

Great Expectations



2025 AASE National Conference

27-29 August 2025 | Rydges Melbourne, Victoria

SPONSORSHIP AND EXHIBITION PROSPECTUS

#aase2025

Welcome

On behalf of the Australian Association of Special Education, it is our pleasure to invite your organisation to participate as a Sponsor or Exhibitor at the **2025 AASE National Conference**.

The Conference, to be held at Rydges Melbourne, Victoria will comprise pre-conference school visits on Wednesday, 27 August 2025 with two days of keynote and concurrent sessions on Thursday, 28 and Friday, 29 August 2025. Traditionally, this event attracts 250 attendees.

A Welcome Reception will be held on the evening of Wednesday, 27 August at the Rydges Melbourne Rooftop Bar, with the Conference Dinner to be held on the evening of Thursday, 28 August in the Rydges Melbourne Ballroom. We invite sponsors and exhibitors to join us!

The 2025 theme '**Great Expectations**' acknowledges the importance of thinking about the future and planning for great achievements, creating innovative learning environments that equip, inspire, encourage and support the diversity of learners in Australian schools. It is about setting great expectations for all members of the education community.

Delegates can prepare to be inspired through learning with a focus on practical strategies and solutions that can be adapted for work setting. The focus on optimism and real-world examples will contribute to a positive and empowering conference experience.

As a Sponsor or Exhibitor, you will gain visibility and have multiple opportunities throughout the Conference to promote your brand, products and services directly to attendees. AASE 2025 can assist you with lead generation available within the Conference App, allowing you to gather more delegate data than before.

Why Sponsor this Conference?

This is an opportunity for your organisation to increase brand awareness, generate sales leads, develop new and existing client relationships as well as to showcase your services directly to your target market.

All Sponsors and Exhibitors will:

- Have the opportunity to participate in a highly successful Conference with a strong history and growing delegate participation.
- Be able to launch new products to key decision makers within the industry.
- Have unrivalled opportunity to meet commercial prospects face-to-face.
- Be able to show your product range in real-time, rather than by catalogue or word of mouth.
- Raise your profile in the special education sector and add value to your brand.
- Have your company promoted nationally through relevant Conference publications and advertising.
- Add value to your marketing strategy and accelerate the buying process.
- Have the opportunity to increase sales and benchmark products and services against competitors.

Who are the Delegates?

- ⇒ Teachers and School Leaders from Primary, Secondary and Special Schools
- ⇒ Classroom Support Staff
- ⇒ School Counsellors
- ⇒ Special Education Consultants
- ⇒ Academics and Researchers
- ⇒ State and Federal Department of Education Officers
- ⇒ Industry Service Providers
- ⇒ Aspiring Leaders
- ⇒ Parents

2025 Sponsorship Packages

The below table provides an overview of the various sponsorship packages for quick reference and easy comparison. Please see the following pages for further detail, and please contact us if you require further information.

	Platinum Conference Sponsor	Gold Conference Dinner Sponsor	Gold Barista Coffee Cart Sponsor
Investment	\$9,000 + GST	\$7,000 + GST	\$7,000 + GST
Two Day Conference Registration (incl. social functions)	3	2	2
Single Exhibition Booth	✓	✓	✓
Display of Pull Up Banners	4 @ Conference Venue	2 @ Conference Venue	2 @ Coffee Cart
Additional Function Tickets	-	2 x Dinner Tickets	-
Address to Delegates	5-minutes at Day 1 Opening	5-minutes at Dinner	5-minutes at Day 2 Opening
Logo placement on..	Home Page and Supporters Page of Website	Supporters Page of Website	Supporters Page of Website
Advertisement on Attendee App	1 x Banner Ad on App	1 x Banner Ad on App	1 x Banner Ad on App
Sponsor Profile on Conference App	✓	✓	✓
Access to delegate contact information via the Conference Attendee App	✓	✓	✓
Recognition on select formality PPT holding slides	✓	✓	✓
Recognition in all promotional emails	✓	✓	✓
Opt-in Delegate List provided post-conference	✓	✓	✓

2025 Sponsorship Packages

The below table provides an overview of the various sponsorship packages for quick reference and easy comparison. Please see the following pages for further detail, and please contact us if you require further information.

