ACER Research Conference 2015

Learning Assessments: Designing the future

16 – 18 August 2015
Crown, Southbank, Melbourne

SPONSORSHIP PROSPECTUS

www.acer.edu.au/rc
Invitation

You are invited to sponsor Research Conference 2015, hosted by the Australian Council for Educational Research (ACER), to be held at Crown, Southbank, Melbourne, from 16-18 August 2015.

The focus of Research Conference 2015 is Learning Assessments: Designing the future.

This is the annual research conference in Australian education, bringing together the latest national and international research addressing specific areas of educational policy and practice. Research Conference 2015 investigates new thinking, new technologies and new metrics which are leading innovation and reform in assessment.

Research Conference 2015 begins with Sunday afternoon workshop sessions particularly focusing on technologies for assessment, followed by networking drinks. The program includes a range of professional learning and networking sessions, including keynotes, interactive panel sessions and a conference dinner.

This sponsorship prospectus serves as a guideline for sponsorship opportunities at Research Conference 2015 and all sponsorship proposals are welcome.

For further information about sponsoring Research Conference 2015 or to discuss customising your own package please contact Liam Hensel on +61 (03) 9277 5468, or via email: liam.hensel@acer.edu.au

I look forward to meeting you at Research Conference 2015.

Kind regards,

Dr Elizabeth Hartnell-Young
Director, ACER Institute
Australian Council for Educational Research
About the Australian Council for Educational Research

The Australian Council for Educational Research (ACER) is one of the world’s leading educational research organisations. ACER’s mission is to create and promote research-based knowledge, products and services that can be used to improve learning across the life span. ACER is now also a registered higher education provider.

ACER’s professional learning activities are designed for educators and leaders, data professionals and others who want to improve learning experiences and outcomes for learners of any age and at any level, in both formal and informal settings.

The ACER Institute conducts evidence-based and practice-oriented conferences, workshops and extended programs. The focus is on improving educational outcomes through leading practices in assessment, organisational improvement, literacy, numeracy and educational leadership. Programs incorporate research evidence, the use of tools and frameworks, and action research in the participants’ own settings.

For more information about ACER visit www.acer.edu.au.

About Research Conference 2015

A conference to connect teachers, education leaders and policy makers with the latest assessment research to inform teaching and learning.

Invited researchers from Australia and overseas will present research on:

- new ways of thinking about assessment
- the limitations of A-E grades
- innovative classroom assessments
- designing assessments to improve learning
- assessing general capabilities such as creativity and problem solving
- the use of new technologies for assessment
- assessment in interactive learning environments

Keynote speakers at Research Conference 2015 include:

- Professor Geoff Masters AO, CEO ACER
- Professor Val Shute, Florida State University, USA
- Dr Rukmini Banerji, Director of the ASER Centre, India

Research Conference 2015 also includes a specially recorded conversation with Emeritus Professor Dylan Wiliam, Institute of Education (IOE), London.

For more information about Research Conference 2015 visit www.acer.edu.au/rc
Delegate statistics at a glance
2009–2014

**Average Attendance**
- 690

**Gender**
- 64% Female
- 36% Male

**State**
- 2% ACT
- 26% NSW
- 5% Northern Territory
- 14% Queensland
- 7% South Australia
- 2% Tasmania
- 31% Victoria
- 11% Western Australia
- 2% International

**Education Sector**
- 27% State
- 30% Catholic
- 25% Independent
- 6% Tertiary
- 12% Other

**Education Level**
- 32% Primary
- 43% Secondary
- 14% Tertiary
- 11% Other
**Sponsorship and Exhibition**

**Benefits of sponsoring/exhibiting at Research Conference 2015**

- Direct access to your target market at the annual research conference in Australian education.
- Inform, update and interact directly with key decision makers in the education sector.
- Broad exposure for your organisation leading up to and during the conference.
- Opportunity to network and develop relationships with existing and potential clients.
- Tailored sponsorship packages that suit your marketing strategies.
- Align your organisation with one of the world’s leading educational research organisations to uncover ongoing promotional and sponsorship opportunities.

