



30 YEARS



**PROVENANCE
PRESENCE
PROSPECTS**

Home economics storytelling

8-10 JANUARY 2024
NATIONAL CONFERENCE

ADELAIDE CONVENTION CENTRE

www.heia.com.au

**SPONSORSHIP
PROSPECTUS**

Principal partners



AN INVITATION TO SPONSOR A PREMIER HOME ECONOMICS CONFERENCE

The Home Economics Institute of Australia (HEIA), invites you and your organisation to join us in supporting our national conference to be held from Monday 8 – Wednesday 10 January 2024 at the Adelaide Convention Centre.

We are excited to reconnect face-to-face with everyone after several years of travel challenges. Delegate engagement will be at the forefront of this conference, and we hope you will join us in person in Adelaide for another fantastic three days of learning and networking. All presentations will be delivered live from the ACC with catering breaks being held amongst the trade displays.



About the institute

As the peak professional body, the Home Economics Institute of Australia represents the interests of home economists working in education, industry, community services, consumer affairs, and family and household management.

The Institute has a growing membership of approximately 1600, with memberships registered in every State and Territory.

About the conference

Home economics has a rich history and the curriculum continues to respond to the issues facing individuals, families and communities. It has retained its focus on individual and family wellbeing while expanding its focus to incorporate a more global perspective on wellbeing for all. This perspective requires the home economics profession to drive initiatives such as respectful relationships across society, sustainability, food into the future, resilience and mindfulness. As professionals, we need to be part of the conversation and advocate for wellbeing to ensure a more sustainable, healthy and happy future.

The aim of **Provenance, presence, prospects: Home economics storytelling** is to delve into the past as to how home economics was shaped by its early adopters and the world, review the present structure and purpose of home economics in society and to identify and shape the future of home economics. The storytelling theme will be a key feature in every session, with each presenter asked to tell their story as it relates to the home economics profession. Keynote sessions will be formed around a home economics context, such as wellbeing, resilience and mindfulness, respectful relationships, food and nutrition in the future, health, sustainability, and the Australian Curriculum. The conference discussions will lead to the creation of a visual storytelling board that will capture the essence of the storytelling and provide something to take forward in HEIA's advocacy work.

The 3-day program will comprise well-known keynote speakers who are specialists in home economics and related fields. These speakers will be supported by a number of concurrent sessions that will explore issues concerning home economics, family, relationships, housing, food, textiles and education. The program will also include half-day off-site industry visits.

Who will attend?

The conference will attract approximately 250 delegates, including:

- home economics and allied professionals
- teachers, tertiary educators and tertiary students; and other educators in home economics, social education, food and nutrition, textiles, and families
- individuals and representatives of organisations interested in individual, family and/or planetary wellbeing as it pertains to everyday practices
- school administrators.

Why participate?

There are a number of benefits of becoming a sponsor of or exhibitor at the HEIA 2024 conference, including:

- increased business potential through access to an audience made up of current and potential clients
- creation of brand awareness and an opportunity to enhance your company profile
- opportunity to launch, sell and/or demonstrate new or existing products to a targeted audience.

For more information

Please contact:

HEIA 2024 Conference Secretariat

Expert Events

E | heiaconference2024@expertevents.com.au

T | 07 3848 2100

A | PO Box 351, Hamilton Central, QLD 4007, Australia

W | www.heia.com.au/events-conference

We would be delighted to discuss any sponsorship or exhibition opportunities with you. Our aim is to ensure that delegates walk away from the conference feeling inspired and uplifted and that our supporters receive high exposure from their support of HEIA and the conference. Please contact Expert Events to discuss the following or any other sponsorship opportunities in further detail. We are open to any new ideas and to negotiation.



