



Human Factors & Ergonomics
Society of Australia Inc.

SPONSORSHIP & EXHIBITORS PROSPECTUS

VALUE AND VITALITY:
REALISING THE IMPACT OF HFE

**NATIONAL
CONFERENCE**

ADELAIDE, SA

19th-22nd Nov 2023

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OUR INVITATION TO YOU

You are invited to be a sponsor at the 58th Annual Human Factors and Ergonomics Society of Australia (HFESA) Conference, to be held in Adelaide, South Australia. The theme of the conference is:

Value and Vitality – Realising the impact of HFE

The conference will be held from **Sunday evening 19th November to Wednesday 22nd November 2023** at the Adelaide Convention Centre.

The Human Factors and Ergonomics Society of Australia conference is a not-for-profit event. It attracts delegates locally, nationally, and internationally by providing a forum for emerging research and practical applications relevant to people in industrial, domestic and public environments.

This is an opportunity for your organisation to:

- **Engage** with the leaders in this important field.
- **Contribute** to Human Factors and Ergonomics in Australia.
- **Reach** people who influence the design of management systems and infrastructure in organisations, and the design and use of equipment or software.

As a sponsor, you can leverage HFESA's reputation in the field of human factors and ergonomics to achieve:

- **Brand exposure to delegates.** This has assisted previous sponsors to launch products or services into Australian industries, workplaces and communities.
- **Product exposure** to professionals who are likely to recommend these products to industry.
- **Networking and influencing opportunities** among human factors and ergonomics professionals to generate linkages and forge innovation.

The following Sponsorship & Exhibitors Prospectus provides an overview of the range of options on offer. Sponsorship benefits are based on the level of contribution and are presented as a token of thanks for your support in helping create a premier conference for the HFESA community and attendees.

We are open to exploring new and different ways we might assist your organisation in reaching our members. If you have a sponsorship idea that sits outside of the scope of this prospectus, please contact us with your suggestion.

We look forward to your support as we continue to build partnerships and provide new opportunities to all service suppliers and providers.

Sharon Todd

HFESA - President

Heidi Turbill

Conference Co-Convenor

WHO WILL ATTEND

The HFESA National Conference attracts a national community of practitioners from public and private sector organisations (national and international), academics, researchers, and students from wide range of disciplines. The HFESA has an extensive membership and circa 120+ delegates are expected to attend this conference.

Our delegates attending the conference work across a wide range of industry domains, including healthcare, transport (road, rail, aviation, maritime), mining and resources, manufacturing, defence, IT and telecommunications, and government agencies. They include:

- Human Factors Specialists
- OHS Professionals
- Ergonomists
- Consultants
- Psychologists
- Occupational Therapists
- Tertiary Educators
- Students
- Architects
- Chiropractors
- Human Computer Interaction Specialists
- Rehabilitation Professionals
- Occupational Hygienists
- Physiotherapists
- Engineers
- Designers
- Medical Practitioners

HOW TO BECOME A SPONSOR OF HFESA 2023

- Review the sponsorship levels in this prospectus.
- Complete the [Sponsorship / Trade Exhibitor Application form](#)
- Email the completed form to our Sponsorship Coordinator
 - Jacqui Wilkinson
 - secretariat@ergonomics.org.au
- The HFESA National Secretariat will contact you to complete payment via your chosen payment method.
- Once payment is complete, we will arrange for your logo and organisation's name to appear on the promotional material as outlined in your selected sponsorship package.
- Further details will be provided closer to the conference regarding setup of demonstration tables / booths.

To discuss sponsorship categories, please contact:

Sponsorship Coordinator:

Jacqui Wilkinson

e: secretariat@ergonomics.org.au

Conference Co-Convenor:

Heidi Turbill

e: convenor@ergonomics.org.au

SPONSORSHIP OPPORTUNITIES

HFESA National Conference offers eight categories of sponsorship that will suit a variety of organisations and budgets.

The *PLATINUM* and *GOLD* options maximise exposure for your business through links to specific conference events.

Sponsors may also propose alternative ways to provide support while promoting their organisation.

All prices are in Australian Dollars and are inclusive of GST.

