



# **TRAUMA-AWARE** EDUCATION

**Addressing the life impacts of trauma  
for Australian learners.**

**#TraumaAware2024**

**CONFERENCE FOUNDER**

Associate Professor Judith Howard,  
Queensland University of Technology

**BUSINESS PARTNER**

Education Economy

**CONFERENCE ORGANISER**

Expert Events

# **SPONSORSHIP PROSPECTUS**

## **CONFERENCE**

**31 Oct – 2 Nov 2024**

**Brisbane Convention &  
Exhibition Centre**

[traumaawareeducation.com.au](https://traumaawareeducation.com.au)

# YOU ARE INVITED

Following the successful third “Trauma-Aware Education Conference”, held in 2022, the Queensland University of Technology is pleased to invite you to partner with Expert Events and Education Economy to deliver the fourth “Trauma-Aware Education Conference”, to be held at the Brisbane Convention & Exhibition Centre on 31 October – 2 November 2024.

You will notice we have changed the title of our event from “Trauma-Aware Schooling” to “Trauma-Aware Education”. This is because we have expanded our focus from just the schooling years – to education contexts that are accessed by learners across the lifespan (early childhood education and care, primary and secondary schooling, and higher education).

Trauma-Aware Education draws from various bodies of research, including neuroscience, that describes and analyses the impact of complex trauma on developing young bodies and brains, to inform a more effective means to educate and support young learners who have lived through complex trauma. Trauma-Aware Education is also informed by studies examining the longer-term health and mental health impacts of child maltreatment and Adverse Childhood Experiences. It is now understood that addressing the potential impacts of early adversity across the life course is critical if societies and systems are to address many of their health and welfare expenses and concerns.

Trauma-Aware Education aims to help education professionals develop ways of understanding, believing, planning, and acting so that the harm that trauma exerts on the function of learners is minimised or alleviated. It aims to improve education and life outcomes for trauma-impacted learners and importantly, to enhance the personal and professional wellbeing of those adults working hard to deliver inclusive education programs.

Our objective is to facilitate interaction to build collaborative links between researchers, practitioners, leaders, support services, and education providers in early childhood, schooling, and higher education, and you, the sponsor.



## **Dr. Judith Howard**

Associate Professor, School of Early Childhood and Inclusive Education, Faculty of Creative Industries, Education and Social Justice, Queensland University of Technology

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## **At the 2024 conference, our delegates will:**

- hear from inspiring international and national experts during informative keynote addresses
- engage with an exciting and interactive program of breakout sessions where great practice, research and ideas are shared
- experience a full day of masterclasses to engage in more depth with leaders and specialists
- enjoy an exciting and entertaining conference dinner
- explore and learn from exhibitions from key organisations and service providers
- engage and network with like-minded colleagues and leaders in the field.



## WHO YOU CAN EXPECT TO REACH?

The third Trauma-Aware Education Conference (2022) attracted Australasian delegates from a broad range of sectors.

Through securing a sponsorship package, your organisation will be strategically placed to profile your work as a key partner of this conference, to a vast market.

## BENEFITS OF SPONSORING OR EXHIBITING

**ALIGN** your brand or organisation to the important conversations of this leading conference.

**SUPPORT** the national paradigm shift to Trauma-Aware Education.

**SPOTLIGHT** your organisation to key stakeholders.

**CONNECT** with your target market.

**GENERATE** consumer preference and new clients.

Early confirmation of sponsorship will ensure the highest level of exposure. An extensive promotional campaign including advertisements, direct mail campaigns, email broadcasts, and web and social media exposure will be implemented in the lead up to the conference and the opportunity exists for your organisation or company to be featured as a key supporter.

### Tailored packages

We are also able to offer you a customised sponsorship package to promote the benefits of your products and services in a unique way. If you'd like to discuss these opportunities, please contact our Business Partner, Education Economy (Director, Ben Sacco):

☎ + 61 450 712 258

✉ [ben@educationeconomy.com.au](mailto:ben@educationeconomy.com.au)

## Overheard at the 2022 conference

Great learning experience, the conference has given me so much to think about and practical ways to help the kids and staff in our school.

