



2025 EXHIBITOR PROSPECTUS

EDUCATION ADMIN & EDUCATION PROPERTY CONFERENCES

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SCHOOLED

01

GENERAL MANAGERS INVITATION

Tēnā Koutou,

We have had a busy 2024, with a change of name from CES to Schooled, new branding and a new way of thinking how we are going to support the wider education sector in New Zealand.

But 2025 is going to be bigger and better, and our conference offering is a big part of our new way of engaging with our clients.

For those partners and suppliers who have been involved with our conferences for a while, (and we have been doing this since 2007!), you will be seeing some big changes in 2025... We are adding more locations, adding more seminar sessions to our conferences, making sure our seminar sessions are relevant and beneficial for the current education sector, utilising our social media channels to build greater engagement with our attendees, greatly increasing our marketing of the conferences to staff in the education sector, implementing new technology to boost engagement between attendees and exhibitors, and providing more opportunities for our partners to be involved.

This isn't the end of our conference journey, but the start of our new way of looking at things.

There are over 2500 schools and more than 4400 ECE centres across the country and the New Zealand Government funds over \$19 Billion into the education sector each year, and this isn't including fees or contributions paid by families to ECE centres and schools.

Our Education Admin conferences and Education Property conferences offer a unique professional development and networking opportunity for staff in these roles that isn't found anywhere else. Early in 2025 we will be reaching out to more schools and ECE centres than ever before and are expecting this to be our biggest conference year yet.

We hope that you take this opportunity to be part of the new Education Admin Conferences and Education Property Conferences in 2025 and to engage in a large and growing sector.

Ngā mihi nui,

Jonathan Brooks
General manager
Schooled

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KEY DATES

2025 EDUCATION ADMIN CONFERENCES

Thursday 8 th May	Auckland South Admin	Waipuna Hotel
Tuesday 13 th May	Christchurch Admin	Riccarton Park
Thursday 15 th May	Rotorua Admin	Distinction Hotel
Tuesday 20 th May	Wellington Admin	Tiakiwai Conference Centre
Tuesday 27 th May	Auckland North Admin	North Harbour Stadium
Thursday 12 th June	Dunedin Admin	Scenic Southern Cross

2025 EDUCATION PROPERTY CONFERENCES

Thursday 22 nd May	Christchurch Property	Riccarton Park
Thursday 5 th June	Auckland Property	Waipuna Hotel
Tuesday 10 th June	Wellington Property	Harbourside

03

ADMIN CONFERENCE OVERVIEW

We have been providing conferences for school admin staff since 2007 and we must be doing something right... because we have a number of attendees who haven't missed a conference yet!

This is your opportunity for you to get in front of school admin staff, who are influential in decisions made in their school.

The Education Admin Conferences from Schooled are expanding in 2025 to include Rotorua and Dunedin, and the very popular Auckland event is being split to make attendance easier and reduce travel across town for attendees.

The conference program is also changing in 2025 with an extra session being added, giving attendees the opportunity to choose four seminar sessions, plus a keynote speaker. The available seminars cover a wide range of topics from school finances, governance support, Student Management Systems, technology trends, leadership and wellbeing. The presenters come from a wide range of backgrounds but are all experts in their respective fields.

With over 2500 schools across New Zealand and over 4000 early childhood education centres, the School Admin Conferences can be a great way to engage with a number of these potential clients in one day.

At Schooled, we are upping our game when it comes to the conferences we deliver. Not just for the attendees, but for the sponsors and exhibitors as well. In 2024 we went through a name change and rebrand from CES to Schooled, and this has flowed through to a new strategy on how we can support the wider education sector and the partners we work with.

For the 2025 Admin conferences we will be utilising a new conference app to keep the information our attendees need at their fingertips, but also to encourage them to interact with our exhibitors more. All attendees will have a QR code on their name badges, which when scanned by the exhibitor app, will give you access to the attendees contact details and allow your staff to add notes and track engagement.

Based on feedback from our exhibitors in previous years, we have added options for you to have access to larger stands, the opportunity to speak to the attendees, and other sponsorship opportunities. There are also discounts for those partners attending all conferences in a series.

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PROPERTY CONFERENCE OVERVIEW

We have been providing conferences for school admin staff since 2007 and we must be doing something right... because we have a number of attendees who haven't missed a conference yet!

