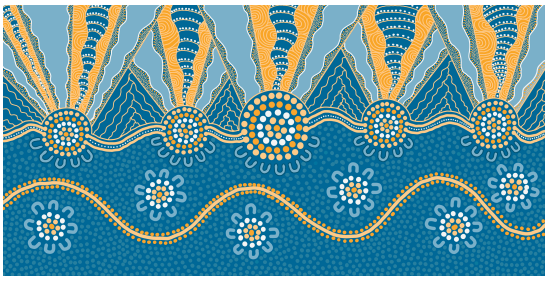
2023 WAPPA Conference Exhibitor Opportunities

30 AUG - 1 SEP 23

Crown Perth



Benang djinanginy.
Dandjoo kaadadjiny.

Looking to tomorrow. Learning together.

Why should you exhibit?

Build your brand recognition with school leaders, establish and sustain genuine relationships, generate new leads and support Western Australian primary education at the biggest and best conference in WA this year.

2022 Conference Data

94%

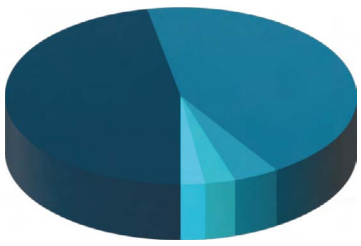
of the 48 exhibitors said their participation was **Valuable or Highly Valuable**

Delegate Breakdown

400+ primary school leaders

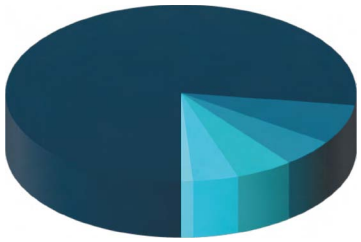
Position

Principal	47%
Deputy Principal	44%
Teacher	4%
Retiree	3%
Other	2%



Region

Metropolitan	78%
Midwest	7%
Wheatbelt	5%
Pilbara	5%
South West	4%
Goldfields	1%



Exhibitor Feedback

"We go to conferences all over Australia and the WAPPA conference is the best for us as exhibitors.

One of the biggest and best conferences on our annual calendar.

This conference is nothing short of amazing. Looking forward to 2023."

2023 WAPPA Conference

Creating the best exhibitor opportunities for

Conference Exhibition Packages

	Partnerships As per agreements	Package A $7,000 +GST	Package B $6,300 +GST	*Branding Only $1,500 +GST
Exhibitor Stand Inclusion	Power, lighting, name printed on fascia,1 table, 2 chairs, 2 representative places, all catering.			Not Applicable
Stand Size & location	Prime locations Various sizes	Priority Stand 3m x 2m	Standard 3m x 2m	Not Applicable
	See Separate floor plan.			
Conference Marketing	Hyperlinked logo on the 2023 WAPPA Conference website page, virtual booth on conference app, WAPPA newsletter & social media.			
Delegate Contact List	List of delegate contact details, with delegate consent, once you have returned the signed agreement that will be provided post event			
Delegate Gift Bags	Opportunity to supply 420 small marketing gifts and a marketing flyer to be included in the highly valued delegate gift bags.			
Presentation / Speaking	Only avail in Partnership agreements	Not Included	Not Included	Not Applicable
Social Event Tickets Number Included	2 x Sundowner – Wednesday 2 x Gala Dinner – Thursday 2 x Formal Breakfast (Inc Keynote) – Friday 2 x Formal Lunch (Keynote) – Friday			Not Applicable

Additional Exhibitor Representatives - **IMPORTANT**

Each Conference Package includes 2 representative places at all conference events. Only 2 people from your organisation are permitted to be in the Exhibition Hall and social events at any time.
You are welcome to alternate your representatives on different days throughout the conference.
If you would like more than 2 representatives at anytime, please ensure you request to purchase additional places. Please also note additional Gala Dinner only tickets will be available to purchase separately.

Additional Exhibitor Rep - Full	3 days & all social events	$575 +GST
Additional Exhibitor Rep - Restricted	3 days Exhibition Hall only	$315 +GST

2023 WAPPA Conference

wait..... there is more!

2023 Delegate Bag Branding Opportunities

Differentiate your brand to clearly stand out and include your promotional items in our delegate gift bags along with your promotional flyer. Branded items are a ‘longer term’ marketing investment, on average, consumers keep promotional items with them for up to 8 months. Your item will be in the hands of up to 420 delegates.

Promotional Product Fun Facts!

Australian Promotional Products Industry Statistics

- **52%** of people do business with the company
- **76%** recall the name advertised on the product
- **50%** of recipients use them daily
- **52%** say their impression of a company is more positive after receiving a branded product

More reasons why you should add a gift to the Delegate Bags!

- Ensure your branding is visible long after the conference is over.
- Delegates share these items with their leadership teams, who are not able to attend.
- This means you will reach beyond just those who attended the conference.

*Branding Only Exhibitor Opportunities

We recognise that you may wish to engage with WAPPA’s members but you are not always able to attend our conference in person in Perth. We are thrilled to let you know that we can offer you the opportunity to promote your brand in a non-contact way with our branding only package.

We provide you with the opportunity to engage remotely by supplying 420 marketing flyers and merchandise item to be included in the highly valued delegate gift bag.

Contact us today!

If you would like to know more about our Conference packages or if you wish to find out about our **Partnership Opportunities**, please contact **Marni Hill - General Manager** (08) 6380 1755 or email mhill@wappa.net.au