

**21–23 March 2024** Perth Convention and Exhibition Centre



# Exhibitor and Sponsorship Prospectus

dsfconference.com.au

Hosted by DSF Literacy and Clinical Services, in partnership with









In recognition that strong language skills and literacy development are crucial to the success of all students in education, DSF will bring together experts in the fields of language development, learning and literacy to further develop our understanding of how to best support the future educational development of all school-aged children.

Our agenda is to work closely with educators, allied health professionals and researchers to leverage expertise for better outcomes and to promote evidence-based teaching and supportive practices.

We invite you to be part of the DSF Language, Literacy and Learning Conference to be held at the Perth Convention and Exhibition Centre from 21st to 23rd March, 2024.

The DSF conference will be a platform to showcase your brand, products and services. It will enable you to engage, discuss challenges, and present solutions to key leaders, teachers and allied professionals from across Australia and internationally. There will be multiple opportunities to connect with delegates throughout the day. We encourage you to take advantage of networking opportunities available during morning registration, morning tea and lunch. There will also be promotional opportunities available through the conference satchel materials, audio-visual displays and social media.

We look forward to seeing you at this incredible event!



# Support the **future!**

# **About DSF Literacy Services**

#### The Dyslexia-SPELD Foundation (DSF) is a not-for-profit registered charity.

DSF is relentlessly committed to sharing the science of learning with a particular emphasis on the development of language, literacy and numeracy. We are strong supporters of evidence-based practice in education and see events such as this conference as an important opportunity to bring knowledge to educators and allied professionals. We are dedicated to improving the understanding of how children learn so that they can be better supported in the classroom.

DSF provides a range of targeted services in all areas of Western Australia as well as in other Australian states and territories. The provision of high-quality professional development is one of the many services offered and is valued particularly highly. Over half of the schools in WA attended a DSF workshop or presentation in the last year (either at onsite at DSF, offsite at a school, or via an online virtual workshop) and demand for evidence-informed professional learning continues to increase. In order to present the most up-to-date research in the area of learning, DSF frequently invites international speakers who are at the top of their field to present to educators, allied health professionals and parents. In May 2023, DSF opened the DSF Institute, a new centre of excellence in West Perth dedicated to the delivery of professional learning to educators and allied professionals. The DSF Institute also features our specialist educational bookstore and publishing facilities.

The organisation offers valuable support to students with learning difficulties and provides guidance to school principals and teachers on the components of highquality literacy and numeracy instruction for all students. DSF also regularly works with research teams from Curtin University and Macquarie University, and is currently collaborating on a number of exciting research projects.



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# When, where and why?

**Thursday 21<sup>st</sup> - Saturday 23<sup>rd</sup> March 2024** Perth Convention and Exhibition Centre (PCEC), Perth

#### Reasons to sponsor and/or attend:

- Reach and engage with over 700 expected delegates
- Advertising and promotional opportunities
- Market your products/service directly to a specific target audience
- Morning tea and lunch will be served in the trade exhibition space, providing maximum time/exposure to delegates
- Networking opportunities
- Gain valuable feedback from your target audience

### A number of key stakeholders and experts across Australia, and internationally, will be invited to attend the expo, including:

- Experts in the fields of education, language development and learning difficulties
- School Principals and Administrators
- Classroom Teachers
- Psychologists
- Speech Pathologists
- Occupational Therapists
- Early Learning Educators
- Specialist Educators and Tutors
- Parents



# Who and what?

The DSF Language, Literacy and Learning Conference provides a unique opportunity for educators and practitioners to hear about current research and evidence-informed approaches to teaching and intervention in the field of language and literacy acquisition.

We are delighted to introduce the following keynote speakers:



### Beyond decoding: The dynamics of reading for meaning

Prof. Kate Cain (UK)

Kate Cain is Professor of Language and Literacy in the Department of Psychology, Lancaster University, UK. Her research focuses on language and literacy development and breakdown from preschool through to adolescence, with a particular focus on understanding the development and role of the skills that support reading for meaning. Her books include an overview of the field for teachers: Understanding and teaching reading comprehension: A handbook (co-authored with Jane Oakhill and Carsten Elbro).



## Delivering on the promise of the science of reading for all learners

Prof. Nicole Patton Terry (USA)

Nicole Patton Terry is Professor of Education in the School of Teacher Education, Director of the Florida Center for Reading Research (FCRR), and Director of the Regional Education Lab—Southeast at Florida State University (FSU).

