

**THURS
& FRI**

**1 - 2
August**

HITAV

SPONSORSHIP
PROPOSAL

HITAV

ANNUAL
CONFERENCE

**20
24**

2024
Annual Conference

WHY BE INVOLVED?

The History Teachers' Association of Victoria (HTAV) is a not-for-profit member organisation committed to ensuring that History in schools is engaging, rigorous and appropriately valued. HTAV supports an outstanding professional community that meets the challenges of teaching and learning history in a changing educational environment. All sponsorship, exhibition and advertising income is invested back into HTAV's mission and programs.

Why Sponsor the 2024 HTAV Annual Conference?

With extraordinary scope in 2024, HTAV has reached over 70% of Victorian secondary schools. Offering the largest history education conference in Victoria, HTAV puts you in touch with your customers.

20
24

Lead Generation

The HTAV Annual Conference, which attracts up to 500 attendees over two days, presents opportunities to attract and engage your target audience.

Influence

Showcase your commitment to History education and position your product or service for metropolitan and regional teachers.

Visibility

Sponsorship allows your brand to stand out from the rest. It also provides a greater opportunity to network with pre-service teachers, teachers, decision-makers, Heads of Humanities, and faculty leaders from Independent, Catholic, and Government Victorian schools.

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Annual Conference

20
24

ABOUT THE CONFERENCE

Exhibitor Passport

HTAV run an exhibitor passport to encourage delegates to visit the displays. The prize draw is a lively, fun highlight for delegates on each conference day. Details will be provided closer to the conference.

Social Events

Social hour is held at 4:15 p.m., during which delegates can enjoy canapés and drinks on-site after the event.

Networking time

Arrival time, morning tea and lunchtime are designed to maximise delegate interaction and allow plenty of time for exhibitor and sponsor visits.

Preliminary Schedule

Wednesday 31st July

Exhibitor set-up access TBC.

Thursday 1st August

Exhibitor set-up 8 am (more details to follow).

Thursday 1st and Friday 2nd August

Delegate registration at 9 am with arrival tea and coffee in the exhibition area.

Morning tea at 11:15 am with food and drinks held in the exhibition area.

Networking lunch at 1:45 pm with food and drinks held in the exhibition area.

Exhibitor Passport Prize Draw 2:35 pm.

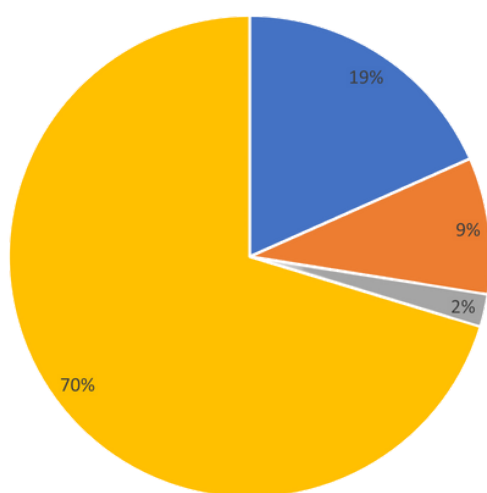
Friday 2nd August

Exhibitors may pack down from 2:40 pm, after networking lunch.

Exhibitors are welcome to attend Networking Drinks in a guest capacity at 4:15 pm.

