



# State Conferences 2025

## Sponsorship and Trade Prospectus



**TAS 6 May 2025**, Grand Chancellor, Hobart  
**SA 9 May 2025**, The Playford Hotel, Adelaide  
**WA 26-28 May 2025**, Crown, Perth  
**VIC 3-5 June 2025**, Pullman Albert Park, Melbourne  
**QLD 9-11 June 2025**, The Star, Gold Coast  
**NSW/ACT 25-27 June 2025**, Hilton, Sydney

☎ 1300 222 721

🌐 [conference.ageingaustralia.asn.au](https://conference.ageingaustralia.asn.au)

✉ [events@ageingaustralia.asn.au](mailto:events@ageingaustralia.asn.au)

# Invitation to participate

## Join as a sponsor or exhibitor at an upcoming Ageing Australia state conference.

We invite you to be part of the Ageing Australia state conferences, where leaders, experts, and professionals from aged and community care will come together to shape the future of the sector.

As a sponsor or exhibitor, you will have a unique opportunity to:

- engage with key decision-makers and industry professionals
- showcase your products, services, and innovations to a targeted audience
- build relationships with potential clients, partners, and stakeholders
- enhance your brand by aligning with one more of Ageing Australia's state conferences.

## Why participate?

Each conference will attract a diverse audience of providers, policymakers, and experts, offering a powerful platform to connect, collaborate, and grow your impact across the sector.

Ageing Australia offers a range of sponsorship and exhibitor opportunities designed to maximise your visibility and engagement. Whether you're looking for premium branding, a unique trade exhibition activation, extensive marketing opportunities, or a dedicated exhibition space, we have a package to suit your goals.

## Secure your spot today!

Don't miss this chance to position your brand as a leader in aged and community care, showcasing your expertise, building valuable connections, and contributing to the future of the sector.

Review the conference sponsorship & trade prospectus to plan your participation and choose your preferred sponsorship package or booth. All bookings must be made through the online portal.

Sales will open next week in two days at the below times.

- [TAS State Conference: Wednesday, 9 April at 11am AEST](#)
- [WA State Conference: Wednesday, 9 April at 12pm AEST](#)
- [VIC State Conference: Wednesday, 9 April at 1pm AEST](#)
- [SA State Conference: Thursday, 10 April at 11am AEST](#)
- [QLD State Conference: Thursday 10 April at 12pm AEST](#)
- [NSW/ACT State Conference: Thursday 10 April at 1pm AEST](#)

For more details on sponsorship and exhibitor opportunities, contact the Ageing Australia events team at [events@ageingaustralia.asn.au](mailto:events@ageingaustralia.asn.au) or visit [conference.ageingaustralia.asn.au](http://conference.ageingaustralia.asn.au)



## Packages

Our sponsorship packages are designed to give your brand the exposure and engagement it deserves. From platinum sponsorship, offering maximum visibility and exclusive benefits, to bronze packages which are perfect for smaller organisations looking to establish a strong presence, there's an option to suit every goal.

Elevate your brand even further with high-impact activations such as coffee carts, massage and ice cream stations, creating memorable touchpoints that draw delegates to your stand. Don't miss this chance to connect, engage, and stand out—secure your sponsorship today!

	Platinum Sponsor	Conference Dinner	Welcome Reception	Coffee Station	Gold	Lanyard	Silver	Recharge Station
Associate	\$19,800	\$16,500	\$12,100	\$12,100	\$11,000	\$11,000	\$8,800	\$8,800
Non associate	\$22,550	\$19,250	\$14,850	\$14,850	\$13,750	\$13,750	\$10,450	\$10,450
Trade exhibition booth	2	1	1	1	1		1	1
Registrations	6	4	3	2	4	2	2	2
Sponsor address	✓	✓	✓					
Concurrent session	✓							
Company logo on edm's	✓							
Social media post	✓							
Feed banners app	✓	✓			✓			
Company banner	✓	✓	✓		✓			
Acknowledgement by MC	✓	✓	✓	✓	✓	✓	✓	✓
Logo and url on website	✓	✓	✓	✓	✓	✓	✓	✓
Logo conference collateral	✓	✓	✓	✓	✓	✓	✓	✓
Logo powerpoint slides	✓	✓	✓	✓	✓	✓	✓	✓
Company profile in app	✓	✓	✓	✓	✓	✓	✓	✓
Delegate list	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor item				✓		✓		✓
Logo on lanyards						✓		

	Ice Cream	Massages	Rural and Remote	Concurrent Session	Bronze	SA/TAS Gold	SA/TAS Silver	Prime Trade booth	Classic trade booth
Associate	\$8,800	\$8,800	\$6,000	\$6,000	\$6,000	\$8,800	\$5,500	\$4,180	\$3,630
Non associate	\$10,450	\$10,450	\$7,650	\$7,650	\$7,650	\$10,450	\$7,150	\$4,730	\$4,180
Trade exhibition booth	1	1				Trestle	Trestle	1	1
Registrations	2	2	2	2	2	4	2	2	2
Sponsor address						✓			
Seat drop						✓			
Concurrent session									
Company logo on edm's									
Social media post									
Feed banners									
Company banner				✓		✓			
Acknowledgement by MC	✓	✓	✓	✓	✓	✓	✓		
Logo and url on website	✓	✓	✓	✓	✓	✓	✓		
URL on website								✓	✓
Logo conference collateral	✓	✓	✓	✓	✓	✓	✓		
Logo powerpoint slides	✓	✓	✓	✓	✓	✓	✓		
Company profile in app	✓	✓	✓	✓	✓	✓	✓	✓	✓
Delegate list	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor item	✓	✓							
Recognition of delegate			✓						

# Become *an* Ageing Australia Associate

Join Ageing Australia as an [associate](#) and contribute to a positive future for ageing Australians. Our associate subscription is open to suppliers in the aged care sector, offering a platform to connect, contribute, and stay informed. View the prospectus [here](#).

As an associate, you'll gain access to industry insights, networking opportunities, and the latest sector developments. Engage with a community of aged care professionals, share your expertise, and align your business with a trusted industry network.

Your subscription includes:

- industry insights – weekly *Informer* eNewsletter, quarterly *Aged Care Today* magazine and daily *Media Bulletin* in CaRE

- exclusive discounts – savings on Ageing Australia events, sponsorships, exhibitions and advertising
- branding and promotion – associate logo use, [web directory listing](#), new member announcement and editorial opportunities in *Aged Care Today*.

The subscription fee is **\$2,930 incl. GST** per financial year, running from 1 July to 30 June. Pro-rated fees apply based on the month of application. To apply to become an Ageing Australia associate [download the application form](#).

Conference Promotion: New Associates who join now will receive a complimentary three-month extension, making their membership valid through June 30, 2026 – that's 15 months for just \$2,930 inc. GST!



## Advertise *with* Aged Care Today



Don't miss your opportunity to advertise with Australia's leading aged care sector magazine – [Aged Care Today](#).

### Benefits of advertising:

**Wide reach:** Your message will reach an influential audience, including CEOs, decision makers and industry professionals.

**High engagement:** With email open rates of up to 50 per cent and click-through rates five times higher than the industry average, advertising with us ensures your business gets noticed.

**Discounts:** Maximise your reach and save more by committing to multi-issue bookings today and take advantage of our special discounts before space runs out.

