

# SPONSORSHIP & EXHIBITOR PROPOSAL



## *ACCREDITATION MATTERS*

JUNE 25 - 26 **2024** ICC SYDNEY

A TWO DAY CONFERENCE  
ON ACCREDITATION



## Introduction by Jennifer Evans, NATA CEO



It is with great pleasure that NATA presents Accreditation Matters 2024.

Bringing together more than 500 industry leaders, technical experts, and quality professionals from key organisations across Australia's technical infrastructure, Accreditation Matters 2024 offers an incredibly engaging, diverse and informative conference program, as well as providing a unique networking opportunity.

Whether you are a CEO, General Manager, Quality Manager, industry stakeholder, Government representative, technical expert, or simply have an interest in accreditation and conformity assessment – this is a must attend event.

For that choose to sponsor or exhibit, you will enjoy significant exposure at Australia's leading accreditation event.

I look forward to meeting you all in June 2024.



## Our conference venue

Accreditation Matters 2024 will be held at the Sydney International Convention Centre (ICC). The ICC is situated in the beautiful Sydney waterfront precinct of Darling Harbour - a vibrant public domain with easy and close access to a host of hotels, restaurants, retail outlets and walking distance to the Sydney CBD.

## What should I expect at Accreditation Matters 2024?

In 2023, NATA hosted a successful national roadshow series of accreditation presentations across five locations. From NATA Member organisations and Technical Assessors to industry professionals and stakeholders - NATA presented on areas from continuous improvement and risk management to laboratory governance.

Moving this to the next level, Accreditation Matters 2024 is changing the focus and engaging industry professionals and subject matter experts, to discuss relevant accreditation topics that impact business operations and outcomes every day, and in every way.

Areas will include:

- **Future:** AI, automation, new energies and governance
- **Accreditation Matters:** Standards, accreditation, measurement, risk management and governance
- **People:** Personal and professional development for those working in Australia's technical infrastructure
- **Trade and Supply Chains:** Conformity assessment, accreditation, certification, trade and traceability
- **Health:** Key discussions around health related programs including human pathology, medical imaging, biobanking and sleep disorders

## Networking opportunities

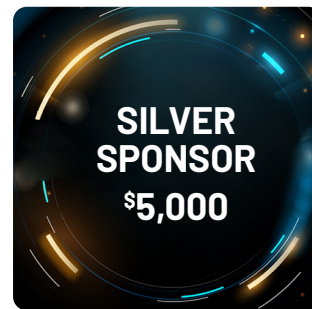
Networking opportunities will be significant. Meet and engage with colleagues, peers, industry SMEs and technical experts as well as prospective clients. Accreditation Matters 2024 will provide a truly captive audience.



# Why sponsor or exhibit?

Accreditation Matters 2024 offers high-level, high exposure to Australia’s leading technical organisations and community. Whether you are a multi-national, a small testing laboratory or supplier to the industry, this conference will be the most important and significant accreditation event of the year.

## Opportunities



Exhibitor	Available	Cost
Exhibitor table	10	\$6,000

Other sponsor opportunities	Available	Cost
Lanyard Sponsor	Exclusive	\$6,000
Celebration Dinner Sponsor	Exclusive	\$5,000
Satchel Sponsor	Exclusive	\$5,000
Network Drinks Sponsor	Exclusive	\$4,000
Coffee Cart Sponsor	Exclusive	\$4,000
Wi-Fi Sponsor	Exclusive	\$3,000

\*NATA reserves the right to change the number of Exhibitors, Platinum, Gold and Silver sponsorships available at any time

\*\*All costs are ex. GST



## PLATINUM SPONSOR

Cost: **\$15,000**

Our Platinum Sponsors are central to Accreditation Matters 2024.

As a Platinum Sponsor, your organisation will benefit from the highest level of exposure and representation. This high-level sponsorship will create significant exposure for your organisation and provide substantial commercial rewards and return on investment.

Over two days, you will be front and centre to Australia's scientific community and leading laboratory/testing organisations.

Your entitlements include:

### Keynote speaker alignment

- Opportunity to align your organisation with a Keynote Speaker presentation at the conference (Sponsor choice of speaker is subject to Keynote Speaker and committee approval)

### Delegates and Celebration Dinner

- Five (5) delegate registrations plus five (5) additional tickets to the Celebration Dinner (Total of 10 tickets to dinner)
- A VIP 10-person reserved table at the Celebration Dinner

### Exhibitor table

- Exhibitor table for duration of event to showcase your services / products

### Sponsor exposure

- Recognition at Plenary Room sessions as Platinum Sponsor
- Company logo on event banner
- Company logo on Plenary Room AV screens
- Company logo and overview on event website
- Delegate and exhibitor list ahead of event
- Acknowledgement as Platinum Sponsor in event marketing including:
  - \* Company story in NATA News (dist. 6000)
  - \* Promotion as Platinum Sponsor in select social media posts
  - \* Promotion as Platinum Sponsor in select direct mailings
- Freestanding banner for event duration in Plenary Room (to be provided by sponsor with max size of 2.0w x 2.3h)
- Freestanding banner for event duration in exhibition space (to be provided by sponsor with a max size of 2.0w x 2.3h)
- Inclusion of a branded insert or merchandise item in official conference satchel (Item to be provided by sponsor and approved by event committee)



## GOLD SPONSOR

Cost: **\$10,000**

As a Gold Sponsor, your organisation will benefit from a significant level of exposure. You will enjoy strong alignment with Accreditation Matters 2024 through opportunities for branding and exposure, prior to, during and after the event.