Nicole's research, innovation, and engagement activities concern young learners who are vulnerable to experiencing poor language and literacy achievement in school, in particular, African American children, children growing up in poverty, and children with disabilities.



#### Why there is a science of learning but not a science of teaching Dr. Carl Hendrick (NL)

Carl Hendrick is a professor of teaching and learning at Academica University of Applied Sciences in Amsterdam where he will explore the application of research on classroom practice. He is the co-author of several books including What Does This Look Like in the Classroom: Bridging the Gap Between Research and Practice and How Teaching Happens – Seminal Works in Teaching and Teacher Effectiveness and What They Mean in Practice.



It will be particularly relevant to classroom teachers, school principals and administrators, school psychologists, speech pathologists, occupational therapists, tutors, and other key stakeholders concerned with the effective education and support of school-aged children – including those with learning difficulties.

The conference will be an opportunity to hear from internationally renowned speakers and Australian experts discussing current evidence-informed literacy instruction and will showcase best practice in education. It will include a variety of interactive workshops, keynote presentations and information sessions designed to meet the needs of all delegates.

Presentations will focus on evidenceinformed practice, reading and spelling acquisition, language development, improving skills in written expression, mathematics acquisition, learning disorders, inclusive education, supporting students from EAL/D backgrounds, the value of assistive technology, self-esteem and resiliency, effective strategies and resources, and a number of additional topics.



#### Teacher-led instruction vs. student-centred learning

Dr. Jim Heal (USA)

Jim Heal works at Deans for Impact, a national non-profit working to ensure that every child is taught by a well-prepared teacher. Prior to that, he was Director of Practice at Harvard's 'Research Schools International' initiative, and was a high school English teacher and principal. He is co-author of How Teaching Happens and received his doctorate in Education Leadership from the Harvard Graduate School of Education.



#### Effective word problem-solving in maths Assoc. Prof. Sarah Powell (USA)

Sarah R. Powell is an Associate Professor in the Department of Special Education at The University of Texas at Austin and Associate Director of the Meadows Center for Preventing Educational Risk.

Her research interests include developing and testing interventions for students with mathematics difficulties, with a special emphasis on peer tutoring, word-problem solving, mathematics writing, and the symbols and vocabulary within mathematics.



### Reading in late childhood and adolescence Prof. Jessie Ricketts (UK)

Jessie Ricketts is based in the Department of Psychology, Royal Holloway, University of London and directs the Language and Reading Acquisition (LARA) research group. Jessie researches language and literacy in children, young people and adults. She is particularly interested in how reading benefits children's learning and language. Jessie works closely with teachers, educational charities and policy makers to conduct research and consider its implications for education.

# Program Day 1, 2 and 3

The daily schedule includes a variety of plenary sessions and eight concurrent breakout sessions (including workshops, symposia and a series of program presentations). In the afternoons, there will be opportunities for sponsors and exhibitors to present information to delegates on the resources and services they provide.

7:30 - 8:45	Registration and Trade Exhibition	
8:45 - 9:00	Conference Opening and Welcome (Day One only)	
9:00 - 10:30	Keynote Presentation	
10:30 - 11:00	Morning Tea and Trade Exhibition	
11:00 - 12:40	Concurrent Sessions, Workshops and Symposia	
12:40 - 1:30	Lunch and Trade Exhibition	
1:30 - 3:00	Keynote Presentation	
3:10 - 3:55	Concurrent Sessions and Program Presentations	
4:00	Conference Close	

\* Room transition time has been allocated between all presentations and workshops, allowing more time to visit exhibitors.

# Spreading the good news

As a key event on DSF's professional calendar, the 2024 DSF Language, Literacy and Learning Conference will be widely marketed and promoted. In addition, this conference is being hosted by DSF in partnership with Auspeld. The 2024 DSF Language, Literacy and Learning Conference will be advertised on the Auspeld website and social media. A broad range of additional marketing tools and strategies will be used to promote the event including, but not limited to:

- Event website dsfconference.com.au
- Emails, bulletins and updates
- Social media (Facebook, LinkedIn, Twitter)
- Newsletters
- Printed collateral including posters and flyers

# Exhibition and sponsorship opportunities

The DSF Language, Literacy and Learning Conference will be promoting evidence-based practice. As such, we look forward to working with sponsors and exhibitors whose products and services are strongly evidence-based.



