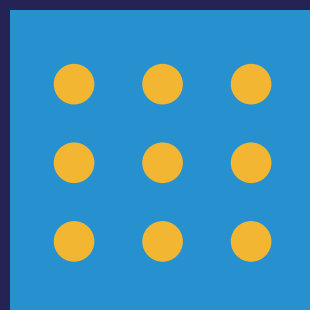
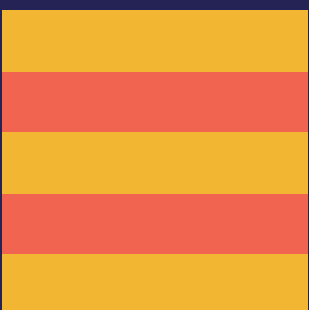
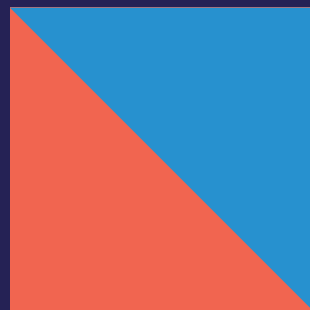
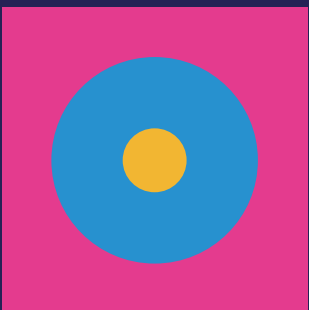
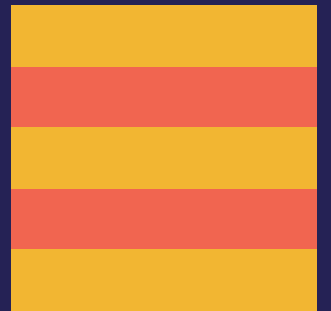
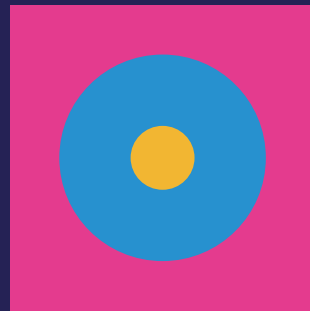
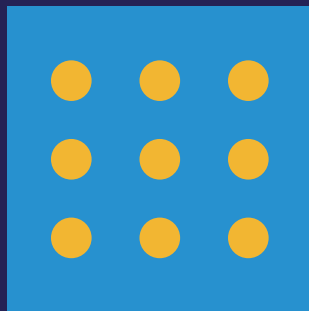
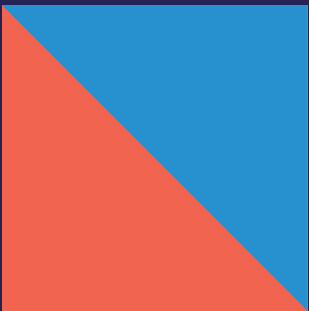
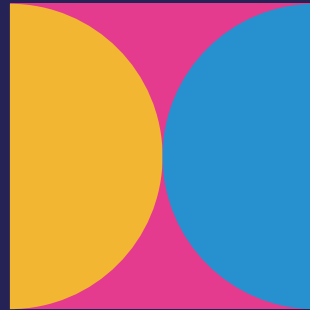
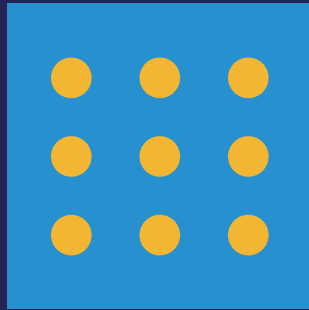
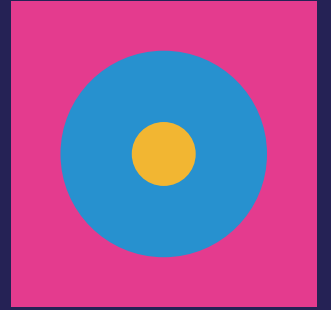
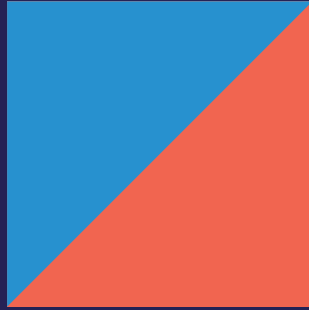
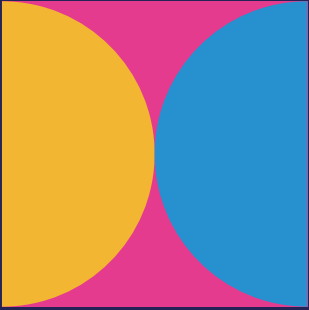
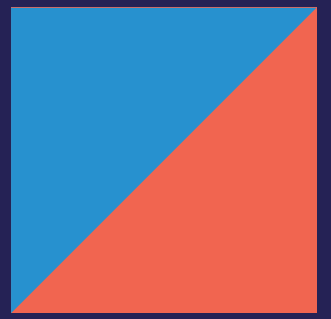
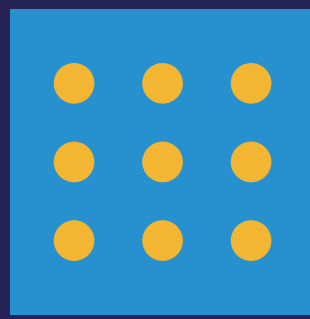
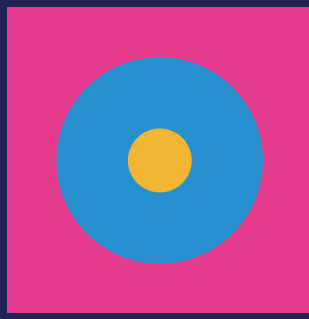
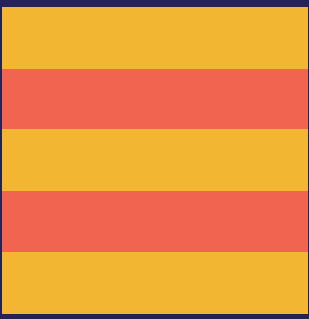




