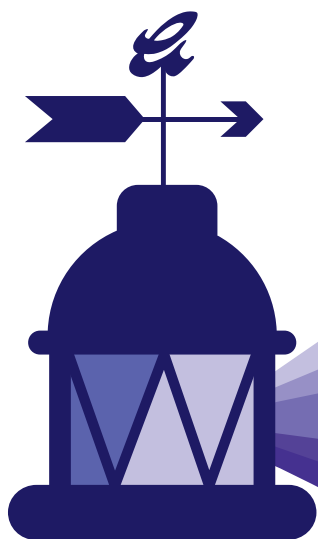


ALEA NATIONAL
CONFERENCE



LIGHTING
the way for
LITERACY

**SPONSORSHIP
PROSPECTUS**

9-12 JULY 2026 FREMANTLE WA

 AUSTRALIAN LITERACY
EDUCATORS' ASSOCIATION

2026 NATIONAL ENGLISH & LITERACY CONFERENCE

LIGHTING the WAY for LITERACY

A MESSAGE FROM THE CONFERENCE CO-CONVENORS

Our 2026 conference title, Lighting the WAY for Literacy, invites us to imagine how we might illuminate the path forward for learners, educators, and the broader literacy community. Situated in the vibrant city of Fremantle, this year's gathering is both a celebration and a call to action—recognising the power of English and literacy education to spark critical thinking, amplify diverse voices, and build connected, compassionate literacy education communities.

Each of our three key themes is a point of light, guiding us towards a richer, more equitable future:

- **Empowering Voices** – Honouring the diverse voices of students, educators, and researchers by fostering agency, cultural identity, and inclusion through authentic, evidence-informed literacy practices.
- **Thinking Critically** – Engaging deeply with texts, ideas, and the world to foster discernment, inquiry and meaningful understanding.
- **Creating Communities** – Strengthening partnerships across classrooms, schools and sectors to support all learners in thriving.

This year, we reflect not just on what we teach, but why and how we teach—shifting focus from the noise of performative accountability towards what truly transforms lives: literacy that empowers, challenges, and connects.

As always, the conference offers a unique opportunity to gather face-to-face with fellow educators, researchers, and thought leaders who share your passion and commitment. We invite you to join us in Fremantle at the Esplanade Hotel Perth on the 9-12 of July 2026, to learn, share, and help light the WAY.

Kelly Taylor
ALEA WA State
Director
Co-Convenor

Jess Nailer
ALEA WA Local Council
President
Co-Convenor

INVITATION TO SPONSOR AND EXHIBIT

The 2026 ALEA National Conference, Lighting the WAY for Literacy, will bring together educators, researchers, leaders, and policy influencers from across Australia and beyond to explore the transformative power of literacy. Set within the vibrant community that is Fremantle, this professional event offers a unique opportunity to engage directly with hundreds of English and literacy professionals working across early years, primary, secondary and tertiary sectors.



WHY SPONSOR OR EXHIBIT?

Partnering with us as a sponsor or exhibitor gives you direct access to a highly engaged audience of approximately 400 delegates. It demonstrates your commitment to supporting literacy education and innovation, while raising your organisation's profile among key decision-makers and thought leaders.

We offer a variety of sponsorship levels and exhibition options to suit your goals and budget, and we're happy to collaborate with you to develop a bespoke package tailored to your needs.



KEY SPONSORSHIP BENEFITS:

- Visibility at Australia's premier conference for English and literacy education
- Acknowledgement as an industry leader committed to empowering voices, critical thinking, and community building
- Direct engagement with educators, school leaders, researchers, pre-service teachers, and training organisations
- Recognition across promotional materials, social media, and during the event
- Priority booth allocation for early sponsors (first come, first served)
- Increased brand awareness through our marketing campaigns and on the official conference website
- Opportunities to network and build goodwill across educational sectors

All sponsors will be acknowledged throughout the lead-up to the conference and during the event itself. Delegates will be actively encouraged to visit the exhibition space, maximising your exposure and opportunities for meaningful engagement.



