

Connecting *the* people shaping aged care

SPONSORSHIP AND TRADE PROSPECTUS



National Conference 2026
24–26 November • ICC Sydney



About National Conference

The Ageing Australia National Conference 2026 is the flagship event on the aged care calendar, bringing together more than 2,000 professionals, leaders and innovators from across Australia. The conference provides a powerful platform for connection, collaboration and conversations shaping the future of aged care.

Across three inspiring days, delegates will engage with influential keynote speakers, thought-provoking discussions, practical workshops and valuable networking opportunities focused on the challenges, opportunities and innovations driving the sector forward.

ABOUT AGEING AUSTRALIA

Ageing Australia is the national peak body representing providers across the aged care sector, including retirement living, seniors housing, residential care, home care, community care and related services.

We represent the majority of service providers, working together to create a sector that empowers older Australians to age with dignity, care and respect.

We advocate for a sector that champions excellence, sustainability and innovation, ensuring our members have the tools, resources and guidance they need to deliver exceptional services.

We use our united voice to amplify our members' contributions and concerns to government, media and the wider community.

We are committed to reshaping the future of ageing in Australia by fostering collaboration and driving meaningful change, making it a fulfilling journey.



An invitation to participate

AND THE BOOKING PROCESS

We invite you to be part of the Ageing Australia National Conference 2026 and align your organisation with the sector's most anticipated event.

Through sponsorship and exhibition opportunities, you will connect directly with a highly engaged national audience of aged care decision-makers, showcase your products and services, and strengthen your profile within the industry.

Join us in supporting the conversations, initiatives and innovations shaping the future of aged care in Australia.

TENTATIVE SCHEDULE

Monday 23 November

2pm – 5pm	Exhibitor bump in
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Tuesday 24 November

8am – 7pm	Trade Exhibition open
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9am – 5pm	Conference sessions
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5pm – 7pm	Welcome Reception
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Wednesday 25 November

8am – 6pm	Trade Exhibition open
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9am – 5pm	Conference sessions
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5pm – 6pm	Networking Drinks
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6.30pm - 10pm	Optional Networking Dinner Cruise
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Thursday 26 November

8am – 2pm	Trade Exhibition open
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8am – 5pm	Conference sessions
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3pm – 5pm	Trade bump out
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6.30pm – 11.30pm	Conference Dinner
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Bookings for National Conference 2026 will open across two days for Sponsors and exhibitors. Sponsorship bookings will open at **Wednesday 19 August at 12pm AEST** and Trade exhibition bookings on **Thursday 20 August at 12pm AEST** both through our online booking system. Please be prepared to make your booking quickly – most sponsorship and trade opportunities are sold on their respective opening day.

- Read the National Conference Sponsorship and Trade Prospectus to plan your participation and identify sponsorship packages or booths you would like to book. We recommend having a minimum of three options ready as opportunities will sell out very quickly.
- Visit conference.ageingaustralia.asn.au at 12pm AEST on Wednesday 19 August for Sponsorship packages or 12pm AEST Thursday 20 August for Trade Exhibition booths and refresh the page until a 'bookings open' button appears at the top of the page inviting you to submit a booking through the online portal.
- After finalising your booking, you will receive a confirmation email once your booking request is submitted.
- Our team will check your Ageing Australia Associate status and apply any discounts prior to issuing a tax invoice.
- You will then receive a copy of the tax invoice along with a booking confirmation agreement within three weeks of sales opening. This will need to be signed and returned along with payment, within 10 working days of receipt to confirm your booking.
- A detailed sponsorship and trade manual will be forwarded with further information to assist you in preparing for the conference in due course.

Sponsorship bookings open: Wednesday 19 August 12pm AEST
Trade Exhibition bookings open Thursday 20 August 12pm AEST



Reasons to sponsor



Position your organisation at the centre of the sector

Align your brand with Australia's leading aged care conference and demonstrate your commitment to supporting innovation, collaboration and positive outcomes for older Australians.



Reach a highly engaged international and national audience

Connect with senior leaders, providers, clinicians, policymakers and sector professionals actively seeking new ideas, solutions and partnerships.



Strengthen credibility and influence

Enhance your profile and build trust by showcasing your expertise alongside the sector's most respected voices and organisations.



Create meaningful business opportunities

Generate valuable conversations, build new relationships and engage directly with decision-makers who influence purchasing and partnership outcomes.

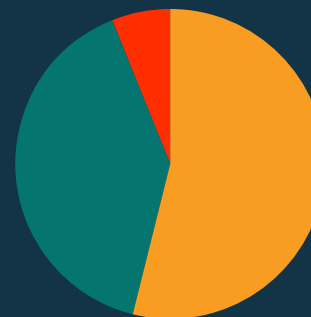


Showcase innovation and solutions

Highlight your products, services and capabilities in an environment designed to encourage discovery, engagement and sector-wide collaboration.

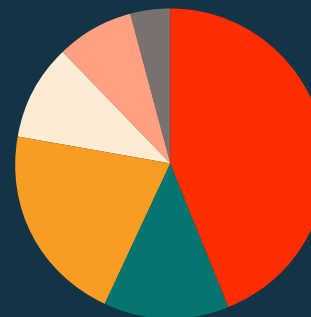
**BE SEEN. BE CONNECTED.
BE PART OF AGED CARE IN AUSTRALIA.**

2025 conference breakdown



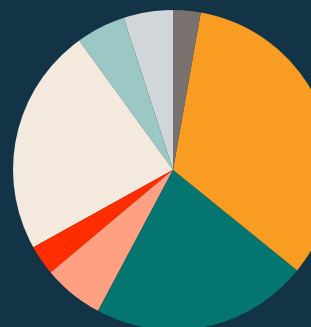
Main area of service provision

Residential Care	54%
Home Care	40%
Retirement Living	6%



Job category

CEO/CFO/Board/Executive	44%
Director/Partner	13%
Senior Manager	21%
Team Leader/Coordinator	10%
Department/Regional Manager	8%
Facility Manager/Director of Nursing	4%