Forum 2020 Sponsorship Prospectus

24-26th August
Victoria Park Golf Course, Brisbane





VETTech is Australia's only **major event** dedicated to **exploring** **technology** within the Vocational Education and Training (VET) sector.

Unlike other education technology events, VETTech brings together a targeted audience of trainers and assessors, RTO Managers and compliance staff, all with specific VET perspectives and business needs.

This event has been curated by The VET Gurus – people who are enthusiastic about the use of technology to streamline and simplify Registered Training Organisation (RTO) processes and who are fascinated by the use of eLearning and future technology such as extended realities (ER), 3D printing and robotics in workplace training environments. While the possibilities for how we can apply new technology is far-reaching, it needs to be delivered in a way that is compliant with the Standards for RTOs 2015 and other VET-specific frameworks and funding contracts.

VETTech provides participants from across the VET sector with a forum to learn and collaborate with each other to meet these challenges, now and in the future.





Pre-forum



Kick-Start Workshops

Monday 24th
August 2020 9 am – 4.30 pm

There will be two half-day Kick-Start Workshops each with a different focus:

Morning: Trainer/Assessor

Afternoon: RTO Management and Processes



Registration Reception

Monday 24th
August 2020 5 pm – 7 pm

This is a relaxed event where delegates are invited to meet and mingle with other delegates and presenters and to register early for the forum so they can skip the morning queues. Drinks and canapes will be provided, and sponsors are encouraged to attend and discuss their products and services.



Forum day 1



Tuesday 25th General Program

Tuesday 25th
August 2020 8 am – 4 pm

All sessions on day 1 will be focussed on technology for the training and assessment for VET. Session topics will include online delivery, compliance and online assessment, using virtual and augmented reality, and tips and tricks for streamlining assessment processes online.



Happy Hour

Tuesday 25th
August 2020 5 pm – 8 pm

Happy Hour will be held at the function centre bar. The function venue also offers a putt-putt course and restaurant which will encourage delegates to stay on for the evening to socialise. The event will be promoted by The VET Gurus to delegates.

Sponsorship opportunity: We're offering a single sponsor the option to 'own' Happy Hour.

As it's the only official event allowed on the premises on the evening of the 25th August it's an ideal opportunity to promote your brand without clutter or competition. An exclusive sponsorship package will be negotiated to meet your budget.

