



23rd World Congress on
**Safety and
Health at Work**
Sydney 2023

World Congress Sponsorship Proposal.

**The world's largest
forum for work
health and safety.**

safety2023sydney.com





23rd World Congress on
**Safety and
Health at Work**
Sydney 2023



The Venue & Date

November 27 - 30, 2023

The International Convention Centre,
Darling Harbour, Sydney.

The Attendees

More than 4,000 delegates from over 120 countries. The largest international forum of decision makers, leaders and experts in work health and safety.

The Key Events

Keynote speakers, technical sessions, symposia, fireside chats, networking events, performances, social events, an international media festival and the Australia Night gala.

The Hosts

The International Labour Organization,
The International Social Security Association,
and SafeWork NSW.

The World Congress

27 - 30 November 2023

The World Congress on Safety and Health at Work is the largest international forum for global leaders to come together and collaborate on worldwide issues.

Held every three years since 1955, the World Congress is a unique international forum designed to advance worker health protection and workplace safety. It provides a platform for sharing ideas, research and best practices on topical issues. It aims to strengthen connections and collaboration, so that delegates can exchange their knowledge, experiences, strategies, and practical solutions.



1 million+ **Reach**

Collectively with our hosts, we have over 1 million social media followers. Our audience is made up of decision makers from both the private and public sectors.



4,000+ **Delegates**

During the World Congress, thousands of delegates congregate from across the globe to share, learn, define and adopt future best practices in work health and safety.



120+ **Countries**

The last World Congress saw delegates from 122 countries from 6 regions gather to connect and collaborate on the future of work health and safety.



Australia's first time hosting.

For the first time, Australia is hosting the World Congress. Safework NSW won the bid to host the 2023 World Congress in 2018. We aim to showcase everything Sydney has to offer - driving revenue opportunities to tourism and local businesses.



6 years since last in-person meeting.

Due to travel limitations from COVID-19, the 2023 World Congress will be the first time in 6 years that our community have met in-person. To mark this occasion, we have hired out the majority of the famous International Convention Centre.

Our Hosts.

The World Congress will be organised by an elite collective of international and local leaders in work health and safety. Our hosting organisations are the International Labour Organization (ILO), the International Social Security Association (ISSA), and SafeWork NSW.



The International Labour Organization (ILO) was the first specialised agency of the United Nations in 1946 and has 187 Member States. The ILO is committed to promoting human and labour rights, pursuant to its founding principle that social justice is essential to universal and lasting peace.
www.ilo.org



The International Social Security Association (ISSA) is the principal international institution bringing together social security agencies and organisations. The ISSA's aim is to promote dynamic social security in the world by supporting excellence in social security administration systems worldwide.
www.issa.int/prevention-sections



SafeWork NSW is the government regulator for work health and safety in the state of New South Wales, Australia. It works with the community to ensure that workplaces can conduct business safely and protect workers from harm.
www.safework.nsw.gov.au

Where global leaders solve worldwide issues.





Decision-makers, leaders and experts.

Connect with an elite audience.

According to our recent customer satisfaction survey, 67% of our audience are within either a senior, director, manager, vice president, owner or partner role in their organisation. 46% of our audience work in operations or business management and 17% of our audience are from high-risk industries.

62% of the 2021 attendees said they made new connections as a result of attending the World Congress. So, grab the opportunity to generate new relationships and leads at the 23rd World Congress.

Our sponsorship packages and additional items are designed to maximise ROI for our sponsors, while not impeding on our delegates' experience.

Because of this, we will have capacity for a total of 3 platinum sponsors, 6 gold sponsors, 10 silver sponsors, and 100 exhibitors. Our exhibition hall, where our sponsors and exhibitor booths will be located, will be the centre of the World Congress. Delegates will meet in the hall to enjoy lunch, review poster presentations and network.

Contact our team to save your spot now:
worldcongress@safework.nsw.gov.au

The journey.



Maximising your ROI.

By reaching your audience.

Custom sponsorship opportunities, that are tailored to your goals. Reach the audiences that matter most to your organisation and maximise ROI - through goal driven marketing.



Brand Awareness.

The 2021 World Congress generated media exposure from a variety of international media outlets and had an cumulative reach of 12,280,500 people. Collectively with our co-hosts we have a social media reach of 1,036,289.



Product Promotion.

Our exhibition hall has ample space for you to display your products, hold private meetings, and host fireside chats to discuss your work. Advertise exclusive offers or delegate discounts on your products and services through our social media and newsletters.



Lead Generation.

Connect with elite global professionals who are in business critical roles. Over 67% of our audience are in either senior, director, owner or management roles. 48% of our audience are from companies with over 200 employees.