	Silver Welcome Reception Sponsor	Silver Delegate Lanyard Sponsor	Bronze Keynote/ Stream Sponsor
Investment	\$5,000 + GST	\$5,000 + GST	\$3,000 + GST
Two Day Conference Registration (incl. social functions)	1	1	1 x Day Delegate Only
Single Exhibition Booth	-	-	-
Display of Pull Up Banners	2 @ Welcome Venue	-	-
Additional Function Tickets	2 x Welcome Tickets	1 x Welcome Ticket	-
Address to Delegates	5-minutes at Wel- come	-	Speaker Introduction
Logo placement on..	Supporters Page of Website	Lanyard and Supporters Page of Website	Supporters Page of Website
Advertisement on Attendee App	-	-	-
Sponsor Profile on Conference App	✓	✓	✓
Access to delegate contact information via the Conference Attendee App	✓	✓	✓
Recognition on select formality PPT holding slides	✓	✓	✓
Recognition in all promotional emails	✓	✓	✓
Opt-in Delegate List provided post-conference	✓	✓	✓

Platinum Conference Sponsor

Package Fee: \$9,000 + GST

Unlock unparalleled exposure and industry recognition by securing our Platinum Conference Sponsorship. This exclusive opportunity positions your company as a pivotal leader, with prominent branding and maximum visibility throughout the event, solidifying your status as a key player in the industry.

Entitlements include:

Registration

- Three (3) complimentary Two Day Conference Registrations including social functions

Exhibition

- One (1) Exhibition Booth

Program Involvement

- Opportunity to provide a 5-minute address to delegates during the Opening Plenary session on day 1 of the Conference
- Company logo displayed on select conference formality PowerPoint slides
- Inclusion in the Exhibitor Passport competition

Company branding and promotion

- Recognition as the **exclusive** Platinum Conference Sponsor
- Four (4) pull up banners displayed throughout the Conference (sponsor to provide)
- Logo and hyperlink on Home page and Supporters page of the Conference Website
- Sponsor profile included on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- One (1) Logo advertisement banner on the Conference Attendee App with a hyperlink back to organisation website (upload of Sponsor Logo)
- Sponsorship acknowledged in all conference promotional emails (company logo with hyperlink)

Business development opportunities

- Access to delegate contact information via the Conference Attendee App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference

Gold Conference Dinner Sponsor

Package Fee: \$7,000 + GST

Elevate your company's status and be the toast of the event by sponsoring the Conference Dinner. You will enjoy a prestigious platform to connect with industry leaders, showcasing your brand's commitment to excellence while leaving a memorable mark on all attendees.

Entitlements include:

Registration

- Two (2) complimentary Two Day Conference Registrations including social functions
- Two (2) additional tickets to the 2025 Conference Dinner

Exhibition

- One (1) Exhibition Booth

Program Involvement

- Opportunity to provide a 5-minute address to delegates at the Conference Dinner
- Logo displayed on select conference formality PowerPoint slides
- Inclusion in the Exhibitor Passport competition

Company branding and promotion

- Recognition as the **exclusive** Gold Conference Dinner Sponsor
- Two (2) pull up banners displayed at the Conference Dinner venue (sponsor to provide)
- Logo and hyperlink on Supporters page of the Conference Website
- Sponsor profile included on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- One (1) logo advertisement banner on the Conference Attendee App with a hyperlink back to organisation website (upload of Sponsor logo)
- Sponsorship acknowledged in all conference promotional emails (company logo with hyperlink)

Business development opportunities

- Access to delegate contact information via the Conference Attendee App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference

Gold Barista Coffee Cart Sponsor

Package Fee: \$7,000 + GST

Coffee is an integral part of every Conference delegate's experience. You will have a captive audience of engaged attendees, ensuring your company's presence is at the heart of networking and conversations, making it an ideal opportunity for brand recognition and connection. A barista coffee cart will be available in the exhibition area during all catering breaks.

