

ASIA PACIFIC SECTION  
**39<sup>th</sup>** BIENNIAL  
CONVENTION



Chartered  
Institute  
of Brewers  
and Distillers

15-18 March 2027, BCEC, Brisbane, QLD

**SPONSORSHIP OPPORTUNITIES**



## ORGANISING COMMITTEE

**Paul Van Der Vyver**  
Convention Chair  
Brewing COE Manager  
LionCo

**Laura Hose**  
Relationship  
Development Manager  
CIBD Asia Pacific

**Jon Burrige**  
Regional Sales Manager  
for Australia  
Yakima Chief

**Steven Magarry**  
CEO & Master Distiller  
Sydney Rum Distillery

**Russel Gosling**  
Head Brewer  
Little Creatures  
Fremantle (Lion)

**Narrelle Lukasik**  
Brewing Team Leader  
LionCo

**Leigh Smith**  
Brewing Manager  
Yatala Brewery  
Asahi Beverages

**Jeff Potter**  
Executive Manager  
CIBD Asia Pacific

# WELCOME TO BRISBANE



On behalf of the Asia Pacific Section of The Chartered Institute of Brewers and Distillers, and as Chairman of the 39th CIBD Asia Pacific Convention, it is our great pleasure to invite you to Brisbane for what promises to be an exciting and memorable

gathering of our brewing and distilling community.

Our industry stands at a defining moment. Across the globe, brewing and distilling are being reshaped by cost pressures, supply chain volatility, sustainability expectations, regulatory complexity and rapidly changing consumer behaviour. Trends such as moderation, premiumisation, the rise of low- and no-alcohol products, and cross-category innovation are transforming how and what we produce. At the same time, advances in automation, artificial intelligence and digital technologies are redefining how our businesses operate and how our people work.

The challenges are real — but so are the opportunities.

The theme of this year's convention, **"Brewing & Distilling the Adaptive Future — Resilience. Relevance. Reinvention."**, reflects the path forward for our industry. Success in the years ahead will belong to those who build resilient operations, remain relevant to evolving consumers, and continually reinvent their businesses through technology, sustainability and human capability.

Over the coming days, this convention will provide a platform for exactly that. It is an opportunity to connect face to face with old friends and colleagues, while also building new relationships across our vibrant global community. Through the technical program, discussions and shared experiences, we will exchange ideas, explore emerging technologies and examine the trends shaping the future of brewing and distilling.

Our goal is to deliver an engaging and stimulating program for local, national and international delegates involved in brewing, distilling and associated industries. The convention is being held here at the Brisbane Convention & Exhibition Centre, in the heart of one of Australia's most dynamic and fast-growing beverage regions.

Brisbane and Queensland have rapidly built a reputation as a powerhouse of creativity within the brewing and distilling world. Across the city and throughout the state, innovative brewers and distillers are crafting remarkable beers and spirits that showcase both technical excellence and a uniquely Australian character. From bustling urban breweries to award-winning distilleries, the region offers a diverse and exciting scene that continues to evolve.

This convention celebrates that spirit of innovation and craftsmanship. It brings together professionals from across the Asia Pacific region and beyond to share knowledge, explore new ideas and strengthen the connections that make our industry so collaborative and forward-thinking.

Of course, a convention like this is not only about the presentations and technical sessions. It is also about the experiences we share along the way. Brisbane offers a warm climate, a welcoming culture and a vibrant food and beverage scene. From riverside venues and lively precincts to world-class breweries and distilleries, there is plenty to explore while you are here.

We encourage you to make the most of your time in Brisbane — experience the local hospitality, discover the city's thriving craft beverage scene and enjoy everything this energetic and welcoming city has to offer.

From mash to mastery, the future of our industry will be defined not by volume alone, but by value, craftsmanship, adaptability and bold leadership. This convention is an opportunity for us all to contribute to that future together.

