2018 ACTA CONFERENCE
ENGLISH LANGUAGE LEARNING IN A MOBILE WORLD

ADELAIDE, SOUTH AUSTRALIA
2 - 5 OCTOBER 2018

International Conference
of
Australian Council of TESOL Associations

SPONSORSHIP AND EXHIBITION
PROSPECTUS

Conference Organiser
Melanie Moffatt - AdelaideOnsite Event Management
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melanie@adelaideonsite.com.au
The SATESOL organising committee for the Australian Council of TESOL Association’s (ACTA) sixth International TESOL Conference is pleased to be able to provide your business with sponsorship, exhibition and advertising opportunities at our conference, “English Language Learning in a Mobile World”.

Over 300 delegates from Australia and overseas are expected to attend this important conference. Vibrant sponsorship and exhibition presence are foreseen as key elements of the conference which will be held in Adelaide, South Australia from October 2 – 5, 2018, at the Adelaide Convention Centre.

The conference program will provide sponsors and exhibitors with significant opportunities to engage delegates through conference materials and the website, as well as during the exhibition and social events. The exhibition will be open for the duration of the conference, with morning and afternoon teas and lunches served in the exhibition area each day to maximise your exposure and marketing opportunities.

Sponsorship prices have been set to ensure that this event remains a cost-effective method of making contact with such a significant proportion of the international education market.
ABOUT ACTA

The Australian Council of TESOL Associations is the national coordinating body for Teachers of English to Speakers of Other Languages (TESOL) associations in Australia. ACTA represents and supports the interests of TESOL teachers; aims to ensure access to quality English language instruction for speakers of other languages; encourages implementation and delivery of quality professional programs for teachers and promotes study, research and development of TESOL at state, national and international levels. Membership of ACTA comes through its constituent state based associations. For more information, visit the ACTA website at www.tesol.org.au

ABOUT THE CONFERENCE

In the context of increasing local and global mobility for TESOL learners and educators, this conference will contribute to the ongoing examination of the theories and practices underpinning the TESOL field, and will project into future directions, whether as policy, pedagogy, materials design, assessment or community involvement.

THE SIX THEMES OR STRANDS ARE:

1. English language learners in a mobile world
2. English language learning and teaching for local and global participation
3. Embracing digital technologies in English language learning and teaching
4. Assessment from diverse stakeholder perspectives
5. English as a medium of instruction (EMI)
6. Professional standards and teacher identities in a mobile world

The 2018 ACTA International Conference will be a space to explore the breadth of the meaning of mobility and critically examine ethical and practical challenges for TESOL.
The Conference program will extend over 3 days with the pre-conference workshops on Tuesday 2 October. The core program will feature 3 keynote presentations, 2 featured speaker panels, academic papers and interactive workshops. The exhibition will be set up on Tuesday 2 October ready for the Conference Welcome Reception in the evening, and conclude after lunch on Friday 5 October.

We are thrilled that we have been able to attract the following keynotes speakers joining us from all over Australia and the globe:

**• PROFESSOR ESTER J. DE JONG**

Professor in ESOL/Bilingual Education, and the Director of the School of Teaching and Learning in the College of Education, University of Florida. She teaches courses in ESOL/bilingual education and in curriculum, methods, and assessment for English speakers of other languages.

**• PROFESSOR PHAN LE HA**

Professor in the Department of Educational Foundations, College of Education, the University of Hawaii at Manoa. Also holds adjunct and honorary positions at Monash University in Australia and University of Social Sciences and Humanities - Vietnam National University, Hanoi. At the University of Hawaii at Manoa she is also the Special Assistant to the Vice Chancellor for Academic Affairs in leading the University’s engagement with Southeast Asia.

The conference kicks off with the Welcome Reception on the 2nd of October, where delegates, sponsors and exhibitors get the opportunity to mingle in the Exhibition Area as well as be presented with an official welcome to country and indigenous art installation. This is sure to provoke interest in Indigenous education and language maintenance.