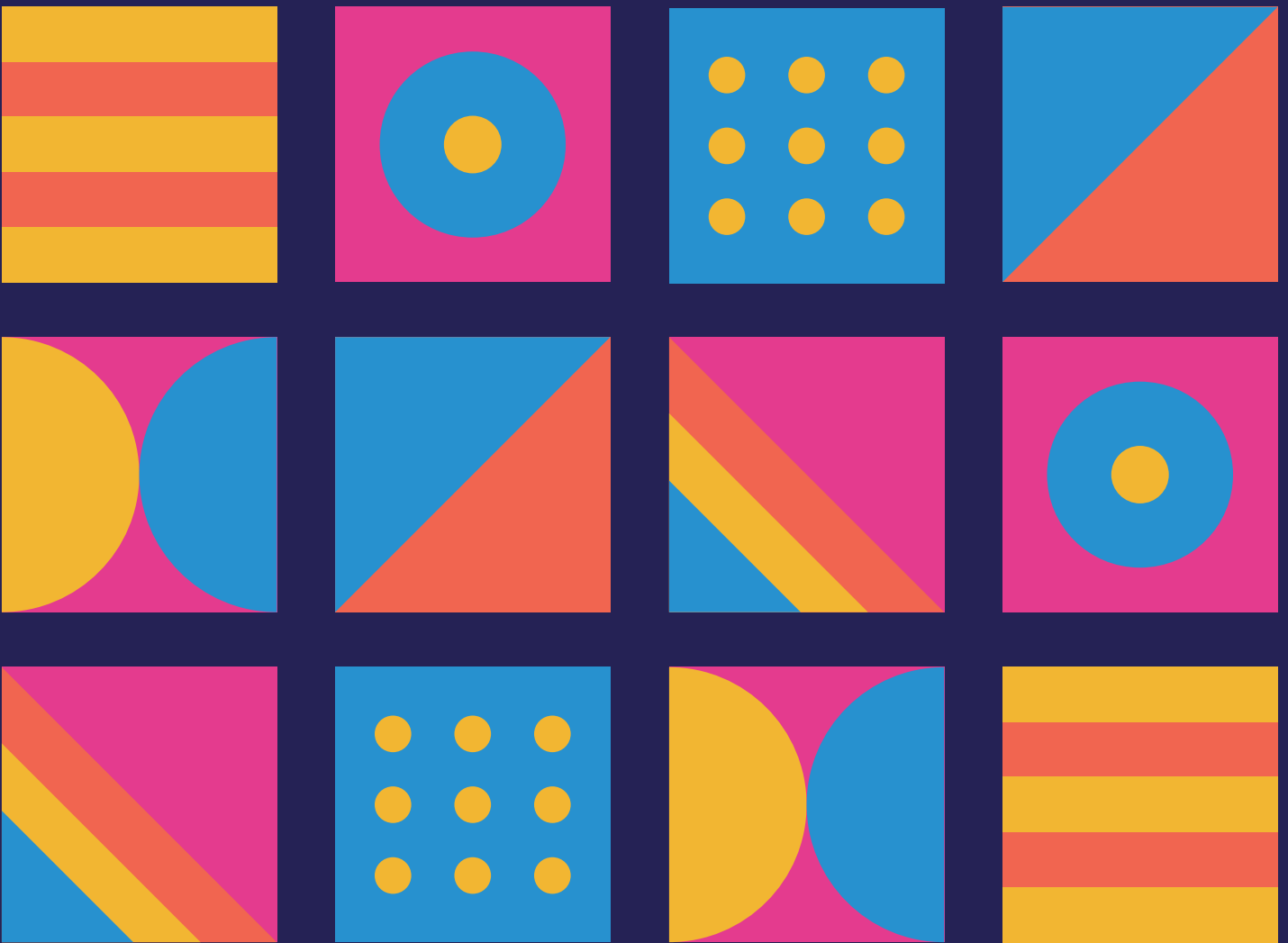
Forum day 2



General Program

Wednesday 26th
August 2020 8 am – 4 pm

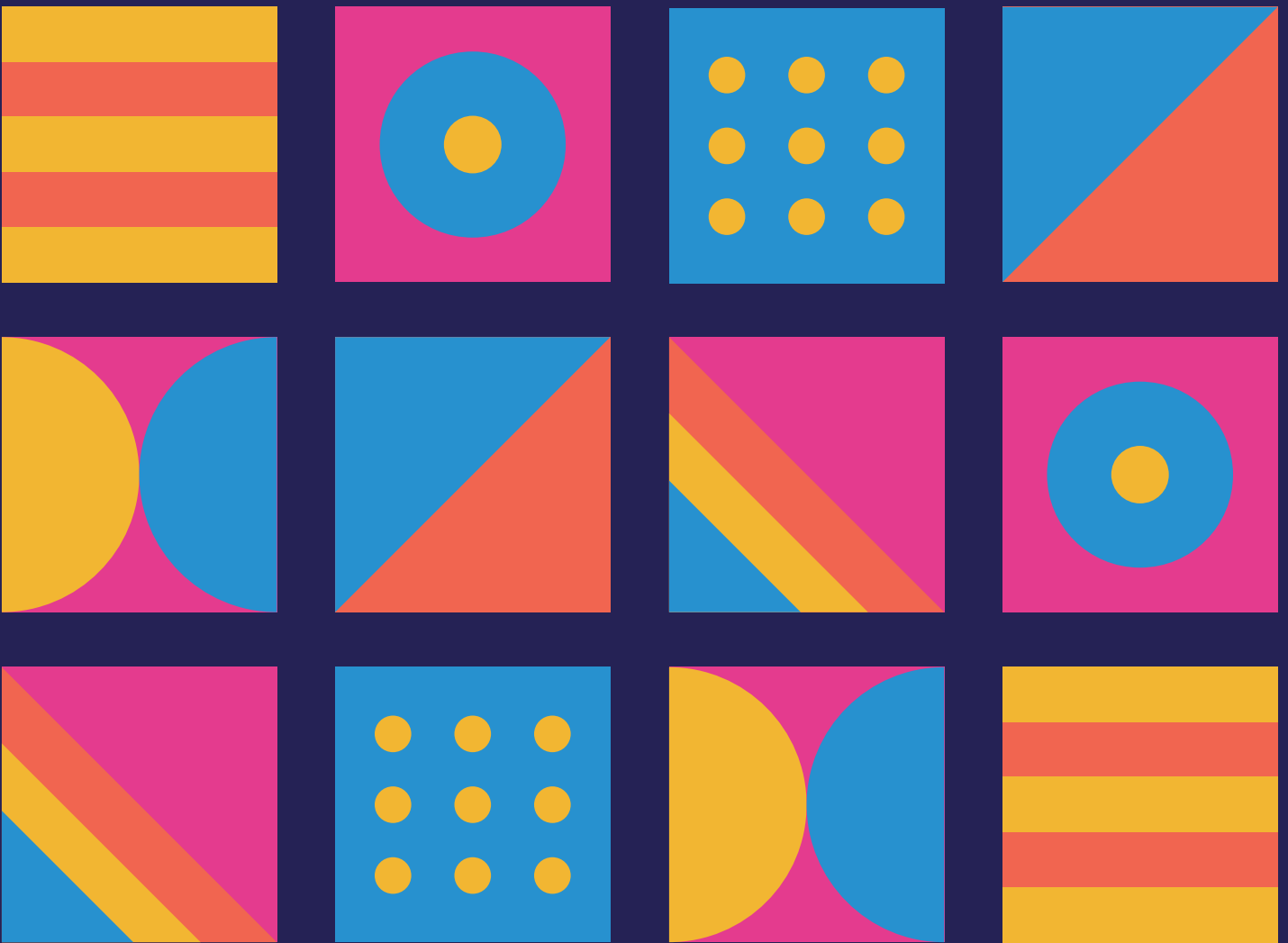
The second day of the forum will focus on managing RTOs and cover both compliance and business-related technology. Session topics will span using technology for records management and streamlining workflows through to the use of social media platforms and marketing, all with a strong compliance focus.



Why Sponsor VETTech 2020?

VETTech's narrow focus offers providers of modern, technological solutions for RTOs with a forum to connect with a highly engaged target market.

All delegates attending the event are invested in finding and using technology that makes their business lives easier and enhances the learning journey for their students. Some delegates may be early adopters, some will be aiming to keep up-to-date with the latest information and others are in search of new ideas – but all are motivated to make their business, and their training products, more effective.