We looking forward to welcoming you to the **39th CIBD Asia Pacific Convention in Brisbane.**

### Paul Van Der Vyver

Brewing COE Manager & CIBD 27 Convention Chair  
Lion Co, Brisbane

# KEY CONTACTS



## TIM ARCHER

Convention Manager  
T +61 362347844  
[tim@laevents.com.au](mailto:tim@laevents.com.au)



## KIM MURRAY

Sponsorship &  
Exhibition Manager  
T +61 362347844  
[kim@laevents.com.au](mailto:kim@laevents.com.au)



**FAST FACTS**  
15-18 March 2027  
BCEC, Brisbane, QLD  
800+ Australian and international delegates expected to attend

## OUR COMMITMENT TO YOU

Our commitment to you begins the moment you confirm your partnership package. Our dedicated congress team will provide you with clear and timely responses and information relating to your package. We aim to do our best to maximise the exposure of your partnership. A planned marketing strategy will ensure that you and your brand will receive widespread exposure in the lead up to, during and post-convention.

## 2027 PROGRAM AT A GLANCE

### MONDAY 15 MARCH

Pre-conference workshops  
Exhibition Bump-in

### TUESDAY 16 MARCH

Conference sessions  
Exhibition open  
Welcome Reception

### WEDNESDAY 17 MARCH

Conference sessions  
Exhibition open  
Exhibition Bump-out  
Gala Dinner

### THURSDAY 18 MARCH

Half day Conference Session  
Close



# ABOUT THE DESTINATION



## BRISBANE, QUEENSLAND

Brisbane is the capital and most populous city in the Australian state of Queensland, and the third most populous city in Australia. Its metropolitan area is home to approximately 2.5 million people, with the broader South East Queensland region encompassing more than 3.6 million residents. As a fast-growing hub for innovation, advanced manufacturing and food and beverage production, Brisbane provides a compelling setting for the Asia Pacific Section of the Chartered Institute of Brewing and Distilling Convention.

The Brisbane central business district stands on the historic European settlement and is situated within a peninsula of the Brisbane River, approximately 15 kilometres from its mouth at Moreton Bay. Founded on the ancient homelands of the Turrbal and Jagera people, the city's connection to water, climate and place has long shaped its agricultural and industrial development—factors that continue to influence brewing and distilling practices across Queensland and the wider region today.

Brisbane is a city for the senses. Impossibly blue skies, a warm subtropical climate and a relaxed outdoor lifestyle create ideal conditions for social connection and knowledge exchange. A well-planned network of paths and bridges links

the city centre with South Bank and a series of vibrant urban villages along the river, offering delegates easy access to venues, dining and hospitality experiences that showcase the region's contemporary brewing and distilling culture.

Brisbane's inner-city suburbs and neighbourhoods each offer their own distinct character. From browsing Paddington's heritage Queenslander cottages to experiencing Fortitude Valley's lively nightlife and craft beverage scene, or relaxing at South Bank's riverside precinct, the city provides ample opportunities for delegates to connect, explore and experience Queensland's dynamic beer and spirits landscape. Together, these elements make Brisbane a natural and inspiring host city for the CIBD Convention.

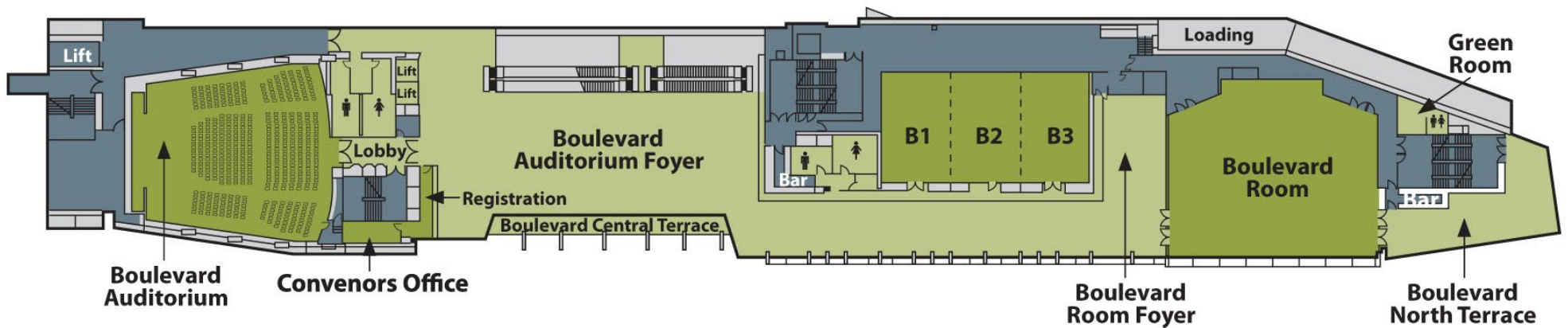
**brisbane**  
australia's new world city





# ABOUT THE VENUE

## BRISBANE CONVENTION AND EXHIBITION CENTRE



# RAISE YOUR PROFILE. TAP INTO THE INDUSTRY.

Join the CIBD Asia Pacific Convention and connect with the innovators, creators, and leaders shaping the brewing and distilling world. Showcase your brand, share your expertise, and leave a lasting impression with the people who matter most — the makers, the thinkers, and the decision-makers driving this industry forward.