The conference was excellent. I gained so much knowledge and returned to work with a fire in my belly to push forward to support trauma informed practice in schools.

Thank you so much for the amazing opportunities presented to us in this conference! Inspiring, practical and hopeful!

It was wonderful, thank you. I really appreciated that you had two keynote speakers who not only shared their work in the field of trauma but also their personal experience of childhood trauma.

# SPONSORSHIP SUMMARY

Prices include 10% Goods and Services Tax (GST).

	Platinum sponsor	Gold sponsor	Silver sponsor	Bronze sponsor	Dinner sponsor	Name badge sponsor	Keynote speaker sponsor	App banner advertisement	Exhibitor
	Five opportunities	Five opportunities	Five opportunities	Five opportunities	One opportunity	One opportunity	Five opportunities	Limited opportunities	Limited opportunities
	\$15,000	\$12,000	\$9,000	\$5,500	\$8,000	\$4,500	\$4,000	\$1,000	\$3,000
Registrations	5	3	2	1	-	1	1	-	1
Tickets to the dinner	5	3	2	1	2	-	-	-	-
Acknowledgement at open plenary sessions	✓	✓	✓	✓		✓		-	-
Acknowledgement of keynote address							✓		
Acknowledgement at the conference dinner					✓				
Logo on name badges	-	-	-	-	-	✓	-	-	-
Tabletop display	✓	✓	✓	-	-	-	-	-	✓
Logo on website	✓	✓	✓	✓	✓	✓	✓	-	✓
Profile on website	✓	✓	✓	✓	-	-	-	-	-
Logo and profile on app	✓	✓	✓	✓	✓	✓	✓	-	✓
Advertisement on app	4	2	1	1	-	-	-	1	-
Logo on emails	✓	✓	✓	✓	✓	-	-	-	-
Promotional content in EDM to conference database	1								
Display pull-up banner in the plenary room	-	✓	✓	-	-	-	-	-	-
Display pull-up banner in the exhibition area	-	-	-	✓	✓	✓	✓	-	-
Display pull-up banner on the main stage (location side stage)	✓	-	-	-	-	-	-	-	-
Logo on PowerPoint slide	✓	✓	✓	✓	✓	✓	✓	-	✓
Delegate list	✓	✓	✓	✓	✓	✓	✓	-	✓
Social media post	✓	-	-	-	-	-	-	-	-
Satchel insert	✓	✓	✓	✓	✓	✓	✓	-	✓

Please note the above table is a summary of entitlements provided for ease of comparison, please read the full list of entitlements on the following pages for all details.

If you would like to support the conference but these sponsorship opportunities do not meet your requirements, please do not hesitate to contact Education Economy.

☎ + 61 450 712 258

✉ [ben@educationeconomy.com.au](mailto:ben@educationeconomy.com.au)



# PLATINUM SPONSOR

\$15,000 - Five opportunities

Our Platinum Sponsors are premier partners of the Trauma-Aware Education Conference which enables your organisation to be identified as a major partner and/or supporter with Trauma-Aware Education in Australia. Your organisation will be promoted to Trauma-Aware educators in Australia and overseas raising the profile of your brand through maximum, direct exposure to the conference audience. Each Platinum Sponsor will be acknowledged on all marketing and communication materials and will be positioned at the highest possible level for reader acknowledgment and viewing.

## Acknowledgement

- Acknowledgement as a Platinum Sponsor at the opening plenary sessions

## Registrations

- Five delegate registrations plus five complimentary tickets to the conference dinner

## Exhibition

- One table-top display in the exhibition area (includes two trestle tables, backboard and four chairs)

## Marketing and branding

- Recognition as a Platinum Sponsor with your logo (hyperlinked to your website) and 250-word company profile on the conference website
- Recognition as a Platinum Sponsor with your logo with company profile, digital flyer, video link and URL link featured in the conference app
- Four banner advertisements in the conference app (artwork to be supplied by the sponsor as per specifications provided)
- Promotional content sent to conference database included in one (1) regular electronic direct marketing
- Logo (hyperlinked to your website) included on all promotional email campaigns from the time of confirmation (and providing your logo for use)
- Opportunity to display a freestanding pull-up banner during the conference on the stage
- Your logo on the sponsorship PowerPoint slide shown in all session rooms before and after sessions
- Twitter and Facebook post with sponsor mention
- Electronic copy of attendance numbers and delegate list (including name, position, organisation and email address subject to delegate consent and in accordance with Australian Privacy & Anti-Spam Legislation), to be made available prior to the conference, and final delegate list post conference.