PRINCIPAL SPONSOR

\$8,800 (inc gst)

SOLD

One opportunity available

Sponsor acknowledgement

Recognition as the Principal sponsor on the following conference material:

- Logo and 80-word promotional paragraph in registration brochure/ conference program.
- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions.
- Logo displayed on designated PowerPoint slide at sponsored plenary and concurrent sessions.
- Logo and 80-word promotional paragraph on website with hyperlink to your website.
- Logo acknowledgement on conference marketing emails.
- Free-standing banner in registration area and on stage in plenary session room (sponsor supplied).
- Logo displayed in the conference app.
- Two push notifications which will appear as a text message at the centre top of the conference app screen.

Plenary and concurrent session sponsorship

Sponsorship of a plenary session (subject to speaker's consent) and acknowledgement of that sponsorship by the chair in that session.

Introduction of a plenary speaker.

Sponsorship of a concurrent session (subject to speaker's consent) and acknowledgement of that sponsorship by the chair in that session.

Address delegates

Organisation spokesperson to address conference delegates for up to five minutes at the commencement of a plenary session (subject to speaker's consent).

Organisation spokesperson to address conference delegates for up to three minutes at the commencement of one concurrent session (subject to speaker's consent).

Opportunity to present a prize at the closing plenary session.

Exhibition space

Allocation of a complimentary industry exhibitor display (including one trestle table and one poster board) in a prominent location.

Registration

Two complimentary conference delegate registrations.

Promotional item

One organisation-supplied promotional item/product/sample (not a flyer or brochure) for inclusion in delegates' bags (size restrictions are applicable).

Advertising

A full-page advertisement in the conference brochure/program.

Access to delegate list

A copy of the conference delegate list showing name and organisation (subject to privacy laws).

MAJOR SPONSOR

\$5,500 (inc gst)

Limited opportunities available

Sponsor acknowledgement

Recognition as a Major sponsor on the following conference material:

- Logo and 80-word promotional paragraph in registration brochure/conference program.
- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions.
- Logo displayed on designated PowerPoint slide at sponsored plenary session.
- Logo and 80-word promotional paragraph on website with hyperlink to your website.
- Logo acknowledgement on conference marketing emails.
- Free-standing banner in registration area and on stage in plenary session room (sponsor supplied).
- Logo displayed in the conference app.
- One push notification which will appear as a text message at the centre top of the conference app screen.

Plenary session sponsorship

Sponsorship of a plenary session (subject to speaker's consent) and acknowledgement of that sponsorship by the chair in that session.

Address delegates

Organisation spokesperson to address conference delegates for up to five minutes at the commencement of a plenary session (subject to speaker's consent).

Exhibition space

Allocation of a complimentary industry exhibitor display (including one trestle table and one poster board) in a prominent location.

Registration

Two complimentary conference delegate registrations.

Promotional item

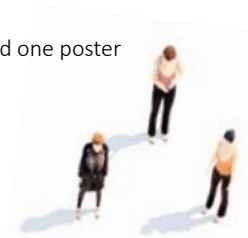
One organisation-supplied promotional item/product/sample (not a flyer or brochure) for inclusion in delegates' bags (size restrictions are applicable).

Advertising

A half-page advertisement in the conference brochure/program.

Access to delegate list

A copy of the conference delegate list showing name and organisation (subject to privacy laws).



TECHNOLOGY SPONSOR

\$4,400 (inc gst)

Two opportunities available

Sponsor acknowledgement

Recognition as a Technology sponsor on the following conference material:

- Logo and 80-word promotional paragraph in registration brochure/conference program.
- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions.
- Logo displayed on PowerPoint slide at sponsored concurrent session.
- Logo and 80-word promotional paragraph on website with hyperlink to your website.
- Logo acknowledgement on conference marketing emails.
- One push notification which will appear as a text message at the centre top of the conference app screen.
- A one-minute pre-recorded promotional video (sponsor-supplied) played at the commencement of a plenary session.
- Logo displayed in the conference app.

Concurrent session sponsorship

Sponsorship of a concurrent session (subject to speaker's consent) and acknowledgement of that sponsorship by the chair in that session.