IMPORTANT NOTES FOR EXHIBITORS:

- Insurance: In accordance with Australian regulations, all exhibitors must hold Public and Product Liability Insurance with a minimum indemnity of AU\$10 million
- Unavoidable Occurrences: In the event of a cancellation or postponement beyond the control of the organisers or venue, sponsors and exhibitors will not be entitled to a refund or compensation for loss or damage
- Payment Methods: Available options include EFT, and credit card. Payment details will be provided on your invoice
- All prices listed include GST



LET'S CONNECT

We invite you to be a part of this landmark event in 2026. Explore our sponsorship packages or speak with our team about how we can customise one that aligns with your brand, goals and values. For more information and ongoing updates—including announcements about speakers and featured authors—please visit: eventandconfco.eventsair.com/2026-alea-conference

We look forward to welcoming you to Perth and connecting in person at Lighting the WAY for Literacy.

2026 ALEA National Conference – Lighting the WAY for Literacy

Esplanade Hotel, Fremantle | 9-12 July 2026

Click to visit our website



OVERVIEW OF SPONSORSHIP PACKAGES AND PRICING

PLATINUM SPONSOR – \$20,000 (One Available)

GOLD SPONSOR – \$15,000 (Two Available)

SILVER SPONSOR – \$10,000

BRONZE SPONSOR – \$5,000

TRADE STAND – \$3,500

NON-FOR-PROFIT SPONSORSHIP – Price to be negotiated

KEYNOTE SPEAKER SPONSOR – \$5,500 (Limited)

AUSTRALIAN AUTHOR SPONSOR – \$3,500 (Limited)

SCHOLARSHIP SPONSOR – \$1,100

EVENT APP SPONSOR – \$6,500 (One Available)

LANYARD SPONSOR – \$3,000 (One Available)

COFFEE CART SPONSOR – \$5,500 (Two Available)

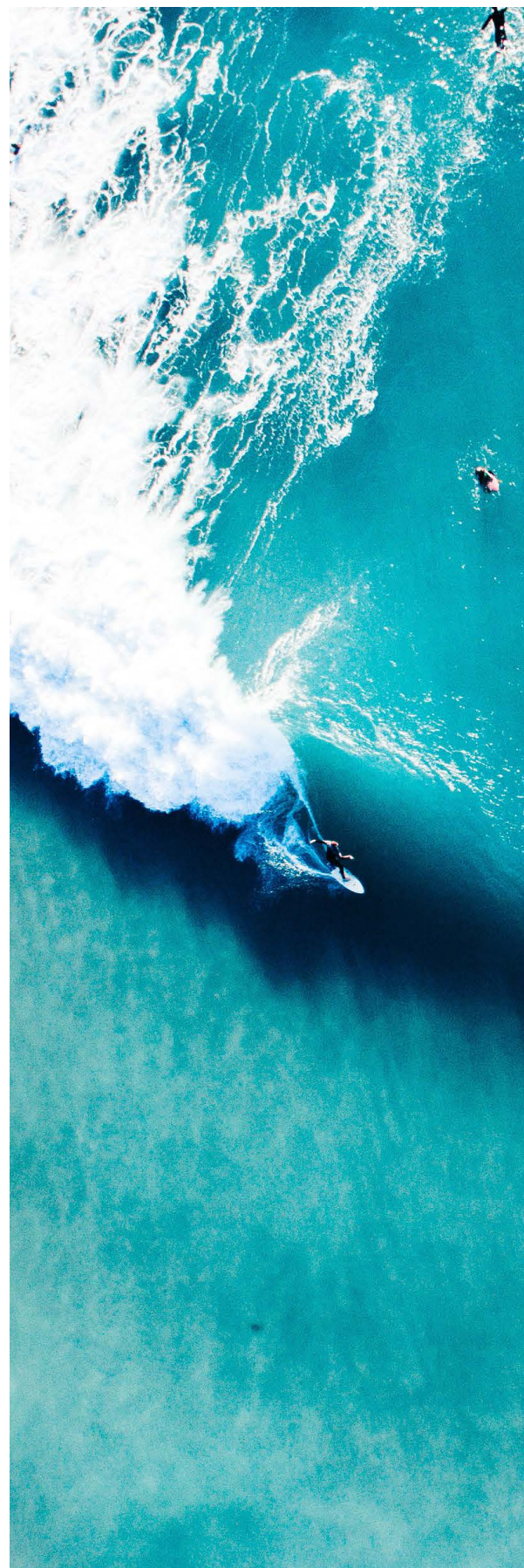
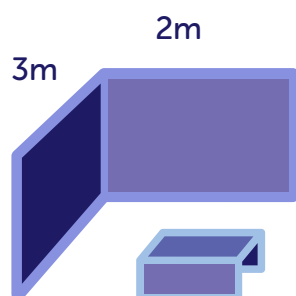
SACHEL INSERT – \$1,000

PRICES ARE INCLUSIVE OF GST.