Registrations by State

NSW	33%
QLD	22%
VIC	23%
SA	6%
WA	5%
International	5%
ACT	3%
TAS	3%
NT	0%

Sponsor packages

Page	Package	Booths	Registrations	Activation	Hanging Banner	Member Council Dinner	Sponsor Address	Host a Concurrent	Logo on eDMS	App Banner	Social Media Post	Pull up Banner	Video	Associate	Non - associate
6	Diamond	2	8	-	1	2	1	1	1	2	2	2	1	\$55,000	\$66,000
7	Platinum	2	6	-	-	2	1	1	1	2	1	2	1	\$37,000	\$44,400
8	Member Council Dinner	1	3	-	-	3	1	-	-	-	-	-	-	\$30,000	\$36,000
9	Welcome Reception	1	3	-	-	-	1	-	-	-	-	-	-	\$24,000	\$28,800
10	Coffee Station	4	2	1	1	-	-	-	-	-	-	-	-	\$20,000	\$24,000
11	Dining Hub	6	2	-	1	-	-	-	-	-	-	-	-	\$18,000	\$21,600
12	Gold	2	5	-	-	-	-	-	-	-	-	-	-	\$18,000	\$21,600
13	Ice Cream	2	2	1	1	-	-	-	-	-	-	-	-	\$17,000	\$20,400
14	Lolly Bar	2	2	1	1	-	-	-	-	-	-	-	-	\$17,000	\$20,400
15	Massage Station	2	2	1	1	-	-	-	-	-	-	-	-	\$17,000	\$20,400
16	Photo Booth	2	2	1	1	-	-	-	-	-	-	-	-	\$17,000	\$20,400
17	Popcorn	2	2	1	1	-	-	-	-	-	-	-	-	\$17,000	\$20,400
18	Recharge	2	2	1	1	-	-	-	-	-	-	-	-	\$17,000	\$20,400
19	Smoothie	2	2	1	1	-	-	-	-	-	-	-	-	\$17,000	\$20,400
20	Lanyard	-	2	1	-	-	-	-	-	-	-	-	-	\$17,000	\$20,400
21	Pet Therapy	-	2	1	1	-	-	-	-	-	-	-	-	\$17,000	\$20,400
22	Networking Drinks	1	3	-	-	-	1	-	-	-	-	-	-	\$17,000	\$20,400
23	Sponsored Dinner	1	2	1	-	-	-	-	-	-	-	-	-	\$16,000	\$19,200
24	Exhibition Screen	1	2	-	1	-	-	-	-	-	-	-	-	\$15,000	\$18,000
25	Bridge Climb	-	2	1	-	-	-	-	-	-	-	-	-	\$11,000	\$13,200
26	Silver	1	3	-	-	-	-	-	-	-	-	-	-	\$12,000	\$14,400
27	Bursary	-	2	1	-	-	-	-	-	-	-	-	-	\$10,000	\$12,000
28	Keynote Session	-	2	-	-	-	-	-	-	-	-	-	-	\$9,600	\$11,520
29	Concurrent Session	-	2	-	-	-	-	1	-	-	-	-	-	\$6,000	\$7,200
30	Bronze	-	2	-	-	-	-	-	-	-	-	-	-	\$5,500	\$6,600
31	Prime Booth	1	2	-	-	-	-	-	-	-	-	-	-	\$5,150	\$6,180
31	Classic Booth	1	2	-	-	-	-	-	-	-	-	-	-	\$4,850	\$5,820

Diamond Sponsor

As the highest sponsorship opportunity, the Diamond Sponsorship delivers unrivalled visibility, influence and engagement throughout the conference. Designed for organisations seeking a leading presence, this package places your brand at the forefront of the event experience, aligning you with key sector conversations and decision-makers.

PREMIUM VISIBILITY

Deliver a three-minute address in the plenary room and chair a concurrent session, including speaker introductions and session wrap-up acknowledgements, positioning your organisation as a sector leader.

DIRECT DELEGATE ACCESS

Two exhibition booths, access to the delegate list, networking opportunities including two Member Council Dinert tickets and the ability to invite attendees to attend the conference through a customised registration video hosted on the conference website.

STRATEGIC BRAND PRESENCE

Prominent branding across conference communications, registration emails, eDMs, event signage, digital brand recognition and post-event content, ensuring strong exposure before, during and after the conference.

PACKAGE HIGHLIGHTS

2	8	1
Exhibition booths	Full conference registrations	Sponsor address
1	1	2
Concurrent session chair opportunity	Hanging banner	Social media posts

Diamond Sponsors are entitled to submit an expression of interest prior to sales opening, please email events@ageingaustralia.asn.au to book in a meeting to discuss further. Limited opportunities available. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

INVESTMENT: \$66,000
\$55,000 discounted rate for Ageing Australia Associates

Platinum Sponsor

As a Platinum Sponsor, your organisation will enjoy premium visibility and engagement opportunities across the conference. With strong brand exposure, sector recognition and direct access to delegates, this package positions your organisation as a leading supporter of the event while maximising your presence before, during and after the conference.

SECTOR LEADERSHIP

Three-minute sponsor address in the plenary room and the opportunity to chair a concurrent session, positioning your organisation as a recognised sector leader.

PREMIUM BRAND VISIBILITY

Prominent logo placement across delegate registration emails, conference eDMs, onsite signage, conference app assets, social media promotion and post-event communications.

DIRECT DELEGATE ENGAGEMENT

Two premium exhibition booths, six conference registrations, two Member Council Dinner tickets and opportunities to network directly with delegates throughout the event.

PACKAGE HIGHLIGHTS

2

Exhibition booths

6

Full conference registrations

1

Sponsor address

1

Concurrent session chair opportunity

2

Member Council Dinner tickets

1

Social media post

INVESTMENT: \$44,400
\$37,000 discounted rate for Ageing Australia Associates



Platinum Sponsors are entitled to submit an expression of interest prior to sales opening, please email events@ageingaustralia.asn.au to book in a meeting to discuss further. Limited opportunities available. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

Member Council Dinner Sponsor

Position your organisation alongside influential leaders and key decision-makers as the exclusive Member Council Dinner Sponsor. This premium opportunity provides direct access to senior sector representatives in a highly engaged networking environment, while delivering strong brand visibility throughout the conference. Combining exclusive event branding, delegate engagement opportunities and a prominent exhibition presence, this package offers a powerful platform to strengthen relationships and elevate your organisation's profile across the aged care sector.

EXCLUSIVE LEADERSHIP ENGAGEMENT

Deliver a three-minute sponsor welcome at the Member Council Dinner, providing a unique opportunity to connect directly with senior sector leaders and influential stakeholders.

PREMIUM BRAND VISIBILITY

Exclusive branding at the Member Council Dinner, prominent recognition across conference communications, signage, digital platforms and presentations, plus a prime-position logo floor tile within the trade exhibition.

DIRECT DELEGATE ACCESS

An exhibition booth, three full conference registrations, three Member Council Dinner tickets and access to the dinner delegate list create valuable opportunities to build meaningful connections and strengthen industry relationships.

PACKAGE HIGHLIGHTS

1

Exhibition booth

3

Full conference registrations

3

Member Council Dinner tickets

1

Sponsor welcome address

1

Member Council Dinner branding

Logo floor tile

Exclusive opportunity. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

INVESTMENT: \$36,000

\$30,000 discounted rate for Ageing Australia Associates

Welcome Reception Sponsor

Position your organisation at the centre of the conference's first major networking opportunity as the exclusive Welcome Reception Sponsor. This high-profile package places your brand front and centre as delegates arrive at the first networking function, connect and begin building valuable professional relationships. Combining exclusive event branding, direct delegate engagement and strong conference-wide visibility, this sponsorship provides an outstanding platform to increase awareness and strengthen your presence across the sector.



