

Empowering Members,
Enriching Schools



SASBA

SA School Business Association

SPONSORSHIP PROSPECTUS

2022 SASBA Annual Conference

10-12 July 2022 | Hilton Adelaide

www.sasba.com.au

2022 SASBA Annual Conference

The Organising Committee for the 2022 SA School Business Association (SASBA) Annual Conference are pleased to invite both first-time, returning and those who have remained throughout 2021 as sponsors to become involved in the 2022 conference. Following on from our previously successful conferences we are excited to be moving onto our event for 2022. We are expecting over 100 delegates to attend which includes Business Leaders, School Administration and Finance Officers from State Secondary and Primary schools. This conference offers fantastic opportunities for sponsors to establish and renew relationships with key staff members from across South Australia.

The conference program has been developed based on feedback from both delegates and sponsors at the 2021 conference. The program will ensure maximum networking opportunities for sponsors. As well as several opportunities for delegate/exhibitor interaction at break times, sponsors are invited to attend the conference dinner on Monday 11th July to network with delegates in a more casual environment. We will have a Welcome Event on the Sunday night which will work within Covid-19 guidelines and we will reveal this closer to the conference. This will be the delegate welcome evening and your first opportunity to network with the delegates. The exhibition component will conclude on Tuesday afternoon.

Sponsorship packages have been structured to provide sponsors with a cost-effective method of making contact with this significant proportion of South Australian school decision makers and we are also considering the inclusion of a virtual exhibition for those who are unable to attend in person.

Why Sponsor?

Sponsorship of the 2022 SASBA Annual Conference will provide the following benefits to your organisation;

- an excellent opportunity to maintain a high profile in valuable target markets,
- networking both formally and informally with targeted key decision makers who hold positions in the process of product and service acquisition in South Australian Government Schools,
- continual exposure throughout the event to an interested, pertinent and influential audience,
- an opportunity to participate in this high calibre event.

Conference Venue

Hilton Adelaide
233 Victoria Square, Adelaide

The SASBA Annual Conference will be held at the Hilton Adelaide in 2022.

With excellent conferencing facilities for both sponsors and delegates, this venue is perfect for our requirements. In 2022 the accommodation is also booked at the Hilton hotel. The conference dinner on Monday night will be confirmed.

All steps have been taken to ensure a COVID safe environment at the Hilton Adelaide. We will keep you up to date with changes as required.

Sponsorship Contact

For further information, or to arrange sponsorship, please contact:

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

Draft Conference Program

Sunday 10th July 2022

4.00pm - 7.00pm	Welcome Function
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Monday 11th July 2022

8.00am	Registration and Exhibition Open
9.30am - 11.15am	Conference Sessions
11.15am - 11.45am	Morning Tea and Sponsor Networking
11.45am - 1.15pm	Conference Sessions
1.15pm - 2.15pm	Lunch and Sponsor Networking
2.15pm - 4.30pm	Conference Sessions
5.30pm	Pre dinner drinks
6.00pm	Conference Dinner - venue to be confirmed

Tuesday 12th July 2022

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

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Sponsorship Packages – OVERVIEW

SILVER \$3,300 inc GST	GOLD \$6,600 inc GST	BUSINESS PARTNER \$11,000 inc GST per year (3 years)
List of delegate details (provided post conference)	List of delegate details (provided post conference)	List of delegate details (provided post conference)
2 tickets to Dinner	3 tickets to Dinner	4 tickets to Dinner
2 tickets to Welcome Function	3 tickets to Welcome Function	4 tickets to Welcome Function
2 exhibitor passes	3 exhibitor passes	4 exhibitor passes
Flyers supplied at stand or electronically	Flyers supplied at stand or electronically	Flyers supplied at stand or electronically
Logo/details on Conference mobile app	Logo/details on Conference mobile app	Logo/details on Conference mobile app
Display space - single booth on Monday and Tuesday	Display space - double booth on Monday and Tuesday	Display space - double - priority location
Social Media via Facebook for 3 months (ad supplied by sponsor)	Social Media via Facebook for 6 months (ad supplied by sponsor)	Social Media via Facebook for 12 months (ad supplied by sponsor)
SEE PAGE 6	Banner in plenary room for Conference	Banner in plenary room and lobby for Conference and events
	Banner on Conference mobile app	Banner on Conference mobile app
	Logo/link on SASBA website	Logo and promo opportunities (TBA) and link on SASBA website
	Morning tea naming rights - joint	Dinner naming rights - joint
	SEE PAGE 6	Logo on correspondence
		5 minute speaking at Conference
		5 minute speaking at events
		200 word profile on Conference mobile app
		Presentation of raffle prizes
		4 tickets to session or keynote speaker of choice
		Price fixed 3 years
		Relationship 3 years
		INDUSTRY EXCLUSIVE <i>When you become a Business Partner you will be the only SASBA Business Partner in your industry (eg. photographer, photocopier supplier etc)</i>

Other Sponsorship SEE PAGE 7

SEE PAGE 5

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

WELCOME FUNCTION SPONSOR, \$1,950 inc GST (one only)

LUNCH (two lunch) - \$2,000 inc GST (2 at Conference and 2 at Seminar available)

