




**2023  
English  
Australia  
Conference  
Sponsorship  
& Exhibition  
Prospectus**



[eaconference.com.au](http://eaconference.com.au)

# 2023 English Australia Conference

Celebrating **40 years** of  
quality and innovation  
in ELICOS

**30 August - 1 September**

Sofitel Wentworth, Sydney

On behalf of the Board of English Australia, I invite you to collaborate with English Australia on our 2023 English Australia Conference, our first face-to-face gathering in three years.

This year is particularly important as English Australia celebrates a significant milestone, our 40th Anniversary. The event will include a variety of celebrations of English Australia's past, present, and future and will further solidify its reputation as the must-attend event of the annual ELICOS calendar.

As a sponsor of English Australia's 2023 Conference, you will have even more opportunities to engage with English Australia members as well as the wider ELICOS and International Education sectors, establishing your brand as an essential product or service provider.

There are many different sponsorship packages available, or alternatively, we can customise a package to suit your business goals.

The theme of the 2023 Conference is 'Celebrating 40 Years of quality and innovation in ELICOS' which offers a unique opportunity for your brand to be recognised as a premium quality provider to our sector.

We are pleased to be able to provide you with sponsorship management through our new conference organisers VMS Events and Conference Logistics, who will work in collaboration with our Head of Professional Development Sophie O'Keefe. Let's celebrate our anniversary together by showcasing your business to the ELICOS community.

**Brett Blacker**

CEO English, Australia



Celebrating **40 years** of quality and innovation in ELICOS

# The 'must attend' event of the ELICOS sector

## English Australia 40th Anniversary

2023 marks a significant milestone occasion for you to be involved with the English Australia Conference as English Australia commemorates our 40th anniversary during the three days of the event.



## A truly remarkable gathering

Brand alignment with the national peak body member association for Australia's English language teaching sector

Meet with organisational decision-makers and key influencers

Dedicated exhibition areas close to the plenary room with catering and refreshment stations strategically located to drive engagement

Opportunities to network with 100+ English Australia member institutions

5-star venue located in the heart of Sydney CBD

Celebrating **40 years** of quality and innovation in ELICOS

# About English Australia

English Australia is the national peak body for the English language sector of international education in Australia (ELICOS sector).

We represent over 100 member colleges throughout Australia that provide quality English language programs to students and professionals from around the world. Over 80% of international students learning English in Australia choose to study with an English Australia member college.

# About the ELICOS sector

The ELICOS sector is unique within the international education sector in Australia due to its intersection with all other sectors. From stand-alone ELICOS to ELICOS into Schools, ELICOS into Vocational Education, and ELICOS into Higher education, the ELICOS sector supports all segments of international education in Australia.

The ELICOS sector was significantly impacted by the closure of Australia's international borders but is also leading the revival and recovery in Australia. The 2022 international student data shows that more students commenced in ELICOS than any other education sector in Australia. The ELICOS sector grew by 155% in student visa commencements in 2022, and 90% in enrolments. These figures are far greater than any other sector and do not include the non-student visa data that historically added approximately 30% more students. The strong visa lodgement data is indicating a further positive year ahead as we work to surpass the previous high watermark of students studying English language courses in Australia.

**155%**  
increase in  
student Visa  
commencements  
in 2022

**90%**  
growth  
in enrolments  
in 2022



# Why supporting the Conference is beneficial for you?

Gain visibility across the English language sector of international education

Strengthen your profile and position your organisation as a key industry figure

Open doors for your organisation to connect and develop strategic relationships

Network with key institutional staff members and decision makers

Develop new partnerships and meet key institutional representatives through face-to-face meetings

Inform our delegates about your products and services in a relaxed and collegial environment

Position your organisation alongside featured speakers and thought leaders

In 2022, around 900 delegates attended the Conference, which was delivered online. At our last in-person Conference in 2019, around 450 delegates attended the event. As 2023 is the 40th anniversary year of English Australia, we are expecting a high number of delegates at the English Australia Conference as we celebrate our sector's past, present and future.