The Conference is expected to attract over 300 national and international delegates with a voracious appetite for up to date information, services and products applicable to improving their particular professional work. Sponsors and exhibitors will have the opportunity to engage with delegates who are working in different contexts, institutions and programs, including:

- English as a Second or Additional Language or Dialect (ESL, ESD EAL, EAD)
- English as a Foreign Language (EFL)
- English for international students

and in a range of roles, including:

- Teachers
- Teacher educators
- Program managers
- Researchers
- Curriculum leaders
- Principals
- Pre-service teachers
- Volunteer tutors
- Community leaders
- Policy developers

We invite you to take this opportunity to get your brand out there and partner with us to present the 2018 ACTA Conference.
Adelaide, “Australia’s most walkable city”, combines exceptional food and wine with art, culture. The city centre is only seven kilometres from the airport and boasts quality accommodation and unique event venues. Adelaide combines exceptional food and wine, art, shopping, a bustling bar scene and world-class events. It is also the gateway to some of the best wine-regions in the world; Adelaide Hills, Barossa Valley, Clare Valley and McLaren Vale.

Adelaide’s rich arts and cultural heritage offers a must see collection of international, colonial, indigenous and modern artwork. The Art Gallery of South Australia, The Jam Factory, The State Library of South Australia and The South Australian Museum are all located within a 15 minute walk from the Adelaide Convention Centre. For more information, visit www.southaustralia.com

The Adelaide Convention Centre is conveniently located in the heart of the city centre and nestled within the beauty of the Riverbank Precinct, surrounded by parklands and the River Torrens.

Close proximity to the medical hub, entertainment, cultural and sport precinct, the Centre is a short walk to international and boutique hotels and accommodation. Public transport, the Adelaide Railway Station and a taxi ramp are on our doorstep.

The international airport is just seven kilometres from the Centre, making a quick and economic taxi ride.

The plenary, exhibition and catering breaks will be held in the Panorama Ballroom in the western building with beautiful views and natural light over The River Torrens towards Adelaide Oval. We also plan to feature a range of artists, performers, artisans and other interesting ‘drawcards’ to the exhibition area.

Adelaide Convention Centre
Corner North Terrace and Morphett Street Bridge
Adelaide, South Australia, 5000
Web: www.adelaidecc.com.au
Conference sponsorship provides you with a prime opportunity to showcase your products and services to a captive audience. This may be for the purpose of increasing sales, releasing or promoting a new product or to renewing personal contact with existing clients.

We understand that the proposed sponsorship model may not necessarily fit the specific needs of your business, and we therefore invite you to discuss with us alternative options available to tailor-make a sponsorship package that best suits you.

Keep your delegates informed of the latest advancements in practice, supports and industry trends. ACTA 2018 will provide a valuable environment for networking with delegates and key decision makers and showcase your services, supports and resources.

Benefits

- Strengthen your profile in the sector
- Expand your network
- Showcase your practice, products, services face to face
- Meet key decision makers/influencers
- Generate new leads
- Brand exposure
- Access to targeted audience

### EVENT EXHIBITION OPPORTUNITIES

**PLATINUM EXHIBITOR LEVEL - $2,500 INC GST**
- 1 x double exhibition booth 6m frontage x 2m depth x 2.4m height
- Velcro compatible walls
- Digital print fascia name board sign featuring single colour lettering on a white background
- 2 x 150 watt spotlights per 3m x 2m booth (6sqm)
- 1 x 4amp power point per 3m x 2m booth (6sqm)
- 2 x clothed tables (1800 x 600) / 2 x chairs
- Meals for 2 staff members at the Tuesday Welcome Function, plus morning tea, lunch and afternoon tea Wednesday — Friday.
- Logo included on the event website, program, signage, slide visuals and pocket guide
- Attendee report post-event

**GOLD EXHIBITOR LEVEL - $1,500 INC GST**
- 1 x single exhibition booth 3m frontage x 2m depth x 2.4m height
- Velcro compatible walls
- Digital print fascia name board sign featuring single colour lettering on a white background
- 2 x 150 watt spotlights
- 1 x 4amp power point
- 1 x clothed table (1800 x 600) / 1 x chair
- Meals for 1 staff member Tuesday evening, plus morning tea, lunch and afternoon tea Wednesday — Friday.
- Logo included on the event website, program, signage, slide visuals and pocket guide
- Attendee report post-event
The Conference Handbook provides the following advertising opportunities