Choose your level of involvement!

We understand that sponsorship needs to work for your business. Rather than lock you into a standard, pre-defined package, we allow you to choose how you will interact with delegates and promote your brand. Our sponsorship menu has a variety of experiences and event spaces to choose from.

Please note that all add-ons require the purchase of event space. Some add-ons require a minimum spend for another option first.



Event Spaces

Sponsoring an event space allows you to choose a blank space to create your own stand, purchase a pre-built booth, or host an experience area for delegates. Event spaces help you connect with delegates in a way that best showcases your brand and give you a touchpoint for directing delegates to when you meet them at sessions or evening events.



Standard Space

\$2,420 inc GST

A standard event space measures 2.0m x 2.0m. You can purchase more than one space if you would like a larger area. All standard spaces come with:

- 1 x trestle table (if needed)
- 2 x chairs
- 1 x power outlet to the area
- Full registration, including catering, for 2 representatives (includes registration reception)

**Please note that due to health and safety restrictions sponsors are not to bring in any food or drink offerings for delegates without prior approval (wrapped lollies excepted).*



Add-on Booth Build

\$770 inc GST

Our professional pre-built booths give you a structure that's ready to enhance with your own branded materials. The structure is 2m x 2m.

**Please note that as this is an 'add-on' product, a standard space must also be purchased.*





Events Spaces

Experience Spaces

Looking for something that offers more than a standard event area? Want to give delegates a special experience to help them remember your brand and entice them to visit you? We can customise a package to suit your needs for the following experiences:



Game Centre

Price Negotiated

Give delegates a hands-on experience of your brand in the Game Centre, located on the balcony. You choose a game and we'll set it up! This could be a giant game of Jenga surrounded by your branding, or perhaps Twister with a gameboard created using your logo in different colours.



Coffee Cart

Approx \$5,500 (depending on options chosen)

Everyone needs a good barista-made coffee and you'll be there to provide it. People will be drawn to your branded cart to get their caffeine fix in your branded cups. You can then take the time to chat to delegates about your product while they re-energise between sessions.



Gelato Cart

Approx \$4,900 (depending on options chosen)

This is sure to be a popular choice for people looking for an afternoon sugar hit – particularly when they see branded cups travelling around the venue. Your branded gelato cart will offer an assortment of flavours, and you'll have the chance to talk to prospective customers as they wait for a sweet treat.



Donut and/or Cookie Bar

Approx \$5,100 (depending on options chosen)

Want something that is totally different? Have your logo or tagline presented on a cookie or donut (jam-filled or loaded of course!). While the cookie or donut won't last long, the memory of how your brand fulfilled a morning-tea craving will!

Not what you had in mind for your business?

Have a chat to us about your ideas and we can help you make it happen.





Influencer Experiences

If you've purchased an event space but would like an extra push to get your brand in front of delegates, consider one of these additional influencer experiences.

**Sponsors must purchase an event space to be eligible to offer an influencer experience item from the list below.*



Lanyard Branding

\$2,500 inc GST

Lanyards offer brilliant exposure – your logo will be hanging around the neck of every single delegate. Lanyards will be co-branded with your brand and #VETTech Forum.



Presenter Gifts

\$2,200 inc GST

We give a gift to each of our presenters at the end of every session. As a sponsor, your name will be mentioned during the presentation and on the gift card with the following sentiment: As a token of our appreciation for your time here today please accept this gift from 'sponsor name!'



Passport Advertisement

\$550 inc GST

Our handy passport-sized event guide is essential reading for all delegates as it contains a summarised programme, key event information and full-page advertisements from our sponsors. Simply book your advertisement and provide us with your artwork as a PNG.



Demonstration/ Information Session

\$1,100 inc GST

Our delegates will be inspired by the new technology being discussed, so leverage this buyer motivation with an intimate demonstration or information session. These sessions will run concurrently alongside the main programme. The dedicated seating area has capacity for 15 – 20 delegates and sessions will run for 35 minutes. There are only eight sessions available.



WIFI Sponsor

\$2,200 inc GST

We will use your company name as the WIFI password. It's a highly relevant way to connect with delegates at this technology-focused event.