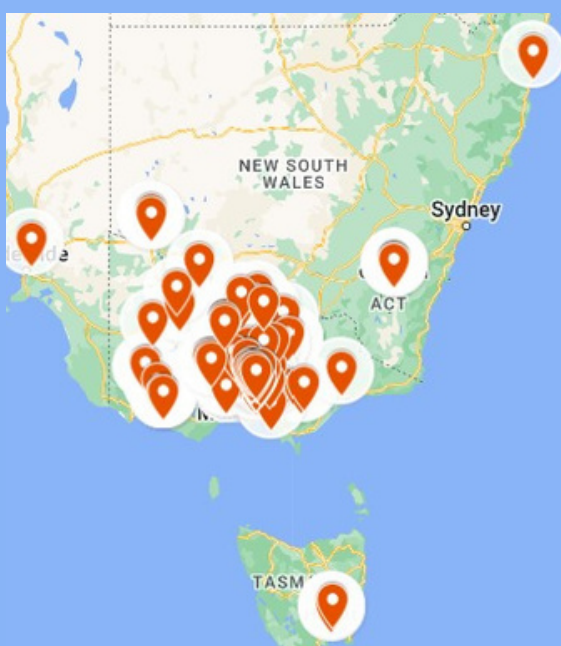
2024
Annual Conference

2023 ANALYTICS



**2022 HTAV Annual Conference
Attendee Role**

- Head of Humanities/Faculty Leader
- Other
- Pre-Service Teacher
- Teacher



**2022 HTAV Annual Conference
Attendee Location**

2024

Annual Conference

PRINCIPAL SPONSOR

\$6600 one available

Sponsorship Inclusions

Pre-conference

- Clickable logo in HTAV email communication to 4000+ HTAV members.
- Conference program A4 advertisement.
- Conference program acknowledgement (150 words and logo).
- HTAV conference webpage acknowledgement.
- HTAV homepage 'Sponsors and Partners' banner logo, up to four weeks duration.
- One dedicated social media post on Facebook and LinkedIn by HTAV acknowledging Principal Sponsorship.
- Entitlement to use the phrase:
'Principal Sponsor of the 2024 HTAV Annual Conference'.

Conference

- Acknowledgment of sponsorship during plenary
- Address the plenary. Up to two minutes of talk time each day of the conference.
- One trade table is in the location of the sponsor's choice.
- Complimentary passes to all conference workshops for up to two of your company's representatives (non-transferable).
- The company logo will appear on conference run sheets on both days.
- Promotional slide inclusion in rolling slideshow.
- Sponsor logo added to 'thank-you sponsors' slide displayed during rolling slideshow on each conference day.
- Sponsor-supplied banner displayed in a prominent position in the conference registration area.

Virtual Showbag

- Up to three virtual showbag flyers.
- Premium position on virtual showbag webpage.
- Acknowledgement as 2024 Principal Sponsor.

Post Conference

- Clickable logo inclusion in 'Thank You' to delegates email.
- One dedicated social media post on Facebook and LinkedIn by HTAV thanking Principal Sponsor.

2024

Annual Conference

SILVER SPONSOR

\$4400 limited availability

Sponsorship Inclusions

Pre-conference

- Conference program acknowledgement.
- Conference program full-page advertisement.
- HTAV conference webpage acknowledgement.
- One dedicated social media post on Facebook and LinkedIn by HTAV acknowledging Silver Sponsorship.
- Entitlement to use the phrase '**Silver Sponsor of the 2024 HTAV Annual Conference**'.

Conference

- Acknowledgment of sponsorship during plenary.
- One trade table in a premium position.
- Catering for up to two representatives.
- Two complimentary passes to full conference for your company's representatives.
- Sponsor logo added to 'thank you sponsors' slide displayed during the rolling slideshow.
- Thank-you by MC during morning address.

Virtual Showbag

- Up to two virtual showbag A4 flyers.
- Acknowledgement as 2024 Silver Sponsor.

Post Conference

- Clickable logo inclusion in 'Thank You' email to delegates.
- One dedicated social media post on Facebook and LinkedIn by HTAV thank sponsor.

2024

Annual Conference

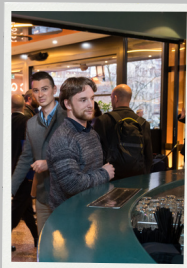
SOCIAL HOUR SPONSOR

\$800 per day one available Thursday / one available Friday

Bring lots of business cards (or not), as Social Hour is a great way to connect personally with delegates and show your support for their professional community. In 2023, over 100 conference attendees came to Social Hour.

Sponsorship Inclusions

- Acknowledgement as Social Hour Sponsor during the plenary.
- Opportunity to hand out drink cards and welcome delegates to Social Hour.
- Up to five minutes' talk time at the commencement of Social Hour.
- Banner displayed at Social Hour venue.
- Sponsor logo added to Social Hour slide displayed during rolling slideshow.
- Sponsor logo added to 'thank you sponsors' slide displayed during rolling slideshow on the day of the conference.
- "Thursday Social Hour sponsored by [insert your brand name here]" in promotions and emails to delegates.
- 1/4 page advertisement in the Conference Program.



