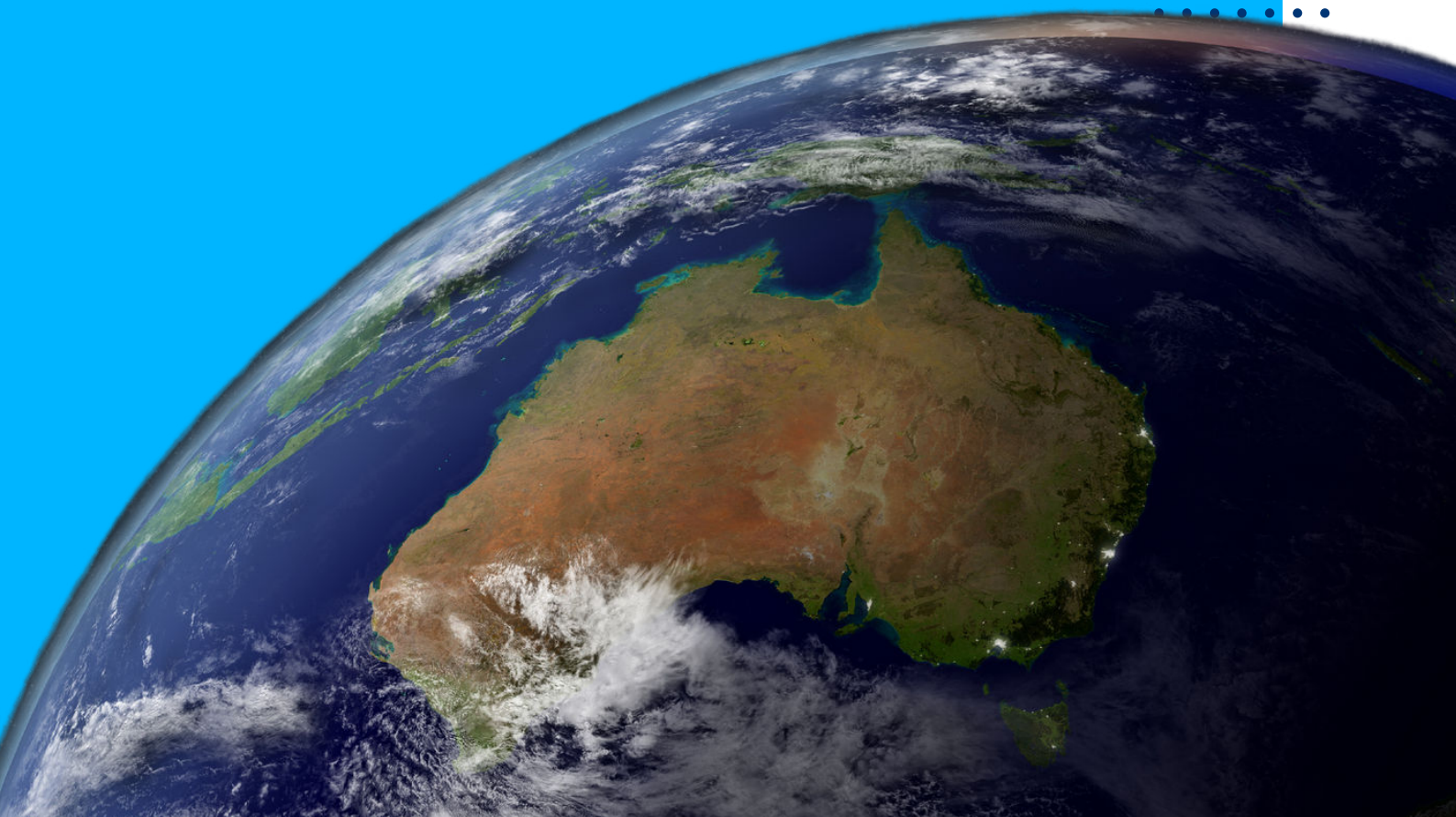


PARTNER PROPOSAL

EDUPALOOZA



AUSTRALIA'S LARGEST VIRTUAL EDUCATION FAIR



www.edupalooza.org

COMING SOON
July, 2023

Prepared for:
Bond University



DISCOVERING MORE ABOUT EDUPALOOZA

July 2023

Unlock your potential and find your path to success

Join Australia's Largest Virtual Education Fair

Edupalooza™ Conference Centre, Virtual Hall, Australia



»»»» Our mission

Edupalooza™ is a **not-for-profit organisation** that pioneered the Edupalooza™ events for Australian education. All the revenue generated goes to promote events, scholarships and environmental activities. Our mission is to **connect international students with Australia's best education providers and professional development opportunities**. We believe in providing students with access to the information and resources they need to **make informed decisions** about their future & **why Australia is the best education destination** while we all as stakeholders build the most robust education destination in the World.