Entitlements include:

Registration

- Two (2) complimentary Two Day Conference Registrations including social functions

Exhibition

- One (1) Exhibition Booth

Program Involvement

- Opportunity to provide a 5-minute address to delegates during the Opening Plenary session on day 2 of the Conference
- Company logo displayed on select conference formality PowerPoint slides
- Inclusion in the Exhibitor Passport competition

Company branding and promotion

- Recognition as the **exclusive** sponsor of the Barista Coffee Cart
- Two (2) pull up banners displayed at the Barista Cart (sponsor to provide)
- Opportunity to provide branded disposable Coffee Cups, napkins etc. (sponsor to provide)
- Logo and hyperlink on the Supporters page of the Conference Website
- Sponsor profile included on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- Two (2) push notifications via the Conference Attendee App promoting the Coffee Cart
- One (1) Logo advertisement banner on the Conference Attendee App with a hyperlink back to organisation website (upload of Sponsor Logo)
- Sponsorship acknowledged in all conference promotional emails (company logo with hyperlink)

Business development opportunities

- Access to delegate contact information via the Conference Attendee App (allows for contact exchange, meeting invitations and exporting saved connections/sales notes)
- Opt-in Delegate list provided post-conference

Silver Welcome Reception Sponsor

Package Fee: \$5,000 + GST

Make a lasting impression and seize the spotlight by sponsoring the conference Welcome Reception. This exclusive opportunity allows your company to connect with attendees and showcase your businesses commitment to the Conferences success, providing unparalleled exposure and networking potential.

Entitlements include:

Registration

- One (1) complimentary Two Day Conference Registration including social functions
- Two (2) additional tickets to the Welcome Reception

Program Involvement

- Exclusive 5-minute address to delegates at the Welcome Reception
- Logo displayed on select conference formality PowerPoint slides

Company branding and promotion

- Recognition as the **exclusive** Silver Welcome Reception Sponsor
- Two (2) pull up banners displayed at the Welcome Reception venue (sponsor to provide)
- Logo and hyperlink on Supporters page of the Conference Website
- Sponsor profile included on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- Sponsorship acknowledged in all conference promotional emails (company logo with hyperlink)

Business development opportunities

- Your complimentary delegate will have access to delegate contact information via the Conference Attendee App (allows for contact exchange, meeting invitations and exporting saved connections)
- Opt-in Delegate list provided post-conference

Silver Delegate Lanyard Sponsor

Package Fee: \$5,000 + GST

This sponsorship opportunity offers prominent exposure of your organisation and logo. Each delegate will receive a lanyard when they register at the conference and will be required to wear this for the duration of the event. Every delegate onsite will be wearing your branding, providing your company with great exposure!

Entitlements include:

Registration

- One (1) complimentary Two Day Conference Registration including social functions
- One (1) additional ticket to the Welcome Reception

Company branding and promotion

- Recognition as the **exclusive** Silver Delegate Lanyard Sponsor
- Company logo alternated with the AASE logo on the Conference lanyard (single colour logo print)
- Logo and hyperlink on Supporters page of the Conference Website
- Sponsor profile included on the Conference App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- Sponsorship acknowledged in all conference promotional emails (company logo with hyperlink)

Business development opportunities

- Your complimentary delegate will have access to delegate contact information via the Conference Attendee App (allows for contact exchange, meeting invitations and exporting saved connections)
- Opt-in Delegate list provided post-conference

Bronze Keynote/ Stream Sponsor

Package Fee: \$3,000 + GST

As a keynote speaker or conference stream sponsor, your organisation will be exposed to a large audience who will associate your organisation with a leader in the field. Please visit our conference website for more information on our confirmed invited keynote speakers. This opportunity is subject to the approval of the speaker and committee.

