TAFE DIRECTORS AUSTRALIA NATIONAL CONFERENCE

EAST MEETS WEST
TDA 2012

SPONSOR INVITATION

The Hyatt Regency Perth
6–7 September 2012
Your invitation

TAFE Directors Australia (TDA), the peak body for TAFE chief executives, is pleased to invite companies and organisations to consider opportunities for sponsorship of our 2012 National Conference.

The TDA conference, to be held at the Hyatt Regency, Perth, on Thursday 6 and Friday 7 September, is the annual showcase for Australian public providers of vocational education and training (VET) courses to thousands of Australian and overseas students.

Australia's public VET providers enjoy a special relationship with business and industry in this country, providing specialist skills training and workforce development programs for many companies and organisations in the private and public sectors.

The TDA conference is a “must attend” for all VET chief executives and their senior managers, as well as many federal and state government officials and others involved in vocational education and training. The conference usually attracts around 250 delegates and has many informal opportunities to make contact with education and government leaders, in addition to the impressive structured program of addresses and workshops.

A special highlight of the 2012 conference will be the Dinner at Fraser's function centre, Kings Park, on Thursday 6 September.

East meets West: TDA 2012

The focus of global trade is shifting eastward, to Asia, as we witness the relentless rise of an Asian middle class. In our own economy, a major structural realignment is taking place that has shifted focus westwards, to capital-intensive resource industries.

The 2012 TDA Conference starts from a global perspective with a focus on the spectacular growth of our Asian neighbours.

Delegates will be challenged to explore issues of skills development that not only reflect the developing relationship between Australia and Asia but also the changing relationships between our western and eastern states.

We invite VET leaders, CEOs, business managers, international business managers, senior executives, industry partners in Industry Skills Councils, peak bodies, enterprises, and universities to join us in September for a high level dialogue on East meets West.

You are invited to become a sponsor of the TDA conference and forge business links with senior managers from Australia’s 61 TAFE providers. Australia’s public provider network is the largest and most diverse tertiary education sector in Australia with more than 1,300 locations across central business districts, suburban, regional and remote locations, with many providers offering further services through Asia-Pacific and other offshore regions.

We look forward to acknowledging your support and welcoming you to our conference in September.

Stephen Conway
Chair
TAFE Directors Australia
Sponsorship and corporate partnership opportunities

**Gold Sponsor**

$16,500

- Acknowledgement as a “Gold Sponsor” of TAFE Directors Australia National Conference 2012 (including website, media, MC and audiovisual promotion)
- Company logo, website link and a 50-word company profile on the official website
- Recognition at the Gala Dinner on Thursday 6 September 2012 as a Conference Gold Sponsor and 10 complimentary tickets to the Gala Dinner
- 60 second promotional video or multimedia presentation shown in conference opening session (supplied by sponsor and approved by TDA)
- Full screen static advert shown in conference welcome session for eight seconds while sponsorship is acknowledged (supplied by sponsor and approved by TDA)
- Logo on signage
- A4 Insert into the Delegate Satchel
- Full page advertisement in the onsite program book
- Full page advertisement in the conference Occasional Paper (A5 booklet)
- Acknowledgement on all programming and other marketing materials
- Three full complimentary registrations and three complimentary dinner tickets
- Session input regarding corporate speaker (x2)
- Access to the consenting delegate list
- Recognition in TDA e-newsletters to its members as a Conference Gold Sponsor

**Silver Sponsor**

$11,000

- Acknowledgement as a “Silver Sponsor” of TAFE Directors Australia National Conference 2012 (including website, MC and audiovisual promotion)
- Full screen static advert shown in conference welcome session for four seconds while sponsorship is acknowledged (supplied by sponsor and approved by TDA)
- Company logo, website link and a 50-word company profile on the official website
- A4 Insert into the Delegate Satchel
- Half page advertisement in the onsite program book
- Half page advertisement in the conference Occasional Paper (A5 booklet)
- Acknowledgement on all programming and other marketing materials
- Two full complimentary registrations and two complimentary dinner tickets
- Access to the consenting delegate list

