



AGTA 2024

a sense of place

2-4 October Darwin, NT

Sponsorship & Exhibitor Prospectus

Australian Geography Teachers Association Conference

Darwin, Northern Territory, 2 - 4 October 2024

DoubleTree Esplanade Darwin

Register your interest here: <https://agta24.au/sponsorsform>

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About the conference

The Australian Geography Teachers Association (AGTA) is the peak body for professional teaching associations in geography across Australia. Collectively, AGTA member associations provide a voice for geography education at a national level with reach across all states and sectors.

Every second year, the AGTA national conference is hosted by a member organisation. In 2024, the conference will be hosted for the very first time by the Geography & History Teachers Association of the Northern Territory (GHTANT) in Darwin from October 2 to 4 2024.

GHTANT is excited to showcase the Top End's unique human and physical geography to educators from around Australia. Darwin's rich Aboriginal culture, its proximity to Asia, our tropical climate and significance for the economic development of northern Australia will create a fantastic professional learning event.

We are planning for an audience of 100 educators, with conference information (including sponsorship details) shared with many more via social media.

We hope you will join us in supporting this event!



Our theme

*a sense
of place*



Our theme, A Sense of Place, captures everything that is unique about Darwin and the Top End. Our conference will be held on Larrakia country, a place where the saltwater meeting the land has sustained a thriving culture for millennia.

Our proximity to Asia drives both our history and contemporary development; a place of strategic importance in both peace and wartime and a gateway for friendship, trade and economic opportunity with South East Asia.

We are also a place of environmental importance, on the doorstep to some of the world's most important national parks. Home to tropical savannah and some of Australia's most extensive mangroves, our conference will showcase the dynamic natural world of northern Australia.



We cannot forget the importance of place for those who choose to make Darwin and the Top End home. Darwin is a dynamic human landscape, richly diverse, youthful and energetic, and with a plan to identify innovative, sustainable and future-focused industries and enterprises. We are a place of opportunity.

AGTA's aims

The Australian Geography Teachers' Association (AGTA) seeks to:

- foster the teaching and learning of geography in Australian schools and enhance awareness of its applications in society
- promote and circulate the results of research into geography education
- maintain a professional network through which teachers of geography in Australia may express opinions on educational matters
- represent the interests of its member affiliates on national education decision making bodies.

Website – <http://www.agta.au>

Why sponsor us?

AGTA 2024 has an innovative approach to the conference program and structure, providing multiple opportunities for sponsors to leverage their brand, service or product.

Your support will help us to achieve our mission of improving the geographic and spatial literacy of our students through enhancing the professional learning of geography educators. Our aim is to increase the status of geography as both a subject and as a discipline by highlighting the ways in which geography can enhance our world. We want our students to have the geographical knowledge, skills and values to pursue career opportunities in our field.

AGTA provides maximum exposure and access to delegates via:

- The 2024 AGTA Conference Website - www.agta24.au
- The AGTA website - www.agta.au
- Social media
- The Exhibition area
- Our conference app
- Exclusive sponsorship opportunities throughout the conference program
- Acknowledgement of sponsorship in AGTA publications ([Geographical Education](#), [Geographia Newsletter](#) and the AGTA website) following the conference. These publications are distributed through affiliate networks to all members across Australia.

Invitation to sponsors

Opportunities to support our inaugural Darwin conference



Although previous conferences in other cities have attracted 150 to 200 attendees, we believe the 2022 AGTA conference numbers in Hobart reflect the likely attendance for our conference - 125 people. Already, the opportunity to explore Northern Australia is generating excitement in geography teachers across Australia, and we have already approached geography bodies in Singapore and Indonesia to encourage international participation. We will be actively promoting our conference to maximise our - and your - reach.

We are likely to include some virtual sessions because we know many educators in remote parts of the Northern Territory and Australia can struggle to access face-to-face professional learning. Our sponsorship packages make it easy for our sponsors and exhibitors to engage with both our physical and virtual attendees.

We hope you will consider supporting us to make the inaugural Darwin conference a success!

Sponsorship levels & benefits

A variety of sponsorship opportunities are available at the 2024 AGTA Conference.

Please note that all logos, banners, advertisements and other materials are to be provided by the sponsor.

Principal sponsorship (1 available)

Our main conference sponsor, which receives priority placement in all conference materials and promotions.

Major sponsorship (3 available)

Our major sponsors, which receive prominent placement in all of our conference materials and promotions.

