



SPONSOR PROSPECTUS

6-7 MAY 2026

Melbourne Cricket Ground
(MCG)

neas.org.au



Introduction



On behalf of the NEAS Board of Directors, it gives me great pleasure to invite you to join us as a sponsor for the 2026 NEAS Conference. This Sponsorship Prospectus is designed to provide a range of opportunities for us to collaborate in achieving our shared goal of promoting Quality Assurance in the English Language Teaching (ELT) sector.

The 2026 NEAS Conference will be held on **Wednesday 6 and Thursday 7 May at what is a national icon, the Melbourne Cricket Ground (MCG)**. We are delighted to bring the conference to Melbourne in 2026. NEAS is a national organisation, and this move signals our intention to reflect that fact.

NEAS is also an actively expanding international organisation and this is mirrored in our active role in the ASEAN Australia Education Dialogue (AAED), a thought leadership event at which English language is given centre stage in a region known for its diversity and economic potential.



The 2026 NEAS Conference theme is **Believe**.
Believe in purpose. Believe in connection. Believe in possibility.

For some, it may be found in the confidence learners gain as they find their voice. For others, it lies in the shared commitment of colleagues or the conviction that education can open pathways to a more inclusive world. Through the frameworks of quality assurance, this belief takes form, transforming aspiration into action.

With integrity and care at the heart of our work, the NEAS 2026 Conference will explore how belief sustains and strengthens our profession. Through keynote presentations, interactive workshops, and networking opportunities, the program will showcase innovation, celebrate diversity, and reaffirm the role of English language education as a bridge to both purpose and possibility.

Sponsors can look forward to **enhanced visibility and engagement** throughout the event, with dedicated spaces designed to maximise interaction during networking sessions.

It is our aim that the NEAS Conference continues to deliver real value promoting your organisation and connecting you with the people and ideas shaping the future of our field.

We look forward to working with you in the lead-up to the event and to welcoming you to Melbourne in May 2026.



Adam

Adam Kilburn

Chief Executive Officer,
NEAS Australia



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.



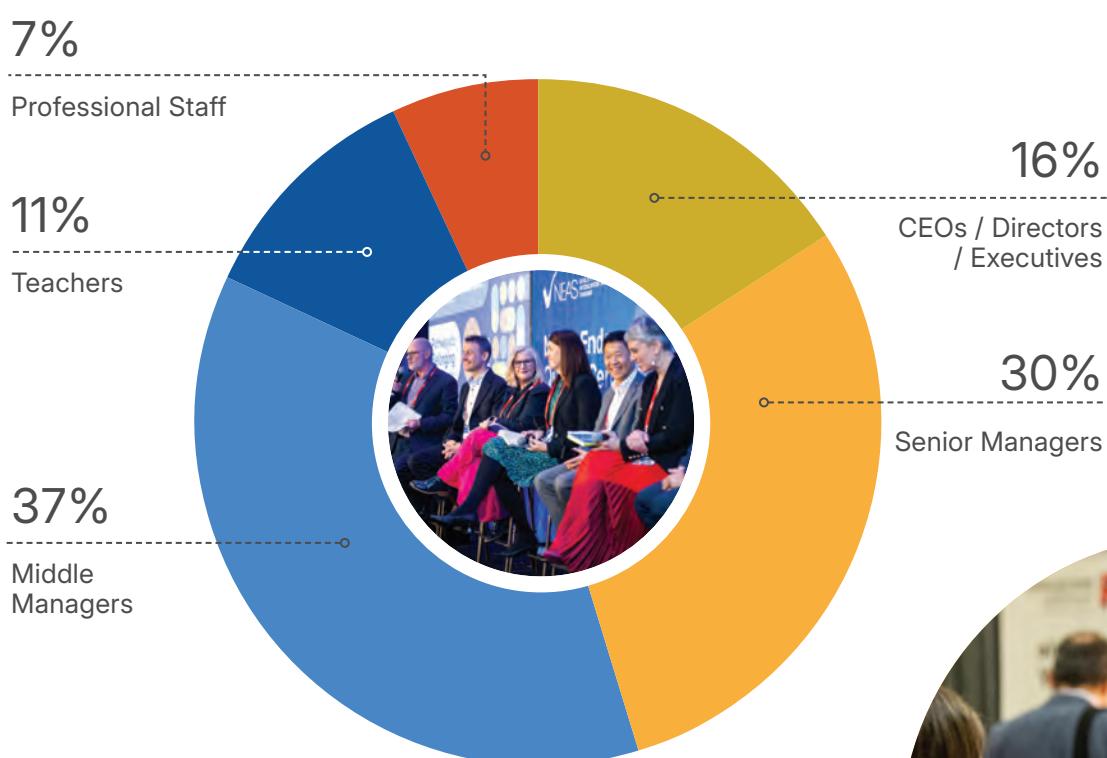
2025 NEAS Conference



Decision-Makers in the Room

The 2025 NEAS Conference brought together the leaders of the ELT sector, the people with the power to shape strategy and decide on the products and services their organisations rely on.

