

**NEAS 2024
MANAGEMENT
CONFERENCE**

**QUALITY
REVOLUTION:
RETHINKING, RESHAPING, AND
REDEFINING EXCELLENCE IN ELT**

A WORLD CLASS CONFERENCE

9 - 10 MAY 2024

**AERIAL UTS FUNCTION CENTRE
SYDNEY**



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 (ELT) sector.

The NEAS Management Conference is the premier Thought Leadership event for ELT professionals in Australasia. Held annually since 1996, the Conference fosters collaboration, industry advancements, and educational excellence. In 2024, NEAS will be delivering its 28th Conference!

This year promises an exciting change with a new venue, a fresh theme, and an expanded program of branding entitlements that will extend throughout the entire calendar year.

In addition to the prominent exposure during the Conference, your 2024 partnership agreement with NEAS will entitle you to showcase your organisation in our Communities of Practice sessions, International Online Workshop Series, and On-Demand Webinar Series. These professional development initiatives run year-round, ensuring long-term value for your sponsorship.

The 2024 theme is “Quality Revolution: Rethinking, Reshaping, and Redefining Excellence in ELT”. The program will feature more than 40 speakers from around the world, offering their expertise and industry insights to delegates. The physical 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.

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 2024.

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.

9 - 10 May 2024
Aerial UTS Function Centre
Building 10
Level 7/235 Jones St
Ultimo NSW 2007

WORLD CLASS CONFERENCE

The award-winning Aerial UTS Function Centre takes a proactive approach to environmental sustainability by generating renewable energy, donating excess food, and using profits to fund student activities.

Beyond the dynamic meeting rooms and terraces, Aerial offers:

- Indoor and outdoor spaces, including open terraces with city skyline views,
- Innovative menus including a wide range of plant based and vegan menus,
- On-site parking,
- Convenience with only a short walk from Central Station, Darling Harbour and the Sydney CBD,
- Disability accessible

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 directly 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 approximately 18,000 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 dialogue.

5/

Increase awareness of the ELT sector within the education industry.

6/

Facilitate networking and social interactions between delegates both nationally and internationally.

