



2021 NEAS MANAGEMENT CONFERENCE PROSPECTUS

TRANSFORMATIVE JOURNEYS IN EDUCATION

'A Blended Learning Conference Experience'

6-7 May 2021

STREAMED LIVE from Doltone House,
Sydney, Australia



As a globally recognised independent Quality Assurance organisation, NEAS hosts more than 300 delegates from around the world at its annual conference.

The 2021 NEAS Management Conference is focused on Transformative Journeys in Education. The conference theme seeks to explore how as leaders, teachers, practitioners and students in international education we undergo transformation through our intercultural experiences. NEAS is seeking to showcase transformative journeys that our members have seen or experienced in their careers. The conference seeks to explore how we can harness the power of journeys in creating and maintaining a sustainable future in education.

Be empowered by experts of ELT, sharing key theory, research and practice in our industry. Attendees are invited to connect and network, to share stories of growth, development and transformative change in their environment and their career. Our aim for 2021 is to create more opportunities for professional development, inspiring the ELT community to grow through networking and sharing experiences.

This can create further transformative change in the industry and allow these networks to flourish, creating a positive influence for students and industry stakeholders.

The home venue for the 2021 conference will be Doltone House, Darling Island, Sydney on 6-7 May 2021. Plus, in 2021 we are excited to launch a live-streamed virtual offering to remote participants to extend our reach!

We thank you for your support and we look forward to seeing you at the conference!

NEAS AUSTRALIA GLOBAL LEADER



WHO IS NEAS?

**NEAS is the Global Leader in Quality Assurance
for the English Language Teaching Community.**

NEAS provides several services that support this community. These include quality assurance and endorsement for ELT centres, professional development for teachers, managers and professional staff and approval of ELT teacher qualifications. NEAS also quality assures ELT qualifications across all sectors, as well as Online Courses, Quality Education Agents, Quality Products & Services and Quality ELT Professionals.

6th - 7th May 2021
Doltone House Darling Island Wharf,
48 Pirrama Rd, PYRMONT 2013

+ NEW: Live streamed virtual offering

WORLD CLASS CONFERENCE

A spectacular waterfront venue housed in NSW's first 6-star green star building. Views of the Sydney Harbour Bridge and city skyline. Minutes from the International Convention Centre, multifunctional modern-sleek meeting rooms and a main event space.

- Dedicated exhibition area which all attendees walk through, close to both the plenary and eating areas.
- One main Plenary and two breakout spaces equipped with state-of-the-art audio-visual equipment to live stream all conference sessions.
- Outside areas overlooking the Opera House and Darling Harbour



WHY SPONSOR THE NEAS CONFERENCE?



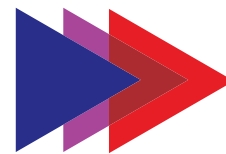
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- As a sponsor, you will have direct access and reach to key individuals from multiple education organisations, including Directors of Studies, Academic Managers, government officials, teachers and students.
 - Extended reach opportunity with the 2021 conference going virtual! Sponsors will have an exclusive opportunity to reach additional participants online and have your brand broadcast around the world.
 - Option to host a session during the conference (non-plenary).
 - Sponsor advertisement in the conference handbook.
 - Sponsors can attend all conference sessions - over 20 presentations delivered by a range of experts in education and training.
 - Optional sponsorship booth.
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DESIRED CONFERENCE OUTCOMES

- 1/ Give delegates the opportunity to provide their research and opinion to a large audience within the ELT sector.
 - 2/ Strengthen Australia's position as a key country for English Language Training through well informed and high-quality English language centres.
 - 3/ Provide high quality examples of Premium Products within the ELT industry.
 - 4/ Strengthen the relationship between the ELT community and government organisations through a dialogue.
 - 5/ Increase the awareness of the ELT sector within the education industry.
 - 6/ Facilitate networking and social interactions between delegates both nationally and internationally.
 - 7/ Provide opportunities for ELT Centre management to engage with new businesses that will improve their service and contribute to the sector.
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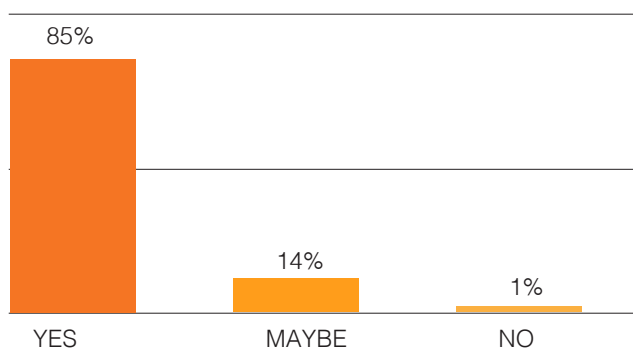
DELEGATE INFORMATION