Sponsorship Packages

3 YEARS Sponsorship Package (1/7/2022 - 30/6/2025)

BUSINESS PARTNER - \$11,000 per year inc. GST

INDUSTRY EXCLUSIVE

When you become a Business Partner you will be the only SASBA Business Partner in your industry (eg. photographer, photocopier supplier etc)

- List of Conference Delegate contact details (provided post conference)
 - Up to four complimentary tickets to the Official Conference Dinner (additional tickets must be purchased if required)
 - Up to four complimentary tickets to the Welcome Function (additional tickets must be purchased if required)
 - Up to four complimentary exhibitor passes (including catering) to exhibition and conference sessions (additional passes must be purchased if required)
 - Brochures and promotional material can be given out at your booth or distributed electronically
 - Logo and contact details listed on Conference mobile app (provided by Sponsor)
 - Trade display space including (or equivalent to) one double display booth with priority location at annual Conference Monday and Tuesday
 - Company banner displayed in plenary and lobby at Conference and all Association events (provided by sponsor)
 - Banner featured at the bottom of the Conference mobile app which will continuously rotate - with a link to Company website (artwork provided by sponsor)
 - Company logo and link featured on SASBA website and promo opportunities (TBA) for three years (logo and link to be provided by Sponsor)
 - Official Conference Dinner naming rights (joint)
- Facebook advertising for 12 months
 - Company logo featured on all Association correspondence and publications for three years (logo to be provided by Sponsor)
 - One five minute speaking opportunity during a plenary session at the Annual Conference
 - One five minute speaking opportunity at all Association events each year
 - 200 word company profile on Conference mobile app (provided by Sponsor)
 - Presentation of raffle prizes
 - Up to four complimentary tickets to session or keynote speaker of choice
 - Price fixed for 3 years, invoiced annually

■ = Unique opportunities for BUSINESS PARTNERS

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Full Year Sponsorship Packages (1/7/22 - 30/6/23)

GOLD SPONSOR - \$6,600 inc GST

- List of Conference Delegate contact details (provided post conference)
 - Up to three complimentary tickets to the Official Conference Dinner (additional tickets must be purchased if required)
 - Up to three complimentary tickets to the Welcome Function (additional tickets must be purchased if required)
 - Up to three complimentary exhibitor passes (including catering) to exhibition and conference sessions for up to three company representatives (additional passes must be purchased if required)
 - Brochures and promotional material can be given out at your booth or distributed electronically
 - Logo and contact details listed on Conference mobile app (provided by Sponsor)
 - Trade display space including (or equivalent to) one double display booth at annual Conference on Monday and Tuesday
- Facebook advertising for 6 months
 - Company banner displayed in plenary room for the duration of the Annual Conference (banner to be provided by Sponsor)
 - Banner featured at the bottom of the Conference mobile app which will continuously rotate - (artwork provided by sponsor)
 - Company logo and link featured on SASBA website for the year (logo and link to be provided by Sponsor)
 - Morning Tea naming rights (joint)

 = Opportunities available for GOLD SPONSORS - on top of what is available as a Silver Sponsor

SILVER SPONSOR - \$3,300 inc GST

- List of Conference Delegate contact details (provided post conference)
- Up to two complimentary tickets to the Official Conference Dinner (additional tickets must be purchased if required)
- Up to two complimentary tickets to the Welcome Function (additional tickets must be purchased if required)
- Up to two exhibitor passes (including catering) to exhibition and conference sessions (additional passes must be purchased if required)
- Brochure and promotional material distributed at your stand or electronically
- Logo and contact details listed on Conference mobile app (provided by Sponsor)
- Trade display space including (or equivalent to) one single display booth at annual Conference on Monday and Tuesday
- Facebook advertising for 3 months

Other Sponsorship

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

WELCOME FUNCTION SPONSOR, \$1,950 inc GST (one only)

- Welcome at the Welcome Function – speak for 3 minutes
- Signage on the tables around the room
- 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)

LUNCH (one lunch) - \$2,000 inc GST (2 at Conference and 2 at seminar available)

- Acknowledgement in the session prior to the break via holding slide and session MC
- Signage on serving tables
- 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 Conference Organising Committee reserves the right to accept or reject any application for sponsorship at its absolute and unfettered discretion with the return of any deposit paid. Sponsorship packages will be allocated to those organisations who apply earliest. Allocation of sponsorship packages is at the discretion of the Conference Organising Committee, 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.

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SECTION FOUR: Exhibits/Trade Displays and Advertising

- (a) No advertising material, such as banners are allowed outside the designated booth area.
- (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 the 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.

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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 before Monday 9th May 2022 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 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, Conference Organising Committee including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, 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.

Level of Sponsorship 2022

Packages and booths are strictly limited. Sponsors will be contacted if your preference is not available.

- Business Partner \$11,000 inc GST
- Gold Sponsor \$6,600 inc GST
- Silver Sponsor \$3,300 inc GST
- MC/Keynote Sponsor \$3,000 inc GST
- Welcome Function \$1,950 inc GST
- Lunch Sponsor \$2,000 inc GST

[Please click on this link to register as a 2022 sponsor.](#)

Full Payment of is due within 30 days of registering online.

Any questions please contact Deb Budich:
SASBA Conference, Dbusiness Events
Email: deb@dbusinessevents.com.au
or 0411 560 506