View the [Ageing Australia media kit](#) for more information.

Advertising spaces are limited.

Email [agedcareday@ageingaustralia.asn.au](mailto:agedcareday@ageingaustralia.asn.au) to make a booking

## Platinum Sponsor

Command attention and elevate your brand as a platinum sponsor, delivering premium marketing and branding opportunities that keep your company top of mind from registration to onsite engagement. Secure a double booth in a prime location, ensuring maximum visibility and a strong presence among key decision-makers. With exclusive promotional opportunities that extend beyond the trade exhibition, this package is designed to amplify your reach, reinforce your sector leadership, and create lasting connections with conference delegates.

### Trade exhibition

A presence in the trade exhibition enables your company to interact directly with existing and potential customers and the opportunity to showcase your products and services to potential buyers in one place.

- Two (2) trade exhibition booths (double booth) located in a premium position.
- Booths include fascia signage, lighting and power (see the trade exhibition booth page specifications for details).
  - Please note any activations on your trade booth will need to be approved by Ageing Australia before the conference and cannot compete with an existing Ageing Australia sponsorship e.g. massages, ice cream etc.

### Registration

- This sponsorship package offers comprehensive representation for your organisation's team at the conference, providing opportunities to build new connections, expand professional networks, and engage in sessions that keep your team informed with the latest sector advancements.
  - Six conference registrations. Each registration includes a ticket to the welcome reception, conference dinner, attendance at conference speaking sessions, entry to the trade exhibition and catering.

*\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rates and separate networking tickets are available at an additional cost for those that are only able to attend part of the conference.\**

### Package highlights

- Three-minute sponsor welcome address held in the plenary room.
  - This is not a presentation and visual aids are not available for use.
- Acknowledged as sponsor of one concurrent session (Ageing Australia to confirm which session once the program is released).
- Your company logo on conference electronic direct mail (eDM's).
- One social media post across all Ageing Australia's channels promoting your company as a sponsor (Ageing Australia will be writing this post).
- Two event feed banners within the conference app.
- One company banner displayed within the conference area.
  - Sponsor to provide pull-up banner.
- Exclusive sponsor, branding and marketing opportunities.

### Branding and marketing

- Acknowledgement as a sponsor by the conference MC.
- Your company logo and URL on Ageing Australia's conference website.
- Your company logo on relevant conference collateral.
- Recognition of your company on sponsor PowerPoint slides.
- Company profile page in the conference app, including logo, bio and hyperlink to your company URL.
  - Sponsor to provide wording and to be approved by Ageing Australia.
- Your company logo on the onsite conference signage.
- Electronic delegate list (subject to *The Privacy Act 1988*).
  - Delegate list is supplied as a PDF document and contains delegate name, position and organisation only.
  - Some delegates may have chosen to opt out of appearing on the delegate list.

**Ageing Australia associate: \$19,800**

**Non associate: \$22,550**

**\*Multiple opportunities available at each of the QLD, WA, VIC, NSW/ACT State Conferences.**

\* Includes GST



## Conference Dinner Sponsor

Make a lasting impact by sponsoring the conference dinner, this conference highlight brings together industry leaders, key decision-makers, and delegates to connect and unwind. As the exclusive conference dinner sponsor, you will enjoy signage at the dinner, on-stage recognition, and the chance to address attendees. This high-profile sponsorship will be a key driver in fostering meaningful connections and reinforcing your position as a leader in the aged and community care sector.

### Trade exhibition

A presence in the trade exhibition enables your company to interact directly with existing and potential customers and the opportunity to showcase your products and services to many potential buyers in one place.

- One trade exhibition booth located in a premium position.
- Booths include fascia signage, lighting and power (see the trade exhibition booth page specifications for details).
  - Custom booths must liaise with the contracted exhibition build company prior to the event.
  - Please note any activations on your trade booth will need to be approved by Ageing Australia before the conference and cannot compete with an existing Ageing Australia sponsorship e.g. massages, ice cream etc.

### Registration

This sponsorship package entitles a strong contingent of staff from your organisation to be present at the conference to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest sector advancements.

- Four conference registrations, each registration includes a ticket to the welcome reception, conference dinner, attendance at conference speaking sessions, entry to the trade exhibition and catering.

*\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rates and separate networking tickets are available at an additional cost for those that are only able to attend part of the conference. \**

### Package highlights

- Three-minute sponsor welcome address held at the conference dinner.
  - This is not a presentation and visual aids are not available for use.
- Branding during the conference dinner. (Ageing Australia will work with the sponsor to finalise these arrangements).
- Acknowledged as sponsor of one concurrent session.
- One event feed banner within the conference app.
- One company banner displayed within the conference dinner venue.
  - Sponsor to provide pull up banner.
- Exclusive sponsor, branding and marketing opportunities.

### Branding and marketing

- Acknowledgement as a sponsor by the conference MC.
- Your company logo and URL on Ageing Australia's conference website.
- Your company logo on relevant conference collateral.
- Recognition of your company on sponsor PowerPoint slides.
- Company profile page in the conference app, including logo, bio and hyperlink to your company URL.
  - Sponsor to provide wording and to be approved by Ageing Australia.
- Your company logo on the onsite conference signage.
- Electronic delegate list (subject to *The Privacy Act 1988*).
  - Delegate list is supplied as a PDF document and contains delegate name, position and organisation only.
  - Some delegates may have chosen to opt out of appearing on the delegate list.

**Ageing Australia associate: \$16,500**

**Non associate: \$19,250**

**\*One opportunity available at each of the QLD, WA, VIC, NSW/ACT State Conferences.**

\* Includes GST



## Welcome Reception Sponsor

Start the conference with impact as the welcome reception sponsor, creating a memorable and engaging first impression for attendees. This exclusive opportunity provides visibility, on-site branding, and the chance to address delegates, ensuring your brand is top of mind from the very beginning. With a dynamic networking atmosphere, this sponsorship positions your company as a leader in the sector, fostering valuable connections that extend beyond the event.

### Trade exhibition

A presence in the trade exhibition enables your company to interact directly with existing and potential customers and the opportunity to showcase your products and services to many potential buyers in one place.

- One trade exhibition booth located in a premium position.
- Booths include fascia signage, lighting and power (see trade exhibition booth specifications for details).
  - Please note any activations on your trade booth will need to be approved by Ageing Australia before the conference and cannot compete with an existing Ageing Australia sponsorship e.g. massages, ice cream etc.

### Registration

This sponsorship package entitles a strong contingent of staff from your organisation to be present at the conference to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest sector advancements.

- Three conference registrations. Each registration includes a ticket to the welcome reception, conference dinner, attendance at conference speaking sessions, entry to the trade exhibition and catering.

\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rates and separate networking tickets are available at an additional cost for those that are only able to attend part of the conference. \*

### Package highlights

- Three-minute sponsor address at the welcome reception.
  - This is not a presentation and visual aids are not available for use.
- One company banner displayed at the welcome reception.
  - Sponsor to provide pull up banner.
- Exclusive sponsor, branding and marketing opportunities.