## WHY PARTNER WITH US



### Be Seen. Be Remembered.

Your brand front and centre with brewers, distillers, and industry leaders.



### Grow Your Network.

Forge lasting connections and open doors to new business opportunities.



### Reach the Right People.

Connect directly with a specialised, Asia Pacific audience who want to hear from you.



### Showcase What's Next.

Demonstrate your latest products, processes, and cutting-edge solutions.



### Lead the Industry.

Show commitment, expertise, and innovation — stand out as a trusted leader.




### Maximise Your Impact.

High visibility, strategic engagement, and lasting return on investment.

# SPONSORSHIP OPPORTUNITIES

All sponsorship packages are listed in Australian Dollars (AUD\$) and include GST. We are happy to tailor or combine packages to suit your organisation's goals and desired level of visibility, ensuring maximum impact and engagement with delegates.

		EXCLUSIVE SPONSORSHIP	TECHNICAL PRESENTATION	30 MINUTE WORKSHOP	PRESENTATION AT CIBD EVENT	KEYNOTE SPEAKER SPONSORSHIP	PLENARY SESSION SPONSORSHIP	NO. OF FULL REGISTRATIONS	EXHIBITION ONLY PASSES	ADVERTISEMENT IN CONVENTION APP	ADDITIONAL DINNER TICKETS	EXCLUSIVE BRANDING OPPORTUNITY	EXHIBITION BOOTH
<b>DIAMOND SPONSOR (Choose One) \$55,000</b>													
1. Pre & Post Tours		✓	20 min	30 min	4 × 30 min	1	3	4	8	Full page	4	✓	6m x 6m
2. Convention Dinner		✓	20 min	30 min	4 × 30 min	1	3	4	8	Full page	4	✓	6m x 6m
3. Welcome Reception		✓	20 min	30 min	4 × 30 min	1	3	4	8	Full page	4	✓	6m x 6m
4. Trade Night		✓	20 min	30 min	4 × 30 min	1	3	4	8	Full page	4	✓	6m x 6m
<b>PLATINUM SPONSOR (Choose One) \$45,000</b>													
1. Pre & Post Tours		✓	20 min	30 min	2 × 30 min		2	3	6	Full page	3	✓	6m x 3m
2. Convention Dinner		✓	20 min	30 min	2 × 30 min		2	3	6	Full page	3	✓	6m x 3m
3. Welcome Reception		✓	20 min	30 min	2 × 30 min		2	3	6	Full page	3	✓	6m x 3m
4. Trade Night		✓	20 min	30 min	2 × 30 min		2	3	6	Full page	3	✓	6m x 3m
5. Poster Session		✓	20 min	30 min	2 × 30 min		2	3	6	Full page	3	✓	6m x 3m
<b>GOLD SPONSOR (Choose One) \$25,000</b>													
1. Refreshment Break		2	20 min				2	2	4	Full page	2		3m x 3m
2. Afternoon Bar		2	20 min				2	2	4	Full page	2		3m x 3m
<b>DELEGATE GIFT</b>	<b>\$20,000</b>	✓						2	1	Full page		✓	3m x 3m
<b>AI HEADSHOT LOUNGE</b>	<b>\$18,000</b>	✓						2	1	Full page		✓	3m x 3m
<b>MASTERCLASS SPONSOR</b>	<b>\$15,000</b>	Multiple						1	2	Half page			3m x 3m
<b>REGISTRATION DESK</b>	<b>\$12,000</b>	✓						1	2	Half page		✓	3m x 3m
<b>TECHNOLOGY SPONSOR</b>	<b>\$8,500</b>	✓						1		Half page		✓	3m x 3m
<b>EXHIBITION OPPORTUNITIES</b>													
Exhibition - Standard Booth	<b>\$6,000</b>	Multiple							1x Exhibitor	Half page			3m x 2m
Exhibition - Premium Upgrade	<b>\$10,000</b>	Multiple							1x Exhibitor	Half page			3m x 3m