Platinum A	Platinum B	Gold	Silver A	Silver B	Bronze	Exhibitor	Friends of HFESA	Other Sponsorship
\$10,000	\$10,000	\$7,000	\$5,000	\$5,000	\$3,000	\$3,500	\$200-\$1,000	Your value
Conference Opening	Conference Dinner	Keynote & Ron Cummins Lecture Speakers	Student Sponsor	Welcome Reception	Volunteers	Exhibitor	Various	Raffle prizes & other opportunities
Maximum 1 sponsor	Maximum 1 sponsor	Maximum 3 sponsors	Maximum 3 sponsors	Maximum 1 sponsor	Unlimited	Limited spaces available	Unlimited	Unlimited

PLATINUM SPONSOR A

Conference Opening – Monday 20th November - Morning

Maximum 1 sponsor \$10,000

The conference venue is integral to the smooth running of the conference. It is the hub of all scientific, networking and social sessions. Three days of delegates, speakers, and exhibitors networking, learning relies on the suitability of the venue.

Sponsorship benefits include:

- An opportunity to be the key sponsor for this key national event.
- An opportunity for your organisation's delegate to open the Conference and start proceedings each day of the conference.
- A display booth/demonstration table for your organisation's promotional material.
- Up to two promotional items in each delegate bag.
- Advertisement in program booklet (artwork to be provided by organisation).
- Acknowledgement and hyperlink on conference website.
- Complimentary registration, including welcome reception and conference dinner for four (4) representatives from your organisation.
- Other benefits as negotiated.



PLATINUM SPONSOR B

Conference Dinner – Tuesday 21st November - Evening

Maximum 1 sponsor \$10,000

The Conference dinner is the centrepiece social and awards ceremony of the conference. It will commence at 6pm and conclude around 11pm.

Sponsorship benefits include:

- An opportunity to be the key Conference Dinner Sponsor at the premier Annual HFESA 2022 major conference networking event.
- An opportunity for a representative from your organisation to make a speech on the evening.
- An opportunity for your organisation's banners to be displayed at the conference dinner.
- A display booth/demonstration table for your organisation's promotional material.
- Up to two promotional items in each delegate bag.
- Advertisement in program booklet (artwork to be provided by organisation)
- Acknowledgement and hyperlink on conference website
- Complimentary registration, including welcome reception and conference dinner for four (4) representatives from your organisation.
- Other benefits as negotiated.



GOLD SPONSOR

Keynote & Ron Cummins Lecture Speakers – Choice out of 3 speakers to be nominated

Maximum 3 Sponsors \$7,000 each

Supporting the Keynote speaker is a way for your organisation to contribute to the tenor of the HFSEA conference and be associated with one of its cornerstone scientific events.

While the Keynote and Ron Cummins Lecture speakers are still being confirmed, we hope to entice international and Australian leaders in their fields to address our theme.

Sponsorship benefits include:

- An opportunity for your organisation to be the key sponsor of the conference keynote speaker and for your brand to be associated with marketing related to the keynote.
- An opportunity to meet with the keynote speaker during the conference.
- An opportunity for your organisation's banner to be hung during the day of the keynote speaker.
- A display booth/demonstration table for your organisation's promotional material.
- Up to two promotional items in each delegate bag.
- Advertisement in program booklet (artwork to be provided by organisation).
- Acknowledgement and hyperlink on conference website.
- Complimentary registration, including welcome reception and conference dinner for two representatives from your organisation.

SILVER SPONSOR A

Student Sponsorship

Maximum 3 sponsors \$5,000 each

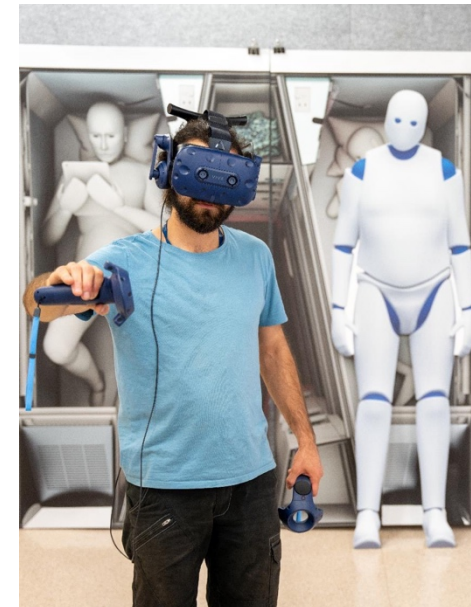
The HFESA 2022 conference encourages attendance from students studying ergonomics and human factors disciplines across Australasia to attend the national conference.

This is an opportunity for students to share and learn from colleagues and to identify potential opportunities for collaboration.

Student sponsorship is a great opportunity for your organisation to be facilitating ongoing learning and development, and the enrichment of the HFE field into the future.