**Sponsorship packages**

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<tr>
<th></th>
<th><strong>GOLD</strong></th>
<th><strong>SILVER</strong></th>
<th><strong>BRONZE</strong></th>
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<td>(One available)</td>
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<td>$15,000</td>
<td>Included (3)</td>
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<tr>
<td>Display stand (high bar table) for Networking Drinks</td>
<td>Included (3)</td>
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<td>Exhibition trade stand (includes display board and chair)</td>
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<td>Satchel inserts (A4 page)</td>
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<td>Acknowledgement on conference website, program, proceedings and mobile app</td>
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<td>Advertisement in conference proceedings – artwork provided by sponsor</td>
<td>Full page</td>
<td>½ page</td>
<td>¼ page</td>
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<tr>
<td>Acknowledgement on title slide at conference opening, selected keynote and plenary sessions, Conference Dinner and Networking Drinks</td>
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<tr>
<td>Acknowledgement at Networking Drinks</td>
<td>Included</td>
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<td>Acknowledgment by MC at Conference Dinner</td>
<td>Included</td>
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<tr>
<td>Acknowledgment in all pre-conference promotion</td>
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<td>Complimentary conference registration, Networking Drinks ticket and Conference Dinner ticket</td>
<td>Included (3)</td>
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<tr>
<td>Promotional Banners at Event Entrance</td>
<td>Included (3)</td>
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<tr>
<td>Promotional Banners at Networking Drinks/Conference Dinner</td>
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<td><strong>Social Media</strong></td>
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<td>Extensive and highly engaging social media presence with close to 10,000 followers spanning Facebook, Twitter and LinkedIn.</td>
<td>5-10 key messages aligning your organisation and your position as Gold Sponsor with the conference</td>
<td>3 key messages aligning your organisation and your position as Silver Sponsor with the conference</td>
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<td><strong>Electronic Newsletter</strong></td>
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<td>Company logo and link featured in Research Conference Electronic Newsletter. The Research Conference Electronic Newsletter reaches over 5,000 educators and industry professionals.</td>
<td>Prime space</td>
<td>Secondary space</td>
<td>Minor space</td>
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<td>First right of refusal for same sponsorship level at Research Conference 2016</td>
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Networking Drinks Sponsor

One available | $5,000

• Acknowledgement at Networking Drinks
• Acknowledgement on title slide at the Networking Drinks
• Corporate banners placed at entrance to Networking Drinks – provided by sponsor
• Two trestle tables and distribution boards provided during Networking Drinks
• Inclusion of one insert (flyer or other promotional collateral) in delegates’ satchel
• Four complimentary tickets to the Networking Drinks
• Acknowledgement on conference website, proceedings and mobile app
• Acknowledgement in all pre-conference promotion
• First right of refusal for same sponsorship level at 2016 conference in Queensland

Conference Dinner Sponsor

One available | $10,000

• Acknowledgment by MC at Conference Dinner
• Acknowledgement on title slide at Conference Dinner
• Corporate banners at entrance and on stage during Conference Dinner – provided by sponsor
• Promotional gift for each place setting – supplied by sponsor
• Conference Dinner menu custom printed with company logo
• Conference Dinner table centrepieces custom printed with company logo
• Inclusion of one insert (flyer or other promotional collateral) in delegates’ satchel
• Four complimentary tickets to the Conference Dinner
• Acknowledgement on conference website, proceedings and mobile app
• Acknowledgment in all pre-conference promotion
• First right of refusal for same sponsorship level at 2016 conference in Queensland

Coffee Cart Sponsor *

One available | $6,500

• Custom printed signage ‘Coffee cart proudly sponsored by ...’
• Corporate banners placed next to coffee cart
• Two display stands (high bar table) placed next to coffee cart
• Inclusion of one insert (flyer or other promotional collateral) in delegates’ satchel
• One complimentary conference registration
• Acknowledgement on conference website, proceedings and mobile app
• Acknowledgment in all pre-conference promotion
* Includes trained barista

Satchel Insert ($750)

• Acknowledgement (company logo and link to website) on conference website
• Inclusion of one insert (flyer or other promotional collateral) in delegates’ satchel

Exhibition

Exhibition trade stands in the exhibition hall, where all catering will be served to delegates, will provide exposure and access to your target market. Exhibition will run from Monday, 17 August to Tuesday, 18 August.

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<tr>
<td>Networking Drinks ticket</td>
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FOR FURTHER INFORMATION PLEASE CONTACT:

Liam Hensel
Marketing Services Coordinator
Tel: +61 (3) 9277 5468
Email: liam.hensel@acer.edu.au
Sponsorship Application Form/Tax Invoice

The Australian Council for Educational Research Ltd. ABN: 19 004 398 145

Research Conference 2015  Learning Assessments: Designing the future
16 – 18 August 2015, Crown, Southbank, Melbourne

Personal Details

Organisation name: 
Contact name: 
   Position:
Work phone: 
   Mobile: 
   Email: 
Postal address: 
   Suburb: 
   State: 
   Postcode: 

Sponsorship Details

Sponsorship or Exhibition level: 
Amount: $ ____________________

☐ I have read and agree to the Sponsorship Terms and Conditions outlined in this prospectus.