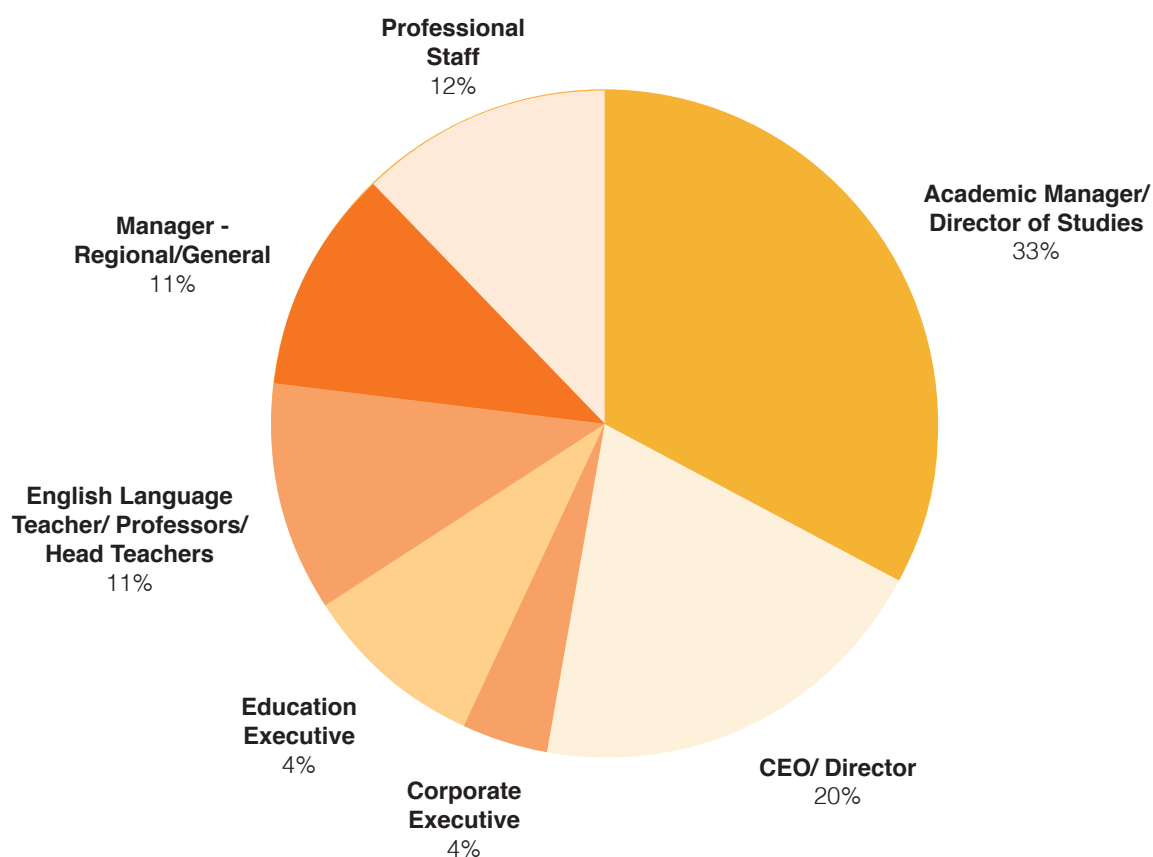
In 2019 we had our highest attendee rate – 329! We continue to grow each year showcasing new initiatives, high profile speakers and on-trend topics relevant to our delegates.

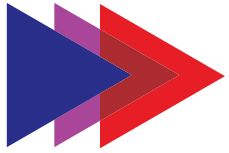
The following data is from our last conference, held in 2019.

Would you come to the next NEAS Management Conference?