PLATINUM SPONSOR

\$20,000 | One Available

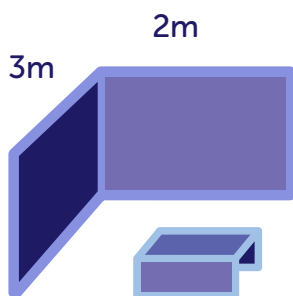
- One (1) x complimentary 3m x 2m exhibition booth in a prime location including trestle table with linen, two chairs and power
- Four (4) x complimentary registrations, inclusive of welcome reception
- Logo on all Conference marketing material
- Logo and hyperlink to your website included on the sponsors page of the conference website
- Verbal acknowledgement by the master of ceremonies (MC) during the opening and closing remarks
- Opportunity to speak at opening plenary session (maximum 5 minutes)
- Banner advertisement on Conference App
- Logo and profile listing in the Conference App
- One (1) push notification via the Event App which can be used to promote your sponsorship
- Logo included on marketing emails sent to all participants before, during and after the event
- Opportunity to provide a branded item to be included in the event bag (sponsor to supply item)



GOLD SPONSOR

\$15,000 | Two Available

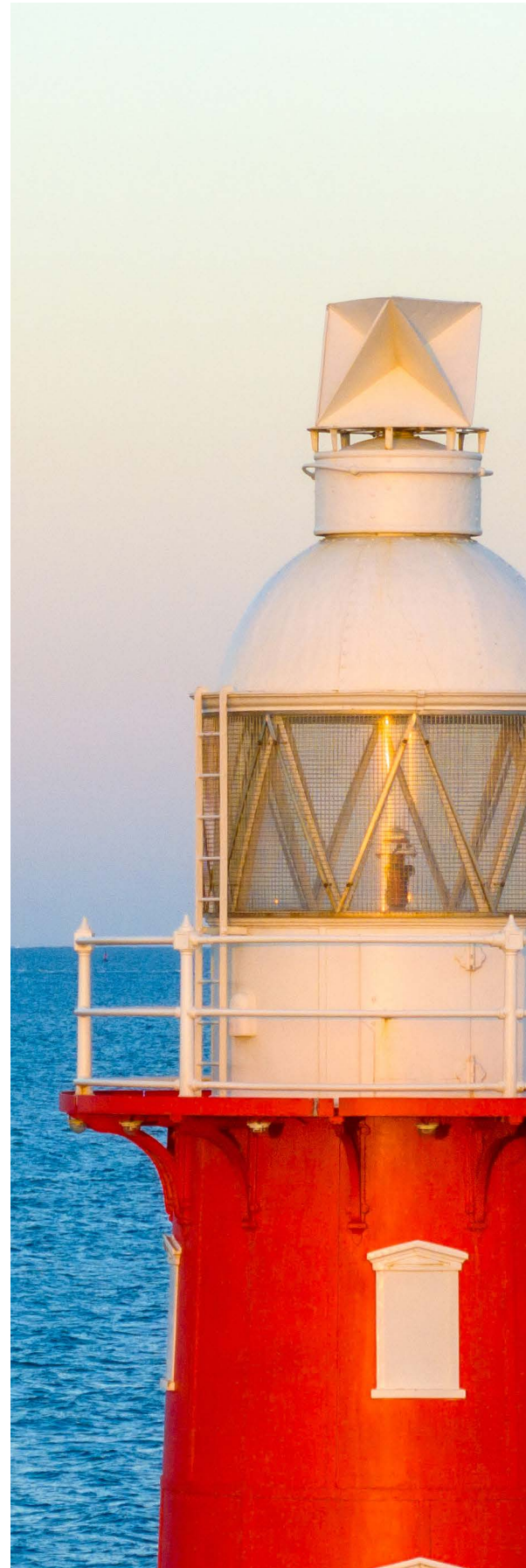
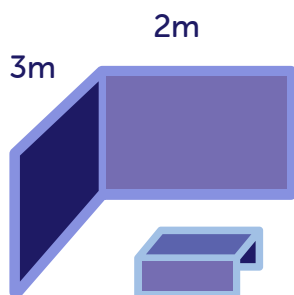
- One (1) x complimentary 3m x 2m exhibition booth including trestle table with linen, two chairs and power
- Three (3) x complimentary registrations, inclusive of welcome reception
- Logo on all conference marketing material
- Logo inclusion in an email marketing campaign to all participants
- Logo and hyperlink to your website included on the sponsors page of the conference website
- Logo and profile listing in the Conference App
- Verbal acknowledgement by the master of ceremonies (MC) during the opening and closing of conference
- Opportunity to provide a branded item to be included in the event bag (sponsor to supply item)