Exhibition space

Allocation of a complimentary industry exhibitor display (including one trestle table and one poster board) in a prominent location.

Registration

One complimentary conference delegate registration.

Promotional item

One organisation-supplied promotional item/product/sample (not a flyer or brochure) for inclusion in delegates' bags (size restrictions are applicable).

Advertising

A half-page advertisement in the conference brochure/program.

Access to delegate list

A copy of the conference delegate list showing name and organisation (subject to privacy laws).

KEYNOTE SPEAKER SPONSOR

\$3,300 (inc gst)

Limited opportunities available

Sponsor acknowledgement

Recognition as a Keynote speaker sponsor on the following conference material:

- Logo displayed on registration brochure/conference program.
- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions.
- Logo displayed on PowerPoint slide of sponsored keynote speaker's presentation.
- Logo and 80-word promotional paragraph on website with hyperlink to your website.
- Logo acknowledgement on conference marketing emails.
- Free-standing banner in plenary session room (sponsor supplied).
- Logo displayed in the conference app.

Keynote speaker sponsorship

Sponsorship of a plenary session (subject to speaker's consent) and acknowledgement of that sponsorship by the chair in that session.

Exhibition space

Allocation of a complimentary industry exhibitor display (including one trestle table and one poster board) in a prominent location.

Registration

One complimentary conference delegate registration.

Promotional item

One organisation-supplied promotional item/product/sample (not a flyer or brochure) for inclusion in delegates' bags (size restrictions are applicable).

Advertising

A half-page advertisement in the conference brochure/program.

Access to delegate list

A copy of the conference delegate list showing name and organisation (subject to privacy laws).



PROGRAM SPONSOR

\$3,300 (inc gst)

One opportunity available

Sponsor acknowledgement

Recognition as the Program sponsor on the following conference material:

- Logo and 80-word promotional paragraph in registration brochure/ conference program.
- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions.
- Logo and 80-word promotional paragraph on website with hyperlink to your website.
- Logo acknowledgement on conference marketing emails.
- Logo displayed in the conference app.

Exhibition space

Allocation of a complimentary industry exhibitor display (including one trestle table and one poster board) in a prominent location.

Registration

One complimentary conference delegate registration.

Promotional item

One organisation-supplied promotional item/product/sample (not a flyer or brochure) for inclusion in delegates' bags (size restrictions are applicable).

Advertising

A half-page advertisement in the conference brochure/program.

Access to delegate list

A copy of the conference delegate list showing name and organisation (subject to privacy laws).

CONFERENCE APP SPONSOR

\$3,300 (inc gst)

One opportunity available

Sponsor acknowledgement

Recognition as the Conference app sponsor on the following conference material:

- Logo prominently displayed on the conference app
- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions
- Logo displayed on registration brochure/conference program
- Logo on website with hyperlink to your website
- Logo displayed on emails to delegates with app download instructions
- Verbal acknowledgement as the Conference app sponsor during the opening session
- Two push notifications which will appear as a text message at the centre top of the conference app screen.

Advertising

A quarter-page advertisement in the conference brochure/program.



HOME ECONOMICS CATEGORY SPONSORS

Is your organisation/brand a leader in its field? If so, we have one unique opportunity available for each of the Home Economics sponsorship categories listed below. While each named sponsor will receive individual recognition, all sponsorship packages are offered at the same price and come with the same list of benefits outlined on this page.

SUSTAINABILITY SPONSOR

\$2,200 (inc gst)

One opportunity available

HOSPITALITY EDUCATION/RESOURCES SPONSOR

\$2,200 (inc gst)

One opportunity available

TEXTILES/FASHION SPONSOR

\$2,200 (inc gst)

One opportunity available

FOOD INDUSTRY SPONSOR

\$2,200 (inc gst)

One opportunity available

EDUCATION SPONSOR

\$2,200 (inc gst)

One opportunity available

LEADERSHIP SPONSOR

\$2,200 (inc gst)

One opportunity available

EARLY CHILDHOOD SPONSOR

\$2,200 (inc gst)

One opportunity available

Sponsor acknowledgement

Recognition as the leading named sponsor for your suitable Home economics category, on the following conference material:

- Logo on website with hyperlink to your website.
- Logo displayed on registration brochure/conference program.
- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions.
- Logo displayed in the conference app.

