

hands up... hands on...

Friday 10 & Saturday 11 September, 2010 - Darwin

INVITATION - Join us at our Annual Conference in Darwin

On behalf of the Australian Council for Adult Literacy (ACAL), it is my pleasure to extend an invitation for you to participate in the ACAL Conference to be held in Darwin on 10 and 11 September 2010.

The 33rd Annual Conference offers the opportunity for participants and those working in the field of adult literacy to up-skill, share knowledge and network in this vibrant city.

The program features a variety of speakers and a program allowing participants, sponsors and exhibitors the opportunity to mix in both a professional and social environment. The success of this annual event has always been enhanced by the energy, support and commitment that our sponsors and exhibitors have brought with them.

There are various levels of involvement available to you. In addition our Conference Secretariat would be more than happy to consider your suggestions for alternative ways you can be involved.

We look forward to your participation.

Geri Pancini

ACAL President

About ACAL

What we do

The Australian Council for Adult Literacy promotes adult literacy and numeracy policy and practice.

- We provide leadership in Australian debate on adult literacy and numeracy practices and policy
- We build understanding of adult literacy and numeracy issues
- We advocate for equitable adult literacy and numeracy provision for all Australians
- We build links between people, organisations and systems; the participants and stakeholders in the adult literacy and numeracy field
- We work with other organisations on issues of mutual concern.



And we do it by

- Providing a forum for debate on issues in adult literacy practice in Australia in the form of national forums and annual conferences
- Providing information on current policies and services in adult literacy practice in Australia and promoting community awareness of adult literacy issues
- Raising awareness of professional and practitioner issues among government, industry and non-government peak bodies
- Promoting the recognition of adult literacy teaching as a profession
- Promoting the broadening of equitable and accessible adult literacy provision
- Promoting research into adult literacy to inform both policy and practice

Collaborating with other professional bodies concerned with Australian language and literacy education

Who will attend the conference?

This conference attracts participants from all over Australia, comprising Adult Literacy and Numeracy educators from many fields: teachers, tutors, researchers, teacher educators, program managers, project participants and policy analysts working in the field of adult literacy, language and numeracy.

Your Investment

Sponsorship is a most cost effective way to reach this diverse group. Every ACAL conference participant has the ability to increase sales and promotion of your product and services through direct interaction with your organisation and the products or services you represent. Sponsorship offers you many benefits including the opportunity to:

- Maintain relationships with existing customers
- Alert and inform prospective customers
- Maintain and enhance market position
- Launch new initiatives and products
- Promote brand awareness / Compliment existing sales strategies
- Distinguish your service or product from that of your competitors
- Show your support for the education market.

ACAL Conference Secretariat

Please contact the ACAL Conference Secretariat, Don MacDowall on 03 9546 6892 or info@acal.edu.au to discuss your needs.

Sponsorship Opportunities

The following sponsorship options are available.

- 1 Three tailored Packages
- 2 Conference Handbook
- 3 Conference Satchel
- 4 Name Badges
- 5 Conference Exhibition
- 6 Conference Web
- 7 Conference emails
- 8 Advertising In Conference Handbook
- 9 Stationery (items supplied by sponsor)
- 10 Satchel Inserts

In addition we're happy to discuss other ways we might mutually support each other.

Details of Opportunities

1. Tailored Packages

The following packages will provide excellent sale opportunities for your product at our conference.

\$5,000.00 (inc. GST) PLATINUM

\$2,000.00 (inc. GST) GOLD

\$770 (inc. GST) SILVER

You can use the package that best suits your needs.

Alternatively you can tailor your own package from the individually priced items. You can pay a fee and gain a level of visibility and profile through sponsoring speakers, events or major components of the conference.

Conference enhancements

You can provide items that are a normal and important part of any conference - from satchels to pens and note pad. You can provide "the little extra" that enhances the event and highlights your products or services. See Summary of Sponsorship Package Benefits on the next page

2. Conference Handbook \$3,000

The Conference Handbook, containing speaker information, conference program and exhibition information will be provided to participants attending the conference.

- Recognition as the Handbook Sponsor with logo on front cover
- Recognition as a Conference sponsor on the Conference website
- Double page advertisement to be included in the Conference Handbook (Artwork to be supplied by sponsor and approved by ACAL)
- Opportunity to include a promotional insert in the participant satchel (1 x A4 flyer up to 4 pages)

3. Conference Satchel \$1,000

Each participant will receive a satchel, to carry during the Conference and for use beyond the event.