»»»» The Edupalooza Event

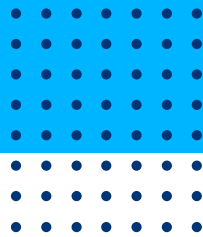
The Edupalooza is the **largest virtual education fair for the Australian education market**. Students from all over the world connect with education providers that will help them achieve their goals in Australia. This **series of events will positioned Australia as the best Ed-destination in the World** through:

- ▶ (1) **Professional talks** as a roadmap to **the Main event** where international students can **foresee & authentically engage themselves in their professional field & qualification**. When **attendees explore the programs and institutions, during the main event**, Australia's **full potential for their professional development has already been dimensioned** in their **own personal dreams!**
- ▶ (2) Partners maximizing their proposals to prospect students **through 1. virtual environment, 2. Chat & Networking, 3. Event Data reporting, 4. Eco-friendly logistics, 5. in-event gamification, 6. reducing expenses & cost of opportunity, 7. personalized never-empty booths, 8. AI networking matching, and 9. sharing value effectively through a set of tools pre-, during and after the Event!**
- ▶ (3) Our **Team providing expert guidance** and curated resources so students can have everything they need to make the right decision and kick-start their future in Australia. **As a Partner 100% focus in Australia, your leads are not lost to other destinations.**





DISCOVERING MORE ABOUT EDUPALOOZA



EDUPALOOZA

»»»» Partner focused

Did you know that education providers spend an average of \$10,724 AUD and waste 6.2 days per event they attend in another continent?

The Edupalooza event is all about **value delivery & maximizing personalised counseling**. The virtual fair gets rid of:

- the need for partners and students to travel physically to a location, delivering on our promise to **provide easy access to everyone**.
- losing time while traveling overseas, while spending thousands on travel expenses.

Partners can **multiply the results of their efforts** by reaching more leads, delivering up-to-date digital content, engaging with the community, reviewing live and post-event metrics, automating their marketing strategy, and **better utilising their limited marketing budgets towards metrics-driven actions**.

As a partner, we recognise that **your time is your most precious resource**. Do not waste it by travelling physically or by forcing yourself to organise a tonne of other minor commitments around your attendance to location-specific and narrow events.

»»»» Real value for students

Students engaging in professional talks before learning about Qualifications is the best marketing tool for Australia as a destination. **Everyone is after their own dreams. Australian Qualifications are a pathway as long as students know what's post-graduation** and how their professional fields are performing here.

We embrace this connection of people with Australian dreams through **Edupalooza's series of events** which provide a vision to the future ahead!

Attendees will join the 3D virtual fair through a **customised venue** with personalised booths, conference halls, and networking spaces (*even a live help desk!*). All from the comfort of their day-to-day activities.





WHY IS THE LARGEST VIRTUAL FAIR?

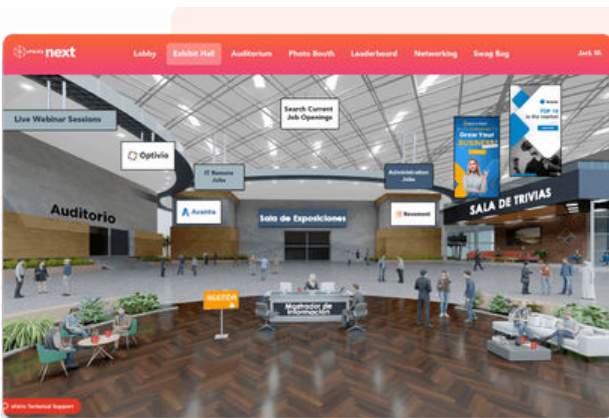
The Edupalooza is a virtual conference that **brings together people interested in studying in Australia from around the world** with Australian **education providers and their Professors, Lecturers & Researchers** – you choose!