EXCLUSIVE NETWORKING PRESENCE

Deliver a three-minute sponsor welcome at the start of the Welcome Reception, ensuring your organisation is prominently featured during one of the conference's most anticipated networking events.

PREMIUM BRAND VISIBILITY

Exclusive branding throughout the Welcome Reception, prominent recognition across conference communications, signage, digital platforms and presentations, plus a prime-position logo floor tile within the trade exhibition.

DIRECT DELEGATE ENGAGEMENT

A trade exhibition booth, three full conference registrations and opportunities to connect with delegates throughout the conference provide valuable avenues for relationship building and business development.

PACKAGE HIGHLIGHTS

1

Trade exhibition booth

3

Full conference registrations

1

Sponsor welcome address

1

Exclusive Welcome Reception branding

Logo floor tile

Exclusive opportunity. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

INVESTMENT: \$28,800

\$24,000 discounted rate for Ageing Australia Associates

Coffee Station Sponsor

Keep conversations flowing and place your organisation at the centre of delegate engagement as a Coffee Sponsor. Positioned within one of the busiest areas of the trade exhibition, this sponsorship creates a natural gathering point for networking, relationship building and brand exposure. Combining a premium exhibition presence with high-traffic visibility and ongoing delegate interaction, this package offers a valuable opportunity to keep your organisation front of mind throughout the conference.



HIGH-TRAFFIC DELEGATE ENGAGEMENT	Host a dedicated barista coffee station within your exhibition space, creating a popular destination for delegates and providing ongoing opportunities for meaningful conversations throughout the event.
PREMIUM BRAND VISIBILITY	Branding within the coffee station area, a hanging banner above your exhibition stand, a prime-position logo floor tile and recognition across conference communications, signage, digital platforms and presentations.
STRONG ONSITE PRESENCE	A premium exhibition space, two full conference registrations and access to the delegate list provide valuable opportunities to connect directly with attendees and maximise your conference participation.

PACKAGE HIGHLIGHTS

1 Premium exhibition space	2 Full conference registrations	Dedicated barista Coffee station
1 Hanging banner	Coffee Station branding	1 Logo floor tile

Three opportunities available. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

INVESTMENT: \$24,000
\$20,000 discounted rate for Ageing Australia Associates

Dining Hub Sponsor

Position your organisation at the centre of delegate interaction as a Dining Hub Sponsor. Located within a dedicated dining and networking space, this sponsorship provides ongoing visibility and engagement opportunities as attendees gather throughout the conference to connect and collaborate. Combining a premium exhibition presence with high-traffic brand exposure, this package offers an effective platform to strengthen awareness and build valuable industry relationships.

CENTRAL NETWORKING HUB	Align your organisation with a dedicated space where delegates can sit, dine and network, creating consistent opportunities for brand exposure and delegate engagement throughout the event.
PREMIUM BRAND VISIBILITY	Sponsor branding throughout the Dining Hub area, a hanging banner above your exhibition space, a prime-position logo floor tile, recognition across conference communications, signage, digital platforms and presentations.
STRONG ONSITE PRESENCE	A premium exhibition space within the Dining Hub, two full conference registrations and access to the delegate list provide valuable opportunities to connect directly with delegates and maximise your conference participation.

INVESTMENT: \$21,600
\$18,000 discounted rate for Ageing Australia Associates



PACKAGE HIGHLIGHTS

1 Premium exhibition space	2 Full conference registrations	Dining Hub sponsorship
1 Hanging banner	Dining Hub branding	1 Logo floor tile

Two opportunities available. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

Gold Sponsor

Strengthen your organisation's presence and influence as a Gold Sponsor. Designed for organisations seeking significant visibility and meaningful engagement opportunities, this package delivers a premium exhibition presence, strong delegate access and extensive brand recognition across the conference. With enhanced networking opportunities and comprehensive exposure before, during and after the event, Gold Sponsorship positions your organisation as a valued supporter of the sector.

PREMIUM SECTOR PRESENCE	Secure a prominent position within the trade exhibition with two premium exhibition booths, creating a strong platform for engagement with delegates, sector leaders and decision-makers.
ENHANCED BRAND VISIBILITY	Prominent recognition across conference communications, signage, digital platforms and presentations, complemented by a prime-positioned logo floor tile within the trade exhibition.
DIRECT DELEGATE ENGAGEMENT	Five full conference registrations and access to the delegate list provide valuable opportunities to build relationships, generate new connections and maximise your conference participation.



PACKAGE HIGHLIGHTS

2 Trade exhibition booths	5 Full conference registrations
1 Logo floor tile	Comprehensive conference branding

Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

INVESTMENT: \$21,600
\$18,000 discounted rate for Ageing Australia Associates

Ice Cream Sponsor

Create a memorable destination within the trade exhibition as the exclusive Ice Cream Sponsor. This fun and engaging sponsorship positions your organisation at the centre of delegate interaction, providing a popular attraction that encourages conversations, networking and brand engagement throughout the event. Combining a premium exhibition presence with high-traffic visibility, this package delivers a refreshing way to showcase your organisation and build lasting connections.

HIGH-TRAFFIC DELEGATE ENGAGEMENT	Host a dedicated ice cream station within your exhibition space, creating a popular destination for delegates and providing ongoing opportunities for meaningful conversations throughout the event.
PREMIUM BRAND VISIBILITY	Dedicated sponsorship branding, a hanging banner above your exhibition space, a prime-position logo floor tile and recognition across conference communications, signage, digital platforms and presentations.
STRONG ONSITE PRESENCE	A premium exhibition space, two full conference registrations and access to the delegate list provide valuable opportunities to connect directly with attendees and maximise your conference participation.

INVESTMENT: \$20,400
\$17,000 discounted rate for Ageing Australia Associates



PACKAGE HIGHLIGHTS

1 Trade exhibition space	2 Full conference registrations	Dedicated ice cream station
1 Hanging banner	Ice cream station branding	1 Logo floor tile

Exclusive opportunity. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

Lolly Bar Sponsor

Position your organisation as one of the most visited destinations within the trade exhibition as the Lolly Sponsor. This engaging sponsorship creates a fun and memorable experience for delegates while providing consistent opportunities for brand exposure and interaction throughout the conference. Combining a premium exhibition presence with a crowd-pleasing activation, this package helps your organisation stand out from the competition.

HIGH-TRAFFIC DELEGATE ENGAGEMENT

Host a self-serve lolly bar within your exhibition space, creating a popular destination that encourages delegate interaction and ongoing engagement.

