worked with and listened closely to what our member schools have said is important to them.

They want it:

- **Local:** Our member schools want a conference specific to our Australasian context. We need to understand our local context to understand our globalised world
- **Global:** IB Global will be present at the conference. There will be delegates from the IB and the event will include presentations from IB Global.
- **Accessible:** We want as many delegates from as many member schools to attend. Our member schools receive discounted rates, but non-member schools are also welcome to attend. We will be inviting non-member schools from both within Australasia as well as the broader Asia-Pacific region to attend.
- **Connected:** Our Standing Committee and members strongly believe that networking and making connections is the most pleasurable and important part of a conference. Our conference is therefore designed to maximise breaks, time with sponsors and networking.

We would encourage you to view our website www.ibaustralasia.org to learn more about our schools and services.

We hope you will join us for this inaugural event.

With kind regards,

Ashley Coats

Chair, IB Schools Australasia

WHO WILL BE ATTENDING THE CONFERENCE?

The IB Schools Australasia conference is expected to attract in excess of 150 delegates from across Australia as well as international delegates from New Zealand, Fiji and Singapore. Delegates span a range of professions involved in education including:

- Heads/Principals of IB Schools
- Deputy Principals
- IB Coordinators (including Primary Years, Middle Years, Diploma and Career-related Programmes)
- Head of Faculties
- Directors of Curriculum
- Managers from the IB
- University representatives
- State-based Department of Education representatives

Whilst we anticipate most delegates will be from Australia (85%) there will also be a contingent from New Zealand (10%) and some from further abroad (5%).

BENEFITS OF SPONSORSHIP

Opportunities exist to market your business, or service directly to over 150 delegates and key decision makers across the IB Schools education sector.

The levels of sponsorship have been designed to offer a range of opportunities so that you can select the level of involvement that best suits your company's needs and budget.

The IBSA committee is committed to working with your company to ensure maximum benefits and exposure from your involvement as a sponsor of the IB Schools Australasia Conference.

Benefits offered include:

- Strengthen your company's brand awareness as a leader across a number of sectors within education in Australia, New Zealand and Fiji. IB Schools come from all sectors and religious affiliations including but not limited to: Government schools (Primary and Secondary), Catholic and Independent schools, including Anglican, Lutheran, Islamic, Steiner, Montessori and International schools.
- Two days of exhibit time to network face to face with existing customers and prospects.
- The opportunity to showcase your expertise, services and capabilities to a strategic market.
- Attend exclusive networking functions with industry leaders and key decision makers across the IB Schools education sector.

SPONSORSHIP TABLE OF BENEFITS

BENEFITS	Major Sponsor	Gold Sponsor	Conference Dinner Sponsor	Welcome Reception Sponsor	IBSA E-News Sponsor	Coffee Cart Sponsor	Conference App Sponsor	Lanyard and Name Badge	Trade Display
Recognition as the Major Sponsor of the IBSA Conference	x								
100-word organisation biography on the conference website	x								
Present a 30-second video advertisement to the conference delegation	x								
Opportunity to display PowerPoint slide advertisement in the main plenary	x3 slides	x3 slides	x2 slides						
Advertisement in the Conference Brochure	Full Page	½ page	¼ page	¼ page					
Present an address to delegates within the Conference Program	x5 min	x3 min	x3 min	x2 min					
Trade stand	6mx2m	3mx2m	3mx2m	3mx2m	3mx2m	3mx2m	3mx2m	3mx2m	
Exclusive Acknowledgement and Benefits as a Sponsor	x	x	x	x	x	x	x	x	
Invitation to attend the Sponsor's Dinner with the IBSA Management Committee	2	2	2	2	2	2	1	1	1
Company logo on electronic acknowledgements & website	x	x	x	x	x	x	x	x	x

SPONSORSHIP PACKAGES

MAJOR SPONSOR (2 ONLY)
\$12,500 PLUS GST



As the Major Sponsor of the IB Schools Australasia conference, your company will benefit from the highest level of exposure and representation including the following entitlements:

Exclusive Benefits

- Recognition as a Major Sponsor on all conference literature and electronic acknowledgments during the conference.
- A 5-minute presentation to delegates in the main plenary room
- 100-word organisation biography on the conference website
- Two (2) invitations to dine with the IBSA Management Committee and Conference Committee on the first evening of the 2020 Conference
- Access to the electronic conference delegate list in an Excel format*
- ½ page advertisement in the IB Schools Australasia E-Newsletter sent to 1400+ members

Branding Benefits

- 1 complimentary full-page advertisement in the conference brochure*
- Company logo included on all conference literature including electronic acknowledgments and Exhibitors' Passbook
- Company logo featured on the conference website and event app with a link to the company website
- Opportunity to show a 30-second video advertisement or 3 PowerPoint slide advertisements in the main plenary room.

