

2025 NEAS
CONFERENCE



Pathways to Belonging

Our Role in Building Communities

SPONSOR PROSPECTUS



A world class conference

22-23 MAY 2025

Aerial UTS Function Centre - Sydney

neas.org.au

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.

In 2025, NEAS Australia celebrates 35 years of supporting the ELT community. It's a special milestone in our ongoing journey. This year, we'll be offering all our usual insights into ELT, but this will be supplemented by consideration of the role our sector plays in building broader communities.

We're excited to embrace this new perspective knowing that stronger, more diverse connections feed a healthy culture of continuous improvement.

Following the success of last year's new format, we will return to the UTS Aerial Function Centre and have made improvements to enhance visibility and benefits for our sponsors. This year, we will offer booth space on both days of the conference and will attract more attendees to the exhibitors' area, ensuring greater engagement and visibility for all participants.

The 2025 theme is "Pathways to Belonging: Our Role in Building Communities". Our program features a more balanced offering of keynote speakers to workshops. Extending from ELT into student welfare and community building, it looks at different ways in which we may reach our potential and provides models for achieving our financial goals sustainably. This conference offers scope to engage with both returning and new patrons, increasing their exposure to a wider audience and expanding the opportunity for leads and partnerships.

It is our aim that the NEAS Conference provides real value, promoting your business domestically and internationally. We look forward to working with you in the lead up to the conference and seeing you in Sydney in May 2025.



Adam

Adam Kilburn

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.

It provides services that support a diverse and vibrant community dedicated to continuous improvement, professional growth, and learning. Whether in Australia or internationally, NEAS connects professionals across higher education, vocational training, and stand-alone English language providers, both public and private. By working closely with education-related businesses and government, NEAS helps its members grow and succeed, fostering progress across the entire education sector.



22 - 23 May 2025

Aerial UTS Function Centre

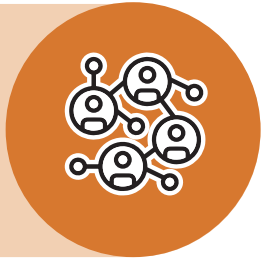
Building 10

Level 7/235 Jones St

Ultimo NSW 2007



Why sponsor the NEAS Conference?



STRATEGIC CONNECTIONS

Gain direct access to key decision-makers in education, including CEOs, Directors of Studies, Academic Managers, government officials, teachers, and students. This is your opportunity to connect with influencers and shape meaningful collaboration.



TARGETED AUDIENCE

Showcase your products and services to a highly engaged audience. Network with like-minded professionals and generate new business opportunities and valuable leads in a vibrant and supportive environment.



INDUSTRY INSIGHT

Stay up to date by learning about the latest trends and challenges in the ELT sector. Position your business to solve pain points and help your partners achieve success.



BRAND VISIBILITY

Enhance your brand visibility by having your logo featured on the NEAS website and conference materials. With key stakeholders in attendance, the conference offers a significant platform to be recognised by the most influential figures in the ELT community.



