




HFESA
ANNUAL CONFERENCE

HUMAN-CENTRED FUTURES

TECHNOLOGY, TRANSFORMATION
AND TOMORROW'S WORLD 

NOV 25-27 2024

BRISBANE CONVENTION
AND EXHIBITION CENTRE

SPONSORSHIP OPPORTUNITIES

ABOUT THE CONFERENCE

We are pleased to host the Human Factors and Ergonomics Society of Australia's national conference at the Brisbane Convention & Exhibition Centre on 25-27 November 2024.

As a valued sponsor, you will advance a human-centred and sustainable world. Our theme this year is on **technology, transformation, and human performance**. We will educate and inform delegates on contemporary and robust methods to solve complex real-world problems.

This conference is about humanity- and person-centred approaches in design. At the conference you will align and connect with world leaders and emerging scientists, practitioners, and strategists in human-centred design, human factors, ergonomics, and safety sciences.

This event includes professional networks of engineers, psychologists, health practitioners, safety scientists, occupational hygiene specialists, service designers, user experience designers, product designers, environmental (architectural, interior, and urban) designers, technology visionaries, organisational strategists, regulators, and governing bodies. It is rare to have such expertise in one place with their shared focus on person-centred solutions to address complex and contemporary problems.

This is a must-see, must-do, must-attend event. There are several sponsorship opportunities from which to select - *commit now, align with world leaders in person-centred system design, and plan this in your 2024 agenda.*





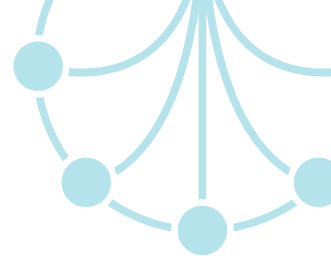
QUANTUM: FUTURISTIC INNOVATOR

\$15,000 [1 AVAILABLE]

The Quantum Futuristic Innovator sponsor is the HFESA Premier Conference Event Presenting Sponsor. The Quantum Sponsor will reach a broad delegate base and help shape the theme of the conference. The Quantum Sponsor will present to delegates for 8 minutes at the opening on Day 1 and will be acknowledged by HFESA at the commencement of the dinner event.

You will be recognised in all promotional material. You will be invited to allocate a representative to participate in a plenary panel discussion. This sponsorship level includes eight complementary conference passes with all conference day meals and tea/coffee included. Eight dinner tickets will also be included in this level.

The option to exhibit at a table is available to Quantum sponsors also and this includes the participation in open-session, focus group, knowledge-sharing table meetings on specific topics as an 'invited guest' with delegates in scheduled times (for knowledge sharing, promotions, or recruitment efforts).



INCLUSIONS:

- ✓ Opening Day - 8 minute AM plenary presentation to delegates
- ✓ Recognition as the premier, Quantum Futuristic Innovator Sponsor in conference material and in on-demand post-conference recordings. Inclusion of and linkages to organisation key messaging and resources via different mediums
- ✓ Acknowledgment at Opening Dinner
- ✓ Plenary panellist in themed topic
- ✓ HFESA President interview - pre-conference video promo & quote
- ✓ Social media campaign inclusion and dedicated EDM
- ✓ Full page advertisement in programme
- ✓ Use of HFESA Conference Sponsor Logo till Dec 2024
- ✓ Exhibition - optional table and virtual 'booth' in App
- ✓ Invited guest on special interest knowledge-sharing tables in a scheduled session
- ✓ 8 Conference + dinner tickets
- ✓ Opportunity to provide delegates with your resources and collateral
- ✓ Opportunity to contribute to the development of legacy resources including a HFESA podcast recording



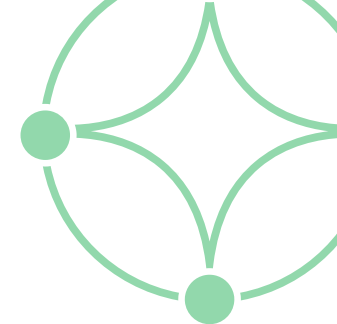
CYBER: TRANSFORMATIVE DESIGN

\$8,500 [2 AVAILABLE]

Cyber Sponsors will reach a broad delegate base and help shape the theme of the conference. The Cyber Sponsor will present to delegates for 5 minutes during the opening of Day 2 of the event.

You will be recognised in all promotional material during the event and the lead-up to the event. You will be invited to allocate a representative to participate in a plenary panel discussion. This sponsorship level includes four complementary conference passes enabling your entry into continuing education sessions with all conference day meals and tea/coffee included. Four dinner tickets will also be included in this level.