"There was a fantastic range of sponsors! If I was at the conference in person, I would have stopped to tell the people at their stands just how much I love their stuff!"

2022 Virtual Conference Delegate

# **Platinum Sponsor** \$12,000

TWO ONLY

# **Company acknowledgement**

As Platinum Sponsor of the 2024 DSF Language, Literacy and Learning Conference, your organisation will receive the highest level of exposure and recognition in the lead-up and during the event, including:

- Exclusivity of Platinum Sponsorship
- 100-word company profile and logo displayed in the delegate program
- Banner at registration desk (to be supplied by sponsor)
- Your corporate logo on the front cover of the delegate program
- Choice of exhibition spaces
- Verbal acknowledgement at official opening and closing of the conference
- One full page of advertising in the delegate program (to be supplied by sponsor)
- Logo on holding slides displayed during the conference
- Logo on all delegate registration confirmation emails

# **Exhibition space**

- One double trade stand (6m x 3m)
- Two general use power points
- Four spotlights
- Fascia signage with logo

- Three inserts in the conference satchel provided to every delegate (for example, brochure or promotional merchandise)
- Recognition on the conference website, including a hyperlink to your website
- Promotion via DSF social media channels, including Facebook, Twitter and LinkedIn
- Two conference passes (total value \$1,750). This includes attendance to all conference sessions, morning tea, and lunch. Additional conference passes can be purchased via the event website

Stands are provided as an empty shell to be decorated by the exhibitor. Exhibitors are responsible for obtaining or hiring any additional equipment required (subject to rules governed by the venue). Exhibitors can select their preferred booth location when submitting the application form. Booth selection will be based on the premise of 'first in best dressed'.

# **Gold Sponsor** \$8,500

# **Company acknowledgement**

As a Gold Sponsor of the 2024 DSF Language, Literacy and Learning Conference, your organisation will receive a significant level of exposure and recognition in the lead-up and during the event, including:

- Verbal acknowledgement at official opening and closing of the conference
- 100-word company profile and logo displayed in the delegate program
- One half page of advertising in the delegate program (to be supplied by sponsor)
- Your corporate logo on holding slides displayed during the conference
- Logo on all delegate registration confirmation emails
- Logo displayed at registration desk
- Recognition on the conference website, including a hyperlink to your website

- Promotion via DSF social media channels, including Facebook, Twitter and LinkedIn
- Two inserts in the conference satchel provided to every delegate (for example, brochure or promotional merchandise)
- Two conference passes (total value \$1,750). This includes attendance to all conference sessions, morning tea and lunch. Additional conference passes can be purchased via the event website

#### **Exhibition space**

- One trade stand (3m x 3m)
- One general use power point
- Two spotlights
- Fascia signage with logo

Stands are provided as an empty shell to be decorated by the exhibitor. Exhibitors are responsible for obtaining or hiring any additional equipment required (subject to rules governed by the venue). Exhibitors can select their preferred booth location when submitting the application form. Booth selection will be based on the premise of 'first in best dressed'.



'The mix of presenters, workshops and keynotes was impressive. A colleague had highly recommended this conference and it certainly lived up to the recommendation!''

2022 Conference Delegate

# Silver Sponsor \$6,000

# **Company acknowledgement**

As a Silver Sponsor of the 2024 DSF Language, Literacy and Learning Conference, your organisation will receive a significant level of exposure and recognition in the lead-up and during the event, including:

- Verbal acknowledgement at official opening and closing of the conference
- Half page of advertising in the delegate program (to be supplied by sponsor)
- Logo displayed in the delegate program
- Your corporate logo on holding slides displayed during the conference
- Logo on all delegate registration confirmation emails
- Logo displayed at registration desk
- Recognition on the conference website, including a hyperlink to your website
- **Exhibition space**
- One trade stand (3m x 3m)
- One general use power point
- Two spotlights
- Fascia signage with logo

Stands are provided as an empty shell to be decorated by the exhibitor. Exhibitors are responsible for obtaining or hiring any additional equipment required (subject to rules governed by the venue). Exhibitors can select their preferred booth location when submitting the application form. Booth selection will be based on the premise of 'first in best dressed'.