This is your opportunity for you to get in front of school admin staff, who are influential in decisions made in their school.

The Education Property Conferences from Schooled are a great way for schools and ECE centres to ensure their caretakers and property staff are up to date with what is happening in the sector, both from changes in regulations and changes in products & services available to them.

We are expanding in 2025 to include Wellington and Christchurch. The conference program is also changing with an extra session being added, giving attendees the opportunity to choose four seminar sessions, plus a keynote speaker. The available seminars cover a wide range of topics from Health & Safety regulations, dealing with chemicals, test and tagging, property maintenance, cyclical maintenance, leadership and wellbeing. The presenters come from a wide range of backgrounds but are all experts in their respective fields.

With over 2500 schools across New Zealand and over 4000 early childhood education centres, the School Property Conferences can be a great way to engage with a number of these potential clients in one day.

At Schooled, we are upping our game when it comes to the conferences we deliver. Not just for the attendees, but for the sponsors and exhibitors as well. In 2024 we went through a name change and rebrand from CES to Schooled, and this has flowed through to a new strategy on how we can support the wider education sector and the partners we work with.

For the 2025 Property conferences we will be utilising a new conference app to keep the information our attendees need at their fingertips, but also to encourage them to interact with our exhibitors more. All attendees will have a QR code on their name badges, which when scanned by the exhibitor app, will give you access to the attendees contact details and allow your staff to add notes and track engagement.

Based on feedback from our exhibitors in previous years, we have added options for you to have access to larger stands, the opportunity to speak to the attendees, and other sponsorship opportunities. There are also discounts for those partners attending all conferences in a series.

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CONFERENCE PROGRAM

DAY BEFORE CONFERENCE

Pack-in start	1400	Exhibition space
Pack-in end	1630	Exhibition space

DAY OF CONFERENCE

Registration Starts	0800	Foyer (Attendees in exhibition space for welcome tea & coffee)
Welcome & Housekeeping	0845	Main session space
Session 1	0900	Various session spaces
Morning Tea	1010	Exhibition space
Session 2	1040	Various session spaces
Session 3	1150	Various session spaces
Lunch	1300	Exhibition Space
Session 4	1340	Various session spaces
Keynote	1500	Various session spaces
Pack-out start	1400	Exhibition space
Conclusion & Prize draw	1600	Main session space

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SPONSORSHIP OPPORTUNITIES

ADMIN SERIES SPONSORSHIP

\$12 000

+GST

One Available

ENTITLEMENTS

Exhibition

- Double size exhibition stand
- First selection of exhibition stand
- Use of the lead tracking conference app

Branding and Advertising

- Exclusivity in category (No competitors will be accepted at series conferences).
- Prominent branding on all conference websites in the series
- Prominent branding and profile (250 word limit) on the conference app for the series
- Insert of brochure or marketing into the conference bag
- 5 minute talk to delegates during each conference in the series
- Branding on post conference survey
- Branding on thankyou email sent to all attendees

Acknowledgement

- Verbal acknowledgement of brand at all conferences in the series by the MC
- PowerPoint acknowledgement at the beginning of all conferences in the series

Networking

- 4x staff for exhibition stand at each event in the series
- Conference delegate list received after each conference

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SPONSORSHIP OPPORTUNITIES

PROPERTY SERIES SPONSORSHIP

\$6 000
+GST
One Available

ENTITLEMENTS

Exhibition

- Double size exhibition stand
- First selection of exhibition stand
- Use of the lead tracking conference app

Branding and Advertising

- Exclusivity in category (No competitors will be accepted at series conferences).
- Prominent branding on all conference websites in the series
- Prominent branding and profile (250 word limit) on the conference app for the series
- Insert of brochure or marketing into the conference bag
- 5 minute talk to delegates during each conference in the series
- Branding on post conference survey
- Branding on thankyou email sent to all attendees

Acknowledgement

- Verbal acknowledgement of brand at all conferences in the series by the MC
- PowerPoint acknowledgement at the beginning of all conferences in the series

Networking

- 4x staff for exhibition stand at each event in the series
- Conference delegate list received after each conference

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SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIP - KEYNOTE

\$2500

+GST

One Available
Per conference

ENTITLEMENTS

Exhibition

- Double size exhibition stand
- Priority selection of exhibition stand
- Use of the lead tracking conference app