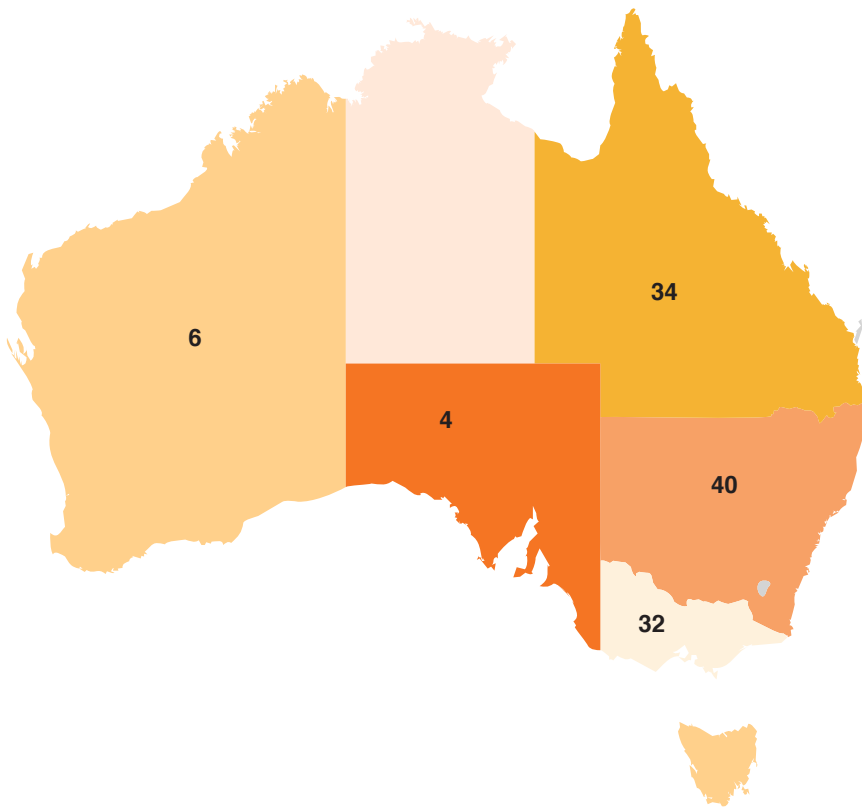
Delegates Roles!





DELEGATE INFORMATION

NEAS Members by state and territories in Australia



Social Media over the Conference Period...



3.5k
impressions



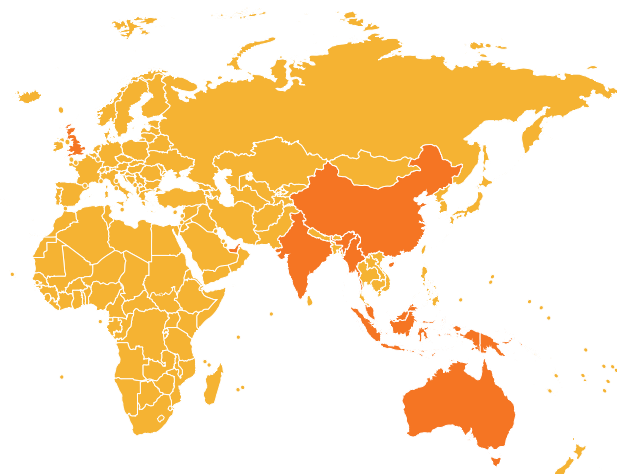
Over 5k
impressions



Over 4k
impressions

Delegates from multiple countries including:

China, UK, Hong Kong, Indonesia Malaysia, Nepal,
Singapore, Thailand, United Arab Emirates, Vietnam.

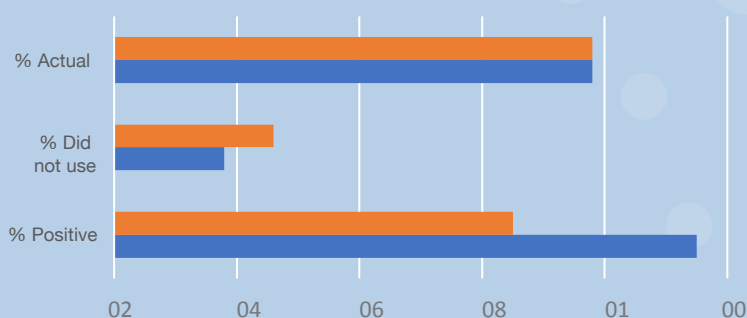


CONFERENCE SURVEY

Conference App

The 2nd year of having an app for the conference. Increased usage plus higher satisfaction rate.