Our reach.

1.5 years of advertising.

Join our journey to the World Congress and have your brand promoted across our digital channels for the next year and a half.



18,000 website visits in 5 months.

Sponsor our content or choose any of our sponsorship tiers (platinum, gold, silver or exhibit with us) and have your logo hosted on our website. Drive traffic to your website through the World Congress.



Over 1,000 link clicks in our newsletters.

Our newsletters have an average open rate of 55% and an average click-through rate of 20%. Our last newsletter generated over 1,100 unique link clicks to our external partners' programs. Showcase your product, research or organisation in our newsletters.



Over 3,000 link clicks on our socials.

Alongside our hosts, we have a reach of over 1,036,289 followers. Our own social media posts have gained over 80,000 impressions, 4,500 engagements, and 1,300 external link clicks in the last 3 months. Promote your organisation via our social media channels.



Our Sponsorship Packages.



Platinum
Tier x3

\$ 250,000

Gold
Tier x6

\$ 100,000

Silver
Tier x10

\$ 80,000

Sponsors of the branded delegate gift bags and welcome signage.



Sponsorship of the Australia Night gala.



Exclusive sponsorship of a keynote speaker session.



Exclusive sponsorship of a technical session.



Exclusive sponsorship of a symposia session (platinum sponsors x2 symposia sessions each).



Exclusive sponsors of coffee carts, food carts or a delegate entertainment activity.



Advertising on our website, app, printed program, newsletter and on our social media channels.



An upgraded booth in our exhibitor hall, access to the congress and staff catering provided.



PLATINUM SPONSORSHIP - \$250,000 (ex.GST)

DELEGATE BAGS	Be 1 of 3 platinum sponsors to have their logo on the delegate bags and branded merchandise inside them.
AUSTRALIA NIGHT GALA	Be 1 of 3 platinum sponsors of the Australia Night gala. Sponsors will have their logos represented on the entertainment stage, throughout the evening and during the promotion of the event.
SIGNAGE	Be 1 of 3 platinum sponsors to have their logo featured on the main entrance signage and on signage throughout the World Congress.
KEYNOTE SPONSORSHIP	Be the exclusive sponsor of a keynote session. This will include a 1 minute advertisement played directly before the session starts and your logo featured on the digital signage. Your organisation will be named as the sponsor of this session in the programme, on the platform, on our website, on the app, and during the promotion of this session.
SYMPOSIA SPONSORSHIP	Be the exclusive sponsor of two symposia sessions. This will include a 1 minute advertisement played directly before the session starts and your logo featured on the digital signage. Your organisation will be named as the sponsor of this session in the programme, on the platform, on our website, on the app, and during the promotion of this session.
PROGRAMME ADVERTISEMENT	1 full page advertisement in our printed/digital programme. We will also host your logo on our website, app and platform - and link it to your website.
SOCIAL MEDIA	A post highlighting your sponsorship across our channels.
FOYER SPACE	Exclusive sponsorship of a coffee cart or entertainment.
BOOTH	6 x 9 booth with 5 exhibitor passes. Furniture and catering included.

GOLD SPONSORSHIP - \$100,000 (ex.GST)

TECHNICAL SPONSORSHIP	Be the exclusive sponsor of a technical session. This will include a 1 minute advertisement played directly before the session starts and your logo featured on the digital signage. Your organisation will be named as the sponsor of this session in the programme, on the platform, on our website, on the app, and during the promotion of this session.
SYMPOSIA SPONSORSHIP	Be the exclusive sponsor of a symposia session. This will include a 1 minute advertisement played directly before the session starts and your logo featured on the digital signage. Your organisation will be named as the sponsor of this session in the programme, on the platform, on our website, on the app, and during the promotion of this session.
PROGRAMME ADVERTISEMENT	1/2 page advertisement in our printed/digital programme. We will also host your logo on our website, app and platform - and link it to your website.
SOCIAL MEDIA	A post highlighting your sponsorship across our channels.
FOYER SPACE	Exclusive sponsorship of a coffee cart or entertainment.
BOOTH	6 x 6 booth with 3 exhibitor passes. Space only with catering included.

SILVER SPONSORSHIP - \$80,000 (ex.GST)

SYMPOSIA SPONSORSHIP

Be the exclusive sponsor of a symposia session.

This will include a 1 minute advertisement played directly before the session starts and your logo featured on the digital signage. Your organisation will be named as the sponsor of this session in the programme, on the platform, on our website, on the app, and during the promotion of this session.

PROGRAMME ADVERTISEMENT

1/4 page advertisement in our printed/digital programme. We will also host your logo on our website, app and platform - and link it to your website.