- FULL PAGE ADVERTISEMENT $400 inc GST
- HALF PAGE ADVERTISEMENT $200 inc GST
- QUARTER PAGE ADVERTISEMENT $100 inc GST
- Catering and exhibition area video hype reel $100 inc GST

Welcome Reception Sponsor — $3,500
A wonderful opportunity to get your company name out to delegates as they mix and mingle at the Welcome Reception being held on 8 May 2017 5.30–7pm, in the Trade Exhibition, includes:
- Your company logo on the AACUHO conference website including a hyperlink to your company’s website
- Recognition of the sponsorship on the conference app
- Opportunity to address the delegates (5 Min)
- Signage rights at the event (sponsor to supply pull up banners, max 3)
- Opportunity to provide one promotional item per guest (supplied by sponsor)

Wednesday Night Social Function - $3,500
A wonderful opportunity to get your company name out to delegates as they mix and mingle at the social function being held on 3 October 2018 6:00pm — 7:30pm at 2KW Rooftop (www.2kw.com.au) includes:
- Your company logo on the ACTA conference website including a hyperlink to your company's website
- Opportunity to address the delegates (5 Min)
- Signage rights at the event (sponsor to supply pull up banners, max 3)
- Opportunity to provide one promotional item per guest (supplied by sponsor)

A full support service is available to all exhibitors requiring furniture, flooring, extra signage, audio visual, prop hire or a custom stand.

ADVERTISING OPPORTUNITIES

SILVER EXHIBITOR LEVEL - $1,000 inc GST
- 1 x clothed table (1800 x 600) & 1 x chair
- 1 x 4amp power point
- Meals for 1 staff member Tuesday evening, plus morning tea, lunch and afternoon tea Wednesday — Friday.
- Logo including the event website, program, signage, slide visuals and pocket guide
- Attendee report post-event

BRONZE SUPPORTER - $500 inc GST
- 1 * delegate satchel insert

COPPER SUPPORTER - $300 inc GST
- 1 x pin up board display 1200mm x 900mm

The Conference Handbook provides the following advertising opportunities
COFFEE BREAK SPONSOR — $3,000 OR ON A CONSUMPTION BASIS
Branded coffee cart and coffee cups for one dedicated break.

CHARGING STATION — BRANDED $2,000, UNBRANDED $1,250
Provide a solution for delegates and sponsor a device charging station — where people can recharge their smartphone or tablet battery for free while at the conference. Each charging station has multiple cables, meaning that people who don’t carry their charger can still recharge, includes:

• Option of a Branded chargebar
• Recharge up to 16 devices
• Caters for all smartphones and tablets
• Positioned near your booth

BECOMING A SPONSOR

EXPRESSION OF INTEREST
A Sponsor Expression of Interest form is included with this document. If you would like to become a Sponsor, please complete this form indicating your preferred sponsorship level. Expression of Interest forms can be returned via email to melanie@adelaideonsite.com.au or posted to Adelaide Onsite Event Management, PO Box 1203, Kensington Gardens, SA, 5068.

As spaces are limited, returning an Expression of Interest form does not guarantee a place as a Conference Sponsor. You will be contacted with confirmation of your acceptance as a Sponsor.

SPONSORSHIP AGREEMENT
Once your Expression of Interest has been received and you have been confirmed as a Sponsor, two copies of a formal Sponsorship Agreement outlining the agreed entitlements will be sent to you. Both copies of this form must be signed and one copy returned to the Adelaide Onsite Events by post in the return envelope supplied, with the other to be kept for your records. No organisation will be officially classified as a Sponsor until the signed Sponsorship Agreement is received by Adelaide Onsite Events and the deposit has been paid.

