



Principals' Association of  
Specialist Schools Victoria Inc

**PASS 2021 CONFERENCE**

# **SUPERHERO LEADERSHIP**

**Sponsorship  
Opportunities**

**25-27 May 2021**

**Crown Promenade, Melbourne**



**ACCEPT THE CHALLENGE, PUSH PAST UNCERTAINTY AND CREATE THE FUTURE**

# INVITATION FROM THE PRESIDENT

**On behalf of the 2021 PASS Conference Committee, it is both our pleasure and privilege to invite you to participate in the 2021 Principals' Association of Specialist Schools Victoria Inc (PASS) Conference which will be held from Tuesday 25th May through to Thursday 27th May at The Crowne Promenade, Melbourne, Victoria.**

The 2021 PASS Conference theme is "Superhero Leadership - Accept the Challenge, Push Past Uncertainty and Create the Future", and will commence with a welcome reception Tuesday 25th May. The Conference includes 2 days of Conference sessions together with a formal Dinner on Wednesday 26th May.

PASS, as you may already know, is a not for profit organisation formed to promote the principles of specialist education and improve community awareness of the capacity for specialist education throughout the State of Victoria. We also act as a representative body of principal-class members of specialist schools and as such, we are involved with a wide range of matters affecting the professional interests of our members.

We are anticipating that the 2021 Conference will entice in excess of 150 Specialist School principals, assistant principals and school leaders from across Victoria, combined with representatives from The Victorian Department of Education and Training, central and regional office staff as well as supplementary expert guest speakers.

Although we welcome sponsor champions at our regular monthly PASS meetings, we consider this unique occasion an excellent opportunity for you to promote your product awareness as well as generate leads and showcase your services directly to our members who are the decision makers for money spent in schools over a period of consecutive days.

The 2021 Sponsorship and Trade Exhibition packages have been altered to provide your business with a choice of exposure to Conference Delegates and are detailed below for your convenience.

As always, we very much look forward to and thank you for your support.

Thanks and regards,

**Cameron Peverett**  
President



**Principals' Association of  
Specialist Schools Victoria Inc**

# WHO WILL BE ATTENDING THE CONFERENCE?

The Conference is expecting to attract in excess of 150 delegates from the across Victoria, plus a number of national delegates.



School Principals



School Assistant Principals



Teacher Leadership Staff

## BENEFITS OF SPONSORSHIP

**Opportunity to market your business, or service directly to over 150 delegates and key decision makers across the Victorian Government Specialist Schools industry.**

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 2021 PASS Conference Committee is committed to working with your company to ensure maximum benefits and exposure from your involvement as a sponsor of the 2021, PASS Conference.

### Benefits Include:



Attend exclusive networking functions with **industry leaders** across Victorian Government Specialist Schools.



One and a half days of exhibit time to **network face to face** with existing customers and future prospects



The opportunity to **showcase your expertise**, services and capabilities to a strategic market.



Strengthen your company's **brand awareness** as a leader across the Victorian Government Specialist Schools education sector



## GOLD PACKAGE

### \$12,500+GST

The Gold Sponsorship package is an exclusive opportunity for a sponsor who is seeking strong brand association with PASS and will benefit from a high-level of exposure throughout the conference.

### Exclusive Benefits

- Acknowledgment as the Gold sponsor across the conference website and marketing collateral
- Opportunity to present a 5-minute address to delegates during the conference\*
- The opportunity for two company representatives to be seated with the PASS Executive Committee at the Conference Dinner
- Access to the electronic Conference Delegate list in an excel format\*

### Branding Benefits

- Company logo included on all conference literature and the daily electronic acknowledgements, Exhibitors' Passbook and conference website
- Company logo or banner displayed in main conference room
- 1 full page (A4) page advertisement in the conference brochure and on the Official Conference website
- Company logo featured on conference event app with a link to the company website
- 3 PowerPoint slide advertisements to be displayed during the conference

### Registration

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

### Exhibition

- Favorable position for trade display\*
- Trade display area 3m x 2m\*
- 1 display table and 2 chairs



# SUPERHERO LEADERSHIP

## CONFERENCE DINNER SPONSOR \$9,000+GST

The Conference Dinner sponsor will have an exclusive opportunity to leverage their company brand and maximize 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 of the Conference Dinner across the conference website and marketing collateral.
- Opportunity to present a 3-minute address to delegates during the Conference Dinner\*
- Company logo or banner displayed at the Conference Dinner
- Company logo displayed on conference dinner menu
- The opportunity for two company representatives to be seated with the PASS Conference Committee at the Conference Dinner
- Access to the electronic Conference Delegate list in an excel format\*

### Branding Benefits

- One half-page advertisement in the conference brochure
- 2 PowerPoint slide advertisements to be displayed during the conference

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

### Registration

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

### Exhibition

- A favorable position for trade display\*
- Trade display area 2m x 1.5m\*
- 1 display table and 2 chairs

### OPTIONAL ADDITION

## Official Photo Booth Sponsor | \$1,500+GST

Imagine 150 delegates leaving the conference with a printout with your company logo on it and sticking it on their fridge at home. As the official photo booth sponsor your guaranteed to experience maximum brand exposure well after the conference concludes.

