



The Future of AI:

Challenges, Opportunities,
and Predictions

SPONSORSHIP PROSPECTUS



2025 SASBA CONFERENCE
6-8 July 2025
Adelaide Convention Centre

About Us

We connect members through shared learning and networking opportunities, and are committed to positive working partnerships with the Department for Education, like-minded associations and businesses important to the successful delivery of learning and operation of our schools.

Our practical experience enables us to empower and enrich members by providing fresh learning and collaboration opportunities, giving our schools an environment for success.

During the year, our association holds two seminar days (May and November) and an annual residential conference (July) with approximately 200 ancillary leaders from government schools across the state.

These events offer a great opportunity for sponsors to gain exclusive access to staff responsible for the day-to-day management and decision making of purchasing in schools.

OUR VALUES

Connectedness

Feeling heard, supported and connected online and in person.

Growth

Encouraging curiosity, continuous learning and improvement.

Integrity

Modelling principled moral purpose and consistency.

MISSION

To build community, professional networks, and workforce capacity and empower members to influence educational business outcomes.

VISION

To have all school business and finance staff recognised as professionals who positively influence their schools and the SA Education System.

Why Sponsor?

Over 200 delegates from SA Government schools attended the 2024 Conference. Most delegates are purchasing decision makers and influencers within their sites. Delegates' roles include:

- Business Leaders/Managers
- Finance Managers/Officers
- ICT Managers
- Facilities Managers
- Data Managers
- Administration Officers
- Executive Assistants

SASBA delegates enjoy connecting with sponsors and increasing their knowledge about sponsors' products and services. Delegates use this information to influence and inform purchase of goods, equipment and services required for learning and operational purposes.

SASBA members seek advice and information from sponsors and recommendations from colleagues when deciding who to engage for the purchase of goods and services for their sites. The annual SASBA conference is the ideal event for sponsors to meet decision makers, and develop, maintain and build relationships with new and existing customers.

At the conference, there is ample opportunity for sponsors to interact and connect with potential customers face to face.

Promotional opportunities include:

- Maximum opportunities throughout the conference to engage with delegates.
- Break-out sessions dedicated to sponsors exhibition.
- Meet and greet functions.
- Before and after conference workshops.
- Morning tea and lunch breaks.
- Conference dinner.
- Delegate contact details.

2025 SASBA Annual Conference

The annual conference offers concentrated opportunities for sponsors to establish and renew relationships with key staff members from across South Australia, both metropolitan and regional areas.

The conference has been developed based on feedback from sponsors and delegates. The program is designed for maximum impact and networking opportunities for sponsors. This includes delegate/exhibitor interaction at break times, dedicated and compulsory expo break-out sessions, the welcome function on Sunday night and the conference dinner on Monday, providing a more casual atmosphere to interact with delegates. The exhibition component runs from Sunday afternoon and concludes on Tuesday afternoon.

Sponsorship packages have been structured to provide sponsors with a cost-effective and impactful method of meeting a significant proportion of South Australian school decision makers from across the state.

Conference Venue

Adelaide Convention Centre North Terrace Adelaide

The 2025 SASBA Annual Conference will be held at the Adelaide Convention Centre.

With excellent facilities for both sponsors and delegates, this venue is perfect for our requirements. The conference welcome function will be at the Adelaide Convention Centre and Monday night at SkyCity EOS.

All steps are taken to ensure a safe environment in adherence to SA Health directions at the time.

Sponsorship Contact

For general information regarding the conference, please contact:

Ibi Kanellos
Vice President, SASBA
Business Leader Morialta Secondary College
Mobile: 0419 895125
Email: ibi.kanellos147@schools.sa.edu.au

For information directly related to the registration process, please contact:

Deb Budich
Dbusiness Events
Events Phone: 0411 560 506
Email: deb@dbusinessevents.com.au

Draft Conference Program

Sunday 6th July 2025

5.00pm - 9.30pm	Welcome Function Adelaide Convention Centre
-----------------	---

Monday 7th July 2025

8.00am - 9.30am	Registration and Exhibition Open
9.30am - 11.15am	Conference Sessions and Exhibition Sessions
11.15am - 11.45am	Morning Tea and Sponsor Networking
11.45am - 1.15pm	Conference Sessions and Exhibition Sessions
1.15pm - 2.15pm	Lunch and Sponsor Networking
2.15pm - 4.30pm	Conference Sessions and Exhibition Sessions
6.00pm - 7.00pm	Pre dinner drinks
6.00pm - 11.30pm	Conference Dinner with sponsors – SkyCity