The option to exhibit at a table is available to Cyber Sponsors also and this includes participation in open-session, focus group, knowledge-sharing table meetings on specific topics as an 'invited guest.'



INCLUSIONS:

- ✓ Day 2 - 5 minute AM presentation
- ✓ Plenary panellist in themed topic
- ✓ HFESA President pre-conference interview - video promo & quote
- ✓ Social media campaign inclusion
- ✓ Half page advertisement in programme
- ✓ Use of HFESA Conference Sponsor Logo till Dec 2024
- ✓ Exhibition table - optional table and virtual 'booth' in App
- ✓ Invited guest on special interest knowledge-sharing tables in a scheduled session
- ✓ Dedicated EDM
- ✓ Opportunity to provide delegate material
- ✓ 4 Conference + dinner tickets



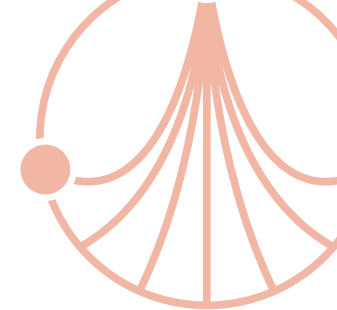
NANO: TRAILBLAZER

\$5,000

The Nano sponsor is committed to trailblazing human factors and ergonomics in technology, systems safety, and design in a significant way. This is by far a value-for-investment sponsorship level.

This sponsorship level includes exhibition table space, and participation in open-session, focus group, knowledge-sharing table meetings on specific topics as an 'invited guest' (for knowledge sharing, promotions, or recruitment efforts). This sponsorship level requires your presence during the established exhibition and open-table knowledge-sharing sessions.

You will benefit by receiving three complementary conference passes enabling your entry into continuing education sessions and this will include all conference day meals and tea/coffee included. Three dinner tickets will also be included in this level.



INCLUSIONS:

- ✓ Quarter page advertisement in programme
- ✓ Use of HFESA Conference Sponsor Logo till Dec 2024
- ✓ Exhibition table and virtual 'booth' in App
- ✓ Invited guest on special interest knowledge-sharing tables in a scheduled session.
- ✓ Opportunity to provide delegate material
- ✓ 3 Conference + dinner tickets



CELESTIAL: EXHIBITOR

\$3,800

As a Celestial sponsor, we invite you to engage with the human factors community and share news about the way that your services or products help change the world for the better. You will be given table space to set up your exhibition and to demonstrate your wares. This sponsorship level requires your presence during established exhibition times.

You will benefit by receiving two complementary conference passes enabling your entry into continuing education sessions and this will include all conference day meals and tea/coffee included. Two complementary event dinner tickets are included also.

INCLUSIONS:

- ✓ Exhibition table space
- ✓ 2 Conference tickets
- ✓ 2 Complementary dinner invitations



ZENITH: FRIENDS OF HFESA

\$850

The Zenith 'Friends of HFESA' sponsorship level recognises your strong support of the HFESA community and its activities. Your sponsorship dollar will be used to host a breakfast, lunch, afternoon tea, technology set-up and service, and/or the coordination of our volunteer events. Your name will be published on our website as a 'Friend of HFESA' and listed on the conference App. You will receive 25% discount on conference attendance and dinner fees for up to two people.

INCLUSIONS:

- ✓ 25% discount on conference fees and dinner
- ✓ Reference in App
- ✓ Business or personal name mentioned on table or event label (e.g., morning tea)

SPONSORSHIP INCLUSIONS



QUANTUM



CYBER



NANO



CELESTIAL



ZENITH

	\$15,000	\$8,500	\$5,000	\$3,800	\$850
Conference Passes	8 passes	4 passes	3 passes	2 passes	25% off
Conference Dinner Tickets	8 included	4 included	3 included	2 Included	25% off
Exhibition	Table and virtual 'booth' in app	Table and virtual 'booth' in app	Table and virtual 'booth' in app	Table and virtual 'booth' in app	Reference in app
Program Advertisement	Full page	Half page	Quarter page		
Use of HFESA Conference Logo till Dec 2024	X	X	X		
Delegate Meetings	Invited Guest on a special-interest knowledge-sharing table meeting session	Invited Guest on a special-interest knowledge-sharing table meeting session	Invited guest on a special-interest knowledge-sharing table meeting session		
Opportunity to provide delegate material	X	X	X		
Opportunity to present	8 minutes on Opening Day	5 minutes on Day 2			
Panellist in a session	X	X			
Social media campaign inclusion and dedicated EDM	X	X			
HFESA President interview - video promo & quote	X	X			
Mention at Opening Dinner	X				
Recognition as Premier Conference Sponsor	X				

For more information contact:
e: sponsorship@ergonomics.org.au




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