Our Conference delegates include:

#### Academic and related staff

Teachers, head teachers, directors of studies, teacher trainers, curriculum developers and student counsellors

#### Management and administrative staff

College owners, senior managers, academic managers, marketing and sales managers and staff members, admissions/student services/administration managers and staff

#### Industry stakeholders

Government representatives, examination organisations, educational promotion bodies, suppliers of products and services to international education providers and students

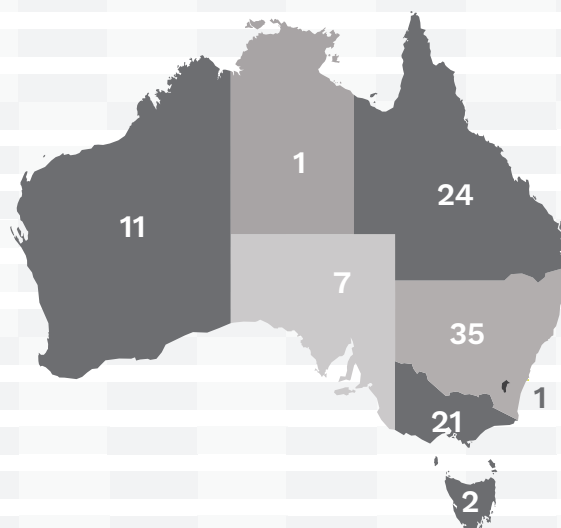
#### Connect with English Australia member institutions across Australia

## Conference Program 2023

The program will comprise three days of sessions, including pre-conference workshops hosted by English Australia Special Interest Groups (SIGs), plenary sessions, concurrent presentations, panel and discussion sessions, a facilitated breakfast session and a speed mentoring session with English Australia Board members.

## Delegates attending

The English Australia Conference is an annual event and is the largest gathering of teachers, teacher trainers, administrators, student support staff, marketers, managers and others involved in the delivery of English language intensive courses to overseas students (ELICOS) in Australia.



# Past Plenary Speakers

The English Australia Conference features invited speakers drawn from a variety of backgrounds to address the conference theme and there is always at least 1 well-known international English language teaching author featured as a plenary speaker

In 2022, plenary speakers included:

## Paul Nation

### Plenary Speaker

Paul Nation is Emeritus Professor of Applied Linguistics in the School of Linguistics and Applied Language Studies at Victoria University of Wellington, New Zealand. His latest books include *How Vocabulary is Learned* (2017) (with Stuart Webb), *Teaching Extensive Reading in Another Language* (2020) (with Rob Waring) and *Measuring Native-speaker Vocabulary Size* (with Averil Coxhead), and second editions of *Language Curriculum Design* (2020), *Teaching ESL/EFL Listening and Speaking* (2020), and *Teaching ESL/EFL Reading and Writing* (2020). His web resources site contains many free resources for teachers and researchers, including books, word lists, vocabulary tests, articles and resources for speed reading and extensive reading.

In 2022,  
**70%** of English Australia Conference attendees were “very satisfied” with the event overall and another 27% were satisfied.”

## Lucy Blakemore

### Plenary speaker

Lucy is a research and insights professional specialising in the global education sector, student experience and digital transformation in education. She leads work in education innovation and insights with higher education institutions in Australia and around the world and is a Principal Fellow of the Higher Education Academy.

## Scott Thornbury

### Plenary Speaker

Scott Thornbury lives in Spain and, until recently, taught on an online MA TESOL program for The New School in New York. His writing credits include several award-winning books for teachers on language and methodology. He is also the series editor for the Cambridge Handbooks for Language Teachers, and a trustee of the Hands Up Project, which promotes drama activities in English for children in under-resourced regions of the Arab world. His website is [www.scottthornbury.com](http://www.scottthornbury.com)

### What attendees say about the English Australia Conference

“This was a highly successful and professionally produced event. Well done to all those involved.”