Tuesday 8th July 2025

8.00am - 9.00am	Registration and Exhibition Open
9.00am - 10.30am	Conference Sessions and Exhibition Sessions
10.30am - 11.00am	Morning Tea and Sponsor Networking
11.00am - 12.30pm	Conference Sessions and Exhibition Sessions
12.30pm - 1.30pm	Lunch and Sponsor Networking
1.30pm - 4.30pm	Conference Sessions and Exhibition Sessions
4.30pm	Exhibition Bump out

Disclaimer: The above program is correct at the time of publication and is subject to change at any time.

Sponsorship Packages – OVERVIEW

SPONSOR \$4,400 inc GST	BUSINESS PARTNER Industry Exclusive Partnership \$12,000 inc GST per year (3 years)
Unlimited industry representatives	Industry exclusivity – as a Business Partner the business is the only SASBA Business Partner in the specific industry (eg: photographer, photocopier supplier, uniform etc)
List of delegates (post conference)	List of delegates (pre-conference)
2 tickets to Monday dinner	4 tickets to Monday dinner
2 tickets to opening welcome function	4 tickets to opening welcome function
2 exhibitor passes	4 exhibitor passes
Logo/details on conference mobile app	Logo/details on conference mobile app
Exhibition space - single booth	Exhibition space - double booth (priority location)
Listing in SASBA's online business directory	Listing in SASBA's online business directory
Promotion of sponsors on SASBA's internal communication channels and opportunities for sponsors to share upcoming specials/deals with SASBA members	Promotion of sponsors on SASBA's internal communication channels and opportunities for sponsors to share upcoming specials/deals with SASBA members
Banner on conference mobile app	Banner in plenary room and lobby for conference and events (provided by sponsor)
Logo/link on SASBA website (provided by sponsor)	Banner on conference mobile app
2 tickets to end of year networking function	Logo/link on SASBA website
	4 tickets to end of year networking function
	Dinner naming rights - joint
	Logo on event flyers and publications (provided by sponsor)
	Up to 5 min speaking at conference
	Up to 5 min speaking at Seminar & Members' Day
	200 word profile on conference mobile app (provided by sponsor)
	Presentation of raffle prizes on stage
	4 tickets to session or keynote speaker of choice
	Attendance at first time conference delegate welcome function at conference
	Price fixed for 3 years

Other Sponsorship

END OF YEAR MEMBERS' FUNCTION SPONSOR, \$3,300 inc GST (one only)

- Naming rights
- Welcome at the End of Year Members' Christmas Function – speak for 3 minutes
- Signage on the tables around the room (signage supplied by Sponsor)
- Three complimentary tickets to the Function (additional tickets must be purchased if required)

CONFERENCE MC/KEYNOTE SPEAKER SPONSOR AT CONFERENCE, \$3,000 inc GST (one only)

- Sponsorship of the MC/Keynote Speaker
- Logo and contact details listed on Conference mobile app (logo and contact details to be provided by Sponsor)
- Company logo on PowerPoint slide prior to keynote/speaker presentation
- Exhibitor pass (including catering) to exhibition and conference sessions for one company representative (additional passes must be purchased if required)
- Brochures and promotional material can be given out at your booth or distributed electronically

CONFERENCE WELCOME FUNCTION SPONSOR, \$3,300 inc GST (one only)

- Signage on the tables around the room (signage supplied by Sponsor)
- Two complimentary tickets to the Welcome Function (additional tickets must be purchased if required)
- Logo and contact details listed on Conference mobile app (logo and contact details to be provided by Sponsor)

FIRST TIME CONFERENCE DELEGATE WELCOME FUNCTION SPONSOR, \$2,200 inc GST (one only)

- Welcome at the First Time Conference Delegate Welcome Function – speak for 3 minutes
- Signage on the tables around the room (signage supplied by Sponsor)
- Two complimentary tickets to the function (additional tickets must be purchased if required)
- Logo and contact details listed on Conference mobile app (logo and contact details to be provided by Sponsor)

LUNCH (one lunch) – \$3,300 inc GST (2 at Conference and 2 at seminar available)

- Signage on serving tables (signage supplied by Sponsor)
- Logo and contact details listed in Conference mobile app (logo and contact details to be provided by Sponsor)
- One brochure or flyer in Conference on tables at the lunch

Terms & Conditions

SECTION ONE: General

In the event of a dispute arising that the parties themselves cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by mutual agreement.

Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified and the first party uses its best endeavors to overcome the circumstances preventing its obligations from being carried out.

In the event that a sponsor whose confirmed sponsorship package includes any in-kind contribution is unable to provide the agreed products or services, the value of these products or services must be paid in cash, unless another mutually agreeable arrangement can be negotiated.

Each party shall indemnify the other against any claims arising from any breach of the agreement by either party.

The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.

SECTION TWO: Rights and Responsibilities

The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.

The sponsor is responsible for compliance with all applicable laws, bylaws, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Sponsor/Exhibitor so comply.

It is the responsibility of the sponsor to supply Dbusiness Events with the correct materials, information or artwork required in order for the sponsor's entitlements to be correctly fulfilled. Dbusiness Events will advise the sponsor of any deadlines for receipt or supply of any materials, information or artwork. It is the responsibility of the sponsor to ensure that these deadlines are met (see section five).

SECTION THREE: Allocation and amendment of sponsorship entitlements

The SASBA Board reserves the right to accept or reject any application for sponsorship at its absolute and unfettered discretion with the return of any deposit paid. Business Partner applications are initially accepted by Expression of Interest to ensure industry exclusivity. Sponsorship packages will be allocated to those organisations who apply earliest. Allocation of sponsorship packages is at the discretion of the SASBA Board, whose decision will be final. As available places are strictly limited, returning an Acceptance Form does not guarantee acceptance as a conference sponsor.

The sponsor must confirm selected entitlements by clicking on the below link. The reservation of entitlements cannot be guaranteed until these steps have been completed.

The addition of entitlements will not be accepted if the extra entitlements are no longer available, or the deadline for the entitlement has either passed, or would be disrupted by another sponsor selecting the entitlement.

The cancellation of entitlements will not be accepted if the deadline for the entitlement has passed, or would be disrupted by a sponsor cancelling the entitlement.

SECTION FOUR: Exhibits/Trade Displays and Advertising

- (a) No advertising material, such as banners are allowed outside the designated booth area except where otherwise stated.
- (b) Excessive noise that inconveniences other exhibitors or the Conference will not be allowed.
- (c) No obstruction of any form in the aisles and walkways.
- (d) While companies are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other companies or detracting from the exhibition will be discouraged
- (e) The sponsor shall not assign this contract or sublet trade display space or printed advertising space, or any part thereof or permit the same to be used by any other person, without the prior written consent of the Conference Managers. Any attempt to do so is null and void and will result in immediate cancellation of this agreement with no refund
- (f) Exhibit space will be made available for installation by the sponsor at a date and time to be advised in advance. Exhibits cannot be dismantled before the conclusion of the exhibition. It is the duty and responsibility of each sponsor to have his/her exhibit completely installed in his/her booth before the opening of the exhibition and to dismantle and remove his/her exhibition after the close of the exhibition.
- (g) The SASBA and Dbusiness Events reserves the right to at any time alter or remove exhibits or any part thereof, including printed material, products, signs, lights or sound and to expel exhibitors/sponsors or their personnel if, in the opinion of the SASBA and Dbusiness Events, their conduct or presentation is objectionable to SASBA, to Dbusiness Events or to other exhibit participants.

SECTION FIVE: Deadlines

The deadlines designated by the SASBA and Dbusiness Events for delivery or supply of materials, information or artwork are not negotiable. In the event that materials, information or artwork required by Dbusiness Events are not received by the designated due date, their use for their intended purpose cannot be guaranteed. The value of these entitlements will not be refunded if this is the case.

SECTION SIX: Payment

All prices quoted in any documentation provided by SASBA and Dbusiness Events, unless otherwise stated, are inclusive of GST. An invoice will be automatically generated for the full amount once you complete the booking and must be paid within 30 days.

In the event that sponsorship entitlements are added or cancelled, therefore changing the value of that package, before an invoice is issued for the deposit, the amended package will be used to calculate the amount required for deposit. If sponsorship entitlements are added or subtracted after the issuing of an invoice for the deposit, but before this amount is paid, the invoice will be re-issued with the correct amount.

In the event that sponsorship entitlements are added or cancelled, therefore changing the value of that package, before full payment is made, the difference in value will be added or subtracted appropriately from the amount owing only, and not refunded or added to the deposit.