# DIAMOND SPONSOR

## \$55,000 | EXCLUSIVE MAJOR PARTNERSHIP

### EXCLUSIVE MAJOR BENEFITS

The Diamond Sponsorship is the pinnacle of visibility and influence at the 39th Asia Pacific CIBD Convention. This package is designed for organisations seeking to **maximise visibility, demonstrate leadership, and engage deeply** with the brewing and distilling community. With naming rights, plenary and keynote involvement, and premium exhibition positioning, Diamond Sponsorship ensures your brand is **front and centre of delegate attention** from start to finish.

- Exclusive recognition as the **Diamond Sponsor** of the 39th Asia Pacific CIBD Convention
- Verbal acknowledgement throughout the Convention
- First choice of Major Social Events: **CIBD Pre & Post Tours, Convention Dinner, Welcome Reception and Trade Night**
- Naming rights to the **Convention Opening Session**

- Sponsorship of **one Keynote Speaker**
- Sponsorship of **three Plenary Sessions**
- Opportunity to deliver a **20-minute Technical Presentation** during a plenary session
- Opportunity to present a **30-minute Workshop** (pre-plenary morning or lunchtime)
- Opportunity to deliver **30-minute presentations at four key local CIBD events** post-Convention
- Significant **digital signage opportunities** throughout the venue

### MARKETING & BRANDING BENEFITS

- One dedicated marketing eDM to the delegate database (content supplied by sponsor)
- Company logo and profile in the Convention app and website
- Logo recognition in all Convention promotional material, including venue signage
- Electronic brochure in the Convention app

- One full-page advertisement in the Convention app (finished artwork supplied by sponsor)
- Opted-in delegate list – name, position, organisation, city, country

### REGISTRATION & EXHIBITION BENEFITS

- Four full Convention registrations, including **daily catering, Welcome Reception, and Convention Dinner**
- Four additional tickets to attend the **Convention Dinner**
- **6m x 6m premium exhibition booth**
- Eight complimentary daily **Exhibition-Only passes**



# PLATINUM SPONSOR

## \$45,000 | EXCLUSIVE MAJOR PARTNERSHIP 4 AVAILABLE

Position your organisation at the forefront of the 39th Asia Pacific CIBD Convention as a leading industry partner, aligned with innovation, technical excellence and global brewing and distilling leadership.

### EXCLUSIVE NAMING RIGHTS – CHOOSE ONE MAJOR CONVENTION FEATURE:

Secure naming rights to one of the Convention's most high-profile experiences:

- **Pre & Post Convention Technical Tours**
- **Convention Dinner**
- **Welcome Reception**
- **Trade Night**
- **Poster Session**

### PREMIUM VISIBILITY & THOUGHT LEADERSHIP

- Recognition as a **Platinum Sponsor** across the Convention
- Verbal acknowledgement throughout the event
- Sponsorship of **two Plenary Sessions**
- One **20-minute Technical Presentation** within a plenary session
- One **30-minute Workshop** (pre-plenary morning or lunchtime session)
- Opportunity to deliver two **30-minute presentations** at key local CIBD events post-Convention

### MARKETING & BRAND AMPLIFICATION

- One dedicated promotional **eDM to the delegate database** (content supplied by sponsor)
- Prominent digital signage throughout the venue
- Logo and company profile on Convention website and app

- Logo inclusion across promotional materials and onsite signage
- One full-page advertisement in the Convention app (finished artwork supplied by sponsor)
- Electronic brochure hosted in the Convention app
- Opted-in delegate list – name, position, organisation, city, country

### EXHIBITION & HOSPITALITY

- Premium **6m x 3m exhibition booth**
- Three full Convention registrations (including Welcome Reception & Convention Dinner)
- Six Exhibition-Only daily passes





# GOLD SPONSOR

## \$25,000 | PREMIUM CONVENTION PARTNERSHIP 4 AVAILABLE

Position your organisation as a key supporter of the 39th Asia Pacific CIBD Convention, aligned with industry excellence, technical advancement and meaningful delegate engagement.