Exhibition space

Allocation of a complimentary industry exhibitor display (including one trestle table and one poster board) in a prominent location.

Registration

One complimentary conference delegate registration.

Promotional item

One organisation-supplied promotional item/product/sample (not a flyer or brochure) for inclusion in delegates' bags (size restrictions are applicable).

Access to delegate list

A copy of the conference delegate list showing name and organisation (subject to privacy laws).



INDUSTRY/SITE VISIT SPONSOR*

\$1,300 (inc gst)

Limited opportunities available

Opportunity to host an industry visit on Tuesday 9 January 2024 with the purpose of increasing delegate understanding of industries and organisations that influence home economic knowledge and practice.

Sponsor acknowledgement

Recognition as an Industry visit sponsor on the following conference material:

- Logo displayed on registration brochure/conference program.
- Logo displayed on combined sponsors' PowerPoint slide shown as delegate walk in/walk out of plenary sessions.
- Logo on website with hyperlink to your website.
- Logo displayed in the conference app.

Industry/site visit sponsorship

Sponsorship of an industry/site visit and acknowledgement of that sponsorship by the chair of the industry/site visit.

Promotional item

One organisation-supplied promotional item/product/sample (not a flyer or brochure) for inclusion in delegates' bags (size restrictions are applicable).

*subject to the approval of the program committee.



CATERING SPONSORSHIP OPPORTUNITIES

Sponsorship packages can be further negotiated to meet sponsors' requirements.

CONFERENCE DINNER SPONSOR

\$2,500 (inc gst)

One opportunity available

Sponsor acknowledgement

This year the Conference dinner will be included in the registration fee for all full registration delegates.

Recognition as the Conference dinner sponsor on the following conference material:

- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions.
- Logo displayed on registration brochure/conference program.
- Logo on website with hyperlink to your website.
- Logo displayed in the conference app.
- A five-minute address at the conference dinner.
- Logo on the conference dinner menus.
- The opportunity to place sponsor-provided freestanding signage (maximum 2 m high x 1 m wide) at the conference dinner venue.
- The opportunity to provide branded gifts (at your cost) for all guests at the conference dinner.

Registration

One complimentary conference delegate registration.

MIX AND MINGLE SPONSOR

\$440 (inc gst)

Three opportunities available

Sponsor acknowledgement

Recognition as the Mix and mingle sponsor (for Welcome refreshments) of one nominated day, on the following conference material:

- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions.
- Logo displayed on registration brochure/conference program.
- Logo on website with hyperlink to your website.
- One banner to be displayed in conference welcome refreshment area.

Promotional item

One organisation-supplied promotional item/product/sample (not a flyer or brochure) for inclusion in delegates' bags (size restrictions are applicable).

LUNCH SPONSOR

\$1,100 (inc gst)

Two opportunities available

Sponsor acknowledgement

Recognition as the Lunch sponsor of one nominated day, on the following conference material:

- Logo displayed on screen in lunch venue.
- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions.
- Logo displayed on registration brochure/conference program.
- Logo on website with hyperlink to your website.
- Two banners to be displayed in the conference lunch room.
- Logo displayed in the conference app.

Attendance

The opportunity for one organisation representative to attend the luncheon and interact with delegates and presenters.

Promotional item

One organisation-supplied promotional item/product/sample (not a flyer or brochure) for inclusion in delegates' bags (size restrictions are applicable).

MORNING BREAK SPONSOR

\$440 (inc gst)

Three opportunities available

Sponsor acknowledgement

Recognition as the Morning break sponsor of one nominated day, on the following conference material:

- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions.
- Logo displayed on registration brochure/conference program.
- Logo on website with hyperlink to your website.
- Two banners to be displayed in conference tea break area during tea break.
- Logo displayed in the conference app.