**Bronze Sponsor**

$3,850

- Acknowledgement as a “Bronze Sponsor” of TAFE Directors Australia National Conference 2012 (including logo and link from website, acknowledgement by MC and logo included on a PPT template in opening session)
- One full complimentary registration and one complimentary dinner ticket
- A4 Insert into the Delegate Satchel
Sponsorship and corporate partnership opportunities

**Keynote Speaker Sponsor**

$5,500 exclusive per speaker (two available)

- Full screen static advert shown in sponsored session for 20 seconds while keynote speaker is introduced (supplied by sponsor and approved by TDA)
- Half page advertisement in the onsite program book
- Company logo and website link on the official website
- One full complimentary registration and one complimentary dinner ticket
- A4 Insert into the Delegate Satchel
- Access to the consenting delegate list

**Barista Coffee Sponsor**

$7,700 exclusive

- Company logo included on sign placed on or near Barista machine
- Full screen static advert shown before morning tea day one for 10 seconds while sponsorship is introduced (supplied by sponsor and approved by TDA)
- Opportunity to place a pull-up banner beside Barista machine
- Opportunity to provide printed napkins, coasters and/or cups (at your cost)
- One full complimentary registration and one complimentary dinner ticket
- Half page advertisement in the onsite program book
- Company logo and website link on the official website
- A4 Insert into the Delegate Satchel
- Access to the consenting delegate list

**Satchel Sponsor**

$5,500 exclusive or $3,300 each limited to two opportunities

- Company logo included on satchel
- Half page advertisement in the onsite program book
- Company logo and website link on the official website
- One full complimentary registration and one complimentary dinner ticket
- A4 Insert into the Delegate Satchel
- Access to the consenting delegate list

**Lanyard Sponsor**

$3,300 exclusive

- Company logo (full colour) on all lanyards in conjunction with the TDA logo – provided confirmation of sponsorship is received prior to the creation of the lanyards
- Company logo and website link on the official website
- One full complimentary registration and one complimentary dinner ticket
- A4 Insert into the Delegate Satchel

**Gala Dinner Sponsor**

$3,300 limited to six opportunities

- Logo on signage on the night
- Four complimentary dinner tickets (valued at $660)
- Logo included in a full page feature re the Gala Dinner in the onsite program book
- Company logo and website link on the official website
- Sponsor recognition during the evening (including MC and audiovisual promotion)
- A4 Insert into the Delegate Satchel (valued at $660)
Official Sponsor of the Onsite Conference Handbook

$4,400

- Company logo included on front cover with “2012 TDA National Conference Handbook sponsored by …”
- Half page advertisement in the onsite program book
- Company logo and website link on the official website
- One full complimentary registration and one complimentary dinner ticket
- A4 Insert into the Delegate Satchel
- Access to the consenting delegate list

Exhibitors

The 2012 exhibition will be held in the foyer area around the plenary room at the Hyatt Perth. Coffee on arrival, morning tea and afternoon tea will be served in this area. Lunch will be a sit-down buffet lunch on the floor above the exhibition. Exhibitors are invited to join and network with the delegates over lunch. The exhibition set-up will be late evening on Wednesday 5 September and the exhibition will be open all day Thursday and Friday with pull down scheduled for 5pm on Friday 7 September.

$3,850 (2 x 3 metre exhibition booth)

- 3m x 2m exhibition booth with cocktail table and two chairs included
- Refreshments package (for 2 people) for two days (Gala Dinner not included)

OR

$2,200 (trestle table only, no booth)

- Cloth trestle table with two chairs
- Opportunity to have one pull-up banner (maximum one metre wide) beside table display
- Complimentary wireless internet available, however power is not included in a table display
- Refreshments package (for one person) for two days (Gala Dinner not included)

Post conference occasional papers book advertising

(Limited opportunities available, 500 printed, distributed to 2012 delegates, speakers, key stakeholders and Ministers early 2013)

- $1,320 per half page (page size is A5)
- $2,200 per full page (page size is A5)
- $3,850 for back page (page size is A5)

Satchel insert

$660

- A4 Insert into the Delegate Satchel

All sponsors and exhibitors will have their corporate logo (full colour) in the PDF online registration brochure – provided confirmation of sponsorship is received prior to the release of the brochure, estimated to be June 1, 2012. (excludes satchel insert only bookings).
TDA Corporate Affiliate Membership

You can also increase your profile and access to the vibrant vocational education and training marketplace by becoming a TDA Corporate Affiliate Member for $11,000 (including GST).