Entitlements include:

Registration

- One (1) complimentary Day Delegate Registration (not including social functions)

Program Involvement

- Recognition within the program next to the keynote/stream being sponsored
- Opportunity to introduce your sponsored keynote/stream session presenter
- Company logo displayed on sponsor recognition and sponsored session formality PowerPoint slides

Company branding and promotion

- Logo and hyperlink on Supporters page of the Conference Website
- Sponsor profile included on the Conference Attendee App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- Sponsorship acknowledged in all conference promotional emails (company logo with hyperlink)

Business development opportunities

- Your complimentary delegate will have access to delegate contact information via the Conference Attendee App (allows for contact exchange, meeting invitations and exporting saved connections)
- Opt-in Delegate list provided post-conference

Trade Exhibition Package

Package Fee: \$2,500 + GST

The conference program has been designed in a way to maximise the opportunity for delegates to visit the exhibition during the tea and lunch breaks. The trade exhibition will run from Thursday, 28 to Friday, 29 August 2025. Morning Tea, Lunch and Afternoon Tea will be served amongst the trade exhibitors.

Exhibition Booth

- 1 x shell scheme wall system (2.0m x 2.0m)
- 1 x trestle table (1.8m x 0.7m)
- 2 x chairs per table
- 1 x digital print fascia bearing your company name (up to 32 letters)
- 1 x arm light per booth
- 1 x single 4amp power point per stand

Exhibition Booth Inclusions

- One (1) Exhibitor Staff Pass (includes access to conference sessions and catering)
- Exhibitor profile included on the Attendee App (allows for the inclusion of video content, promotional documents and links to your website or social media sites)
- Logo and hyperlink on Supporters page of the Conference Website
- Inclusion in the Exhibitor Passport competition

Business Development Opportunities

- Access to delegate contact information via the Conference Attendee App (allows for contact exchange, meeting invitations and exporting saved connections/ sales notes)
- Opt-in Delegate list provided post-conference

Trade Exhibition Package

Additional Exhibition Staff

Catering is included in your exhibition package for up to one (1) staff member. Please note that these registrations do not include access to social functions. If you have a complimentary exhibition stand as part of a sponsorship package (Platinum and Gold only) exhibitor staff passes are not included in your package. It is assumed your complimentary full conference registrants will staff your exhibition stand during breaks.

Additional staff to man the exhibition booth can be purchased at \$100.00 per day, to strictly cover the catering fees charged by the venue.

Trade Exhibitor Insurance

In-person exhibitors should consult their own insurance company and/or broker for proper 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 on Wednesday, 27 August until the completion of bump out on Friday, 29 August 2025.

A copy of your Public Liability Certificate of Currency must be uploaded to the Online Exhibitor Information Portal by no later than Tuesday, 29 July 2025.

Online Exhibitor Information Portal

The Online Exhibitor Portal, to be sent out approximately 2 months prior to the Conference, will provide you with all the information that you need in order to plan your attendance.

