



Australian Council for Adult Literacy 32nd Annual Conference

*From*  
**Strength to STRENGTH**

hosted by the Western Australian Adult Literacy Council 1-3 October, 2009 Fremantle, WA

## **ACAL 2009**

**AUSTRALIAN COUNCIL FOR ADULT LITERACY  
32nd ANNUAL CONFERENCE**

*'From Strength to Strength'*

The Esplanade Hotel Fremantle,  
Western Australia  
Thursday 1<sup>st</sup> ~ Saturday 3<sup>rd</sup> October 2009

**SPONSORSHIP & EXHIBITION PROSPECTUS**

## **INVITATION**

*On behalf of the Australian Council for Adult Literacy (ACAL) and the Western Australian Adult Literacy Council (WAALC), it is my pleasure to extend an invitation for you to participate in the ACAL Conference to be held in Fremantle from 1<sup>st</sup> to 3<sup>rd</sup> October 2009. The 32<sup>nd</sup> Annual Conference offers the opportunity for delegates and those working in the field of adult literacy to up skill, knowledge share, and network in our State's vibrant port city.*

*The 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 annual 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.*

*Cheryl Wiltshire,*

*Convener*

## **About ACAL**

### ***What we do***

The Australian Council for Adult Literacy promotes adult literacy and numeracy policy and practice.

- we provide leadership in Australian debate on adult literacy and numeracy practices and policy
- we build understanding of adult literacy and numeracy issues
- we advocate on behalf of equitable adult literacy and numeracy provision for all Australians
- we build links between people, organisations and systems; the participants and stakeholders in the adult literacy and numeracy field
- we work with other organisations on issues of mutual concern.

### ***And how we do it***

- by providing a forum for debate on issues in adult literacy practice in Australia in the form of national forums and annual conferences
- by providing information on current policies and services in adult literacy practice in Australia and promoting community awareness of adult literacy issues
- by raising the awareness of government, industry and non-government peak bodies
- by publishing position statements, a newsletter Literacy Link, and other occasional papers on adult literacy and numeracy issues
- by promoting the recognition of adult literacy teaching as a profession
- by promoting the broadening of equitable and accessible adult literacy provision

- by promoting research into adult literacy to inform both policy and practice
- by collaborating with other professional bodies concerned with Australian language and literacy education

### ***Who should attend?***

This conference attracts delegates from all over Australia, comprising Adult Literacy educators from many fields: teachers, tutors, researchers, program managers, project participants and policy analysts working in the field of adult literacy, language and numeracy.

### ***Your Investment***

Sponsorship is a most cost effective way to reach this diverse group. Every ACAL 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. 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**

The following packages will provide excellent sale opportunities for your product at our conference.

- \$5,000.00 (inc. GST) PLATINUM
- \$2,000.00 (inc. GST) GOLD
- \$600.00 (inc. GST) SILVER
- \$250.00 (inc. GST) BRONZE

### **Cash or in-kind**

There are three types of sponsorship:

- “Cash” is preferred 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! In kind 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 Package Benefits

ENTITLEMENT / OPPORTUNITY	PLATINUM	GOLD	SILVER	BRONZE
Package	\$5,000.00	\$2,000.00	\$600.00	\$250.00
<b>Brand promotion:</b>				
Banner placement in all plenary sessions	•			
Projected logo in plenary conference room	•			
Logo placement on event web site	•	•	•	•
<b>Print:</b>				
Full page program advertisement	•			
Half page program advertisement		•		
Quarter page program advertisement			•	
Logo placement in program (relative size)	100%	75%	50%	25%
Satchel Inserts (sponsor to supply)	•	•	•	•
<b>Social agenda:</b>				
Welcome Reception networking	2	1	1	
Tickets to the Conference Dinner	2	1	1	
<b>Exhibitors / Catering:</b>				
Complimentary exhibit space (equipment/Internet connection extra)	2 tables	1 table	1 table	
Complimentary full registration (transferable to client/delegate)	2	2	50% discount	25% discount

### Additional Exhibitor staff

If you have need other staff to attend the Trade Exhibition other than those covered by the complimentary registration/s, a cost for catering will apply of \$72.00 per person per day. Additional tickets for Welcome Reception cost \$40.00 and the Conference Dinner costs \$70.00.

### Preliminary Event Timetable

Wednesday 30 Sep 2009	1300 - 1600 Exhibition Move-in
Thursday 01 Oct	0900 - 1700 Exhibition Open (Pre-conference Forum)
	1800 - 1930 Welcome Function
Friday 02 Oct	0900 - 1700 Exhibition Open (Day One)
	1900 - 2300 Conference Dinner
Saturday 03 Oct	0900 - 1700 Exhibition Open (Day 2)
	1600 - 1800 Exhibition Move-Out

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

## **Other opportunities for sponsorship**

### **Conference Handbook Advertisements**

The Conference Handbook will contain the extended conference program and list exhibitors, registrants, timetables, social events, 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).

Space will be allocated in order of receipt of form and payment. Applications for advertising in the conference handbook with camera ready copy must be received by no later than 21 August 2009.

#### *Advertisements and 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 DISC 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...

- \$200.00 for inserts of 1-4 pages
- \$375.00 for inserts of 5-24 pages

The deadline for receipt of applications for inserts in conference satchels is 21 August 2009.

### **Exhibition space**

1 table of exhibition space may be booked for the cost of \$500. Equipment and internet connections will be an additional cost.

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 21 August 2009.



Australian Council for Adult Literacy 32nd Annual Conference

# From Strength to STRENGTH

hosted by the Western Australian Adult Literacy Council 1-3 October, 2009 Fremantle, WA

**TAX INVOICE**  
ABN 90 836 385 358

## ACAL 2009 NATIONAL CONFERENCE

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   | \$600.00 (inc. GST)   |
| <input type="checkbox"/> BRONZE   | \$250.00 (inc. GST)   |
- Exhibition Booking**
- |   |           |
|---|-----------|
| <input type="checkbox"/> Exhibition space at the conference (1 table) | \$500.00. |
| Equipment/Internet required .....                                     |           |
| <input type="checkbox"/> I wish to reserve Exhibition space valued at | \$.....   |
- 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 |
| <i>Colour only</i>   |          |
| • 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 |
| <input type="checkbox"/> I wish to reserve advertising space valued at | \$.....  |
- Satchel Inserts**
- |  |          |
|--|----------|
| • Inserts of 1-4 pages   | \$200.00 |
| • Inserts of 5-24 pages  | \$375.00 |
| <input type="checkbox"/> I wish to reserve Satchel Inserts valued at | \$.....  |

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**Payment** Please make cheques payable to Western Australia Adult Literacy Council Inc.  
Address: ACAL 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)