### EXCLUSIVE GOLD ACTIVATION – CHOOSE ONE:

Secure naming rights to one of the following high-traffic delegate experiences:

#### Refreshment Break Sponsor

Sponsorship of one full day's morning and afternoon refreshment breaks and lunch, including sponsor corporate video or commercial played on buffet screens during break periods

OR

#### Official Afternoon Bar Sponsor

Branding of the Afternoon Bar for one day of the convention

- Creation of a bespoke cocktail named after your organisation
- Cocktail featured on the official bar menu
- Opportunity to collaborate on flavour profile and branding
- Opportunity to provide branded coasters, napkins or bar collateral

#### STRONG VISIBILITY & INDUSTRY ALIGNMENT

- Recognition as a **Gold Sponsor** throughout the Convention
- Verbal acknowledgement during key sessions
- Opportunity to deliver a 20-minute Technical Presentation during a plenary session
- Sponsorship of **two Plenary Sessions**
- Prominent digital signage opportunities throughout the venue

#### MARKETING & BRAND PRESENCE

- Company logo and profile on the Convention website and app
- Logo inclusion across promotional materials and venue signage
- One full-page advertisement in the Convention app (finished artwork supplied by sponsor)
- Electronic brochure within the Convention app
- Opted-in delegate list – name, position, organisation, city, country

#### EXHIBITION & HOSPITALITY

- **3m x 3m exhibition booth**
- Two full Convention registrations (including Welcome Reception & Convention Dinner)
- Two additional tickets to attend the Convention Dinner
- Four Exhibition-Only daily passes





# DELEGATE GIFT SPONSOR

## INDIVIDUAL SPONSORSHIP OPPORTUNITIES

These targeted sponsorships provide practical, high-visibility branding at key touchpoints throughout the 39th Asia Pacific CIBD Convention. Each package is exclusive unless otherwise indicated and is designed to create strong engagement with brewers, distillers, technical specialists, suppliers, and industry leaders.

### \$20,000 | EXCLUSIVE BRANDING OPPORTUNITY

Secure your organisation’s visibility at the 39th Asia Pacific CIBD Convention with the **exclusive Delegate Gift Sponsorship** — a highly practical and highly visible way to connect with brewers, distillers, technical specialists, suppliers, and industry leaders across the region. Every delegate will receive your branded satchel, creating lasting exposure throughout the Convention and beyond while positioning your brand at the centre of the delegate experience. This sponsorship aligns your organisation with quality, craftsmanship and industry connection, values that resonate strongly within the global brewing and distilling community.

### PROMOTION & BRANDING BENEFITS

- Exclusive recognition as the **Delegate Gift Sponsor**
- Company logo and profile in the Convention mobile app and website
- Logo inclusion in all promotional materials and on-site signage
- Electronic brochure in the Convention app
- One full-page advertisement in the Convention App (finished art supplied by sponsor)
- Opted-in delegate list – name, position, organisation, city, country

### REGISTRATION & EXHIBITION BENEFITS

- Two full Convention registrations, including daily catering, Welcome Reception, and Gala Dinner
- One 3m x 3m exhibition booth
- One complimentary daily Exhibition-Only pass

# AI HEADSHOT LOUNGE SPONSOR



## \$18,000 | EXCLUSIVE OPPORTUNITY

Position your organisation at the intersection of innovation and professional development with the AI Headshot Lounge – a high-traffic, high-value activation that delivers immediate take-home benefit for delegates. The AI Headshot Lounge provides delegates with professional, AI-enhanced headshots suitable for LinkedIn, company websites, and marketing profiles – ensuring strong engagement throughout the Convention.

## PROMOTION & BRANDING BENEFITS

- Exclusive naming rights: **"AI Headshot Lounge presented by [Your Company]"**
- One half-page advertisement in the Convention app (finished art supplied by sponsor)
- Prominent branding within the lounge area (backdrop, signage, digital screens)
- Opted-in delegate list – name, position, organisation, city, country
- Logo featured on booking confirmations and post-event image delivery emails
- Recognition on Convention website, mobile app, and digital signage

## HIGH-ENGAGEMENT TOUCHPOINT

- Dedicated branded space within the exhibition area
- Option to include a branded digital frame or watermark on images
- Opportunity to provide a branded follow-up message with image delivery

## LEAD GENERATION & DATA CAPTURE

- Opt-in data capture for delegates using the lounge (subject to privacy regulations)
- Post-event engagement opportunity via image distribution email

## REGISTRATION & EXHIBITION BENEFITS

- Two full Convention registrations, including daily catering, Welcome Reception, and Gala Dinner
- One 6m x 3m exhibition booth
- One complimentary daily Exhibition-Only pass



## \$15,000 | MULTIPLE SPONSORSHIP OPPORTUNITIES

The Masterclass Sponsorship provides your organisation with a high-impact platform to engage directly with brewers, distillers, technical specialists, and industry leaders in a practical, knowledge-focused session. These sessions are an ideal way to position your brand as a thought leader in innovation, technical expertise, and professional development within the Asia Pacific brewing and distilling community.

