

Sponsors & Exhibitors Opportunities

The **2024 IIBA® SoftEd Festival of Business Analysis**, hosted by the **Australian and New Zealand Chapters of the International Institute of Business Analysis**, will be held over five days 14 – 18 October 2024. The Festival is the premier event for the business analyst community, and it is anticipated that over 800 attendees will participate from across Australia, New Zealand and Asia. The Festival will be held as a hybrid event, with both in-person events and an online event. To complement the five-day festival, content (including your branding) will be available online six months post-event.

Partnering with the 2024 IIBA® SoftEd Festival of Business Analysis is the most significant opportunity you will have to align your brand with this peak industry body, which exemplifies a professional community, influencing change and delivering value. One of their core values is “Inclusiveness: together we can achieve more”, this is more important than ever after recent events.

Our sponsorship program allows you to customise your presence for maximised benefits before, during and after the festival. Whether your goal is brand recognition, lead generation, or positioning yourself as a thought leader within the industry- our sponsorship offerings are designed to help your company achieve your objectives.

AUSTRALIA SPONSORSHIP OPPORTUNITIES

Please [click here](#) to download our IIBA® Demographic Information to find out more about the IIBA® Australia Chapter members and who may be attending the conference. Please contact us at foba@conferencedesign.com.au for more information on the opportunities that await.

Australia Sponsorship Packages										
	National			Individual State					Any Session	Online Only
	Diamond*	Sapphire	App Sponsor	Platinum	Gold	Silver	Bronze	Drinks Sponsor	Session Sponsor	Online Exhibitor
All prices include GST and are per State	Exclusive	Exclusive	Exclusive	Exclusive per state	2 per state	2 per state	Unlimited	Exclusive per state	1 per session	Unlimited
Sydney	\$29,500 *Become naming rights sponsorship for another \$11,500.	\$22,500	\$7,350	\$9,450	\$6,825	\$3,675	\$2,000	\$3,675	\$2,625	\$1,100
Melbourne				\$9,450	\$6,825	\$3,675	\$2,000	\$3,675	\$2,625	\$1,100
Brisbane				\$6,300	\$4,725	\$2,625	\$950	\$2,625	\$2,625	\$1,100
Adelaide				\$6,300	\$4,725	\$2,625	\$950	\$2,100	\$2,625	\$1,100
Perth				\$5,250	\$3,675	\$2,100	\$840	\$1,500	\$1,500	\$1,100
Website, Marketing and Social Media Benefits										
	Diamond	Sapphire	App Sponsor	Platinum	Gold	Silver	Bronze	Drinks Sponsor	Session Sponsor	Online Exhibitor
200-word profile, logo and hyperlink listed on the Festival website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Promotional video linked to your company listing on the Festival website	✓			✓						

Promotional social media posts on the IIBA channels (sponsor to provide content)	Four (4)	Three (3)		Two (2)	One (1)	One (1)		One (1)		
Recognition as a sponsor included in electronic marketing	✓	✓	✓	✓	✓	✓		✓	✓	
IIBA Australia Job Board	✓	✓		✓	✓	✓				
Online Festival Benefits										
	Diamond	Sapphire	App Sponsor	Platinum	Gold	Silver	Bronze	Drinks Sponsor	Session Sponsor	Online Exhibitor
Promotional videos linked to the online portal	Four (4)	Three (3)		Two (2)	One (1)					
Brochures and flyers available for download from the online portal	Eight (8)	Six (6)	Four (4)	Six (6)	Four (4)	Two (2)	Two (2)	Two (2)	One (1)	One (1)
Profile, logo and hyperlink listed on the online platform	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Profile, logo and hyperlink listed on the Event App	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company profile on the online portal	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Online sponsor & exhibitor registrations (in total for the week)	Eight (8)	Six (6)	Two (2)	Six (6)	Four (4)	Two (2)	One (1)	Two (2)	One (1)	One (1)
Priority listing in the online exhibition hall	✓	✓		✓	✓					
Listing in the online exhibition hall						✓	✓	✓	✓	✓
Access to the online meeting hub	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Access to online Lead Management software	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Push notification(s) sent through the app	Six (6)	Four (4)	Three (3)	Three (3)	Two (2)	One (1)		One (1)		
Logo displayed on the home screen of the event App			✓							