- Naming rights to the Photo Booth
- Social Photo/Gif Booth
- Three-hour duration
- Social Sharing
- Online Gallery
- Roaming or Classic Hardware
- Company Branded Gallery
- Company Branded Start Screen
- Additional branding opportunities including custom background at sponsors cost

## COFFEE CART SPONSOR

### \$6,500+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 companies brand awareness and continue to forge those strong business relationships with customers and prospects.

#### Exclusive Benefits

- Naming rights to the Coffee Cart to be set up in the catering and trade exhibition area. The venue will provide a functional coffee cart with barista for catering breaks
- Opportunity to provide signage, banners and brochures to be displayed at the Coffee Cart throughout the conference
- Opportunity to provide sponsor-branded collateral eg. cups and napkins for the coffee cart
- Access to the electronic Conference Delegate list in an excel format\*

#### Branding Benefit

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

#### Registration

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

#### Exhibition

- Favorable position for trade display\*
- Trade display area 2m x 1.5m next to the Coffee Cart\*
- 1 display table and 2 chairs





# CONFERENCE APP SPONSOR

## \$5,750+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.

### Branding Benefits

- Company logo on the app landing page
- Company logo or banner advert displayed on all main app pages
- Company logo featured on conference event app with a link to the company website
- Company logo included on all conference literature and the daily electronic acknowledgements, conference website
- Access to the electronic Conference Delegate list in an excel format\*

### Registration

- 2 complimentary conference registrations which includes full day catering, participation in the conference program
- 2 complimentary tickets to attend the Welcome Reception

### Exhibition

- Favorable position for trade display\*
- Trade display area 2m x 1.5m\*
- 1 display table and 2 chairs

# LANYARD & NAME BADGE SPONSOR

## \$5,500+GST

As the Lanyard & 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.

### Branding Benefits

- Branding rights on lanyards and name badges which are provided to all delegates
- Your company logo will appear exclusively on the lanyard and name badge\*
- Company logo included on all conference literature and the daily electronic acknowledgements, conference website
- Access to the electronic Conference Delegate list in an excel format\*

### Registration

- 2 complimentary conference registrations which includes full day catering, participation in the conference program
- 2 complimentary tickets to attend the Welcome Reception

### Exhibition

- Favorable position for trade display\*
- Trade display area 2m x 1.5m\*
- 1 display table and 2 chairs

# WELCOME RECEPTION SPONSOR

## \$5,000+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

- Acknowledgment as the exclusive sponsor of the Welcome Reception across the conference website and marketing collateral.
- Logo/banner displayed during the Welcome Reception
- Access to the electronic Conference Delegate list in an excel format\*

### Branding Benefits

- 2 PowerPoint slide advertisements to be displayed during the conference
- Logo included on all conference literature and the daily electronic acknowledgements, Exhibitors' Passbook and conference website
- Company logo featured on conference event app with a link to the company website

### Registration

- 2 complimentary conference registrations which includes full day catering, participation in the conference program
- 2 complimentary tickets to attend the Welcome Reception

### Exhibition

- A favorable position for trade display\*
- Trade display area 2m x 1.5m\*
- 1 display table and 2 chairs

### OPTIONAL ADDITION

## Frosé Cart Experience | \$2,675+GST\*

Why not add the Frosé Cart Experience to your sponsorship package! Drive delegate interaction direct with your company representatives by sponsoring the Frosé Cart. A two-hour opportunity to engage directly with delegates whilst in an informal and relaxed environment. Relish in this fantastic two-hour experience where brand exposure and delegate engagement is at the forefront.

*\*Price varies depending on serves*

- 1.2m x .75 pop up Frosé Cart
- Includes 150 serves
- Two-hour duration
- Two RSA qualified staff
- Simple decoration and styling of the cart
- Custom signage/branding for the Frosé machine and cart from \$75.00



## DRIVE DELEGATE ENGAGEMENT

Looking for a new way for delegates to interact with your companies' brand? Purchase any of the below packages to maximise your companies brand exposure and capitalise on delegate interaction.