Over the two days, you will have exposure to Australia's scientific community and some of our leading laboratory and testing organisations.

Your entitlements include:

### Panel session alignment

- Opportunity to align your organisation with a panel presentation at the conference (Sponsor choice of panel session is subject to Panel Facilitator and committee approval)

### Delegates and Celebration Dinner

- Three (3) delegate registrations plus three (3) additional tickets to the Celebration Dinner (Total of 6 tickets to dinner)
- A VIP reserved table at the Celebration Dinner for 10\*

### Exhibitor table

- Exhibitor table for duration of event to showcase your services / products

### Sponsor exposure

- Recognition at Plenary Room sessions as Gold Sponsor
- Company logo on event banner
- Company logo on Plenary Room AV screens
- Company logo and overview on event website
- Delegate and exhibitor list ahead of event
- Acknowledgement as Gold Sponsor in event marketing including:
  - \* Company logo and bio in NATA News (dist.6000)
  - \* Promotion as Gold Sponsor in select social media posts
  - \* Promotion as Gold Sponsor in select direct mailings
- Freestanding banner for event duration in exhibition space (to be provided by sponsor with a max size of 2.0w x 2.3h)
- Inclusion of a branded insert or merchandise item in official conference satchel (Item to be provided by sponsor and approved by event committee)

\*The sponsor will need to purchase 4 x additional delegate registrations OR 4 x additional Celebration Dinner tickets to fill the reserved table of 10



## SILVER SPONSOR

Cost: **\$5,000**

As a Silver Sponsor, your organisation will enjoy a strong alignment with the Accreditation Matters 2024 event through the many opportunities for branding and exposure, prior to, during and after the event.

Over two days, you will have exposure to Australia's scientific community as well as some of our leading laboratory and testing organisations.

As a Silver Sponsor you will receive the following entitlements:

### **Delegates and Celebration Dinner**

- Three (3) delegate registrations plus three (3) additional tickets to the Celebration Dinner (Total of 6 tickets to dinner)

### **Sponsor exposure**

- Recognition at select sessions as Silver Sponsor
- Company logo on event banner
- Company logo on event website
- Acknowledgement as Silver Sponsor in event marketing including:
  - \* Company logo in NATA News (dist. 6000)
  - \* Promotion as Silver Sponsor in select social media posts
  - \* Promotion as Silver Sponsor in select direct mailings
- Inclusion of a branded insert or merchandise item in official conference satchel (Item to be provided by sponsor and approved by event committee)



## EXHIBITOR

Cost: **\$6,000**

A unique opportunity to showcase your services and / or products to industry leaders, key audiences and organisations in your markets.

Located centrally in the Accreditation Matters 2024 event space, you will be perfectly positioned to engage all attending delegates.

As an exhibitor, you will receive:

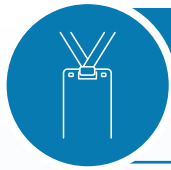
### Delegates and Celebration Dinner

- Two (2) delegate registrations plus two (2) additional tickets to the Celebration Dinner (Total of 4 tickets to dinner)

### Exhibitor exposure

- Exhibitor table for event duration
- Company logo on event banner
- Company logo on event website
- Acknowledgement as an official exhibitor in event marketing including:
  - \* Company logo in NATA News (dist. 6000)
  - \* Promotion in select social media posts
  - \* Promotion in select direct mailings
- Inclusion of a branded insert or merchandise item in official conference satchel (Item to be provided by exhibitor and approved by event committee)





## LANYARD SPONSOR

Cost: **\$6,000**

As the Lanyard Sponsor, your brand will be front and centre for every attendee at Accreditation Matters 2024.

Put your organisation in front of industry decision makers.

As the exclusive Lanyard Sponsor, you will receive:

### **Delegates and Celebration Dinner**

- Two (2) delegate registrations plus two (2) additional tickets to the Celebration Dinner (Total of 4 tickets to dinner)

### **Sponsor exposure**

- Company logo on all delegate lanyards
- Company logo on event banner
- Company logo on event website
- Acknowledgement as Lanyard Sponsor in event marketing including:
  - \* Company logo in NATA News (dist. 6000)
  - \* Promotion as Lanyard Sponsor in select social media posts
  - \* Promotion as Lanyard Sponsor in select direct mailings
- Inclusion of a branded insert or merchandise in official conference satchel (Item to be provided by sponsor and approved by event committee)



## CELEBRATION DINNER SPONSOR

Cost: **\$5,000**

As the Celebration Dinner Sponsor you will have a captive audience of Australia's best and brightest. This exclusive sponsorship will provide you with significant exposure to industry decision makers.