The **main event** includes sessions, institution's brands with customised virtual booths, talks with education institutions representatives, marketing material, leads' contact details management, and keynotes. But there is more, a lot more!

The **series of events pre-main event** is where Students are **pre-engaged by participating in professional talks with experts of their respective professional field** who will be **sharing about how is to execute X professional field in Australia**. Authentic vision of professional dreams!

What tools will you have to make your Institutions stand-out internationally?

There is a set of tools specifically thought for your role!



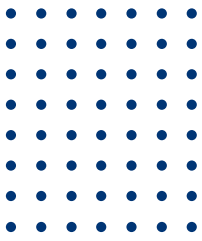
Virtual Environment

Impressive 3D replicas, with **fully branded venues**, including lobbies, exhibit halls, auditoriums, help desks and networking lounges.

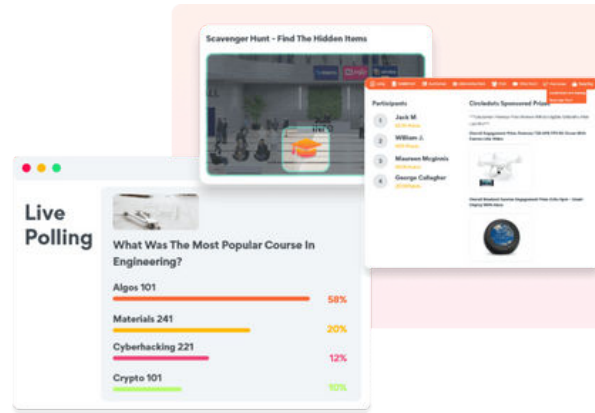
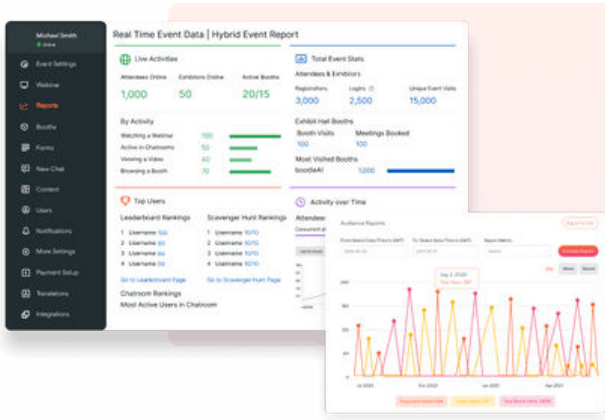
Chat & Network

Connections are encouraged with **group and private text, audio, and video chats**. Interactive breakout rooms and **AI-leveraged matchmaking** let attendees network and find their right matches. Attendees can **book appointments** with exhibitors via meeting schedulers.





EDUPALOOZA EVENT HIGHLIGHTS



Event reporting

Our partners' and attendees' experience is enhanced with **real-time metrics dashboard**. We can **track each attendee** individually with their unique **user journeys**, get hold of each booth's performance with exhibitors' statistics and **analyse your event performance** with in-depth post-event reports you can access.

In-Event gamification

Attendees can compete within the event with **virtual leaderboards**, scavenger hunts, and trivia games. We can request **live feedback and opinions** from our attendees with live polling during live presentations, webinars, and partner sessions.



Eco-friendly

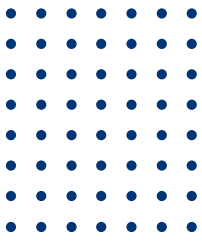
All attendees and exhibitors for the majority of in-person events travel to a single meeting location. **Travel and prints are the most significant components of an event's carbon footprint**. Our events **emit less than 0.1%** of the carbon dioxide produced by live physical events.



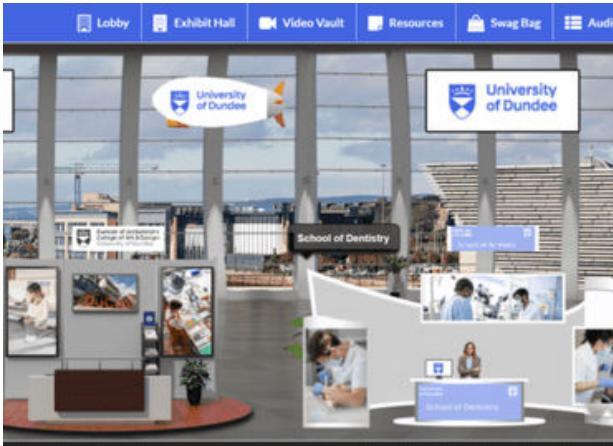
Significantly Reduced Expenses

Our experience indicates that our partners' **cost is cut by at least 70%**. Staff, venue, setup, hotels, meals, and travel expenses are just a few of the areas where your organisation can save money and **reinvest in marketing activations**.