PREMIUM BRAND VISIBILITY

Dedicated sponsorship branding, a hanging banner above your exhibition space, a prime-position logo floor tile and recognition across conference communications, signage, digital platforms and presentations.

STRONG ONSITE PRESENCE

A trade exhibition space, two full conference registrations and access to the delegate list provide valuable opportunities to connect directly with attendees and maximise your conference participation.



PACKAGE HIGHLIGHTS

1

Trade exhibition
space

2

Full conference registrations

Self-serve
lolly bar

1

Hanging banner

Lolly bar
branding

1

Logo floor tile

Exclusive opportunity. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

INVESTMENT: \$20,400

\$17,000 discounted rate for Ageing Australia Associates

Massage Sponsor

Create a relaxing and highly valued destination within the trade exhibition as the Massage Sponsor. This unique sponsorship provides delegates with an opportunity to recharge during the conference while positioning your organisation as a supporter of wellbeing and positive attendee experiences. With strong foot traffic and extended engagement opportunities, this package delivers exceptional visibility and memorable brand association.



HIGH-TRAFFIC DELEGATE ENGAGEMENT

Offer delegates the opportunity to relax and recharge through a dedicated massage experience, positioning your organisation alongside one of the conference's most popular wellbeing activations.

PREMIUM BRAND VISIBILITY

Dedicated sponsorship branding, a hanging banner above your exhibition space, a prime-position logo floor tile and recognition across conference communications, signage, digital platforms and presentations.

STRONG ONSITE PRESENCE

A premium exhibition space, two full conference registrations and access to the delegate list provide valuable opportunities to connect directly with attendees and maximise your conference participation.

PACKAGE HIGHLIGHTS

1 Trade exhibition space	2 Full conference registrations	Professional massage station
1 Hanging banner	Massage station branding	1 Logo floor tile

Exclusive opportunity. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

INVESTMENT: \$20,400
\$17,000 discounted rate for Ageing Australia Associates

Photobooth Sponsor

Put your organisation in the spotlight as the exclusive Photobooth Sponsor. This interactive sponsorship creates a memorable experience for delegates while generating ongoing brand exposure through shareable photos and social engagement. Positioned within the trade exhibition, the photobooth becomes a popular attraction that keeps your organisation front of mind throughout the conference and beyond.

INTERACTIVE DELEGATE ENGAGEMENT

Host a dedicated photobooth experience within your exhibition space, encouraging attendee participation and creating memorable conference moments.

PREMIUM BRAND VISIBILITY

Dedicated sponsorship branding, a hanging banner above your exhibition space, a prime-position logo floor tile and recognition across conference communications, signage, digital platforms and presentations.

STRONG ONSITE PRESENCE

A trade exhibition space, two full conference registrations and access to the delegate list provide valuable opportunities to connect directly with attendees and maximise your conference participation.

PACKAGE HIGHLIGHTS

1

Trade exhibition
space

2

Full conference registrations

Dedicated photobooth
experience

Photo booth
branding

1

Logo floor tile

1

Hanging banner

Exclusive opportunity. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

INVESTMENT: \$20,400

\$17,000 discounted rate for Ageing Australia Associates

Popcorn Sponsor

Create a fun and engaging destination within the trade exhibition as the exclusive Popcorn Sponsor. This crowd-pleasing sponsorship positions your organisation at the centre of delegate interaction, drawing attendees to your exhibition space and creating opportunities for meaningful conversations throughout the conference. Combining an exhibition presence with a memorable delegate experience, this package delivers strong brand visibility and ongoing engagement.

HIGH-TRAFFIC DELEGATE ENGAGEMENT	Host a dedicated popcorn station within your exhibition space, creating a popular destination for delegates and encouraging ongoing interaction throughout the event.
PREMIUM BRAND VISIBILITY	Dedicated sponsorship branding, a hanging banner above your exhibition space, a prime-position logo floor tile and recognition across conference communications, signage, digital platforms and presentations.
STRONG ONSITE PRESENCE	A trade exhibition space, two full conference registrations and access to the delegate list provide valuable opportunities to connect directly with attendees and maximise your conference participation.

INVESTMENT: \$20,400
\$17,000 discounted rate for Ageing Australia Associates



PACKAGE HIGHLIGHTS

1 Trade exhibition space	2 Full conference registrations	Dedicated popcorn station
1 Hanging banner	Popcorn station branding	1 Logo floor tile

Exclusive opportunity. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

Recharge Sponsor

Keep delegates connected while keeping your brand front of mind as the Recharge Station Sponsor. Positioned within a high-traffic area of the trade exhibition, this sponsorship provides a practical and highly valued service for attendees to charge their devices while creating ongoing visibility and engagement opportunities throughout the conference.

ESSENTIAL DELEGATE SERVICE

Align your organisation with a branded recharge station that provides a valuable service for delegates throughout the event.

PREMIUM BRAND VISIBILITY

A company-branded recharge station, hanging banner, prime-position logo floor tile and recognition across conference communications, signage, digital platforms and presentations.

STRONG ONSITE PRESENCE

A trade exhibition space, two full conference registrations and access to the delegate list provide valuable opportunities to connect directly with attendees and maximise your conference participation.

PACKAGE HIGHLIGHTS

1

Trade exhibition space

2

Full conference registrations

Branded recharge station

1

Hanging banner

1

Logo floor tile

Exclusive opportunity. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

INVESTMENT: \$20,400

\$17,000 discounted rate for Ageing Australia Associates

Smoothie Sponsor

Position your organisation as a vibrant destination within the trade exhibition as the Smoothie Sponsor. This engaging sponsorship combines healthy refreshments with valuable networking opportunities, creating a popular meeting point for delegates throughout the conference. With strong foot traffic and premium visibility, your organisation will enjoy ongoing exposure and meaningful attendee engagement.



**HIGH-TRAFFIC
DELEGATE
ENGAGEMENT**

Host a dedicated smoothie station within your exhibition space, creating a popular destination for delegates and encouraging regular interaction throughout the event.

**PREMIUM
BRAND
VISIBILITY**

Dedicated sponsorship branding, a hanging banner above your exhibition space, a prime-position logo floor tile and recognition across conference communications, signage, digital platforms and presentations.

**STRONG
ONSITE
PRESENCE**

A premium exhibition space, two full conference registrations and access to the delegate list provide valuable opportunities to connect directly with attendees and maximise your conference participation.

PACKAGE HIGHLIGHTS

1 Premium exhibition space	2 Full conference registrations	Dedicated smoothie station
1 Hanging banner	Smoothie station branding	1 Logo floor tile

Exclusive opportunity. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

INVESTMENT: \$20,400
\$17,000 discounted rate for Ageing Australia Associates

Lanyard Sponsor

Place your organisation in the hands of every delegate as the exclusive Lanyard Sponsor. One of the conference's most visible branding opportunities, this package ensures your organisation is seen throughout the event while providing valuable opportunities for delegate engagement and brand recognition. Combining conference-wide exposure with onsite networking opportunities, this sponsorship delivers lasting visibility and strong brand association.