Sponsorship benefits include:

- An opportunity to sponsor the three-minute thesis or the poster session.
- Demonstration table for your organisation's promotional material.
- Up to two promotional items in each delegate bag.
- Advertisement in program booklet (artwork to be provided by organisation)
- Acknowledgement and hyperlink on conference website.
- Complimentary registration, including welcome reception and conference dinner for two representatives from your organisation.



SILVER SPONSOR B

Welcome Reception - Sunday 19th November - Evening

Maximum 1 Sponsor \$5,000

The HFESA 2023 Welcome Reception Venue is at the Adelaide Convention Centre. This is an opportunity to facilitate convivial networking where old colleagues meet, and new friends are welcomed. This is a great fit for companies that value collaboration and the nurturing of professional networks.

Sponsorship benefits include:

- Corporate message and greeting at the Welcome reception.
- Opportunity for your organisation's banner to be hung at the conference and Welcome Reception.
- Display booth/demonstration table for your organisation's promotional material.
- Up to two promotional items in each delegate bag.
- Advertisement in program booklet (artwork to be provided by organisation)
- Acknowledgement and hyperlink on conference website.
- Complimentary registration, including welcome reception and conference dinner for two representatives from your organisation. (Note welcome reception is included in conference registration).



BRONZE SPONSOR

Volunteer Group – All 3 Days \$3,000

Unlimited Sponsors

The HFESA 2022 conference relies on student volunteers to run smoothly.

Your organisation's logo will be displayed on t-shirts worn throughout the conference by the team of volunteers.

Volunteers are the lifeblood of any successful conference. They'll be seen everywhere, along with your organisation's logo on their shirts!

Sponsorship benefits include:

- Opportunity to feature your organisation's logo on student volunteer organiser t-shirts (vector logo to be supplied by organisation)
- Opportunity for your organisation's banner to be hung at the conference.
- Up to one promotional item in each delegate bag.
- Advertisement in program booklet (artwork to be provided by organisation)
- Acknowledgement and hyperlink on conference website.
- Complimentary registration, including welcome reception and conference dinner for one (1) representative from your organisation.



EXHIBITOR

Exhibitor Area – All 3 days \$3,500

Limited Exhibitor Spaces Available

The HFESA conference exhibitor booth is an opportunity for you to showcase your innovative products and initiatives.

The industry exhibition space will be the hub of the event, hosting all daily catering breaks and providing a prime networking arena for delegates and exhibitors.

Booth areas are expected to be at most 2.5m x 2m.

Sponsorship benefits include:

- Demonstration table for your organisation's promotional material.
- Up to one promotional item in each delegate bag.
- Logo in program booklet (artwork to be provided by organisation)
- Acknowledgement and hyperlink on conference website.
- Complimentary registration, including welcome reception and conference dinner for one (1) representative from your organisation.

Access to venue: At this stage, 'bump-in' would be on Sunday **19th November** in time for the welcome reception. 'Bump-out' would be on the evening of **Wednesday 22nd November**.



FRIENDS OF HFESA

Program Sponsor \$200 - \$1,000

Unlimited Sponsors

Sponsorship benefits include:

- Advertisement in program booklet (artwork to be provided by organisation).
- Acknowledgement and hyperlink on conference website.
- Complimentary conference dinner for one (1) of your organisation's representatives.

Individual donations are welcome. Organisations and individuals offering support at this level will be acknowledged as Friends of HFESA 2022.

OTHER SPONSORSHIP

Your value

Unlimited Sponsors

Previous sponsorship donations have included items for raffle prizes through the conference. We welcome your ideas to sponsor the conference in a unique way.

Sponsorship benefits include:

- Advertisement in program booklet (artwork to be provided by organisation).
- Acknowledgement and hyperlink on conference website.
- Complimentary conference dinner for one (1) of your organisation's representatives.

CONDITIONS

- All opportunities are strictly allocated in order of receipt of payment. Exhibitor space conditions may change with notice.
- 50% of the total committed is to be paid as a deposit within 2 weeks of acceptance as a sponsor or exhibitor, with the balance to be paid as at 30th September 2023.
- Cancellation of bookings must be made in writing and forwarded to secretariat@ergonomics.org.au
- Cancellations received prior to 15th October 2023 will receive a refund less a non-refundable deposit of \$330 (incl. GST).
- Cancellations after 15th October 2023, no refund is provided.

Conference website

All Sponsors will be recognised on the front page of the conference website:

www.hfesa2023.org