- Promotion via DSF social media channels, including Facebook, Twitter and LinkedIn
- One insert in the conference satchel provided to every delegate (for example, brochure or promotional merchandise)
- One conference pass (valued at \$875). This includes attendance to all conference sessions, morning tea and lunch. Additional conference passes can be purchased via the event website

# Satchel Sponsorship \$4,000

# One only

# Company acknowledgement

- Exclusive rights only one satchel sponsorship is available
- Recognition in the conference program and other conference material
- Logo on satchel alongside the DSF logo
- One full conference registration (valued at \$875)

- One delegate satchel insert
- DSF will work hard to ensure that sustainable materials are used

# Lanyard Nametag Sponsorship \$4,000 comp

One only

# Company acknowledgement

- Exclusive rights only one lanyard and nametag sponsorship is available
- Lanyards with your company logo alongside the DSF logo
- Logo on delegate name badges alongside DSF logo
- Recognition in the conference program and other conference material
- One full conference registration (valued at \$875)
- One delegate satchel insert

# Delegate Program Sponsorship \$4,000

One only

# **Company acknowledgement**

- Exclusive rights only one delegate program sponsorship is available
- Recognition in the conference program and other conference material
- Full page advert on back cover along with recognition on the front cover
- One full conference registration (valued at \$875)
- One delegate satchel insert
- Certificate of appreciation from DSF

# Recharge Station Sponsorship \$2,400

One only

# Company acknowledgement

- Exclusive rights only one recharge station sponsorship is available
- Recognition in the conference program and other conference material
- Opportunity to display signage (to be supplied by sponsor) around the recharge station area
- Opportunity to brand recharge station unit (artwork to be supplied by partner)
- One full conference registration (valued at \$875)
- One delegate satchel insert
- Certificate of appreciation from DSF

# Satchel Insert \$600

# Company acknowledgement

- One A4 (or smaller) advertisement/insert, either flat or as a trifold brochure (to be supplied by sponsor) in the conference satchel
- Option to supply branded and promotional items, e.g. pens, lollies/mints, notepads, magnets, bottles of water

# Trade Exhibition Stand \$2,800

- One trade stand (3m x 2m)
- One general use power point
- Two spotlights
- Fascia signage

Stands are provided as an empty shell to be decorated by the exhibitor. Exhibitors are responsible for obtaining or hiring any additional equipment required (subject to rules governed by the venue). Exhibitors can select their preferred booth location when submitting the application form. Booth selection will be based on the premise of 'first in best dressed'.

#### **Company representative passes**

One conference pass is available per stand (valued at \$875). This includes attendance to all conference sessions, morning tea and lunch. Additional conference passes can be purchased via the event website.

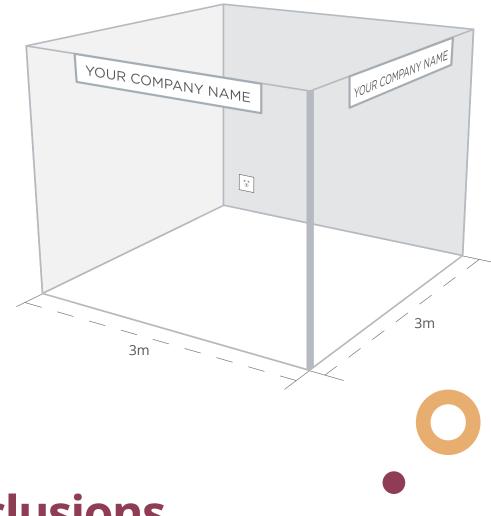
# Not-for-profit / Government Trade Exhibition Stand \$1,800

- One trade stand (3m x 2m)
- One general use power point
- Two spotlights
- Fascia signage

Stands are provided as an empty shell to be decorated by the exhibitor. Exhibitors are responsible for obtaining or hiring any additional equipment required (subject to rules governed by the venue). Exhibitors can select their preferred booth location when submitting the application form. Booth selection will be based on the premise of 'first in best dressed'.

#### **Company representative passes**

One conference pass is available per stand (valued at \$875). This includes attendance to all conference sessions, morning tea and lunch. Additional conference passes can be purchased via the event website.



# Inclusions

# Booth Constructor: Perth Expo

Booths will be located in the exhibition area where morning tea and lunch will be served.