CONFERENCE -WIDE BRAND EXPOSURE

Showcase your primary company logo on every delegate lanyard, ensuring continuous visibility throughout the conference.

PREMIUM BRAND VISIBILITY

A prime-position logo floor tile and recognition across conference communications, signage, digital platforms and presentations.

STRONG ONSITE PRESENCE

Two full conference registrations and access to the delegate list provide valuable opportunities to connect directly with attendees and maximise your conference participation.

PACKAGE HIGHLIGHTS

Exclusive lanyard
sponsorship

2

Full conference
registrations

1

Logo floor tile

Exclusive opportunity. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

INVESTMENT: \$20,400
\$17,000 discounted rate for Ageing Australia Associates

Pet Therapy Sponsor

Create one of the conference's most memorable and welcoming experiences as the exclusive Pet Therapy Sponsor. This unique sponsorship provides delegates with a dedicated space to relax, recharge and connect, while positioning your organisation alongside wellbeing, care and positive attendee experiences. With strong foot traffic and extended engagement opportunities, this package offers exceptional visibility and lasting brand recognition.

UNIQUE DELEGATE EXPERIENCE

Align your organisation with a dedicated pet therapy area, creating meaningful opportunities for delegates to relax, recharge and engage throughout the conference.

PREMIUM BRAND VISIBILITY

Dedicated sponsorship branding, a hanging banner above the pet therapy area, a prime-position logo floor tile and recognition across conference communications, signage, digital platforms and presentations.

STRONG ONSITE PRESENCE

A premium exhibition space, two full conference registrations and access to the delegate list provide valuable opportunities to connect directly with attendees and maximise your conference participation.

PACKAGE HIGHLIGHTS

1

Premium exhibition space

2

Full conference registrations

Delta Therapy dogs onsite

1

Hanging banner

Pet therapy area branding

1

Logo floor tile

Exclusive opportunity. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

INVESTMENT: \$20,400

\$17,000 discounted rate for Ageing Australia Associates

Networking Drinks Sponsor

Position your organisation at the centre of one of the conference's key social and networking events as the exclusive Networking Drinks Sponsor. This high-profile opportunity provides direct engagement with delegates in a relaxed and interactive setting while delivering strong brand visibility throughout the conference. Combining exclusive event branding with a premium exhibition presence, this sponsorship ensures your organisation remains front of mind long after the event concludes.

EXCLUSIVE NETWORKING LEADERSHIP

Deliver a three-minute sponsor address at the Networking Drinks event, providing a valuable opportunity to connect with delegates and enhance your organisation's profile.

PREMIUM BRAND VISIBILITY

Exclusive branding throughout the Networking Drinks event, recognition across conference communications, signage, digital platforms and presentations, plus a prime-position logo floor tile within the trade exhibition.

DIRECT DELEGATE ENGAGEMENT

A premium exhibition booth, three full conference registrations and access to the delegate list create valuable opportunities to build relationships and connect with industry leaders.

PACKAGE HIGHLIGHTS

1

Premium exhibition booth

3

Full conference registrations

1

Sponsor welcome address

1

Logo floor tile

Exclusive networking drinks branding

Delegate engagement opportunities

Exclusive opportunity. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

INVESTMENT: \$20,400

\$17,000 discounted rate for Ageing Australia Associates

Sponsored Dinner

Align your organisation with one of the conference's most memorable and exclusive networking experiences as the Sponsor of a dinner. Set against the backdrop of Sydney, this premium event offers a unique environment for delegates to connect, collaborate and build valuable relationships. This sponsorship positions your organisation alongside a standout conference experience while delivering strong visibility and engagement opportunities with attendees.



EXCLUSIVE NETWORKING EXPERIENCE

Associate your brand with a sponsored networking event, creating meaningful opportunities for delegate engagement in a relaxed and memorable setting.

PREMIUM BRAND VISIBILITY

Prominent recognition across conference communications, event promotions, signage, digital platforms and presentations, ensuring strong exposure before and throughout the conference.

VALUABLE SECTOR CONNECTIONS

Engage directly with attendees participating in this exclusive event while strengthening your organisation's profile among key industry stakeholders.

PACKAGE HIGHLIGHTS

1

Premium exhibition booth

Delegate engagement opportunities

2

Full conference registrations

Conference brand recognition

Exclusive opportunity. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

INVESTMENT: \$19,200
\$16,000 discounted rate for Ageing Australia Associates

Exhibition Screen Sponsor

Position your organisation at the centre of the trade exhibition with a highly visible branding opportunity that captures delegate attention throughout the conference. This sponsorship delivers strong exposure in a high-traffic environment, ensuring your organisation remains front of mind as attendees move throughout the exhibition hall.

HIGH-IMPACT EXHIBITION VISIBILITY

Showcase your organisation through a company-branded hanging banner positioned beneath the exhibition screen in a prominent exhibition location.

PREMIUM BRAND VISIBILITY

A prime-position logo floor tile and recognition across conference communications, signage, digital platforms and presentations.

STRONG ONSITE PRESENCE

A premium exhibition booth, two full conference registrations and access to the delegate list provide valuable opportunities to engage directly with delegates.



PACKAGE HIGHLIGHTS

1

Trade exhibition booth

2

Full conference registrations

1

Hanging banner

1

Logo floor tile

Comprehensive conference branding

Exclusive opportunity. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

INVESTMENT: \$18,000
\$15,000 discounted rate for Ageing Australia Associates

Sydney Harbour Bridge Climb Sponsor

Align your organisation with one of Sydney's most iconic experiences as the exclusive Bridge Climb Sponsor. This unique networking opportunity offers delegates the chance to connect in an unforgettable setting while positioning your organisation alongside one of Australia's most recognised landmarks. A memorable sponsorship that combines relationship building with exceptional brand association.

EXCLUSIVE NETWORKING EXPERIENCE

Associate your organisation with a premium Bridge Climb experience, creating meaningful opportunities for delegate engagement and memorable connections.

PREMIUM BRAND VISIBILITY

A prime-position logo floor tile and recognition across conference communications, signage, digital platforms and presentations.

VALUABLE DELEGATE CONNECTIONS

Two full conference registrations, two Bridge Climb registrations and access to the delegate list provide valuable networking opportunities before, during and after the event.

