



Australian Association
for Research in Education



2021 AARE CONFERENCE SPONSORSHIP AND EXHIBITION PROSPECTUS

**Hybrid Conference
RMIT University Melbourne | Online
28 November – 2 December 2021**

Education and education research are at a critical moment. Many of the taken-for-granted ways of thinking and working in early learning settings, schools, universities and other sites of formal and informal education have become untenable in the context of widespread disruption from the global COVID-19 pandemic, an increasingly urgent climate catastrophe and increasing social and economic inequality.

This year's conference theme invites education researchers to reimagine their ways of thinking and working in complex and uncertain times. We invite papers to consider different ways to engage with the conference theme of Reimagining Education Research. There is an urgent need for research that moves our thinking forward, responds to rapidly changing conditions and emerging challenges, and which recognises the effects and implications of the social, policy and political conditions that are shaping education and education research.

This reimagining of education research is not limited to research. We recognise the need to rethink the traditional conference model, and are continuing to reimagine AARE's annual conference in ways that keep equity and access at the forefront of our work as a conference committee. Co-hosted in partnership with RMIT School of Education in 2021, this year's event will bring together researchers virtually and physically in an innovative hybrid conference to connect, network, collaborate and share.

We look forward to welcoming you to the 2021 AARE Conference in Melbourne and online.

A/Prof Stewart Riddle and Dr Amanda Heffernan
AARE Conference Co-Chairs

ABOUT AARE

The Australian Association for Research in Education (AARE) is a national association for fostering educational research in Australia. This conference will facilitate engagement among educational researchers and support the development of high-quality education.

TYPES OF DELEGATES ATTENDING AND EXPECTED

Past AARE conferences have attracted over 600 delegates from various education industries.

- Higher education academics
- PhD students
- School teachers and principals
- Deans/Heads of Schools
- Education consultants
- Vocational/Further education teachers, trainers and assessors
- Preservice teachers
- Researchers
- Project Officers/Coordinators
- Directors/Presidents of education organisations
- Others with an interest in education

WHY YOU SHOULD BE INVOLVED?

The partnership and exhibition opportunities at the 2021 AARE Conference provide the perfect opportunity to promote your name, launch new products to support your brand, and to maintain a high profile within the education research field, before, during and after the conference.

- Raise your profile by showing your support for the education research field and receive acknowledgement of your leadership in the community.
- Utilise the opportunity to present your organisation's profile to a national audience and reach 600+ researchers and others interested in this field.
- Reinforce your credentials as a key player and demonstrate your organisation's commitment and support of AARE and its aims.
- Stimulate discussion and extend management thinking on issues that affect the field by showing a commitment to research development and outward looking strategy.
- Publicise your activities and promote your organisation's message, products and services through a national and international conference marketing
- Launch new products or services and generate media interest.
- Network with peers and reinforce relationships with existing clients, develop new contacts and target new recruits.
- Business development and the opportunity to find new business, research customer/prospect attitudes and enhance word of mouth

PROGRAM OUTLINE

Sunday 28 November

- Pre-conference workshop
- Welcome Reception

Monday 29 November

- Day 1 of Conference

Tuesday 30 November

- Day 2 of Conference

Wednesday 1 December

- Day 3 of Conference

Thursday 2 December

- Day 4 of Conference

KEYNOTE SPEAKERS

- Associate Professor Nikki Moodie—University of Melbourne
- Professor Martin Nakata—James Cook University
- Professor Raewyn Connell—Sydney University

SPONSORSHIP OPPORTUNITIES

A range of sponsorship opportunities have been developed to enable organisations to make a significant contribution towards the overall success of the 2021 AARE Conference, while also enjoying strong branding and exposure in a focused, professional learning environment. Sponsorship packages and commitment levels vary and can be tailored to suit your organisation's strategy. Whatever your business, the 2021 AARE Conference has a package that will help any brand and networking objective.

PREMIER PARTNER

\$7,500 – LIMITED TO 2

- Opportunity to include your organisation logo on the following:
 - Conference lanyards
 - Conference pocket program
- Acknowledgement as Premier Partner in all conference promotional material
- Acknowledgement as Premier Partner in one AARE electronic newsletter sent to all AARE members
- Organisation logo and link to your company homepage on the AARE (not conference) homepage leading up to the conference
- Organisation logo and link included on the conference homepage and sponsors page
- Acknowledgement as Premier Partner on the conference pocket program, onsite conference signage and plenary holding slides
- One push notification via the conference app
- Two (2) complimentary full registration (includes Welcome Reception and conference catering (i.e., morning tea, lunch and afternoon tea)
- One (1) 3m x 2m exhibition booth and online exhibition portal page
- One (1) full-page advertisement in the conference pocket program (artwork to be supplied by partner)
- Electronic list of participants (name, organisation and state/country) provided post conference (subject to privacy laws and delegate opt-out option)