### Branding and marketing

- Acknowledgement as a sponsor by the conference MC.
- Your company logo and URL on Ageing Australia conference website.
- Your company logo on relevant conference collateral.
- Recognition of your company on sponsor PowerPoint slides.
- Company profile page in the conference app, including logo, bio and hyperlink to your company URL.
  - Sponsor to provide wording and to be approved by Ageing Australia.
- Your company logo on the onsite conference signage.
- Electronic delegate list (subject to *The Privacy Act 1988*).
  - Delegate list is supplied as a PDF document and contains delegate name, position and organisation only.
  - Some delegates may have chosen to opt out of appearing on the delegate list.

**Ageing Australia associate: \$12,100**

**Non associate: \$14,850**

**\*One opportunity available at each of the QLD, WA, VIC, NSW/ACT State Conferences.**

\* Includes GST



## Coffee Station Sponsor

Fuel engagement and boost your brand by becoming the exclusive coffee station sponsor at one of the conferences. Create a welcoming space filled with the rich aroma of freshly made barista coffee, drawing attendees in for meaningful conversations and valuable networking. This sponsorship offers a prime opportunity to refresh, connect, and keep delegates engaged throughout the day.

### Trade exhibition

A presence in the trade exhibition enables your company to interact directly with existing and potential customers and the opportunity to showcase your products and services to potential buyers in one place.

- One coffee station area (6x3m area with 3x3m for trade display).
- Booth includes fascia signage, lighting and power, no furniture is supplied with the area.
- Opportunity to showcase your products and services to many potential buyers in one place.

*\* Please note this sponsorship is an open space and there are no side walls available to keep the area open. This would not be suitable for companies with large trade displays.*

### Registration

This sponsorship package entitles staff from your organisation to be present at the conference to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest sector advancements.

- Two conference registrations. Each registration includes a ticket to the welcome reception, conference dinner, attendance at conference speaking sessions, entry to the trade exhibition and day catering.

*\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rates and separate conference dinner tickets are available at an additional cost for those that are only able to attend part of the conference.*

### Package highlights

- One barista and equipment to make and serve coffee during the morning tea, lunch and afternoon tea breaks served in the trade exhibition hall.
  - Signage at the coffee station.
- Exclusive sponsor, branding and marketing opportunities.

### Branding and marketing

- Acknowledgement as a sponsor by the conference MC.
- Your company logo and URL on Ageing Australia's conference website.
- Your company logo on relevant conference collateral.
- Recognition of your company on sponsor PowerPoint slides.
- Company profile page in the conference app, including logo, bio and hyperlink to your company URL.
  - Sponsor to provide wording and to be approved by Ageing Australia.
- Your company logo on the onsite conference signage.
- Electronic delegate list (subject to *The Privacy Act 1988*).
  - Delegate list is supplied as a PDF document and contains delegate name, position and organisation only.
  - Some delegates may have chosen to opt out of appearing on the delegate list.

**Ageing Australia associate: \$12,100**

**Non associate: \$14,850**

**\*One opportunity available at each of the QLD, WA, VIC, NSW/ACT State Conferences.**

\* Includes GST





## Gold Sponsor

Take your brand to the next level as a gold sponsor, designed to do more than just boost visibility—it establishes your company as a key leader and champion of excellence in the sector. With exclusive benefits, recognition, and direct access to sector decision-makers, your presence will be felt throughout the event.

### Trade exhibition

A presence in the trade exhibition enables your company to interact directly with existing and potential customers and the opportunity to showcase your products and services to many potential buyers in one place.

- One trade exhibition booth located in a premium position.
- Booths include fascia signage, lighting and power see trade exhibition booth specifications for details).
  - Custom booths must liaise with the contracted exhibition build company prior to the event.

*Please note any activations on your trade booth will need to be approved by Ageing Australia before the conference and cannot compete with an existing Ageing Australia sponsorship e.g. massages, ice cream etc.*

### Registration

This sponsorship package entitles staff from your organisation to be present at the conference to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest sector advancements.

- Four conference registrations. Each registration includes a ticket to the welcome reception, conference dinner, attendance at conference speaking sessions, entry to the trade exhibition and day catering.

*\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rates and separate networking tickets are available at an additional cost for those that are only able to attend part of the conference. \**

### Package highlights

- One event feed banner within the conference app.
- One company banner displayed within the conference area.
  - Sponsor to provide pull up banner.
- Exclusive sponsor, branding and marketing opportunities.

### Branding and marketing

- Acknowledgement as a sponsor by the conference MC.
- Your company logo and URL on Ageing Australia's conference website.
- Your company logo on relevant conference collateral.
- Recognition of your company on sponsor PowerPoint slides.
- Company profile page in the conference app, including logo, bio and hyperlink to your company URL.
  - Sponsor to provide wording and to be approved by Ageing Australia.
- Your company logo on the onsite conference signage.
- Electronic delegate list (subject to *The Privacy Act 1988*).
  - Delegate list is supplied as a PDF document and contains delegate name, position and organisation only.
  - Some delegates may have chosen to opt out of appearing on the delegate list.

**Ageing Australia associate: \$11,000**

**Non associate: \$13,750**

**\*Multiple opportunities available at each of the QLD, WA, VIC, NSW/ACT State Conferences.**

\* Includes GST



## Lanyard Sponsor

Gain unmatched brand exposure as the lanyard sponsor, ensuring your logo is seen everywhere, by everyone. As the exclusive sponsor, your brand will be prominently displayed on every attendee's lanyard, making you a constant presence throughout the conference—from networking sessions to keynote presentations. This high-impact opportunity keeps your brand top of mind, seamlessly integrating it into every conversation and connection.

### Registration

This sponsorship package entitles staff from your organisation to be present at the conference to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest sector advancements.

- Two conference registrations. Each registration includes a ticket to the welcome reception, conference dinner, attendance at conference speaking sessions, entry to the trade exhibition and day catering.

*\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rates and separate networking tickets are available at an additional cost for those that are only able to attend part of the conference. \**

### Package highlights

- Your brand exclusively on each lanyard that all delegates, speakers, sponsors and exhibitors are required to wear for the duration of the conference (one company logo only).
- Exclusive sponsor, branding and marketing opportunities.

### Branding and marketing

- Acknowledgement as a sponsor by the conference MC.
- Your company logo and URL on Ageing Australia's conference website.
- Your company logo on relevant conference collateral.
- Recognition of your company on sponsor PowerPoint slides.
- Company profile page in the conference app, including logo, bio and hyperlink to your company URL.
  - Sponsor to provide wording and to be approved by Ageing Australia.
- Your company logo on the onsite conference signage.
- Electronic delegate list (subject to *The Privacy Act 1988*).
  - Delegate list is supplied as a PDF document and contains delegate name, position and organisation only.
  - Some delegates may have chosen to opt out of appearing on the delegate list.

**Ageing Australia associate: \$11,000**

**Non associate: \$13,750**

**\*One opportunity available at each of the QLD, WA, VIC, NSW/ACT State Conferences.**

\* Includes GST



## Silver Sponsor

As a silver sponsor you will be provided a platform to elevate your brand, increase visibility, and gain industry sector recognition. As a silver sponsor, you will have the opportunity to make a strong impact, build meaningful connections, and highlight your commitment to excellence in the sector.

### Trade exhibition

A presence in the trade exhibition enables your company to interact directly with existing and potential customers and the opportunity to showcase your products and services to many potential buyers in one place.

- One trade exhibition booth located in a premium position.
  - Booths include fascia signage, lighting and power (see the trade exhibition booth page specifications for details).
  - Custom booths must liaise with the contracted exhibition build company prior to the event.