### OPTIONAL ADDITION

#### Digital Social Mosaic | \$2,499+GST

Turn your company brand into a masterpiece with the digital mosaic live artwork, displayed in the main plenary. Provide an image that showcases your brandy or story. Watch as delegates and event attendees turn it into a work of art in real time. A unique tool guaranteed to have every delegate interacting over the course of the conference.

- 1 x Mosaic Image provided by sponsor – Digital
- Capacity for 762 photos
- Software Link for Live Display on Screen
- Pre Event Image Testing
- Instagram Hashtag Upload
- Basic Web Uploader

### OPTIONAL ADDITION

#### Pop Up Smoothie/ Juice Cart | \$1,940+GST\*

Are you looking for a unique way to interact with delegates whilst promoting a core value within your business? If your companies passionate about health and wellbeing, then this may be the perfect opportunity for you. As the smoothie and juice cart sponsor you will relish in the opportunity to provide a nutritional start to delegates day whilst forging those all-important relationships. This is a fantastic opportunity to promote brand exposure and drive delegate engagement through experience.

*\*Price varies depending on serves*

- Pop Up Smoothie / Juice Cart – Large Cart 2.2m long x 75cm wide
- Two-hour duration
- 80 serves of small size smoothies (16oz – 450 mL)
- Up to 6 flavours maximum
- Simple decoration and styling
- Custom signage/branding for the frozen yoghurt Machine, blenders and signage box from \$75

## TRADE DISPLAY SPONSOR

### \$3,000 +GST

As a trade display sponsor, you will have the opportunity to showcase your expertise, services and capabilities to a delegates across the conference.

#### Branding Benefits

- Logo included on all conference literature and the daily electronic acknowledgements, Exhibitors' Passbook and conference website
- Company logo featured on conference event app with a link to the company website
- Access to the electronic Conference Delegate list in an excel format\*

#### Registration

- 2 complimentary conference registrations which includes full day catering, participation in the conference program
- 2 complimentary tickets to attend the Welcome Reception

#### Exhibition

- Trade display area 2m x 1.5m\*
- 1 display table and 2 chairs

## MORNING OR AFTERNOON TEA SPONSOR

### \$1,250 +GST

As a Morning or Afternoon Tea Sponsor relish in an opportunity to gain brand recognition at an excellent price point!

#### Branding Benefits

- Acknowledgement as the Morning or Afternoon Tea sponsor in the main plenary and on the electronic backdrop
- The opportunity to provide a novelty item for delegates during the break
- Branding rights on the catering tables i.e. display your logo or branding as agreed on the table
- Listed as a Sponsor in the conference publications including the electronic backdrop in the main plenary
- Access to the electronic Conference Delegate list in an excel format\*

#### Exhibition

- NB: no trade display is offered with this package

# SUPERHERO LEADERSHIP

## PASS TRADE EXHIBITORS WEDNESDAY 27 – FRIDAY 29 MAY 2021

**The 2021 PASS Conference is being held at the Crown Promenade, Melbourne.**

- Trade Exhibitors Set up – Tuesday 25 May 2021
- Exhibition Opens – Time, TBA , Wednesday 26 May 2021
- Exhibition Closes – Time TBA, Thursday 27 May 2021

### Conditions Apply

1. A copy of the electronic conference delegate list will be provided two weeks post event, except where privacy laws exclude participants details from being included.
2. 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.
3. Sponsor presentation's will be placed in the conference program at the discretion of the Conference Manager.
4. Trade exhibitors are welcome to bring their own display equipment subject to space availability
5. A full Day Catering Pass includes morning tea, afternoon tea and lunch. Additional day catering and function tickets may be purchased for any additional staff subject to availability.



PASS 2021 CONFERENCE

# SUPERHERO LEADERSHIP

25-27 MAY 2021

Crown Promenade  
MELBOURNE

## SPONSORSHIP DEPOSIT FORM

ABN: 38 049 813 020

For any enquiries please contact the Conference Manager, BCC Management [info@bccm.com.au](mailto:info@bccm.com.au) (03)8679 5460

Company Name

Contact Person

Postal Address

Suburb

State

Postcode

Telephone

Mobile

Email

(Preferred method of communication)

