

ICEF

Connect. Recruit. Grow.

The Australia New Zealand Agent Workshop

SKYCITY Auckland Convention Centre • April 22 – 24, 2009

Sponsorship Opportunities

During the event, **sponsors and exhibitors** hold pre-scheduled one-to-one **business meetings** with **educators** from all sectors of the Australian and New Zealand industries, as well as with carefully selected **quality education agents** from all around the world who are **focused on this region**.

Workshop participants are typically **senior members of staff** or **marketing executives** who are involved in decision making and the purchasing of products, programmes and services, for their own organisations as well as for their student customers.

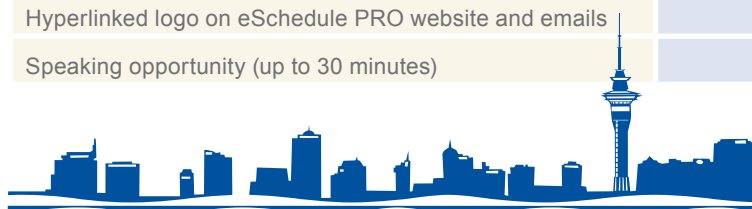
As such, both educators and agents in attendance are **important multipliers** since their organisations work with, advise, send and receive tens of thousands of international students annually.

The Australia New Zealand Agent Workshop is an **ideal opportunity to promote your organisation**, products, programmes or services to this specialised, professional target audience active in a growing market.

Booking a sponsorship package or any of the marketing and sponsorship items listed below will provide you with increased brand name recognition and **position your organisation** as a leader within the international education travel industry.

Sponsorship Packages

Packages	Platinum	Gold	Silver
Prices	AU\$ 20 000	AU\$ 10 000	AU\$ 5 000
Recognition as an event sponsor	✓	✓	✓
Hyperlinked logo and acknowledgement on ANZA website	✓	✓	✓
Exhibition booth	12 sqm	6 sqm	-
Logo on event signage	✓	✓	-
Full page colour ad in workshop manual	✓	✓	✓
Access to delegate contact lists (educators & agents)	✓	✓	✓
Logo on manual cover	✓	✓	✓
Satchel insert	2	1	1
Satchel logo	✓	-	-
eSchedule PRO meeting scheduler account	2 (max 80 meetings)	1 (max 40 meetings)	-
Delegate registrations (including all hospitality events)	up to 4	up to 2	-
Hyperlinked logo on eSchedule PRO website and emails	✓	-	-
Speaking opportunity (up to 30 minutes)	✓	-	-





- Be more visible
- Make good connections
- Increase brand recognition
- Obtain marketing exposure
- Generate sales leads

Position your organisation within the international education industry

Exhibition Opportunities

Booth 4m ² (1 delegate with meeting scheduler)	AU\$ 3850
Booth 6m ² (1 delegate with meeting scheduler)	AU\$ 5350
Booth 12m ² (2 delegates with 1 meeting scheduler)	AU\$ 10350
Additional meeting scheduler account for exhibitors	AU\$ 2600
Additional delegate for exhibitors	AU\$ 600

Sponsorship Opportunities

Sponsorship Packages

Platinum	AU\$ 20000
Gold	AU\$ 10000
Silver	AU\$ 5000

Services Sponsorships

(Agent) lounge	AU\$ 8000
Internet hub	AU\$ 5000
Wireless Internet service	AU\$ 2500
Internet hub + Wireless Internet service	AU\$ 6500

Hospitality Sponsorships

Welcome reception	AU\$ 8000
Pre-conference cruise with lunch	AU\$ 4000
Workshop refreshment breaks	AU\$ 2000
Conference Dinner	AU\$ 16000

Merchandise Sponsorships (only 1 sponsor)

Lanyards	AU\$ 4850
Pens	AU\$ 2750
Pads	AU\$ 1750
USB Memory sticks	AU\$ 4400

Advertising & Promotional Opportunities

Banners and Display Racks

Stand-alone banners promoting your company name and logo in high traffic, highly visible areas	AU\$ 1650
Literature display racks with your promotional brochures in high traffic areas of the workshop	AU\$ 1450
Combined package: 1 display rack and 1 stand-alone banner	AU\$ 2900

Advertise in the Workshop Catalogue

1/2 page, b/w	AU\$ 690
1/2 page colour	AU\$ 950
1/1 page, b/w	AU\$ 1100
1/1 page, colour	AU\$ 1650
Inside front or back cover, colour	AU\$ 1950
Outside back cover, colour	AU\$ 2950

Insert your company flyer/brochure in all the workshop satchels (4pp A4 max) **AU\$ 1100**

Insert books or gifts - price on application

How to book?

Please email info@anzaworkshop.com or call:

Ashley Wood, Tel +61 (0) 2 9929 0351 (Sydney, Australia)
Gavin Hopper, Tel +61 (0) 3 9525 0798 (Melbourne, Australia)
Myriam Marchand, Tel +61 (0) 7 5545 4146 (Queensland, Australia)
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