

**2022 NEAS
MANAGEMENT
CONFERENCE**

Going Glocal

EMBRACING ELT COMMUNITIES OF PRACTICE

**A BLENDED LEARNING
CONFERENCE EXPERIENCE
5 - 6 MAY 2022**

STREAMED LIVE
from Doltone House,
Sydney, Australia



NEAS

**QUALITY ASSURANCE
IN EDUCATION AND
TRAINING**



INTRODUCTION

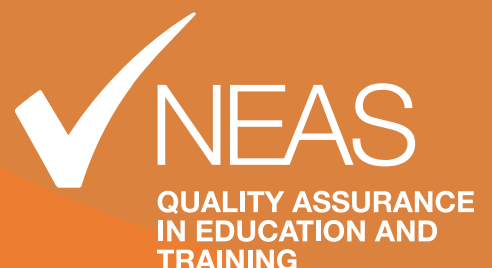
On behalf of the NEAS Board of Directors, it gives me great pleasure to explore opportunities to collaborate with our Sponsors, Supporters and Members. This Sponsorship Prospectus aims to allow you to choose how best to work with us in achieving our mutual goals of promoting Quality Assurance in the English Language Teaching sector. There are a variety of packages available with differentiating factors such as booth size and proximity, advertising exposure and exclusive conference event sponsorship such as the gala dinner and awards ceremony. There are also a myriad of sponsorship opportunities available in relation to the online platform, which attracted 300 delegates in 2021.

Planning for the 2022 theme, speaker sessions and workshops are well underway. The program promises to be of a high calibre, with over 40 speakers from around the world showcasing their knowledge and providing industry insights to delegates. The physical and virtual exhibitions are an integral part of the conference for our sponsors, presenting the opportunity to raise their profile within the ELT sector and liaise directly with delegates (both onsite and online). As always, the exhibition hall is the central hub with delegates meeting there to enjoy all catering throughout the three days. NEAS also runs competitions to attract delegates to sponsor booths encouraging interaction and networking. In response to delegate feedback, in 2022 we will be bringing back the Gala Dinner! This fun social event is another ideal opportunity for connection between sponsors and delegates.

It is our aim to work efficiently with you, by helping and promoting your business to achieve international exposure through sponsorship of the NEAS conference. We look forward to working with you in the lead up to the conference and seeing you in Sydney in May 2022 for the 25th annual NEAS Management Conference.

Dr Patrick Pheasant

Chief Executive Officer, NEAS Australia



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 Quality Online Courses, Quality Education Agents, Quality Products & Services and Quality ELT Professionals.

5 - 6 May 2022

Doltone House
Darling Island Wharf,
48 Pirrama Rd,
Pyrmont, NSW 2013

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.
- Multiple plenary and breakout spaces equipped with state-of-the-art audio-visual equipment to live stream all conference sessions.
- Spectacular waterfront welcome to the venue. Located by Pyrmont Bay with views of the Sydney Harbour Bridge, this outdoor area is perfect for mingling, meeting, al fresco dining and conference catering breakouts.



WHY SPONSOR THE NEAS CONFERENCE?

CONNECTIONS

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 (from around the world).

AUDIENCE

Inform a specific target audience about your products and services, network with likeminded delegates and generate new business relationships and sales

INSIGHT

Discover the current trends and challenges in the ELT sector and how your organisation can meet them

BRANDING

Gain brand exposure by having your organisation's logo on the NEAS website and conference promotional material, which links direct to your website

EDUCATION

Attend the conference and gain valuable insight into the ELT sector from our members and industry stakeholders

ADVERTISING

Ability to advertise on our website, or in our eNewsletter (NEAS News) which is distributed to over 10,000 people internationally

EMPLOYMENT CONNECTIONS

Looking for staff? Advertise your organisation's employment opportunities on the NEAS website



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 Teaching 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/