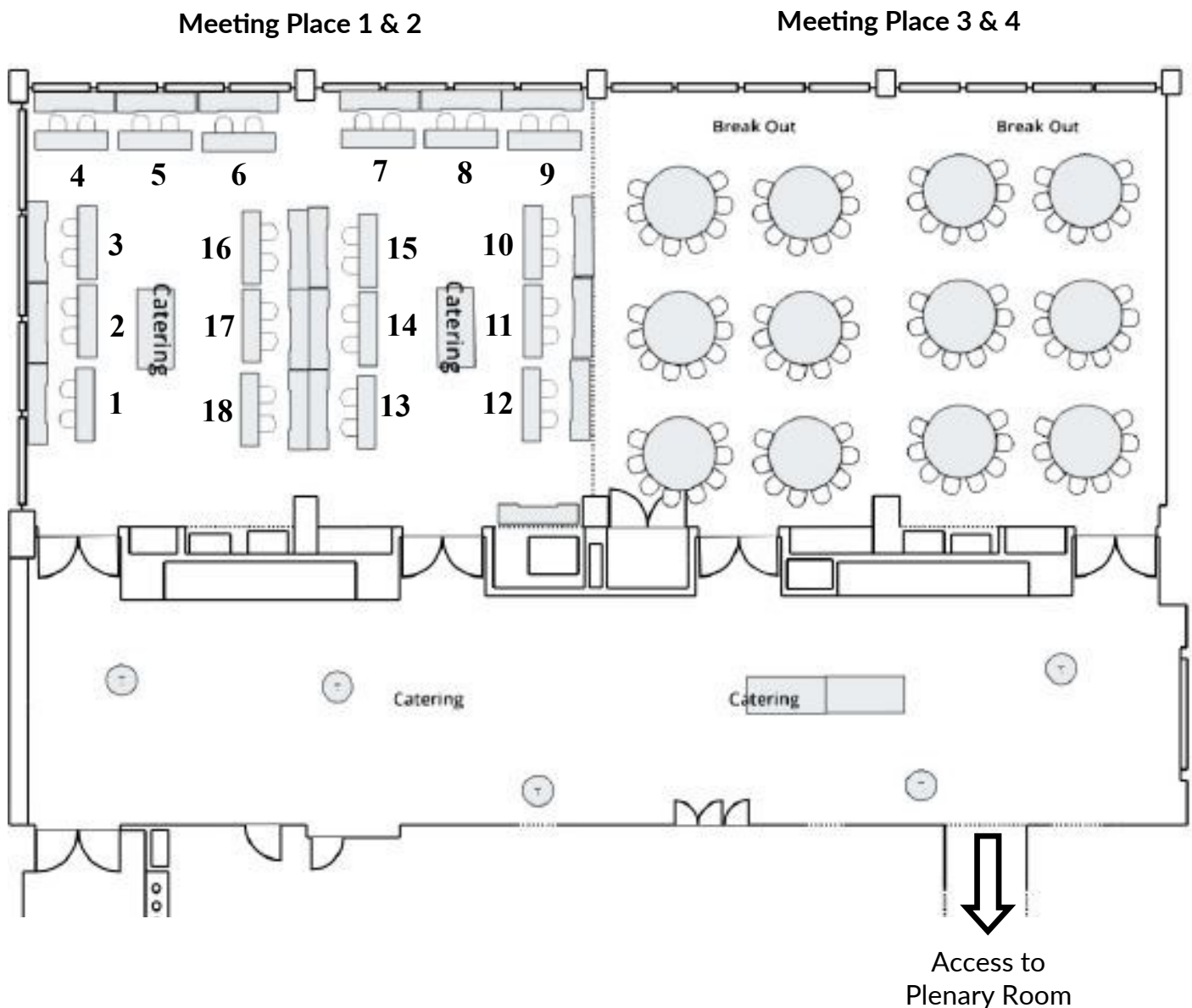
Do you need a custom package to meet your needs?

We can work with you to create packages and commitment levels tailored to suit your marketing strategies that will help your company achieve the best results at the 2025 AASE National Conference. If you would like to discuss custom packages, please contact:

Kaid Lawson
Conference Coordinator

Ph: 02 9744 5252
E: klawson@gemsevents.com.au

Exhibition Floorplan - Meeting Place 1 & 2



Session Rooms

- Plenary Room - Centre Stage (not on plan)
- Breakouts 1 & 2 - Centre Stage 1 & 2 (not on plan)
- Breakout 3 - Meeting Place 3
- Breakout 4 - Meeting Place 4
- Exhibition and Catering - Meeting Place 1 & 2 and Foyer

Sponsorship & Exhibition Booking Form

Please complete the following three (3) page Booking Form and return to mglasson@gemsevents.com.au

Contact Person	
Position	
Company	
Postal Address	
Mobile	
Email	
Website	

Sponsorship/Exhibition Options

Exhibition Package	Cost excl. GST	Quantity	Sub-Total
Trade Exhibition Booth (2m x 2m)	\$2,500		
Sponsorship Package	Cost excl. GST	Quantity	Sub-Total
Platinum Conference Sponsor	\$9,000		
Gold Conference Dinner Sponsor	\$7,000		
Gold Barista Coffee Cart Sponsor	\$7,000		
Silver Welcome Reception Sponsor	\$5,000		
Silver Delegate Lanyard Sponsor	\$5,000		
Bronze Keynote Speaker Sponsor <i>Speaker to be sponsored:</i>	\$3,000		
Bronze Concurrent Stream Sponsor <i>Stream to be sponsored:</i>	\$3,000		

Trade Display Location

If a Trade Display is included in your Sponsorship Package, or you are purchasing a standalone Trade Display Package, please provide your preferences for exhibition space:

Preference 1 _____ Preference 2 _____ Preference 3 _____

Terms and Conditions

A completed booking form is required to confirm your sponsorship or trade exhibition space booking.