2024

Annual Conference

CONFERENCE PROGRAM SPONSOR

\$700 limited availability

The History Teachers' Association of Victoria's conference program is an excellent opportunity to promote your publications, resources and services to teachers of History and other Humanities subjects. In 2022, the HTAV Annual Conference Program was **viewed over 3200** times with over **2700 unique page views** and ranks amongst the **top 5** most popular pages on the HTAV website in 2022.

Sponsorship inclusions:

- One A4 advertisement in the official 2024 HTAV Annual Conference Program.
- Sponsor acknowledgement in program (100 words and logo).
- Sponsor logo added to 'thank-you' sponsor slide displayed during rolling slideshow on the day of the conference.

Program Sponsor acknowledgement



Program Sponsor A4 advertisement



2024

Annual Conference

STATIONERY SPONSOR

\$500 exclusive

Have your company logo enjoying high brand visibility on conference notepads and pens supplied for delegates in all workshop rooms.

Sponsor Inclusions

- Acknowledgement as Stationery Sponsor during the plenary with encouragement to delegates to take home the complimentary stationery.
- **Sponsor to provide** notepads and pens with their logo displayed.
- Banner advertisement on the HTAV website.
- Conference Program acknowledgement (100 words and logo).
- One Virtual Showbag flyer inclusion with Stationery Sponsor acknowledgement.
- Sponsor logo added to 'thank-you sponsors' slide displayed during rolling slideshow on the conference days.
- 1/4 page advertisement in the Conference Program.
- Entitlement to use the phrase:
'Stationery Sponsor of the 2023 HTAV Annual Conference'.



2024 Annual Conference

EXHIBIT

\$999 HTAV Member price **\$1250** Non-member price

Join us at the HTAV 2024 Annual Conference, a premier gathering of history teachers from across Victoria, where your organisation can showcase its products, events and services to a targeted audience passionate about history teaching and learning.

Exhibitor Inclusions

Exhibition Display

- 1.8 long rectangle trestle table
- Up to two chairs
- One black tablecloth
- 1 x standard power point
- Wi-fi

Promotions

- Complimentary virtual flyer inclusion in event Virtual Showbag (A4 or A5 single-sided PDF).
- Brand name included in the conference program.
- Opportunity to participate in the exhibitor passport competition.
- Brand name and logo with hyperlink included on event webpage.



Suite 105, 134-136 Cambridge St, Collingwood Vic 3066 | 03 9417 3422 | www.htav.asn.au | ABN 44 005 739 239 *The History Teachers' Association of Victoria's*

events put you in touch with History and Humanities teachers and represents outstanding opportunities to showcase your capabilities in product and service provision to your target audience. Please return completed form to Sonya Clarkson at s.clarkson@htav.asn.au.

OPPORTUNITY	INVESTMENT	TICK
Principal Sponsor	\$6600	
Silver Sponsor	\$4400	
Social Hour Thursday Sponsor	\$800	
Social Hour Friday Sponsor	\$800	
Conference Program Sponsor	\$700	
Stationery Sponsor	\$500	
Exhibitor HTAV member	\$999	
Exhibitor non-member	\$1250	
Virtual Flyer only <small>Not an exhibitor</small>	\$350	

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Virtual flyer complimentary inclusion with exhibitor booking. Specifications: single-sided A4- or A5-sized, PDF

To receive the member discount, become an HTAV member here: www.htav.asn.au/membership

HTAV will monitor COVID-19 health and safety advice for any in-person event and pivot to a virtual conference if required.

YOUR DETAILS

Name Today's Date

Company/Organisation ABN

Billing Address

Suburb Postcode Phone

Email

PAYMENT DETAILS

Total amount payable \$

Method of payment: **Send me an invoice using this purchase order number**

OR

Send me an invoice for EFT payment without a purchase order

Once payment has been confirmed, your booking is complete. Please allow 3 business days for processing.

Payment is due immediately upon receipt of invoice.

Please note: By submitting this form, you acknowledge and accept the [trading terms and conditions](#) as shown on the HTAV website. This form becomes a tax invoice when full payment is made. Please refer to the HTAV website for our [advertising policy](#).

2024

Annual Conference

2023 TESTIMONIALS

“The HTAV conference always provides a fantastic place to be able to meet face to face with teachers and grow our network, allowing us to have a wider market and reach.”

