

International Conference

of

Australian Council of Adult Literacy and Australian Council of TESOL Associations



exchanging ways of being

7-11 April, 2016

(Symposia included)

Perth, Western Australia



hosted by



SPONSORSHIP AND EXHIBITION PROSPECTUS

THE OPPORTUNITY

The Australian Council of TESOL Associations (ACTA) and the Australian Adult Literacy Council (ACAL) are pleased to provide sponsorship, exhibition and advertising opportunities for organisations and agencies interfacing with:

- teaching English to speakers of other languages or dialects, and or
- teaching adult literacy and numeracy

A vibrant sponsorship and exhibition presence is foreseen as a key element of the Conference which will be held in Perth Western Australia from April 7 to 11, 2016. Some 400 - 500 delegates from around Australia and around the world are expected to attend the Conference which is titled *Diversity: exchanging ways of being*. This gathering of professional educators represents a unique opportunity for organisations seeking to establish or strengthen strategic relationships regarding service delivery, product sales and the like.

The Management Committee is pleased to invite your consideration of the opportunity that this unique Conference presents. The Conference, which will be held at the Pan Pacific and Novotel Hotels in the centre of Perth, will provide sponsors and exhibitors with excellent opportunities to engage delegates on professional and social levels, building important networks and partnerships that will be mutually beneficial. 100% of sponsorship income will contribute to the staging of the event. Full details are enclosed.

The Conference Management Committee appreciates your consideration of this event opportunity and looks forward establishing a mutually beneficial partnership. We warmly invite you to join us in Perth for this important and unique Conference.



**ACTA - ACAL Conference
Management Committee**



ABOUT THE CONFERENCE

DIVERSITY

exchanging ways of being

This is the theme which will be explored in Perth in April 2016 when two professional organisations with local, national and international affiliations, combine to pursue their common interests in teaching and learning. All too often in the past, diversity among learners, and between learners and teachers, has been regarded as an obstacle to learning, leading to one-way approaches to education which fail to take into proper account the relevance of prior learning and experience on the part of learners.

This ground-breaking Conference proposes to explore the concept of language, and literacy and numeracy education as a process of exchanging ways of being. It is concerned with how the learning experience can enable students and teachers of diverse backgrounds to learn from one another, and, in the process, to develop effective competencies in a common language.

Australia has accurately been described as a meeting place of languages and cultures. There has been a longstanding commitment to meeting the English language needs of immigrants and refugees. Australia has also increasingly recognised the diverse linguistic inheritance of its Aboriginal and Torres Strait Islander population and the need for specialised educational programs to cater to their needs. This Conference provides a significant platform for making known the achievements - as well as the enduring struggles - in meeting the language and literacy needs of all Australians.

Specifically, the Conference will be structured around the following themes, featuring local, interstate and international presentations, workshops and symposia.

- Exchanging ways of being in classroom practice in both adult and school sectors
- Aboriginal and Torres Strait Islander additional language and/or dialect learning and literacy
- Migrant and refugee language and literacy for learning and settlement
- Numeracy and the language and literacy of mathematics
- Language and learning of Indigenous learners from other countries
- Transitions in life, work and education
- Inclusive approaches to pedagogy and assessment
- Language and literacy planning for social justice and equity

While the predominant focus of the Conference will be the application and extension of the professional skills of members of the research and teaching communities engaged with language and literacy education, there will also be room for addressing questions of language policy, social justice and human rights, and how inequity and disadvantage can be most effectively addressed in the political arena.

CONFERENCE HOSTS AND SUPPORTERS



THE CONFERENCE PROGRAM April 7-10 2016

The Conference program will extend over 5 days, with symposia, site visits and extended workshop opportunities pre and post the 2 day core program which will feature 6 keynote presentations, academic papers and interactive seminars / workshops. The exhibition will be established on Thursday April 7 and conclude on Saturday April 9. The vibrant social program will provide delegates with opportunities for informal professional learning conversations with sponsors, exhibitors, presenters and colleagues.

DAY 1 THURSDAY APRIL 7	DAY 2 FRIDAY APRIL 8	DAY 3 SATURDAY APRIL 9	DAY 4 & 5 APRIL 10 & 11
Site Visits	Conference Opening		
Conference Exhibition	Conference Exhibition	Conference Exhibition	
Symposia	Keynote Address	Keynote Address	Symposia
	Concurrent Sessions	Concurrent Sessions	
	Lunchtime / Interest Group Meetings	Lunchtime / Interest Group Meetings	
Welcome Reception / Book Launch	Keynote Address	Keynote Address	
	Concurrent Sessions	Concurrent Sessions	
Casual Dinner Options	Conference Social Event	Conference Close Fellowship	

THE CONFERENCE DELEGATES

This Conference provides a unique opportunity to build on the past success of separate ACTA and ACAL Conferences. Coming together to develop a program that reflects both the individual and shared nature of their professional fields will attract delegates from across the kaleidoscope of related professions eager to maximise their professional learning in the most collaborative way possible.