Program stream sponsorship (4 available)

Our conference will include four conference streams, each with a particular focus. Conference stream sponsors will support one of the themes, and will be acknowledged in all program and associated materials for the workshops presented in these streams.

Fieldwork sponsorship (7 available)

Our final day of the conference consists of up to 7 fieldwork trips to locations in the Top End. Fieldwork sponsorship will support each field trip. This sponsorship may suit organisations that have a particular industry focus that attendees could engage with during fieldwork.



Sponsorship levels & benefits

Principal sponsorship (1 available)

- Recognition as a sponsor on the AGTA website, AGTA 2024 Conference website and all appropriate publications.
- Principal logo to be larger than other logos, and of equal size to the AGTA logo on all publications or materials
- Main logo inclusion on the conference app, program, flyers and other printed materials
- Prominent link to sponsor webpage in the conference app
- Opportunity to include a full-page advertisement (or similar) in the conference program and/or conference app program
- Logo included on the conference banner
- Up to two banners on the main stage and additional banners in the registration area
- Acknowledgement in the opening and closing ceremonies
- Opportunity to present to the conference delegates (5 minutes) at a negotiated time
- Opportunity to provide materials for inclusion in the conference satchels
- Advertisement in AGTA publications (full page)
- Exhibitor stand - prime position
- Free conference registration (including field trips) for three participants
- Two guaranteed workshop slots
- Two tickets to the Welcome Function
- Two tickets to the Conference Dinner

Major sponsorship (3 available)

- Recognition as a sponsor on the AGTA website, AGTA 2024 Conference website and all appropriate publications
- Logo prominently featured on the conference app, program, flyers and other printed materials
- Prominent link to sponsor webpage in the conference app
- Opportunity to include a half-page advertisement (or similar) in the conference program and/or conference app program
- Up to two banners adjacent to the main stage and additional banners in the registration area
- Acknowledgement in the opening and closing ceremonies
- Opportunity to present to the conference delegates (3 minutes) at a negotiated time
- Opportunity to provide materials for inclusion in the conference satchels
- Advertisement in AGTA publications (full page)
- Exhibitor stand - prominent position
- Free conference registration (including field trips) for two participants
- One guaranteed workshop slot
- Two tickets to the Welcome Function
- Two tickets to the Conference Dinner

Program stream sponsorship (4 available)

- Naming rights for one of the four conference streams
- Conference streams are being finalised, but may include: New directions in geography teaching; Geography pedagogy; Interdisciplinary geography
- Recognition as a sponsor on the AGTA website, AGTA 2024 Conference website and all appropriate publications
- Link to sponsor webpage in the conference app
- Logo featured on the conference app, program, flyers and other printed materials
- One banner adjacent to the main stage and an additional banner in the registration area
- Acknowledgement in the opening and closing ceremonies
- Opportunity to provide materials for inclusion in the conference satchels
- Advertisement in AGTA publications (half page)
- Exhibitor space
- Free conference registration (including field trips) for two participants
- Two tickets to the Welcome Function
- Two tickets to the Conference Dinner

Fieldwork sponsorship

- Naming rights for one of the full-day fieldwork experiences
- Fieldwork experiencers are currently in the planning stage. Focus areas include conservation
- Opportunity to attend the fieldwork and to address to attendees (5 minutes)
- Recognition as a sponsor on the AGTA website, AGTA 2024 Conference website and all appropriate publications
- Link to sponsor webpage in the conference app
- Logo featured on the conference app, program, flyers and other printed materials
- One banner adjacent to the main stage and an additional banner in the registration area
- Acknowledgement in the opening and closing ceremonies
- Opportunity to provide materials for inclusion in the conference satchels
- Advertisement in AGTA publications (half page)
- Exhibitor space
- Free conference registration for one participant
- Two tickets to the Welcome Function
- Two tickets to the Conference Dinner

Other Sponsorship

Conference dinner sponsorship

- Logo included on tickets
- Banner displayed during the dinner
- Acknowledgement of sponsorship at the dinner
- Opportunity to attend the dinner and to address attendees (5 minutes)
- Recognition as a sponsor on the AGTA website, AGTA 2024 Conference website and all associated publications
- Link to sponsor webpage in the conference app
- Logo featured on the conference app, program, flyers and other printed materials
- Opportunity to provide materials for inclusion in the conference satchels
- Exhibitor space
- Two tickets to the Welcome Function
- Two tickets to the Conference Dinner