### Sponsorship (Please indicate your preferred sponsorship option)

Description

Investment \$

Comments

<b>GOLD</b>	\$12,500.00	\$
<b>CONFERENCE DINNER</b>	\$9,000.00	\$
<b>OFFICIAL PHOTO BOOTH SPONSOR</b>	\$1,500.00	\$
<b>COFFEE CART</b>	\$6,500.00	\$
<b>CONFERENCE APP</b>	\$5,750.00	\$
<b>LANYARD &amp; NAME BADGE</b>	\$5,500.00	\$
<b>WELCOME RECEPTION</b>	\$5,000.00	\$
<b>FROSE CART EXPERIENCE</b>	\$2,675.00	\$
<b>DIGITAL SOCIAL MOSAIC</b>	\$2,499.00	\$
<b>POP UP SMOOTHIE/JUICE CART</b>	\$1,940.00	\$
<b>TRADE DISPLAY</b>	\$3,000.00	\$
<b>MORNING OR AFTERNOON TEA</b>	\$1,250.00	\$
<b>TOTAL</b>		<b>\$</b>
	+GST	<b>\$</b>
LESS 50% deposit	-	<b>\$</b>
<b>TOTAL OUTSTANDING</b>		<b>\$</b>

### Direct Credit Banking Details

BSB: 704 191

Account No: 274905

Account Name: Principals Association of Specialist Schools

Reference: Company name

### Conference Manager

BCC Management Pty Ltd

Ph: +61 3 8679 5460 Fax: +61 3 8679 5469

Please email this completed form as confirmation of your Partnership to [info@bccm.com.au](mailto:info@bccm.com.au)

A Tax Invoice will be sent to you upon receipt of this deposit form.

# SUPERHERO LEADERSHIP

## TERMS AND CONDITIONS OF SPONSORSHIP

### Sponsors and Exhibitor's Terms And Conditions

The term 'sponsor' includes any person, firm, company or corporation and its employees and agents identified in the booking form or other written request for a sponsorship item. The term 'exhibitor' includes any person, firm, company or corporation and its employees and agents identified on the application form or other written request for exhibition space.

#### 4.1. Application

4.1.1. An online application form and paid deposit is required to allocate sponsorship and the location of exhibition booth(s) within the Conference space.  
4.1.2. Applications will be reviewed by the Client and BCC, and an official confirmation of the sponsorship or exhibition will be emailed once the application has been approved.  
4.1.3. The allocated space will be allocated on a 'first come' basis close as possible to the desired location, subject to the level of sponsorship (see clause 4.1.4.) and the sponsorship and exhibitors equipment.

4.1.4. Selected spaces and booths are reserved for major sponsors.

4.1.5. A standard sponsorship package consists of two (2) chairs and one (1) trestle table for the exhibit, notwithstanding major sponsors sponsorship packages. No other furniture is included in the package and any specific equipment or furniture required by the sponsor or exhibitor must be arranged independently and approved by BCC prior to the Conference. Colours and furniture type will be determined by BCC and BCC at their sole discretion.

4.1.6. Acceptance of sponsorship, exhibition and advertising offers is at the discretion of The Client and the decision to approve a sponsorship, exhibition or advertising request is made solely by The Client. Please note that the acceptance of your sponsorship/exhibition application is not to be considered an endorsement of products or services that may be displayed.

#### 4.2. Payment

4.2.1. Once the application has been approved, BCC will confirm entitlements in writing and forward acknowledgement of receipt, together with a tax invoice for the deposit.  
4.2.2. The deposit will be 50% of the full amount and payment is due 14 days from date of invoice. After this time, the proposed allocated space and sponsorship package will be made available for sale to another organisation or company.  
4.2.3. The balance of the full amount will be due no later than 30 days prior to the Conference. No sponsor or exhibitor shall occupy allocated space until all monies owing to BCC are paid in full.  
4.2.4. All amounts are payable in Australian dollars. Credit card payments will incur a 3% service fee.  
4.2.5. All payments must include 10% goods and services tax component (which is excluded in the fees).

#### 4.3. Cancellation statement

All cancellations must be made in writing to BCC at [info@bccm.com.au](mailto:info@bccm.com.au).

Refunds are subject to the following terms and conditions detailed below.

4.3.1. In the event of a cancellation by the sponsor/exhibitor, the sponsor/exhibitor must submit the request in writing to BCC at [info@bccm.com.au](mailto:info@bccm.com.au). A fee of 50% of total fees applies for cancellations received before 90 days of the Conference. No refunds will be made for cancellations after this date. After applications have been confirmed and accepted, a reduction of the sponsorship package or exhibition space is considered a cancellation.

4.3.2. In the event of cancellation or postponement of the Conference due to circumstances beyond The Client or BCC reasonable control including but not limited to, acts of terrorism, war, acts of God, natural disaster or global health crises, The Client or BCC cannot be held responsible for any cost, damage or expense which may be incurred by sponsors/exhibitors as a consequence of the Conference being postponed or cancelled.