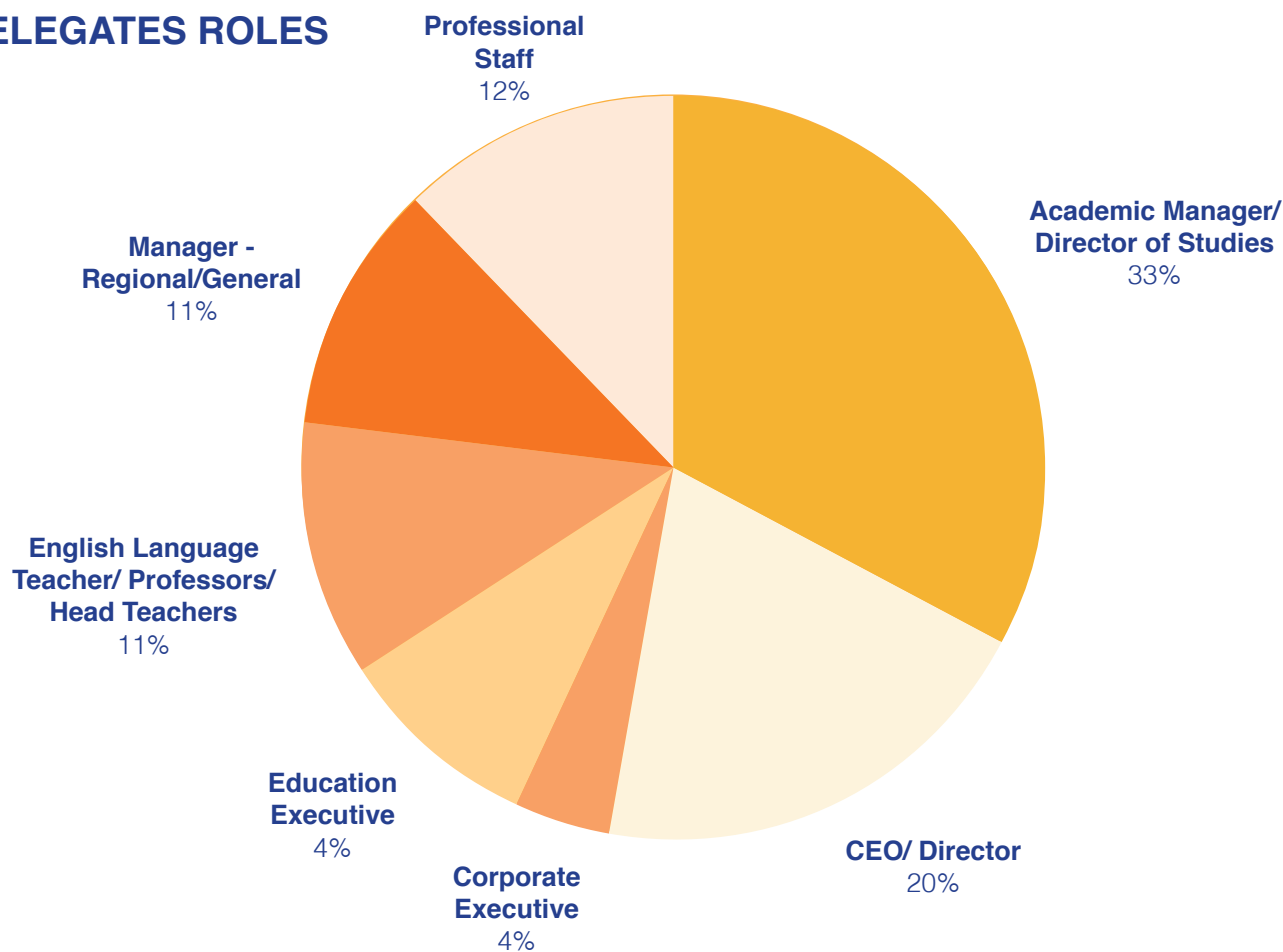
Provide opportunities for ELT Centre management to engage with new businesses that will improve their service and contribute to the sector.



DELEGATE INFORMATION

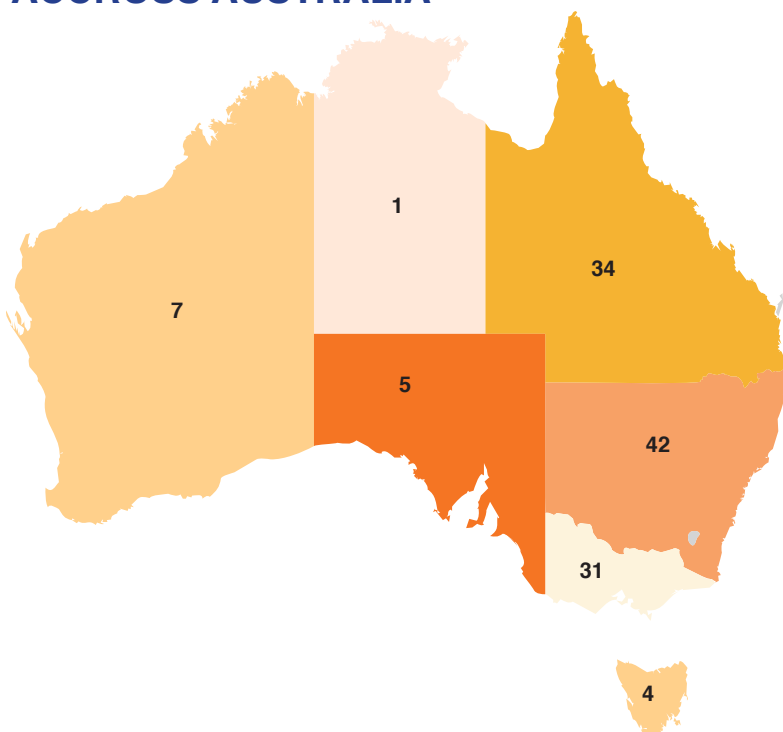
In 2021 we achieved our highest registration number ever - over 450! Delegates joined the 2021 NEAS Management Conference both virtually and in person. We will continue to reach new audiences in 2022 with more offerings, speakers and educational content.