In the event that sponsorship entitlements are added after full payment is made, a new invoice will be issued for the extra amount. If sponsorship entitlements are cancelled after full payment has been paid, the value of the cancelled entitlements will be refunded.

Refunding of cancelled entitlements, or subtracting their value from the balance due, will be limited so that the total amount paid is not less than the amount of the deposit.

Should the sponsor not pay all accounts due to the SASBA and Dbusiness Events by the due date indicated, legal action will be taken to recover the debt or sponsors will not be allowed to exhibit. The Sponsor agrees to pay all costs incurred in the recovery of this debt.

SECTION SEVEN: Full Cancellation of Sponsorship

This contract may be cancelled by either party provided written notice on company letterhead is received by the other 8 weeks prior to the start of the annual conference in which case all monies paid by the sponsor will be refunded less the non-refundable deposit. If the sponsor cancels within 8 weeks of the conference, it will be responsible for the full contract price.

In the event of the contract being cancelled before payment is made no payment will be required unless the online Sponsorship Agreement has been filled out, in which case at minimum the amount of the deposit must be paid.

SECTION EIGHT: Unavoidable Occurrences

In the event that the Conference/Exhibition is cancelled or delayed through no fault of the Organiser, the Venue Manager, SASBA Board including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, SA or national health directions, or other similar events then the Exhibitor/Sponsor shall not be entitled to any refund or claim for any loss of damage.

SECTION NINE: Exceptional Circumstances

The Conference Organising Committee reserves the right to change the venue and duration if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force as long as the Sponsor is informed at least one month before the planned Conference. The Sponsorship Manager will use reasonable endeavors to remedy the impact of exceptional circumstances.

SECTION TEN: Exhibitor Responsibility

The Exhibitor is responsible for all personal injury, damage to property or other losses, liabilities or claims arising in connection with the Exhibitor's participation at the Conference. The Exhibitor will indemnify the Organisers in respect of any losses, liabilities or claims in respect thereof. The Exhibitor agrees to participate at its own risk and to take out adequate insurance in respect of all such losses, liabilities and claims.

Any questions please contact Deb Budich:

SASBA Conference, Dbusiness Events

Email: deb@dbusinessevents.com.au

or 0411 560 506

Full Payment of is due within 30 days of registering online. Full payment required prior the start of the conference.

Testimonials

FUJIFILM

Over the many years FUJIFILM Business Innovation Australia have been sponsors of SASBA we have been able to build valuable connections with government schools across South Australia. SASBA provides a great opportunity to network with 150+ key school decision makers. We have seen the conference evolve and grow in recent years, ensuring that we have the opportunity to build-on our existing relationships and engage with new schools each year..

advancedlife

school photography & print specialists

As proud Sponsors of SASBA, we appreciate the warmth and generosity demonstrated by the entire SASBA team.

From the outset of our relationship SASBA has consistently demonstrated a remarkable level of professionalism, dedication and commitment to excellence.

Delegates are encouraged to spend time engaging with sponsors and the importance placed on this engagement by event organisers, is highly valuable.

We have benefited greatly from the relationships we have formed with SASBA members over many years. Looking ahead we are excited about the future and we look forward to partnering with this great organisation for many years to come!'

UMS

UMS had the pleasure of attending the South Australian State Business Association as first time exhibitors in 2022, and it was an exceptional experience. As a supplier in the education industry, we found the conference to be incredibly valuable in terms of networking opportunities and business growth.

The conference provided a dynamic platform for suppliers like us to connect and engage with key decision-makers from various schools.

The organising team deserves commendation for their attention to detail, planning and support during the event. From the seamless registration process to the well-designed event layout, everything was executed brilliantly. The conference venue was comfortable, and the schedule was thoughtfully structured to maximize networking opportunities.

Overall, our involvement with SASBA has exceeded our expectations and we are looking forward to attending future events. It provided a unique platform to connect with schools, showcase our products and services, and expand our network within the education industry. We highly recommend this conference to any supplier looking to establish valuable connections and grow their business in the South Australian school sector.

K.W. Wholesale Stationers Pty. Ltd.

K.W. has been a long time Gold Sponsor of SASBA. During this time we have always found delegates to be very keen to support all sponsors, and the committee always helpful to ensure we get maximum exposure. The conferences are fun too!