“Well done! Best conference in international education in Australia. Again!”

“An excellent conference as usual. Thanks, English Australia team, for your hard work and efforts! Much appreciated by the sector!”

“Congratulations on a well-structured, diverse and well executed conference.”

“Amazing at all levels. Easy to navigate each stage of the process.”

# Sponsorship Program Opportunities

## Pre-conference Workshop | \$6,000

These workshops are held pre-conference and not included in registration cost. Delegates that wish to attend the workshops have the option to include this during the registration process (charges apply for delegates to attend).

### Entitlements

- Two (2) registrations to workshop only
- Logo recognition on the Pre-conference workshop webpage
- Logo recognition in program section of the conference app
- Verbal acknowledgment at the beginning of the workshop
- Opportunity for a short welcome message (2min) at the workshop
- Opportunity to have one pull-up banner in the seminar room (sponsor to provide)
- Opportunity for one standard trestle table for promotional materials outside/inside the workshop (subject to space availability)

## Plenary Session | \$5,000 (2 available)

### Entitlements

- Logo recognition as plenary session sponsor on title slides of the selected plenary session
- Logo recognition in program section of the pocket program and conference app as sponsor of the selected plenary
- Opportunity to have one pull up banner on stage at the selected plenary session (sponsor to provide)
- Opportunity to provide Chair for the selected plenary (subject to approval by the committee)
- One (1) power point advertisement at the start of the plenary
- Logo recognition on sponsors page of the conference website and conference app
- 100-word organisation overview in the conference app



# Sponsorship Program Opportunities

## Closing Plenary | \$5,000 (1 available)

### Entitlements

- Naming rights to the closing plenary
- Logo recognition on sponsors page of the conference website and conference app
- Logo recognition in program section of the pocket program and conference app as sponsor of session
- One (1) power point advertisement at the start of the plenary
- 100-word organisation overview in the conference app

## Concurrent Session | \$2,700

### Entitlements

- Logo acknowledgment as session sponsor on title slides of the selected concurrent session
- Logo recognition in program section of the pocket program and conference app as sponsor of the selected concurrent session
- Opportunity to have one pull-up banner on stage at the selected concurrent session (sponsor to provide)
- Opportunity to provide Chair for the selected session (subject to approval by the committee)
- Logo recognition on sponsors page of the conference website
- 50-word organisation overview in the conference app



# Sponsorship Program Opportunities

## Facilitated Breakfast Session | \$3,300

Not included in registration cost. Delegates that wish to attend the breakfast have the option to include this during the registration process (additional cost applies to delegates to attend).

There is one (1) breakfast available:

Academic Managers' breakfast.

### Entitlements

- Two (2) representatives to attend the sponsored breakfast (charges apply for delegates to attend)
- Logo recognition on the breakfast session webpage
- Logo recognition in program section of the pocket program and conference app
- Opportunity for a short welcome message (2min) at the breakfast
- Verbal acknowledgment at the beginning of the breakfast
- Opportunity to have one pull-up banner in the seminar room (sponsors to provide)
- One standard trestle table for promotional material during the breakfast (subject to space availability)
- Opportunity to provide one of the breakfast facilitators (subject to approval and timing constraints)

## Roundtable Discussion | \$3,300

Organisations can present delegates with information about research, new developments, new products and/or practical information or skills related to a product or service as part of their sponsorship/exhibitor package. Organisations must submit a proposal with information about the session.

Roundtable sessions will comprise an additional separate stream within the program and are subject to approval by the program committee.

