

42nd ECTA Annual Conference

24 June 2017

Sheldon Event Centre, Taylor Rd, Thornlands



Sponsor, exhibitor & promotional opportunities prospectus

Links to conference exhibitor & sponsor registrations will be on the ECTA website in February

Sponsorship and Exhibitor & Other Promotional Enquiries
Kim Walters ECTA President Email info@ecta.org.au or phone 0418 157 280

WHY BECOME AN ECTA SPONSOR OR TRADE EXHIBITOR

ECTA would like to invite your organisation to participate in the ECTA Annual Conference. Our conference has been held annually for 42 years on the first Saturday of the June/July State School holidays. This year our Early Childhood Conference will be held at Sheldon Event Centre on Saturday 24th June 2017.

ECTA is the Association for Early Childhood Professionals in Queensland. Established in 1973, it continues to grow a network of members in cities and rural and remote areas of the State. Membership is currently over 800, with generally around 700 delegates attending the Annual Conference. The Early Childhood Teachers' Association Inc. (ECTA) conference can provide you with access to:

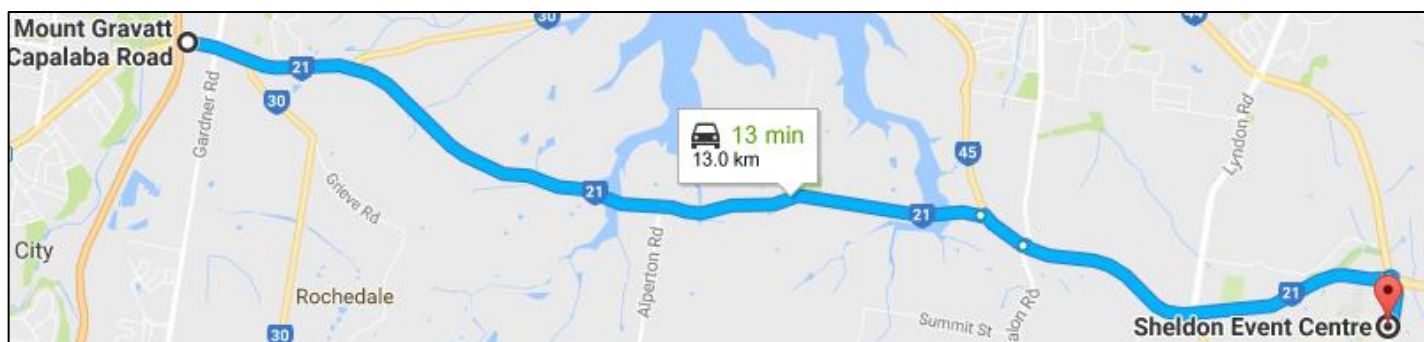
- State, Private and Independent School Teachers
- Community Kindergarten and Pre-Prep Professionals
- Childcare Professionals
- Family Day Care Professionals
- Outside School Hours Care Professionals
- University and VET Early Childhood Educators
- Early Childhood Education Students
- Community Members involved with Early Childhood Services (health, education and welfare).

Delegates last year, 14% Prep & Lower Primary, 45% Kindergarten, 35% Childcare, and 6% other. If these people are your target market, we would like the opportunity to talk with you about forming a business relationship.

WHAT CAN ECTA OFFER YOU

- The opportunity to launch or sell products or services to early childhood professionals from all over Queensland.
- A venue to promote your products and services to the hard-to-reach early childhood education and care sector - a trusted source of information for parents.
- A range of promotional opportunities are available, including branding in printed conference material and on the ECTA website, as well as placement at the conference.
- The opportunity to increase your visibility to early childhood professionals and demonstrate a level of commitment and support to this target market.

Venue: Sheldon Event Centre



Located at Gate 1, Taylor Rd Sheldon Q 4157, within the Sheldon College grounds.

(27 minutes or 32 KM from Brisbane Airport – 13minutes from the Gateway exit)

From Gateway M1 take Mount Gravatt Capalaba Road exit 92 at Mackenzie towards Capalaba/Victoria Point, follow State Route 21, turn at roundabout into Taylor Rd, Thornlands.