As the exclusive Celebration Dinner Sponsor, you will receive:

### Delegates and Celebration Dinner

- Two (2) delegate registrations plus eight (8) additional tickets to the Celebration Dinner (Total of 10 tickets to dinner)
- VIP reserved table for 10 at the Celebration Dinner

### Sponsor exposure

- Company logo on event banner
- Company logo on event website
- Banner at the entrance to the Celebration Dinner venue (to be provided by sponsor with a max size of 2.0w x 2.3h)
- Company logo on main dining room AV screens at event
- Welcome and closing recognition by dinner Master of Ceremonies
- Company logo on dinner programs/menu
- Acknowledgement as the Celebration Dinner Sponsor in event marketing including:
  - \* Company logo in NATA News (dist. 6000)
  - \* Promotion as Celebration Dinner Sponsor in select social media posts
  - \* Promotion as Celebration Dinner Sponsor in select direct mailings
- Inclusion of a branded insert or merchandise item in official conference satchel (Item to be provided by sponsor and approved by event committee)



## SATCHEL SPONSOR

Cost: **\$5,000**

As the Satchel Sponsor, you have the opportunity to brand the main take-away from Accreditation Matters 2024. Get yourself into the hands and minds of Australia's leading technical industry decision makers.

As the exclusive Satchel Sponsor, you will receive:

### Delegates and Celebration Dinner

- Two (2) delegate registrations plus two (2) additional tickets to the Celebration Dinner (Total of 4 tickets to dinner)

### Sponsor exposure

- Company logo on official event satchel
- Company logo on event banner
- Company logo on event website
- Acknowledgement as Satchel Sponsor in event marketing including:
  - \* Company logo in NATA News (dist. 6000)
  - \* Promotion as Satchel Sponsor in select social media posts
  - \* Promotion as Satchel Sponsor in select direct mailings
- Inclusion of a branded insert or merchandise in official conference satchel (Item to be provided by sponsor and approved by event committee)



## NETWORK DRINK'S SPONSOR

Cost: **\$4,000**

A unique opportunity to be in front of Australia's technical community when the best connections are forged and key decisions are made.

As the Network Drink's Sponsor, you will receive:

### Delegates and Celebration Dinner

- Two (2) delegate registrations plus two (2) additional tickets to the Celebration Dinner (Total of 4 tickets to dinner)

### Sponsor exposure

- Company logo on event banner
- Company logo on event website
- Banner at the entrance to the drink's venue (to be provided by sponsor with a max size of 2.0w x 2.3h)
- Company logo on Network Drink's area screens during event
- Acknowledgement as Network Drink's Sponsor in event marketing including:
  - \* Company logo in NATA News (dist. 6000)
  - \* Promotion as Network Drink's Sponsor in select social media posts
  - \* Promotion as Network Drink's Sponsor in select direct mailings
- Inclusion of a branded insert or merchandise in official conference satchel (Item to be provided by sponsor and approved by event committee)



## COFFEE CART SPONSOR

Cost: **\$4,000**

We know nearly everyone enjoys a coffee so our Coffee Cart Sponsor will be one of the most popular attractions in the main hall.

Get in front of Australia's best scientific minds, as they head for much-needed caffeine each day.

As the Coffee Cart Sponsor, you will receive:

### Delegates and Celebration Dinner

- One (1) delegate registration plus one (1) additional ticket to the Celebration Dinner (Total of 2 tickets to dinner)

### Sponsor exposure

- Company branding in and around the coffee cart
- Company logo on event banner
- Company logo on event website
- Acknowledgement as Coffee Cart Sponsor in event marketing including:
  - \* Company logo in NATA News (dist. 6000)
  - \* Promotion as Coffee Cart Sponsor in select social media posts
  - \* Promotion as Coffee Cart Sponsor in select direct mailings
- Inclusion of a branded insert or merchandise in official conference satchel (Item to be provided by sponsor and approved by event committee)



## **WI-FI SPONSOR**

Cost: **\$3,000**

Getting connected is the first thing conference attendees think of.

Every minute, every connection puts you in front of industry decision makers.

As the exclusive Wi-Fi Sponsor, you will receive:

### **Delegates and Celebration Dinner**

- One (1) delegate registration plus one (1) additional ticket to the Celebration Dinner (Total of 2 tickets to dinner)

### **Sponsor exposure**

- Wi-Fi branding
- Company logo on event banner
- Company logo on event website
- Acknowledgement as Wi-Fi Sponsor in event marketing including:
  - \* Company logo in NATA News (dist. 6000)
  - \* Promotion as Wi-Fi Sponsor in select social media posts
  - \* Promotion as Wi-Fi Sponsor in select direct mailings
- Inclusion of a branded insert or merchandise in official conference satchel (Item to be provided by sponsor and approved by event committee)