### Entitlements

- Logo recognition on the Roundtable Discussion webpage
- Opportunity to have one pull-up banner on stage at the session (sponsors to provide)
- Opportunity to make a presentation on a development and/or new product of relevance/ interest to the ELICOS industry
- Logo recognition in program section of the pocket program and conference app
- Presentation included in the conference proceedings made available on the English Australia website

# Sponsorship Opportunities

## Social and Catering Breaks

### Conference dinner | \$13,000

#### Entitlements

- Exhibition booth 2m x 2m
- Logo recognition in the pocket program, sponsors page of the conference website and conference app
- Two (2) full sponsor registrations (includes sessions and catering)
- Two (2) tickets to the conference dinner
- Verbal acknowledgment from the chairperson at the conference dinner
- Short (2-3min) welcome message at the conference dinner opening
- Opportunity to provide promotional items/gifts for delegates on the table (sponsors to provide)
- Opportunity for two (2) banners on the stage (sponsors to provide)
- Company logo included on the dinner menu
- One pre/post EDM included in the conference EDMs (text provided by sponsor and subject to approval)
- 100-word organisation overview in the conference app

### Welcome Reception | \$5,800

#### Entitlements

- One (1) full sponsor registration (includes sessions and catering)
- Logo recognition in the pocket program, sponsors page of the conference website and conference app
- Opportunity to have pull-up banners during the Welcome Reception (sponsor to provide)
- Verbal formal acknowledgment by Chair prior to the Welcome Reception
- Opportunity to briefly (1 min) welcome attendees to Reception
- Opportunity to supply napkins for use during Welcome Reception (sponsor to supply)
- Opportunity to supply aprons or T-shirts for catering staff to wear during the Welcome Reception (sponsor to provide)
- One (1) push notification alert for the Welcome Reception
- 50-word organisation overview in the conference app

# Sponsorship Opportunities

## Social and Catering Breaks

### Lunch break | \$3,500

#### Entitlements

- Naming rights to one selected lunch break
- Logo recognition in the pocket program, sponsors page of the conference website and conference app
- Opportunity to have pull up banners during the sponsored lunch (sponsor to provide)
- Opportunity to supply napkins for use during sponsored lunch (sponsor to supply)
- Verbal acknowledgment from Chair prior to the sponsored lunch break
- Two (2) x exhibition passes for the duration for lunch only
- One push notification alert for the sponsored lunch
- 50-word organisation overview in the conference app

### Tea break | \$1,850

#### Entitlements

- Naming rights to one selected tea break
- Logo recognition in the pocket program, sponsors page of the conference website and conference app
- Opportunity to have pull-up banners during the sponsored tea break (sponsor to provide)
- Opportunity to supply napkins for use during sponsored tea break (sponsor to supply)
- Verbal acknowledgment from Chair prior to the sponsored tea break
- Opportunity to brand the catering tables at the selected break (sponsor to provide)
- Two (2) x exhibition passes for the duration of the break
- One push notification alert for the sponsored tea break
- 50-word organisation overview in the conference app

### Barista Coffee Machine | \$5,000

- Naming rights to the Barista coffee machine
- Logo recognition in the pocket program, sponsors page of the conference website and conference app
- Opportunity to have pull-up banner next to the coffee machine (sponsor to provide)



# Sponsorship Branding Opportunities

## Lanyard sponsor | \$9,800

### Entitlements

- Logo recognition on the sponsor's page of the conference website and conference app
- Opportunity to brand the conference lanyards worn by all delegates (sponsor to provide lanyard)
- Two (2) full sponsor registrations (includes sessions and catering)
- 100-word organisation overview in the conference app

## Conference App | \$6,500

All information about the conference will be accessible via the conference app. Delegates that wish to have easy access to the conference information will download this app.

