



Sponsorship and Exhibitor Prospectus

2021

Miramare Gardens, Terrey Hills

10 June 2021



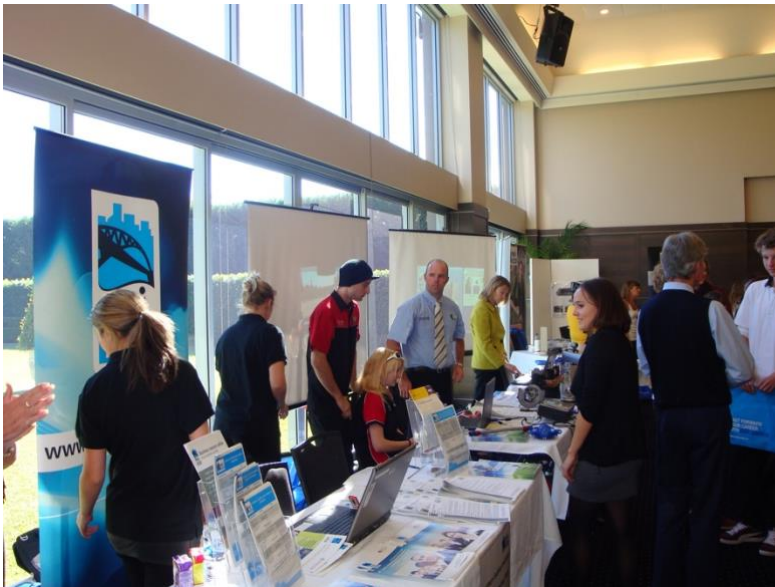
Business as Usual!

With COVID19 restrictions easing, we are pleased to be returning back to our regular face to face expo event in 2021.

Following the pandemic laden year in 2020, career and transition information is more important than ever. We aim to continue bringing together the best of post school education and transition options and information all in the one location providing seamless access to students to various universities, private colleges, gap year options, apprenticeship, traineeship and employment information.

For exhibitors, this provides a unique opportunity to engage with secondary schools across the Northern Beaches and Northern Sydney region in a profession and coordinated setting that is COVID safe.

As an exhibitor, your presence allows for direct communication with prospective students to assist them to navigate the choices and options for their future.



This long-running transition Expo has been regionally operating for over 20 years, attracting a broad and diverse range of local, state and interstate exhibitors including leading education and training providers. The event connects young people in senior years of high school to education/training providers, employment services, employers, apprenticeship/traineeship services, disability providers, government services, and other support services

to help them make informed decisions about their future. The Expo will also remain online for two months after the live day for continued access for students and parents across the summer holiday break.

The Business Education Network (BEN) is a youth centred registered charitable organisation servicing the Northern Beaches and Northern Suburbs of Sydney. Operating since 1993, we manage a range of programs, which connect young people with business, education and community.



Who Should Attend

Northern Sydney Regional Event

With a reach of over 13,000 Facebook followers, the BEN offers a strong foundation of social media reach to promote the event and its sponsors. Our target area is the Northern Sydney Region of secondary schools

- Senior School Students – Years 10, 11 and graduating year 12
- Families, support workers and carers for senior school students
- School-VET-University Staff who support transitioning students
- Services/Providers who need information, links, and resources to assist transitioning students

Who Should Exhibit

Young people are faced with an array of options and are often spoilt for choice. Putting your business front and centre with the people passionate about what you do SELLS!

This is the perfect opportunity for you to display and promote your service or business to a captive audience and to be a part of the business community supporting and working together with our youth and tertiary graduates.

- Universities
- Vocational Education and Training Providers (TAFE, Registered Training Organisations)
- Australian Apprenticeship Support Network Providers
- Group Training Organisations
- Employers
- Employment Services (Disability Employment Services, *jobactive*)
- Employment related services such as NDIS funded supports (eg School Leaver Employment Supports), services that assist attendees to start their own business etc
- Government Departments/Services/Programs
- Australian Disability Enterprises
- Disability Service Providers
- Assistive Technology Suppliers focused on education/employment
- Community Services
- Aboriginal and Torres Strait Islander Services
- Culturally and Linguistically Diverse Services
- Health Services/Programs
- Career Services
- Youth Support Services
- Advocacy or Peer Support Groups
- Local and State Exhibitors



Why Exhibit

The virtual world wasn't for everyone and as we emerge from strong restrictions, secondary students and schools are keen to again add value to education and learning supporting strong career and transition decision making. The expo maintains a registration fee for exhibitors but remains a FREE event for visitors.