Acknowledgment in recorded content for six months post-event	✓	✓		✓						
Opt-In attendee list with name, organisation, state^	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Program Session Benefits										
	Diamond	Sapphire	App Sponsor	Platinum	Gold	Silver	Bronze	Drinks Sponsor	Session Sponsor	Online Exhibitor
Verbal acknowledgment during the opening plenary session online + at each state event	✓	✓								
Verbal acknowledgment during a plenary session at your state + online session				✓	✓	✓		✓		
Verbal acknowledgement during your online session									✓	
Logo displayed on an individual sponsors slide.	✓	✓		✓						
Logo displayed on a joint sponsors slide.			✓		✓	✓	✓	✓	✓	✓
Recognition as the opening keynote speaker sponsor	✓									
Recognition as a plenary speaker sponsor for each state		✓								
Recognition as a plenary speaker sponsor for your state				✓	✓					
Opportunity to chair the live Q&A panel at the end of the keynote/plenary speaker being sponsored	✓	✓		✓						

Brand visibility at Networking drinks				✓				✓		
Company flyer or gift on tables in the conference room				✓	✓					

*Become naming rights sponsorship for another \$11,500.

NEW ZEALAND SPONSORSHIP OPPORTUNITIES

The New Zealand IIBA Chapter will be kicking off the week in Auckland on the 14th of October, followed by Wellington on the 15th of October. Both days will start with an afternoon training session, followed by a panel discussion in the evening with local and international speakers.

The New Zealand sponsorship packages listed below include exposure at both the Auckland and Wellington events.

To inquire about sponsoring the New Zealand events, please contact: sponsorship@newzealand.iiba.org

New Zealand Sponsorship Packages		
	Gold Sponsor	Event Supporter
All prices exclude GST and are in NZD	\$3000	\$1500
Website, Marketing and Social Media Benefits		
200-word profile, logo and hyperlink listed on the Festival website	✓	✓
Promotional social media posts on the IIBA channels (sponsor to provide content)	One (1)	
Recognition as a sponsor included in electronic marketing	✓	
Online Festival Benefits		
Brochures and flyers available for download from the online portal	Two (2)	One (1)
Profile, logo and hyperlink listed on the online platform	✓	✓
Profile, logo and hyperlink listed on the Event App	✓	✓
Online sponsor & exhibitor registrations (in total for the week)	Two (2)	One (1)
Access to the online meeting hub	✓	✓
Access to online Lead Management software	✓	✓
Acknowledgment in recorded content for six months post-event	✓	✓
Opt-In attendee list with name, organisation, city	✓	✓
Verbal acknowledgement during online opening plenary	✓	
Logo displayed on a joint sponsors slide during online opening plenary	✓	
In-Person Benefits		
Trestle table display at both Auckland and Wellington	✓	
Opportunity to have brochures/flyers on your stand at the in-person event	✓	

Terms and Conditions

These terms and conditions apply to organisations and their staff (you, your organisation, your group)

participating in this event (the event) being organised by Conference Design Pty Ltd on behalf of the Host (us, we, Conference Design, the Host). By participating in the event, you are deemed to have agreed to these terms and conditions. It is your responsibility to ensure all your staff participants are aware of these terms and conditions.

Acceptance

Acceptance of all applications is subject to our approval and we reserves the right to decline any application.

Payment

Payment is required within 14-days of Conference Design issuing your tax invoice. Sponsorship and exhibition entitlements, including the allocation of exhibition space, do not commence until payment has been received.

Currency and GST

All prices are quoted in Australian Dollars (AUD\$) and include GST, unless otherwise stated.

Confirmation of Bookings and Tax Invoice

Once you have completed an online booking, you will be sent a confirmation email with a PDF Tax Invoice.

Point of Contact & Conference Updates

You will provide a single point of contact when booking to coordinate your participation. All information and updates be sent via email to your point of contact.

EFT Payments

Please include the EFT Reference shown on your Tax Invoice when submitting an EFT and email Conference Design the details including date, amount and your bank's reference.

- BSB: 017 010
- Account #: 1085 82575
- Account Name: Conference Design Pty Ltd
- Bank: ANZ Bank, 61 Liverpool Street, Hobart 7000
- Swift Code: ANZBAU3M

Credit Card Payments

Credit card charges appear as Conference Design Pty Ltd on your card statement. When using the online payment system credit card transactions will be processed directly by ANZ eGate and Conference Design does not store or transmit your credit card details. ANZ eGate is a secure and PCI compliant platform.

Attendee Numbers

We will promote the event to maximise participation, but we do not guarantee a minimum number of attendees either onsite or online.

Package Inclusions & Associated Costs

Refer to the sponsor and exhibitor prospectus for inclusions for each package. All costs associated with your inclusions in the event will be borne solely by you and we shall have no liability for any costs unless we have explicitly agreed in writing.

No Cancellation of your Booking

All payments are non-refundable once an application has been accepted. If you are no longer able to attend the event, please contact Conference Design to discuss your participation.

