



**ACEN2024**

**21 & 22 October 2024 ★ Sydney / Eora**

**Advancing Quality WIL  
for Learning and Employability  
in an Ever-Changing World**

**Sponsorship Prospectus**



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## Dear potential partner

The excitement is building as the ACEN Conference Committee, in collaboration with the ACEN Board, announces the much anticipated **2024 ACEN Conference**. Scheduled for 21 & 22 October 2024, the event will unfold in the vibrant city of Sydney, Australia, at the prestigious Sofitel Sydney Wentworth. Positioned strategically in the heart of the CBD, this iconic luxury hotel is celebrated as the optimal venue for conferences and the prospect of welcoming participants to this dynamic location is truly exhilarating.

Centred around fostering networking and professional growth, the ACEN Conference is dedicated to advancing quality and excellence in work integrated learning (WIL). Open to practitioners and researchers from diverse sectors; tertiary education, industry, community, and government, the conference invites engagement in discussions on WIL, collaborative education, and career development learning.

The conference theme, **“Advancing Quality WIL for Learning and Employability in an Ever-changing World”**, encompasses four sub-themes: Quality Student WIL Experiences; Quality WIL Curriculum Design; Quality Institutional Practice, Leadership, Governance, and WIL Administrative Support; and Quality Stakeholder Engagement. We eagerly anticipate the participation of national and international colleagues to collectively enhance and share knowledge in advancing impactful quality WIL for all students.

Since its inception over 16 years ago, the biennial ACEN National Conference has evolved into a premier event for universities, industry partners, government, and community organisations nationwide. It serves as a vital platform connecting attendees with the country’s best, brightest, and most innovative minds. We expect over 250 stakeholders from 75 organisations in Australia and beyond to participate.

We’re excited to announce the launch of our **2024 ACEN Conference Sponsorship Prospectus**, seeking your support to make the event a success. Learn more about **Australian Collaborative Education Network Ltd (ACEN)** and how you can contribute to the 2024 National Conference. Thank you for reviewing our prospectus, and we anticipate collaborating with you as a proud sponsor.

For inquiries, email us at [acen@watermarkevents.com.au](mailto:acen@watermarkevents.com.au).

Regards,

Leoni Russell  
**Chair, ACEN Conference and  
Awards Committee**

Michael O’Connor  
**President, ACEN**



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## About Us

The Australian Collaborative Education Network Limited (ACEN) is the peak professional association for practitioners and researchers from the higher education sector, industry, community, and government representatives, involved in WIL in Australia.

ACEN provides strategic leadership for WIL research, scholarship and practice in Australia and was instrumental in developing the National WIL Strategy in collaboration with Universities Australia, Australian Chamber of Commerce (ACCI), Australian Industry Group (AIG ) and the Business Council of Australia (BCA).

## ACEN Conference Organising Committee

The ACEN Conference Committee is a sub-committee of the ACEN Board.

The members of the 2024 Organising Committee are:

Leoni Russell – **Conference Chair**

Wayne Read – **Program Chair**

Craig Cameron – **Finance**

Beate Mueller – **Program & Social Committees**

Jena Buchan – **Social Committee**

Menuri Subasinghe – **Sponsorship Manager**

Erin Stacey – **Awards Committee**

Caitlin Williamson – **Awards Committee**

Vashti Silver – **Conference Advisor**

Laura Johns – **ACEN Secretariat**

Julie Jerbic – **Conference Manager**

## Sofitel Sydney Wentworth 61-101 Philip Street, Sydney

A heritage listed 5-star hotel set in the heart of Sydney's shopping and business district, Sofitel Sydney Wentworth is a renowned architectural icon. Sofitel Sydney Wentworth is only a 20 minute drive from Sydney airport, offering 5 star conference facilities and accommodation, with some of Sydney's iconic attractions are only a short stroll away, including Sydney Harbour Bridge and the Opera House. Sofitel Sydney Wentworth is close to a variety of public transport options, as well as many of the city's major attractions, finest restaurants, bars and shops.





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## Why Partner?

### Connect with leading innovative universities, students, graduates and alumni

The ACEN National Conference is the best way to enhance your connections with academics, students, graduates, and alumni, with glowing positive feedback from previous participants.

We invite government agencies, the corporate sector, medium and small enterprises, training and educational institutions to participate in this event through sponsorship. This opportunity will connect you with some of Australia's leading innovative universities with whom you can engage to improve future graduate employability.

We are pleased to offer a range of packages, designed to provide sponsors with varying levels of exposure and branding aligned with financial commitment. In return, as a conference partner, you will be provided with a range of marketing opportunities, including but not limited to:

- Acknowledgement in our marketing and promotional activities, associating your company or organisation with the next generation of work ready graduates.
- Allowing you to reach out to ACEN members, giving you an opportunity to use the event and participants as a way to attract new investment in your company or organisation.
- Access to the conference delegate list, giving you the opportunity to follow up with key stakeholders at the conclusion of the conference.