MAJOR PARTNER

\$5,500 – LIMITED TO 4

- Acknowledgement as Major Partner in all conference promotional material
- Acknowledgement as a Major Partner in one AARE electronic newsletter sent to all AARE members
- Organisation logo and link to your company homepage on the AARE (not conference) homepage leading up to the conference
- Organisation logo and link included on the conference website – sponsors page
- Acknowledgement as Major Partner on the conference pocket program, onsite conference signage and plenary holding slides
- One push notification via the conference app
- Two (2) complimentary full registration (includes Welcome Reception and conference catering (i.e., morning tea, lunch and afternoon tea)
- One (1) 3m x 2m exhibition booth and online exhibition portal page
- One (1) full-page advertisement in the Conference pocket program (artwork to be supplied by partner)
- Electronic list of participants (name, organisation and state/country) provided post conference (subject to privacy laws and delegate opt-out option)

WELCOME RECEPTION PARTNER

\$4,000

- Acknowledgement as the Welcome Reception Partner in all conference promotional material
- Acknowledgement as a Welcome Reception Partner in one AARE electronic newsletter sent to all AARE members
- Organisation logo and link included on the conference website – sponsors page and social events page
- Acknowledgement as Welcome Reception Partner on the conference pocket program, onsite conference signage and plenary holding slides
- Opportunity to display your organisation banner (supplied by partner) at the Welcome Reception
- Three (3) complimentary tickets to attend the Welcome Reception
- Verbal acknowledgment by Chair in session prior to the Welcome Reception
- One push notification via the conference app
- Opportunity to include one (1) gift/promotional item with company logo (chocolate, sweets, cookies, etc.) to be handed out to guests as they arrive (supplied by partner)

COFFEE VOUCHER PARTNER

\$2,500

- Acknowledgement as Coffee Voucher Partner in all conference promotional material
- Organisation logo and link included on the conference website - sponsors page
- Acknowledgement as Coffee Voucher Partner on the conference pocket program, onsite conference signage and plenary holding slides
- Opportunity to brand the coffee vouchers
- Opportunity to provide unlimited coffee vouchers to delegates
- Opportunity to display your organisation banner (supplied by partner) at the Coffee redemption station

CONFERENCE APP PARTNER

\$3,000

- Acknowledgement as Conference App Partner in all conference promotional material
- Organisation logo and link included on the conference website - sponsors page
- Acknowledgement as Conference App Partner on the conference pocket program and plenary holding slides
- Organisation logo on home screen of the conference app
- One banner advertisement on the conference app (content subject to approval by the Conference Organisers)
- One push notification on the conference app (content subject to approval by the Conference Organisers)

LANYARD PARTNER

\$3,000

(ONLY AVAILABLE AFTER PREMIER SPONSOR)

- Acknowledgement as Lanyard Partner in all conference promotional material
- Organisation logo branded on the conference lanyards alongside the conference logo
- Organisation logo and link included on the conference website - sponsors page
- Acknowledgement as Lanyard Partner on the conference pocket program and plenary holding slides

KEYNOTE SESSION PARTNER

\$2,500

- Choice of one Keynote session (subject to approval by the Conference Organising Committee)
- Acknowledgement as Keynote Session Sponsor in all conference promotional material
- Organisation logo and link included on the conference website - sponsors page
- Acknowledgement as Keynote Session Sponsor on the conference pocket program and plenary holding slides
- Prominent logo acknowledgement on title slides in the selected Keynote session
- Opportunity to display one (1) organisation banner (supplied by partner) at the selected Keynote session

FIRST TIMERS' MORNING TEA

\$1,500

- Acknowledgement as First Timers' Morning Tea Partner in all conference promotional material
- Organisation logo and link included on the conference website - sponsors page
- Acknowledgement as First Timers' Morning Tea Partner on the conference pocket program and plenary holding slides
- Opportunity for a short welcome message at the start of the morning tea
- Opportunity to display your organisation banner (supplied by partner) during the First Timers' Morning Tea
- Opportunity to provide branded napkins with organisation's logo (supplied by partner) to be used during the morning tea

STATIONERY PARTNER – NOTEPAD OR PENS

\$1,500

- Acknowledgement as the Stationery Partner in all conference promotional material
- Organisation logo and link included on the conference website - sponsors page
- Acknowledgement as Stationery Partner on conference pocket program and plenary holding slides

PRE-CONFERENCE – WORKSHOP

\$1,500

Pre-conference workshop is not included in registration cost and is additional for delegates to attend. Delegates that wish to attend the workshops have the option to include this during the registration process.