SILVER SPONSOR

\$10,000

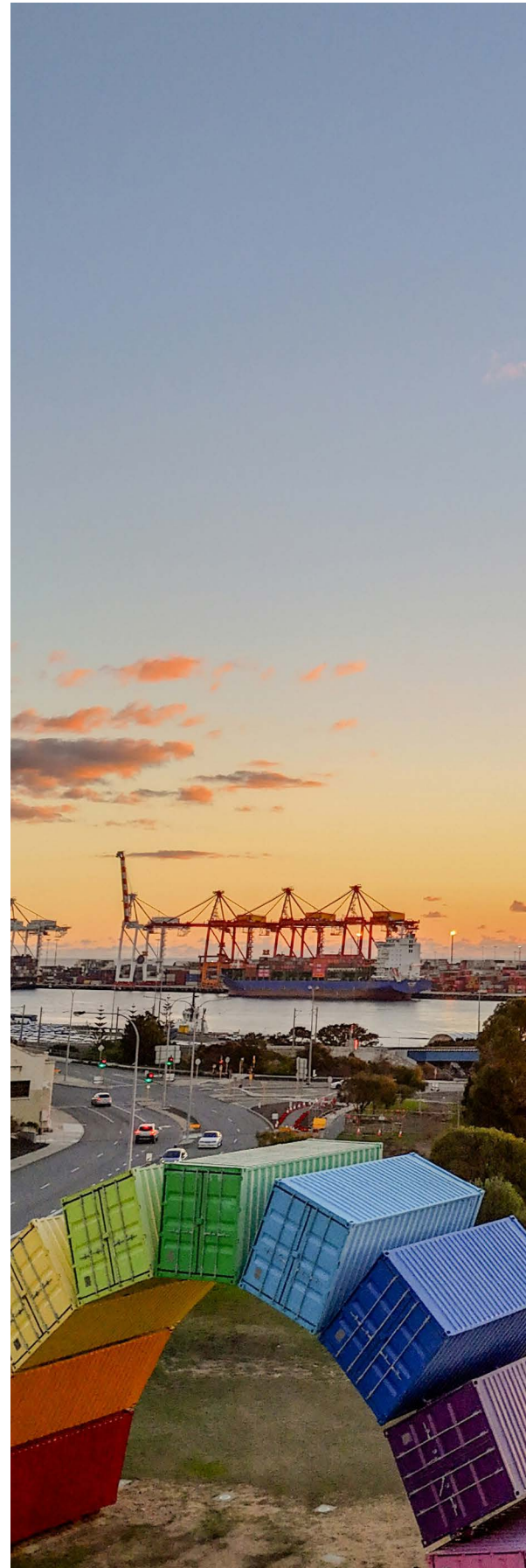
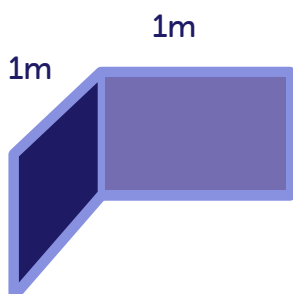
- One (1) x complimentary 3m x 2m exhibition booth including trestle table with linen, two chairs and power
- Two (2) x complimentary registrations, inclusive of welcome reception
- Logo and profile listing in the Conference App
- Logo and hyperlink to your website included on the sponsors page of the conference website
- Logo inclusion in an email marketing campaign
- Verbal acknowledgement by the Master of Ceremonies (MC)
- Opportunity to provide a branded item to be included in the event bag (sponsor to supply)