## Fast Facts



21 & 22 October  
2024



Sydney / Eora  
Australia



250+  
Delegates



75+  
Universities, Industry &  
Community Partners



100+  
Speakers



34+  
Sessions



Workshops &  
Expert Panels



Chapter Dinners



Gala Dinner



Awards

## Contact Us

For more information, here's how to get in contact with our sponsorship team:

### Menuri Subasinghe

menuri.subasinghe@deakin.edu.au

### Julie Jerbic

acen@watermarkevents.com.au

### Engagement with the conference is not limited to the set packages.

If you have specific interest or a proposal for how you wish to engage, or for more information, please feel free to contact our team.



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**ACEN2024****21 & 22 October 2024 ★ Sydney / Eora****Platinum****\$15,000****EXCLUSIVE**

- Logo on Conference website including link to company website
- Logo and profile on Conference app including link to company website, contact details and company profile
- 5 min. video on Conference website
- Document of sponsor's choice on Conference app
- Logo on PowerPoint holding slides
- Signage displayed in main foyer (pull up banner supplied by sponsor)
- Verbal recognition by Conference MC at Opening and Closing Addresses
- Acknowledgement of sponsorship in media releases, Conference collateral and social media platforms
- 30 min presentation session on Day 2
- Exhibition table, including display of own signage
- Additional promotional opportunities through ACEN newsletters
- Opportunity to present an award at the Conference Dinner (logo to be printed on award certificate)
- Access to Delegate List, including name, organisation and state/country (no contact details)
- 3 x Complimentary Conference Registrations, including dinner tickets
- Additional registrations at sponsors rate of \$795 person

**Gold****\$10,000**

- Logo on Conference website including link to company website
- Logo and profile on Conference app including link to company website, contact details and company profile
- 5 min. video on Conference website
- Logo on PowerPoint holding slides
- Signage displayed in main foyer (pull up banner supplied by sponsor)
- Verbal recognition by Conference MC at Opening and Closing Addresses
- Acknowledgement of sponsorship in media releases, Conference collateral and social media platforms
- Exhibition table, including display of own signage
- Additional promotional opportunities through ACEN newsletters
- Access to Delegate List, including name, organisation and state/country (no contact details)
- 2 x Complimentary Conference Registrations, including dinner tickets
- Additional registrations at sponsors rate of \$795 per person

**Silver****\$7,500**

- Logo on Conference website including link to company website
- Logo and profile on Conference app including link to company website, contact details and company profile
- Logo on PowerPoint holding slides
- Signage displayed in main foyer (pull up banner supplied by sponsor)
- Acknowledgement of sponsorship in media releases, Conference collateral and social media platforms
- Exhibition table, including display of own signage
- 1 x Complimentary Conference Registration, including dinner ticket
- Additional registrations at sponsors rate of \$795 per person

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## Dinner

**\$10,000****EXCLUSIVE**

- Logo on Conference website including link to company website
- Logo and profile on Conference app including link to company website, contact details and company profile
- Logo on PowerPoint holding slides
- Signage displayed in dinner venue (pull up banner supplied by sponsor)
- Verbal recognition by Dinner MC at the Conference Dinner
- Opportunity for a short address (5 min) during the Conference Dinner
- Opportunity to sponsor and present an award at the Conference Dinner (logo to be printed on award certificate)
- Logo printed on dinner menus
- App push notification during the Conference Dinner
- 1 x Complimentary Conference Registration, including dinner ticket
- 1 additional dinner ticket
- Additional registrations at sponsors rate of \$795 per person

## Mobile Conference App

**\$5,000****EXCLUSIVE**

- Logo on Conference website including link to company website
- Logo and profile on Conference app including link to company website, contact details and company profile
- Logo on PowerPoint holding slides
- Logo on landing page of Conference app
- Full page advertisement in Conference app (advert supplied by sponsor)
- Push notification per day via Conference app (wording supplied by sponsor)

## Coffee Cart

**\$5,000****EXCLUSIVE**

- Logo on Conference website including link to company website
- Logo and profile on Conference app including link to company website, contact details and company profile
- Logo on PowerPoint holding slides
- Branding on coffee cart
- Signage displayed at coffee cart in main foyer (pull up banner supplied by sponsor)
- Opportunity for a member of your team to speak to delegates in the coffee cart area
- Opportunity to provide branded coffee cups (at sponsor's expense)

## Lanyards

**\$3,000****EXCLUSIVE**

- Logo on Conference website including link to company website
- Logo and profile on Conference app including link to company website, contact details and company profile
- Logo on PowerPoint holding slides
- Branding on delegate lanyards

## Mobile Charging Station

**\$3,000****EXCLUSIVE**

- Logo on Conference website including link to company website
- Logo and profile on Conference app including link to company website, contact details and company profile
- Logo on PowerPoint holding slides
- Branding on mobile charging station booth, including scrolling video (video supplied by sponsor)

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### Open Photo Booth

**\$2,500****EXCLUSIVE**

- Logo on Conference website including link to company website
- Logo and profile on Conference app including link to company website, contact details and company profile
- Logo on PowerPoint holding slides
- Branding on open photo booth at the Conference Dinner
- Logo on printed and digital photos