EDUCATIONAL OPPORTUNITIES

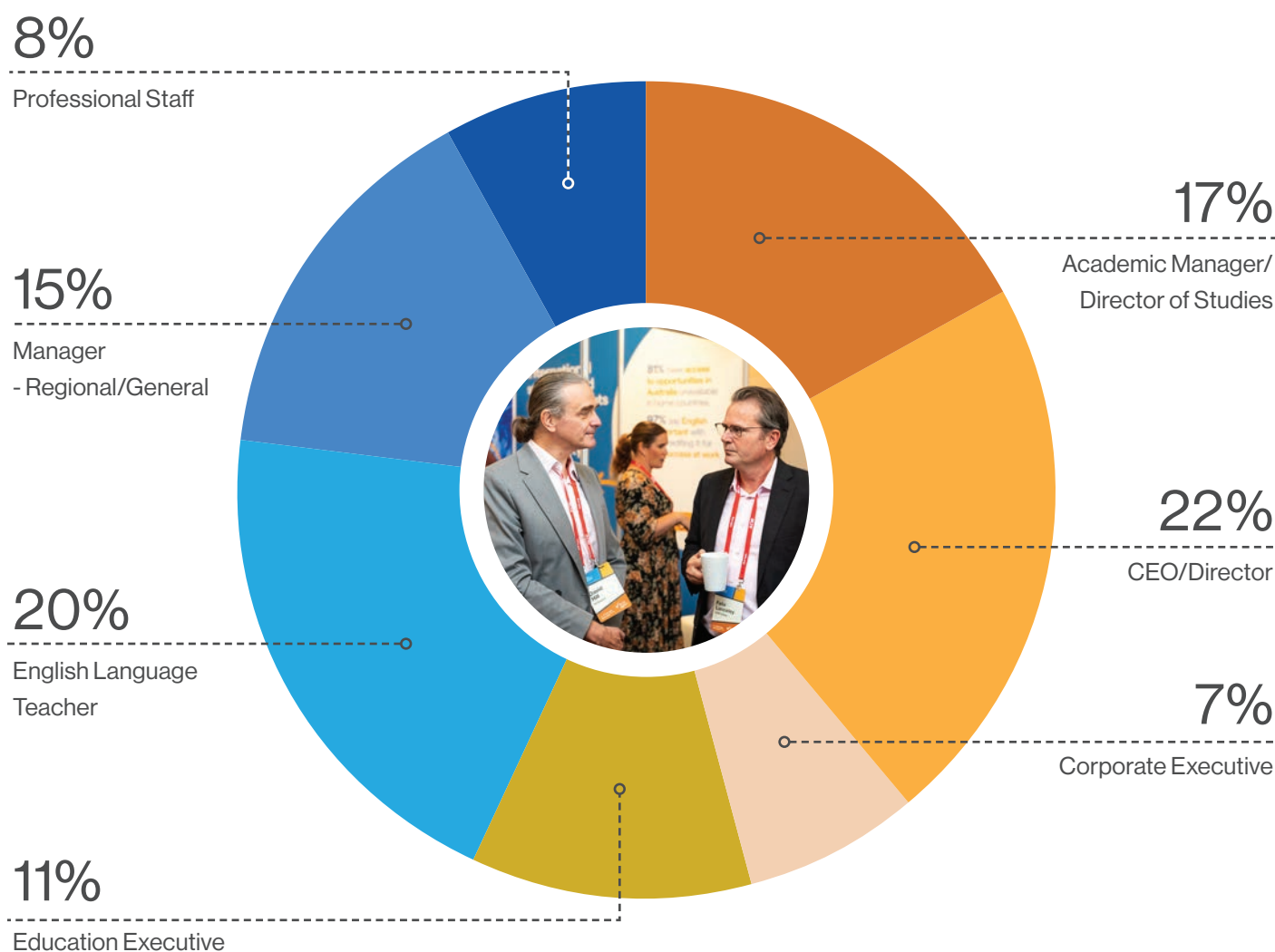
Deepen your understanding of the ELT industry by attending sessions led by experts. Get to know your customers better.