Registration

- Three (3) complimentary conference registrations which includes full day catering and participation in the conference program
- Two (2) complimentary tickets to the Welcome Reception
- Two (2) complimentary tickets to the Conference Dinner

Exhibition

- A favourable position for your 6m x 2m trade display area*
- 1 display table and 2 chairs



GOLD SPONSOR (2 ONLY)

\$10,000 PLUS GST

Exclusive Benefits

- Recognition as a Gold Sponsor on all conference literature and electronic acknowledgments during the conference.
- A 3-minute presentation to delegates in the main plenary room
- Two (2) invitations to dine with the IBSA Management Committee and Conference Committee on the first evening of the 2020 Conference
- Access to the electronic conference delegate list in an Excel format*

Branding Benefits Include

- 1 complimentary half page advertisement in the conference brochure*
- Company logo included on all conference literature including electronic acknowledgements and Exhibitors' Passbook
- Company logo featured on the conference website and event app with a link to the company website
- Opportunity to show 3 PowerPoint slide advertisements in the main plenary room during the conference

Registration

- Two (2) complimentary conference registrations which includes full day catering, participation in the conference program
- Two (2) complimentary tickets to the Welcome Reception
- Two (2) complimentary tickets to the Conference Dinner

Exhibition

- A favourable position for your 3m x 2m trade display*
- 1 display table and 2 chairs

CONFERENCE DINNER SPONSOR (1 ONLY)

\$10,000 PLUS GST

The Conference Dinner sponsor will have an exclusive opportunity to leverage their company brand and maximise brand exposure in an informal environment. The Conference dinner is a much-anticipated event in the conference program and attracts delegates and sponsors alike.

Exclusive Benefits

- Acknowledgement as the exclusive sponsor on all conference literature and electronic acknowledgments during the conference
- Opportunity to present a 3-minute presentation about your company during the Conference Dinner
- Opportunity to have your logo or banner displayed at the Conference Dinner
- Two (2) invitations to dine with the IBSA Management Committee and Conference Committee on the first evening of the 2020 Conference
- Access to the electronic conference delegate list in an Excel format*

Branding Benefits

- Company logo displayed on dinner menu's where applicable
- Company logo featured on the conference website and event app with a link to the company website
- 1 complimentary 1/4 page advertisement in the conference brochure*
- Company logo included on all conference literature including electronic acknowledgments and Exhibitors' Passbook.
- Opportunity to display 2 PowerPoint slide advertisements during the conference dinner*

Registration

- Two (2) complimentary conference registrations which includes full day catering, participation in the conference program
- Two (2) complimentary tickets to the Welcome Reception
- Five (5) complimentary tickets to the Conference Dinner

Exhibition

- A favourable position for your 3m x 2m trade display*
- 1 display table and 2 chairs



WELCOME RECEPTION SPONSOR (1 ONLY) \$8,000 PLUS GST

The Welcome Reception provides an ideal opportunity to forge key relationships and showcase your company to delegates in an informal environment. Enjoy this exclusive sponsorship opportunity.

EXCLUSIVE BENEFITS

- Exclusive acknowledgment as the Sponsor of the Welcome Reception on all conference literature and electronic acknowledgments during the conference
- Opportunity to present a 2-minute presentation about your company at the Welcome Reception
- Opportunity to have your logo or banner displayed at the Welcome Reception
- Two (2) invitations to dine with the IBSA Management Committee and Conference Committee on the first evening of the 2020 Conference
- Access to the electronic conference delegate list in an Excel format*

BRANDING BENEFITS

- 1 complimentary 1/4-page advertisement in the conference brochure*
- Company logo featured on the conference website and event app with a link to the company website
- Company logo included on all conference literature including electronic acknowledgements, Exhibitors' Passbook

REGISTRATION

- Two (2) complimentary conference registrations which includes full day catering, participation in the conference program
- Five (5) complimentary tickets to the Welcome Reception
- Two (2) complimentary tickets to the Conference Dinner

EXHIBITION

- A favorable position for your 3m x 2m trade display*
- 1 display table and 2 chairs

IBSA E-NEWS SPONSOR (1 ONLY) \$7,000 PLUS GST

Connect to the wider audience with the unique sponsorship opportunity!