4.3.3. In the event of cancellation of the Conference by The Client or BCC, the maximum liability of The Client or BCC is limited to a refund of the exhibition or sponsorship fee, less administration fees and with no additional liability for travel costs, hotel costs, or any other costs or expenses whatsoever.

4.3.4. In the event of postponement of the Conference, if the sponsor/exhibitor is willing to commit to exhibiting/sponsoring at the rescheduled conference, BCC will use its best endeavours to ensure the same exhibition/sponsorship items and entitlements at the rescheduled conference.

#### 4.4. Insurance

The purchasing of a sponsorship package does not include insurance of any kind. It is strongly recommended that sponsors/exhibitors take out insurance at the time of booking to include any eventuality including but not limited to loss of fees through cancellation of the organisation's participation in the Conference or through cancellation of the Conference, loss of airfares through cancellation for any reason including airline or related services, strikes, loss or damages to personal property, force majeure or any other reason.

#### 4.5. Liability

Sponsors and exhibitors attend the Conference at their own risk. Sponsors and exhibitors agree not to hold The Client or BCC liable for any losses, damages, expenses, costs, claims or liabilities suffered or incurred by registered staff including consequential or indirect losses or loss of profit through registering for the Conference, attending the Conference, cancellation of the Conference, failure of the Conference to achieve your expectations, or for any error or omission by the Client or BCC. Sponsors and exhibitors agree not to hold The Client or BCC liable or responsible for any personal injury (i.e. physical, psychological or emotional stress) or any loss or damage to personal property.

#### 4.6. Privacy statement

In order to assist with your participation, your organisation and contact details may be shared with suppliers and contractors and be included in participant lists and for the information distribution in respect to other related events and conferences organised by BCC Events Management Pty Ltd.

If you object to your details being shared, please inform the BCC by emailing your objection to [info@bccm.com.au](mailto:info@bccm.com.au).

#### 4.7. Additional events and subleasing

4.7.1. Sponsors and exhibitors are not permitted to assign, sublet or apportion the whole or any part of their sponsorship package unless prior consent in writing from the BCC is provided.

#### 4.8. Exhibition

4.8.1. All exhibitors must produce a valid insurance certificate of currency for the period of the Conference and this must be submitted to BCC prior to the date of the Conference.

4.8.2. BCC reserves the right in unforeseen circumstances to amend or alter the exact location of the exhibitor booth and the exhibitor undertakes to agree to any alteration to location reallocated by BCC.

4.8.3. BCC reserve the right to change the exhibition floor layout if necessary.

4.8.4. The conference organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.

4.8.5. The conference organiser agrees to provide the exhibitor with an exhibition manual before the exhibition for the purpose of communicating required actions on the part of the exhibitor.

4.8.6. The conference organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents entry to the exhibition if they do not hold a conference name badge.

4.8.8. The conference organiser will specify conditions relating to the movement of goods and displays before, during and after the exhibition.

4.8.9. The conference organiser will arrange security onsite during the period of the exhibition but will accept no liability for loss or damage.

4.8.10. The conference organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally, the conference organiser will not be accountable for the level of commercial activity generated.

4.8.11. The exhibitor must comply with all the directions/ requests issued by the conference organiser including those outlined in the exhibition manual.

4.8.12. The exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.

4.8.13. The exhibitor agrees to adhere to all venue rules and regulations.

4.8.14. The exhibitor acknowledges that the conference organiser has a preferred freight forwarder and agrees to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the exhibitor acknowledges that the conference organiser will not be able to provide assistance in tracking lost deliveries. The exhibitor agrees that the conference organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified.

4.8.15. Official contractors will be appointed by the conference organiser to undertake stand construction and freight forwarding plus supply furniture, electrics and IT equipment. This is for insurance and security reasons.

4.8.16. Discounts for any entitlements not used or required will not be provided.

4.8.28. The exhibitor will submit plans and visuals of custom designed exhibits to the conference organiser by no later than date specified for said Conference. Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building.

#### 4.9. Branding and Marketing

4.9.1. Sponsors and exhibitors will submit all artwork, branded materials and videos for advertising, either purchased or forming part of their sponsorship package to BCC by the date agreed to by both parties and documented in the specified sponsorship document.

4.9.2. Placement of sponsor or exhibitor logo on branded items is at the discretion of the Client and BCC (if applicable).

4.9.3. Placement of sponsor advertisements on the Conference website or mobile app is at the discretion of The Client and BCC (if applicable)

The Client is the organisation or party that has engaged BCC Management as a Professional Conference Organiser for the administration of the Conference.

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

**Signature**

**Position**

**Company**

**Date**