Charging Station

\$1,100 Inc GST

Hosted either at your event space or ours, this branded charging station will allow delegates to juice up their devices ready for the next session. It's a tech-savvy way to get your business in front of the delegates.



Table Centre Piece

Price Negotiated

There are only two opportunities available (one each day) to provide branded collateral for the centre of the tables. Collateral needs to align with the theme of the event and can be designed to remain on the table for the duration of the day (e.g. a battery-operated light display) or to be a take-home item for the delegates (e.g. cardboard VR goggles)*. The price of this option will be negotiated based on the collateral chosen.

**Conditions apply to item design and items and must be approved by the conference organiser before they are purchased.*



Commercial on Loop

\$550 - \$770 inc GST

Broadcast your commercial on our big screen in the exhibition hall. The showreel, including your commercial, will play on a loop throughout the event. Sound will be limited so get creative with a visually strong video and captions that will catch the eyes of our delegates.

- 1 – 2-minute commercial on showreel loop \$550 inc GST
- 2 – 3-minute commercial on showreel loop \$770 inc GST

**This option requires a longer lead time as videos need to be submitted well in advance of the event for the reel to be compiled.*



Exclusive Podcast/Video Interview Rights

\$1,650 inc GST

Boost your content marketing efforts and source customer insights and expert knowledge at the same time. Using your own equipment, you can roam the venue or bring delegates, sponsors and presenters to your event space to record interviews for videos and podcasts. The content you create will be yours to distribute exclusively on your website and social media channels. Only one opportunity exists for these rights.

**Topics to be discussed with and approved by the conference organisers beforehand.*





Social Media Promotion

This option is ideal if you are active on social media and want additional exposure for a small cost.

**To be eligible for a social media promotion item the sponsor must purchase an event space.*



Social Media Wall

\$3,300 inc GST

A live social media wall will keep delegates up-to-date during sessions with live tweets and posts appearing on the feed from a variety of accounts. Delegates will be asked to use the hashtag #VETtech and your company's hashtag or handle. Your logo will be included on the social media wall branding.



LinkedIn Article Promotion

\$440 inc GST

Provide us with an article to promote your company and products and we will share it with our followers on these accounts:

- The VET Gurus
- VETNexus
- Kerri Buttery
- Angela McGregor



Twitter Shout-out

\$330 inc GST

We will announce you as a sponsor of #VETTech 2020 and share a link to your website, inviting people to visit your space at the event. Shout-outs will be sent on these accounts:

- The VET Gurus
- RTO Consulting
- Kerri Buttery
- Angela McGregor



Event Offer Email

\$330 inc GST

This email will be sent to all delegates in the weeks leading up to the event to invite them to visit your event space and provide information about your products/services and your special event offer. You provide the copy and images and we send it!



Logo Inclusion

\$330 inc GST

This is a great low-investment option. Simply provide us with a PNG version of your logo and have it included on all our digital media including our website, social media and the event app.





Venue Space Branding

**To be eligible for a space branding from the list below the sponsor must have spent a minimum of \$4,000 incl. GST.*



Directional Signage

\$1,200 inc GST

Have your branding lead the way for delegates. Signage will be located on the short, outdoor walk from the exhibition hall to the event room. The sponsorship pricing is based on using feather flags however, this can be negotiated and will impact pricing.



Pull-up Banner

\$330 inc GST

Only four opportunities exist. Your beautifully designed pull-up banner will be placed at the front of the room in view of all delegates. Sponsor supplied.



