

# SPONSORSHIP AND EXHIBITION PROSPECTUS



## NOURISHING NETWORKS

Inspire, Energise, Empower



Home Economics State Conference

Saturday | 24 August | **2024**

Brisbane Convention & Exhibition Centre

For further information about becoming a sponsor or trade exhibitor, please contact the HEIA(Q) 2024 conference organiser, Expert Events:

E | [heiaq@expertevents.com.au](mailto:heiaq@expertevents.com.au) T | 07 3848 2100 W | [www.heiaq.com.au/conferences](http://www.heiaq.com.au/conferences)

# An invitation to sponsor a premier conference of the education sector

The Home Economics Institute of Australia (Queensland), (HEIA[Q]), invites you and your organisation to join us as a sponsor or exhibitor at our annual conference to be held on Saturday 24 August 2024 at the Brisbane Convention & Exhibition Centre.

## About the institute

As the peak professional body, the Home Economics Institute of Australia represents the interests of home economists working in education, industry, community services, consumer affairs, and family and household management. The Institute has a membership of approximately 1000, with memberships registered in every State and Territory. The Queensland Division has approximately 400 members, with the majority of members being Home Economics educators.

## About the HEIA(Q) 2024 conference program

Home Economics thrives on supportive networks. In 2024, we invite you to join the HEIA(Q) community at our annual State Conference to experience and witness the interconnected strands that weave our lives together; from the specialised subject strands that inspire us as individuals, to the critical and creative thinking skills that empower us in our everyday lives.

Prepare to be invigorated by dynamic speakers, engaging workshops, and meaningful connections that will fuel your passion to drive positive change. This collaborative experience will energise your passion for Home Economics as we share insights, exchange ideas, and forge connections that build on our history and support us all into the future.

Together, let's nourish the networks that foster resilience, equity, and wellbeing, enriching lives and creating healthier communities for generations to come.



HEIA(Q) 2023 conference showreel



Brisbane Convention & Exhibition Centre



## Who will attend?

The conference will attract approximately **270 delegates**, including:

- individuals and organisations with an interest in home economics, food and nutrition, health, wellbeing, textiles, design, fashion, technologies
- individuals and organisations with an interest in the curriculum, pedagogy and assessment for the above areas of study
- teachers
- tertiary educators
- tertiary students.

## Why participate?

There are a number of benefits of becoming a sponsor and/or an exhibitor at the HEIA(Q) 2024 conference, including:



increased **business potential** through access to an audience made up of current and potential clients



creation of **brand awareness** and an opportunity to enhance your company profile



opportunity to launch, sell and/or demonstrate new or existing products to a **targeted audience**

## For more information

For more information about the HEIA(Q) 2024 conference please contact:

### Expert Events

PO Box 351, Hamilton Central, Qld 4007 Australia

**E** | [heiaq@expertevents.com.au](mailto:heiaq@expertevents.com.au)

**T** | 07 3848 2100

**W** | [www.heiaq.com.au/conferences](http://www.heiaq.com.au/conferences)

We would be delighted to discuss our sponsorship or exhibition opportunities with you. Our aim is to ensure that delegates walk away from the conference feeling inspired and uplifted and that our supporters receive high exposure from their support of HEIA(Q) and the conference. Please contact Expert Events to discuss the following or any other sponsorship opportunities in further detail. We are open to any new ideas and to negotiation.



# MAJOR SPONSOR

\$4,400 (inc gst)

One opportunity available

## Sponsor acknowledgement

Recognition as the Major sponsor on the following conference material (subject to meeting deadlines):

- Logo and 80-word promotional paragraph in registration brochure/conference program.
- Logo acknowledgement on conference marketing emails.
- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions.
- Logo displayed on designated PowerPoint slide at sponsored plenary session.
- Logo and 80-word promotional paragraph on website with hyperlink to your website.
- Free-standing banner in registration area and on stage in plenary session room (sponsor supplied).

## Plenary session and concurrent session sponsorship

Sponsorship of a plenary session (subject to speaker's consent) and acknowledgement of that sponsorship by the chair in that session.

## Address delegates

Organisation spokesperson to address conference delegates for up to five minutes at the commencement of a plenary session (subject to speaker's consent).

## Advertising

A full-page advertisement in the conference brochure/program.

## Exhibition space

Allocation of a complimentary trade display (including two trestle tables) in a prominent location.

## Registration

Two complimentary conference delegate registrations.

## Promotional item

Two organisation-supplied promotional items or branded products (preferably not a flyer or brochure) for inclusion in delegates' bags (size restrictions are applicable).

## Access to delegate list

A digital copy of the conference delegate list showing name and organisation (subject to the conference privacy policy).