### Entitlements

- One (1) push notification alert
- One (1) static banner advertisement in the conference app
- Company logo included together with the conference logo on the front page of the conference app (subject to timing constraints)
- Logo recognition on the sponsors page of the conference website and conference app
- 50-word organisation overview in the conference app

## Exhibition Pillar Wrap Advertising | (6 Available) \$900.00 each (NEW)

- Pillar wrap advertising located in the main Exhibition Hall
- Artwork needs to be supplied by sponsor
- Colour printing and installation included
- Specifications will be supplied

# Sponsorship Branding Opportunities

## Networking Lounge | \$6,000

### Entitlements

- Opportunity to brand the Networking lounge (sponsor's expense)
- Logo recognition on the sponsors page of the conference website and conference app
- One (1) full sponsor registration (includes sessions and catering)
- Opportunity to place advertising material in the Networking Lounge
- Naming rights to the Recharge Lounge
- 50-word organisation overview in the conference app

## Recharge Lounge | \$4,500

### Entitlements

- Opportunity to brand the Recharge lounge (sponsors expense)
- Logo recognition on the sponsors page of the conference website and conference app
- One (1) full sponsor registration (includes sessions and catering)
- Opportunity to place advertising material in the Recharge Lounge
- Naming rights to the Recharge lounge
- 50-word organisation overview I n the conference app



# Exhibition Opportunities

## Exhibition Booth

2m x 2m | Single Booth **\$4,250**

4m x 2m | Double Booth **\$8,000**

### Entitlements

- 2 x Neve Bar Stools
- 1 x Bar Table
- 1 z Zig Zag Brochure Rack
- 1 x Standard Counter Cupboard
- 1 x Fascia on all open sides
- Logo recognition and listing on the sponsors page of the conference website and conference app
- One standard power point access
- 50-word organisation overview in the conference app
- One (1) full sponsor registration (includes sessions and catering)
- Delegate list (only delegates who have opted to have their details on the database)

### Additional Exhibitor Ticket

**\$250.00 per person**

### Additional Exhibitor to Welcome Function

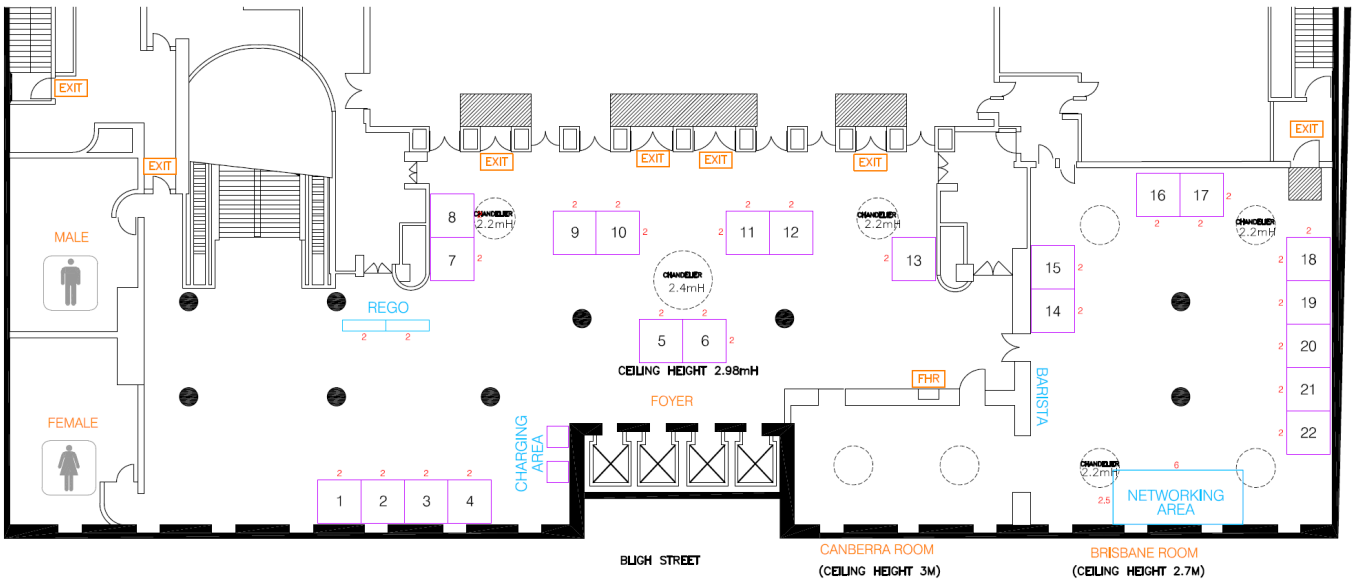
**\$90.00 per person**

### Gala Dinner Ticket

**\$195.00 per person**



# Exhibition Floorplan



**SYDNEY WENTWORTH SOFITEL HOTEL  
CONFERENCE FLOOR**



## How do you confirm your Exhibitor Stand?

To confirm your booking, you MUST complete the online form from the conference website [www.eaconference.com.au](http://www.eaconference.com.au)