DELEGATES ROLES



DELEGATE INFORMATION

NEAS MEMBERSHIP PROFILE ACROSS AUSTRALIA



SOCIAL MEDIA OVER THE CONFERENCE PERIOD...



3.5k impressions



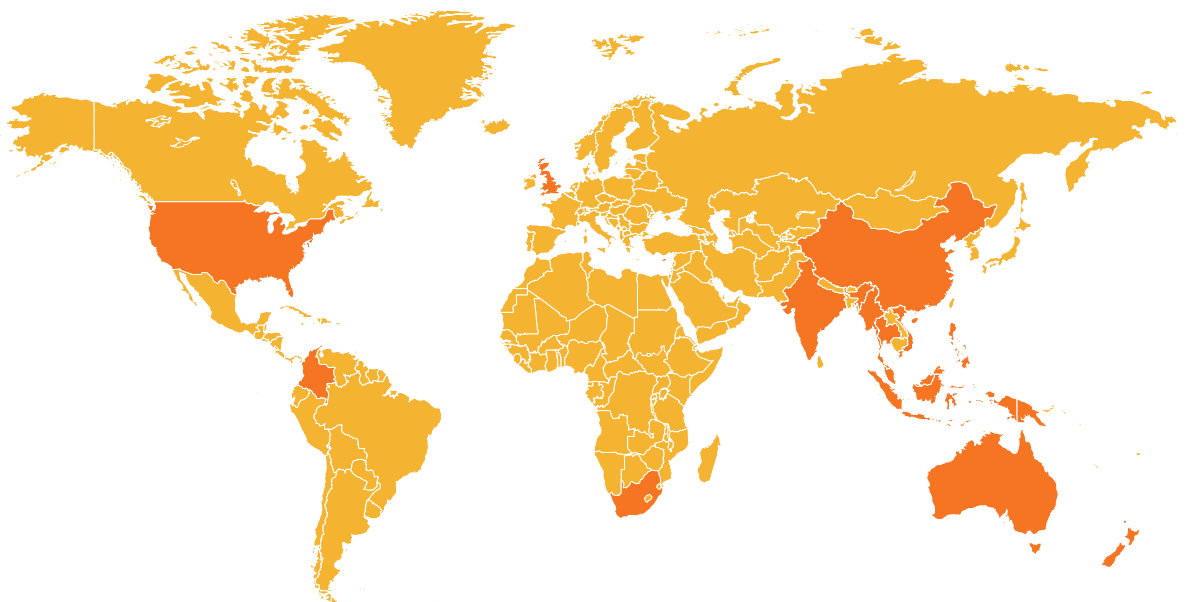
Over 5k impressions



Over 4k impressions

GLOBAL DELEGATE REACH FROM 2021 CONFERENCE

AUSTRALIA
COLOMBIA
CYPRUS
FIJI
INDONESIA
MALAYSIA
NEW ZEALAND
PHILIPPINES
SINGAPORE
SOUTH AFRICA
THAILAND
UNITED KINGDOM
UNITED STATES
VIETNAM



SPONSORSHIP PACKAGES



NEAS

QUALITY ASSURANCE
IN EDUCATION AND
TRAINING



PREMIUM SPONSOR

Premium Sponsor - \$45,000 + GST

As the Premium Sponsor you will receive the below entitlements.

2022 NEAS Management Conference

- Two exhibition booths (powered 2 x 3 metre) with signage included
- Four complimentary conference registrations
- Prominent display of (up to) 3 x pull-up banners throughout the venue
- Premium Sponsorship positioning on all conference marketing collateral
- Opening sponsor slot at conference
- Copy of the attendee and associated contact list upon completion.
- Exclusive Lanyard Sponsor

NEAS Virtual Conference Additions

- Four Virtual Conference registrations
- Inclusion as a virtual exhibitor where you can meet and network with the virtual delegates
- Sign in screen image which is shown each time someone logs into the virtual platform = 890 pixels wide x 940 pixels high.
- Inclusion in the rotating sponsors image which is shown at the top of the program page = 870 pixels wide x 155 pixels high.