# PROGRAM SPONSOR

**\$2,200** (inc gst)

Limited opportunities available

## Sponsor acknowledgement

Recognition as Program sponsor on the following conference material (subject to meeting deadlines):

- Logo and 80-word promotional paragraph in registration brochure/conference program.
- Logo acknowledgement on conference marketing emails.
- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions.
- Logo and 80-word promotional paragraph on website with hyperlink to your website.
- Opportunity to display a pull-up banner in the plenary room (sponsor supplied).
- Verbal acknowledgement at the start of the program in the plenary room.

## Advertising

A half-page advertisement in the conference brochure/program.

## Exhibition space

Allocation of a complimentary trade display (including two trestle tables) in a prominent location.

## Registration

One complimentary conference delegate registration.

## Promotional item

One organisation-supplied promotional item or branded product (preferably not a flyer or brochure) for inclusion in delegates' bags (size restrictions are applicable).

## Access to delegate list

A digital copy of the conference delegate list showing name and organisation (subject to the conference privacy policy).



# HOME ECONOMICS CATEGORY SPONSORS

Is your organisation/brand a leader in its field? If so, we have opportunities available for the Home Economics sponsorship categories listed below. All sponsorship packages are offered at the same price and come with the same list of benefits outlined on this page.

## SUSTAINABILITY SPONSOR

\$1,100 (inc gst)

Limited opportunities available

## HOSPITALITY INDUSTRY SPONSOR

\$1,100 (inc gst)

Limited opportunities available

## TEXTILES AND FASHION SPONSOR

\$1,100 (inc gst)

Limited opportunities available

## EDUCATION AND TRAINING SPONSOR

\$1,100 (inc gst)

Limited opportunities available

## LEADERSHIP SPONSOR

\$1,100 (inc gst)

Limited opportunities available

## EARLY CHILDHOOD EDUCATION SPONSOR

\$1,100 (inc gst)

Limited opportunities available

## EDUCATION RESOURCES SPONSOR

\$1,100 (inc gst)

Limited opportunities available

### Sponsor acknowledgement

Recognition as the leading named sponsor for your suitable Home Economics category, on the following conference material:

- Logo displayed on registration brochure/conference program.
- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions.
- Logo on website with hyperlink to your website.
- Logo acknowledgement on conference marketing emails.

### Advertising

A quarter-page advertisement in the conference brochure/program.

### Exhibition space

Allocation of a complimentary trade display (including two trestle tables) in a prominent location.

### Registration

One complimentary conference delegate registration.

### Promotional item

- One organisation-supplied promotional item or branded product (preferably not a flyer or brochure) for inclusion in delegates' bags (size restrictions are applicable).
- Sponsor supplied flyer to go on tables in the plenary room prior to the final session.

### Access to delegate list

A digital copy of the conference delegate list showing name and organisation (subject to the conference privacy policy).



## ADVERTISING

**\$330** (inc gst)

Limited opportunities available

Half-page, colour advertisement included in the conference brochure. The conference brochure will be produced in a digital format and will include full program details and social functions. This will be distributed electronically to the entire marketing database including all HEIA members and Queensland schools. Artwork to be supplied by sponsor to specifications given by the conference organiser.

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## PROMOTIONAL ITEMS

(Sponsor to supply in kind)

Promotional items such as a usb, pen, notepad, sample, sunscreen or other branded product would be most welcome for inclusion in delegates' bags. In keeping with the conference's aim of sustainability, this item cannot be a brochure or flyer.

If you are interested in supplying reusable quality delegate bags, please contact the conference organiser as soon as possible to discuss the possibility further.

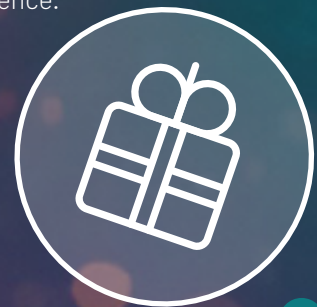
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## CONFERENCE DONATION OF PRIZES

(Sponsor to supply in kind)

### **Conference donation of prizes**

Your organisation may choose to donate a prize/s to the conference. Your organisation will be acknowledged upon drawing the prize during the afternoon of the conference.



# TRADE/EXHIBITION DISPLAY TABLE

**\$700** (inc gst)

Limited opportunities available

## Furniture

- Two 1.8 metre clothed trestle tables and up to two chairs.

*Please note:* Exhibiting company signage will not be provided for exhibition display tables. Poster boards are optional and are available at a cost of \$60 per poster board.

## Power

One general use power point will be included.

## Registration brochure/conference program

Acknowledgement as a trade exhibitor in the registration brochure/conference program.

## Website

Logo acknowledgement and hyperlink to your homepage from the conference website.

## Exhibiting staff entitlements

- Two exhibiting staff members will be provided with morning tea, lunch and a name badge at the conference.
- Additional staff members are required to purchase an additional exhibition catering pass at a cost of \$85 per person. This pass covers entry into the trade exhibition, morning tea, lunch and a name badge.