Hayley - Kryal Castle



“HTAV is essential! The conferences allow us to seek feedback directly from our audience: teachers. Their comments have changed the way we conduct our excursions for the better! It also allows us to share our knowledge and excursion options with those who might not see us in another forum.”

Katie - Old Treasury Building



2024

Annual Conference

CO-CREATED PACKAGES



HTAV's sponsorship packages are designed to deliver maximum engagement with your customers and to provide immersive opportunities to connect and establish your required outcomes.

We retain the ability to be flexible by meeting options we may have overlooked.

Contact me today to ask about our flexibility in co-designing a package that suits your specific needs.

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Contact

Sonya Clarkson

Manager
Marketing &
Sponsorship
s.clarkson@htav.asn.au



HISTORY TEACHERS' ASSOCIATION OF VICTORIA (HTAV) TERMS AND CONDITIONS FOR EVENT EXHIBITORS

By registering to attend an HTAV event as an exhibitor, you agree to the following terms and conditions.

1. The Contract

The term "Organiser" refers to History Teachers' Association of Victoria (HTAV).

The term "Exhibitor" includes any person, firm, company or corporation and its employees and agents identified in the Booking Form or other written request for sponsorship, partnering, advertising and/or exhibition space.

2. The Booking

An official Conferences and Events Booking Form must be received by the Organiser to reserve space.

The Organiser reserves the right to refuse application or prohibit any Exhibitor from participation without assigning a reason for such refusal or prohibition.

3. Obligations and Rights of the Organiser

3.1 Nothing contained in the agreement will be deemed to constitute a joint venture or agency relationship between the Exhibitor and the Organiser.

3.2 The Exhibitor may not do anything that may be represented that they are a partner of the Organiser unless otherwise specified in a separate contract between the Organiser and the Exhibitor.

3.3 The Organiser will not sell or provide access to delegate or attendee data to the Exhibitor.

3.4 The decision of the Organiser is final and decisive on any question not covered in this contract.

3.5 The Organiser agrees to hold the exhibition but reserves the right to postpone the exhibition from the set dates and to hold the exhibition on other dates as near to the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the Organiser.

3.6 The Organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand/table/space and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organiser.

3.7 The Organiser reserves the right in unforeseen circumstances to amend or alter the exact inclusions offered to the Exhibitor and the Exhibitor undertakes to agree to any alteration to the inclusions offered by the Organiser.

3.8 The Organiser reserves the right to change the exhibition floor layout.

3.9 The Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.

3.10 The Organiser reserves the right to specify the size and style of display areas.

3.11 The Organiser reserves the right to disapprove the content and presentation of the Exhibitor catalogues, acknowledgements, handbills, printed matter, any other information and display items with respect to the exhibition that conflicts with the Organisers' values, business activity and policies and use of others intellectual property.

3.12 The Organiser holds the right to use pictures, media and content from the Event for the purposes of advertising and public relations.

3.13 The Organiser may determine the hours during which the Exhibitor will have access to the exhibition venue for the purpose of setting up and dismantling.

3.14 The Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.

3.15 The Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents' entry to the exhibition if they do not hold a purchased or complimentary ticket to the event or their attendance has been approved in writing by the Organiser prior to the event.

3.16 The Organiser agrees to provide the Exhibitor with an Exhibition Manual prior to the exhibition for the purpose of communicating the responsibilities of the Organiser and the Exhibitor.

3.17 Allocation of sponsorship packages and exhibitor bookings regardless of the preference indicated is at the discretion of the Organiser whose decision will be final.

3.18 The Organiser requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts, or other arrangements will be sent to the Exhibitor with relevant due dates.

3.19 Logos will be requested in .jpg format, high resolution 300dpi, 260px wide x 343px high. If logos in other formats are received, the Organiser is not responsible for the quality of the logos displayed in any of the promotional material.

3.20 Virtual flyers / virtual showbag inclusions will be requested as single sided page, A4 PDF. If more than one page is received, the Organiser is not responsible to upload more than one single sided, A4 sized PDF and will only upload the first page of a multi-page document received.