# Sponsorship Categories

Sponsors that have reached a certain amount of sponsorship value will be recognised as one of the following categories based on the sponsorship total.

Items that cannot be included in Partner packages include the Gala Dinner, coffee cart and Conference app.

Partners will receive the following additional benefits:

## Principal Partner

Total sponsorship equal or over \$33,000

### Entitlements

- Recognition as a 2023 conference sponsor on the English Australia website
- Logo recognition as Principal Partner on conference signage, pocket program, app, website and title slides
- Exhibition Pillar Wrap Branding – sponsor to provide artwork
- Verbal acknowledgment at opening and closing session
- One advertising banner on the conference EDM (subject to approval)
- Four (4) x additional full sponsor registrations (includes sessions and catering)
- Four (4) x conference dinner tickets
- Delegate list provided pre and post conference (only delegates who have opted to have their details on the database)

## Major Partner

Total sponsorship equal or over \$18,000

### Entitlements

- Recognition as a 2023 conference sponsor on the English Australia website
- Logo recognition on conference signage as Major Partner
- Logo recognition on all conference holding slides as Major Partner
- Exhibition Pillar Wrap Branding – sponsor to provide artwork
- Verbal acknowledgment at opening and closing session
- Two (2) x additional full sponsor registrations (includes sessions and catering)
- Delegate list provided pre and post conference (only delegates who have opted to have their details on the database)

## Supporting Partner

Total sponsorship equal or over \$12,000

### Entitlements

- Recognition as a 2023 conference sponsor on the English Australia website
- Logo recognition included on onsite conference signage as Supporting Partner
- One (1) x additional full sponsor registration (includes sessions and catering)
- Exhibition Pillar Wrap Branding – sponsor to provide artwork.

## How do you confirm your sponsorship?

To confirm your booking, you MUST complete the online form from the conference website [www.eaconference.com.au](http://www.eaconference.com.au)

# English Australia 2023 Conference

## Booking Terms & Conditions

The term 'Conference Organiser' refers to VMS Event & Conference Logistics Pty LTD (VMS) and includes associations, corporate and government bodies who have engaged VMS as their representative. The term 'Exhibitor' includes any person, firm, company or corporation and its employees and agents identified in the booking form or other written request for exhibition space. All goods and services offered by the conference include GST and are listed in AUD.

1. A completed online booking form is required to allocate sponsorship and exhibition booth/s. Booking form will be available on the conference website.
2. Sponsorship/Exhibition booths/space will be allocated on a 'first come' basis, as close as possible to the desired location. Payment does not have to accompany the booking form.
3. Upon receipt of signed booking form, the conference organiser will confirm entitlements in writing and forward acknowledgement of receipt, together with a tax invoice.
4. The deposit will be 50% of the full amount and payment is due 14 days from date of invoice. After this time, the space will be available for sale to another company.
5. The balance of the full amount will be due at a date specified on invoice by the conference organiser and must be paid prior to the conference start date. No exhibitor shall occupy allocated exhibition space until all monies owing are paid in full.
6. All amounts are payable in AUD dollars. Direct deposits must be made payable to conference trust account. Details will be provided to you on your invoice. Credit card payments over \$10,000 may incur a 4% service fee.
7. All payments must include GST component.
8. Acceptance of sponsorship and exhibition offers is at the discretion of the Organising Committee.
9. The conference organiser agrees to promote the exhibition to maximize participation.
10. **Cancellation Policy:** In the event of a cancellation, the sponsor / exhibitor must submit the request in writing to the conference organiser. A 50% deposit can be refunded minus administration fee for all cancellations made prior Monday 31st July 2023. No refunds will be made for cancellations after that date. After bookings have been confirmed and accepted, a reduction of the sponsorship package is considered a cancellation. In the event of cancellation or postponement of the exhibition due to circumstances beyond English Australia or VMS' reasonable control including but not limited to, acts of terrorism, war, acts