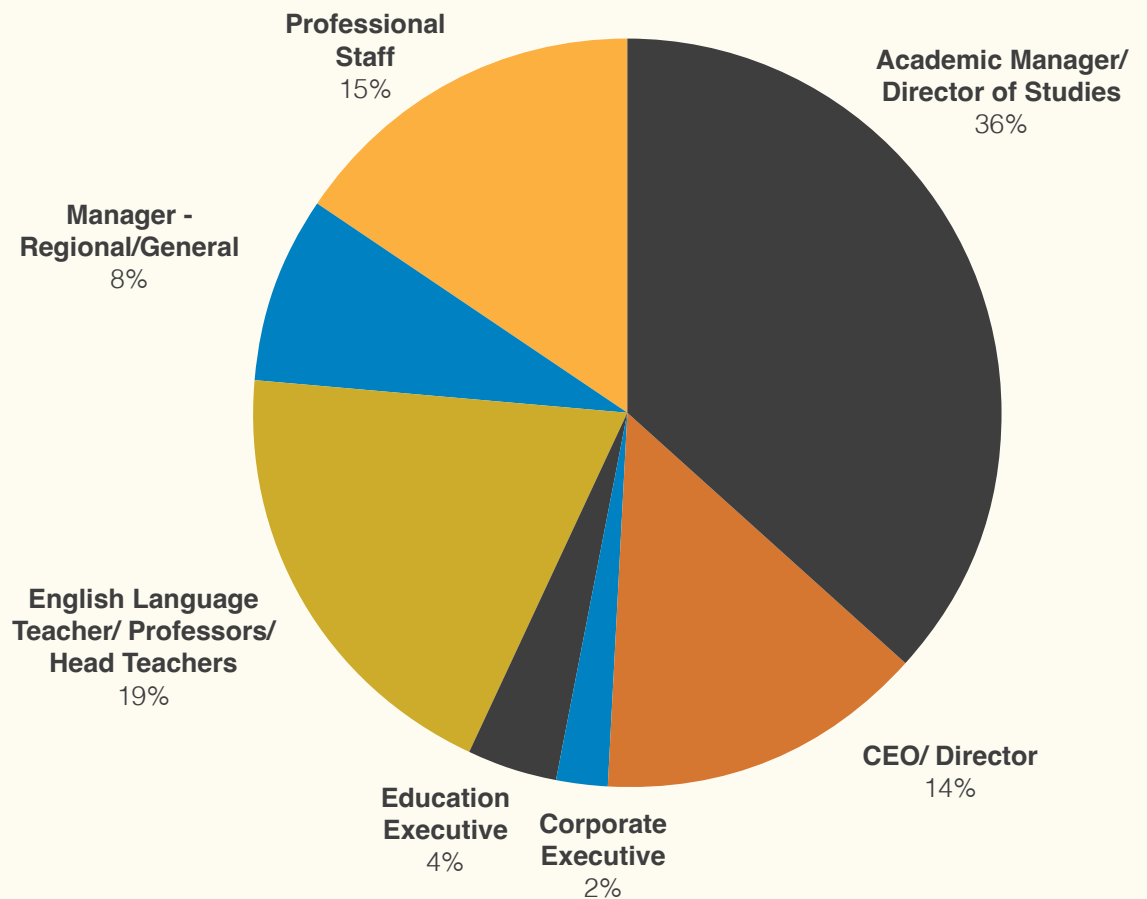
7/

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

DELEGATE INFORMATION

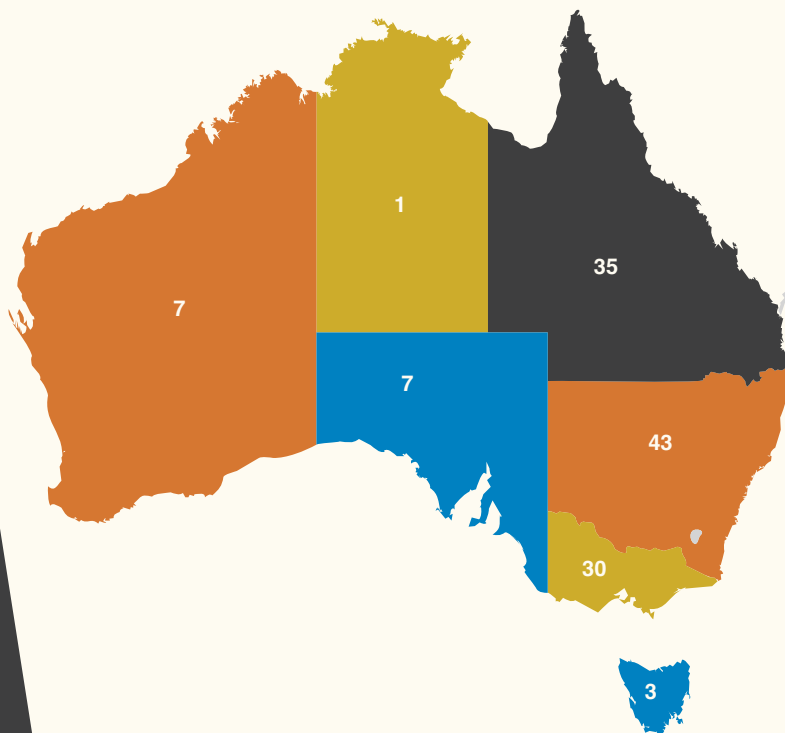
**ATTENDED BY OVER 200
DELEGATES IN PERSON**

DELEGATES ROLES




DELEGATE INFORMATION

NEAS MEMBERSHIP PROFILE ACROSS AUSTRALIA



SOCIAL MEDIA OVER THE CONFERENCE PERIOD...