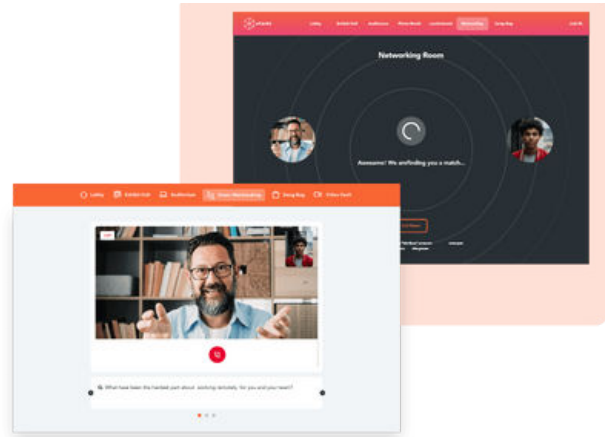


EDUPALOOZA EVENT HIGHLIGHTS



Personalised and never-empty booths

Personalise your booth with your brand and provide virtual links and resources to attendees. **Engage** with them while you are in the booth and **redirect** them if not, for constant and valuable interactions. **Never miss an opportunity** to connect.



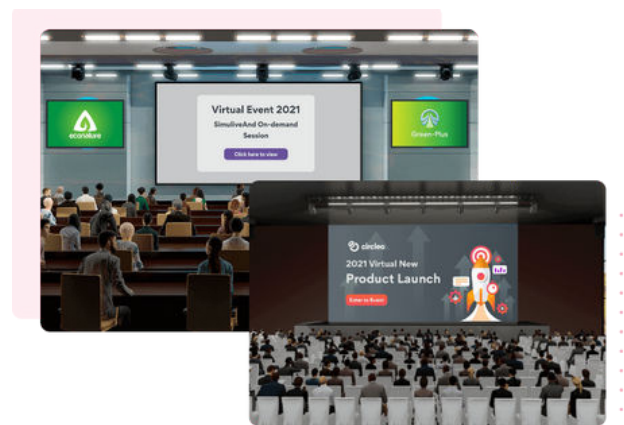
Auto-match AI for compatibility

Partners and attendees answer a few questions and are **auto-matched using artificial intelligence with compatible education providers**. We help our partners to proactively scout potential students.



Share value effectively

Upload course catalogues, institutional videos, promotion and scholarship information in your branded exhibit booth. Redirect attendees to interesting landing pages and **collect their contact details with ease**.



Deliver workshops and keynotes

Key events in the **event schedule** will be reserved for our partners' keynotes and presentations. **Have the stage for yourself** and the room full for your stellar live event. Present your talk in an immersive virtual auditorium and **participate in a live Q&A**



MORE THAN AN EVENT

EDUPALOOZA

THE EVENTS PLATFORM

Partnerships and Collaborations

At Edupalooza™, we are proud to work with some of the best education providers and organisations in Australia. Our partnerships and collaborations enable us to provide students with the most **up-to-date information** on study options, scholarship opportunities, and visa requirements and application processes!

Edupalooza's Events Platforms

The **Edupalooza™ Events Platform** is a hub for education-related events in Australia. In this one-stop shop, our partners can **promote and add their own events to the platform**, besides their participation in the main Edupalooza event. **We share these events with all of our community.** Become a partner by participating in an Edupalooza event, and you will **have access** to the leading education-related event platform in Australia. Schedule and share your events to **drive traffic to your organisation's in-house event calendar.** Our featured events range across the following categories: **Education & Training, Science & Research, Health & Wellness, Business & Strategy, Sports & Travel, Jobs & Networking and Immigration & Policies.**

The Leading Platform for










EVENTS, MEETUPS & WORKSHOPS

The largest hub for education-related events in Australia. A one-stop destination for students, educators and professionals looking for new opportunities to network, grow their careers and achieve their migration and academic goals.