Name: 
Signature: 
   Date: 

Payment

Note: All prices are quoted in Australian dollars and include 10% GST.
Please find enclosed a cheque for the amount of $ ____________________
(made payable to the Australian Council for Educational Research)

or credit card (tick one):
☐ VISA    ☐ Master Card
Total Amount: $ ____________________
Cardholder’s name: ____________________
Card Number: ____________________
   CVC No: ____________________
   Expiry Date: ___ / ___
Signature: ____________________

or Direct Deposit:
Bank Name: Commonwealth Bank of Australia
Account Name: Australian Council for Educational Research
BSB: 063 002
Account Number: 00000219
Reference: 312004 and your organisation name

Please complete this form and return to liam.hensel@acer.edu.au or post to Liam Hensel, Marketing Services Coordinator, IACER, 9 Prospect Hill Road, Camberwell, VIC 3124.
Sponsorship Terms and Conditions

By paying the Sponsorship Fee you (“You”) are: entering into a LEGAL AGREEMENT with The Australian Council for Educational Research Ltd (ABN: 19 004 398 145) (“ACER”).

The agreement consists of the terms and conditions below and the Sponsorship Application Form (“the Agreement”).

In this Agreement unless the context otherwise requires:

Event means Research Conference 2015 to be held 16 August to 18 August 2015 inclusive conducted by ACER;

Sponsorship Fee means the sponsorship fee specified in the Sponsorship Application Form for the particular sponsorship You registered for;

Sponsorship Application Form means the Research Conference 2015 Sponsorship and Exhibition Prospectus;

Application Form is the Sponsorship and Exhibition Application Form You completed to become a sponsor of the Event; and

All currency referred to is Australian currency;

1. Registration:

1.1. ACER reserves the right to refuse or cancel Your Sponsorship in its sole discretion even if the Sponsorship Fee has been paid by You;

1.2. In the event of any such refusal or cancelation ACER will refund any Sponsorship Fee paid by You;

1.3. You may cancel Your Sponsorship on the following conditions only:

   a) in writing; and
   b) Within two weeks of You submitting Your Sponsorship Application Form.

If the above two conditions are fulfilled on or before 1 May 2015 You will receive a refund of Your Sponsorship Fee.

1.4. After 1 May 2015 if you cancel your Sponsorship simply because you change your mind no refund will be available.

2. Registration Fee:

2.1. Is GST inclusive;

2.2. Payment is required within 30 days of receipt of a tax invoice (upon payment the completed Sponsorship Form will act as the tax invoice) from ACER excepting, in the event, there is less than 30 days to the Event, then payment is due on or by five days prior to the Event or, if there is less than five days, immediately. If payment is not received within that time ACER reserves the right to cancel Your registration without further notice.

3. Behaviour and independent contractor:

3.1. If you are a Sponsor:

   a) You must not erect any sign, wall or obstruction which, in the opinion of ACER, interferes with an adjoining exhibitor;
   b) All demonstrations or other promotional activities (distribution of literature and/or giveaways) must be confined to the limits of the exhibitor’s space allocated to You.

c) Exhibits must not be removed and displays not dismantled (either partially or totally) before the agreed closing time of the Event.

d) You hereby INDEMNIFY and will KEEP INDEMNIFIED, ACER against any liability, action, claim, demand, cost, charges or expenses arising as a result of any act, omission, negligence or thing done or omitted by such exhibitor or any servant, representative, agent, invitee or licensee.

e) You are not permitted to sub-lease any part of Your allocated site without prior approval of ACER.

f) You are only entitled to the items listed within Your approved Sponsorship option.

g) Your positions will be allocated on payment and confirmed prior to the conference. ACER reserves the right to reassign space, rearrange the floor plan, and/or relocate any exhibitor positions at any time before or during the Event at its sole discretion;

h) You and ACER are each independent entities and neither shall be, nor represent itself to be, a franchisor, franchisee, joint venture, partner, master, servant, principal, agent or legal representative of the other party for any purpose whatsoever.

4. Privacy:

4.1. ACER is concerned with the protection of your privacy. It is bound by the Privacy Act 1988 (Cth), as amended from time to time;

4.2. ACER collects and stores your personal information for the purposes of providing the Event;

   a) Your personal information may be used for the purposes of the Event: Your details will be provided to parties directly related to the Event including Event managers, venues and accommodation providers for the purpose of bookings, catering needs and other conference options;

4.3. Your personal information will be managed in accordance with ACER’s privacy policy which may be viewed at http://www.acer.edu.au/about/acer-privacy-policy

5. Consent to be photographed and otherwise recorded:

5.1. You CONSENT and GRANT PERMISSION to ACER, its agents and others working under its authority, to take and to have full and free use of video/photographs containing Your image/likeness;

5.2. You Agree these images and recordings may be used for promotional, news, on-line/multimedia, research and/or educational purposes by and for ACER;

5.3. You AGREE You are not entitled to remuneration, residuals, royalties or any other payment from ACER in respect of Your image/likeness or its use.

5.4. You RELEASE, DISCHARGE and HOLD HARMLESS ACER and its agents from any and all claims, demands or causes of actions that You may hereafter have by reason of anything contained in the photographs or video; and

5.5. Should YOU not agree to the above image release contract, contact ACER via email: marketing@acer.edu.au.