PACKAGE HIGHLIGHTS

2

Full conference registrations

2

Bridge Climb registrations

1

Logo floor tile

Comprehensive conference branding

INVESTMENT: \$13,500
\$11,000 discounted rate for Ageing Australia Associates

Exclusive opportunity. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

Silver Sponsor

Establish a strong presence at the conference as a Silver Sponsor. Designed for organisations seeking valuable brand exposure and delegate engagement opportunities, this package combines a premium exhibition presence with comprehensive conference-wide recognition. Silver Sponsorship provides an effective platform to strengthen sector connections and showcase your organisation to key sector stakeholders.

STRONG SECTOR PRESENCE

Secure a premium exhibition booth and engage directly with delegates, sector leaders and decision-makers throughout the conference.

PREMIUM BRAND VISIBILITY

A prime-position logo floor tile and recognition across conference communications, signage, digital platforms and presentations.

DIRECT DELEGATE ENGAGEMENT

Three full conference registrations and access to the delegate list provide valuable opportunities to build relationships and maximise your conference participation.

PACKAGE HIGHLIGHTS

1

Trade exhibition booth

3

Full conference registrations

1

Logo floor tile

Comprehensive conference branding

INVESTMENT: \$14,400
\$12,000 discounted rate for Ageing Australia Associates

Bursary Sponsor

Demonstrate your organisation's commitment to supporting diversity, inclusion and sector development as a Bursary Sponsor. This meaningful sponsorship provides a delegate from a rural, regional or remote area with the opportunity to attend the conference, access professional development and build valuable sector connections. Your organisation will be recognised as a supporter of greater participation and knowledge sharing across the sector.

SUPPORT SECTOR DEVELOPMENT

Enable a deserving delegate to attend the conference and access valuable professional development and networking opportunities.

PREMIUM BRAND VISIBILITY

Recognition across conference communications, signage, digital platforms and presentations, complemented by a prime-position logo floor tile within the trade exhibition.

MEANINGFUL BRAND ASSOCIATION

Align your organisation with a sponsorship that supports accessibility, professional growth and broader sector engagement.

PACKAGE HIGHLIGHTS

2

Full conference registrations

Bursary sponsorship
recognition

Post-event delegate
story feature

1

Logo floor tile

Multiple opportunities available. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

INVESTMENT: \$12,000

\$10,000 discounted rate for Ageing Australia Associates

Keynote Sponsor

Align your organisation with one of the conference's most anticipated and influential keynote speakers as a Keynote Session Sponsor. Sponsors will be aligned with a keynote presentation selected as part of the conference program, positioning your brand alongside thought leadership, innovation and sector-wide conversations while providing exceptional visibility among delegates and key sector stakeholders.

THOUGHT LEADERSHIP ALIGNMENT

Associate your organisation with a keynote presentation that helps shape conference discussions and inspires delegates.

PREMIUM BRAND VISIBILITY

A company-branded banner displayed during the keynote session, a prime-position logo floor tile and recognition across conference communications, signage, digital platforms and presentations.

STRONG ONSITE PRESENCE

Two full conference registrations and access to the delegate list provide valuable opportunities to engage with delegates throughout the event.

PACKAGE HIGHLIGHTS

2

Full conference registrations

Keynote session sponsorship

1

Session banner opportunity

1

Logo floor tile

Multiple opportunities available. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

INVESTMENT: \$11,520
\$9,600 discounted rate for Ageing Australia Associates

Concurrent Session Sponsor

Position your organisation alongside important sector conversations as a Concurrent Session Sponsor. This sponsorship provides valuable visibility within a focused educational stream, aligning your brand with industry insights, innovation and professional development while creating opportunities to engage with highly targeted delegate audiences.

SESSION ALIGNMENT

Associate your organisation with a concurrent session focused on topical sector issues, innovation and emerging trends.

PREMIUM BRAND VISIBILITY

A company-branded banner displayed during the session, a prime-position logo floor tile and recognition across conference communications, signage, digital platforms and presentations.

DIRECT DELEGATE ENGAGEMENT

Two full conference registrations and access to the delegate list provide valuable opportunities to connect with delegates throughout the conference.

PACKAGE HIGHLIGHTS

2

Full conference registrations

Concurrent session sponsorship

1

Session banner opportunity

1

Logo floor tile

Multiple opportunities available. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

INVESTMENT: \$7,200
\$6,000 discounted rate for Ageing Australia Associates

Bronze Sponsor

Designed to deliver maximum impact at an accessible investment level, this sponsorship package offers a cost-effective way to elevate your organisation's profile and strengthen brand recognition among a highly targeted audience. With consistent visibility across the conference experience and opportunities to engage with sector professionals, this package helps position your organisation in front of key decision-makers, enhance credibility and keep your brand top of mind before, during and after the event.

BRAND VISIBILITY

Prominent recognition across conference communications, event signage and digital brand recognition, ensuring your organisation is visible to delegates before and during the conference.

LEAD GENERATION

Connect with a highly targeted audience of industry professionals and decision-makers, creating valuable opportunities to generate qualified leads, start meaningful conversations and build your sales pipeline.

MARKET POSITIONING

Demonstrate your organisation's commitment to the sector and strengthen your reputation by aligning your brand with a respected sector event and its key stakeholders.

PACKAGE HIGHLIGHTS

2

Full conference registrations

Brand amplification

Access delegate connections

Impact sector alignment

INVESTMENT: \$6,600
\$5,500 discounted rate for Ageing Australia Associates



Multiple opportunities. Full package inclusions and applicable terms and conditions will be provided upon sponsorship confirmation.

Trade Exhibition Booth

A Trade Exhibition Booth places your organisation at the centre of conference activity, providing valuable face-to-face engagement with delegates, decision-makers and sector leaders. With a dedicated exhibition presence and conference registrations included, this package offers an ideal platform to showcase your products and services, build meaningful relationships and generate qualified leads in a highly targeted environment.

CONFERENCE PRESENCE

A dedicated exhibition space that positions your brand alongside key sector stakeholders, creating opportunities for direct engagement throughout the conference.

NETWORKING AND CONNECTIONS

Two full conference registrations enable your team to attend conference sessions, networking functions and social events, helping strengthen existing relationships and build new connections.

BRAND EXPOSURE

Enhance your visibility through inclusion on the conference website and conference app, ensuring delegates can easily connect with your organisation before, during and after the event.

PACKAGE HIGHLIGHTS

1	2	1	
Exhibition booth	Full conference registrations	Company profile in conference app	Website listing and URL

INVESTMENT: Membership status package type investment

Associate	Prime	\$5,150
Associate	Classic	\$4,850
Non-Associate	Prime	\$6,180
Non-Associate	Classic	\$5,820

Additional information

BRANDING AND ENGAGEMENT

All sponsorship packages provide a high level of brand visibility in the leadup, during and post the event.