Branding and Advertising

- Prominent branding and profile (150 word limit) on the conference app
- Insert of brochure or marketing into the conference bag
- 5 minute talk to delegates prior to the keynote speaker

Acknowledgement

- Verbal acknowledgement of brand by the MC
- PowerPoint acknowledgement at the beginning of the keynote speaker
- PowerPoint acknowledgement of all sponsors at the wrap up of conference

Networking

- 4x staff for exhibition stand at each event in the series
- Conference delegate list received after each conference

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SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIP - CATERING

\$2500

+GST

One Available
Per conference

ENTITLEMENTS

Exhibition

- Double size exhibition stand
- Priority selection of exhibition stand
- Use of the lead tracking conference app

Branding and Advertising

- Prominent branding and profile (150 word limit) on the conference app
- Insert of brochure or marketing into the conference bag
- 5 minute talk to delegates during the conference

Acknowledgement

- Verbal acknowledgement of brand by the MC
- Prominent branding at morning tea & lunch breaks
- PowerPoint acknowledgement of all sponsors at the wrap up of conference

Networking

- 4x staff for exhibition stand at each event in the series
- Conference delegate list received after each conference

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SPONSORSHIP OPPORTUNITIES

SILVER SPONSORSHIP

\$750

+GST

Availability
limited by
venue size

ENTITLEMENTS

Exhibition

- Single size exhibition stand
Double size exhibition stand available for additional \$250
- Use of the lead tracking conference app

Branding and Advertising

- Branding and profile (50 word limit) on the conference app
- Insert of brochure or marketing into the conference bag
- 5 minute talk to delegates during the conference

Acknowledgement

- Verbal acknowledgement of brand by the MC
- PowerPoint acknowledgement of all sponsors at the wrap up of conference

Networking

- 2x staff for exhibition stand
Additional staff passes available for \$100 per person

07 EXHIBITOR BOOKING FORM

SPONSORSHIP SELECTION

Option	Cost (Per Selection)	Admin						Property			Line Total
		AKL South	AKL North	Rotorua	Wellington	Christchurch	Dunedin	Auckland	Wellington	Christchurch	
Admin Series Sponsorship	\$ 9 000										\$
Property Series Sponsorship	\$ 4 500										\$
Gold Sponsorship - Keynote	\$ 1 500										\$
Gold Sponsorship - Keynote Full Admin Series	\$ 7 500										\$
Gold Sponsorship - Keynote Full Property Series	\$ 3 000										\$
Gold Sponsorship - Catering	\$ 1 500										\$
Gold Sponsorship - Catering Full Admin Series	\$ 7 500										\$
Gold Sponsorship - Catering Full Property Series	\$ 3 000										\$
Silver Sponsorship - Single Stand	\$ 750										\$
Silver Sponsorship - Double Stand	\$ 1 000										\$
TOTAL										\$	

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TERMS & CONDITIONS

Booking and Payment

1. All prices are exclusive of GST.
2. All sponsorship and exhibition packages will be allocated only on receipt of a signed booking form. This will be on a first come, first served basis.
3. Confirmation will be sent together with a tax invoice for the full amount and is payable by 20th of the month following the invoice date. If payment is not received within this timeframe then you relinquish your right to the requested sponsorship or exhibition package.
4. All payments are to be made by bank transfer to Schooled Limited. Bank account details are supplied on the invoice.
5. All payments due must be paid prior to the beginning of the conference. No sponsor or exhibitor will be allowed to set upon their stand at the conference until payment has been made in full. Sponsors and exhibitors may not assign or sublet any part of their exhibition space.
6. Schooled Limited may need to make changes to the conference floorplan and will endeavour to consult with affected sponsors and exhibitors that are affected.
7. The sponsors and exhibitors consent to their contact details being shared with conference suppliers and contractors.
8. Schooled may decline any sponsors request to participate for any reason.

Cancellation Policy

1. All cancellations must be provided in writing.
2. Cancellations received by 1st March 2025 will receive a refund of 50% of the amount paid.
3. Cancellations received after 1st March 2025 will not receive a refund.

Conference Attendance

1. Exhibitors are expected to be set up and available in the exhibition space at their chosen conferences when registration opens.
2. Exhibitors are not allowed to pack down their stand until after the conference attendees have left the exhibition space after lunch.
3. All exhibitors are able to provide an item or items for a prize draw at the conclusion of the conference.