

PARTNERSHIP OPPORTUNITIES
Sponsorship and Exhibition Packages

AITD '24

12 - 14 June 2024
Adelaide, SA



Insight. Innovation. Inspiration

Australia's favourite learning and development conference is back for 2024, bringing you a global perspective on key issues, practical takeaways and a renewed sense of purpose.

About AITD

Who We Are

Established in 1971 as a not-for-profit association owned by members, the Australian Institute of Training and Development's original purpose was to raise the profile of workplace training as an industry in its own right and to create networking opportunities for individuals with an interest in the subject. Today, AITD offers a broad range of products, services and support to a diverse and passionate community of L&D practitioners located across the globe.

Our Purpose

We believe in the value of continuous learning and professional development to build a thriving, adaptable workforce. Our mission is to equip learning and development professionals - across Australian and beyond - with the skills necessary to achieve this through professional development opportunities, networking and knowledge sharing.

Our Members

Our membership base spans all industries and represents the full spectrum of roles across the learning and development profession, including: trainers, educators, consultants, coaches, chief learning officers, course coordinators, mentors, instructors, teachers, facilitators, academics, human resources and organisational development professionals, instructional designers, assessors, and undergraduate and graduate students.

AITD Conferences

The annual, 2 and a half day AITD conference has a reputation for delivering a varied and high-quality program featuring Australian and international L&D thought leaders. The agenda covers a broad range of topics - from tools and technologies to theory and best practice - ensuring all delegates walk away with tangible takeaways they can implement in their own workplaces.

Networking is a key element of the conference and delegates consistently rate the opportunity to make strong connections with the wider L&D community as one of the most important aspects of the conference experience.

In 2024, we are looking to return with a face-to-face conference with the most dynamic event to date. Drawing on past feedback, our focus for this event has been to provide an intimate and inclusive delegate experience while delivering an innovative and forward-thinking program which celebrates the best of learning and development.



Why partner with AITD?

Network with delegates in an intimate and relaxed setting, opening opportunities for richer engagement and establishing strong relationships.

Expose your brand to thousands of potential clients via conference marketing collateral and Training & Development magazine.