3.21 The Organiser agrees to promote the exhibition to maximise participation.

4. Obligations and Rights of the Exhibitor

- 4.1 The Exhibitor must use allocated space only for the display and promotion of goods and/or services and/or events within the scope of the exhibition.
- 4.2 The Exhibitor must comply with all directions/ requests issued by the Organiser including those outlined in the Exhibition Manual.
- 4.3 The Exhibitor must comply with all applicable laws, including laws in relation to occupational health and safety. The Exhibitor will therefore act with care to avoid damage to persons or property in the exhibition.
- 4.4 The Exhibitor acknowledges that neither the Organiser nor venue staff will assist the Exhibitor in setting or packing up, lifting, or moving their goods unless agreed in writing prior to the event.
- 4.5 The Exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes cables, chairs, boxes, blocking or projecting light, impeding, or projecting into aisles or neighbouring exhibition spaces.
- 4.6 Excessive noise that inconveniences other exhibitors or the conference must be avoided.
- 4.7 The Exhibitor is responsible for all items within their allocated exhibition space.
- 4.8 The Exhibitor agrees to adhere to all fire regulations and will refrain from using flammable or dangerous materials within the exhibition. Upon the conclusion of the exhibition the Exhibitor will promptly remove all exhibits, tools, and other materials. If the Exhibitor fails or refuses to do so, the Exhibitor may incur additional cleaning costs.
- 4.9 The Exhibitor will not use nails, screws, pins, tape, any kind of sticky adhesive or other fixtures on any part of the premises including table, chairs, walls, and floor unless authorised by the Organiser. Any permanent damage will result in the Exhibitor being invoiced for all repairs.
- 4.10 The Exhibitor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified or on return.
- 4.11 The Exhibitor agrees to conduct all business transactions within their allocated exhibition space unless otherwise approved by the Organiser.
- 4.12 The Exhibitor agrees not to use any logos owned by the Organiser or intellectual property including the material distributed at or after the Event which is considered the property of the Organiser and or the individual presenters and may not be used without permission of the Organiser and the presenter.
- 4.13 The Exhibitor is responsible for providing exhibitor requirement forms, dietary requirement forms, exhibitor passport prize, artwork, logos and text and any other requests required by the Organiser. If these are not received by the designated due date and in the specified format, their use for their intended purpose cannot be guaranteed the Organiser is not responsible for any losses sustained as a result.
- 4.14 Should the Exhibitor agree to donate one or more Passport Prizes, the Exhibitor agrees to donate a prize that requires no further monies be spent by the recipient of the prize and include a secure label for their prize each day with the following written details: name of organisation value of the prize a brief description of the prize.
- 4.15 The Exhibitor agrees not to attend Conference Sessions/Workshops or Keynote unless the relevant tickets are offered as part of the particular Sponsorship or Exhibition package. Should the Exhibitor wish to attend the Conference as a delegate, the appropriate registration must be purchased or agreed to in writing with the Organiser.
- 4.16 the Exhibitor agrees that all personnel and representatives attending the event on their behalf must register with the Organiser at least one week prior to the Event.
- 4.17 The Exhibitor and the servants, agents, contractors, and invitees of the Exhibitor are also to observe the rules, regulations and procedures as prescribed by the Venue.
- 4.18 The Exhibitor is not permitted to assign, sublet, or apportion the whole or any part of their package/ booked space unless prior consent in writing from the Organiser is provided.

5. Disclaimer of Liability

- 5.1 The Exhibitor is responsible for obtaining insurance including, but not restricted to, its personnel, material, and equipment for the duration of the Events including bump-in or bump-out of the Event venue, and including public liability, property damage, fire and theft.
- 5.2 All Exhibitors must have Public Liability Insurance for the period of the exhibition and must be able to produce this documentation at the request of the Organiser.
- 5.3 Exhibitors must insure, indemnify, and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses, and interest for which the Organiser may become liable.
- 5.4 Whilst the Organiser will endeavour to protect exhibition property whilst on display at the exhibition, the venue and the Organiser cannot accept liability for any loss or damage to property sustained or occasioned from any cause whatsoever.
- 5.5 The Organiser shall not be liable for any loss which the exhibitor may incur as a result of the intervention of any Authority, which prevents the use of the premises or any part thereof in any manner whatsoever.
- 5.6 The Organiser will not be liable and makes no guarantee of the number of visitors to the event/exhibition. Equally the Organiser will not be accountable for the level of commercial activity generated.