*Please note any activations on your trade booth will need to be approved by Ageing Australia before the conference and cannot compete with an existing Ageing Australia sponsorship e.g. massages, ice cream etc.*

### Registration

This sponsorship package entitles staff from your organisation to be present at the conference to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the sector.

- Two conference registrations. Each registration includes a ticket to the welcome reception, conference dinner, attendance at conference speaking sessions, entry to the trade exhibition and day catering.

*\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rates and separate networking tickets are available at an additional cost for those that are only able to attend part of the conference. \**

### Package highlights

- One trade exhibition booth in a prime area.
- Exclusive sponsor, branding and marketing opportunities.

### Branding and marketing

- Acknowledgement as a sponsor by the conference MC.
- Your company logo and URL on Ageing Australia's conference website.
- Your company logo on relevant conference collateral.
- Recognition of your company on sponsor PowerPoint slides.
- Company profile page in the conference app, including logo, bio and hyperlink to your company URL.
  - Sponsor to provide wording and to be approved by Ageing Australia.
- Your company logo on the onsite conference signage.
- Electronic delegate list (subject to *The Privacy Act 1988*).
  - Delegate list is supplied as a PDF document and contains delegate name, position and organisation only.
  - Some delegates may have chosen to opt out of appearing on the delegate list.

**Ageing Australia associate: \$8,800**

**Non associate: \$10,450**

**\*Multiple opportunities available at each of the QLD, WA, VIC, NSW/ACT State Conferences.**

\* Includes GST



## Recharge Station Sponsor

Power up both devices and brand visibility as the exclusive recharge station sponsor at each conference. With attendees constantly seeking a charge, your sponsorship will have consistent exposure and engagement throughout the event. Demonstrate your commitment to innovation and convenience by providing this essential service, ensuring your brand remains a key part of interactions and connections.

### Trade exhibition

A presence in the trade exhibition enables your company to interact directly with existing and potential customers and the opportunity to showcase your products and services to many potential buyers in one place.

- One trade exhibition booth.
  - Booths include fascia signage, lighting and power (see trade exhibition booth specifications for details).
  - Custom booths must liaise with the contracted exhibition build company prior to the event.

### Registration

This sponsorship package entitles representatives from your organisation to be present at the conference to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the sector.

- Two conference registrations. Each registration includes a ticket to the welcome reception, conference dinner, attendance at conference speaking sessions, entry to the trade exhibition and day catering.

*\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rates and separate networking tickets are available at an additional cost for those that are only able to attend part of the conference.\**

### Package highlights

- One company branded lockable recharge unit supplied by Ageing Australia.
- Exclusive sponsor, branding and marketing opportunities.

### Branding and marketing

- Acknowledgement as a sponsor by the conference MC.
- Your company logo and URL on Ageing Australia's conference website.
- Your company logo on relevant conference collateral.
- Recognition of your company on sponsor PowerPoint slides.
- Company profile page in the conference app, including logo, bio and hyperlink to your company URL.
  - Sponsor to provide wording and to be approved by Ageing Australia.
- Your company logo on the onsite conference signage.
- Electronic delegate list (subject to *The Privacy Act 1988*).
  - Delegate list is supplied as a PDF document and contains delegate name, position and organisation only.
  - Some delegates may have chosen to opt out of appearing on the delegate list.

**Ageing Australia associate: \$8,800**

**Non associate: \$10,450**

**Multiple opportunities\***

**\*One opportunity available at each of the QLD, WA, VIC, NSW/ACT State Conferences.**

\* Includes GST



## Massage Station Sponsor

Provide delegates with the opportunity to relax, recharge, and rejuvenate with the ultimate pampering experience as the massage sponsor. As the exclusive massage sponsor, your brand will offer a touch of luxury and self-care, leaving a lasting impression on conference participants.

### Trade exhibition

A presence in the trade exhibition enables your company to interact directly with existing and potential customers and the opportunity to showcase your products and services to many potential buyers in one place.

- One trade exhibition booth located in a premium position. (Trade exhibition booth needs to be able to accommodate one x massage chair).
  - Booths include fascia signage, lighting and power (see trade exhibition booth specifications for details).
  - Custom booths must liaise with the contracted exhibition build company prior to the event.

### Registration

This sponsorship package entitles representatives from your organisation to be present at the conference to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the sector.

- Two conference registrations. Each registration includes a ticket to the welcome reception, conference dinner, attendance at conference speaking sessions, entry to the trade exhibition and day catering.

*\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rates and separate networking tickets are available at an additional cost for those that are only able to attend part of the conference.*

### Package highlights

- Designated massage therapist at your booth for delegates during morning tea, lunch and afternoon breaks.
  - Branding at the massage station to enhance your presence (Ageing Australia to confirm signage arrangements).
- Exclusive sponsor, branding and marketing opportunities.

### Branding and marketing

- Acknowledgement as a sponsor by the conference MC.
- Your company logo and URL on Ageing Australia's conference website.
- Your company logo on relevant conference collateral.
- Recognition of your company on sponsor PowerPoint slides.
- Company profile page in the conference app, including logo, bio and hyperlink to your company URL.
  - Sponsor to provide wording and to be approved by Ageing Australia.
- Your company logo on the onsite conference signage.
- Electronic delegate list (subject to *The Privacy Act 1988*).
  - Delegate list is supplied as a PDF document and contains delegate name, position and organisation only.
  - Some delegates may have chosen to opt out of appearing on the delegate list.

**Ageing Australia associate: \$8,800**

**Non associate: \$10,450**

**\*One opportunity available at each of the QLD, WA, VIC, NSW/ACT State Conferences.**

\* Includes GST



## Ice Cream Station Sponsor

Serve up success and make a lasting impression as the exclusive ice cream station sponsor. Treat delegates to a refreshing treat with delicious, ice-cold indulgences, ensuring your brand is associated with enjoyment and memorable experiences. This fun and engaging sponsorship provides the perfect opportunity to attract, connect, and leave a lasting impression on delegates.

### Trade exhibition

A presence in the trade exhibition enables your company to interact directly with existing and potential customers and the opportunity to showcase your products and services to many potential buyers in one place.

- One trade exhibition booth located in a premium position. (Trade exhibition booth needs to be able to accommodate one x ice cream station).
  - Booths include fascia signage, lighting and power (see trade exhibition booth specifications for details).
  - Custom booths must liaise with the contracted exhibition build company prior to the event.

### Registration

This sponsorship package entitles representatives from your organisation to be present at the conference to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the sector.

- Two conference registrations. Each registration includes a ticket to the welcome reception, conference dinner, attendance at conference speaking sessions, entry to the trade exhibition and day catering.

*\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rates and separate networking tickets are available at an additional cost for those that are only able to attend part of the conference.*

### Package highlights

- One ice cream station and server for all morning tea, lunch and afternoon breaks.
  - Branding at the ice cream station to enhance your presence (Ageing Australia to confirm signage arrangements).
- Exclusive sponsor, branding and marketing opportunities.

### Branding and marketing

- Acknowledgement as a sponsor by the conference MC.
- Your company logo and URL on Ageing Australia's conference website.
- Your company logo on relevant conference collateral.
- Recognition of your company on sponsor PowerPoint slides.
- Company profile page in the conference app, including logo, bio and hyperlink to your company URL.
  - Sponsor to provide wording and to be approved by Ageing Australia.
- Your company logo on the onsite conference signage.
- Electronic delegate list (subject to *The Privacy Act 1988*).
  - Delegate list is supplied as a PDF document and contains delegate name, position and organisation only.
  - Some delegates may have chosen to opt out of appearing on the delegate list.