## Access to delegate list

A digital copy of the conference delegate list showing name and organisation (subject to the conference privacy policy).

## Exhibition opening times

The exhibition will be open during the following hours:

Saturday 24 August

- 6.30 am–7.30 am Exhibitor set up
- 7.30 am–2.00 pm Exhibition open
- 2.00 pm–4.00 pm Exhibitors move out



## Exhibition floorplan

The trade exhibition will encompass a large space across the Plaza level and a floorplan will be released with the exhibition manual. The conference committee will allocate trade table positions.

## Exhibition manual

An exhibition manual detailing additional items such as furniture, telephones, car parking, exhibition catering etc. will be forwarded to exhibitors approximately six weeks before the conference. Should you require an early indication of costs for the above, please contact Expert Events who will be pleased to assist.

Exhibitors must accept the decisions of the organising committee in relation to the scope of exhibition displays. Where an exhibitor wants to conduct a number of activities within the exhibition space, the organising committee will have the right to limit the scope of these activities in the interest of providing a balanced presence from the industry.

It is a condition of participation that, unless approved by the organising committee, only one organisation shall occupy any given exhibition table(s).





# SPONSORSHIP AND EXHIBITION SUMMARY

All packages and items listed are GST inclusive.

## Benefits

	Major sponsor	Program sponsor	Home Economics category sponsors	Trade/ Exhibition display table	Advertising
			<ul style="list-style-type: none"> <li>•Sustainability</li> <li>•Hospitality Industry</li> <li>•Textiles and Fashion</li> <li>•Education and Training</li> <li>•Leadership</li> <li>•Early Childhood Education</li> <li>•Education Resources</li> </ul>		
	One only	Limited opportunities	Limited opportunities	Limited opportunities	Limited opportunities
	\$4,400	\$2,200	\$1,100	\$700	\$330
Address delegates in a plenary session (up to five minutes)	✓				
Sponsorship of a plenary session and acknowledgement by the chair in that session	✓				
Logo displayed on designated PowerPoint slide at sponsored plenary session	✓				
Verbal acknowledgement at the start of the program in the plenary room		✓			
80 word promo paragraph in brochure/conference program	✓	✓			
80 word promo paragraph on website	✓	✓			
Logo in registration brochure/conference program	✓	✓	✓	✓	
Logo included in marketing emails	✓	✓	✓		
Logo displayed on combined sponsors' PowerPoint slide at plenary sessions	✓	✓	✓	✓	
Logo on conference website with hyperlink	✓	✓	✓	✓	
Banners (sponsor supplied)	2	1			
Advertising in brochure/conference program	Full-page	Half-page	Quarter-page		Half-page
Complimentary trade exhibition display space (two tables)	✓	✓	✓	✓	
Complimentary delegate registration	2	1	1		
Promotional item	2	1	1		
Exhibitor catering pass				2	
Sponsor supplied flyer to go on tables in the plenary room prior to the final session			✓		
Delegate list (digital copy)	✓	✓	✓	✓	

# APPLY HERE

Applications for sponsorship/exhibition packages can be submitted easily online via the sponsor application form. We encourage you to submit without delay.

[Click here to apply](#)

If these sponsorship opportunities do not meet your requirements, but you would like to become involved in supporting the conference, please do not hesitate to contact Expert Events on 07 3848 2100 or via email at [heiaq@expertevents.com.au](mailto:heiaq@expertevents.com.au).

## Payment & terms

### Payment

Full payment for sponsorship/exhibition packages is due within 30 days of application being approved. Sponsorship packages will be released for sale if payment is not received in the appropriate timing.

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

### Sponsor cancellation

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

- Sponsors – If you provide notice of cancellation to Expert Events prior to 17 May 2024 a 50% cancellation fee will apply. On or after 17 May 2024, a 100% cancellation fee will apply.
- Trade exhibitors – If you provide notice of cancellation to Expert Events prior to 1 July 2024 a 50% cancellation fee will apply. On or after 1 July 2024, a 100% cancellation fee will apply.

### Terms and conditions

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

The Host of the conference is: The Home Economics Institute of Australia (Queensland)  
Expert Events is acting as agent for and on behalf of the Host.

### Insurance

HEIA(Q) Inc. has suitable Public Liability Insurance. Exhibitors undertaking an activity that requires a risk assessment and/or it is a requirement of a BCEC permit contained within the risk acknowledgement form, must provide HEIA(Q) with a copy of their Certificate of Currency, which includes details of the underwriter, amount insured for, and period of insurance. Exhibitors are required to ensure that they are adequately covered for public liability insurance. Exhibitors should consult their own insurance companies for proper coverage of their merchandise and displays.

### 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 HEIA(Q) Inc and other participants in the event, as set out in Expert Events' privacy policy, [privacy collection statements](#) 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/privacypolicy](http://www.expertevents.com.au/privacypolicy).