

2027 Sponsorship and Exhibition Opportunities

heia(Q)
Home Economics Institute of Australia (Q) Inc.

An invitation to sponsor premium professional learning events in the education sector

The Home Economics Institute of Australia (Queensland), (HEIA[Q]), invites you to join us as a sponsor or exhibitor of our professional learning events.



ABOUT THE INSTITUTE

As the peak professional body for home economists, the Home Economics Institute of Australia (HEIA) represents over 700 national members, including a rapidly growing community of 300+ in Queensland. Operating at the intersection of education, industry, consumer affairs, and community services, HEIA advocates for innovative solutions that empower individuals with the forward thinking skills to enhance their daily lives and make informed choices. Aligning with this vision, the Queensland division champions leadership and robust advocacy for modern, innovation-focused education centered on individual and family wellbeing.

WHY PARTNER WITH US?

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 and services to a **targeted audience**

alignment with your organisation's strategic priorities

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ABOUT THE HEIA(Q) PROFESSIONAL LEARNING PROGRAM

HEIA(Q) connects a diverse network of educators, industry experts, researchers, and organisations across Queensland and interstate. Our program engages a broad, highly influential audience of members and non-members alike across both metropolitan and regional Queensland.

In 2027, the HEIA(Q) program rallies around a powerful theme: "Disrupting Dichotomies", challenging practitioners to move beyond simplistic divides, question conventional educational discourse, and embrace nuanced perspectives.



STATE CONFERENCE

REGIONAL PD

OTHER EVENTS

WHO ATTENDS?









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Professional Learning Sponsorship Opportunities

Delivered across metropolitan and regional Queensland, our comprehensive annual calendar features flagship conferences, targeted workshops, special events, and industry-connected learning experiences. Backed by a dynamic, year-round digital and social media presence, HEIA(Q) provides continuous opportunities for collaboration. Partnering with us offers your organisation a powerful pathway gateway to connect directly with the changemakers in the home economics sector.



STATE CONFERENCE

The annual HEIA(Q) State Conference is the association's premiere event. Typically held in Brisbane, this high-quality learning and networking forum attracts around 250 delegates, exhibitors, and industry partners. Attendees travel from across metropolitan, regional, and remote Queensland, as well as interstate, to connect, collaborate, and engage with the sector's latest advancements.

REGIONAL PD

Across the year, HEIA(Q) also delivers a comprehensive regional professional learning program, connecting with educators and industry stakeholders across Queensland through both face-to-face and online events. The HEIA(Q) Masterclass Series provides in-depth exploration of emerging trends, contemporary practices and specialist topics across the diverse disciplines of home economics.

OTHER EVENTS

Throughout the year, HEIA(Q) hosts a dynamic range of initiatives and celebrations, including:

- Awards presentations celebrating excellence and innovation within the profession.
- Graduate events welcoming and supporting early-career educators.
- Global recognitions honoring World Home Economics Day and World Food Day.
- Resource launches introducing cutting-edge educational tools and publications.

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Platinum Sponsorship Package

$4,400 (inc GST)
Limited opportunities available

Our platinum sponsorship package provides exclusive opportunities for you to connect with our members and participants across all professional learning events throughout the year.

Key highlights include:

- Full page advertisement in our conference brochure
- Hyperlinked logo on the HEIA(Q) website professional development and conference pages
- A minimum of 3 posts across HEIA(Q) and related social media networks
- Promotional content in a newsletter to HEIA(Q) members
- 3-minute speaking opportunity at the conference opening or closing
- Video promotion via electronic mail and social media to members and conference delegates
- Acknowledgement at all professional learning events
- Opportunity to present a concurrent session at the conference
- Branding on all professional learning event communications and registration materials
- Logo on conference name badges
- 1 exhibition table and catering pass at the conference (optional add-ons are available)
- 1 complimentary conference registration
- Participation in the after-conference function
- Access to the conference delegate list

Gold Sponsorship Package

$2,800 (inc GST)
Limited opportunities available

Gold sponsorship packages provide a range of inclusions that promote your organisation across all professional learning events throughout the year.

Key highlights include:

- Half page advertisement in our conference brochure
- Hyperlinked logo on the HEIA(Q) website professional development and conference pages
- A minimum of 2 posts across HEIA(Q) and related social media networks
- Acknowledgement at all professional learning events
- Branding on all professional learning event communications and registration materials
- Logo on conference name badges
- 1 exhibition table and catering pass at the conference (optional add-ons are available)
- 1 complimentary conference registration
- Participation in the after-conference function
- Access to the conference delegate list



For the full list of inclusions, please see the Sponsorship and Exhibition Summary

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State Conference Sponsorship Opportunities



The annual HEIA(Q) State Conference in Brisbane is the association's premier event, attracting over 250 delegates, exhibitors, and organizations nationwide. Featuring respected keynote speakers and diverse concurrent sessions, the program connects attendees with leading researchers, industry experts, and curriculum authorities. A central highlight is the trade exhibition. This bustling hub offers sponsors direct access to a highly engaged audience actively seeking resources, solutions, and partnerships to enhance their teaching and professional practice.

Silver Sponsorship Package

$1,200 (inc GST)
Limited opportunities available

Silver sponsorship packages provide a range of opportunities for your organisation to connect with conference delegates.