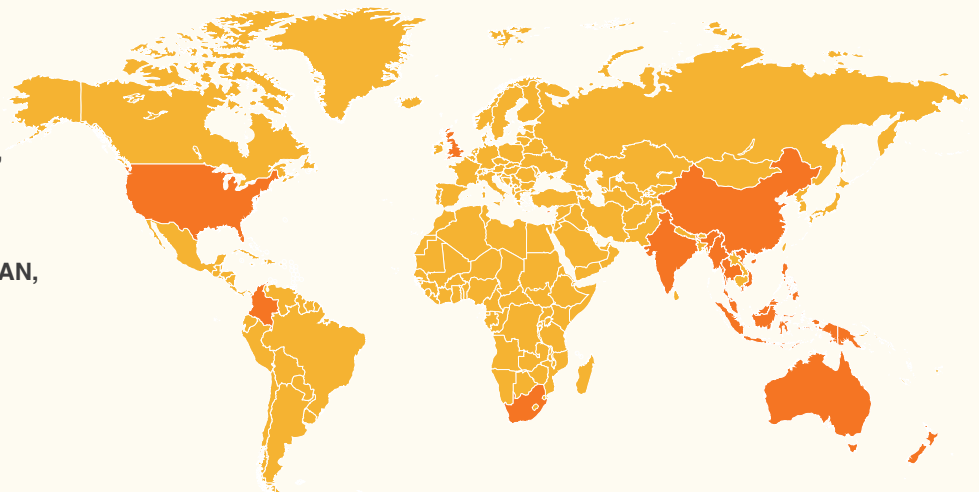
 3.9k impressions

 7.2k impressions

 4.2k impressions

GLOBAL DELEGATE REACH FROM 2023 CONFERENCE

AUSTRALIA,
THAILAND,
VIETNAM,
BANGLADESH,
CAMBODIA,
CHINA, INDIA,
INDONESIA, IRAN,
ITALY, JAPAN,
MALAYSIA,
MYANMAR,
PHILIPPINES,
SINGAPORE,
TANZANIA,
URUGUAY, USA



SPONSORSHIP PACKAGES

PREMIUM SPONSOR

\$53,500 + GST

As the Premium Sponsor you will receive the following entitlements.

2024 NEAS MANAGEMENT CONFERENCE

- Two exhibition booths with signage included.
- Three 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.

2024 NEAS BENEFITS AS PREMIUM SPONSOR

Premium Sponsorship Benefits Throughout 2024

- Logo listed as a sponsor of the 2024 Conference on both Conference App and the NEAS website.
- Logo Premium sponsor positioning in the NEAS News (which is sent to approximately 18,000 people each fortnight).
- 2 x NEAS News advertisements.
- 1 x advertisement on the NEAS Website.
- Designation as the featured sponsor of 3 x Communities of Practice.
- Designation as the featured sponsor of 2 x On-Demand Webinars.

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GOLD SPONSOR

\$23,800 + GST

As a Gold Sponsor you will receive the following entitlements.

2024 NEAS MANAGEMENT CONFERENCE

- One exhibition booth with signage included.
- Three complimentary conference registrations.
- Prominent display of (up to) 2 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.

2024 NEAS BENEFITS AS GOLD SPONSOR

Gold Sponsorship Benefits Throughout 2024

- Logo listed as a sponsor of the 2024 Conference on both Conference App and the NEAS website.
- Logo Gold sponsor positioning in the NEAS News (which is sent to 18,000 people each fortnight).
- 1 x NEAS News advertisement.
- 1 x advertisement on the NEAS Website
- Designation as the featured sponsor of 2 x Communities of Practice.
- Designation as the featured sponsor of 2 x On-Demand Webinars.

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SILVER SPONSOR

\$8,900 + GST

As a Silver Sponsor you will receive the following entitlements.

2024 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.

2024 NEAS BENEFITS AS SILVER SPONSOR

Silver Sponsorship Benefits Throughout 2024

- Logo listed as a sponsor of the 2024 Conference on both Conference App and the NEAS website.
- Logo Silver sponsor positioning in the NEAS News (which is sent to approximately 18,000 people each fortnight)
- 1 x NEAS News advertisement.
- 1 x advertisement on the NEAS Website.
- Designation as the featured sponsor of 1 x Community of Practice.
- Designation as the featured sponsor of 1 x On-Demand Webinar.

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BRONZE SPONSOR

\$4,900 + GST

As a Bronze Sponsor you will receive the following entitlements.

2024 NEAS MANAGEMENT CONFERENCE

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

2024 NEAS BENEFITS AS BRONZE SPONSOR

Bronze Sponsorship Benefits Throughout 2024

- Logo Bronze sponsor positioning on the NEAS Conference website.

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SPONSORSHIP REGISTRATION

Select Package:

Premium Sponsor - \$53,500*

Gold Sponsor - \$23,800*

Silver Sponsor - \$8,900*

Bronze Sponsor - \$4,900*

* 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

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