Attendee Profile (2025):



Reach beyond the event

Conference email campaigns

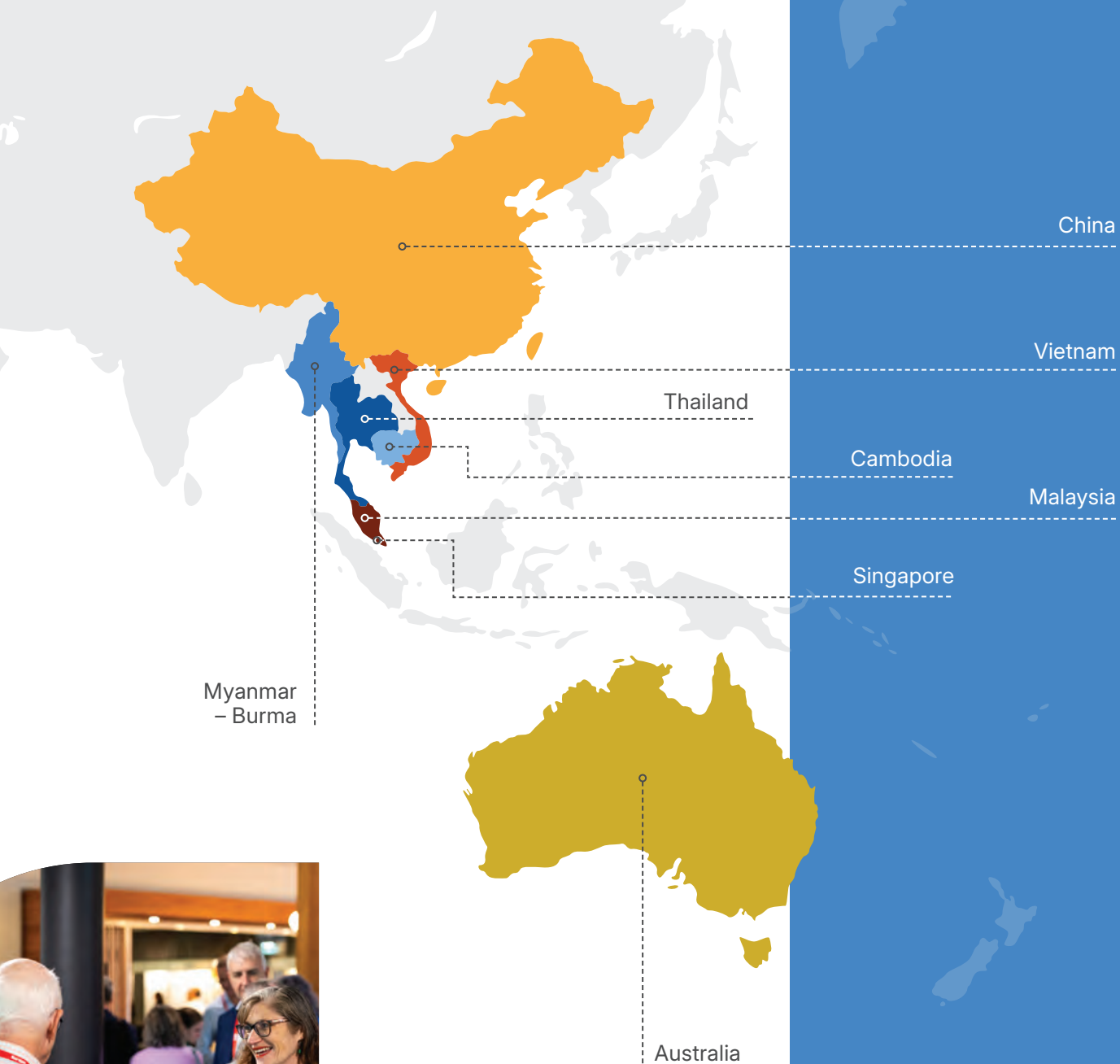
— Sponsor-branded communications reached **14,000+ recipients**, achieving an impressive **30%+ open rate**, well above industry benchmarks.

LinkedIn

Conference-related posts generated **6,000+ organic impressions**, with delegates and speakers actively resharing highlights, photos, and mentions to extend sponsor visibility across personal and organisational networks.



NEAS Membership Profile



Why It Matters for Sponsors

At the NEAS Conference, every conversation counts. The room is filled with senior leaders and decision makers who control budgets and shape strategy. Sponsorship gives you direct access to this audience, ensuring high-value connections with people who have the authority to act and turn conversations into outcomes.