**Ageing Australia associate: \$8,800**

**Non associate: \$10,450**

**\*One opportunity available at each of the QLD, WA, VIC, NSW/ACT State Conferences.**

\* Includes GST



## Rural and Remote Sponsor

Empower a rural or remote aged care provider by giving them the opportunity to attend the conference. This meaningful sponsorship helps bridge the gap for those who may otherwise miss out, ensuring their voices are heard and their expertise is shared. In return, your brand will gain valuable recognition and marketing opportunities, positioning your company as a champion of accessibility, inclusion, and collaboration in the aged and community care sector.

### Registration

This sponsorship package entitles representatives from your organisation to be present at the conference to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the sector.

- Two conference registrations. Each registration includes a ticket to the welcome reception, conference dinner, attendance at conference speaking sessions, entry to the trade exhibition and day catering.

*\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rates and separate networking tickets are available at an additional cost for those that are only able to attend part of the conference. \**

### Package highlights

- Recognition of your sponsored delegates attendance.
- Exclusive sponsor, branding and marketing opportunities.

### Branding and marketing

- Acknowledgement as a sponsor by the conference master of ceremonies.
- Your company logo and URL on Ageing Australia's conference website.
- Your company logo on relevant conference collateral.
- Recognition of your company on sponsor PowerPoint slides.
- Company profile page in the conference app, including logo, bio and hyperlink to your company URL.
  - Sponsor to provide wording and to be approved by Ageing Australia.
- Your company logo on the onsite conference signage.
- Electronic delegate list (subject to *The Privacy Act 1988*).
  - Delegate list is supplied as a PDF document and contains delegate name, position and organisation only.
  - Some delegates may have chosen to opt out of appearing on the delegate list.

**Ageing Australia associate: \$6,000**

**Non associate: \$ 7,650**

**\*Multiple opportunities available at each of the QLD, WA, VIC, NSW/ACT State Conferences.**

\* Includes GST



## Concurrent Session Sponsor

This sponsorship enables the opportunity to sponsor and chair a concurrent session, guiding discussions where knowledge is paramount. This sponsorship not only supports an engaging learning environment but also places your brand directly in front of a discerning audience, reinforcing your leadership and commitment to the sector.

### Registration

This sponsorship package entitles representatives from your organisation to be present at the conference to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the sector.

- Two conference registrations. Each registration includes a ticket to the welcome reception, conference dinner, attendance at conference speaking sessions, entry to the trade exhibition and day catering.

*\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rates and separate networking tickets are available at an additional cost for those that are only able to attend part of the conference. \**

### Package highlights

- One company banner displayed at the entrance of the session room of the sponsored concurrent session.
  - Sponsor to provide banner.
- Exclusive sponsor, branding and marketing opportunities.
- Acknowledged as sponsor of one concurrent session.
- Opportunity to chair the chosen concurrent session (speaking notes will be supplied).

### Branding and marketing

- Acknowledgement as a sponsor by the conference MC.
- Your company logo and URL on Ageing Australia's conference website.
- Your company logo on relevant conference collateral.
- Recognition of your company on sponsor PowerPoint slides.
- Company profile page in the conference app, including logo, bio and hyperlink to your company URL.
  - Sponsor to provide wording and to be approved by Ageing Australia.
- Your company logo on the onsite conference signage.
- Electronic delegate list (subject to *The Privacy Act 1988*).
  - Delegate list is supplied as a PDF document and contains delegate name, position and organisation only.
  - Some delegates may have chosen to opt out of appearing on the delegate list.

**Ageing Australia associate: \$6,000**

**Non associate: \$7,650**

**\*Multiple opportunities available at each of the QLD, WA, VIC, NSW/ACT State Conferences.**

\* Includes GST





## Bronze Sponsor

Big opportunity for smaller organisations. This sponsorship is the perfect way to increase your brand exposure without a big investment. Gain valuable visibility, connect with sector leaders, and showcase your expertise through marketing and branding opportunities to a highly engaged audience. This cost-effective sponsorship ensures your brand is part of the conversation, helping you grow your presence and make a lasting impact.

### Registration

This sponsorship package entitles representatives from your organisation to be present at the conference to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the sector.

- Two conference registrations. Each registration includes a ticket to the welcome reception, conference dinner, attendance at conference speaking sessions, entry to the trade exhibition and day catering.

*\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rates and separate networking tickets are available at an additional cost for those that are only able to attend part of the conference. \**

### Package highlights

- Perfect for those organisations who want to showcase their brand through elevated marketing, branding and networking opportunities.

### Branding and marketing

- Acknowledgement as a sponsor by the conference MC.
- Your company logo and URL on Ageing Australia's conference website.
- Your company logo on relevant conference collateral.
- Recognition of your company on sponsor PowerPoint slides.
- Company profile page in the conference app, including logo, bio and hyperlink to your company URL.
  - Sponsor to provide wording and to be approved by Ageing Australia.
- Your company logo on the onsite conference signage.
- Electronic delegate list (subject to *The Privacy Act 1988*).
  - Delegate list is supplied as a PDF document and contains delegate name, position and organisation only.
  - Some delegates may have chosen to opt out of appearing on the delegate list.

**Ageing Australia associate: \$6,000**

**Non associate: \$7,650**

**\*Multiple opportunities available at each of the QLD, WA, VIC, NSW/ACT State Conferences.**

\* Includes GST



## TAS and SA State Conference Gold Sponsor

Position your business as a key sector player by sponsoring one of the one-day conferences, unlocking marketing opportunities before and during the event. Enjoy extensive brand exposure, direct access to delegates including the chance to address attendees, reinforcing your expertise and credibility in the sector. This sponsorship allows you to showcase your products and services, engage with your target audience, and collaborate with industry professionals by sharing valuable insights and solutions.

### Registration

This sponsorship package entitles staff from your organisation to be present at the conference to establish new contacts, extend their networks and attend sessions, ensuring they are up to date with the latest developments in the sector.

- Four conference registrations. Each registration includes access to the full one-day conference and catering

*\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the day. Additional tickets are available for purchase.*

### Package highlights

- Two-minute sponsor address.
- One x trestle table available for you to brand and display.
- One x seat drop during the day
- One company banner displayed within the conference area.
  - Sponsor to provide pull-up banner.

### Branding and marketing

- Acknowledgement as a sponsor by the conference MC.
- Your company logo and URL on Ageing Australia's conference website.
- Your company logo on relevant conference collateral.
- Recognition of your company on sponsor PowerPoint slides.
- Company profile page in the conference app, including logo, bio and hyperlink to your company URL.
  - Sponsor to provide wording and to be approved by Ageing Australia.
- Your company logo on the onsite conference signage.
- Electronic delegate list (subject to *The Privacy Act 1988*).
  - Delegate list is supplied as a PDF document and contains delegate name, position and organisation only.
  - Some delegates may have chosen to opt out of appearing on the delegate list.

