



HUMAN FACTORS & ERGONOMICS
THE PERFECT FIT

2026 CONFERENCE

30 NOV – 2 DEC SYDNEY

SPONSORSHIP OPPORTUNITIES

ABOUT THE CONFERENCE

The HFESA National Conference is the premier annual gathering that brings together Australia's Human Factors and Ergonomics (HFE) community to share insights on the latest research, best practices, and innovations that improve safety, performance, wellbeing, and user experience across complex systems.

This year will focus on The Perfect Fit, showcasing how HFE can better align people with the environments, technologies, and organisational contexts they operate within, while addressing real-world challenges across industry. The Perfect Fit is not a fixed endpoint, but an invitation to think broadly about how people, systems, and contexts interact. It encourages reflection on fit as something that is designed, negotiated, and continually reshaped.

We'll ask ourselves, how is HFE the Perfect Fit for my problem or challenge?

The conference attracts academics, industry practitioners, policymakers, and students, creating a rich, collaborative forum for learning, discussion, and professional connection. Attendees gain practical knowledge through a balanced program of rigorous research presentations, applied case studies, interactive workshops, and demonstrations, and leave with actionable ideas to strengthen HFE practice, inform decision-making, and build lasting professional networks.

Why Sponsor?

HFESA 2026 offers sponsors a targeted opportunity to connect with professionals across human factors, safety, design and technology. With a highly engaged audience and strong industry representation, the conference provides a focused platform to build visibility, share expertise and develop meaningful connections.





PLATINUM SPONSOR:

\$15,000 + GST [1 AVAILABLE]

The Platinum Sponsor is the premier partner of HFESA 2026, with high visibility across all conference activities and communications. This level offers the opportunity to align closely with the conference theme and engage directly with delegates throughout the event.

INCLUSIONS:

- ✓ Opening Day – 10- minute plenary presentation
- ✓ The Platinum Sponsor is the premier partner of HFESA 2026, with high visibility across all conference activities and communications. This level offers the opportunity to align closely with the conference theme and engage directly with delegates throughout the event.
- ✓ Recognition as the premier, Platinum Sponsor in conference material and in on-demand post-conference recordings. Inclusion of organisation messaging and links across conference platforms and post-event content
- ✓ Day 1 Welcome Reception short presentation
- ✓ Acknowledgement at Conference Dinner
- ✓ HFESA President interview - pre-conference video promo & quote
- ✓ Social media campaign inclusion and dedicated EDM to the conference database
- ✓ Full page advertisement in programme
- ✓ Exhibition - optional table and virtual 'booth' in App
- ✓ Opportunity to provide delegate collateral (digital or physical)
- ✓ Opportunity to contribute to the development of legacy resources including a HFESA podcast recording
- ✓ 8 Conference + dinner tickets



GOLD SPONSOR:

\$8,500 + GST [2 AVAILABLE]

Gold Sponsors gain strong visibility and engagement opportunities with conference delegates, with presence across both program and marketing activities.

INCLUSIONS:

- ✓ Day 2 - 5-minute plenary presentation
- ✓ HFESA President pre-conference interview - video promo & quote
- ✓ Social media campaign inclusion
- ✓ Half-page advertisement in programme
- ✓ Exhibition table - optional table and virtual 'booth' in App
- ✓ Dedicated EDM
- ✓ Opportunity to provide delegate collateral (digital or physical)
- ✓ 4 Conference + dinner tickets



SILVER SPONSOR: \$5,000 + GST

The Silver Sponsorship offers a practical and cost-effective way to engage with delegates and showcase your organisation within the HFE community.

INCLUSIONS:

- ✓ Quarter-page advertisement in programme
- ✓ Exhibition table and virtual 'booth' in App
- ✓ Opportunity to provide delegate collateral (digital or physical)
- ✓ 3 Conference + dinner tickets



EXHIBITOR PACKAGE: \$3,800 + GST

As an Exhibitor, you will have the opportunity to connect directly with delegates and showcase your products, services or innovations to the human factors community.

Exhibitors are provided with table space during designated exhibition periods and are encouraged to actively engage with attendees.

INCLUSIONS:

- ✓ Exhibition table and virtual 'booth' in App
- ✓ 2 Conference + dinner tickets



FRIENDS OF HFESA: \$1,000 + GST

The Friends of HFESA package recognises organisations that wish to support the conference and broader HFESA community.

Contributions support key event elements such as catering, technology and volunteer coordination. Supporters will be acknowledged on the conference website and app.

INCLUSIONS:

- ✓ 25% discount on conference fees and dinner
- ✓ Reference in App



SPONSORSHIP INCLUSIONS



PLATINUM

GOLD

SILVER

EXHIBITOR

FRIENDS

\$15,000 + GST

\$8,500 + GST

\$5,000 + GST

\$3,800 + GST

\$1,000 + GST

	PLATINUM	GOLD	SILVER	EXHIBITOR	FRIENDS
Conference Tickets	8 tickets	4 tickets	3 tickets	2 tickets	25% off
Dinner Tickets	Included	Included	Included	Included	25% off
Exhibition	Exhibition table and virtual booth in conference app	Exhibition table and virtual booth in conference app	Exhibition table and virtual booth in conference app	Exhibition table and virtual booth in conference app	Reference in conference app
Program Advertisement	Full page	Half page	Quarter page		
Opportunity to Provide Delegate Materials	✓	✓	✓		
Opportunity to Present	10 minutes on Opening Day	5 minutes on Day 2			
Opportunity to Chair a Session	✓	✓			
Social Media Campaign Inclusion	✓	✓			
Dedicated EDM Access	✓	✓			
HFESA President Interview - Video Promo & Quote	✓	✓			
Welcome Reception	Short presentation				
Mention at Conference Dinner	✓				

FOR MORE INFORMATION CONTACT:
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