EXCLUSIVE BENEFITS

- 2x1 full page advertisements in the IB Schools Australasia E-Newsletter sent to 1400+ members*
- Two (2) invitations to dine with the IBSA Management Committee and Conference Committee on the first evening of the 2020 Conference
- Access to the electronic Conference Delegate list in an Excel format*

BRANDING BENEFITS

- Company logo included on all conference literature including electronic acknowledgements and Exhibitors' Passbook.
- Company logo featured on the conference website and event app with a link to the company website

REGISTRATION

- Two (2) complimentary conference registrations which includes full day catering, participation in the conference program
- Two (2) complimentary tickets to the Welcome Reception
- Two (2) complimentary tickets to the Conference Dinner

EXHIBITION

- A favorable position for your 3m x 2m trade display*
- 1 display table and 2 chairs

COFFEE CART SPONSOR

\$7,000 PLUS GST

The Coffee Cart sponsorship provides an opportunity to engage with delegates and harness those all-important connections. This is a fantastic opportunity to enhance your company's brand awareness and continue to forge those strong business relationships with customers and prospects.

EXCLUSIVE BENEFITS

- Naming rights to the coffee cart including an opportunity to provide coffee cups and napkins for additional branding
- Opportunity to provide signage, banners and brochures to be displayed at the Coffee Cart throughout the conference
- Two (2) invitations to dine with the IBSA Management Committee and Conference Committee on the first evening of the 2020 Conference
- Access to the electronic conference delegate list in an Excel format*

BRANDING BENEFITS

- Company logo included on all conference literature including electronic acknowledgements and Exhibitors' Passbook.
- Company logo featured on the conference website and event app with a link to the company website

REGISTRATION

- Two (2) complimentary conference registrations which includes full day catering, participation in the conference program
- Two (2) complimentary tickets to the Welcome Reception
- Two (2) complimentary tickets to the Conference Dinner

EXHIBITION

- A favorable position for your 3m x 2m trade display*
- 1 display table and 2 chairs

CONFERENCE APP SPONSOR (1 ONLY)

\$6,000 PLUS GST

As the Conference App sponsor put your company's products and services in the palm of delegates. Exclusive sponsorship opportunity set to drive more traffic to your company's website before, during and after the event.

EXCLUSIVE BENEFITS

- Recognition as the exclusive conference app sponsor across the conference website and marketing collateral
- Company logo on the app landing page
- Company logo or advertising banner featured on the main app page
- One (1) invitation to dine with IBSA Management Committee and Conference Committee on the first evening of the 2020 Conference
- Access to the electronic conference delegate list in an Excel format*

BRANDING BENEFITS

- Company logo featured on conference event app with a link to the company website
- Company logo on the conference website with a link to your company's website
- Company logo included on all conference literature including electronic acknowledgements and Exhibitors' Passbook.

REGISTRATION

- Two (2) complimentary conference registrations which includes full day catering, participation in the conference program.
- Two (2) complimentary tickets to the Welcome Reception
- Two (2) complimentary tickets to the Conference Dinner

EXHIBITION

- 3m x 2m trade display area*
- 1 display table and 2 chairs

LANYARD AND NAME BADGE SPONSOR (1 ONLY) \$3,000 PLUS GST

As the Lanyard and Name Badge sponsor your company will enjoy a high degree of brand visibility. This is an ideal way to promote your company to the full conference delegation.

EXCLUSIVE BENEFITS

- Branding rights on lanyards and name badges which are provided to all delegates
- One (1) invitation to dine with IBSA Management Committee and Conference Committee on the first evening of the 2020 Conference
- Access to the electronic conference delegate list in an Excel format*

BRANDING BENEFITS

- Company logo included on all conference literature including electronic acknowledgements and Exhibitors' Passbook
- Company logo or name to be featured exclusively on all name badges
- Company logo featured on the conference website and event app with a link to the company website

REGISTRATION

- Two (2) complimentary conference registrations which includes full day catering, participation in the conference program
- Two (2) complimentary tickets to the Welcome Reception
- One (1) complimentary ticket to the Conference Dinner

EXHIBITION

- 3m x 2m trade display area*
- 1 display table and 2 chairs

TRADE DISPLAY SPONSOR \$3,000 PLUS GST

EXCLUSIVE BENEFITS

- One (1) invitation to dine with IBSA Committee and Conference Committee on the first evening of the 2020 Conference
- Access to the electronic conference delegate list in an Excel format*

BRANDING BENEFITS

- Company logo included on all conference literature including electronic acknowledgements, Exhibitors' Passbook
- Company logo featured on the conference website and event app with a link to the company website

REGISTRATION

- Two (2) complimentary conference registrations which includes full day catering, participation in the conference program
- Two (2) complimentary tickets to the Welcome Reception
- One (1) complimentary ticket to Conference Dinner

EXHIBITION

- 3m x 2 m trade display area*
- 1 display table and 2 chairs

*CONDITIONS APPLY

*Delegate List will be provided up to 2-week post event. A copy of the electronic conference delegate list will be provided, except where privacy laws exclude particular participants details from being included and where we are excluded from divulging information due to other contractual agreements.

