



**WADHSAA 2009**

**WESTERN AUSTRALIAN DISTRICT HIGH SCHOOL  
ADMINISTRATORS' ASSOCIATION  
ANNUAL STATE CONFERENCE 2009**

***'Rural Schools: The Heart of their Communities'***

The Esplanade Hotel Fremantle,

Wednesday 27<sup>th</sup> ~ Friday 29<sup>th</sup> May 2009

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**SPONSORSHIP & EXHIBITION PROSPECTUS**

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## **INVITATION**

*On behalf of the West Australian District High School Administrators Association it is our pleasure to extend an invitation for you to participate in the 2009 WADHSAA Annual State Conference be held in Fremantle. The 2009 Conference offers the opportunity for Administrators and those working in the field of education to up skill, knowledge share, and network in our states vibrant port city.*

*The three day program features a variety of speakers and a social program allowing delegates, sponsors and exhibitors the opportunity to mix in both a professional and social environment. Our sponsors and exhibitors are a welcome and essential part of this event and their input cannot be understated. The energy, support and commitment they bring contribute largely to the success of this yearly event.*

*There are various levels of involvement outlined in a selection of packages contained within this document. However, if there are other ways in which you would like to participate besides the options outlined our Conference Manager would be more than happy to consider your suggestions and discuss them with you.*

*We look forward to your participation.*

*Ken Austin,  
Convenor*

## **About WADHSAA**

The Western Australian District High School Administrators' Association (WADHSAA) is the only professional association that exclusively represents administrators in rural schools. The association's purpose is to serve the needs of all school administrators who work within the district high school sector and their communities. WADHSAA has developed to meet the changing needs of administrators in district high schools.

WADHSAA is about professional leadership in the district high school, about principals and deputies taking responsibility for their own professionalism and for improved service in their schools. WADHSAA is 'the voice' of district high schools in the context of the system and has been holding regular annual conferences for many years.

## **Who should attend?**

This conference attracts delegates from all over Western Australia, comprising High School Principals, Deputy Principals as well as senior executives from the Department of Education and Training.

## **Your Investment**

Sponsorship is a most cost effective way to reach this influential group. Every WADHSAA member has the ability to increase sales and promotion of your product through direct interaction with your organisation and the products or services you represent. The following packages will provide excellent sale opportunities for your product at our conference.

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.

## SPONSORSHIP LEVELS

- \$5,000.00 (inc. GST) PLATINUM (Exclusive. One sponsor only)
- \$2,000.00 (inc. GST) GOLD
- \$1,000.00 (inc. GST) SILVER

## CASH OR IN-KIND

There are three types of sponsorship:

- “Cash” is preferred and we need to raise a significant percentage of our budget in this way. Cash contributions are more suitable, and we will work with you to ensure that your sponsorship is very visible.
- ‘In-kind’ (or budget replacement) items like audiovisual equipment, delegate satchels etc help subsidise the cost of the event and keep the delegate registration fees down, which is vitally important! Contra sponsorship suits suppliers who have products or services that we can use and that we can incorporate into the program.
- “Added value” – things that enhance the delegate experience but do not necessarily reduce the events cost. “Added value sponsors” will be required to put up some cash if they wish to showcase their products.

## SUMMARY OF SPONSORSHIP BENEFITS AND OPPORTUNITIES

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ENTITLEMENT / OPPORTUNITY Package	PLATINUM \$5,000.00	GOLD \$2,000.00	SILVER \$1,000.00
Brand promotion:			
Verbal presentation in main conference room	10 minutes	3 minutes	
Projected logo in plenary conference room	•	•	•
Logo placement (hyperlinked) on event web site	•	•	•
Delegate database 2 weeks prior to event	•	Post event	Post event
Logo placement on LCD Panels in all meeting rooms	•		
Banner placement in all plenary sessions	•		
Print:			
Full page program advertisement	•		
Half page program advertisement		•	
Quarter page program advertisement			•
Logo placement in program with all sponsors	•	•	•
Satchel Inserts (sponsor to supply)	•	•	•
Social agenda:			
Welcome Reception networking opportunity	2	1	1
Conference Dinner (projected logo)	•	•	•
Tickets to the Conference Dinner	2	1	1
Exhibitors Catering:			
Conference Day Catering for 3 days (1 person)	•	•	•

### Additional Exhibitor staff

If you have more than one staff member who will be attending the Trade Exhibition only, a cost for catering will apply of \$72.00 per person per day. The President's Poolside Welcome drinks is also \$45.00 and the Conference Dinner is set at \$90.00.