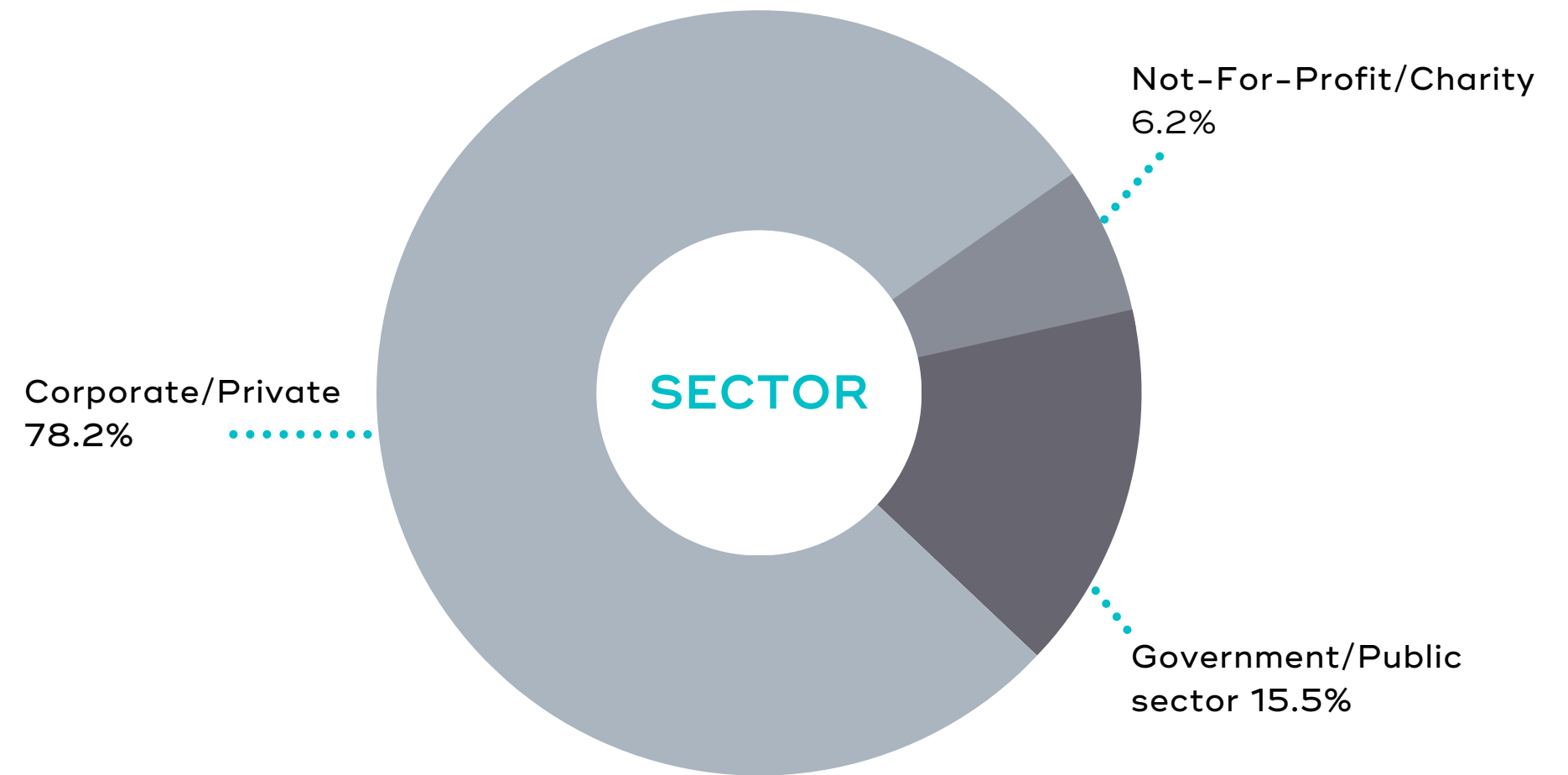
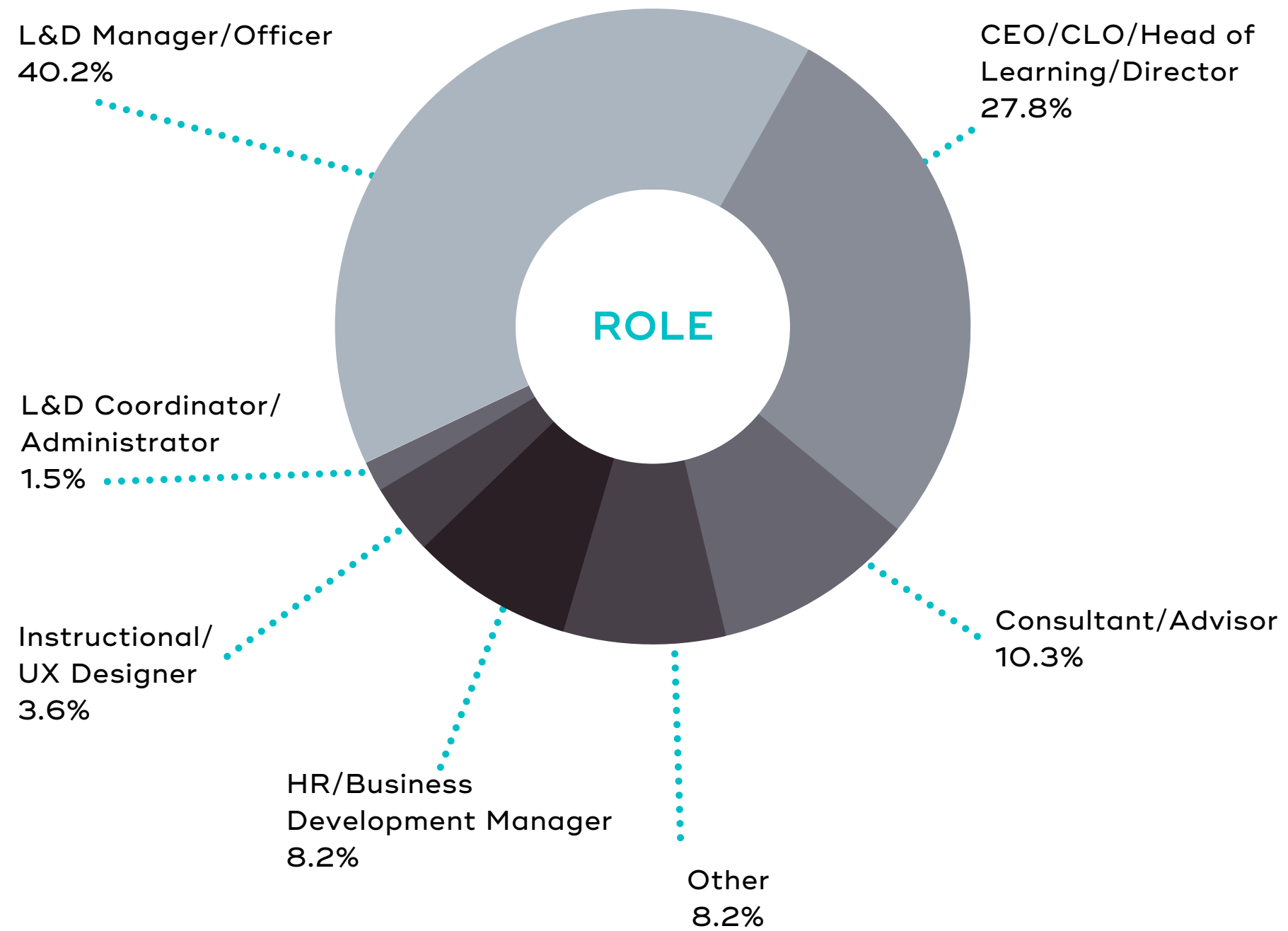
Align your brand with a reputable event and the association of choice for L&D professionals in Australia.

