



Collaborating
For Purpose



PROCUREMENT
AUSTRALIA

SPONSORSHIP PROSPECTUS

16th Annual Procurement Australia Conference
Melbourne Convention & Exhibition Centre,
16 August 2024





DON'T MISS OUT ON

2024



JOIN US IN 2024 FOR OUR 16TH ANNUAL CONFERENCE!

Connect with other industry leaders at one of Australia's only specialist procurement conferences. After a two year break, our highly-anticipated conference is back!

Join us on the 16th of August 2024 in Melbourne for our action-packed one-day conference – **Collaborating For Purpose**.

We are delighted to once again welcome delegates from the private, not-for-profit and public sectors – along with our trusted partners and suppliers – to our 16th Annual Conference. With a focus on sustainable and ethical procurement, environmental and governance issues, and of course, collaboration, this year's conference promises to be our best one yet.

Procurement Australia is a pioneer and innovator in the world of aggregated buying and contracting. With a pedigree stretching back over 35 years, we are in a prime position to present, discuss, develop and report best practices in the sector.

This highly-anticipated event will bring together Australia's best and brightest practitioners to collaborate, debate and navigate a path to a more sustainable future, both economically and environmentally.





WHAT'S ON OFFER

We're excited about presenting some of the best speakers to share their insights into how to do procurement smarter.

Delegates to our conference have an outstanding opportunity to:

- network with key decision-makers
- actively participate in a full day of activities
- pose questions, lead discussions, innovate with leader, and share ideas
- gain insights for a sustainable and social procurement strategy.

By working closely with buyers and suppliers, we are poised to help all delegates to find the answers they are looking for innovative purchasing questions, and to facilitate procurement contracts that make a real difference.

This year's **Collaborating For Purpose** conference aims to address the current and future needs and challenges facing all procurement industry participants.



OUR SIGNATURE FORMAT

We work hard all year to make sure our conference is a unique and rewarding experience for all attendees.

Our signature format combines high-quality content focused on procurement's first principles:

- Efficiency
- Sustainability
- Long-term economic benefit

As one of Australia's leading procurement specialists, we are also proud to host our peer-chosen Excellence Awards. These awards acknowledge today's outstanding procurement achievements Australia-wide.



UNRIVALLED SPONSORSHIP OPPORTUNITIES

We're truly excited about the outstanding sponsorship opportunities on offer as part of this year's conference program.

Quickly becoming the leading procurement networking opportunities in Australia, our conference brings together key decision makers from Procurement Australia's diverse member base.

With an audience profile rarely assembled at any one time, this is the perfect opportunity and platform for anyone looking to build and strengthen their business with organisations that represent an enormous slice of the procurement pie.

BE QUICK – SPONSORSHIP PACKAGES ARE SELLING FAST!

We are already fielding dozens of enquiries from potential sponsors for this year's conference.

There's no one way to become a sponsor. Get in touch today to select a sponsorship level or tailor support that's right for you.

Our success has always been our members' success. Take this opportunity to meaningfully connect with one of Australia's leading national aggregators, our members and key industry decision makers.

Email Esther Roper
conference@paltd.com.au



ONE ACTION-FILLED DAY

Across one action-filled day, conference delegates will hear from a lineup of inspirational keynote speakers from the procurement community and industry.

Speakers and industry leaders represent both the private and public sectors, and the vital non-for-profit sector.



AWARDS & SCHOLARSHIPS

Our prestigious annual awards and scholarships acknowledge excellence in procurement, including:

- The Individual Excellence In Procurement Award
- Collaboration & Innovation In Procurement Award
- Sustainable Procurement Award
- Social Procurement Award
- Supplier Of The Year
- Paul James Everitt Scholarship



DELEGATE PROFILE

Key purchasing, supply and finance managers across the following sectors look forward to attending our conference, including:

- Local Government
- Water Corporations
- Universities and TAFEs
- Hospitals & Health Services
- Not for Profit Organisations
- Emergency Services
- Healthcare
- Transport and Logistics
- Public Libraries
- Construction and Infrastructure
- Cemetery Trusts
- Private sector members
- Age Care
- Education
- Manufacturing



\$30,000 + GST

GOLD SPONSOR

Our Gold Sponsor will shine bright throughout all areas of the 2024 Annual Conference.