- Showcase your Business, Service, Program to a high profile audience in the region of Sydney
- Assist attendees to link with appropriate pathways and services to support their transition
- Access Senior School Students, Graduating VET and University Students
 - Facilitate pathways and linkages to encourage future study or employment
 - Demonstrate career paths
 - Encourage selection for appropriate further education
- Recruit new students, clients and staff
- Address skill shortages in your industry
- Support the career development of young people and demonstrate the options available
- Develop a personal relationship with new clients
- Demonstrate course content
- Create a database of potential clients
- Network with other Exhibitors
- Access to Year 10 Students
 - Present options to Students which will assist them to determine their subject choices into Years 11 & 12
 - Exhibit opportunities to Students for the HSC Including School Based Apprenticeships and Traineeships
 - Display your requirements for the Students to attend your training/education institution

This is a crucial time for these students, who are ready to make decisions about subject selection and future career planning.

This is the perfect opportunity for you to display and promote your service or business to a captive audience and to be a part of the business community supporting and working together with our youth.

Sponsorship and Exhibitor opportunities are limited and are filling quickly.

Sponsorships Packages available this year are Platinum, Gold and Silver

Why Sponsor?

- Gain access to hundreds of Year 10, 11 and graduating Year 12 students from across Sydney's Northern Beaches and North Shore
- Prominent exposure for your Business or Organisation in participating in this innovative event
- Access to Support Teachers, Teachers, Career Advisors and Families-Carers
- Support a high-profile transition, career, education, training and employment event for young people and tertiary graduates moving to life post-study
- Connect students with your career options, enabling them to make informed decisions about their future
- Extensive Marketing Campaign including social media, online marketing etc





Sponsorship Packages

Platinum Sponsorship: \$5,000.00 + GST 1 Opportunities

Inclusions

- Premium Exhibition space to showcase your business during the event – 3 spaces
- Signage to be prominently displayed in the entry to the Expo
- Signage to be prominently displayed in Expo Hall
- Sponsor logo on all Expo communication sent to schools, VET providers, universities, and students to promote the event
- Sponsor logo on Expo School Registration page on our website including a link to a desired URL
- Benefit from an extensive social media campaign including promotion of your logo and business profile with regular status updates shared (2 posts per week – 4 weeks pre and 2 weeks post event)
- Option for 15min presentation space for school group visitors (3 sessions)

Gold Sponsorship: \$3,500.00 + GST 2 Opportunities

Inclusions Regarding Your Virtual Booth

- Premium Exhibition space to showcase your business during the event – 3 spaces
- Signage to be prominently displayed in the entry to the Expo
- Signage to be prominently displayed in Expo Hall
- Sponsor logo on all Expo communication sent to schools, VET providers, universities, and students to promote the event
- Sponsor logo on Expo School Registration page on our website including a link to a desired URL
- Benefit from an extensive social media campaign including promotion of your logo and business profile with regular status updates shared (1 post per week – 4 weeks pre and 2 weeks post event)
- Option for 15min presentation space for school group visitors (1 sessions)

Silver Sponsorship: \$2,500.00 + GST 2 Opportunities



Inclusions Regarding Your Virtual Booth

- Premium Exhibition space to showcase your business during the event – 3 spaces
- Signage to be prominently displayed in the entry to the Expo
- Signage to be prominently displayed in Expo Hall
- Sponsor logo on all Expo communication sent to schools, VET providers, universities, and students to promote the event
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Standard Exhibiting Option

Standard Exhibitor Inclusions for Space at the expo: \$350.00 + GST

- 1.8m wide space
- 2 chairs
- Access to power
- Logo inclusion on website with URL link to desired site
- Standard coffee / Tea Station
- Fully catered lunch for 2 persons

Proudly Presented By



Business Education Network
Assisting Young People to Create a Better Future across Northern Sydney

Registration is available from
Friday, 26th March 2021 until
Friday, 4th June 2021

Contact Details
Event Coordinator
events@theben.org.au