2025 NEAS Conference

DELEGATE INFORMATION

Attended by 200 delegates in person

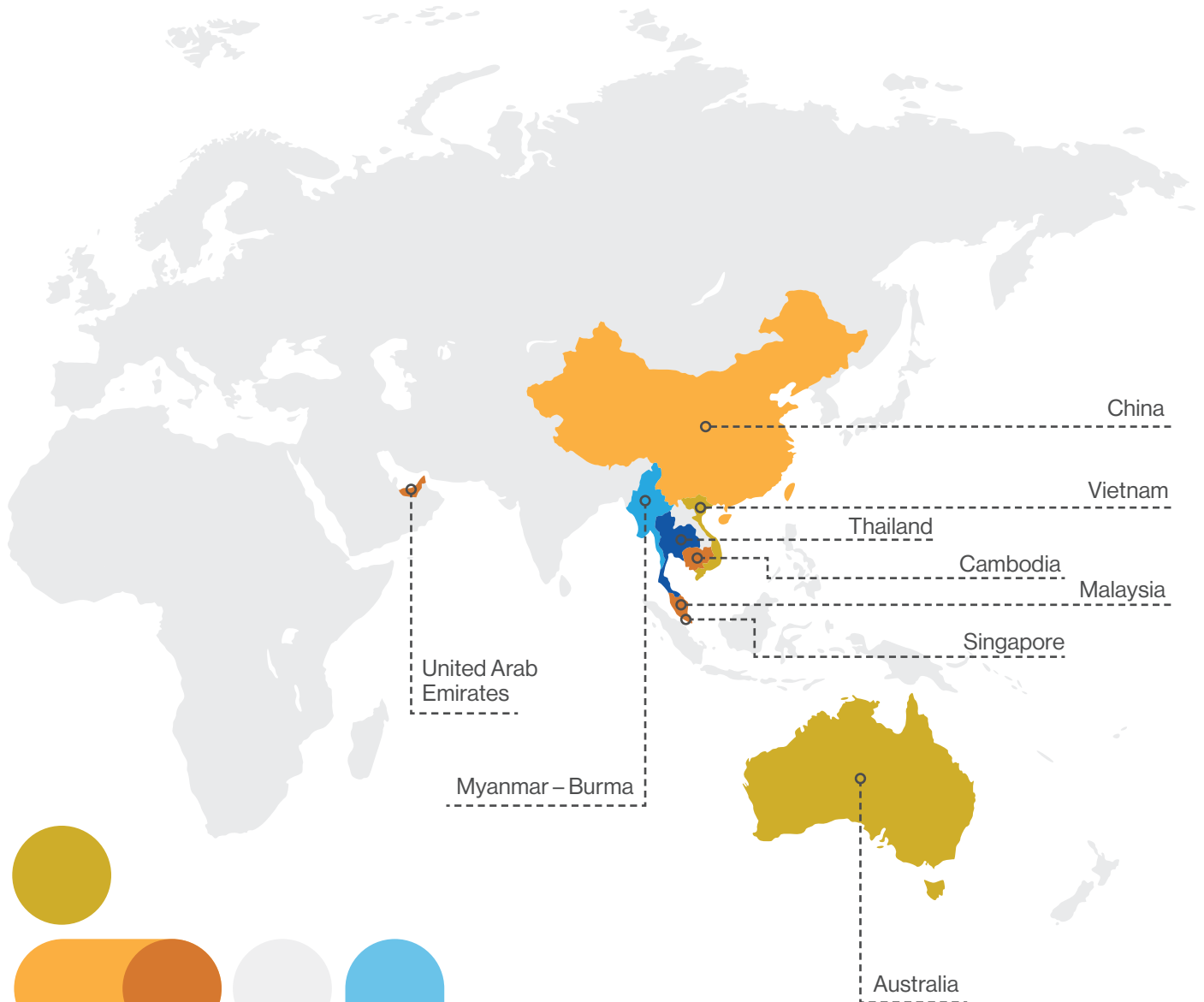


12.5K

LinkedIn impressions in the week of the conference



NEAS Membership Profile



Sponsorship packages



	Premium	Gold	Silver	Bronze
Cost	\$53.5K + GST	\$23,890 + GST	\$8,980 + GST	\$4,980K + GST
On site				
Exhibition Booth	✓ x2	✓ x1	✓ x1	✓ x1
Display of pull-up banners	✓ x3	✓ x2	✓ x1	
Table and chairs (upgrades available at additional price)	✓	✓	✓	✓
Conference Registrations - access to all sessions and catering (additional tickets at speaker rate)	x3	x3	✓ x2	✓ x2
At the Conference				
Logo included on all conference marketing collateral	✓ Premium Sponsor	✓ Gold Sponsor	✓ Silver Sponsor	
Acknowledgement as keynote speaker sponsor	✓ Opening and Closing plenary	✓ 1x Keynote Speaker		
Opening welcome address at the conference	✓ x1			
Acknowledgment and sponsor profile by MC	✓ 50 words	✓ 25 words		
Sponsoring and branding* for:				
- Welcome desk on both days	✓			
- Welcome, morning and afternoon tea on Thursday	✓			
- Welcome, morning and afternoon tea on Friday		✓		
- Lunch on Thursday	✓			
- Closing drinks on Friday	✓			
Access to a curated list of attendees following the event	✓	✓	✓	✓
Exclusive lanyard sponsor	✓			
Prior to the Conference				
Company profile to be included on NEAS Conference website dedicated sponsor's page*	✓ 200 words ✓ digital banner ✓ video ✓ demo link ✓ PDF flyer ✓ link to website	✓ 150 words ✓ digital banner ✓ video ✓ PDF flyer ✓ link to website	✓ 100 words ✓ digital banner ✓ video ✓ PDF flyer ✓ link to website	✓ 50 words ✓ digital banner ✓ PDF flyer ✓ link to website
Logo included in all NEAS News editions leading to the conference	✓ Premium Sponsor	✓ Gold Sponsor	✓ Silver Sponsor	✓ Bronze Sponsor
Sponsor mention in all video promotions of the Conference	✓ x1			
Banner advertisement on Conference homepage with hyperlink to Sponsor Page	✓			
After the conference				
NEAS News Advertorial	✓ x2	✓ x1	✓ x1	
On-demand Promotional Online Webinar	✓ x2	✓ x1	✓ x1	

*All artwork and collateral to be provided by sponsor

Add to your NEAS Conference Sponsorship package:

Cocktail Hour – Thursday, 22 May

\$7K + GST

- Logo in the program and acknowledgement at Thursday's conference opening session
- Acknowledgment during the Cocktail Hour with short sponsor profile (50 words)
- Opportunity to display banners in the Cocktail Hour area
- Opportunity to place branded items in the Cocktail Hour area (items supplied by sponsor)
- Logo/artwork on signage in the Cocktail Hour area
- Logo included on menu/program

Lunch on Friday – Friday, 23 May

\$3.5K + GST

- Logo in the Program and acknowledgement at Friday's opening session
- Opportunity to display banners in the lunch area on Friday
- Opportunity to place branded items in the lunch area on Friday (items supplied by sponsor)
- Logo/artwork on signage in the lunch area on Friday

Roaming Entertainment

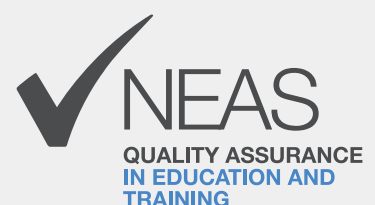
\$3K + GST

- Logo in the Program and acknowledgement at conference opening and closing sessions
- Opportunity to provide branded outfit to entertainer (items supplied by sponsor)

Keynote Speaker

\$1.5K + GST

- Logo in the Program and acknowledgement on speaker's introduction
- Company logo displayed on the introductory presentation slide of the keynote speaker





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