A Sponsorship/Exhibitor Opportunity to Fit Every Budget

Online Registration allows you to choose your own exhibition space

Sponsors from previous years are invited to renew registration & site selection before public release

All prices are GST Inclusive

COST	CATEGORY
Sponsor Packages	
	All sponsor packages include a logo on conference sponsor pages, complimentary satchel insert, priority access to ramp and early set up Friday with catering, extra support, storage of goods prior and after event
\$3,700	Platinum - Speak 5 min. prior to keynote, logo on name tags, 3 ½ page advertisements journal, homepage web links, present prize at W&C, question on scavenger hunt, customised email to all delegates, electronic copy of delegate list.
\$2,700	Gold - 2 ½ page advertisements journal, homepage web links, present your prize at W&C, question on scavenger hunt, customised email to all delegates, electronic copy of delegate list.
\$1,700	Supporting – 1 journal insert, conference page web links, present your prize at W&C, question on scavenger hunt, electronic copy of delegate list.
\$850	Wine and Cheese– speak for 2 minutes and assist with prize draw, electronic copy of delegate list. (no trade site included)
\$650	Catering – 4 table cards displayed at catering, banner displayed in catering area, conference page web links, electronic copy of delegate list. (no trade site included)
Exhibition Sites	
\$620	Large Exhibit Space - (3m deep x 3m wide) site chosen when registering - see map for site positions
\$520	Medium Exhibit Space - (3m deep x 2m wide) site chosen when registering - see map for site positions
\$27/\$75	Electricity - (site along wall / site in middle of room)
Other Promotional Opportunities	
\$150	Customised Email to all delegates - week before and after conference
\$150	Conference Satchel Insert - 700 (TBC) items to be supplied
\$ 0	Satchel Goodies – 700 (TBC) usable items i.e. Bags of Lollies, rubbers, rulers, highlighters etc. (book marks not acceptable)

TRADE EXHIBITION SITES \$620 / \$520

Conference exhibition sites are sold as Large (3m deep x 3m wide) and Medium (3m deep x 2m wide). Backing walls and sides vary from concrete, wood and fabric boards. See map for site positions and backing wall details. When you book an Exhibition Site you will be able to purchase **satchel inserts, customised emails to delegates, additional meals for extra staff, fabric backing walls, electricity access and wifi per device**. Additionally, Sponsors from last year's conference are given the opportunity to register for the same sponsorship package the following year and choose their exhibitor site before online registration opens to the public. New sponsors should choose from the available sites when registering.

Conference delegate list (*subject to the Conference Privacy Policy*) will be distributed **on the conference day** to all Exhibitors. The list will show name, workplace location and email. (Please note: electronic lists are a benefit only afforded to sponsors)

SACHEL INSERT \$150

Please note the requirement is 700 copies/products for your insert

This option allows your business to insert a promotional flyer/catalogue/brochure or product (key ring, sticker, highlighters etc.) in the delegate satchels at the ECTA Conference - direct distribution to approximately 700 early childhood professionals. Inserting corporate literature is one of the few sure-ways of guaranteeing information on your business's product and/or service is placed in the hands of every delegate.

Delivery: The items must be labelled with the **ECTA Conference Delivery Docket** (Appendix 1) and delivered to Cornerstone Press 2/69 Crockford Street, Northgate between **Monday 12th and Friday 16th June 2017**.

http://www.ecta.org.au/_dbase_upl/Delivery_Docket_ECTA_Satchel_Insert.pdf

It is the exhibitor's responsibility to ensure the items are delivered **on time** and **MUST** be marked on the **side and top** of the box with the **ECTA Conference Delivery Docket**. **No refund is given to exhibitors who deliver after Friday 16th June 2017 or without delivery docket.**

