2020 SPONSORSHIP PROSPECTUS
PDN SCHOOL LEADERS’ CONFERENCE
WEDNESDAY 28TH - THURSDAY 29TH - FRIDAY 30TH OCTOBER 2020
On behalf of the PDN Committee, thank you for considering our 2020 Sponsorship Prospectus. Since 1995, we have built a reputation as the most renowned professional development network available for leaders and future leaders in Queensland schools. Our boutique-style conference has very limited places available, ensuring sponsors do not become 'lost in the crowd' and instead creates the ideal environment to nurture motivated and responsive relationships.

Our conference delegates are influential decision makers who are always looking to improve their schools. Our conference sponsors will enhance the overall event and contribute in a meaningful way for our attendees. Join us in celebrating 25 years of PDN provoking leadership excellence. I look forward to hearing about what your company is offering the Queensland education industry.

Melissa Burke, PDN Chairperson & Principal, Bracken Ridge State School
The Professional Development Network (PDN), in partnership with Griffith University's School of Education and Professional Studies, was established in 1995 to provide and promote a range of significant professional development activities for school leaders and aspiring leaders. The PDN is a self-funded, not-for-profit network that currently services approximately 200 schools and regional offices in South East Queensland. Our much anticipated headline event is the PDN School Leaders' Conference, held annually in August for the last 23 years. In 2020, PDN celebrates 25 years of provoking leadership excellence.

This year’s conference theme is *Thinking Leaders: Provocations and Opportunities*. Our keynote speakers will examine the barriers and obstacles to improvement and innovation that confront school leaders and challenge the status quo. Attendees will be provoked to clarify challenges and seek opportunities to respond with precision and purpose.

Held over two days of keynote presentations, panel discussions and workshops led by experts in education, leadership and innovation, PDN’s annual conference is highly regarded as the best professional development event available for educational leaders in Queensland. PDN 2020 will be held at the funky QT Hotel, Gold Coast.
Melissa Burke
Charmaine Driver
Mary-Ellen Feldhagen
Majella Frith
Prof. Bev Flückiger
Ingrid Freeman
Tina Gaudry
Debbie Hansen
Leigh Hobart
Nigel Hughes
Pauline Kenzler
Joseba Larrazabal
Anne Lawson
Rob McDowall
Kim McNamara
Andrew Peach
Neil Randall
Leisa Thompson
Paul Zernike

Bracken Ridge State School
Darling Point Special School
Griffith University
Aspley East State School
Griffith University
Kenmore State School
Dot Dash Events
Forest Lake State School
Brisbane Boys’ College
Southport State High School
Independent Schools QLD
Kedron State High School
Springfield Central State High School
Ipswich Special School
West End State School
Marsden State High School
Ormiston State School
Dot Dash Events
Milton State School
WHY PARTNER WITH US?

- **ACCESS TOP DECISION MAKERS**
  You will enjoy direct access to 250-300 of the top influential decision makers across schools in SEQ, in a motivated environment where leaders are actively seeking means for school improvement.

- **STAND OUT FROM THE REST**
  Our boutique style of conference means you won’t get lost in the crowd. We only approach organisations who we feel will add genuine value to the conference. Top-tier sponsors have the opportunity to present on stage to all delegates, offering invaluable exposure.

- **STRUCTURED INTERACTIVITY**
  With dedicated activation time, structured interactivity, delegate prize opportunities and multiple networking activities, your organisation will have countless opportunities to engage with delegates. Sponsors can mingle with attendees at social events like the welcome drinks, intimate committee and speaker dinner (top tiers only), pre-gala drinks and gala dinner.

- **FOSTER MEANINGFUL RELATIONSHIPS**
  All sponsors will be assigned a dedicated PDN Committee Member throughout the conference, who are all powerfully influential and passionate about school improvement.

- **BESPOKE OPTIONS TO SUIT YOU**
  Make the most of partnering with PDN, with upgrade options to maximise your presence at the conference and beyond. Bespoke package options are available to suit your business objectives, so please speak to your dedicated conference organisers about how we can maximise your return on investment!
PLATINUM

1 AVAILABLE - INVESTMENT $13,900 +GST

TRADE
- Custom Trade space in premium position
  (3m wide booth plus 2m floor space with furniture package, custom back wall signage inclusive)
- Marketplace activation time
- Passport participation

CONFERENCE
- Attendees (6) inc. full conference, welcome dinner, gala dinner
- Introduce opening keynote speaker to stage (Day One)
- Up to 10 minute delegate presentation on Day One (prior to intro)
- Gala dinner naming rights, logoed menus, signage, acknowledgement by MC
- Discounted accommodation and VIP upgrades
- Logo on slideshow (maximum prominence)
- Prize draw participation
- Satchel insert (item subject to approval)
- Opportunity to provide attendees with branded arrival room amenity (POA)

NETWORKING
- Committee contact (opportunity to present/network at board meetings)
- Workshops/Breakfasts (opportunity for 2x representatives to attend and network at 2020 events, subject to notice)
- Access to delegate database (where permission is given)