**Ageing Australia associate: \$8,800**

**Non associate: \$10,450**

**\*Two opportunities available at each of the TAS and SA State Conferences.**

\* Includes GST



## TAS and SA State Conference Silver Sponsor

Sponsoring this event provides valuable marketing exposure both leading up to and throughout the day. Enjoy access to sessions, direct engagement with delegates, and a dedicated trestle table to showcase your products and services, positioning your business as a trusted industry expert. This is your chance to connect with your target market, share your expertise, and build lasting relationships within the sector.

### Registration

This sponsorship package entitles staff from your organisation to be present at the conference to establish new contacts, extend their networks and attend sessions.

- Two conference registrations. Each registration includes access to the full one-day conference and catering.

*\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the day. Additional tickets are available for purchase.*

### Package highlights

- Two conference registrations including access to all sessions and catering breaks.
- One x trestle table available for you to brand and display.

### Branding and marketing

- Acknowledgement as a sponsor by the conference MC.
- Your company logo and URL on Ageing Australia's conference website.
- Your company logo on relevant conference collateral.
- Recognition of your company on sponsor PowerPoint slides.
- Company profile page in the conference app, including logo, bio and hyperlink to your company URL.
  - Sponsor to provide wording and to be approved by Ageing Australia.
- Your company logo on the onsite conference signage.
- Electronic delegate list (subject to *The Privacy Act 1988*).
  - Delegate list is supplied as a PDF document and contains delegate name, position and organisation only.
  - Some delegates may have chosen to opt out of appearing on the delegate list.

**Ageing Australia associate: \$5,500**

**Non associate: \$7,150**

**\*Five opportunities available at each of the TAS and SA State Conferences.**

\* Includes GST



## Trade exhibition booths

Secure your trade exhibition booth at an upcoming Ageing Australia state conference and put your brand in front of key sector professionals from across the country.

These highly anticipated events provide an opportunity to showcase your products and services, engage with your target audience, and build valuable connections within the aged and community care sector.

### Prime trade booths

Ageing Australia associate	\$4,180
Non associate	\$4,730

### Classic trade booths

Ageing Australia associate	\$3,630
Non associate	\$4,180

### Double trade booths

Ageing Australia associate	\$6,720
Non associate	\$8,360

\*Only available at QLD, WA, VIC, NSW/ACT State Conferences.

*Please note any activations on your trade booth will need to be approved by Ageing Australia before the conference and cannot compete with an existing Ageing Australia sponsorship e.g. massages, ice cream etc.*

\* All prices include GST

## Booth inclusions

- Shell scheme stand.
- Two x spotlights.
- Company name on standard fascia signage.

*\*customised fascia signage can be arranged through the exhibition build company for an additional cost.*

- One x 4 amp power point.
- Two conference registrations. Each registration includes a ticket to the welcome reception, conference dinner, attendance at conference speaking sessions, entry to the trade exhibition and day catering.

*\*Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rates and separate networking tickets are available at an additional cost for those that are only able to attend part of the conference.\**

- Additional discounted registrations for exhibitors.
  - Full conference registration \$550 per person.
  - One day conference registration \$315 per person.

## Branding and marketing

- Your company URL on Ageing Australia's trade exhibition conference page.
- Company profile page within conference app, including logo, bio and hyperlink to your company URL.
- Listing of company logo and corporate overview on the conference app.
- Electronic delegate list (subject to *The Privacy Act 1988*).
  - Delegate list is supplied as PDF document and contains delegate name, title and organisation.
  - Some delegates may have chosen to opt out of appearing on the delegate list.