PAYMENT
An invoice will be included with the Sponsorship Agreement form which will outline the total amount due, as well as the 50% deposit. This deposit must be paid within 14 days of receipt of the invoice. Final payment of outstanding monies must be made by Friday 31 August 2018.

SPONSOR REGISTRATION FORM
This form will be used to collect the contact details that will be listed in the conference program. Sponsors whose entitlements include trade displays or attendance at social functions will be required to list on this form the names and special requirements of all representatives of your company who will attend the conference at any time.
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 endeavours 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 Adelaide Onsite Events with the correct materials, information or artwork required in order for the Sponsor’s entitlements to be correctly fulfilled. Adelaide Onsite 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 allocation of sponsorship places is entirely at the discretion of the Conference Managers. As available places are strictly limited, returning a Sponsor Expression of Interest form does not guarantee acceptance as a Conference Sponsor.
The Sponsor must confirm selected entitlements by returning the signed Sponsorship Agreement to Adelaide Onsite Events and paying the 50% deposit. 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
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.
Exhibit space will be made available for installation by the Sponsor at a date and time to be advised in advance. 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.
Adelaide Onsite 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 Adelaide Onsite Events, their conduct or presentation is objectionable to ACTA, to Adelaide Onsite Events or to other exhibit participants.

SECTION FIVE: Deadlines
The deadlines designated by Adelaide Onsite Events for delivery or supply of materials, information or artwork are not negotiable.
In the event that materials, information or artwork required by Adelaide Onsite 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 in this circumstance.
SECTION SIX: Payment

All prices quoted in any documentation provided by Adelaide Onsite Events, unless otherwise stated, are in Australian Dollars and are inclusive of GST. A 50% deposit, calculated excluding the value of in-kind products or services, is required to confirm the Sponsor’s entitlements. An invoice will be provided for this amount with the Sponsorship Agreement, and must be paid within 14 days.

No deposit is required where a sponsorship package consists solely of in-kind products or services. However, should the Sponsor cancel the package after a Sponsorship Agreement has been signed, a cash payment of 50% of the value of the products or services must be made.

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 to 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.

After payment of the 50% deposit, the remaining amount must be paid before Friday 31 August 2018.

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 Adelaide Onsite Events, legal action will be taken to recover the debt. The Sponsor agrees to pay all costs incurred in the recovery of this debt.

SECTION SEVEN: Full Cancellation of Sponsorship

Cancellations must be made in writing on company letterhead.

This contract may be cancelled by either party provided written notice is received by the other before Monday April 2 2018 in which case all monies paid by the sponsor will be refunded less the non-refundable deposit. If the Sponsor cancels after such date, it will be responsible for the full contract price.

In the event of the contract being cancelled before a deposit is paid, no payment will be required unless a Sponsorship Agreement has been signed, in which case at minimum the amount of the deposit must be paid.
SPONSORSHIP & EXPRESSION OF INTEREST FORM

Organisation Name:

Main Contact Person:

Position:

Phone: Fax:

Address:

State: Postcode:

Email:

Description of the product/service you would like to promote at this event:

PREFERRED SPONSORSHIP LEVEL:

☐ Platinum ($2,500 inc GST)  ☐ Full page advert ($400)
☐ Gold ($1,500 inc GST)  ☐ Half page advert ($200)
☐ Silver ($1,000 inc GST)  ☐ Quarter page advert ($100)
☐ Bronze ($500 inc GST)  ☐ Video hyperloop ($100)
☐ Copper ($300 inc GST)

☐ Coffee Break Sponsor
☐ Charging Station Sponsor
☐ Welcome function Sponsor
☐ Wednesday Social Function Sponsor

☐ Yes I agree to the terms and conditions (tick box)

Please read the Terms and Conditions outlined in the Sponsorship Prospectus before returning this form. As spaces are strictly limited, returning an Expression of Interest Form does not guarantee a place as a Sponsor. You will be contacted with confirmation of your acceptance as a Sponsor.

Please return completed forms to Melanie Moffatt at Adelaide Onsite Events via melanie@adelaideonsite.com.au or by post: PO Box 1203 Kensington Gardens SA 5068