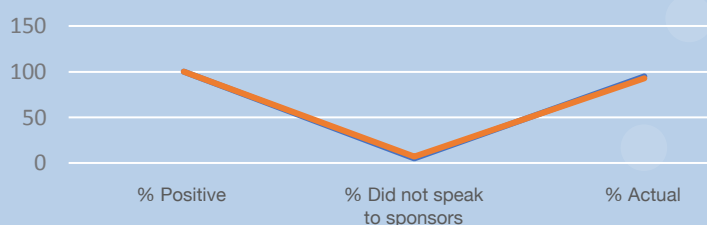
■ 2019 ■ 2018



Sponsors and Exhibitors

Both 2018 and 2019 had a 100% positive reaction with more than 95% of delegates surveyed confirming that they spoke to sponsors.

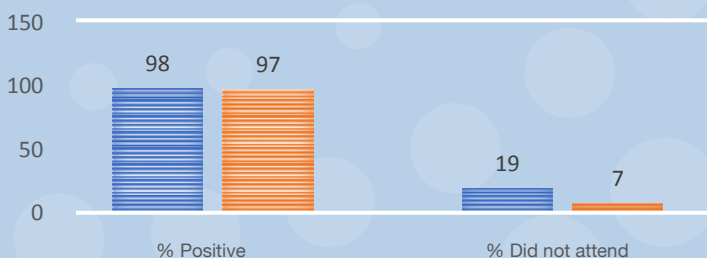
■ 2019 ■ 2018



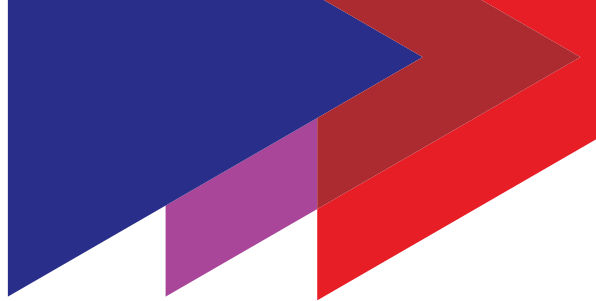
Opening and Plenary

All Plenaries received high positive outcomes for both 2018 and 2019.

■ 2019 ■ 2018



2021 TIER PACKAGES



Exclusive Premium Package

SOLD

- Exclusive Premium Logo Positioning
- Double Booth in the best position for the exhibition area
- Conference Opening to the Main Presenter
- Option to insert video footage before conference starts
- Option to present a session during the conference
- Announcement on the conference app with preference on time
- + 2 bonus tickets to the conference
- + 2 bonus tickets to the conference
- One full page advertisement in the conference handbook
- VIP Treatment during the conference
- QLS Premium Sponsor (contact NEAS for details)
- NEAS Online Sponsor (contact NEAS for details)
- Includes Full Package Benefits

Gold Sponsor

SOLD

SOLD

- Gold Sponsor Positioning
- Announcement on Conference app
- + 1 Bonus Ticket
- NEAS Online Sponsor (Contact NEAS for details)
- One full page advertisement in the conference handbook
- Includes Full Package Benefits

Welcome Sponsor

SOLD

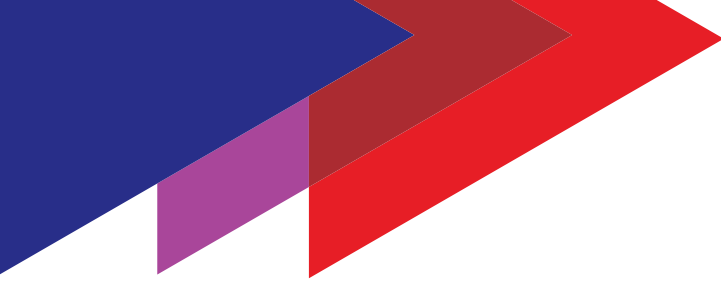
SOLD

- Welcome Cocktail hour sponsor
- Mention when advertising related to the Cocktail hour.
- Key brand position
- VIP Cocktail hour position
- Sponsor opening to the Cocktail hour.
- Includes Full Package Benefits