- of God, natural disaster or global health crises, English Australia or VMS cannot be held responsible for any cost, damage or expense which may be incurred by sponsors/exhibitors as a consequence of the event being postponed or cancelled. In the event of cancellation of the conference by English Australia or VMS, the maximum liability of English Australia or VMS is limited to a refund of the exhibition or sponsorship fee with no additional liability for travel costs, hotel costs, or any other costs or expenses whatsoever.
11. Sponsors / Exhibitors are not permitted to assign, sublet or apportion the whole or any part of their package / booked space unless prior consent in writing from conference organisers is provided.
  12. **Privacy Statement:** In order to assist with your participation, your organisation and contact details may be shared with suppliers and contractors, and be included in the participant lists and for the information distribution in respect to other related events organized by VMS. If you object to your details being shared, please inform the conference organiser – [Helpdesk@vmsconferences.com.au](mailto:Helpdesk@vmsconferences.com.au)
  13. Any event that conflicts with EA 2023 is not permitted without prior approval from the Organising Committee. All functions and events that coincide with the EA Conference must seek approval through the conference organiser.
  14. All exhibitors must produce a valid Insurance Certificate of Currency for the period of the exhibition and this must be submitted to the conference organiser no later than 1 month prior to the conference start date.
  15. The conference organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the exhibitor undertakes to agree to any alteration to the site or the space reallocated by the conference organiser.
  16. The conference organiser reserves the right to change the exhibition floor layout if necessary.
  17. The conference organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.
  18. The conference organiser agrees to provide the exhibitor with an exhibitor manual prior to the exhibition for the purpose of communicating required actions on the part of the exhibitor.
  19. The conference organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and / or agents entry to the exhibition if they do not hold a conference name badge.
  20. The conference organiser will specify conditions relating to the movement of

goods and displays, prior, during and after the exhibition.

21. The conference organiser will arrange security onsite during the period of the exhibition but will accept no liability for loss or damage.
22. The conference organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the conference organiser will not be accountable for the level of commercial activity generated.
23. The exhibitor must comply with all the directions / requests issued by the conference organiser including those outlined in the exhibitor manual.
24. The exhibitor will not display an exhibit in such a manner as to obstruct or affect neighboring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighboring exhibition spaces.
25. The exhibitor agrees to adhere to all EA 2023 Conference venue rules and regulations.
26. The exhibitor acknowledges that the conference organiser has a preferred freight forwarder and agrees to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the exhibitor acknowledges that the conference organiser will not be able to provide assistance in tracking lost deliveries. The exhibitor agrees that the conference organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified.
27. Official contractors will be appointed by the conference organiser to undertake stand construction and freight forwarding plus supply furniture, electrics and IT equipment. This is for insurance and security reasons.
28. Discounts for any entitlements not used or required will not be provided.
29. The exhibitor will submit plans and visuals of custom designed exhibits to the conference organiser by no later than 1 month prior to the conference start date. Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building.

### Conference Office VMS Event & Conference Logistics Conference Organisers

P: +61 2 9526 1221

Exhibition & Sponsors: [mike@vmsconferences.com.au](mailto:mike@vmsconferences.com.au)

Registration: [helpdesk@vmsconferences.com.au](mailto:helpdesk@vmsconferences.com.au)

For further information, please contact the Conference Office or visit the Conference website



---

**40**  
**YEARS**

[eaconference.com.au](http://eaconference.com.au)