# **Booth Inclusions**

- Walling 2.4m high Velcro compatible front runner walls
- Digital print fascia name board sign featuring single colour lettering on a white background
- Lighting 2 x 120 watt spotlights per 3m x 3m booth (9sqm). Lights are mounted behind the front fascia panel
- Power 1 x 4amp power point per 3m x 3m booth (9sqm). Power points are mounted on the rear wall

# Additional Information:

- Not to be used Pins, staples, screws, nails, bolts, paint or double-sided adhesive tape
- To be used Velcro, hook & chain (available from Perth Expo Hire)
- Additional furniture and other display items are available at an additional cost direct from Perth Expo Hire

# Preliminary Exhibition Schedule:

- Set up date: 6:00pm 9:00pm Wednesday 20th March 2024
- Exhibition dates: Thursday 21st -Saturday 23rd March 2024



# Exhibitor Staff Registrations

Booth staff – additional staff members over and above the one (1) complimentary full registration entitlement per booth, must register as an exhibitor at \$70/person/ day. This entitles booth staff to catering throughout the conference (Thursday 21st - Saturday 23rd March). The holder of an Exhibitor Staff Registration is not entitled to attend conference sessions.

# Application Procedure

To apply for a sponsorship package or trade booth, please complete and return the form on the inside back cover of this prospectus. Conference organisers will make every effort to accommodate exhibitors preferences; however priority access is given to conference sponsors. Final confirmation of allocated sites will be confirmed approximately six weeks prior to the conference.



# Max of Exhibition Area

There will be 36 booths located as indicated on the above map.

# Auspeld find out more

The DSF Language, Literacy and Learning Conference is presented in collaboration with Auspeld. Learn about Auspeld below.

#### AUSPELD

The Australian Federation of SPELD Associations (Auspeld) represents all state and territory SPELD Associations. These organisations promote effective literacy and numeracy instruction for all learners through the provision of a range of in-demand services, including high-quality professional development for educators, evidence-informed resources, access to support and advice, and so much more. Auspeld and the state SPELDs also represent and support children and adults with learning difficulties and Specific Learning Disorders in Australia. Most of these individuals have persistent literacy and/or numeracy difficulties and many face significant barriers accessing education and training. The implications of this are significant: on long term academic and employment prospects; mental health; community involvement; socio-economic status; and, individual resiliency.

Learn more about Auspeld and each of the state based SPELDs by visiting **auspeld.org.au** 

# **Terms and conditions**

### Finance

- 1. All prices are in Australian Dollars and include GST.
- 2. Up to 24/01/24, payment is required within 14 days of confirmation of booking. After 25/01/24, payment is required within 7 days of confirmation of booking.
- 3. If you pay by electronic funds transfer or an international cheque you agree to pay any bank charges and must include these in the amount you transfer.
- 4. You will not receive any sponsorship or exhibition entitlements (including booth allocation) until all monies have been paid.
- 5. You must notify the conference organisers in writing if you intend to cancel sponsorship or an exhibition booth.
- 6. No sponsor shall assign, sublet or apportion the whole or any part of their exhibition and/or sponsorship package except upon prior written consent of the Conference Managers.
- 7. Cancellations of sponsorship or exhibition made before 22/01/24 will be fully refundable. Cancellations of sponsorship or exhibition made after this date will not be refunded, unless the Western Australian border is closed to the state or territory in which the sponsor or exhibitor is based, or there are challenging quarantine requirements in place.
- 8. In the event that the Conference is cancelled by the organisers, sponsorship and exhibition fees will be refunded in full.
- 9. Cancellations will not be considered if DSF deems that sponsorship entitlements have already been provided prior to the submission of cancellation.
- **10.** All costs associated with advertising, display space, printing, branded gifts (and such cost incurred with sponsorship or exhibiting) are to be covered by the sponsor or exhibitor.
- 11. Sponsorship money will be put towards the successful planning and promotion of the conference in addition to subsidising the cost of management, communication, invited speakers, program and publications.

### **On-site**

- 1. Your application to sponsor or exhibit does not constitute an attendee registration.
- 2. All exhibition staff present at the conference must register for the conference.
- 3. During the bump-in and bump-out times, all people present in the Exhibition Hall must wear protective clothing including enclosed shoes and high visibility vests, which are to be purchased or supplied by the exhibitor.