All annual TDA Corporate Affiliate Members are acknowledged at the National Conference as national Affiliate Members of TDA.

Your organisation’s involvement and support for TDA will be an open demonstration of your commitment to vocational education and training, expressing your interest in maintaining and improving education both today and into the future. As a TDA Corporate Affiliate Member, your annual membership provides a unique platform to connect with TDA members, engage with key clients and key influencers and align your organisation with TDA. Benefits include:

### 2012 Conference and Gala Dinner

The conference will serve as a platform for all the stakeholders involved to disseminate, share and exchange information, make new collaborations, and work together to discover and expand business opportunities.

- Your logo will be displayed throughout the conference as a TDA Corporate Affiliate including on a PowerPoint slide rotating throughout the breaks, as well as in the Gala Dinner program and Conference program.
- Your logo will also be included in a full page TDA advert in the onsite program handbook, which acknowledges the generous support of the TDA Corporate Affiliate Members directly after the Welcome page.
- Two complimentary full conference registrations (including Gala Dinner tickets) will be included in your sponsorship, valued at over $2,200. The representatives attending the conference from your organisation will have ample opportunity to network both formally and informally with conference delegates during designated breaks and at social functions.
- Full screen static advert shown in conference opening session for three seconds while Corporate Affiliates are being acknowledged (supplied by sponsor and approved by TDA).
- Your organisation will be provided access to a detailed delegate list three days before the conference (subject to Australia’s privacy laws).
- In addition, display tables or exhibition booths can be booked at the conference for a 30% discount.
- Corporate Affiliate Members will be verbally acknowledged by the conference MC and the Gala Dinner MC.

### Logo branding across TDA website

- Rotating logo on the home page of the TDA website and a hyperlink to your website in the Corporate Gallery section of the TDA home page, along with a 50-word company profile on the official conference website and the TDA website.

### Short promotional video

Your corporate video will appear on the TDA website (production at your own expense). Videos will range between 30–90 seconds and include your promotional message, a call to action (website or phone number) as well as any other information you wish to add.

### Newsletter highlights

The TDA newsletter is distributed weekly to 1,300 stakeholders including TDA CEOs and senior managers, vocational education and training decision-makers, commonwealth and state and territory government officials, Industry Skills Councils and industry bodies. The newsletter template will include the logos of all Corporate Affiliate Members from July 1, 2012. The newsletter will also profile Corporate Affiliate Members once a year, adding value to the sector.

Participation as a sponsor is a legitimate tax deduction in the form of advertising and promoting your organisation.
TAFE Directors Australia (TDA) is the peak national body incorporated to represent Australia’s 61 government-owned TAFE Institutes and university TAFE divisions, and the Australia-Pacific Technical College (APTC).

Australia’s TAFE Institute network is the largest and most diverse tertiary education sector in Australia with more than 1,300 locations across Central Business Districts (CBDs), suburban, regional and remote locations, with many Institutes offering further services through the Asia-Pacific and other offshore regions.

The core business of TDA is supporting our member Institutes and leading the advocacy for quality skills in Australia.

TAFE Directors Australia was established by TAFE Institute directors in 1998, and incorporated as a not-for-profit educational organisation.

Our purpose is to:

- **ADVANCE** vocational education and training policy in Australia
- **SUPPORT** policy development for improved outcomes for students – domestic and international
- **LEAD** the advocacy on funding
- **PROVIDE** member services for Tuition Assurance to facilitate Institutes’ Vocational Education and Training (VET) FEE-HELP registration, and Higher Education FEE-HELP
- **POSITION** TAFE Institutes as the major training brand delivering skills in Australia
- **DEVELOP** and support international networks, partnerships and exchanges.
For sponsorship or conference enquiries, please contact:

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www.tda.edu.au