- Acknowledgement as a sponsor by the conference MC.
- Your logo (and URL) on the conference website, relevant collateral and onsite conference signage.
- Recognition of your company on sponsor PowerPoint slides.
- Logo floor tile within trade exhibition space.
- Company profile page within the conference app, including logo, bio and hyperlink to your company URL.
- Electronic delegate list (subject to The Privacy Act 1988).
 - Delegate list is supplied as a PDF document and contains delegate name, position and organisation.
 - Some delegates will opt out of appearing on the delegate list.

REGISTRATION

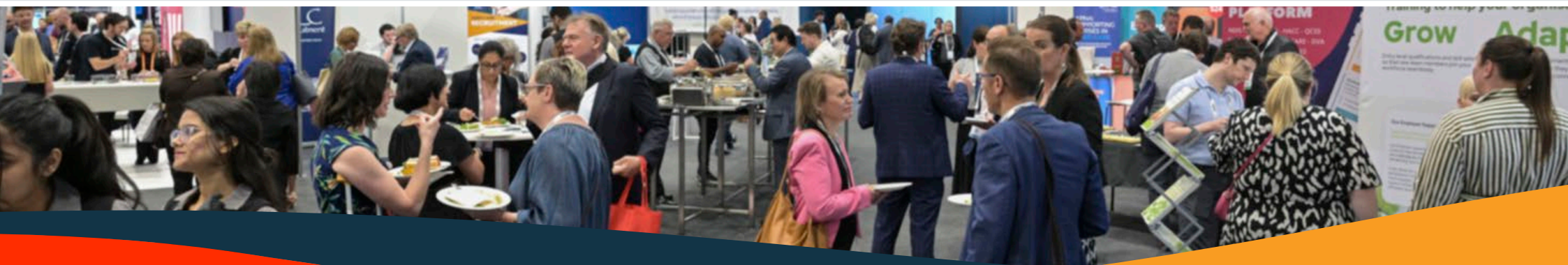
A number of full registrations are included with all sponsorship packages and trade booths to ensure your team are able to participate.

- Each registration includes a ticket to the welcome reception, networking drinks, conference dinner, attendance at conference speaking sessions, entry to the trade exhibition and day catering.
- Full registrations are allocated per person and cannot be shared between colleagues throughout the conference.
- Additional sponsor and exhibitor full registrations may be purchased at a discounted rate of \$1,125 per person.
- Day rates and separate networking tickets are available at an additional cost for those that are only able to attend part of the conference.
- Anyone attending the venue during the conference must be registered to gain access. We are unable to facilitate visitors to the exhibition or sessions.

TRADE EXHIBITION

The trade exhibition provides an opportunity to showcase your products and services to many potential buyers in one place. The National Conference typically has extremely high engagement from delegates throughout the event.

- Sponsorship packages that include a trade booth have been pre-allocated and will not need to be booked in addition to the sponsorship package booking.
- Booths include fascia signage, lighting and power. No furniture is supplied with the booths, however exhibitors may order through the exhibition company or supply your own.
- Please note any activations on your trade booth will need to be approved by Ageing Australia prior to the conference and cannot compete with an existing National Conference sponsorship e.g. massages, ice cream etc.



Additional information

SPONSORSHIP PACKAGE INCLUSIONS EXPLAINED

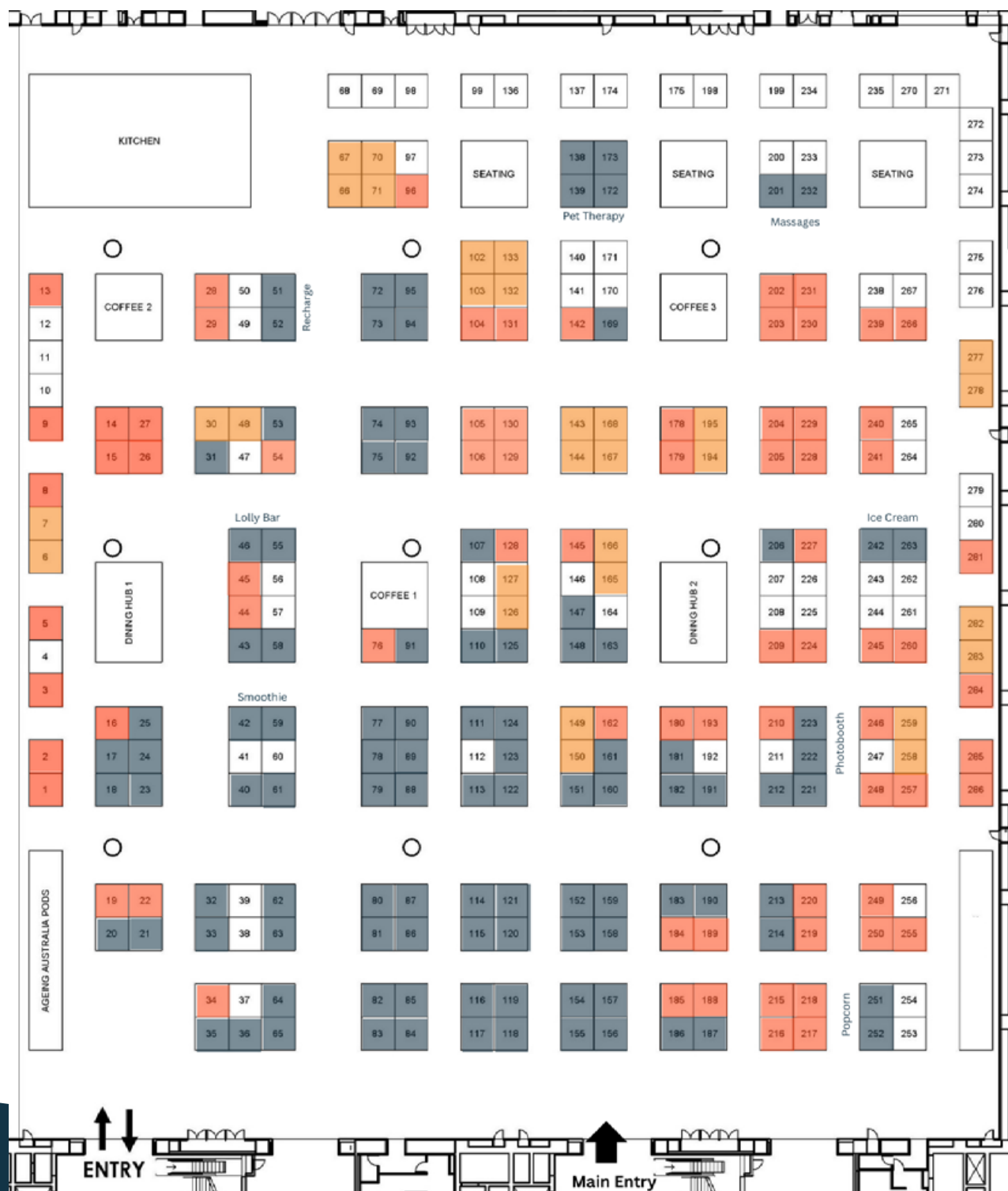
Our sponsorship packages offer a range of opportunities designed to maximise your organisation's visibility, engagement and impact before, during and after the conference. As inclusions vary between sponsorship levels, the benefits outlined below provide an overview of the branding, networking, thought leadership and promotional opportunities that may be available as part of your selected package.