### Draft schedule:

#### Day one

2pm - 5pm Plenary sessions

2pm - 5pm Trade bump in

5pm-7pm Welcome reception in trade exhibition hall

#### Day two

9am - 5pm Plenary sessions

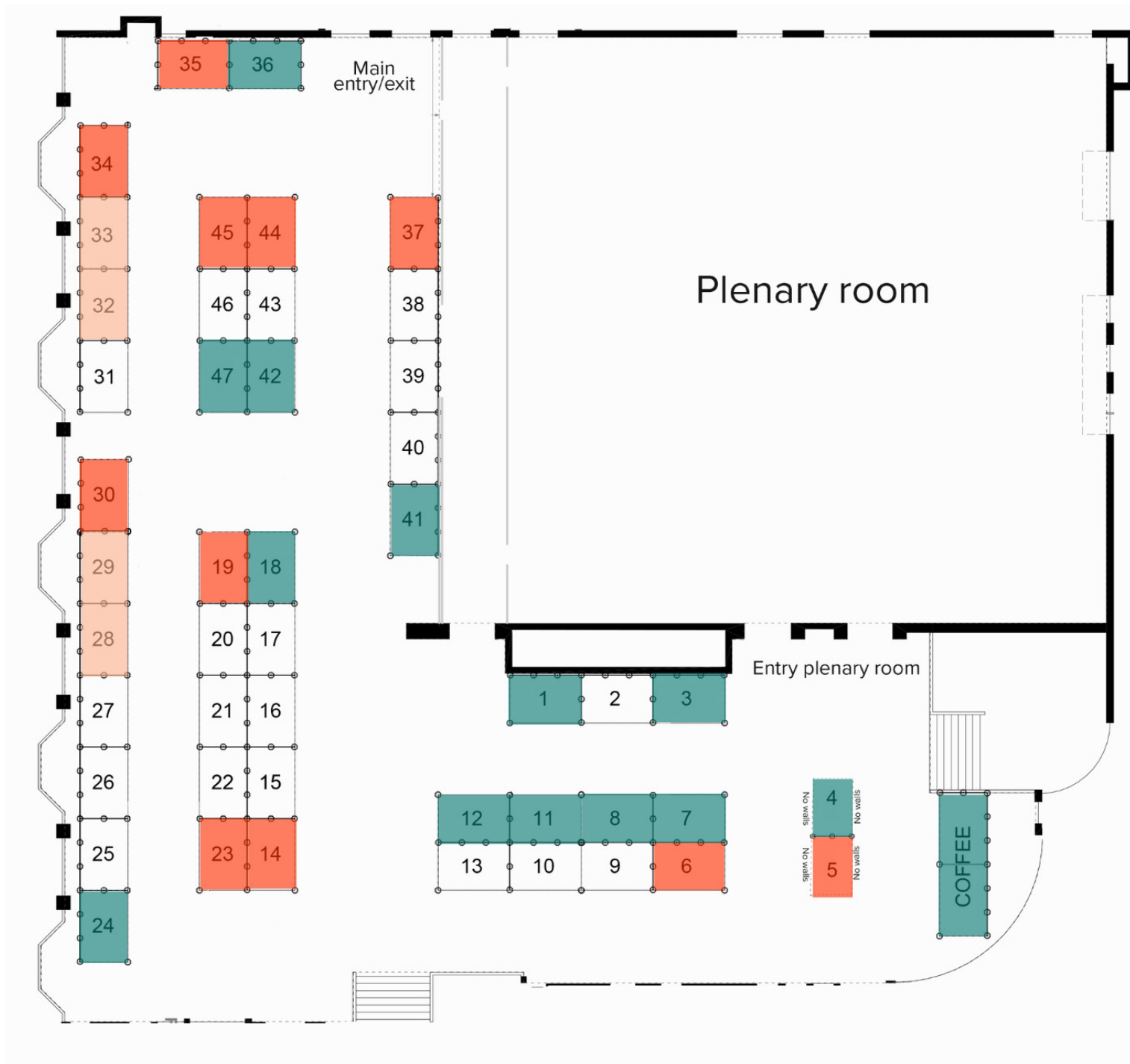
7pm - 11pm Conference dinner

#### Day three

9am - 4pm Plenary sessions

2pm - 5pm Trade exhibition bump out

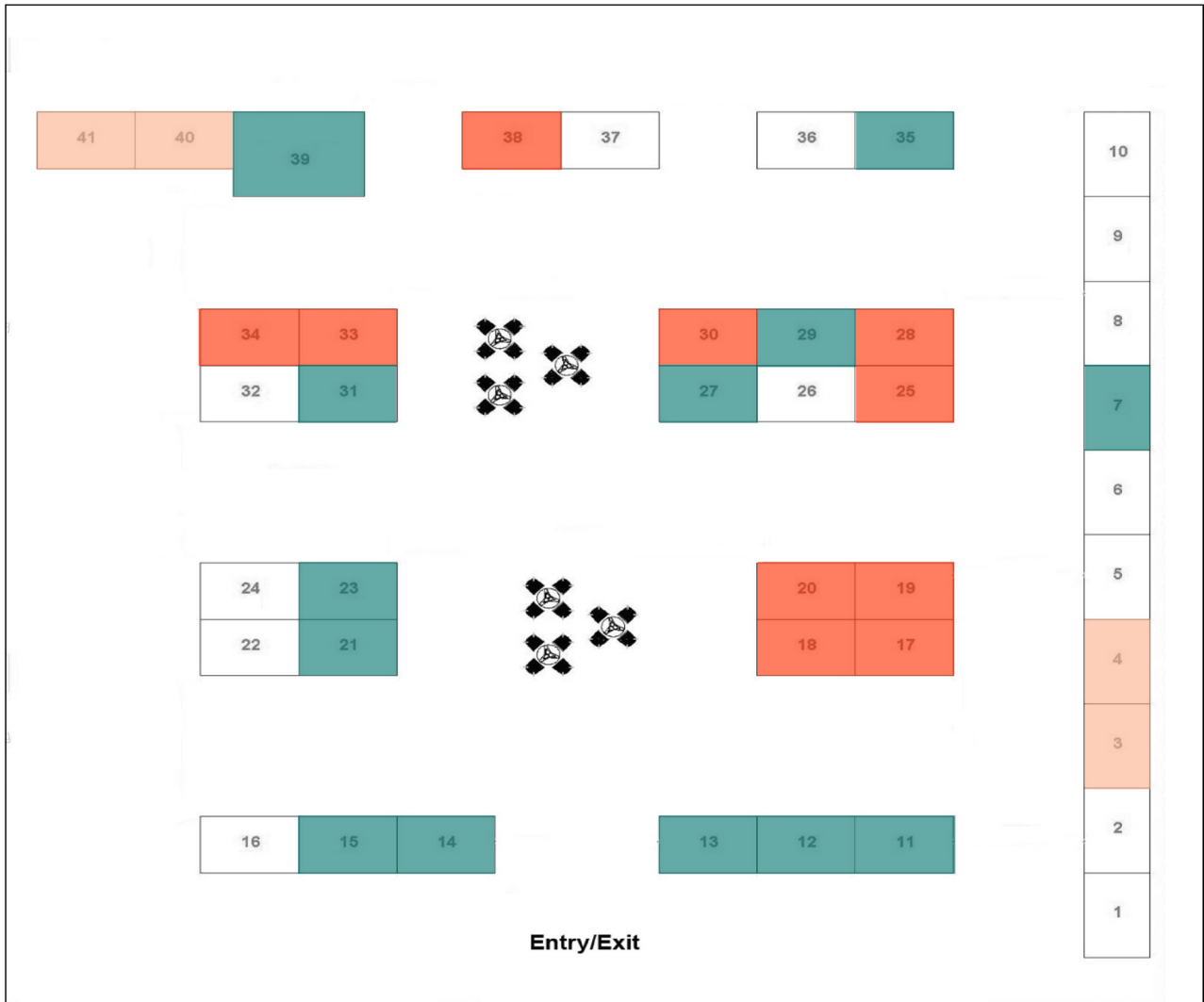
# VIC State Conference floor plan



- Platinum sponsor: 7+8, 11+12
- Conference dinner: 4
- Coffee station
- Gold sponsor: 1, 3
- Silver sponsor: 42, 47
- Recharge station: 36
- Massage station: 24
- Ice cream station: 41
- Double booths: 28+29, 32+33
- Prime booths: 5, 6, 14, 19, 23, 30, 34, 35, 37, 44, 45