## **Preliminary Event Timetable**

Tuesday 26 May	1000 - 1800 Exhibition Move-in
Wednesday 27 May	1000 - 1800 Exhibition Open 1800 - 1930 President's Welcome Poolside Drinks
Thursday 28 May	1000 - 1800 Exhibition Open 1600 - 1800 Exhibition Move-Out (NB: Exhibitors who wish to dismantle and leave may do so as Friday is a half day.) 1900 - 2300 Conference Dinner
Friday 29 May	1000 - 1300 Exhibition Open 1300 - 1500 Exhibition Move-Out

Note: this is a preliminary schedule and is subject to change.

## **ADVERTISING / SACHEL INSERTS RATES**

### **Conference Handbook Advertisements**

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

#### **Mono or colour**

- Full page 297mm depth x 210mm width \$700.00
- Half page (horizontal) 120mm x 165mm \$400.00
- Quarter page (vertical) 120mm x 80mm \$250.00

#### **Colour**

- Full page inside front cover 297mm x 210mm \$950.00
- Full page inside back cover 297mm x 210mm \$800.00
- Full page outside back cover 297mm x 210mm \$875.00

The preferred format for advertising artwork is print quality Adobe Acrobat PDF. Please email artwork to the Event Manager at [mike@confad.com.au](mailto:mike@confad.com.au) by no later than 1 April 2009. Space will be allocated in order of receipt of form and payment. The deadline for receipt of applications for advertising in the conference handbook is 1 May 2009. Camera ready copy must be received no later than 1 April 2009.

### **ADVERTISEMENTS SPECIFICATIONS FOR SUPPLIED ADS**

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

- Illustrator files with fonts created as outlines and all links embedded
- Photoshop files supplied at 350 dpi and flattened
- Pagemaker files supplied with fonts folder and all relevant graphic art files
- Quark files supplied with fonts folder and all relevant graphic art files
- 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.

NB: Microsoft Word and Microsoft Publisher files will be accepted but this is not the preferred format. Files larger than 4 MB to be sent on CD to the Event Manager.

### **Conference Satchels Inserts**

Satchel inserts are a very cost effective way to promote your product or service. Companies are invited to provide promotional material or one product sample, which will be included in all delegate satchels. Inserts for inclusion in the conference satchels cost as follows...

- \$300.00 for inserts of 1-4 pages
- \$475.00 for inserts of 5-24 pages

The deadline for receipt of applications for inserts in conference satchels is 1 May 2009. For bookings or further information contact the Event Manager on 08-9295 1980 or by email [mike@confad.com.au](mailto:mike@confad.com.au) by no later than 1 May 2009.



**TAX INVOICE**  
ABN 38602296976

WADHSAA ANNUAL CONFERENCE 2009

**SPONSORSHIP / EXHIBITION / ADVERTISING / SACHEL INSERTS  
REGISTRATION FORM & TAX INVOICE**

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Company		
Contact Name		Phone
Address		Fax
City		Email
State	Post Code	Mobile

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- Sponsor Booking** I wish to sponsor the following sponsor package/s:
- |                                   |                       |
|-----------------------------------|-----------------------|
| <input type="checkbox"/> PLATINUM | \$5,000.00 (inc. GST) |
| <input type="checkbox"/> GOLD     | \$2,000.00 (inc. GST) |
| <input type="checkbox"/> SILVER   | \$1,000.00 (inc. GST) |
- Exhibition Booking**
- I wish to reserve exhibition space at the conference.  
(Table, chair and rear pin board will be supplied. Please advise if you require power supply.)
- Advertising space** Please ✓ your selection  
*Mono or colour*
- Full page 297mm depth x 210mm width \$700.00
  - Half page (horizontal) 120mm x 165mm \$400.00
  - Quarter page (vertical) 120mm x 80mm \$250.00
- Colour only*
- Full page inside front cover 297mm x 210mm \$950.00
  - Full page inside back cover 297mm x 210mm \$800.00
  - Full page outside back cover 297mm x 210mm \$875.00
  - I wish to reserve advertising space valued at \$.....
- Satchel Inserts**
- \$300.00 for inserts of 1-4 pages
  - \$475.00 for inserts of 5-24 pages
  - I wish to reserve Satchel Inserts valued at \$.....
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**Payment** Please make cheques payable to...  
WADHSAA 2009 Conference Secretariat, Suite 1, 1010 Forrest Ave, Mundaring WA 6073  
Phone: 08 9295 1980 Fax: 08 9295 1981 Email: [mike@confad.com.au](mailto:mike@confad.com.au)