- **Plenary address** - Deliver a three-minute welcome address in the plenary room, providing a unique opportunity to introduce your organisation to all conference delegates. Please note this is a welcome address rather than a presentation, and visual aids are not permitted.
- **Pre- event promotion** - Increase brand visibility from the moment delegates register through prominent logo placement on registration confirmation emails. Sponsors are required to supply a high-resolution company logo.
- **eDM Exposure** - Extend your reach across the conference audience through logo inclusion on all conference electronic direct mail (eDM) communications, with your logo linked directly to your organisation's website.
- **Exhibition floor branding** - Capture delegate attention with a branded floor tile positioned in a high-traffic location within the trade exhibition. The floor tile artwork will be designed by Ageing Australia.
- **Event feed banner** - Strengthen your digital presence through two branded event feed banners displayed within the conference app. Ageing Australia will design the banners and coordinate their upload.
- **On-site brand visibility** - Reinforce your brand presence throughout the event with a company pull-up banner displayed in a prominent conference location. Sponsors are responsible for supplying the banner.
- **Social media recognition** - Build awareness and engagement through dedicated social media posts promoting your organisation. All social media content will be developed and published by Ageing Australia.
- **Concurrent session session** - Showcase your expertise and sector leadership by hosting and chairing a concurrent conference session aligned with key sector priorities.
- **Social media recognition** - Build awareness and engagement through dedicated social media posts promoting your organisation. All social media content will be developed and published by Ageing Australia.
- **Thought leadership session** - Showcase your expertise and sector leadership by hosting and chairing a concurrent conference session aligned with key sector priorities.
- **Post-event brand reach** - Extend your visibility beyond the conference through logo inclusion in the official post-event highlights video, providing ongoing brand exposure to attendees and stakeholders.
- **Registration promotional video** - Connect with prospective delegates before the event through a short promotional video inviting attendees to register, featured on the conference website.
- **Multi-channel brand exposure** - Increase awareness of your organisation through logo placement and website linkage across conference marketing collateral, the conference website and onsite event signage.
- **Sponsor recognition** - Highlight your support of the conference through acknowledgement on sponsor recognition slides displayed throughout the event.
- **Digital company profile** - Showcase your organisation within the conference app through a dedicated company profile featuring your logo, company biography and a direct link to your website.
- **Delegate insights** - Support your networking and business development activities with access to an electronic delegate list. The list is supplied as a PDF document and includes delegate name, job title, organisation and state. Please note some delegates may choose not to appear on the list in accordance with privacy preferences.

Sponsor booths

Diamond: 117+118, 155+156, 186+187
Platinum: 35+36, 83+84, 153+158, 113+122
Member Council Dinner: 121
Welcome Reception: 151
Gold: 43+58, 62+63, 64+65, 78+79, 86+87, 78+79, 110+125, 123+124, 160+161, 182+191, 212+221
Ice Cream: 242+263
Lolly: 46+55
Massage: 201+232
Photobooth: 222+223
Popcorn: 251+252
Recharge: 51+52
Smoothie: 42+59
Pet Therapy: 138, 139, 172, 173
Networking Drinks: 213
Exhibition Screen: 111
Sponsored Dinner: 91
Silver: 18, 20, 21, 23, 32, 33, 40, 77, 148, 163, 183, 190

Sponsor Booths
 Prime Booths
 Double/Quadruple Booths





Terms *and* conditions

- Sponsors and exhibitors are responsible for providing all promotional requirements i.e. banners, promotional collateral and any other material within the timelines as outlined by Ageing Australia events.
- Sponsors and exhibitors are responsible for the security of all their equipment and materials whilst at the conference.
- Sponsors and exhibitors are to ensure their own insurance covers them for all insurable events whilst at the conference. Ageing Australia, the exhibition contractor and venue, will not be held liable for damage or loss of goods or equipment whilst at the conference.
- Ageing Australia reserves the right to modify packages and has sole discretion to approve or decline requests.

THANK YOU

Thank you for partnering with Ageing Australia. We look forward to welcoming you to the National Conference.

PRIVACY POLICY

Ageing Australia is committed to respecting the privacy of its customers and stakeholders and adheres to the Australian Privacy Principles as set out in The Privacy Act 1988 (Cth) and the Privacy Amendment (Private Sector) Act 2000 (Privacy Act). The Australian Privacy Principles govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information.

A copy of the Australian Privacy Principles is available here. A copy of Ageing Australia's Privacy Policy is available here.

Photographs and video footage may be taken during this event for Ageing Australia promotional purposes.

PAYMENT POLICY

Full payment of invoice and signed booking form must be received within 10 business days in order to confirm your booking. If payment or form are not received your booking is not confirmed and items may be released to our waiting list.

All accounts are required to be finalised before the commencement of the conference, and if not, the sponsor or exhibitor will be denied access to the conference until payment has been made. Upon booking, a tax invoice will be emailed to the person making the booking.

CANCELLATION POLICY

The following cancellation charges shall be applicable upon receipt of written notice, as follows:

50%

Between booking and 60 days prior to the first day of the conference – 50 per cent of the invoice.

75%

Between 59 days and 31 days prior to the first day of the conference – 75 per cent of the invoice.

100%

30 days prior to the first day of the conference – 100 per cent of the invoice.

All cancellations are required in writing to events@ageingaustralia.asn.au

PUBLIC AND PRODUCT LIABILITY INSURANCE

It is a requirement of the conference that all exhibitors have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of \$10,000,000 or above.

This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand.

EXHIBITORS AND CONTRACTORS

All exhibitors and contractors, including those installing custom stands are required to provide the following documents and complete a Contractor Induction as required by the venue no later than fourteen (14) days before the conference:

- Safe Work Method Statement (SWMS)
- Public Liability Certificate
- WorkCover Certificate
- Contractor Induction.

Exhibitors are required to comply with bump in/out and trading policies implemented by the venue and Ageing Australia.

NB: Safety vests and closed-in shoes are mandatory during bump in and bump out.

Exhibition booths are allocated on a sole entity basis, unless otherwise indicated and agreed to by Ageing Australia. Cross promotion is strictly prohibited. Presentations conducted at exhibition stands are strictly forbidden unless prior approval is provided by Ageing Australia.

Ageing Australia reserves the right to alter/substitute components to the conference as deemed appropriate including changes to floorplans, venue and program content.





events@ageingaustralia.asn.au

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