- Exhibition space will be allocated on a 'first come, first served' basis. Spaces will be allocated in order of your preferences on your booking form. Where only one preference is provided, and that space has already been sold, a space will be allocated as close as possible to the desired location.
- Payment does not have to accompany the booking form, however payment terms and conditions below must be adhered to else the space may be released for sale to another exhibitor.
- Upon receipt of the signed booking form, the Conference Organiser will confirm entitlements in writing and forward a booking confirmation along with a tax invoice.
- The full amount of the booking must be paid within 21 days from the date of invoice and by no later than 1 month prior to the Conference.
- For bookings within a month of the conference, the full amount of the booking must be settled within 72 hours and prior to the Conference commencement date. No exhibitor will be allowed to occupy the allocated exhibition space until all monies owing to the Conference Organiser are paid in full.
- All amounts are payable in Australian Dollars. Cheques must be made payable to GEMS Event Management Australia. Direct Debits are to be made to the account number listed on the bottom of the Tax invoice.
- All credit card payments will incur a credit card processing fee. Fees (as at 1st January 2023) are: American Express 1.98% + \$0.20 transaction fee, Mastercard: 1.12% and Visa 1.15%.
- All payments must include 10% Goods and Services Tax.
- Acceptance of sponsorship and exhibition bookings is at the discretion of the Conference Organising Committee. All bookings are subject to approval by the Conference Committee.
- Sponsors/Exhibitors are not permitted to assign, sublet or apportion the whole or any part of their package/booked space unless prior consent in writing from the Conference Organisers is provided.
- All exhibitors must produce a valid Public Liability insurance Certificate of Currency for the period of the exhibition and this must be submitted to the Conference Organiser by **Tuesday, 29 July 2025**.
- The Conference Organiser reserves the right in unforeseen circumstances to amend or alter the exact site or location of the stand and the exhibitor undertakes to agree to any alteration to the site or the space reallocated by the Conference Organiser.

- The Conference Organiser reserves the right to change the exhibition floor layout if necessary.
- The Conference Organiser agrees to provide the exhibitor with an Exhibition Manual.
- 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.
- The Conference Organiser will arrange security onsite, if required by the venue, during the period of the exhibition but will accept no liability for loss or damage.
- 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.
- The exhibitor must comply with all the directions/requests issued by the Conference Organiser including those outlined in the Exhibition Manual.
- The exhibitor will not display or 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.
- The exhibitor agrees to adhere to all conference venue rules and regulations.
- Official contractors will be appointed by the Conference Organiser to undertake stand construction, freight forwarding (if applicable) supply of furniture, electrics and IT Equipment. This is for insurance and security reasons.
- Discounts for any entitlements not used or required will not be provided.

Sponsorship and Exhibition Cancellation Policy

Sponsors - Cancellations received in writing by the Conference Organisers, will only be accepted if the sponsoring company has not yet received coverage in any promotional emails or marketing documents. In this instance, all fees will be refunded less an AUD\$550 administration fee. Cancellations received after the sponsoring company has received the above-mentioned acknowledgements, cannot be accepted, and will not be refunded.

Exhibitors - Cancellations received in writing by the Conference Organisers by **Tuesday, 24 June 2025** will be accepted, and all fees refunded less an AUD\$550 administration fee. Cancellations received after this date will not be eligible for a refund.

Terms and Conditions

Sponsorship and Exhibition Booking Agreement

I/We wish to sponsor/exhibit at the 2025 AASE National Conference and apply for the sponsorship package/exhibition space as indicated. We agree to pay the total cost as shown on the dates indicated, 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 the intellectual property in accordance with this Sponsorship and Exhibition Prospectus.

I/We agree to adhere to the Terms and Conditions laid out in the Sponsorship and Exhibition Prospectus.

Signed _____

Name (Print) _____

Position _____

Date _____