- Choice of pre-conference workshop (subject to approval by the Conference Organising Committee)
- Opportunity to provide workshop facilitator (subject to approval)
- Organisation logo and link included on the conference website - sponsors page
- Acknowledgement as Workshop Sponsor on the conference pocket program
- Opportunity to display (1) one organisation banner (supplied by partner) at the selected workshop

EXHIBITION OPPORTUNITIES

EXHIBITION BOOTH 3M X 2M

\$ 3,000

- Fascia signage
- One standard power access
- 2 x spotlights
- 50- word company listing in the conference app
- Organisation logo included on the conference website and conference pocket program
- Two (2) exhibitor registrations
- 1 x trestle table and 2 x chairs

EXHIBITION SPACE ONLY 3M X 2M

\$ 2,500

Space only does not include any power, lights, fascia signage or furniture

- 50- word company listing in the conference app
- Organisation logo included on the conference website and conference pocket program
- Two (2) exhibitor registrations

ONLINE EXHIBITION PORTAL

All exhibitors will be provided with a complimentary dedicated online exhibition portal page, which will be accessible via the conference website and app, including:

- Short videos, photos and other marketing and promotional materials
- Contact forms for delegates to book appointments with exhibitors or to make general enquiries
- Special conference offers, such as discounts and promotions
- Links to online stores and other important information

HOW TO MAKE A SPONSORSHIP APPLICATION

Application for sponsorship can only be made with the online application form via the conference website - <https://www.aareconference.com.au/partnership/>

2021 AARE CONFERENCE APPLICATION TERMS & CONDITIONS

By completing the online application form, you agree to be considered as a non-exclusive partner or exhibitor of the 2021 AARE Conference to be held at RMIT University Melbourne | Online from 28 November – 2 December 2021 on the following terms and conditions set out below and as per the online booking form.

1. Upon receipt of your online agreement, acknowledgment of receipt will be sent with a tax invoice.
2. Partnership and/or exhibition entitlements will not commence until a 50% deposit of the total amount payable has been received.
3. All amounts stipulated in this agreement include the Australian Goods and Services Tax (GST) of 10%.
4. All amounts are payable in Australian dollars. Direct deposits must be made payable to 'The Australian Association for Research in Education' with the banking details provided. Credit card payments over \$10,000 AUD will incur a 2.5% surcharge.
5. Please note your requested category of partnership may have a limit to the number of partners as specified in the attached documentation and preference will be determined in order of receipt of the online form and deposit payment. The conference organisers will notify you if you are unable to participate in your requested category.
6. All exhibitors must produce a valid Insurance Certificate of Currency for the period of the exhibition and this must be submitted no later than **1 month** prior to the conference start date.
7. In the event of a public health directive that requires the face-to-face conference to be cancelled, the entire conference will be run online. All exhibitors will retain their dedicated online conference exhibition portal page on the website and app.
8. If the face-to-face conference is cancelled, AARE will refund the exhibition and partnership fees within 30 days of the conference date, less any non-recoverable exhibition expenses incurred and a \$200 administration fee.

10. Nothing contained in this agreement will be deemed to constitute an official partnership, joint venture or agency relationship between you and the conference supporting organisations and/or the conference organisers and you must not do anything where you will, in any way, be represented that you are a partner of the supporting organisations and/or the conference organisers.
11. The details in this document are correct at the time of printing. the 2021 AARE Conference Organising Committee do not accept responsibility for any changes that may occur.
12. Sponsors / Exhibitors are not permitted to assign, sublet or apportion the whole or any part of their package / booked space unless prior consent in writing from Conference Organisers is provided.
13. **Privacy Statement:** In order to assist with your participation, your organisation and contact details may be shared with suppliers and contractors, and be included in the participant lists and for the information distribution in respect to other related events organised by the Australian Association for Research in Education. If you object to your details being shared, please inform the Conference Organiser—events@aare.edu.au.
14. Any event that conflicts with the 2021 AARE Conference is not permitted without prior approval from the Conference Organising Committee. All functions and events that coincide with the 2021 AARE Conference must seek approval.
15. The Conference Organising Committee reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the exhibitor undertakes to agree to any alteration to the site or the reallocated space.
16. The Conference Organising Committee reserves the right to change the exhibition floor layout if necessary.

18. The Conference Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.
19. The Conference Organiser agrees to provide the exhibitor with an exhibitor manual prior to the exhibition for the purpose of communicating required actions on the part of the exhibitor.
20. The Conference Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and / or agents entry to the exhibition if they do not hold a conference name badge.
21. The Conference Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
22. The Conference Organiser will arrange security onsite during the period of the exhibition but will accept no liability for loss or damage.
23. The Conference Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the Conference Organiser will not be accountable for the level of commercial activity generated.
24. The exhibitor must comply with all the directions / requests issued by the Organiser including those outlined in the exhibitor manual.
25. The exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.
26. The exhibitor agrees to adhere to all 2021 AARE Conference venue rules and regulations.
27. The exhibitor acknowledges that the Conference Organiser has a preferred freight forwarder and agrees to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the exhibitor acknowledges that the Conference Organiser will not be able to provide assistance in tracking lost deliveries. The exhibitor agrees that the Conference Organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified.
28. Official contractors will be appointed by the Conference Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics and IT equipment. This is for insurance and security reasons.
29. Discounts for any entitlements not used or required will not be provided.
30. The exhibitor will submit plans and visuals of custom designed exhibits to the Conference Organiser by no later than 1 month prior to the conference start date. Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building.
31. You understand the Ethical Sponsorship Policy outlined on the conference website.