Silver Sponsor

\$10,000 + GST

- Option to host a session during the conference (non-plenary)
- Silver Sponsor Positioning
- One full page advertisement in the conference handbook
- Includes Full Package Benefits



CONFERENCE BOOTH PACKAGES

Full Sponsorship Package

- Booth (3m x 2m)
- Conference Sponsorship Rights and Benefits Annual NEAS website and NEAS News sponsorship

\$7,480 + GST (AUD)

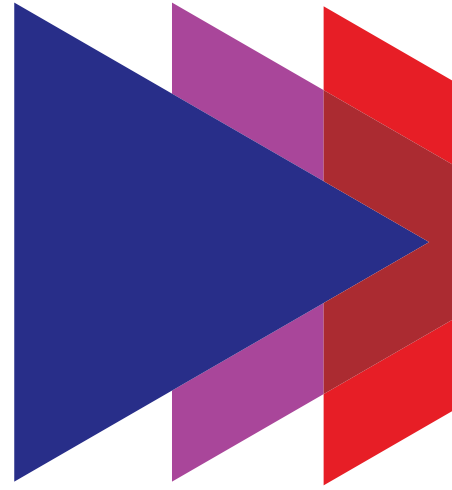
Sponsorship Benefits will include:

- Booth representation (powered 2 x 3 metre) with signage included
- Sponsorship positioning on all conference marketing collateral
- Prominent display of (up to) 3 x pull-up banners throughout the venue
- A copy of the attendee and associated contact list upon completion
- Access to be sponsor of allocated speaker session (3 min opening). Logo included.

Other conference benefits that will accrue shall include:

- Two conference registrations included
- Two complimentary tickets to pre-dinner drinks
- The option to "link" from the NEAS website to your company homepage
- One email advertisement (artwork supplied by you) to the NEAS membership
- Includes option to participate in end of conference raffle
- A dedicated NEAS staff member to provide support throughout the conference
- Increased exposure to members (200 + centres), agents (6,000), government and other stakeholders
- NEAS website display of your organisation's logo with link to your webpage on the NEAS landing page
- Display of your logo on the NEAS News; a biweekly newsletter to over 10,000 Subscribers.
- Logo listed as supporter of the 2021 Conference in conference online tool.
- Online promotion opportunities during the conference

STANDARD BOOTH PACKAGES



Sponsorship Package

- Booth (3m x 2m)
- Conference Sponsorship Rights and Benefits Annual NEAS website and NEAS News sponsorship

\$4,070.00 + GST (AUD)

Sponsorship Benefits will include:

- Booth representation (powered 2 x 3 metre) with signage included.
- A copy of the attendee and associated list upon completion
- Face to face conference experience

Other conference benefits that will accrue shall include:

- One conference registration included
- One complimentary ticket to pre-dinner drinks
- Includes option to participate in end of conference raffle
- Logo listed as supporter of the NEAS Management Conference

ONLINE SPONSOR PACKAGE

Online Sponsorship Package

- Online Sponsor
- Basic Conference Sponsorship Rights and Benefits

\$4,070.00 + GST (AUD)

Sponsorship Benefits will include:

- NEAS website display of your organisations' logo with link to your webpage on the NEAS landing page
- Display of your logo on the NEAS News; a monthly newsletter to over 11,000 Subscribers.
- A copy of the attendee and associated list upon completion
- Access to be sponsor of allocated speaker session (3 min opening) Logo included
- Online Conference sponsor (non-exclusive) for conference showbag.

Other conference benefits that will accrue shall include:

- Two conference online registrations included
- Early access to registrations to create meetings during the week of the conference (for limited use only for meetings)
- Logo listed as supporter of the NEAS Management Conference
- Logo listed as supporter on the NEAS News
- Any other details discussed as part of the agreement



SPONSORSHIP REGISTRATION

Select Package:

☐ Silver Sponsor - \$10,000*

☐ Full Sponsorship Package - \$7,480*

☐ Standard Booth Package - \$4,070*

☐ Online Sponsorship Package - \$4,070*

* Price in Australian Dollars +GST

Full Name: _____

Role: _____

Organisation: _____

Email: _____

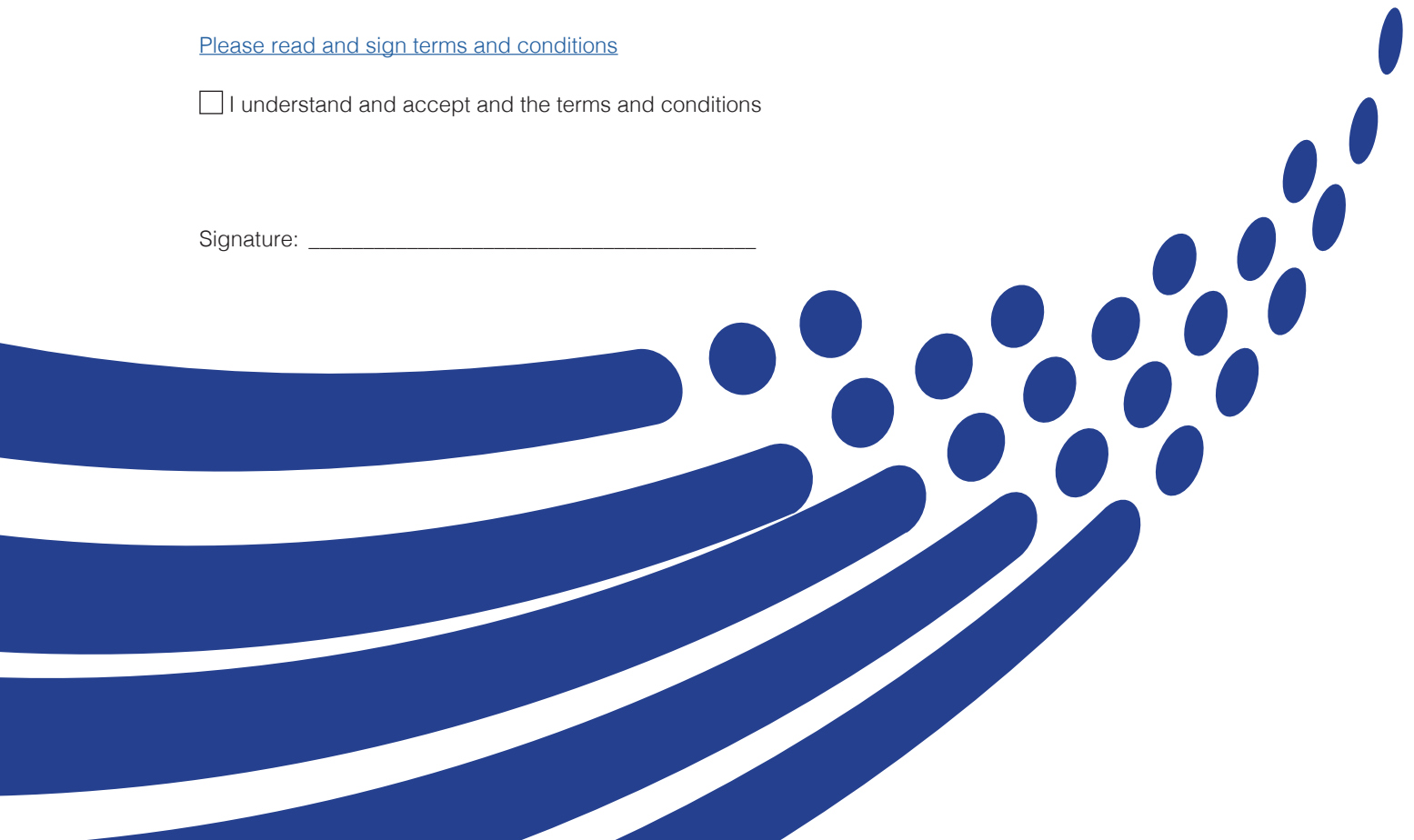
Phone: _____

About your company (250 words or less): _____

[Please read and sign terms and conditions](#)

☐ I understand and accept and the terms and conditions

Signature: _____



The logo consists of three overlapping right-pointing triangles. The leftmost triangle is dark blue, the middle one is purple, and the rightmost one is red. The text "NEAS MANAGEMENT CONFERENCE" is centered over the purple triangle.

NEAS MANAGEMENT
CONFERENCE

**For any further information,
please contact:**

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02 9055 9275