Maximise promotional opportunities through customised conference merchandise and branding.

Showcase your strengths, solutions and services to a receptive and relevant audience, improving customer knowledge of your product.

AITD 2024 is the perfect platform to access senior training, L&D and HR decision makers across major industries in the private and public sector.

Meet Our Delegates



Based on AITD conference attendee data.

Sponsorship & Exhibition
PACKAGES

Sponsor AITD 2024

Becoming an AITD 2024 sponsor means so much more than simply exhibiting at the conference.

Sponsoring AITD 2024 ensures continued exposure for your brand - before, during and after the conference. And not only will you reach conference attendees, your message will also be seen by our wider membership and community through our online and print channels.

Our sponsorship packages have been designed to maximise your opportunities to establish lasting and rewarding relationships with delegates from industries that matter to you. However, we know that not one size fits all so we are always happy to work with you to customise a package that works for you.

To ensure your brand and messaging cut through, we only offer a limited number of packages which means you're not fighting to get your voice heard - but it also means that once they're gone, they're gone!



AITD '24

PRINCIPAL PARTNER

\$25,000

Incl. GST
EXCLUSIVE

GOLD SPONSOR

\$15,000

Incl. GST
MULTIPLE

SILVER PACKAGE *(TAILORED)*

\$10,000

Incl. GST
3 AVAILABLE

BRONZE EXHIBITOR

\$5,000

Incl. GST
MULTIPLE

SPONSORSHIP RECOGNITION

Named and promoted as sponsor category selected	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Branding on all digital communication and collateral distributed to delegates	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Acknowledgement by the Conference Convenors at the opening and closing of the Conference	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advertisement in the AITD Conference Handbook	<input checked="" type="checkbox"/> FULL PAGE	<input checked="" type="checkbox"/> FULL PAGE	<input checked="" type="checkbox"/> HALF PAGE	<input checked="" type="checkbox"/>
Acknowledgement on a PowerPoint slide to be shown at the introduction to all plenary sessions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to address delegates	<input checked="" type="checkbox"/> PLENARY	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> WORKSHOP	<input checked="" type="checkbox"/>
Exclusive sponsorship of Conference name badge lanyard with logo prominently displayed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Trade display space located in the Exhibition and Catering Hall	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Distribution of promotional material during the Conference and in Delegate Satchels	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complimentary full registrations	<input checked="" type="checkbox"/> x4	<input checked="" type="checkbox"/> x3	<input checked="" type="checkbox"/> x2	<input checked="" type="checkbox"/> x1
List of participating attendees (who provided consent)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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AITD MARKETING OPPORTUNITIES

Standalone EDM to delegates	✓	✓	
Branded homepage banner on aird.com.au	✓	✓	
Partner page on aird.com.au	✓ 12 MONTHS	✓ 9 MONTHS	✓ 6 MONTHS
Full page advertisement in Training & Development magazine – 1 to 4 Editions	✓ x4	✓ x2	✓ x1

TAILORED PACKAGE EXCLUSIVE

<p>TAILORED PACKAGE EXCLUSIVE ONLY</p> <p>Opportunity for exclusive recognition through ONE of the following:</p>	<p>SOLD!</p> <p>Delegate Bag*</p> <p>A branding opportunity with longevity beyond the event. Co-brand your logo with AITD on a quality delegate bag which attendees will use time and time again.</p>	<p>OR</p> <p>Workshop Sponsor*</p> <p>Make an impression on delegates by sponsoring our workshop on day 1. With excited attendees' arrival and thought-leaders hosting this session, this is sure to be a memorable event.</p>	<p>SOLD!</p> <p>Barista Sponsor*</p> <p>Good coffee is always important! Your organisation will be recognised as the Barista sponsor providing freshly brewed coffee to delegates on arrival and at all break times throughout the conference.</p>
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SUPPORTER SPONSORSHIP PACKAGES / SPONSORSHIP ADD-ONS

**Additional Cost (GST Incl.)*

If you are looking for a point of difference, a way to stand out amongst other sponsors or wanting to create a tailored package to suite your budget needs, please consider the additional opportunities below:

WELCOME RECEPTION SPONSOR \$5,000	Your organisation would receive exclusive naming rights to the Welcome Reception, which will be the primary social networking event in the 2024 conference program. Held at the National Wine Centre and serving canapes and drinks, you will have an opportunity to address the audience for 3 minutes. Corporate signage and promotional items (e.g. pamphlets/brochures), supplied by sponsoring organisation, would be prominently displayed during the Welcome Reception.
CATERING SPONSOR OPPORTUNITIES \$1,500 each	Lunch OR Morning Tea OR Afternoon Tea Acknowledgement as a sponsor in all marketing collateral and inclusion of corporate logo on all Conference promotional material (digital and hardcopy), including brochures and website Space to display a self-standing banner (sponsor to provide)
ADVERT IN CONFERENCE HANDBOOK \$1,000 - Full Page / \$500 - Half Page	Your organisation can be seen in the Meeting Handbook that is distributed to all delegates who attend. The advertisement and artwork to be designed by the sponsoring organisation with approval from the Organising Committee.
SATCHEL INSERT \$1,000	Your organisation's product sample, promotional item or brochure can be inserted into each delegate's satchel (size inserts will be decided in consultation with and approval of the Organising Committee)

AITD 2024

To reserve your place as an AITD 2024 partner or to discuss custom sponsorship packages, please contact:

Event Studio Team

Event Manager

AITD2024@eventstudio.com.au

+61 (08) 8379 8222