2022 FY NEAS Benefits as Premium Sponsor

Premium Sponsorship Benefits Throughout FY21/22

- Logo listed as a sponsor of the 2022 Conference on both Conference App and the NEAS website
- Logo Premium sponsor positioning in the NEAS News (which is sent to 10,000)
- 2 x NEAS News advertisements
- Opportunity to conduct a webinar which is promoted through NEAS via our professional development portal

(2022 NEAS MANAGEMENT CONFERENCE 5 - 6 MAY 2022)

Going Glocal

EMBRACING ELT COMMUNITIES OF PRACTICE



GOLD SPONSOR

Gold Sponsor - \$20,000 + GST

As a Gold Sponsor you will receive the below entitlements.

2022 NEAS Management Conference

- One exhibition booth (powered 2 x 3 metre) with signage included.
- Three complimentary conference registrations.
- Prominent display of (up to) 3 x pull-up banners throughout the venue.
- Gold Sponsorship positioning on all conference marketing collateral.
- Copy of the attendee and associated contact list upon completion.

NEAS Virtual Conference Additions

- Three Virtual Conference registrations
- Inclusion as a virtual exhibitor where you can meet and network with the virtual delegates
- Inclusion in the rotating sponsors image which is shown at the top of the program page = 870 pixels wide x 155 pixels high

2022 FY NEAS Benefits as Premium Sponsor

Gold Sponsorship Benefits Throughout FY21/22

- Logo listed as a sponsor of the 2022 Conference on both Conference App and the NEAS website
- Logo Gold sponsor positioning in the NEAS News (which is sent to 10,000 people)
- 1 x NEAS News advertisement
- Opportunity to conduct a webinar which is promoted through NEAS via our professional development portal

(2022 NEAS MANAGEMENT CONFERENCE 5 - 6 MAY 2022)

Going Glocal

EMBRACING ELT COMMUNITIES OF PRACTICE



SILVER SPONSOR

Silver Sponsor - \$7,480 + GST

As a Silver Sponsor you will receive the below entitlements.

2022 NEAS Management Conference

- One exhibition booth with signage included.
- Two complimentary conference registrations.
- Prominent display of (up to) 1 x pull-up banners throughout the venue.
- Silver Sponsorship positioning on all conference marketing collateral.
- Copy of the attendee and associated contact list upon completion.

NEAS Virtual Conference Additions

- Two Virtual Conference registrations
- Inclusion as a virtual exhibitor where you can meet and network with the virtual delegates.
- Inclusion in the rotating sponsors image which is shown at the top of the program page = 870 pixels wide x 155 pixels high

2022 FY NEAS Benefits as Silver Sponsor

Silver Sponsorship Benefits Throughout FY21/22

- Logo listed as a sponsor of the 2022 Conference on both Conference App and the NEAS website
- Logo Silver sponsor positioning in the NEAS News (which is sent to 10,000 people)
- 1 x NEAS News advertisement
- Opportunity to conduct a webinar which is promoted through NEAS via our professional development portal

(2022 NEAS MANAGEMENT CONFERENCE 5 - 6 MAY 2022)

Going Glocal

EMBRACING ELT COMMUNITIES OF PRACTICE



BRONZE SPONSOR

Bronze Sponsor - \$4,070 + GST

As a Bronze Sponsor you will receive the below entitlements.

2022 NEAS Management Conference

- One exhibition booth with signage included.
- Two complimentary conference registrations.
- Copy of the attendee and associated contact list upon completion.

NEAS Virtual Conference additions

- One Virtual Conference registration
- Inclusion as a virtual exhibitor where you can meet and network with the virtual delegates.

2022 FY NEAS Benefits as Bronze Sponsor

Bronze Sponsorship Benefits Throughout FY21/22

- Logo Bronze sponsor positioning on the NEAS Conference website

(2022 NEAS MANAGEMENT CONFERENCE 5 - 6 MAY 2022)

Going Glocal

EMBRACING ELT COMMUNITIES OF PRACTICE

SPONSORSHIP REGISTRATION

SELECT PACKAGE:

☐ Premium Sponsor - \$45,000*

☐ Gold Sponsor - \$20,000*

☐ Silver Sponsor - \$7,480*

☐ Bronze Sponsor - \$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: _____

Date: _____

**FOR ANY FURTHER INFORMATION,
PLEASE CONTACT:**

neas@neas.org.au

02 9055 9275

Going Glocal
(2022 NEAS MANAGEMENT CONFERENCE)