Promotional item

One organisation-supplied promotional item/product/sample (not a flyer or brochure) for inclusion in delegates' bags (size restrictions are applicable).

INDUSTRY EXHIBITOR TABLE

\$850 (inc gst)

Limited opportunities available

Furniture

One 1.8 metre clothed trestle table and two chairs.
One velcro-compatible posterboard.

Power

One general use power point.

Acknowledgement

Acknowledgement as an exhibitor in the combined registration brochure/conference program, conference app, and conference website.

Exhibiting staff entitlements

Two exhibiting staff members will be provided with morning tea, lunch and a name badge at the conference.

Additional staff members are required to purchase an additional exhibition catering pass at a cost of \$95 per person. This pass covers entry into the trade exhibition, morning tea, lunch and a name badge.

Delegate list

A copy of the conference delegate list showing name and organisation (subject to privacy laws).

Please note: Exhibiting company signage will not be provided for exhibition display tables.

It is a condition of participation that, unless approved by the organising committee, only one organisation shall occupy any given exhibition table.

Exhibition opening times

Please note all times are subject to change to align with the final program.

Monday 8 January

6.30 am – 7.30 am Exhibitor set up
7.30 am – 2.00 pm Exhibition open

Tuesday 9 January

7.30 am – 1.30 pm Exhibition open

Wednesday 10 January

8.00 am – 2.00 pm Exhibition open
2.00 pm – 3.00 pm Exhibitors move out

Exhibition manual

An exhibition manual detailing additional items such as furniture, telephones, car parking, exhibition catering etc. will be forwarded to exhibitors approximately six weeks before the conference. Should you require an early indication of costs for the above, please contact Expert Events who will be pleased to assist.

Exhibitors must accept the decisions of the organising committee in relation to the scope of exhibition displays. Where an exhibitor wants to conduct a number of activities within the exhibition space, the organising committee will have the right to limit the scope of these activities in the interest of providing a balanced presence from the industry.

ADVERTISING

\$550 (inc gst)

Limited opportunities available

Full page, colour advertisement included in the conference brochure.

The conference brochure will be produced in a digital format and will include full program details, social functions and pre and post conference tours. This will be distributed electronically to the entire marketing database including all HEIA members and national schools. Artwork to be supplied by sponsor to specifications given by the conference secretariat.

PROMOTIONAL ITEMS

(Sponsor to supply)

1 x item **\$220 (inc gst)**

Promotional items such as a pen, usb, sunscreen, sample or other branded product would be most welcome for inclusion in delegates' bags. In keeping with the conference's aim of sustainability, we would prefer not to accept flyers or brochures.

CONFERENCE DONATION OF PRIZES

(Sponsor to supply)

Your organisation may choose to donate a prize/s to the conference and your organisation will be acknowledged upon drawing the prize.

NOTEPAD OR PEN

In kind (Sponsor to supply)

- Notepad or pen to be placed in the delegates' bags.
- Sponsor logo acknowledgement on the HEIA conference website.
- Sponsor logo and acknowledgement as a conference product sponsor in the combined registration brochure/conference program.

SUMMARY OF MAJOR SPONSORSHIP OPPORTUNITIES

All sponsorship opportunities are shown inclusive of GST. Sponsorship packages can be further negotiated to meet sponsors' requirements.