PROMOTION (12 MONTHS)
- Website (Logo + 500 words + call to action weblink + social handles)
- Program (Logo)
- App (Logo + 500 words + call to action weblink + social handles), branded splash (welcome) screen, 1x promo push notifications per day during conference
- Social media – FB, IG, LI, TW (2 posts per channel per month)
- Newsletter (Bi-monthly 300w feature)
GOLD

1 AVAILABLE - INVESTMENT $9,900 +GST

TRADE
- Custom Trade space in premium position
  (3m wide booth plus 2m floor space with furniture package,
  custom back wall signage inclusive)
- Marketplace activation time
- Passport participation

CONFERENCE
- Attendees(4) inc. full conference, welcome dinner, gala dinner
- Introduce speaker to stage
- Up to 5 minute delegate presentation on Day One AM
- Lunch sponsor - logoed signage, acknowledgement by MC, rolling
  presentation in room
- Discounted accommodation and VIP upgrades
- Logo on slideshow (maximum prominence)
- Prize draw participation
- Satchel insert (item subject to approval)
- Opportunity to provide attendees with branded post-gala room
  amenity (POA)

NETWORKING
- Committee contact (opportunity to present/network at board
  meetings)
- Workshops/Breakfasts (opportunity for 2x representatives to attend
  and network at 2020 events, subject to notice)
- Access to delegate database (where permission is given)

PROMOTION (12 MONTHS)
- Website (Logo + 300 words + call to action weblink + social
  handles)
- Program (Logo)
- App (Logo + 300 words + call to action weblink + social
  handles)
- Social media – FB, IG, LI, TW (1 post per channel per month)
- Newsletter (Bi-monthly 300w feature)
SILVER

3 AVAILABLE - INVESTMENT $6,900 +GST

TRADE
- 3m Trade space in premium position
  (3m wide booth plus 2m floor space)
- Marketplace activation time
- Passport participation

CONFERENCE
- Attendees (3) inc. full conference, welcome dinner, gala dinner
- Up to 2 minute delegate presentation on Day One
- Morning/afternoon tea sponsor - logoed signage, acknowledgement by MC, rolling presentation in room
- Discounted accommodation
- Logo on slideshow (secondary prominence)
- Prize draw participation
- Satchel insert (item subject to approval)

PROMOTION (12 MONTHS)
- Website (Logo + 200 words + call to action weblink + social handles)
- Program (Logo)
- App (Logo + 200 words + call to action weblink + social handles)
- Social media – FB, IG, LI, TW (1 post per channel per month)
- Newsletter (Quarterly 200w feature)

NETWORKING
- Committee contact (opportunity to present/network at board meetings)
- Workshops/Breakfasts (opportunity for 1x representatives to attend and network at 2020 events, subject to notice)
- Access to delegate database (where permission is given)
BRONZE
4 AVAILABLE - INVESTMENT $5,900 +GST

TRADE
- 3m Trade space in premium position
  (3m wide booth plus 2m floor space)
- Marketplace activation time
- Passport participation

CONFERENCE
- Attendees (3) inc. full conference, welcome dinner, gala dinner
- Up to 2 minute delegate presentation on Day Two
- Discounted accommodation
- Logo on slideshow (secondary prominence)
- Prize draw participation
- Satchel insert (item subject to approval)

PROMOTION (12 MONTHS)
- Website (Logo + 200 words + call to action weblink + social handles)
- Program (Logo)
- App (Logo + 200 words + call to action weblink + social handles)
- Social media – FB, IG, LI, TW (1 post per channel per month)
- Newsletter (Quarterly 200w feature)

NETWORKING
- Committee contact (opportunity to present/network at board meetings)
- Workshops/Breakfasts (opportunity for 1x representatives to attend and network at 2020 events, subject to notice)
- Access to delegate database (where permission is given)
TRADE BOOTH

7 AVAILABLE - INVESTMENT $3,500 +GST

TRADE
- 2m sq premium trade booth
- Marketplace activation time
- Passport participation

CONFERENCE
- Attendees (2) inc. full conference, not inc. gala dinner
- Discounted accommodation
- Logo on slideshow (tertiary prominence)
- Prize draw participation
- Satchel insert (A4 flyer subject to approval)

NETWORKING
- Committee contact (dedicated PDN committee member)
- Access to delegate database (where permission is given)

PROMOTION (6 MONTHS)
- Website (Logo + 50 words + call to action weblink + social handles)
- Program (Logo)
- App (Logo + 50 words + call to action weblink + social handles)
- Social media – FB, IG, LI, TW (4 posts per channel over 6 month period)
- Newsletter (1x 50w feature + logo)
TRADE MINI

10 AVAILABLE - INVESTMENT $2,500 + GST

TRADE
- 1m trade tower plus 1m sq floor space
- Marketplace activation time
- Passport participation

CONFERENCE
- Attendees (2) inc. full conference, not inc. gala dinner
- Discounted accommodation
- Logo on slideshow (tertiary prominence)
- Prize draw participation
- Satchel insert (A4 flyer subject to approval)