The Conference and sponsoring organisation logo will be placed on every satchel (artwork and logo placement to be approved by ACAL)

- Recognition as a Conference sponsor in the Conference Handbook
- Recognition as a Conference sponsor on the Conference website
- Opportunity to include a promotional insert in the participant satchel (1 x A4 flyer up to 4 pages)
- Half page advertisement to be included in the Conference Handbook (artwork to be supplied by sponsor)

Summary of Sponsorship Package Benefits
 ENTITLEMENT / OPPORTUNITY

	PLATINUM	GOLD	SILVER
Package	\$5,000.00	\$2,000.00	\$770
Brand promotion:			
Prominent display of signage in main Plenary Room	●		
Acknowledgment and logo on the Conference website with a link to your organization's website	●		
Logo placement on event web site	●	●	●
Print:			
Full page program advertisement	●		
Half page program advertisement		●	
Quarter page program advertisement			●
Logo placement in program (relative size)	100%	75%	50%
Satchel Inserts (sponsor to supply)	●	●	●
Exhibitors / Catering:			
Complimentary exhibit space (equipment/Internet connection extra)	2 tables	1 table	NA
Complimentary full registration (transferable to client/participant)	2	1	50% discount

4. Name Badges \$500

Conference participants will receive a name badge on registration

- Recognition as the name badge sponsor with company logo printed on the name badge
- Opportunity to supply company branded lanyards
- Recognition as a Conference sponsor in the Conference Handbook
- Recognition as a Conference sponsor on the Conference website
- Opportunity to include a promotional insert in the participant satchel (1 x A4 flyer up to 4 pages)

5. Conference Exhibition \$400

Conference breaks will be located within the Mail Nairn auditorium

Exhibition to ensure that your company has excellent exposure to participants.

- Promotion as an exhibitor via company name and logo listed in the Conference Handbook
- Recognition as a exhibitor on the Conference website

- Exhibition place comprising of table, two chairs
- One complimentary registration to the Conference for your organisation representatives

6. Conference Web Sponsor \$300

The website will be the key source of information about the program, venue and registration. It will be frequently updated and be regularly promoted in emails to over 1,000 people and organisations in the field.

- Organisation logo on each page of the Conference website.

7. Conference emails \$200 per email distribution

Reach over 800 people in the field even if they don't attend the conference by having your logo and a web link on the promotional emails sent out at least four times prior to the conference

8. Advertising In Conference Handbook

The Conference Handbook will contain the extended conference program and list exhibitors, registrants, timetables, social events, biographies, abstracts and other essential information for attendees. Inserted into every satchel, the handbook is the participants 'bible' during the conference. Advertising space is available at the following rates...

Mono or colour

- Full page 265mm depth x 175mm width \$700
Full page with 3mm bleed 303mm depth x 216mm width \$700 (inside front/back cover only)
- Half page (horizontal) 130mm x 175mm \$400
- Half page (vertical) 265mm x 85mm \$400
- Quarter page (vertical) 130mm x 85mm \$250

Colour

- Full page inside front cover (see above for size) \$950
- Full page inside back cover (see above for size) \$800
- Full page outside back cover (see above for size) \$875

The preferred format for advertising artwork is print quality Adobe Acrobat PDF. Please email artwork to the Event Manager at info@acal.edu.au

Space will be allocated in order of receipt of form and payment. Applications for advertising in the conference handbook with camera ready copy must be received by no later than 31 July 2010.

Advertisements and specifications for supplied ads

All copy will be accepted by email in the following formats:

- Illustrator .ai files with fonts created as outlines and all links embedded
- Photoshop files supplied at 350 dpi and flattened
- InDesign Creative Suite files with font's folder and all relevant graphic art files
- All line art (logos etc) must be supplied at a minimum of 600 dpi.

9. Stationery (items supplied by sponsor) No charge in lieu of supply

- Participants will each receive a writing pad and pen in their Conference Satchels.
- Organisation to supply pads, pens and stationery for each participant, branded with company logo
- Opportunity to provide insert into Participant Satchel (1 x A4 flyer up to 4 pages)

10. Satchel Inserts \$250

Inserts will be in the satchels provided to every participant.

Organisations can include a promotional insert in the participant satchel (1 x A4 flyer up to 4 pages)

Other insert sizes or products by negotiation

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