*Sponsor presentation's will be placed in the conference program at the discretion of the Conference Manager.

*Trade display size may be subject to change pending venue requirements and no booths will be offered.

*All advertising in the IBSA E-Newsletter must comply with guidelines stipulated in the IBSA advertising policy

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**Thank you for taking
the time to consider
sponsorship of this
Conference.**

The Committee for the IB
Schools Australasia (IBSA)
Conference will endeavour
to make this a worthwhile
experience for your company.

If you wish to discuss your sponsorship
possibilities or have any queries in relation
to these packages please contact:

Brianna Rickman

brianna@bccm.com.au
Ph:+61 3 8679 5460 or

Ellie Dickinson

ellie@bccm.com.au
Ph: +61 3 8679 5461

Conditions of Sponsorship

Sponsors participate on the understanding that:

- Sponsorship monies will facilitate the successful planning and promotion of the conference in addition to subsidising the cost of management, communication, invited speakers, program, publications, etc.
- Sponsorship exposure and acknowledgement is facilitated by credits in the conference program.
- Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the conference and, on this basis, Sponsorship monies are potentially tax deductible.
- No exclusivity of product is offered at any level.
- Provision for banners, electronics and any other promotional material are the responsibility of the Sponsor.
- Colour reproductions will, when printed, be as close to the specified colour as practical.
- Information provided in the Sponsorship Packages document is correct at the time of going to print. However, as the document is subject to change, Sponsors will be notified of any changes prior to the conference. No changes or adjustments to be made to the agreed booking without first obtaining written approval from Sponsor
- Please note that the final trade exhibition floor plan may vary resulting in booth position changes due to updated trade floor plans.
- The Exhibitor will be responsible for any damage to the walls or the floor of the building as may be occupied by the Exhibitor and will reinstate such damage to the satisfaction of the Organiser.
- The Exhibitor will be responsible for any loss or damage to the display booth, partitions, electrical fittings, and spotlights provided for the Exhibitor and will reinstate such damage to the satisfaction of the Organiser.
- The Exhibitor will comply with all the rules and regulations of the authority having control over the building.
- The organiser may in the event of any circumstances which render it necessary, alter the location of the stand allocated to the Exhibitor.
- The organiser may postpone or amend the time for the holding of the exhibition to such time, which in the opinion of the organiser, is more suitable for the exhibition. If there is a change of date, the organisers will consult with the Sponsor to determine the suitability. If the date change is unsuitable for Sponsors a full refund will be provided.
- The organiser may cancel the allocation of space to any Exhibitor, which in the opinion of the Organiser is creating a disturbance or nuisance or carrying any activity contrary to the law.
- The organiser may allocate to any person any space allotted to an Exhibitor which may be forfeited pursuant to the terms hereof.
- The Organiser will not be liable for any damage claimed by any person or persons who may be injured during the course of the exhibition or any loss of property suffered during the course of the exhibition. The Conference Organiser recommend all Sponsors and exhibitors have their own insurance. Without prejudice to the liabilities of the Organiser under the Contract, the Organiser shall maintain with a reputable insurer sufficient insurance cover to meet its liabilities under the Contract.
- Where there is more than one Exhibitor occupying space their liability shall be joint and several. However, each Sponsor is not liable for any loss or damage other than that occurring within its exhibition
- In the event of non-payment of any monies due pursuant to this agreement or in the event of the breach of any condition on the part of any Sponsor or Exhibitor will have no right to occupy any space or package allocated and will have no claim against the Organiser. In the event of forfeiture for any reason the Sponsor or Exhibitor will not be released from any liability hereunder.
- The Sponsor or Exhibitor shall not be entitled to any refund in the event of cancellation of the Sponsorship or Exhibition because of Industrial action, blackouts or any cause outside the control of the Organiser.
- The organiser is not responsible for any loss or damage to any product exhibited caused by a person attending the event
- The Exhibitor without limiting the generality of foregoing will comply with all statutory requirements applicable to it during the course of the exhibition.