Key highlights include:

- Quarter page advertisement in our conference brochure
- Hyperlinked logo on the HEIA(Q) website conference page
- One posts across HEIA(Q) and related social media networks
- Branding on all conference communications and registration materials
- Acknowledgement at the conference
- Logo on conference name badges
- 1 exhibition table and catering pass at the conference (optional add-ons are available)
- 1 complimentary conference registration
- Participation in the after-conference function
- Access to the conference delegate list

Lanyard Sponsorship Package

$800 (inc GST)
One *opportunity available*

The lanyard sponsorship packages provide a unique opportunity to promote your organisation to conference delegates via branding on the conference lanyards.

Key highlights include:

- Organisation's logo accompanying HEIA(Q)'s logo on delegate lanyards
- Hyperlinked logo on the HEIA(Q) website conference page
- One posts across HEIA(Q) and related social media networks
- Acknowledgement at the conference
- Participation in the after-conference function
- Access to the conference delegate list

For the full list of inclusions, please see the Sponsorship and Exhibition Summary

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Exhibition Table

$550 (inc GST) - Commercial Organisations
$150 (inc GST) - Registered Not-for-profit Organisations
Limited opportunities available

Trade exhibition offers a valuable opportunity to connect directly with delegates, showcase products and services, and build meaningful professional relationships with delegates. Our trade exhibition package offers the following inclusions:

- 1 exhibition table
- 1 catering pass
- Hyperlinked logo on the HEIA(Q) website conference page
- Participation in the after-conference function
- Access to the conference delegate list

Optional additions are available. For the full list of inclusions and optional additions, please see the Sponsorship and Exhibition Summary



Promotional Items

Sponsor to supply in kind

We welcome branded merchandise (e.g., USBs, pens, notepads, or samples) for delegate bags. In line with our commitment to sustainability, brochures and flyers are not permitted. If you would like to supply reusable, high-quality delegate bags, please contact the conference organiser as soon as possible to discuss this opportunity.

Donation of Prizes

Sponsor to supply in kind

Help us celebrate our delegates and keep energy high until the final session by donating a raffle prize. Your organisation will receive prime visibility and a public acknowledgment during the afternoon draw, keeping your brand front-of-mind as the conference concludes.

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Sponsorship and Exhibition Summary

If these sponsorship opportunities do not meet your requirements, but you would like to become involved in partnering with HEIA(Q), please do not hesitate to contact Expert Events on 07 3848 2100 or via email at heiaq@expertevents.com.au

	Professional Learning Sponsorship		Conference Sponsorship				
	Platinum Package	Gold Package	Silver Package	Lanyard Package	Exhibition Table		Promotional Item / Prize
	$4,400	$2,800	$1,200	$800	Commercial $550	NFP $150	At own cost
Advertisement in the conference brochure	Full page	Half page	Quarter page				
Hyperlinked logo on the HEIA(Q) website conference page	☑	☑	☑	☑	☑	☑	
Hyperlinked logo on the HEIA(Q) website professional development pages	☑	☑					
Social media post on confirmation of sponsorship	☑	☑	☑	☑			
Promotional posts on social media	3 posts	2 posts	1 post	1 post	*Optional add-on of $120 per post*		1 post
Promotional content in one newsletter to HEIA(Q) members	☑						
3 minute speaking opportunity at the conference opening	☑						
Video promotional material in a conference marketing email and social media post	☑						
Branding on all conference marketing emails	☑	☑	☑				
Branding on all professional development marketing emails	☑	☑					
Branding on conference registration materials and brochure	☑	☑	☑				
Acknowledgement during the conference opening address	☑	☑	☑	☑			☑
Acknowledgement at the opening of each professional learning event	☑	☑					
Logo on the conference delegate lanyard alongside the HEIA(Q) logo				☑			
Logo on the conference delegate name badges	☑	☑					
Opportunity to provide raffle prizes and/or promotional items for conference satchels	☑	☑	☑	☑	☑	☑	☑
Opportunity to present a concurrent session	☑	*Subject to committee approval*					
One (1) exhibition table (including 1 catering pass)	☑	☑	☑	*Optional add-on $150*	☑	☑	
Extra exhibition table (price per table)	*Optional add-on $50*						
Extra catering pass (price per catering pass)	*Optional add-on $85*						
One (1) complimentary conference registration	☑	☑	☑				
Exhibition table power supply	*Optional add-on $25*						
Exhibition table posterboard (price per posterboard)	*Optional add-on $70*						
Invitation to participate in the after-conference networking function	☑	☑	☑	☑	☑	☑	
Access to the conference delegate list (subject to privacy laws)	☑	☑	☑	☑	☑	☑	

APPLY NOW

CLICK TO APPLY



Partner with us in shaping an inspiring and impactful professional learning experience for our delegates. By aligning with HEIA(Q), you will help drive innovation and professional growth in our sector while unlocking exceptional visibility and relationship-building opportunities for your brand.

To explore the opportunities outlined in this prospectus, or to discuss a tailored partnership package, please contact Expert Events. We value innovation and collaboration and are pleased to consider new ideas and flexible partnership arrangements that align with shared goals.

Applications for sponsorship/exhibition packages can be submitted easily online via the sponsor application form.

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 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.

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.

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. Payment details will be provided on your invoice. A remittance advice must be emailed to heiaq@expertevents.com.au

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

- Sponsors – If you provide notice of cancellation to Expert Events prior to 26 February 2027 a 50% cancellation fee will apply. On or after 26 February 2027, a 100% cancellation fee will apply.
- Trade exhibitors – If you provide notice of cancellation to Expert Events prior to 26 March 2027 a 50% cancellation fee will apply. On or after 26 March 2027, a 100% cancellation fee will apply.

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expert events
Professional conference organiser

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