## Satchel insert

- Opportunity to provide one branded item (such as a flyer, catalogue, USB, stress ball, pen, sunscreen etc.) into all delegate satchels. Please note, this is additional to anything you may wish to distribute at your table-top display.

*\*All sponsorship inclusions are subject to deadlines and committee approvals*

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# GOLD SPONSOR

\$12,000 - Five opportunities

Our Gold Sponsors are premier partners of the Trauma-Aware Education Conference which enables your organisation to be identified as a major partner and/or supporter with Trauma-Aware education in Australia. Your organisation will be promoted to trauma-aware educators in Australia and overseas raising the profile of your brand through maximum, direct exposure to the conference audience. Each Gold Sponsor will be acknowledged on all marketing and communication materials as Gold Sponsor.

## Acknowledgement

- Acknowledgement as a Gold Sponsor at the opening plenary sessions

## Registrations

- Three delegate registrations plus three complimentary tickets to the conference dinner

## Exhibition

- One table-top display in the exhibition area (includes one trestle table, backboard and two chairs)

## Marketing and branding

- Recognition as a Gold Sponsor with your logo (hyperlinked to your website) and 250-word company profile on the conference website
- Recognition as a Gold Sponsor with your logo with company profile, digital flyer, video link and URL link featured in the conference app
- Two banner advertisements in the conference app (artwork to be supplied by the sponsor as per specifications provided)
- Logo (hyperlinked to your website) included on all promotional email campaigns from the time of confirmation (and providing your logo for use)
- Opportunity to display a freestanding pull-up banner in the plenary room
- Your logo on the sponsorship PowerPoint slide shown in all session rooms before and after sessions
- Electronic copy of attendance numbers and delegate list (including name, position, organisation and email address subject to delegate consent and in accordance with Australian Privacy & Anti-Spam Legislation), to be made available prior to the conference, and final delegate list post conference.

## Satchel insert

- Opportunity to provide one branded item (such as a flyer, catalogue, USB, stress ball, pen, sunscreen etc.) into all delegate satchels. Please note, this is additional to anything you may wish to distribute at your table-top display.

*\*All sponsorship inclusions are subject to deadlines and committee approvals*

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# SILVER SPONSOR

\$9,000 - Five opportunities

Our Silver Sponsors are premier partners of the Trauma-Aware Education Conference which enables your organisation to be identified as a partner and/or supporter with Trauma-Aware education in Australia. Your brand will be exposed to the conference delegates, prior to, during and after the 2024 event, through the numerous benefits listed below. Each Silver sponsor will be acknowledged on all marketing and communication materials as a Silver Sponsor.

## Acknowledgement

- Acknowledgement as a Silver Sponsor at the opening plenary sessions

## Registrations

- Two delegate registrations plus two complimentary tickets to the conference dinner

## Exhibition

- One table-top display in the exhibition area (includes one trestle table, backboard and two chairs)

## Marketing and branding

- Recognition as a Silver Sponsor with your logo (hyperlinked to your website) and 250-word company profile on the conference website
- Recognition as a Silver Sponsor with your logo with company profile, digital flyer, video link and URL link featured in the conference app
- One banner advertisement in the conference app (artwork to be supplied by the sponsor as per specifications provided)
- Logo (hyperlinked to your website) included on all promotional email campaigns from the time of confirmation (and providing your logo for use)
- Opportunity to display a freestanding pull-up banner in the plenary room
- Your logo on the sponsorship PowerPoint slide shown in all session rooms before and after sessions
- Electronic copy of attendance numbers and delegate list (including name, position, organisation and email address subject to delegate consent and in accordance with Australian Privacy & Anti-Spam Legislation), to be made available prior to the conference, and final delegate list post conference.

## Satchel insert

- Opportunity to provide one branded item (such as a flyer, catalogue, USB, stress ball, pen, sunscreen etc.) into all delegate satchels. Please note, this is additional to anything you may wish to distribute at your table-top display.