### KEY MASTERCLASS BENEFITS

- Recognition as a **Masterclass Sponsor** in all pre-event communications, signage, and digital channels
- 45-minute session plus 15-minute Q&A, allowing for interactive engagement with delegates
- Opportunity to present a case study, technical insight, or product demonstration aligned with the session theme
- Branding on Masterclass room signage and digital displays

- Inclusion of a branded takeaway or resource pack for attendees
- One half-page advertisement in the Convention app (finished art supplied by sponsor)
- Sponsor logo and profile featured in the Convention app and website

### MARKETING & BRAND VISIBILITY

- Logo inclusion in all Masterclass promotional material (emails, app and on-site signage)
- Opted-in delegate list – name, position, organisation, city, country

### REGISTRATION & EXHIBITION BENEFITS

- One full Convention registration, including daily catering, Welcome Reception, and Gala Dinner
- One 3m x 3m exhibition booth
- Two complimentary daily Exhibition-Only passes





# REGISTRATION DESK SPONSOR

## \$12,000 | EXCLUSIVE OPPORTUNITY

Your brand is the **first touchpoint for every delegate**, ensuring high exposure and positioning your organisation as a key supporter of the delegate experience. The Registration Desk sponsorship ensures your brand is highly visible as delegates arrive, creating a lasting first impression and reinforcing your connection with brewers, distillers, and industry leaders from across the Asia Pacific region.

## PROMOTION & BRANDING BENEFITS

- Exclusive recognition as the **Official Registration Desk Sponsor**
- Your company logo featured prominently on the registration desk structure
- Company logo and profile in the **Convention mobile app and website**
- Logo recognition across all promotional materials, including **venue signage**
- Electronic brochure hosted in the Convention app

- One half-page advertisement in the Convention app (finished artwork supplied by sponsor)
- Opted-in delegate list – name, position, organisation, city, country

## REGISTRATION & EXHIBITION BENEFITS

- One full Convention registration, including **daily catering, Welcome Reception, and Gala Dinner**
- One 3m x 3m exhibition booth
- Two complimentary daily Exhibition-Only passes





# TECHNOLOGY SPONSOR



## \$8,500 | EXCLUSIVE OPPORTUNITY

### Own the digital experience at CIBD

Position your organisation at the centre of the Convention's digital engagement by becoming the exclusive Technology Sponsor, incorporating both the Convention Mobile App and Convention WiFi. From the moment delegates connect onsite to access the program, speaker biographies, exhibitor information and live updates, your brand will be front and centre — delivering continuous, high-visibility exposure throughout the entire event.

### PROMOTION & BRANDING BENEFITS

- Exclusive recognition as the Convention Technology Sponsor (Mobile App & WiFi)
- Naming rights to the Convention WiFi network (e.g. CIBD 2027 powered by [Your Company])
- Custom WiFi landing page featuring your branding (subject to venue capabilities)
- Banner advertisement on the Mobile App front page, accessed daily by all delegates

- Company logo and profile within the Convention Mobile App and on the Convention website
- Logo recognition across promotional materials and onsite venue signage
- Electronic brochure hosted in the Convention App
- One half-page advertisement in the Convention App (finished artwork supplied by sponsor)
- Opted-in delegate list – name, position, organisation, city, country

### REGISTRATION & EXHIBITION BENEFITS

- One full Convention registration, including daily catering, Welcome Reception, and Gala Dinner
- One 3m x 3m exhibition booth





# EXHIBITION PACKAGES

## STANDARD BOOTH OPPORTUNITY | \$6,000

The exhibition floor is the commercial heart of the Convention — designed to foster connection, showcase innovation and encourage technical discussion. With catering hosted in the exhibition space, your brand remains visible and accessible throughout the delegate journey. All Convention lunches and refreshment breaks will be held within the exhibition area, ensuring consistent foot traffic and meaningful engagement opportunities with brewers, distillers, technical specialists and industry suppliers throughout the event.