- The deposit (50% of the total amount required for Sponsorship or trade exhibition booths) is non-refundable. No refunds will be used for cancellations notified less than 60 days prior to the event and the Exhibitor or Sponsor will be liable at this point for the full amount requested on the application form.
- All payments must be received by the due date. Failure to comply with payment terms may result in the Sponsor not receiving full benefits as outlined in the package.
- The organisers of the Conference reserve the right, in their absolute discretion, to refuse any Sponsorship application and may decide not to accept any application for any reason whatsoever.
- All Sponsors' benefits are conditional on receiving payment, and receiving artwork, goods etcetera in a timely manner. Should a Sponsorship/exhibitor benefit precede payment, that benefit will no longer be available to the Sponsor/exhibitor.
- All Sponsors will be provided with a list of all delegates unless a privacy policy is requested by the delegate.
- The above Sponsorship packages are notional and if your organisation wishes to negotiate a Sponsorship package, which better suits your needs please contact us to discuss.
- Travel and accommodation costs are NOT included in these packages. Attending Sponsors should arrange their own travel and accommodation requirements as appropriate.
- Day catering will be provided for up to 2 people per trade exhibition.
- A 50% deposit for your Sponsorship package is required immediately to secure your Sponsorship. Upon receipt of this acceptance form you will be issued with a Tax Invoice and confirmation of your Sponsorship. Balance of Sponsorship monies must be made by the designated date.
- Upon receipt of this acceptance form you will be issued with a Tax Invoice and confirmation of your Sponsorship.
- Balance of Sponsorship monies must also be made by designated date..
- The position of company logo and advertisement in any distribution materials will be at the discretion of the Conference Manager. The logo or advertisement is to be provided to the conference manager by the specific deadline.
- Sponsor presentation's will be placed in the conference program at the discretion of the Conference Manager.

Cancellation Policy:

- Sponsorship deposits are non-refundable after the due date as the Conference Budget is based upon Sponsorship secured.
- Sponsorship cancellations must be submitted in writing at least two months before the conference i.e. **6 June 2020** prior to final publications being produced. No refunds will be issued after **6 June 2020**.
- Sponsors may terminate the Contract forthwith and without prejudice to its accrued rights at the date of termination if the Organiser or any of its assets is subject to any form of winding up, administration, receivership, insolvency proceedings or arrangements with creditors generally.
- The Organiser shall notify Sponsors in writing as soon as practicable following the occurrence of an event giving rise to a termination. In such circumstances, notwithstanding any other terms in these terms, the Organiser will refund to Sponsors any prepaid deposits or advance payments that they have made.

I agree to the Conditions of Sponsorship as set out above.

Signature

Position

Company

Date

2020 IB Schools Australasia (IBSA) Conference

28-30 September 2020 | Pullman on the Park, Melbourne, VIC



Sponsorship Deposit Form

ABN: 38 129 667 431

Company Name		
<hr/>		
Contact Person		
<hr/>		
Postal Address		
<hr/>		
Suburb	State	Postcode
<hr/>	<hr/>	<hr/>
Telephone	Mobile	
<hr/>	<hr/>	
Email	(Preferred method of communication)	
<hr/>	<hr/>	

Sponsorship (Please indicate your preferred sponsorship option)

Description

Investment \$

Comments

Major Sponsor	\$ 12,500.00	\$
Gold Sponsor	\$ 10,000.00	\$
Conference Dinner Sponsor	\$ 10,000.00	\$
IBSA E-News Sponsor	\$ 7,000.00	\$
Welcome Reception Sponsor	\$ 8,000.00	\$
Coffee Cart Sponsor	\$ 7,000.00	\$
Conference App Sponsor	\$ 6,000.00	\$
Lanyard and Name Badge	\$ 5,500.00	\$
Trade Display Sponsor	\$ 3,000.00	\$

Payment Summary

Sponsorship Total (incl GST)	\$
Less 50% Deposit	\$
Total Outstanding	\$

Payment: 50% deposit is required immediately.
Balance of sponsorship to be paid by 6 June 2020.

Conference Manager

BCC Events Management Pty Ltd

Ph 03 8679 5460 Email info@bccm.com.au

A Tax Invoice will be sent to you upon receipt of this Deposit Form

Direct Credit Banking Details

Bank: Westpac

BSB: 032-607

Account Number: 193888

Account Name: Association of Australasian IB Schools (AAIBS)