Search for event: Event Location ▾ Event Category ▾

Locations

Browse by City

 Adelaide, SA 3 Events	 Brisbane, QLD 3 Events	 Byron Bay, NSW 3 Events
 Canberra, ACT 3 Events	 Gold Coast, QLD 3 Events	 Melbourne, VIC 3 Events
 Online 3 Events	 Perth, WA 3 Events	 Sydney, NSW 3 Events





Category

Browse by Category

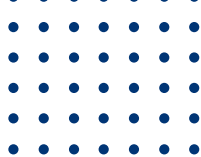
 Education & Training	 Science & Research	 Health & Wellness	 Business & Strategy	 Sports & Travel
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Upcoming

Featured Events

 Prestigious External Scholarships Information Session 08 MAY 2023 ONLINE LIVE	 Pride Week 08 MAY 2023 MT GRAVATT CAMPUS	 Study Adelaide: Graduate Visas and Migration 08 MAY 2023 ONLINE LIVE	 Torrens University Virtual Open Day 09 MAY 2023 ONLINE LIVE
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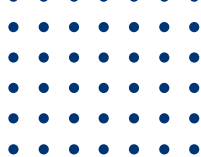
PARTICIPATION MARKETING CO-OP

100% Australia-oriented

Platinum Sponsors (7 available)

 Inclusions	Amount [AUD]
<p>One Edupalooza event participation, platinum sponsor branding and event decoration in common areas. Personalised booth. Sponsor's branding highlighted in event communications and campaigns. Pre-, during, and post-event metric reports and analytics. Guaranteed schedule and keynote event in the venue's auditorium. Assigned project manager for support, to help you prepare your booth, content and platform onboarding. Automation access. Platinum sponsor distinguishment in Edupalooza Events Platform until the next Edupalooza event.</p> <ul style="list-style-type: none">• Includes \$1,500 AUD invested in marketing campaigns promoting the Edupalooza event you will sponsor.• Includes \$500 AUD invested in marketing campaigns promoting Edupalooza's platinum sponsors' participation.	\$4250 *Includes the \$ 2,000 AUD invested in marketing campaigns
<p>Partner account in Edupalooza Event Platform to schedule, share and promote your own events with Edupalooza's community</p>	\$200 p.a. \$0 p.a.
<p>OPTIONAL Marketing Boost: Independent and personalised marketing campaigns in search and social media promoting your participation as a platinum sponsor in Edupalooza. Configured and oriented based on your strategy, message, segmentation and desired guidelines. Exclusive access to all the metrics and leads your campaign generates.</p>	Optional - Any amount
<p>Total Investment</p>	From \$4250





PARTICIPATION MARKETING CO-OP

100% Australia-oriented

Gold Sponsors (12 available)

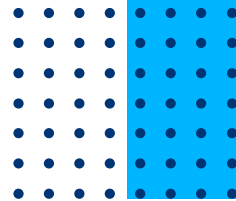
 Inclusions	Amount [AUD]
<p>One Edupalooza event participation, gold sponsor branding and event decoration in common areas. Personalised booth. Pre-, during, and post-event metric reports and analytics. Available schedule and keynote event in the auditorium at no additional cost (<u>while slots remain</u>). Assigned project manager for support, to help you prepare your booth, content and platform onboarding. Automation access. Gold sponsor distinguishment in Edupalooza Events Platform until the next Edupalooza event.</p> <ul style="list-style-type: none">• Includes \$1,500 AUD invested in marketing campaigns promoting the Edupalooza event you will sponsor.	<p>\$3250</p> <p>*Includes \$ 1,500 invested in marketing campaigns</p>
<p>Partner account in Edupalooza Event Platform to schedule, share and promote your own events with Edupalooza's community</p>	<p>\$200 p.a \$0 p.a.</p>
<p>OPTIONAL Marketing Boost: Independent and personalised marketing campaigns in search and social media promoting your participation as a sponsor in Edupalooza. Configured and oriented based on your strategy, message, segmentation and desired guidelines. Exclusive access to all the metrics and leads your campaign generates.</p>	<p>Optional - Min \$300 AUD</p>
<p>Total Investment</p>	<p>From \$3250</p>





THANK YOU!
JOIN EDUPALOOZA - THE CURIOSITY CLUB!

GET MORE INFORMATION



Website edupalooza.org

**Events
Platform** edupalooza.org/eventsplatform

Email info@edupalooza.org