BENEFITS



	Principal sponsor	Major sponsor	Technology sponsor	Keynote sponsor	Program sponsor	Conference app sponsor	Conference dinner sponsor	Home economics category sponsors
	One only	Limited	Two only	Limited	One only	One only	One only	Listed on page four
	\$8,800	\$5,500	\$4,400	\$3,300	\$3,300	\$3,300	\$2,500	\$2,200
Introduce plenary session speaker	✓							
Address delegates in concurrent session (up to three minutes)	✓							
Logo displayed on designated PowerPoint slide at sponsored plenary session/acknowledgment by plenary chair	✓			✓				
Address delegates in a plenary session (up to five minutes)	✓	✓						
80 word promo paragraph in brochure/conference program	✓	✓	✓					
Logo on designated PowerPoint at concurrent session/acknowledgement by concurrent session chair	✓		✓					
One-minute pre-recorded promotional video played at the commencement of a plenary session			✓					
Sponsorship of a keynote speaker and verbal acknowledgement by the session chair				✓				
Sponsorship of the conference app with verbal acknowledgement during the opening session						✓		
Acknowledgement at the conference dinner including a five-minute address and logo on menus							✓	
Logo displayed on combined sponsors' PowerPoint at plenary sessions	✓	✓	✓	✓	✓	✓	✓	✓
Logo in registration brochure/conference program	✓	✓	✓	✓	✓	✓	✓	✓
Logo on conference website with hyperlink	✓	✓	✓	✓	✓	✓	✓	✓
80 word promo paragraph on website	✓	✓	✓	✓	✓			
Logo on conference emails	✓	✓	✓	✓	✓			
Logo displayed in the conference app	✓	✓	✓	✓	✓	✓		✓
Banners	2	2		1				
Complimentary industry exhibitor table	✓	✓	✓		✓			✓
Complimentary registrations	2	2	1	1	1		1	1
Advertising	Full page	Half page	Half page	Half page	Half page	Quarter page		
Promotional item	1	1	1	1	1			1
Delegate list	✓	✓	✓	✓	✓			✓
Present a prize	✓							
Push notification in the conference app	2	1	1			2		

APPLY HERE

Applications for sponsorship/exhibition packages can be submitted easily online via the sponsor application form. We encourage you to submit without delay.

[CLICK HERE TO APPLY](#)

If these sponsorship opportunities do not meet your requirements, but you would like to become involved in supporting the conference, please do not hesitate to contact Expert Events on **07 3848 2100** or via email at heiaconference2024@expertevents.com.au.

Payment & terms information

Payment

Full payment for sponsorship packages is due within 30 days of application being approved. Sponsorship packages will be released for sale if payment is not received in the appropriate timing.

- EFT – bank account details will be provided on your invoice. A remittance advice must be emailed to heiaconference2024@expertevents.com.au.
- MasterCard or Visa – please note sponsorship payments via credit card will incur an additional 2% merchant fee.

Sponsor cancellation

- Sponsors – If you provide notice of cancellation to Expert Events prior to 31 August 2023 a 50% cancellation fee will apply. On or after 31 August 2023, a 100% cancellation fee will apply.
- Trade exhibitors – If you provide notice of cancellation to Expert Events prior to 31 September 2023 a 50% cancellation fee will apply. On or after 31 September 2023, a 100% cancellation fee will apply.

Terms and conditions

Please refer to the [sponsorship](#) and [exhibitor](#) agreements for full terms and conditions.

The Host of the conference is:
Home Economics Institute of Australia Inc
PO Box 3440. Rhodes, NSW 2138, Australia

Expert Events is acting as agent for and on behalf of the Host.



Email: heiaconference2024@expertevents.com.au
Phone: 07 3848 2100
PO Box 351, Hamilton Central, QLD 4007, Australia

Insurance

HEIA Inc. has suitable Public Liability Insurance. Exhibitors are required to ensure that they are adequately covered for public liability insurance. Exhibitors should consult their own insurance companies for proper coverage of their merchandise and displays.

Privacy

The information you provide when you submit your personal information to us will be collected by Expert Events Pty Ltd and will be shared with HEIA Inc. and other participants in the event, as set out in Expert Events' privacy policy, [privacy collection statements](#) and the specific consents contained in the Conference Website and in the terms and conditions for sponsors and exhibitors. Expert Events' privacy policy can be found at: www.expertevents.com.au/privacy-policy.