6. Payment and Cancellation

- 6.1 Should a cancellation occur due to a pandemic (COVID-19 or otherwise) which results in restrictions, immediate lockdowns or closed borders that are put in place by the Government, the Exhibitor's Sponsorship or Exhibition arrangements will be transferred to virtual only, and the difference reimbursed.
- 6.2 In the event that the Conference or event is cancelled or delayed through no fault of the Organiser, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the Sponsor/Exhibitor may be entitled to a refund at the discretion of the Organiser.
- 6.3 In the event that the Exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the Organiser is authorised to occupy this space in any manner deemed to be in the best interest of the Exhibition. The Exhibitor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.

HISTORY TEACHERS' ASSOCIATION OF VICTORIA (HTAV) PARTNERSHIPS, ADVERTISING AND MARKETING POLICY

HTAV welcomes partnerships, sponsorship, advertising, gifts and grants from people/organisations wishing to connect with and support history teachers and history education. All revenue from such sources is used to advance HTAV's goals of improving the quality of history education, supporting our members to flourish, increasing the number of students who choose to study history, and ensuring HTAV's financial sustainability.

HTAV can offer its partners:

- A conduit through which to communicate their message to history teachers
- Opportunity to increase brand recognition
- Opportunities for interaction with history teachers
- Customised partnership arrangements that serve the interests of both the partners and HTAV
- Regular feedback and advice regarding the needs of history teachers

This **guiding principles** of partnering with HTAV in this way are:

- All sponsorship, advertising, gifts and grants must ensure the privacy of HTAV records. HTAV will not sell or provide access to member data.
- Sponsorship, advertising, gifts and grants do not confer influence over event or program design, publishing decisions, content and editorial choices or other HTAV activities.
- Sponsorship, advertising, gift and grant agreements will not require personal endorsement of the organisation, product or service from HTAV Directors or staff.
- HTAV's logo must never be used to endorse an organisation, product or service without written permission from the Executive Officer.
- HTAV's acceptance of sponsorship, advertising, gifts and grants must balance reputation management and service to members with revenue generation.
- The HTAV Board or Executive Officer can, at their absolute discretion, refuse sponsorship, advertising, gifts and grants from any person or organisation.

Responsibility/Delegation

- The HTAV Executive Officer and/or an appointed HTAV staff member have the authority to approach potential partners and enter into agreements.
- The HTAV Executive Officer will seek the approval of the HTAV Board before entering into large or nonstandard sponsorship agreements, including exclusive access or use of the HTAV logo to endorse an organisation, service or product.
- Partnering, sponsoring, exhibiting or advertising with HTAV does not confer the right to use the HTAV name or logo in promotional materials, or to imply that the organisation's products or services are endorsed by HTAV, unless this is included in a written agreement between HTAV and the partner.

Implementation

- Partnerships may be in the form of in-kind or financial support, or a combination of both. This includes reciprocal -agreements.
- HTAV is unable to guarantee the number of people who will attend an event or access a publication.
- A booking form, once completed and submitted to HTAV, represents an agreement. The booking organisation or person is then liable for full payment.
- Cancellation must be advised in writing. Cancellations are not refundable once promotion of a sponsorship has commenced or within 20 days prior to an event or the scheduled publication of a journal or newsletter.
- The nature of any acknowledgement of sponsorship, advertising, gifts and grants will form part of the written agreement with partners.
- Partners must ensure that advertisements and exhibition materials comply with this policy and specifications provided by HTAV.
- HTAV reserves the right to withdraw partnerships, advertising or promotional material without refund if the agreement is not adhered to.
- HTAV shall not be liable to the partner or any other person for any loss, damage or injury sustained at or in connection with their partnership.
- Please note that HTAV's event insurance and the venue's public liability insurance may not extend to negligence on the part of an exhibitor.
- HTAV is committed to promoting and protecting the privacy and safety of children and asks that partners obtain appropriate permissions and consent from parents or guardians before publishing promotional materials containing images of children.

To see HTAV's Policies, please visit our website [here](#).

For more information on partnerships, advertising and/or promotional opportunities, please contact Sonya Clarkson at s.clarkson@htav.asn.au.