

SPONSORSHIP AND EXHIBITION PROSPECTUS

DESIGNING FUTURES

2025 Conference presented by HEIA(Q)

Friday 8 August 2025

Pullman Brisbane King George Square

For further information about becoming a sponsor or trade exhibitor, please contact the HEIA(Q) 2025 Conference organiser, Expert Events:

E | heiaq@expertevents.com.au T | 07 3848 2100 W | 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 Friday 8 August 2025 at the Pullman Brisbane King George Square.

About the institute

As the peak professional body, the Home Economics Institute of Australia represents the interests of home economists, including design technology educators, working in education, industry, community services, consumer affairs, and family and household management. The Institute has a membership of approximately 700, with memberships registered in every State and Territory. The Queensland Division has approximately 300 members, with the majority of members being Design & Technology and Home Economics educators.

About the 2025 Conference program

Designing Futures...

Challenging design thinking in the classroom

This year's professional learning program invites educators, researchers, and practitioners to engage in critical dialogue relating to the evolving landscape of design and technologies education—its curriculum, pedagogy, and future impacts. Through the lens of deliberate practice, we explore how reflective and intentional action can influence the trajectory of design and technology education and its related areas of study.

Participants will be challenged to connect theory with practice and use the new curriculum to design futures that strengthen student engagement. Together, we will examine new possibilities for shaping the future—one that is responsive, innovative, and deeply committed to the well-being of individuals and communities.



HEIA(Q) 2023 conference showreel



Pullman Brisbane King George Square



Who will attend?

The conference will attract approximately **250 delegates**, including:

- individuals and organisations with an interest in design & technologies, home economics, food & nutrition, health, design, textiles, and fashion
- 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 2025 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 2025 Conference presented by HEIA(Q) please contact:

Expert Events

PO Box 351, Hamilton Central, Qld 4007 Australia

E | heiaq@expertevents.com.au

T | 07 3848 2100

W | 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).



DESIGN AND TECHNOLOGY 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.

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.

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.

Power

One general use power point will be included.

Optional poster board

Poster boards are optional and are available at a cost of \$60 per poster board (must be pre-ordered).

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:

Friday 8 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 prominent space across the venue 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 information including bump in/out instruction, parking options, venue guidelines etc. will be emailed to exhibitors approximately six weeks before the conference.

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	Design and Technology category sponsors	Trade/Exhibition display table	Advertising
			<ul style="list-style-type: none"> •Sustainability •Hospitality Industry •Textiles and Fashion •Education and Training •Leadership •Early Childhood Education •Education Resources 		
	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.



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
- 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 1 May 2025 a 50% cancellation fee will apply. On or after 1 May 2025, a 100% cancellation fee will apply.
- Trade exhibitors – If you provide notice of cancellation to Expert Events prior to 16 June 2025 a 50% cancellation fee will apply. On or after 16 June 2025, 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.



Email: heiaq@expertevents.com.au
Phone: +61 7 3848 2100
Website: www.heiaq.com.au/conferences

Insurance

HEIA(Q) Inc. has suitable Public Liability 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.

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