Cancellation or Postponement of an In-person Event

We do not accept any liability for losses incurred, including but not limited to travel, accommodation, exhibition and displays, or any other costs or expenses, if the in-person Event is cancelled or postponed due to an unforeseen circumstances or any occurrence that renders performance of the Event inadvisable, illegal, impracticable or impossible in our sole opinion. An unforeseen event could include, but is not limited to, an infectious disease outbreak; industrial disruptions; service provider failures; governmental restrictions or regulations; war or apparent act of war; terrorism or apparent act of terrorism; disaster; civil disorder, disturbance, and/or riots; curtailment, suspension or restriction on transportation; or any other emergency.

If an in-person conference is cancelled or postponed, refunds will not be issued but available funds will be credited towards an online conference or a in-person conference.

Moving to an Entirely Online Event

If we believe, at our sole discretion, that a hybrid or in-person event needs to be held entirely online, all bookings will be transferred to the online event. The package fees will be revised to reflect an online format and you will be refunded any difference between the in-person and online package fees. Full refunds of sponsor and exhibitor bookings will not be available due to an event moving online.

Changes

We reserve the right to change any and all aspects of the event, including but not limited to, the name, themes, content, program, speakers, format, performers, hosts, moderators, venues, and times. We reserve the right to amend or remove any sponsorship package, exhibition package or exhibition floor plan.

Disclaimer

Every effort has been made to present all the information accurately, however, we do not accept any liability for any inaccuracies in any published information. We will correct any published information as soon as possible and advise you as soon as possible.

Code of Conduct and Disruptive Behaviour

You agree your representatives will abide by the Conference Code of Conduct.

Codes of Practice

Where relevant, we urge you to observe and follow the Codes of Practice of the **Medical Technology Association of Australia (MTAA)** which are available at www.mtaa.org.au. This includes sponsors and exhibitors who may not be members of the MTAA. We also encourage sponsors and exhibitors to adhere to the **Medicines Australia Code of Conduct** and associated guidelines available at <https://medicinesaustralia.com.au/code-of-conduct/>.

Revocation of Participation

We may revoke an agreement with you, if we believe, in our sole opinion, the participation of an organisation is prejudicial to the interests and objectives of the event Host.

Product or Service Endorsement

Your participation in the event or sponsorship of any activity does not indicate endorsement of your products or services and must not be stated or inferred in any way.

Exhibition Floor Plan

The exhibition floor plan is subject to change without notice. The floor plan is not to an exact scale but accurately represents the position and sizes of exhibition spaces at in-person conferences.

Allocation of Exhibition Space

Exhibition spaces are selected when booking online. We may revise allocated spaces after taking into account an organisation's sponsorship, the date of application, preferences, proximity to competitors and any other matters deemed relevant by us.

Insurance

No insurance is provided.

All sponsors and exhibitors must have adequate insurance for the period of the conference, including public and product liability cover and professional indemnity insurance. You will need to provide a certificate of currency to confirm your participation onsite.

Indemnity

You shall indemnify and hold harmless the Host and Conference Design for any loss, damage to property or injury to persons suffered as a result of your participation in the conference, except where the Host or Conference Design are found to be negligent.

Supply of Goods and Services

The supply of any goods, services, samples or advice is entirely at your own risk.

Security

Valuable items should NOT be left unattended at your exhibition space at any time and especially not overnight. No responsibility is accepted for any loss or damage to equipment and display materials.

Representatives

Anyone from your organisation attending the conference or guests you wish to invite to the conference must register with Conference Design before the conference. An official name badge will be required to access the in-person meeting and exhibition areas.

Registration Terms and Conditions

All terms and conditions listed on the Registration page apply to your representatives.

Custom Stands

All custom stands must fit within the purchased exhibition space. Custom stands must not exceed 3.0 metres high. If you have any questions please email us a floor plan and elevations of your proposed stand.

Opt-in Delegate List

The opt-in delegate list will be supplied to eligible sponsors and exhibitors prior to the conference and will include name, organisation, state and email address. The list provided will exclude the names of delegates who have not provided their consent.

Interactive Exhibitions

Whilst we encourage you to develop entertaining and interactive displays to attract delegates, please be mindful not to disturb other exhibitors or delegates.

Signage at the venue

Your signage should be free standing to allow for easy placement and should be contained within your exhibition space.

Dismantling Displays

Due to safety requirements you will not be able to dismantle your display before the published closing time.

Damage to the Venue

You indemnify us from all liability for damage to the venue deemed to have been caused by your staff, contractors, agents or guests. The cost of repairs will be the sole responsibility of your organisation.