*\*All sponsorship inclusions are subject to deadlines and committee approvals*

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## BRONZE SPONSOR

\$5,500 - Five opportunities

Bronze sponsorship of the Trauma-Aware Education Conference enables your brand to receive wide exposure to conference delegates, prior to, during and after the event, through the numerous benefits listed below. Each Bronze Sponsor will be acknowledged on all marketing and communication materials as a Bronze Sponsor.

### Acknowledgement

- Acknowledgement as a Bronze Sponsor at the opening plenary sessions

### Registrations

- One delegate registration plus one complimentary ticket to the conference dinner

### Marketing and branding

- Recognition as a Bronze Sponsor with your logo (hyperlinked to your website) and 250-word company profile on the conference website
- Recognition as a Bronze Sponsor with your logo with company profile, digital flyer, video link and URL link featured in the conference app
- One banner advertisement in the conference app (artwork to be supplied by the sponsor as per specifications provided)
- Logo (hyperlinked to your website) included on all promotional email campaigns from the time of confirmation (and providing your logo for use)
- Opportunity to display a freestanding pull-up banner in the exhibition area
- Your logo on the sponsorship PowerPoint slide shown in all session rooms before and after sessions
- Electronic copy of attendance numbers and delegate list (including name, position, organisation and email address subject to delegate consent and in accordance with Australian Privacy & Anti-Spam Legislation), to be made available prior to the conference, and final delegate list post conference.

### Satchel insert

- Opportunity to provide one branded item (such as a flyer, catalogue, USB, stress ball, pen, sunscreen etc.) into all delegate satchels.

*\*All sponsorship inclusions are subject to deadlines and committee approvals*





# CONFERENCE DINNER SPONSOR

\$8,000 - One opportunity

- Acknowledgement as the sponsor at the conference dinner
- Two complimentary tickets for the conference dinner
- Recognition as the conference dinner sponsor with your logo (hyperlinked to your website) on the conference website
- Recognition as the conference dinner sponsor with your logo and company profile, digital flyer, video link and URL link featured in the conference app
- Logo (hyperlinked to your website) included on all promotional email campaigns from the time of confirmation (and providing your logo for use)
- Opportunity to display a freestanding pull-up banner at the conference dinner
- Your logo on the sponsorship PowerPoint slide shown in all session rooms before and after sessions
- Electronic copy of attendance numbers and delegate list (including name, position, organisation and email address subject to delegate consent and in accordance with Australian Privacy & Anti-Spam Legislation), to be made available prior to the conference, and final delegate list post conference.

## Satchel insert

- Opportunity to provide one branded item (such as a flyer, catalogue, USB, stress ball, pen, sunscreen etc.) into all delegate satchels.

*\*All sponsorship inclusions are subject to deadlines and committee approvals*

“Hands down the best professional development I've been to in my 17-year career.”

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## NAME BADGE SPONSOR

**\$4,500** - One opportunity

- Your logo printed on the conference name badges
- Acknowledgement as the Name Badge Sponsor at the opening plenary sessions
- One delegate registration (does not include a ticket to the conference dinner, however this can be purchased separately)
- Recognition as the Name Badge Sponsor with your logo (hyperlinked to your website) on the conference website
- Recognition as the Name Badge Sponsor with your logo with company profile, digital flyer, video link and URL link featured in the conference app
- Opportunity to display a freestanding pull-up banner in the exhibition area
- Your logo on the sponsorship PowerPoint slide shown in all session rooms before and after sessions
- Electronic copy of attendance numbers and delegate list (including name, position, organisation and email address subject to delegate consent and in accordance with Australian Privacy & Anti-Spam Legislation), to be made available prior to the conference, and final delegate list post conference.

### Satchel insert

- Opportunity to provide one branded item (such as a flyer, catalogue, USB, stress ball, pen, sunscreen etc.) into all delegate satchels.