SOCIAL MEDIA

A post highlighting your sponsorship across our channels.

FOYER SPACE

Exclusive sponsorship of a coffee cart or entertainment.

BOOTH

3 x 9 booth with 3 exhibitor passes. Space only with catering included.

In addition to the listed entitlements, all of the World Congress sponsors will get access to the results of the delegate evaluation report, giving you competitive insights to the key challenges and interests of this influential and diverse audience.

**Please note, the entitlements of each tier is subject to change and will be agreed between the World Congress and each individual sponsor or exhibitor. All prices are quoted in Australian dollars and are excluding GST. Bookings received after 31 May 2023 must include full payment of the Fees.*

Exhibit with us.



BE AN EXHIBITOR - \$10,000 (ex.GST)

PROGRAMME

Your logo in our printed and digital programmes. We will also host your

ADVERTISEMENT

logo on our website, app and platform - and link it to your website.

BOOTH

3 x 3 booth with 2 exhibitor passes. Catering not included.

Unique opportunities.

Increase brand awareness by strategically choosing a sponsorship opportunity that aligns to your brand. Each of the below opportunities have limited numbers available and come on a first-served basis.



Mock Trials.

\$30,000 (ex.GST)
Sponsor role-play mock trials to educate delegates through interactive learning.



Workshops.

\$8,000 (ex.GST)
Showcase your workshop or training session and generate new business.



Symposia.

\$25,000 (ex.GST)
Be the exclusive sponsor of a World Congress symposia session.



Networking.

\$18,000 (ex.GST)
Sponsor a small networking event and connect with your key audience.



Event Platform.

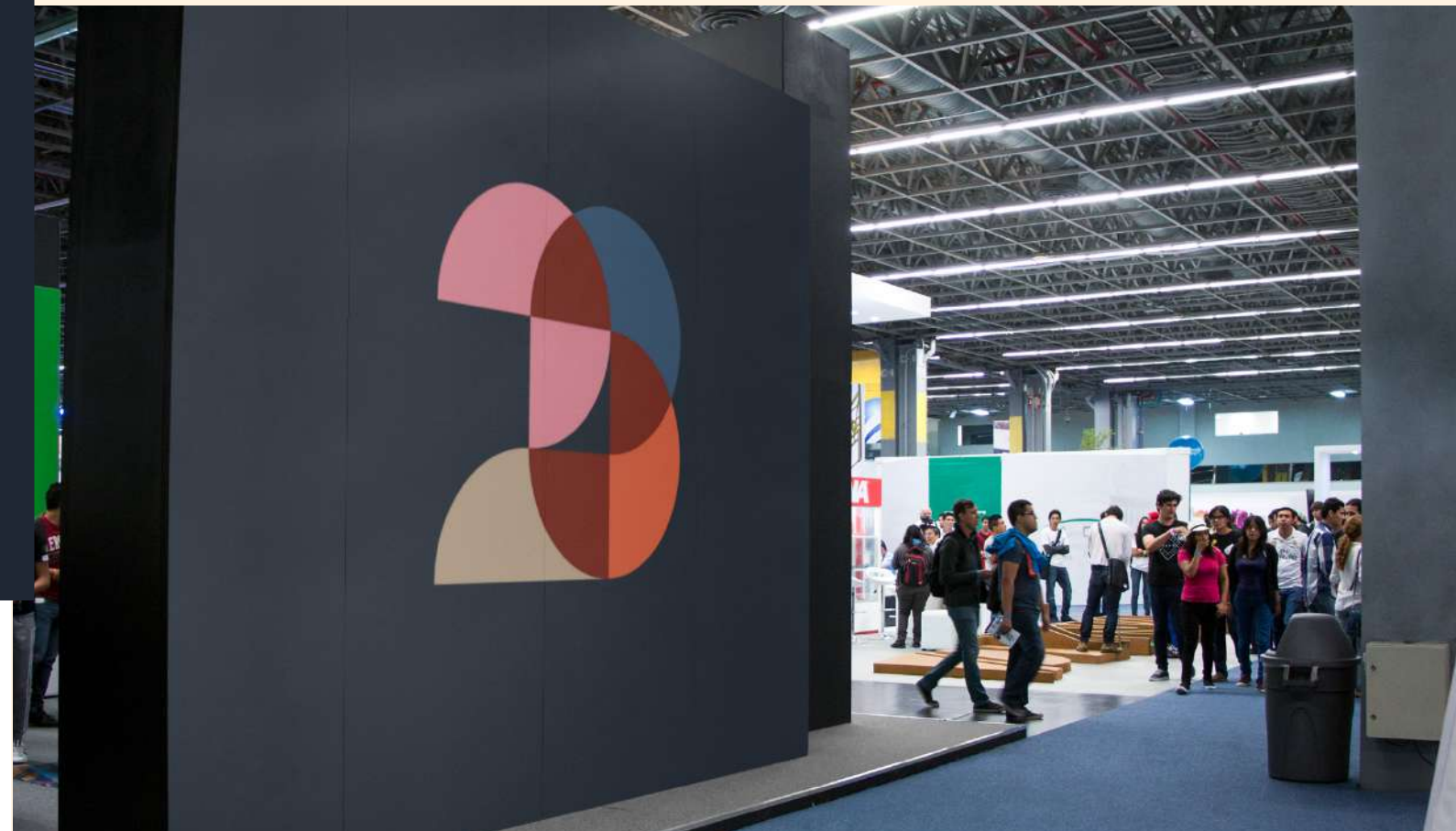
\$40,000 (ex.GST)
Become the sole sponsor of our platform and have your logo featured across it.