### EXHIBITION INCLUSIONS

- One 3m x 2m shell scheme booth
- White melamine back and side walls
- Fascia board displaying your organisation's name
- Two 120w spotlights
- One 4amp / 100w power outlet

(Please note: furniture is not included in the standard exhibition package.)

### BRAND VISIBILITY & MARKETING BENEFITS

- Company logo and profile in the Convention app and on the event website
- Logo recognition across Convention promotional materials and onsite signage
- One half-page advertisement in the Convention App (finished artwork supplied by sponsor)
- Electronic brochure hosted within the Convention app
- Opted-in delegate list – name, position, organisation, city, country

### REGISTRATION INCLUSIONS

- One exhibitor registration, including daily catering and attendance at the Welcome Reception (excludes Convention Gala Dinner)





# EXHIBITION PLUS

## PREMIUM UPGRADED BOOTH OPPORTUNITY \$10,000 | ONLY 5 AVAILABLE

Exhibition Plus is designed for organisations seeking stronger brand dominance, increased meeting capacity and greater visual impact within the exhibition hall. With an expanded footprint in high-traffic areas and enhanced presentation capability, this premium package enables stronger brand dominance and deeper engagement with brewers and distillers from across the Asia Pacific region.

- Located in high-traffic zones near catering or entry points
- Positioned along main aisles
- Premium corner or island style layouts (where applicable)
- Priority booth selection
- One additional exhibitor registration
- Opportunity to host a 10-minute on-stand product spotlight (scheduled in program breaks)
- Featured exhibitor highlight in one pre-convention eDM

### ENHANCED EXHIBITION INCLUSIONS

- Larger upgraded booth space – 3m x 3m exhibition booth
- Open-plan layout to encourage delegate interaction
- Integrated screen/display capability
- Furniture suite included
- Power supply and lighting appropriate to upgraded space
- Enhanced branding opportunities within your footprint

### BRAND VISIBILITY & MARKETING BENEFITS

- Company logo and profile in the Convention app and on the event website
- Logo recognition across Convention promotional materials and onsite signage
- One half-page advertisement in the Convention App (finished artwork supplied by sponsor)
- Electronic brochure hosted within the Convention app
- Access to the delegate list (subject to Australian Privacy Laws), including consenting delegates' details

### REGISTRATION INCLUSIONS

- One exhibitor registration, including daily catering and attendance at the Welcome Reception (excludes Convention Gala Dinner)

## CONVENTION MARKETING AND PUBLIC RELATIONS

A professionally planned marketing strategy will ensure the benefits of attending the CIBD Convention are widely known internationally. Extensive direct mail campaigns, an official website supported by regular email newsletters plus editorial and advertising in professional publications will provide potential delegates, sponsors and exhibitors access to current information about the convention.

## EXHIBITION DETAILS

All convention lunch and refreshment breaks will be held in the exhibition area to ensure a high traffic flow of delegates. Please note, the floor plan is subject to change at the discretion of the venue or the convention organisers at any time. The floor plan for the exhibition will be forwarded as soon as it is finalised.

## ADDITIONAL TICKETS AND REGISTRATIONS

An additional sponsor/exhibitor registration can be purchased for \$1,000 each, which includes:

- Daily catering
- Attendance at convention sessions
- Attendance at the Welcome Reception

Dinner tickets may be purchased separately. Venue and price to be announced.

## ADDITIONAL SPONSOR EXHIBITION ONLY

An additional sponsor exhibition only registration can be purchased for \$500 each, which includes:

- Daily Catering
- Full access to the Exhibition area.

This Exhibitor/ Sponsor Pass is significantly reduced from the standard delegate fee as recognition of your company's support of the event. Please note there is a maximum of two additional sponsor/exhibitor registrations per sponsor or exhibitor.

## EVENT SPONSORSHIP & EXHIBITION APPLICATION TERMS & CONDITIONS

A full set of terms and conditions for convention sponsorship and exhibition packages are available on the convention website. When you complete the online acceptance form, you will be required to acknowledge your agreement to these terms and conditions to complete the submission process.

# READY TO BOOK?

Click [here](#)

For additional information:  
[kim@laevents.com.au](mailto:kim@laevents.com.au)