*\*All sponsorship inclusions are subject to deadlines and committee approvals*

## KEYNOTE SPEAKER SPONSOR

**\$4,000** - Five opportunities

- Acknowledgement as the sponsor of a keynote address (sponsor may have the opportunity to recommend a particular speaker – dependent on the when the sponsorship package is confirmed)
- One delegate registration (does not include a ticket to the conference dinner, however this can be purchased separately)
- Recognition as a Keynote Speaker Sponsor with your logo (hyperlinked to your website) on the conference website
- Recognition as a Keynote Speaker Sponsor with your logo with company profile, digital flyer, video link and URL link featured in the conference app
- Opportunity to display a freestanding pull-up banner in the exhibition area
- Your logo on the sponsorship PowerPoint slide shown in all session rooms before and after sessions
- Electronic copy of attendance numbers and delegate list (including name, position, organisation and email address subject to delegate consent and in accordance with Australian Privacy & Anti-Spam Legislation), to be made available prior to the conference, and final delegate list post conference.

### Satchel insert

- Opportunity to provide one branded item (such as a flyer, catalogue, USB, stress ball, pen, sunscreen etc.) into all delegate satchels.

*\*All sponsorship inclusions are subject to deadlines and committee approvals*

*Thank you for caring  
enough about this topic and  
to bring it to our attention.*



# APP BANNER ADVERTISEMENT

**\$1,000** - Limited opportunities

- One banner advertisement in the conference app (artwork to be supplied by the sponsor as per specifications provided)

*\*Subject to deadlines and committee approval*

## EXHIBITOR

**\$3,000** - Limited opportunities

- One table-top display in the exhibition area (includes one trestle table, backboard and two chairs)
- One delegate registration (does not include a ticket to the conference dinner, however this can be purchased separately)
- Recognition as an Exhibitor your logo (hyperlinked to your website) on the conference website
- Recognition as an Exhibitor with your logo with company profile, digital flyer, video link and URL link featured in the conference app
- Your logo on the sponsorship PowerPoint slide shown in all session rooms before and after sessions
- Electronic copy of attendance numbers and delegate list (including name, position, organisation and email address subject to delegate consent and in accordance with Australian Privacy & Anti-Spam Legislation), to be made available prior to the conference, and final delegate list post conference.

### Satchel insert

- Opportunity to provide one branded item (such as a flyer, catalogue, USB, stress ball, pen, sunscreen etc.) into all delegate satchels.

*\*All exhibitor inclusions are subject to deadlines and committee approvals*



# APPLICATION TO SPONSOR

To submit your application, please click on Apply now.

[Apply now](#)

## Payment

Sponsorship arrangements will not be confirmed until payment is received.

Payment options:

- EFT – bank account details will be provided on your invoice. A remittance advice must be emailed to [traumaconf@expertevents.com.au](mailto:traumaconf@expertevents.com.au).
- MasterCard or Visa – please note sponsorship payments via credit card will incur an additional 2% merchant fee.

## Your cancellation of participation at the conference

All cancellations must be advised in writing directly to Expert Events.

- Sponsors – If you provide notice of cancellation to Expert Events prior to 12 April 2023 a 50% cancellation fee will apply. On or after 12 April 2023, a 100% cancellation fee will apply.
- Exhibitors – If you provide notice of cancellation to Expert Events prior to 21 June 2023 a 50% cancellation fee will apply. On or after 21 June 2023, a 100% cancellation fee will apply.

## Terms and conditions

Please refer to the [sponsorship agreements](#) for full terms and conditions.

Queensland University of Technology (ABN 83 791 724 622) has engaged Expert Events Pty Ltd (ABN 35 619 941 561) to manage this event on their behalf.

Expert Events (ABN 35 619 941 561) has engaged Education Economy Pty Ltd (ABN 36 526 741 734) as a key business partner for the Conference.

## An important note about privacy:

The information you provide when you submit your personal information to us will be collected by Expert Events Pty Ltd and will be shared with QUT and other participants in the event, as set out in Expert Events' privacy policy, privacy collection statement and the specific consents contained in the conference website and in the terms and conditions for sponsors and exhibitors. Expert Events' privacy policy can be found at: [www.expertevents.com.au/privacy-policy](http://www.expertevents.com.au/privacy-policy).

## FURTHER INFORMATION

For further information please contact Education Economy:

☎ + 61 450 712 258

✉ [ben@educationeconomy.com.au](mailto:ben@educationeconomy.com.au)

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