BRONZE SPONSOR

\$5,000

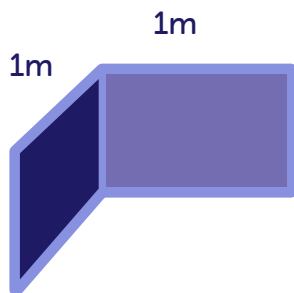
- One (1) x complimentary Trade Stand including one cabinet and chair and power outlet (1m x1m space)
- Two (2) x complimentary registrations, inclusive of welcome reception
- Logo and profile listing in the Conference App
- Logo and hyperlink to your website included on the sponsors page of the conference website



TRADE STAND

\$3,500

- One (1) x complimentary Trade Stand including one cabinet and chair and power outlet (1m x1m space)
- Logo and profile listing in the Conference App
- One (1) x complimentary registration, inclusive of welcome reception (booth assistance tickets extra)*



*For exhibitors bringing additional personnel to assist with booths, a special exhibitor pass and tickets to the Welcome Reception can be purchased.



KEYNOTE SPEAKER SPONSOR

\$5,500 | Limited



Have your organisation associated with a leader in the profession by sponsoring one of our keynote speakers.

- Verbal acknowledgement by the Master of Ceremonies (MC)
- Logo and hyperlink to your website included on the sponsors page of the conference website
- Logo displayed on lectern throughout presentation
- One (1) x social media post acknowledging you as the sponsor for your speaker on the ALEA Facebook & Instagram page
- Sponsor acknowledgement on promotional material related to keynote speaker
- One (1) x complimentary registration, inclusive of welcome reception
- Logo and profile listing in the Conference App

AUSTRALIAN AUTHOR SPONSOR

\$3,500 | Limited



Have your organisation associated with quality literature by sponsoring a recognised Australian author.

- Logo and hyperlink to your website included on the sponsors page of the conference website
- Opportunity to introduce the Australian author prior to their speaking event
- Acknowledgement of your sponsorship at the event
- One (1) x complimentary registration, inclusive of welcome reception
- Logo and profile listing in the Conference App

SCHOLARSHIP SPONSORSHIP

\$1,100 | Multiple



To recognise and facilitate stronger links with people from diverse backgrounds and experiences, the conference offers the opportunity for organisations to sponsor delegate subsidies.

Each Sponsored Scholarship includes:

- One (1) x complimentary registration, inclusive of welcome reception
- A one-year membership to ALEA
- \$100 Book voucher

As a sponsor, your organisation will be acknowledged through:

- Logo recognition on promotional material related to scholarship sponsorships
- One (1) grid social media post on the ALEA Facebook & Instagram page acknowledging all Scholarship Sponsors.
- Logo displayed on digital signage at the conference

EVENT APP SPONSOR

\$6,500 | One Available

Your logo will be featured on the app, giving you consistent visibility every time attendees navigate the platform.

- Logo and hyperlink to your website included on the sponsors page of the conference website
- Branded Conference banner on opening page of App
- Logo and profile listing in the Conference App
- Verbal acknowledgement by the MC
- Two (2) x complimentary registrations, inclusive of welcome reception



LANYARD SPONSOR

\$3,000 | One Available

As Lanyard Sponsor, your brand will be front and centre throughout the entire event.

Every delegate will wear your logo, ensuring continuous visibility and brand recognition across the Conference.

- Logo and hyperlink to your website included on the sponsors page of the conference website
- Logo and profile listing in the Conference App
- Opportunity to supply branded lanyards (at sponsor's cost). Conference Organiser to provide exact number/requirements



COFFEE CART SPONSOR

\$5,500 | Two Available

- Logo and hyperlink to your website included on the sponsors page of the conference website
- Verbal acknowledgement by the MC
- Logo and profile listing in the Conference App
- One (1) x complimentary registration, inclusive of welcome reception
- Opportunity to provide branded take-away cups (sponsor to supply). Conference Organiser to provide exact number/requirements
- Coffee cart to be branded with company logo



ADVERTISING OPPORTUNITY

SATCHEL INSERT

\$1,000

Promotional item/brochure in delegate satchel

Your organisation's product sample, promotional item or brochure can be provided as part of the satchel available to all delegates who arrive onsite to attend the conference. Size of inserts should be no larger than A4 and the number of inserts for this conference will be shared closer to the conference date.