Content.

\$10,000 (ex.GST)
Sponsor a series of long-form video interviews about our themes with experts.

Make it count.



Your brand on the big screen.

From seminars that align to your services or custom workshops hosted by you, there are several opportunities to integrate your sponsorship into the World Congress - in a meaningful way.

Due to the rise of digital media, it takes between 5-7 times seeing a logo before a customer even recognises it. We understand that basic sponsorship does not equate to qualified lead generation or brand loyalty. Our goal is that you'll leave the World Congress with more than just increased brand awareness but a brand understanding - from your key audience.

Contact our team to discuss what seminars, workshops, roundtable conversations, or networking opportunities align with your goals.

worldcongress2023@safework.nsw.gov.au

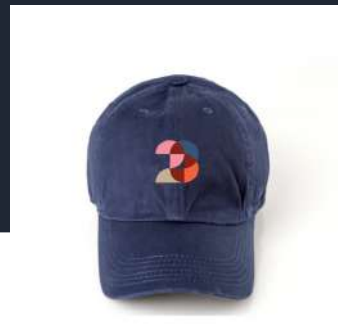
Maximum brand visibility.

Increase your brand recognition through merchandise and sponsorship of physical spaces at the World Congress. Each of the below opportunities have limited numbers available and come on a first-served basis.



Branded T-shirts.

\$30,000 (ex.GST)
Sponsor the World Congress T-shirts and increase your brand visibility.



Branded Caps.

\$20,000 (ex.GST)
Sponsor the World Congress caps and get your logo seen.



Lanyard + Badge.

\$45,000 (ex.GST)
Have your brand show up around the neck of every delegate.



Paid Posts.

\$700 (ex.GST)
Showcase your brand on our social media channels and in our newsletters.



Branded Spaces.

\$10,000-25,000 (ex.GST)
Sponsor special, highly visible spaces at the World Congress.



Daily Activities.

\$15,000 (ex.GST)
Sponsor cultural tours and experiences for our delegates.

Build brand loyalty through corporate social responsibility.

1/ Watch Parties.

\$15,000 (ex.GST)

Sponsor a watch party for delegates in low to low-middle income countries. They will be bought a series of live sessions for the World Congress and will have the opportunity to submit their questions to the panel of speakers. Sponsors of the watch parties will be interviewed as unique content leading up to the World Congress - shared on our social media channels, newsletters, website and platforms.



2/ Fellowship.

\$12,000 (ex.GST)

Sponsor a fellow to fly from a low to lower income country and join us at the World Congress. Fellows will have their expenses, flights and accommodation paid, to provide them with a unique opportunity to learn from global experts and represent their communities. Sponsors of fellows will be interviewed as unique content leading up to the World Congress - shared on our social media channels, newsletters, website and platforms.



3/ Mentorship.

\$3,500 (ex.GST)

Sponsor a student of occupational health and safety to not only join the World Congress but to host one of our fireside chats. Fireside chats will occur three times a day and you could be the exclusive mentor of a roundtable presenter. Sponsors of mentees will be interviewed as unique content leading up to the World Congress - shared on our social media channels, newsletters, website and platforms.



Media Opportunity.

1/ Media Coverage

The 2021 World Congress saw media exposure from over 34 international publications with a collective reach of 12,280,500.



2/ International News.

The 2021 World Congress saw a total of 10 accredited publications from 8 different countries, join and cover the Congress live.



Sponsor the world's largest forum for work health and safety.





The World Congress

Contact our team for more information on package entitlements, floorplans, custom opportunities and more. All sponsors and exhibitors are subject to approval by the organisers of the World Congress and we reserve the right to refuse an application.

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