Demonstration Hub Branding

\$2,200 inc GST

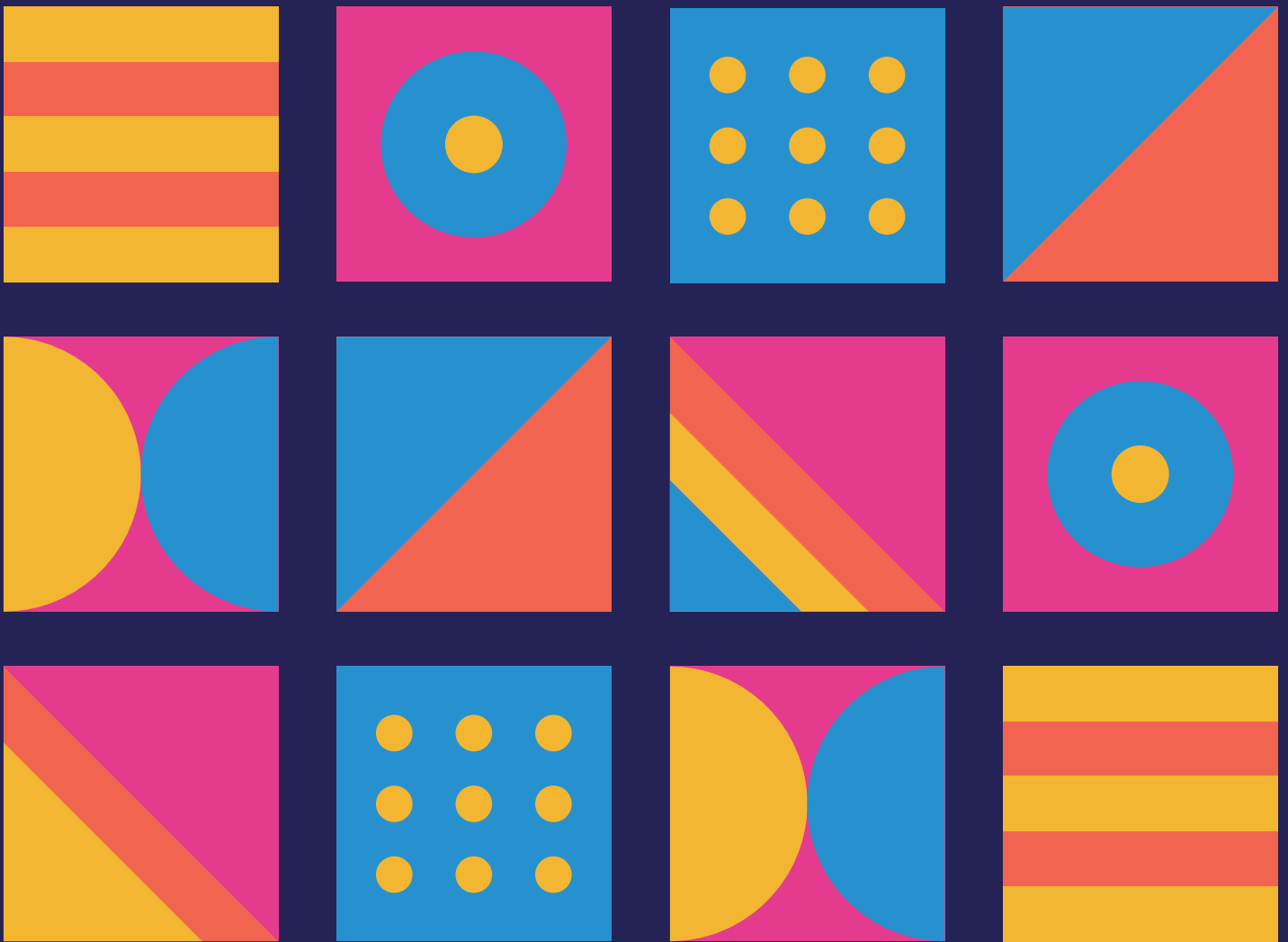
Our Demonstration Hub will be used for 10 concurrent demonstration sessions throughout the two-day program for sponsors to deliver intimate information sessions to delegates who are interested in their product. The Hub will be in the exhibition area in full view of all delegates who pass by giving your business plenty of exposure to delegates. Note: no demonstration session is included in this space branding.



Additional Options

Should you purchase any of the sponsorship options in our menu, you'll be eligible for these additional options:

- Private meeting space – price on application
- Additional organisation registrant (maximum 2) - \$220 per day (incl. GST)



Get in Touch!

We look forward to working with you at VETTech Forum 2020 and assisting you with designing a custom sponsor package that will suit your business needs.

Some of the options in this menu have limited availability and exclusivity so we encourage you to confirm your commitment today. For more information, contact our team at info@vetgurus.com.au and Kerrie M or Teila will get back to you.

www.vettech.guru

WEBSITE

[#vettech](https://twitter.com/vettech)

HASHTAG

info@vetgurus.com.au

EMAIL

[Submit Expression of Interest](#)

GET STARTED