SACHEL INSERTION OF USABLE ITEM / GIFT \$0

There is no charge for donations of usable items e.g. rubbers, highlighters, pens etc. for satchel inserts. Please email ECTA details of items you wish to supply for the satchels or approval. **ECTA Conference Delivery Docket (Appendix 1) MUST** be used for delivery of Goods.

http://www.ecta.org.au/_dbase_upl/Delivery_Docket_ECTA_Satchel_Insert.pdf

CUSTOMISED EMAIL TO ALL DELEGATES \$150

If you have a 'green' policy, ECTA can send a customised email to **all** delegates about your products with a link to your website as an alternative to inserting a brochure into satchels. Conference emails will be limited per day - Monday to Thursday prior to conference and one per day Tuesday to Friday afterwards. After registration you may email your chosen date.

It is your responsibility to email the text and images for the customised email to ECTA two weeks before the chosen send date. As the email will be sent from the conference website, there is a limit of three images. This may include a banner image (JPG format no larger than 200kb each).

EXHIBITOR PRIZE DONATIONS

Your business may choose to donate a prize/ prizes to the Association. Business who donate a prize are invited to attend the Wine & Cheese.

Your company will be acknowledged upon drawing of the prize, at the Wine & Cheese function. Sponsors may ask to draw their own prize on stage. All exhibitors are encouraged to donate a product for the prize draws (*prizes are to be provided to ECTA during the display set-up*).

This will assist in promoting your products/services further. Exhibitors' individual prize draws will only be drawn and announced by ECTA during the Wine & Cheese at the close of conference.

Sponsorship levels and benefits	Platinum	Gold	Support	Wine & Cheese	Catering
Cost	\$3700	\$2700	\$1700	\$850	\$650
On Conference Day					
Your logo on the delegates' name tags (if you supply)	*				
Seat drop of promotional item	*				
Address delegates to promote company / introduce speaker	Keynote 5 minutes				
Key positioned Exhibitor Exhibition Site (platinum 1 st Choice, Gold 2 nd etc. after returning sponsors reissued their position.)	Prime	Prime	Key		
Choice of customised email to all delegates or satchel insert	*	*			
One insert in delegate satchel	*	*	*	*	*
Donate bags, lanyards, pens & notepads with your logo	1 st Option	2 nd Option	3 rd Option	4 th Option	5 th Option
Display Banner (Banner to be supplied, erected & removed by sponsor)	Keynote & Outside event centre	Outside event centre	Outside event centre	W&C	MornTea or Lunch
4 Table tent cards on tables and banner displayed (placement TBC)					MornTea or Lunch
Acknowledgment verbally and on Welcome Power Point	*	*	*	*	*
Early access to RAMP for unloading product	*	*	*	*	*
Early access to building to set up site & catering on Friday	*	*	*	*	*
Wine & Cheese - option to present your donated prize	*	*	*		
Other Benefits					
Delegate list in an Excel database (subject to privacy policy)	*	*	*	*	*
Logo across bottom of Photo Story published in EYC Journal	Logo	Logo	Logo	Logo	Logo
Advertisement in EYC Journal (posted to 800 members + plus online distribution)	3 x ½ page	2 x ½ page	1 insert (supplied by you)		
Company logo with link and brief company outline on conference website sponsor page	*	*	*	*	*
Company logo with link displayed on ECTA website	ECTA Homepage				
Offered same sponsorship level as previous year (before open to public)	*	*	*	*	*
Inclusion of question in delegate Scavenger Hunt competition	*	*	*		
Storage of product at Sheldon Event Centre 48 hours before event	*	*	*	*	*

Storage of Stock (Sponsors only)

Sheldon Event Centre are happy to store sponsors conference stock for 48 hours before and after the conference at no cost. Please use the Sponsor Delivery Docket on every box to be delivered (appendix 2).

Contact Sheldon Event Manager directly if you wish your **stock to be moved** to your Exhibitor Exhibition Site by Sheldon staff. **Fees will apply.**

Jillian Dunlop: Sheldon Event Centre Manager Phone: 07 3206 5573 Fax: 07 3206 5592 Email: j.dunlop@sheldoneventcentre.com



Make connections and develop relationships with 700 early childhood professionals.

