

2023 SPONSORSHIP PROSPECTUS

PDN SCHOOL LEADERS' CONFERENCE

Professional
Development
Network

By school leaders, for school leaders



AUGUST 9-11, 2023
SEAWORLD RESORT CONFERENCE CENTRE, GOLD COAST

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CHAIRPERSON'S WELCOME

On behalf of the PDN Committee, thank you for considering our 2023 Sponsorship Prospectus. Since 1995, PDN has built a reputation as the most renowned professional development network available for leaders and future leaders in Queensland schools. This year our partnership with iPS Alliance has created a larger delegate audience, creating 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 at our annual school leaders' conference where we aim to provoke leadership excellence.

I look forward to hearing about what your company is offering the Queensland education industry.

Melissa Burke, PDN Chairperson & Principal,
Norris Road State School



Profe

By school

ABOUT P D N

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 24 years.

In 2020, PDN celebrated 25 years of provoking leadership excellence. We continue our pursuit of providing innovative professional development for educational leaders and aspiring leaders, partnering with organisations and institutions like Griffith University to provide adaptive learning opportunities to suit changing demands within the industry.



2023 CONFERENCE

This year's conference theme is 'Sparking JOY Through Leadership' Held over two main days (10-11 August) 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 2023 will be held at SeaWorld Conference Centre, Gold Coast, being our first year at this venue. Main program dates are Thursday 10 and Friday 11 August. Bump-in for exhibitors available from the evening of Wednesday 9 August.

The PDN Conference offers multiple marketplace sessions for attendees to explore exhibits. In addition, we host a welcome event and dinner for invited top tier sponsors, committee members, and speakers on Wednesday evening. The Thursday evening gala dinner (ABBA theme) is an excellent opportunity for networking in a fun and relaxed environment, with tickets included in selected packages or available as an add-on.

MANAGEMENT COMMITTEE

Melissa Burke Chair & Principal	Norris Road State School
Angela Douglas Principal	Belmont State School
Charmaine Driver Principal	Darling Point Special School
Ingrid Freeman Principal	Kenmore State School
Majella Frith Principal	Mansfield State School
Peter Grootenburg Professor	Griffith University
Debbie Hansen Principal	Woodcrest State College
Nigel Hughes Principal	Southport State High School
Robert McDowall Principal	Ipswich Special School
Neil Randall Principal	Ormiston State School
Paul Zernike Principal	Milton State School
Mary-Ellen Feldhagen Admin Officer	PDN/Griffith University
Leisa Thompson Conference Organiser	Dot Dash Events

WHY PARTNER WITH PDN?

ACCESS TOP DECISION MAKERS

Gain 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!

PACKAGES



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 - Thursday)
- Up to 5 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 2023 events, subject to notice)
- Access to delegate database (where permission is given)



PROMOTION (DURATION OF 2023)

- 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

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 (Thursday)
- 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 2023 events, subject to notice)
- Access to delegate database (where permission is given)



PROMOTION (DURATION OF 2023)

- 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 (Thursday)
- 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 (DURATION OF 2023)

- 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 2023 events, subject to notice)
- Access to delegate database (where permission is given)



BRONZE

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 (DURATION OF 2023)

- 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 2023 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 (DURATION OF 2023)

- 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)
- Newsletter (1x 50w feature + logo)



TRADE MINI

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)

PROMOTIO(DURATION OF 2023)

- 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)
- Newsletter (1x 50w feature + logo)



BOOTH SPECIFICATIONS

3M & 2M BOOTHS INCLUDE:

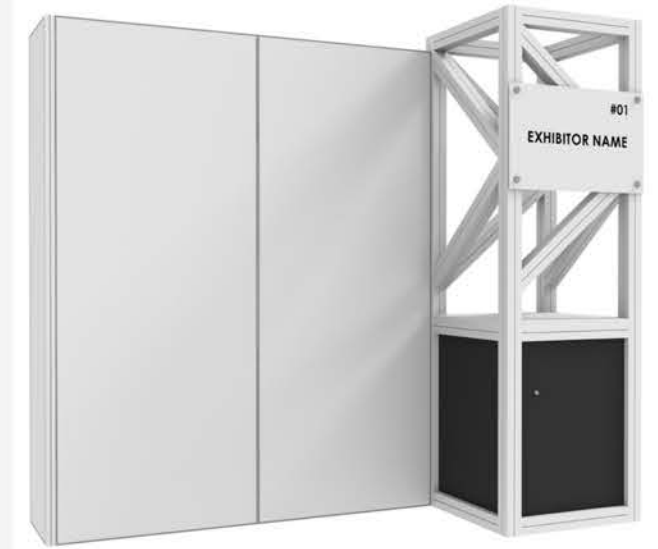
- Angled Tower, with powder coated white 80mm frame
- 2 x Fascia Signs (500mm x 350mm)
- 1 x 4amp power feed
- 1 x Pendant Light
- 2 x Arm Lights
- In built black coated storage cupboard and display platform

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

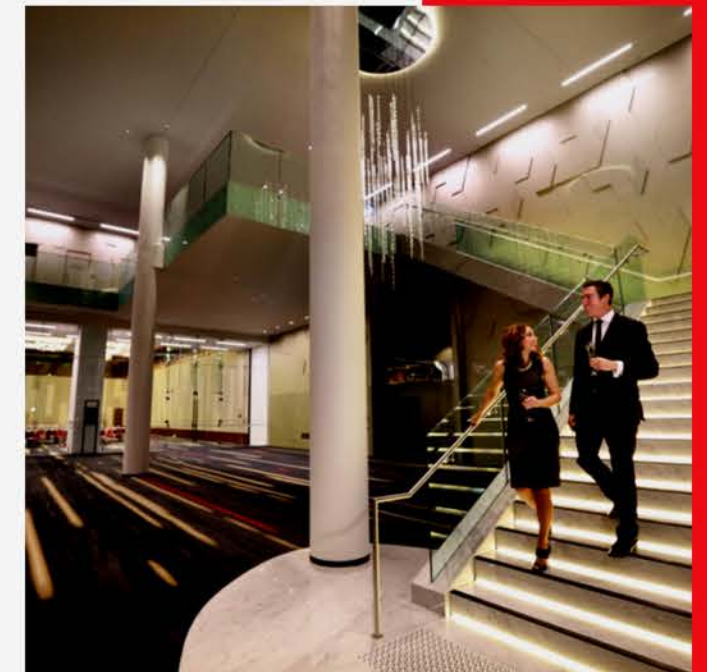
EXHIBITION

- Additional powerboard (1 4amp power feed inc. in packages): \$19
- Trestle table, chairs, rubbish bin: Available on request
- 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): \$370

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



PARTNERSHIP OPPORTUNITIES

We are looking for the following conference partners:

- Wellness
- 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.

EXTRA IMPACT

Available as upgrade only

WELCOME RECEPTION SPONSOR: \$3,500 + GST

Leave a lasting first impression and sponsor delegate welcome drinks and canapés on Wednesday 9th of August. Guests will receive 1x complimentary drink card branded with your logo, and you are able to make a short 2-minute welcome speech/presentation followed by a panel discussion with 4 committee members discussing this years theme 'Sparking JOY through Leadership'

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 canapés in the Ballroom lobby on Thursday 10th of August. You are able to make a 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.



EXTRA IMPACT

Available as upgrade only

GALA DINNER ACTIVATION: POA

Provide attendees with memorable entertainment during our ABBA themed Gala Dinner! Hire vintage games, create your own ABBA-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.

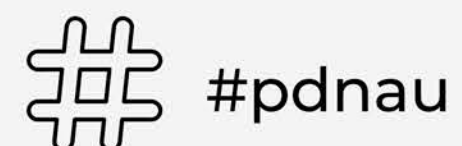


CONTACT

Please contact conference organisers to discuss how we can work with you to maximise your presence at PDN 2023! After something you didn't see in this prospectus? We are very happy to discuss bespoke options to suit your objectives.

Event & Sponsorship Manager:
Dot Dash Events

Leisa Thompson
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pdn@dotdashevents.com.au



HOPE:

Leadership For The Future
2022 PDN SCHOOL LEADERS' CONFERENCE

Thanks to our Sponsors

Gold



Silver



Bronze



Photography Partner



IT Partner



Print Partner



Exhibitors



Thank you
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