Inclusion	2026 Premium	2026 Gold	2026 Silver	2026 Bronze
Price (ex. GST)	\$44,500 +GST	\$23,500 +GST	\$9,500 +GST	\$5,500 +GST
Naming Rights	✓			
Stage Presence	5-min opening welcome + branded opening keynote (can be provided) introduced by sponsor representative + 1 session guaranteed on program	Branding of 1 keynote speaker (can be provided) introduced by sponsor representative + 1 session guaranteed on program		
Exhibition Booth	Premium booth (2x)	Premium position booth	1 standard booth	1 standard booth
Registrations	5 full	4 full	3 full	2 full
Pre-Conference Website Profile	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 + video + PDF flyer + link to website
Digital Exposure (Pre-Conference)	Premium Sponsor logo on conference comms + Sponsor mention in all video promo of the conference + banner ad on conference homepage with hyperlink to sponsor page + tag on all conference related social media posts	Sponsorship of 1x international in person and 1 x Australian in person workshop	Sponsorship of 1x NEAS initiated and designed webinar	Bronze Sponsor logo on conference comms
After-Conference Exposure	5 advertorials + 5 webinars	3 advertorials + 3 webinars	2 advertorials + 2 webinars	1 webinar
Lead Generation	Opt-in delegate list (4 and 2 weeks prior to conference, and after event)	Opt-in delegate list (2 weeks prior to conference, and after event)	Opt-in delegate list (2 weeks prior to conference, and after event)	Opt-in delegate list (2 weeks prior to conference, and after event)
Networking	Sponsorship of all networking events on Day 2	Sponsoring: • Welcome morning and afternoon tea on Day 1		



Add ons for your NEAS Conference Sponsorship package:

Stream Sponsorship (x1)

Price available on request

Ideal for organisations seeking niche visibility within a focused audience segment.

- Exclusive naming rights to one full conference stream on Day 2 (three streams run concurrently in separate breakout rooms)
- Prominent branding of the stage area and session room, including banners, signage, and digital slides
- Company logo featured in the conference program, website, and promotional materials as the Stream Sponsor
- Acknowledgement in the opening and closing sessions
- Opportunity to provide a short (2–3 minute) welcome message at the start of the sponsored stream
- Recognition on NEAS social media channels and in post-event communications

Note: When a different sponsor has purchased a breakout Speaking Session within your sponsored stream, their branding will appear on stage during that particular session.

Note: The Stream Sponsor has scheduling priority for sessions within their sponsored stream.

Cocktail Hour on Day 1

\$5.5K + GST

Perfect for brands that want to be part of the conference's most social and relaxed networking experience.

- 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

Lunch on Day 1

\$3.5K + GST

An excellent opportunity to reach delegates during a high-traffic networking break.

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

...continued overlap



All sponsorship opportunities are subject to availability and NEAS approval. Packages and inclusions may be customised upon request to suit specific sponsor objectives.



Add ons for your NEAS Conference Sponsorship package:

Coffee Cart

\$3,500 (per day) + GST

Keep delegates energised while keeping your brand front of mind throughout the day.

- Exclusive sponsorship of the Conference Coffee Cart for one full day
- Includes cart hire, professional barista staff, and unlimited coffee service for delegates throughout the day
- Opportunity to provide branded takeaway cups, napkins, or other materials (at sponsor's expense and subject to NEAS approval)
- Recognition in the conference program, website, and event signage as the Coffee Cart Sponsor
- Acknowledgement in the opening session on the sponsored day
- Recognition on NEAS social media during the sponsored day

Note: Cart branding is not included in the sponsorship fee. Branding can be arranged at additional cost.

Note: The Coffee Cart operates as a delegate service, separate from official networking events.

Keynote Speaker

\$1.5K + GST

Associate your brand with a leading voice in our sector.

- Logo in the Program and acknowledgement on speaker's introduction
- Company logo displayed on the introductory presentation slide of the keynote speaker
- Choice of speaker — sponsors may either:
 - Nominate their own speaker (subject to NEAS approval; promotional content not permitted), or
 - Select from NEAS' keynote speaker options (additional fees may apply for professional speakers)

Note: Available for keynote sessions not already sponsored under Premium or Gold packages.

Speaking Session (Breakout Room)

\$750 + GST

Position your organisation as a thought leader through a dedicated conference session.

- Guaranteed breakout speaking session as part of the NEAS Conference program
- Session topic and speaker subject to NEAS approval; content must be informative and relevant, with a soft sell approach accepted (no overt product promotion)
- Company logo featured in the conference program and session signage
- Standard audio-visual equipment and technical support provided
- Sponsors are required to nominate and provide their own speaker for the session

Note: When a session runs within a sponsored stream, the Stream Sponsor retains overall branding rights for that space during the session and has scheduling priority within their stream.

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