Opening and closing social event

- Logo included on tickets
- Recognition as a sponsor on the AGTA website, AGTA 2024 Conference website and all associated publications
- Opportunity to attend the closing event and to address attendees (5 minutes)
- Link to sponsor webpage in the conference app
- Logo featured on the conference app, program, flyers and other printed materials
- Opportunity to provide materials for inclusion in the conference satchels
- Two tickets to the Welcome Function
- Two tickets to the Conference Dinner

Conference bags/lanyards

- Logo included on bags/lanyards
- Recognition as a sponsor on the AGTA website, AGTA 2024 Conference website and all associated publications
- Link to sponsor webpage in the conference app
- Logo featured on the conference app, program, flyers and other printed materials
- Opportunity to provide materials for inclusion in the conference satchels
- Two tickets to the Welcome Function
- Two tickets to the Conference Dinner

Sponsorship pricing

Sponsorship pricing	Cost
Principal	Negotiable
Major	\$6000
Program stream	\$4000
Fieldwork	\$2000
Conference dinner	\$4000
Opening and closing social event	\$2000
Conference bags/lanyards	\$1000

Other support

We would be happy to hear from groups and individuals who may wish to support our conference in other ways. This might include discounts for conference attendees for tours, entrance fees or similar, or donations of stationery or other items. Please contact us if you believe you can help us with our event.

Please refer to the following section if you are interested in providing resources or other materials in conference bags.



Online Promotion

Conference website & social media

We have set up a specific website for the AGTA 2024 conference at agta24.au.

At present, our website has been set up for those to express interest in attending our conference, and we anticipate adding additional information over the coming months.

Sponsors will receive prominent positions on our website, along with links to your own websites, mailing lists or other online resources.

The conference will also have a social media presence such as on Facebook and Instagram.



Conference app

To create a dynamic and interactive experience for our attendees, we will be using an app-based platform for the conference. In addition to including details of the sessions and presenters, the app includes space for our sponsors to promote their organisation to the attendees.

The app will also allow us to better engage with online attendees, who will be able to virtually engage with sponsors and exhibitors.

There will be dedicated pages listing all the sponsors according to tier, as well as a dedicated page for each sponsor, which includes links, contact details, a company blurb and the opportunity to include a PDF document or to embed a YouTube video or similar.

Invitation to exhibitors

As October can be a time of change in the weather, all of our exhibitor spaces are inside and in high-traffic areas close to the lecture theatre and catering spaces. Conference attendees will have the opportunity to mingle with exhibitors, where they can learn about products, services or organisations that can assist them in their teaching. Exhibitors may also include relevant items in the conference tote bags. To encourage engagement, a raffle will be arranged for attendees who visit each stall, which will be similar to that conducted at the Hobart conference.

In addition to a physical presence, exhibitors will have the option to have a page on the conference app, which includes your logo, links, contact details and the ability to include a PDF attachment.

We are currently liaising with the venue regarding the set up of the exhibition area, so the following are subject to change. Please let us know if you have any specific requirements.

- Exhibitors will be provided with a trestle table with two chairs available
- The cost will include catering for one attendee, with an additional cost for extra people
- You will be required to provide evidence of Public Liability Insurance
- WiFi will be available
- Power will be available upon request
- Please bring everything with you that you need, including resources, banners etc. We will not be able to support with photocopying etc. at or prior to the event

Exhibitors may like to register for social events and are very welcome to do so.

Allocation of exhibition stands will be done by the conference organising committee, based on sponsorship inclusions and date of application.

Exhibitor pricing	
Table & catering for one person	\$800+GST
Each additional person	\$150



Conference bag inserts

Please note that a conference bag will be provided to all conference delegates. Whilst we aim to reduce the number of flyers and brochures to be included, those supplied by sponsors and branded gifts, such as pens or other items promoting your organisation, course, product or service will be placed in the bag and given to the delegate on registration. Posters (A3) for classrooms will be accepted.

Price - \$200 (plus GST) per two-page conference bag insert.

Please see the sponsorship section for conference bag insert inclusions for our sponsors.

Note that the committee may elect to waive the insert fee if your submission includes free admission or a similar discount for our attendees.

All inserts are subject to Conference Committee approval.



Registering your interest

We will be accepting online registrations from sponsors and exhibitors. If you are unwilling or unable to use the online platform, please contact the conference convener, Steve Hawkins at hello@ghtant.org.au for alternative arrangements.

<https://agta24.au/sponsorform>



Please contact Steve Hawkins if you require any further information or to discuss your sponsorship.

hello@ghtant.org.au

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