- Classic booths
- Double booths
- Prime booths
- Sponsors booths

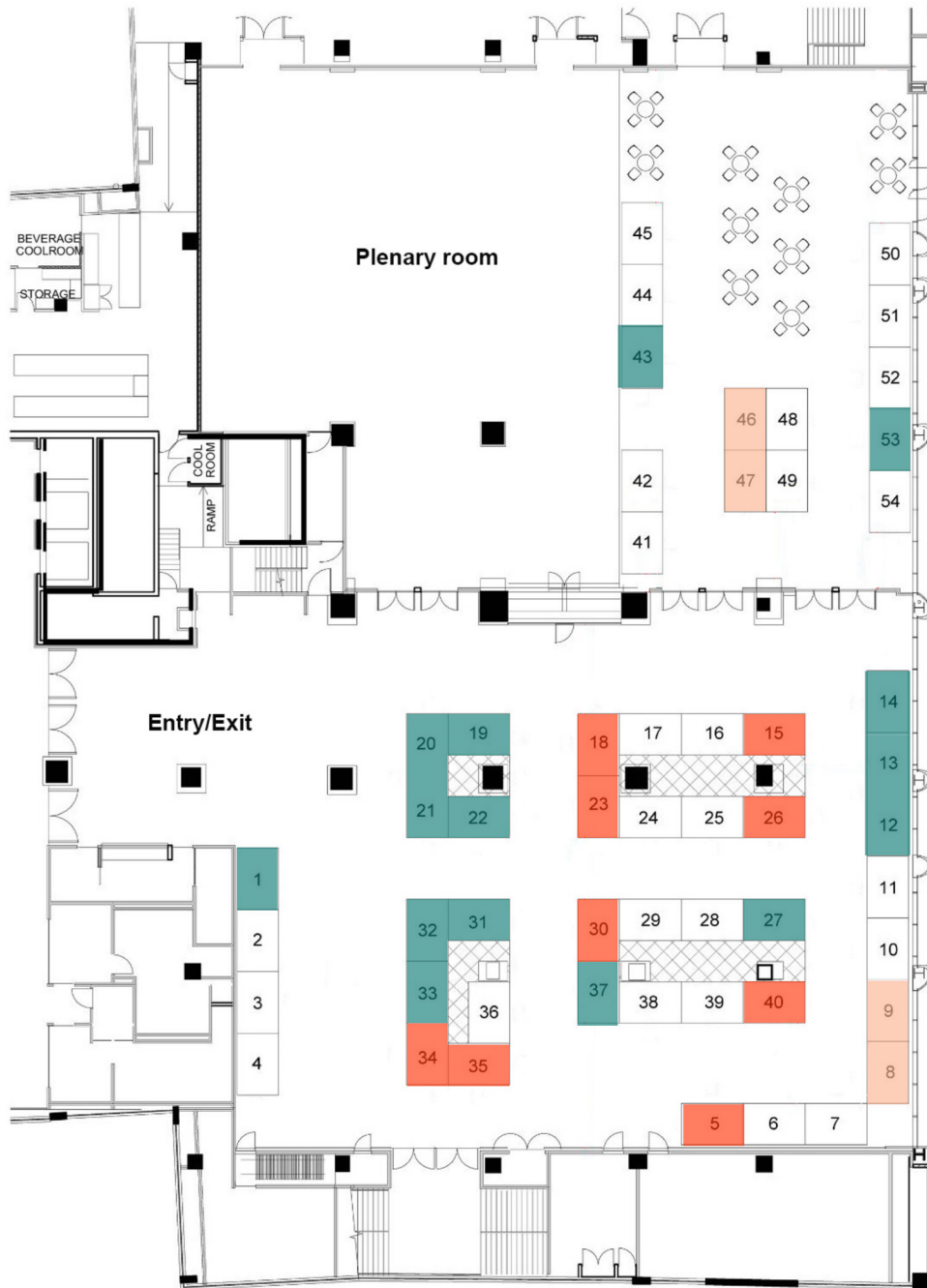
# WA State Conference floor plan



- Platinum sponsor: 14+15, 12+13
- Conference dinner: 21
- Welcome reception: 23
- Coffee station: 39
- Gold sponsor: 11
- Silver sponsor: 27, 31
- Recharge station: 7
- Massage station: 35
- Ice cream station: 29
- Double booths: 3+4, 40+41
- Prime booths: 17, 18, 19, 20, 25, 28, 30, 33, 34, 38

- Classic booths
- Double booths
- Prime booths
- Sponsors booths

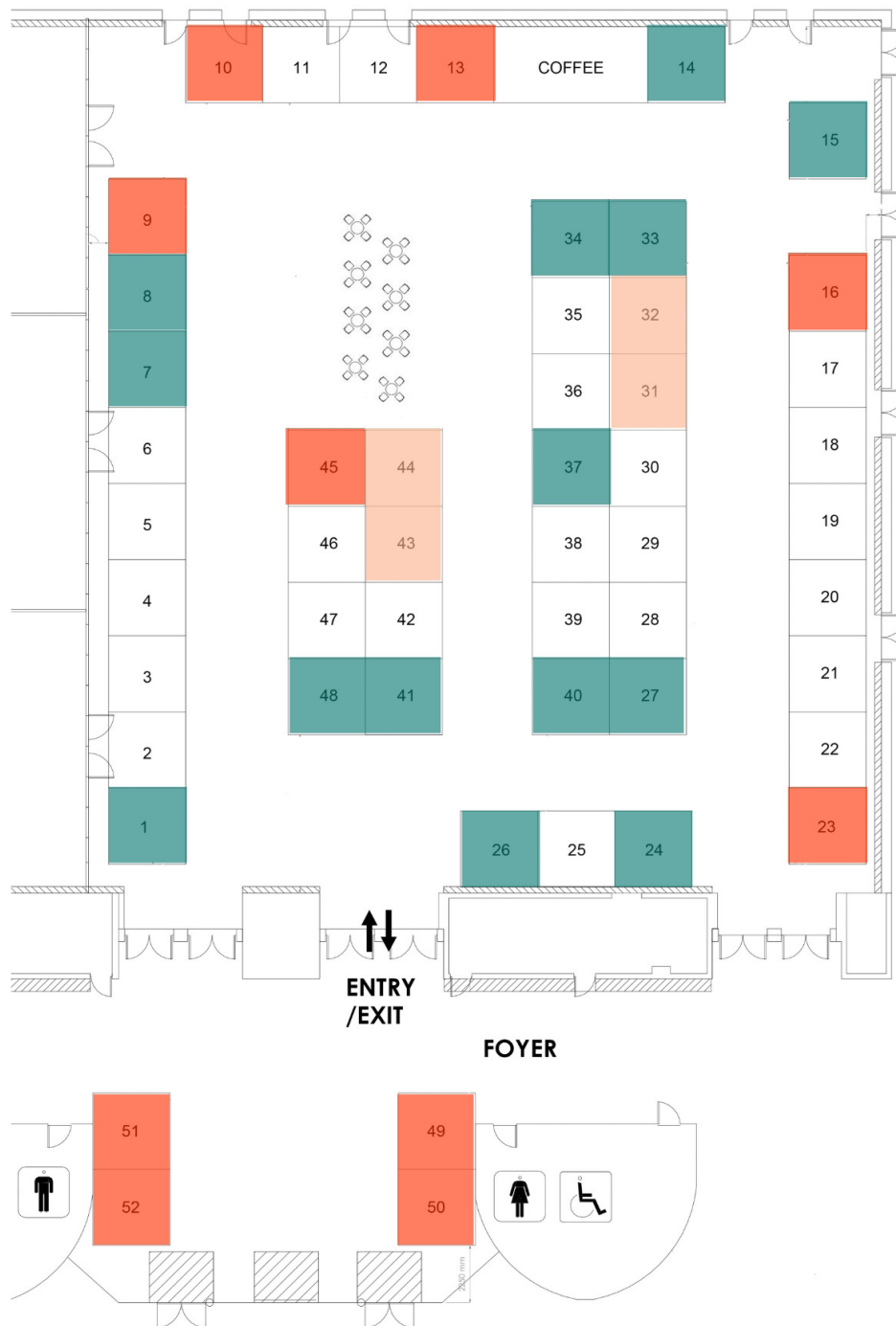
# NSW/ACT State Conference floor plan



- Platinum sponsor: 20+21, 32+33
- Conference dinner: 19
- Welcome reception: 31
- Coffee station: 12+13
- Gold sponsor: 1, 14
- Silver sponsor: 22, 37
- Recharge station: 27
- Massage station: 53
- Ice cream station: 43
- Double booths: 8+9, 46+47
- Prime booths: 5, 15, 18, 23, 26, 30, 34, 35, 40

- Classic booths
- Double booths
- Prime booths
- Sponsors booths

# QLD State Conference floor plan



- Platinum sponsor: 41+48, 40+27
- Conference dinner: 26
- Welcome reception: 24
- Gold sponsor: 1, 34
- Silver sponsor: 8, 14, 33
- Recharge station: 37
- Massage station: 15
- Ice cream station: 7
- Double booths: 43+44, 30+31
- Prime booths: 9, 10, 13, 16, 23, 45, 49, 50, 51, 52

- Classic booths
- Double booths
- Prime booths
- Sponsors 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.

### 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 at [ageingaustralia.asn.au](http://ageingaustralia.asn.au).

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

### Payment policy

It is a condition of booking that full payment is received within fourteen (14) days of receipt of the tax invoice unless otherwise approved by the Ageing Australia events team. 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:

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

- Between 59 days and 29 days prior to the first day of the conference – 75% of the invoice.

- 30 days prior to the first day of the conference – 100% of the invoice.

All cancellations are required in writing to [events@ageingaustralia.asn.au](mailto: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 AUD \$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.

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.



# State Conferences 2025



📞 1300 222 721

🌐 [conference.ageingaustralia.asn.au](https://conference.ageingaustralia.asn.au)

✉️ [events@ageingaustralia.asn.au](mailto:events@ageingaustralia.asn.au)