EXHIBITOR / SPONSOR INFORMATION

All exhibitors and sponsors who have registered an interest in the conference will be notified by email when registrations open for bookings. As prime positions will fill quickly we recommend you link into the site as soon as possible to make your choice of exhibitor exhibition site (size and location). Information about the conference sponsorship and exhibitor opportunities and conference presenters is on the ECTA website.

Book an Exhibitor Exhibition Site using an online registration tool for all exhibitors and sponsors. Online registration provides transparency to the allocation process and allows sponsors and exhibitors more control over where their Exhibition Site is positioned. An updated **Exhibitor Area Map** will be available online which displays the location of confirmed exhibitors. You should look at this before making your choice. Each exhibitor stand will have one chair, table as requested with cloth and one fabric side wall included to enable greater display surfaces. You may purchase additional fabric backing boards whilst registering for an additional cost. See map of floor plan as many sites have multiple fabric walls at the back and sides.

Electricity is available at a fee charged by venue (**\$75 middle of room booths and \$27 booths along walls**) on all exhibition sites and must be booked and paid for prior to the event. You will need to bring your own **Tagged and Tested Leads and power boards**. **Exhibitors will be asked to nominate what equipment they will be bringing that requires power as they register to avoid any outages on the day.**

Wifi will be available to exhibitors. A charge of \$15 per device will be payable with registration or on the day. A password and username will be issued on the day.

Catering for one representative for the day is included with Exhibition Site purchases. Exhibitors catering service will be upstairs in the Horizons Room. Tea and Coffee is available from the commencement of the Keynote address at the Foyer drink station. Morning Tea and Lunch will be served at 10am – 10:30am and 12:15pm – 12:45pm (TBC – check the conference program on the day). Only those with name tags will be able to access the catering tables during meal times as food quantities are presented in accordance with your booking/ payment. If you require more staff to attend, please order catering via online registration. Name tags will be generated for the primary exhibitor and those extra staff attending who have registered for catering. A wide selection of special food requests i.e. vegetarian, gluten-free or vegan is available. Due to health regulations **NO FOOD** maybe brought into the centre.

Payment may be made on the secure website during registration via Credit Card or paid to the **Early Childhood Teachers' Assoc. Inc.** via Direct Deposit or cheque within two weeks of booking your Exhibition Site. A 50% deposit via credit card is required at time of booking. An emailed **Tax/Invoice** confirming registration and exhibition site selection is automatically generated once you submit your registration. It will be sent to the email address supplied on the submission page. For those opting to pay after registration, a receipt will be issued from the website once payment has been made. We strongly advise you to apply as soon as possible as exhibitor display sites are limited.

ECTA reserves the right to refuse/decline, at their discretion, any application. ECTA reserves the right to reallocate an Exhibitor's site if required (e.g. for safety reasons). Exhibition Sites will be reallocated if payment is not received within two weeks of booking.

Modifying or cancel your booking, by selecting from the remaining available sites, at any time before the conference registration closes.

Changes to lunch / meal allocations and chosen exhibition sites may be made via the website until close of conference registrations. You will need to log into the website via the link in your confirmation email which is sent after booking online. Cancellations of exhibition spaces two months prior to the conference will incur a fee of \$75. Cancellations between two months and two weeks prior will incur a fee of 50% of total paid. **Cancellations received within two weeks prior to the conference will not be refunded.**

Cancellations of Sponsorships will incur 50% cancellation fee due to exposure already provided via advertising etc. and no refund if within two weeks

Visitors (not registered exhibitors) All non-registered visitors must notify the conference trade coordinator prior to conference day stating reason for visiting during conference times. All approved non-registered visitors must register at the Trade Co-ordinators Desk on arrival.

Trading Times: Exhibitor displays will run from registration at **7.30am until 3.30pm** on the conference day in exhibitor area.

NO TRADING IS ALLOWED DURING PRESENTATIONS IN THE SHELDON EVENT CENTRE!