BOOKING FORM

CONTACT DETAILS

Contact Name

Company Name

Contact Number

Email

Website

Billing Address

SELECTED PACKAGE (INC GST)

Platinum Sponsor	\$20,000
Gold Sponsor	\$15,000
Silver Sponsor	\$10,000
Bronze Sponsor	\$5,000
Trade Stand	\$3,500
Non-For-Profit Sponsorship	TBA
Keynote Speaker Sponsor	\$5,500
Australian Author Sponsor	\$3,500
Scholarship Sponsor	\$1,100
Event APP Sponsor	\$6,500
Lanyard Sponsor	\$3,000
Coffee Cart Sponsor	\$5,500
Satchel Insert	\$1,000

I have read and accept the terms and conditions.

Name

Signed

Organisation

Date

AN INVOICE WILL BE SENT UPON RECEIPT OF THIS BOOKING FORM

Please complete and submit this application form via email, or for further information contact:
EVENT & CONFERENCE CO. (08) 6102 2516 ALEA@EVENTANDCONFERENCECO.COM.AU

TERMS & CONDITIONS

TERMS AND CONDITIONS

The Australian Literacy Educators' Association (ALEA) 2026 Conference Committee:

- may accept or reject an application; and
- will allocate places to applicants that it has accepted at its sole and absolute discretion.

The term "purchasing party" refers to the organisation booking a Trade exhibition or Sponsorship package.

The 'Organiser' refers to the ALEA 2026 Steering Conference Committee.

- The parties have a legally binding relationship once the application form has been signed and a confirmation email and invoice have been issued.
- A purchasing party must ensure that all its actions, equipment, materials, and goods supplied or used by it comply with all applicable laws, bylaws, regulations, requirements, codes, and standards, including those with respect to fire, safety, health, and environmental matters.
- It is the responsibility of the purchasing party to supply the Organiser with correct materials, information and/or artwork required in order for the Organiser to be able to provide the purchasing party's entitlements. The Organiser will inform the purchasing party of the deadlines for receipt or supply of any materials, information and/or artwork. It is the sole responsibility of the purchasing party to ensure that these deadlines are met.
- The deadlines specified by the Organiser for the supply of materials, information and/or artwork by a purchasing party are not negotiable.
- If materials, information and/or artwork are not received by the Organiser by the deadline, the Organiser may not be able to deal with them as originally intended. If a purchasing party does not provide materials, information and/or artwork to the Organiser by the deadlines specified, the Organiser will have no liability to the purchasing party and the purchasing party will not be entitled to any cash or any other refusal of these entitlements.
- It is the purchasing party's responsibility to provide the correct company name and spelling for exhibition signage and the conference program.
- Exhibition space will be made available for installation by the purchasing party at a date and time notified to the sponsor in advance. Exhibits must not be dismantled before the conclusion of the exhibition. It will be the responsibility of each purchasing party to have its exhibit fully installed prior to the opening of the exhibition and to dismantle and remove their exhibition after the close of the conference.
- The organiser reserves the right at any time alter or remove exhibits of any part of including printed material, products, signs, lights, or sound and to expel exhibitors/ purchasing party or their personnel, or in the opinion of the Organiser, if their conduct or presentation is objectionable to ALEA or to the other conference participants.
- Teaching reference books may be sold by exhibitors/ publishers. There will be an official bookseller at the conference who will stock fiction, children's literature, novels, etc.
- Full payment of Sponsorship packages is considered by the Organiser to be firm acceptance of its offer and there is no provision for a refund for Sponsorship packages. As such, you are liable for the amount owed irrespective of whether you proceed.
- The arrangement for Exhibitor packages may be cancelled by a purchasing party by providing written notice to the Organiser 60 days or more prior to the service. If the cancellation is received in accordance with this clause, the Organiser will refund the fee less an administration fee of 15% of the sponsorship amount.
- If the exhibitor (or advertiser and the like) cancels with less than 60 days prior to the conference opening, they will not be entitled to a refund.