NETWORKING
- Committee contact (dedicated PDN committee member)

PROMOTION (6 MONTHS)
- Website (Logo + 50 words + call to action weblink + social handles)
- Program (Logo)
- App (Logo + 50 words + call to action weblink + social handles)
- Social media – FB, IG, LI, TW (4 posts per channel over 6 month period)
- Newsletter (1x 50w feature + logo)
BOOTH SPECIFICATIONS

3M & 2M BOOTHS INCLUDE:
- Angled Tower, with powder coated white 80mm frame
- 2 x Fascia Signs (500mm x 350mm)
- 1 x 4amp power feed
- 1 x Pendant Light
- 2 x Arm Lights
- In built black coated storage cupboard and display platform

1M TOWERS INCLUDE:
- Angled Tower, with powder coated white 80mm frame
- 1 x Fascia Sign (500mm x 350mm)
- 1 x 4amp power feed
- 1 x Pendant Light
- In built black coated storage cupboard and display platform

PLEASE NOTE:
- Unless otherwise specified, booth does not include back wall signage or furniture. Please see next page for package options.
- 3m and 2m booths are allowed up to 2m free space in front of booth.
- 1m towers are allowed up to 1m free space in front of tower.
- Space restrictions will be strictly enforced and no further space can be allocated.
  Exhibitors whose displays exceed the boundaries outlined above will be asked to reconfigure their setup to fit these restrictions, this is to allow for a smooth flow of traffic.
  Please keep this in mind when planning your display.
UPGRADE OPTIONS

EXHIBITION
- Additional powerboard (1 4amp power feed inc. in packages): $19
- QT Trestle table (pictured middle right): $45
- Get Comfy! Furniture package: high bar, cafe or coffee table + 3 stools or chairs: $352
- Make your brand POP! Custom booth back wall signage: $195 (Mini), $395 (2m booth), $775 (3m booth)

CONFERENCE
- Add daily extra delegate (Morning/afternoon tea + lunch only per day): $99 per day
- Add dinner extra delegate (gala dinner only): $172
- Add full conference extra delegate (both days + gala dinner): $330

After something more? Speak to your event organisers about customising your booth!
PARTNERSHIP OPPORTUNITIES

We are looking for the following conference partners:
- Digital Signage/Screen
- Wellness (Outdoor Activation: Thursday Lunch)
- Costume
- Styling
- Entertainment
- Local Dining & Social Activities

If you are interested in partnering with PDN, please contact your event organisers to discuss a custom contra deal.
**WELCOME RECEPTION SPONSOR: $2,500 + GST**

Leave a lasting first impression and sponsor delegate welcome drinks and canapés on Wednesday evening. Guests will receive 1x complimentary drink card branded with your logo, and you are able to make a short 2-minute welcome speech/presentation following our hotly anticipated keynote speaker Pasi Sahlberg. You will also be able to display company branding and collateral in the venue and be promoted on 2 feature posts (pre and during event) on our social media channels. Want to make an even bolder impression? Speak to the event organisers about custom beverage and entertainment sponsorship.

**PRE-GALA RECEPTION SPONSOR: $3,500 + GST**

Leave a lasting impression and sponsor delegate pre-dinner drinks and canapes in the Ballroom lobby on Thursday evening. You are able to make a short 2-minute welcome speech/presentation before the room reveal. You will also be able to display company branding and collateral in the ballroom foyer and be promoted on 2 feature posts (pre and during event) on our social media channels. Want to make an even bolder impression? Speak to the event organisers about custom beverage and entertainment sponsorship.
**GATSBY GALA DINNER ACTIVATION: POA**
Provide attendees with memorable entertainment during our Gatsby Gala Dinner! Hire vintage games, create your own Gatsby-themed pop-up or host a show-stopping interactive experience delegates won’t forget! Contact organisers to discuss your custom pop-up and pricing.

**COFFEE CART SPONSOR: $5,500 + GST**
Be the bearer of good moods and keep our delegates on their toes as coffee sponsor. Includes 1m trade tower next to cart (equiv. trade mini), 2x complimentary branded coffee cards per delegate, plus opportunity to brand coffee cart fascia and cups.

**S.O.S JUICE BAR SPONSOR: $2,500 + GST**
Refresh weary delegates the morning after the gala dinner with an energising cold pressed juice at your branded juice bar, and give our delegates a happy boost that will make your brand stick! Opportunity to provide branded cups. Friday AM only.
CONTACT

Please contact conference organisers to discuss how we can work with you to maximise your presence at PDN 2020! After something you didn’t see in this prospectus? We are very happy to discuss bespoke options to suit your objectives.

Event & Sponsorship Managers:
Dot Dash Events
07 2102 4865
pdn@dotdashevents.com.au

Tina Gaudry
0447 031 410
tina@dotdashevents.com.au

Leisa Thompson
0434 007 378
leisa@dotdashevents.com.au