GOLD SPONSOR BENEFITS

- Named as conference Gold Sponsor
- Priority logo and name placement in all event literature and publicity
- Acknowledgment in the CEO and Chairman's speech at the Excellence Awards
- Level of sponsorship and logo highlighted in the conference programme and proceedings
- Name and logo priority recognition on all conference presentation screens during breaks (rotating with other acknowledgments)
- Ongoing digital promotion members nationally post-conference
- Priority recognition of company conference banner in conference room (sponsor to supply)
- Acknowledgement of Gold Sponsor level during opening and closing remarks
- Heightened visibility in pre-conference promotions and follow-up materials
- Priority sponsor branding in the conference room
- Acknowledgment from Procurement Australia CEO in the welcome & closing speech

CONFERENCE PROMOTION & ADVERTISING OPPORTUNITIES

- Prominent logo position and company link on conference website
- One-page advertisement in conference programme (sponsor to supply)
- Branding on the podium and media wall
- Opportunities to provide branded materials or giveaways for attendees including branded marketing or promotional items
- Promotion as Gold Sponsor on Procurement Australia's social media channels and email marketing campaigns

GOLD EXCLUSIVE MEMBER ENGAGEMENT OPPORTUNITIES

- Speaking slot (1 x 15 min) during a keynote session OR dedicated presentation to showcase expertise and products/services
- Exclusive Gold Sponsor branding for CEO conference breakfast event (non-speaking slot)
- Opportunity to create customised workshops or engagement sessions for delegates
- Exclusive Sponsor Lounge for delegates to relax, network, and meet with potential clients or partners

CONFERENCE EVENT OPPORTUNITIES

- Ten (10) complimentary conference registrations
- Prime exhibition booth location (furniture hire extra)
- Provision of delegate list post-conference
- Tailored post-event report detailing sponsorship impact including metrics, attendee feedback, and brand reach



\$20,000 + GST

SILVER SPONSOR

Our Silver Sponsor will enjoy outstanding recognition throughout the 2024 Annual Conference.

SILVER SPONSOR BENEFITS

- Named as conference Silver Sponsor
- Priority logo and name placement in all event literature and publicity
- Acknowledgment in the CEO and Chairman's speech at the Awards
- Level of sponsorship and logo highlighted in the conference programme and proceedings
- Name and logo priority recognition on all conference presentation screens during breaks (rotating with other acknowledgments)
- Ongoing digital promotion members nationally post-conference
- Priority recognition of company conference banner in conference room (sponsor to supply)
- Acknowledgement of Silver Sponsor level during opening and closing remarks
- Heightened visibility in pre-conference promotions and follow-up materials

CONFERENCE PROMOTION & ADVERTISING OPPORTUNITIES

- Prominent logo position and company link on conference website
- Half-page advertisement in conference programme (sponsor to supply)
- Promotion as Silver Sponsor on Procurement Australia's social media channels and email marketing campaigns

SILVER EXCLUSIVE MEMBER ENGAGEMENT OPPORTUNITIES

- Speaking slot (1 x 10 min) during a keynote session OR dedicated presentation to showcase expertise and products/services
- Session Sponsor for one conference session – See Session Sponsor package

CONFERENCE EVENT OPPORTUNITIES

- Six (6) complimentary conference registrations
- Prime exhibition booth location (furniture hire extra)
- Provision of delegate list post-conference
- Tailored post-event report detailing sponsorship impact including metrics, attendee feedback, and brand reach



\$7,000 + GST

BRONZE SPONSOR

Our Bronze Sponsor is a rewarding package for those looking for lead generation at the 2024 Annual Conference.

BRONZE SPONSOR BENEFITS

- Named as conference Bronze Sponsor
- Logo and name placement in all event literature and publicity
- Prominent logo position and company link on conference website
- Acknowledgment in conference welcome speech
- Company conference banner in conference room (sponsor to supply)
- Level of sponsorship and logo highlighted in the conference programme and proceedings
- Link to conference website with sponsor branding and details on all conference communications to Procurement Australia members

CONFERENCE EVENT OPPORTUNITIES

- Two (2) conference registrations
- Lead generation stand promotion
- Name and logo priority recognition on all conference presentation screens during breaks (rotating with other acknowledgments)
- Prominent trade stand space for members
- Provision of delegate list post-conference



\$2,000 + GST

SESSION SPONSOR

Our Session Sponsor offers exceptional opportunities to engage and inspire delegates at our 2024 Annual Conference.



SESSION SPONSOR BENEFITS

- Session Sponsor for one conference session
- Logo and name placement in all event literature and publicity
- Company logo and link on conference website
- Link to conference website with sponsor branding and details on all conference communications to Procurement Australia members

CONFERENCE EVENT OPPORTUNITIES

- Naming and introduction rights to nominated session (time limited)
- Level of sponsorship and logo highlighted in the conference programme and proceedings
- Two (2) conference registrations
- Company banners displayed prominently in the sponsored session (sponsor to supply)
- Name and logo priority recognition on all conference presentation screens during breaks (rotating with other acknowledgments)
- Provision of delegate list post-conference



\$3,000 + GST

BREAKOUT SPONSOR MORNING TEA

Our Breakout Sponsor – Morning Tea is an opportunity to make a splash at the first informal networking of the day at our 2024 Annual Conference.