### Delegate Quiet Space

**\$2,000****EXCLUSIVE**

- Logo on Conference website including link to company website
- Logo and profile on Conference app including link to company website, contact details and company profile
- Logo on PowerPoint holding slides
- Signage displayed in quiet space room (pull up banner supplied by sponsor)
- Opportunity for brochures or gift items to be available in quiet space room

### Poster Session

**\$2,000****EXCLUSIVE**

- Logo on Conference website including link to company website
- Logo and profile on Conference app including link to company website, contact details and company profile
- Logo on PowerPoint holding slides
- Signage displayed in poster presentation area (pull up banner supplied by sponsor)
- Recognition on poster voting portal in Conference app
- Award presentation for the best poster winner, with logo printed on award certificate

### Expo Table

**\$2,000**

- Logo on Conference website including link to company website
- Logo and profile on Conference app including link to company website, contact details and company profile
- Exhibition table, including space for display of own signage

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★ EXCLUSIVE

Category	★ Platinum	Gold	Silver	★ Dinner	★ Coffee Cart	★ Mobile Conference App	★ Lanyards	★ Mobile Charging Station	★ Open Photo Booth	★ Poster Session	★ Delegate Quiet Space	★ Expo Table
Investment	\$15,000	\$10,000	\$7,500	\$10,000	\$5,000	\$5,000	\$3,000	\$3,000	\$2,500	\$2,000	\$2,000	\$2,000
Conference website and app with hyperlinks to company website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5 minute video on website	✓	✓										
30 minute presentation on Day 2	✓											
Document on App	✓											
Acknowledgement of sponsorship in media releases & Conference collateral	✓	✓	✓									
Acknowledgement at Opening and Closing Addresses	✓	✓										
PowerPoint holding slides	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Access to Delegate List	✓	✓										
Full Complimentary Registrations to the Conference	3	2	1	1								
Additional registrations at sponsors rate \$795	✓	✓										
Additional ticket to Conference Dinner				1								
Additional promo in ACEN Newsletter	✓	✓										
Signage displayed (display area dependent on package)	✓	✓	✓	✓	✓					✓	✓	✓
Logo printed on dinner menus at Conference Dinner				✓								
Short address (5 min) during Conference Dinner				✓								
Acknowledgement at Conference Dinner Opening Addresses & App Notifications				✓								
Exhibition space including display of own signage	✓	✓	✓									✓
Branded Coffee cart					✓							
Logo on App landing page, full page advert & push notifications per day in App						✓						
Logo printed on Conference delegate lanyards							✓					
Branded Mobile Charging Station and video content								✓				
Branded Open Photo Booth with branded print and digital photos									✓			
Recognition on poster voting portal										✓		
Present Awards	✓									✓		
Brochures and/or gifts in Quiet Space											✓	

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CONTACT PERSON:

ORGANISATION:

POSTAL ADDRESS:

PHONE:

EMAIL:

#### LEVEL OF SUPPORT (please tick)

<input type="checkbox"/> Platinum Sponsor (1)	\$15,000	<input type="checkbox"/> Mobile Conference App Sponsor (1)	\$5,000
<input type="checkbox"/> Gold Sponsor	\$10,000	<input type="checkbox"/> Mobile Charging Station Sponsor (1)	\$3,000
<input type="checkbox"/> Silver Sponsor	\$7,500	<input type="checkbox"/> Open Photo Booth Sponsor (1)	\$2,500
<input type="checkbox"/> Dinner Sponsor (1)	\$10,000	<input type="checkbox"/> Delegate Quiet Space Sponsor (1)	\$2,000
<input type="checkbox"/> Coffee Cart Sponsor (1)	\$5,000	<input type="checkbox"/> Poster Session Sponsor	\$2,000
<input type="checkbox"/> Lanyard Sponsor (1)	\$3,000	<input type="checkbox"/> Expo Table Sponsor	\$2,000

Name:

Signature:

Date:

Please email a signed copy of this agreement to Julie Jerbic - Watermark Events Pty Ltd  
Email: [acen@watermarkevents.com.au](mailto:acen@watermarkevents.com.au)

#### Terms & Conditions

1. All sponsorship costs are in Australian Dollars and are GST inclusive.
2. Sponsorship is not secured until a signed sponsorship agreement has been returned.
3. Invoices will be issued upon receipt of signed sponsorship agreement. Payment of invoice is due within 14 days of issue.
4. Following confirmed commitment, sponsorship is non-refundable.
5. Sponsorship entitlements will be delivered only upon full payment being received.
6. The Conference Committee retains the right to approve sponsor applications.
7. Sponsorship packages are not to be split or re-assigned unless prior consent has been given by the Conference Committee.
8. The Conference Committee has final say on all artwork, merchandise and publications that may highlight sponsor logos or artwork.
9. Information provided in this prospectus is correct at the time of publication. The Conference Committee reserve the right to amend sponsorship packages or add additional sponsorship packages as required.



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