#### **Exhibitors**

- 1. We reserve the right to ask you to remove any display items we deem as unacceptable.
- Advertising material (e.g. banners) is not allowed outside the designated booth area. Obstruction of the aisles or walkways, in any form, is not allowed.
- 3. Excessive noise, which inconveniences other exhibition or conference delegates, is not allowed.
- 4. You will be responsible for any reasonable costs of repairing the booth or premises if you paint, mark or damage any fixtures or fabric.
- 5. You are solely responsible for any physical loss or damage to your own property.
- 6. Nails, staples and pins should not be used on the booths to mount or attach items. Velcro, hook & chain can be used. Contact Perth Expo for more details.
- While innovative methods of attracting delegates to your booth are encouraged, practices disadvantaging other exhibitors or detracting from the exhibition will be discouraged.
- 8. No exhibitor shall assign, sublet or apportion the whole or any part of their booked space except upon prior written consent of the Conference Organiser.
- 9. Although DSF will make every effort to retain the promoted layout of exhibition booths, the conference organisers reserve the right to rearrange the floor plan and/or relocate any exhibit without notice. DSF will not discount or refund for any facilities not used or required.

# Terms and conditions (continued)

- **10.** No exhibitor will be allowed to begin move-in operations or be listed as an exhibitor in the on-site publications until full payment has been received by the Conference Organiser.
- 11. If it is intended to utilise a custom-built stand, the Conference Organiser must be advised and such advice must include full details and stand dimensions. This information must be received by no later than 22/01/24. All display construction requires the approval of the Conference Organiser.

#### Advertising

- 1. DSF retains the rights to develop all content on our Facebook page.
- 2. All artwork for advertisements in the Delegate Program, as part of your sponsorship package, is to be received by 04/12/23.

#### **Public Liability Insurance**

- 1. DSF and Perth Convention Centre will not be held accountable or liable for any damage, loss, harm or injury to any person or any property of the exhibition however caused.
- Public and Product Liability insurance to a minimum of \$10 million must be taken out by each exhibitor at their own expense. A copy of the organisation's Public and Product Liability certificate must be submitted to the Conference Managers at the time of submitting their booking form, or by no later than 22/01/24.

**Please note:** If your normal business insurance only covers your stock at your normal place of business, you should consider taking out additional insurance to cover your stock from the time your goods are dispatched to the exhibition until they are returned to your premises.

#### Security and insurance

DSF and Perth Convention Centre will provide reasonable security during the conference, however neither the organisers, nor the convention centre, nor any of their staff, employees, agents or other representatives shall be held accountable, responsible or liable for, and the same are released from accountability, responsibility or liability, for any damage, loss, harm or injury however caused to persons or property of the exhibitor or the exhibitor's staff, employees, agent or other representatives, nor to goods or other property sent off in transit to the Perth Convention Centre or remaining there after the conference.

**Please note:** Exhibitors should consult their own insurance companies for proper coverage on their exhibition equipment and displays (especially audiovisual equipment).







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Sponsorship and trade exhibition application			
Organisation:			
Address:			
Contact person:			
Position:			
Email:	Telephone:		
Services/resources to be displayed: _			
Sponsorship packages			
I/We would like to apply for the follow	wing sponsorship package(s).	All prices are inclusive of GST.	
O Platinum Sponsor: \$12,000	) Gold Sponsor: \$8,500	O Silver Sponsor: \$6,000	
Satchel Sponsor: \$4,000	) Lanyard Sponsor: \$4,000	O Program Sponsor: \$4,000	
Recharge Station Sponsor: \$2,400	)Satchel Insert: \$600		
Trade display			
I/We would like to apply for an Exhib All prices are inclusive of GST.	ition Stand at the Language, L	iteracy and Learning Conference.	
O Trade Exhibition Stand: \$2,800	O Not for Profit / Governr	nent Exhibition Stand: \$1,800	
Additional Exhibitor Pass: \$70/p	erson/day*		
Number of Additional Exhibitor Pass	es required: #	Number of days: #	
*Additional staff members over and above entitlement per booth must register as an		tration	
Please indicate the number of booth	s being applied for:		
Booth Allocation (1-3 in order of pre First choice: booth(s) # See		Third choice: booth(s) #	
I have read the details of the relevan and I accept all of its term and condi		portunities outlined in the Prospectus	
Name:			
Signed:	Date:		
Scan or copy and return form to:			
DSF Literacy and Clinical Services, PO Box 409, South Perth WA 6151	We will advise applicants with 21 days as to whether or not		

**f** (08) 9217 2599 t (08) 9217 2500 e conference@dsf.net.au application has been successful.







**T** (08) 9217 2500 **F** (08) 9217 2599

support@dsf.net.au www.dsf.net.au

10 Broome St South Perth PO Box 409 South Perth WA 6951