BREAKOUT SPONSOR BENEFITS

- Logo and name placement in all event literature and publicity
- Company logo and link on conference website
- Link to conference website with sponsor branding and details on all conference communications to Procurement Australia members

CONFERENCE EVENT OPPORTUNITIES

- Naming and introduction rights to nominated session (time limited)
- Level of sponsorship and logo highlighted in the conference programme and proceedings
- Flyer inserts on breakout tables
- Two (2) total conference registrations
- Name and logo on food stands during nominated break
- Company banners displayed in refreshment area during nominated break (sponsor to supply)
- Provision of delegate list post-conference



\$4,000 + GST

BREAKOUT SPONSOR LUNCH

Our Breakout Sponsor – Lunch is the main informal networking of the day at our 2024 Annual Conference.

BREAKOUT SPONSOR BENEFITS

- Logo and name placement in all event literature and publicity
- Company logo and link on conference website
- Link to conference website with sponsor branding and details on all conference communications to Procurement Australia members

CONFERENCE EVENT OPPORTUNITIES

- Naming and introduction rights to nominated session (time limited)
- Level of sponsorship and logo highlighted in the conference programme and proceedings
- Flyer inserts on breakout tables
- Two (2) total conference registrations
- Name and logo on food stands during nominated break
- Company banners displayed in refreshment area during nominated break (sponsor to supply)



\$2,500 + GST

AWARD SPONSORSHIP

Award Sponsorship is an opportunity to leave your mark on this year's Annual Conference.

AWARD SPONSORSHIP BENEFITS

- Company banner displayed in conference room (sponsor to supply)
- Link to conference website with sponsor branding and details on all conference communications to Procurement Australia members
- Company name and logo on all event literature
- Company logo and link on conference website

RECOGNITION

- Naming rights to a choice of award – Innovation and Collaboration in Procurement Award; Sustainability in Procurement Award; Social Procurement Award
- Logo and name placement in all awards literature and publicity
- Company logo and link on conference website
- Two (2) conference registrations
- Provision of delegate list post-conference



\$8,000 + GST

COFFEE SPONSOR

Our Coffee Sponsor promises to be a hit with delegates in need of a pick-me-up during the conference.

RECOGNITION

- Company banner displayed prominently at coffee cart stand (signage provided by sponsor)
- Name and logo on all disposable coffee cups
- Trade stand space for promotion purposes before and after the conference and during breaks (furniture and equipment extra)
- Company logo and link on conference website
- Two (2) conference registrations
- Reduced \$125 entry fee for any further registrations
- Link to conference website with sponsor branding and details on all conference communications to Procurement Australia members

PACKAGE INCLUSIONS

- Lead Generation stand promotion
- Company banner to be displayed in conference room (sponsor to supply)
- Company name and logo on all event literature
- Name and logo on conference presentation screens during breaks (rotating with other acknowledgments)
- Provision of delegate list post-conference
- Contact details of registrations on trade stand on conference website for all registered delegates



\$6,000 + GST

TRADE STAND EXHIBITORS

Trade Stand Exhibitors have a unique opportunity to make meaningful connections and promote their goods/services as an integral part of this year's conference.

RECOGNITION

- One trade stand space to promote goods/services to delegates before and after the conference and during breaks (furniture and equipment extra)
- Company logo and link on conference website
- Two (2) conference registrations
- Reduced \$125 entry fee for any further registrations
- Link to conference website with sponsor branding and details on all conference communications to Procurement Australia members

PACKAGE INCLUSIONS

- Lead Generation stand promotion
- Company banner to be displayed in conference room (sponsor to supply)
- Company name and logo on all event literature
- Name and logo on conference presentation screens during breaks (rotating with other acknowledgments)
- Provision of delegate list post-conference
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ADVERTISING PROGRAM

2024 Collaborating for Purpose Conference booklet

KEY BENEFITS

- Over 350 copies will be circulated during the conference in printed formats.
- Be seen by more than conference 300 delegates and peers
- Readers are a captured audience

ADVERTISING RATES

HALF PAGE **\$750 +GST**

FULL PAGE **\$1,200 +GST**

ADVERTISING SPECIFICATIONS

Please supply a high resolution pdf at the dimensions specified below.

Please ensure your artwork is exported at 300 dpi and is in CMYK colour format and does not contain any bleed or trim marks.



Full Page
Trim dimensions (mm)
190w x 260h



Half Page Horizontal
Trim dimensions (mm)
190w x 128h





**Collaborating
For Purpose**

A New Era of Impactful Procurement



**PROCUREMENT
AUSTRALIA**

16th Annual Procurement Australia Conference
16 August 2024

BOOK NOW!

Please kindly note that to qualify as a sponsor for the Procurement Australia 2024 Conference, your organisation must be a registered Supplier with Procurement Australia.