The 2016 conference is expected to attract 400 - 500 national and international delegates with a voracious appetite for up to date information, services and products applicable to improving their particular teaching and learning work. Sponsors and exhibitors will have the opportunity to engage with delegates who are expected to undertake a range of work roles in different contexts, institutions and programs:

- Adult literacy and numeracy teaching, research and policy making
- English as a Second or Additional Language or Dialect (ESL, ESD EAL, EAD) teaching
- English as a Foreign Language (EFL)
- English for international students (ELICOS)
- Teacher Educators
- Program Managers
- Researchers
- Curriculum Leaders
- Principals
- Pre-Service Teachers
- Volunteer tutors
- Community leaders

EVENT EXHIBITION OPPORTUNITIES

The Conference itself provides substantial opportunities for organisations seeking to have direct interface with delegates throughout the program including its formal and informal componentry. Various levels of involvement have been established to assist organisations to decide the appropriate level of involvement that best suits their needs and aspirations. Applications using the Application Form are invited for the following:

First Class Exhibitor Level \$1,500 plus GST*

- 1 x double exhibition booth 6m frontage x 2m depth x 2.5m height
- Velcro compatible walls
- Fascia board signage in single colour
- Lighting to fascia board
- Standard electric power 240 volts
- 1 x clothed table (1800 x 600) / 2 x chairs
- 1 x complimentary registration to the Conference program (2 days)
- 2 x complimentary tickets to the Conference Welcome Reception
- 1 x complimentary ticket to the Conference Dinner
- 1 x food and beverage package for each day (2) of Conference
- Logo carriage including the event website, program, signage, menu, slide visuals, lanyards etc
- Email database for delegates attending

Business Class Exhibitor Level \$1,000 plus GST*

- 1 x single exhibition booth 3m frontage x 2m depth x 2.5m height
- Velcro compatible walls
- Fascia board signage in single colour
- Lighting to fascia board
- Standard electric power 240 volts
- 1 x clothed table (1800 x 600) / 2 x chairs
- 1 x discounted registration to the Conference program (2 days)
- 1 x complimentary ticket to the Conference Welcome Reception
- 1 x food and beverage package for each day (2) of Conference
- Logo carriage including the event website and program

Economy Class Exhibitor Level \$600 plus GST*

- 1 x clothed table (1800 x 600) / 2 x chairs
- 1 x complimentary ticket to the Conference Welcome Reception
- 1 x food and beverage package for each day (2) of Conference
- Logo carriage including the event website and program

* Exhibitions can trade as retail outlets

Poster Display \$250 plus GST

- 1 x pin up board 1200 x 900

EVENT SPONSORSHIP OPPORTUNITIES

In addition to the opportunities detailed in this Prospectus, the Conference Management Committee has established scope for individualised sponsorship packages for the event which will be suited to organisations and agencies seeking benefits derived from direct or indirect association with the Conference in its entirety or its componentry. Examples include naming rights, premium branding and delegate interface opportunities that will further extend the enclosed descriptions.

These limited opportunities will provide a higher level of support to the event and exposure to its delegation, and throughout related networks before, during and after the Conference as web, print and social media campaigns communicate the event throughout Australia and to the world. Enquiries are most welcome.

EVENT ADVERTISING OPPORTUNITIES

The Conference Brochure provides the following advertising opportunities -

- FULL PAGE ADVERTISEMENT \$350 PLUS GST
- HALF PAGE ADVERTISEMENT \$200 PLUS GST
- QUARTER PAGE ADVERTISEMENT \$150 PLUS GST

Specifications for art ready adverts will be provided

THE CONFERENCE VENUE

The Conference will be held jointly at the Pan Pacific and Novotel Hotels located across the road from each other in the centre of Perth, Western Australia, a vibrant and modern city nestled on the banks of the Swan River and just a short walk, bus or ferry to all of the city's shopping, historical and tourism attractions.



ABOUT PERTH WESTERN AUSTRALIA

Perth is an extraordinary conference destination. A breathtakingly beautiful city, Perth is situated on the banks of the spectacular Swan River and overlooked by Kings Park which was recently ranked the sixth best park in the world by Trip Advisor. It is one of Australia's fastest growing urban centres and is a modern, sophisticated city that is clean, safe and easy to get around. As the capital and heartbeat of Australia's largest state, Perth is a world class city of nearly 2 million people offering all the elements necessary to make your conference experience enjoyable. The delightful climate lends itself to enjoy truly Western Australian experiences such as traditional Aboriginal 'welcome to country' ceremonies, seeing kangaroos and koalas and other native wildlife, winery touring, white sandy beaches, river cruises, swimming with dolphins, whale watching, a vibrant food and dining scene and much more. As a major capital city, Perth is easily accessible with 18 international, 5 domestic and 11 regional airlines servicing Perth. There are 267 international flights in and out of the city every week connecting travelers to over 50 destinations around Australia and overseas. Perth offers so much. Coupled with its unmistakable charm, it is the ideal conference destination.



exchanging ways of being

FURTHER ENQUIRES

The Conference Management Committee invites further enquires to

events wa



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