Arrival and departure Arrival and departure of exhibitors will be staggered and fully supervised by Sheldon Security/ ECTA volunteers. You will be asked to nominate a preferred time: Friday (with 15 minutes per exhibitor only on the ramp) and 6am – 7.30am Saturday (allocated at 15 minute intervals). This will be confirmed via email before the event. Exhibitors must remove all equipment, stock and packaging after the conference, and vacate the SEC before 6:00pm Saturday. Ramp only available between 3:30pm – 4:30pm and 5:30 – 6:00pm. The Wine & Cheese will be held in the Auditorium. Due to lack of interest by trade exhibitors no extended trading will be run after lunch break (3pm) and nor during wine & cheese. If Masterclass is being presented in the Sheldon Event Centre between 3:10pm – 4:30pm exhibitors must work **quietly**. **All to be clear of the venue by 6.30 pm. Trolleys will not be supplied** to move stock.

Access to Area There are wide stairs leading into the exhibitor area. Alternatively, stock may be wheeled along the outdoor ramp access; or the unloading bay at the bottom of the ramp may be used as per booking schedule. Venue security will monitor timing of unloading and in fairness to other exhibitors, will enforce removal of vehicles as soon as unloading is complete. Day-long parking will be allocated and provided in a car park nearby.

Delivery of stock (Sponsors only) **A Sheldon Delivery Docket MUST** be used (Appendix 2). Sheldon Event Centre staff are happy to store stock for our **Sponsors** for storage up to 48 hours before or after the conference without charge. If, however, you require Sheldon staff to move stock, fees will apply and be payable directly to SEC. (Appendix 3)

Exhibitor Conditions

- a) Products, services and signage must not infringe on agreements between ECTA and its sponsors.
- b) No advertising materials, banners or brochures are permitted outside your exhibition space.
- c) Excessive noise will not be permitted at any time during presentations in the Keynote area. **Mobile phones MUST be switched to silent or off please!**
- d) Practices that disadvantage other companies or detract from the conference may result in closure of your exhibit.
- e) Name badges will be issued to **all Exhibitor Representatives registered for catering** and must be worn at all times during the conference.

Public Liability Insurance is a requirement of exhibiting at the ECTA Conference. The exhibitor must provide ECTA with a copy of their **Certificate of Currency**, which includes details of the underwriter, amount insured for and period of insurance.

Liability for Exhibit Contents and Other Liability Issues Whilst the organisers will provide reasonable security during the Conference, neither the conference committee members, nor Sheldon Event Centre, nor any of their staff, employees, agents or other representatives shall be held responsible for any damage, loss, harm or injury, however caused to the property of the exhibitor or the exhibitor's staff, employees, agents or other representatives, or to members of the public, nor to goods or other property sent off in transit to ECTA or Sheldon Event Centre or remaining there after the Conference. Completion of the Exhibitors application form will be treated as confirmation of your acceptance of these stipulations. By registering, each exhibitor agrees to indemnify the organisers against damages to Sheldon Event Centre, Taylor Rd. Sheldon Qld.

Delivery Details ECTA Satchel Insert

700 items to be delivered: Between **Monday 12th and Friday 16th June 2017.**

**Cornerstone Press
2/69 Crockford Street,
Northgate 4013**

Attn: ECTA Conference Delivery

BOX No. ____ Of ____.

Senders Details:

Name:

Company:

Address:

Contact phone:

Description of Item/s shipped:

Number of items shipped:

Appendix 2

Sponsors only: Sheldon Event Centre is happy to store Sponsors conference stock for 48 hours before and after the conference at no cost. Please use the Delivery Docket below:

Sheldon Event Centre Stock Delivery Docket (Sponsors ONLY)

Sheldon Event Centre (in grounds of Sheldon College)
Gate 2, Taylor Road,
Sheldon QLD 4157

ECTA Conference Delivery

Attention Events Manager

BOX No. ____ Of ____.

Senders Details:

Name:

Company:

Address:

Contact phone:

Description of Item/s shipped:

Number of items shipped: