



2026 Bid Winning Conference

Shining a light on the proposal profession

Melbourne, 5 - 7 May 2026

Sponsorship & Exhibition Prospectus

Welcome

The Association of Proposal Management Professionals (APMP) is the global industry body for bid, proposal, tender, business development, capture and graphics professionals.

We offer:

- Membership and member services, and
- Industry-recognised certification program – a global standard for demonstrating proposal management competency.

APMP has over 14,000 members across 72 countries, and +25 active Chapters (i.e. separate country or region-specific member groups (“networks”) that are all part of the global body).

Our members are professionals from all industries who are dedicated to the process of winning business at all stages of the proposal, bid and tender lifecycle; with the APMP aiming to support with their professional and personal development, as well as increase recognition of the business development and proposal process.

Over the last 15 years, the Australia & New Zealand & other Asia Pacific locations (the ANZ Chapter) has grown to over 600 members. This includes 20 organisations who have joined as corporate members to support their bid and proposal teams.

ABOUT THE EVENT

The APMP ANZ Bid Winning Conference 2026 is a great opportunity for sponsors to get involved and show their support for the industry’s largest event in Asia Pacific. Last year we sold over 7 sponsorships.

Over two full days we will connect industry professionals with content that will inspire, motivate and delight. The conference will include:

- Keynotes and other presenters covering global, industry and procurement trends
- Discussions and workshops on issues that impact the industry and our members
- Opportunities to highlight best practice including masterclasses and case studies
- Fast-paced formats that present fun and interesting information about the sales and bidding lifecycle
- Opportunities for facilitated and informal networking
- A gala dinner with APMP ANZ Awards being presented.

WHY SPONSOR & EXHIBIT



Maximum exposure
at the premier
industry conference



Access to a broad network
of industry partners from the
public and private sectors



Time to **network** with
industry colleagues and
key decision makers



An opportunity to build
and reinforce **strategic**
relationships



Stay **connected**
with industry trends
and issues

Key Sponsorship Opportunities



PLATINUM CONFERENCE SPONSOR

Investment: \$10,000

Opportunities: 1 ONLY

PARTNER ENTITLEMENTS

- **MAJOR SPONSOR ANNOUNCEMENT** including **Q&A STYLE WRITE-UP** about your company published to the APMP ANZ website
- Your **COMPANY NAME/LOGO** included in all conference promotional news and information. In addition, your **NAME/LOGO** will feature as part of a digital backdrop throughout the conference
- **CONFERENCE WELCOME ANNOUNCEMENT** with introductory text on your behalf, recognising your support as Platinum Sponsor
- **OPTIONAL:** Provide **SPONSOR GIFT** at own cost and place on each table/conference chair
- **CHOOSE SPEAKER OR DEMO**
 - **SPEAKER PACK** - your company name and logo on a session curated by APMP ANZ
 - **DEMO** - your company name and logo on a session curated by APMP ANZ. Commitment to be interviewed by APMP ANZ (limited to 10 minutes) and **DE SHOW** in conference program
- 1 x **EXHIBITOR** - your company name and logo on a session curated by APMP ANZ with overhead branding in catering area
- **EVENT APP** - logo on company profile and link to home page and any conference offers included in app
- Receive a **LIST OF REGISTERED DELEGATES** with contact approval
- **LEAD GENERATION** through QR codes in delegate tags
- 2 x full **CONFERENCE DELEGATE PASSES** (includes welcome drinks and gala dinner)
- 4 x additional invitations to **WELCOME DRINKS** the night prior to the main conference, including announcement of support (in addition to registered delegates)

*Note: Option to be locked in as soon as possible and by 1 December 2025 to help us finalise the program – all subject to agreement with APMP ANZ and alignment to conference requirements / theme



Key Sponsorship Opportunities

GOLD CONFERENCE SPONSOR

Investment: \$7,000

Opportunities: 1 ONLY

PARTNER ENTITLEMENTS

- **SPONSOR ANNOUNCEMENT** and your **COMPANY NAME/LOGO** included in all conference promotional news and information
- **CONFERENCE WELCOME ANNOUNCEMENT** recognising support as Gold Sponsor
- **CHOOSE SPEAKER OR DEMO PACKAGE***:
 - **SPEAKER PACKAGE**: Present bid & proposal inspired conference session/workshop (range of topics issued by APMP ANZ)
 - **DEMO PACKAGE**: Provide brief update of your product through a 30 second showreel and be interviewed by APMP ANZ Committee member during dedicated 1 hour **TRADE SHOW** in conference program (limited demo timeslot)
- 1 x **EXHIBITOR STAND** in prime location with overhead branding in catering area
- **EVENT APP** – logo, company profile and link to home page and any conference offers included in app
- Receive a **LIST OF REGISTERED DELEGATES** with contact approval
- **LEAD GENERATION** through QR codes in delegate tags
- 1 x full **CONFERENCE DELEGATE PASS** (includes welcome drinks and gala dinner)
- 2 x additional invitations to **WELCOME DRINKS** the night prior to the main conference, including announcement of support (in addition to registered delegates)

*Note: Option to be locked in as soon as possible and by 1 December 2025 to help us finalise the program – all subject to agreement with APMP ANZ and alignment to conference requirements / theme.

KEYNOTE SPONSOR

Investment: \$6,000

Opportunities: 1 ONLY

A keynote speaker inspires and engages delegates through stories of resilience and change, personal brand, communication, productivity and teamwork.

PARTNER ENTITLEMENTS

- Your **COMPANY NAME/LOGO** included in all conference promotional news and information
- **CONFERENCE WELCOME ANNOUNCEMENT** recognising support as Keynote Speaker Sponsor
- **SPEAKER PACKAGE**: Opportunity to welcome the keynote speaker via a dedicated **5 MINUTE ADDRESS**.
- **EVENT APP** – logo, company profile and link to home page and any conference offers included in app
- 1 x **SPECIAL CONFERENCE PASS** to attend the first **FOUR SPEAKER SESSIONS** on Wednesday 6 May only (in addition to registered attendees)



Key Sponsorship Opportunities

SILVER CONFERENCE SPONSOR

Investment: \$4,500

Opportunities: 2 ONLY

PARTNER ENTITLEMENTS

- Your [COMPANY NAME/LOGO](#) included in all conference promotional news and information
- [CONFERENCE WELCOME ANNOUNCEMENT](#) recognising support as Silver Sponsor
- [DEMO PACKAGE](#): Provide brief update of your product through a 30 second showreel and be interviewed by APMP ANZ Committee member during dedicated 1 hour [TRADE SHOW](#) in conference program (limited demo timeslot)
- 1 x [EXHIBITOR TABLE](#) (stand/pop up branding to be self supplied as required) in premium location in catering area
- [EVENT APP](#) – logo, company profile and link to home page and any conference offers included in app
- Receive a [LIST OF REGISTERED DELEGATES](#) with contact approval
- [LEAD GENERATION](#) through QR codes in delegate tags
- 2 x invitations to [WELCOME DRINKS](#) the night prior to the main conference, including announcement of support (in addition to registered delegates)
- 2 x [GALA DINNER](#) invites (in addition to registered delegates)



GALA DINNER SPONSOR

Investment: \$5,500

Opportunities: 1 ONLY

PARTNER ENTITLEMENTS

- Your [COMPANY NAME/LOGO](#) included in all conference promotional news and information & Opportunity to [DISPLAY COMPANY BANNER](#) at Gala Dinner
- [GALA DINNER WELCOME ANNOUNCEMENT](#) recognising support as Gala Dinner Sponsor
- [SPEAKER PACKAGE](#): Opportunity to deliver 5 [MINUTE ADDRESS AT GALA DINNER](#)
- [EVENT APP](#) – logo, company profile and link to home page and any conference offers included in app
- [PHOTO-BOOTH AT THE GALA EVENT](#) with branded film for delegates to take home
- 2 x [GALA DINNER](#) invites (in addition to registered attendees)
- 2 x invitations to [WELCOME DRINKS](#) the night prior to the main conference, including announcement of support (in addition to registered delegates)



Key Sponsorship Opportunities

TRADE EXHIBITOR SPONSOR

Investment: \$3,000

Opportunities: 4 ONLY

PARTNER ENTITLEMENTS

- Your **COMPANY NAME/LOGO** included in all conference promotional news and information
- 1 x **EXHIBITOR TABLE** (stand/pop up branding to be self supplied as required) in premium location in catering area AND provide brief update of your product through a 30 second showreel during the 1 hour dedicated **EXHIBITOR TRADE SHOW** in the conference program
- **EVENT APP** – logo, company profile and link to home page
- Receive a **LIST OF REGISTERED DELEGATES** with contact approval
- **LEAD GENERATION** through QR codes in delegate tags
- 2 x invitations to **WELCOME DRINKS** the night prior to the main conference, including announcement of support (in addition to registered delegates)



CONFERENCE ADVOCATE

Investment: \$1,000

Opportunities: Not limited

PARTNER ENTITLEMENTS

- Your **COMPANY NAME/LOGO** included in all conference promotional news and information
- **EVENT APP** – logo, company profile and link to home page
- Receive a **LIST OF REGISTERED DELEGATES** with contact approval
- **CHOOSE FROM ONE OF THE FOLLOWING:**
 - Sponsor the **coffee cart** (limited to 2)
 - Sponsor **donut wall** for TRADE SHOW (limited to 1)
 - Sponsor 1 x **APMP ANZ Signature Certification Exam & Preparation course** (Foundation or Practitioner) and raffle to be drawn at conference (limited to 4)
 - **Write an article** of 700 words and get published on the APMP ANZ website – includes promotional email (unlimited)



Secure your space now



To secure a Sponsorship or Exhibition package, or discuss other opportunities for involvement with the APMP ANZ 2026 Conference, please contact:

Cameron Armstrong, Essential Experiences and Events
Email: apmp@essentialexperiences.com.au Phone: 07 3217 5353

OUR COMMITMENT TO YOU



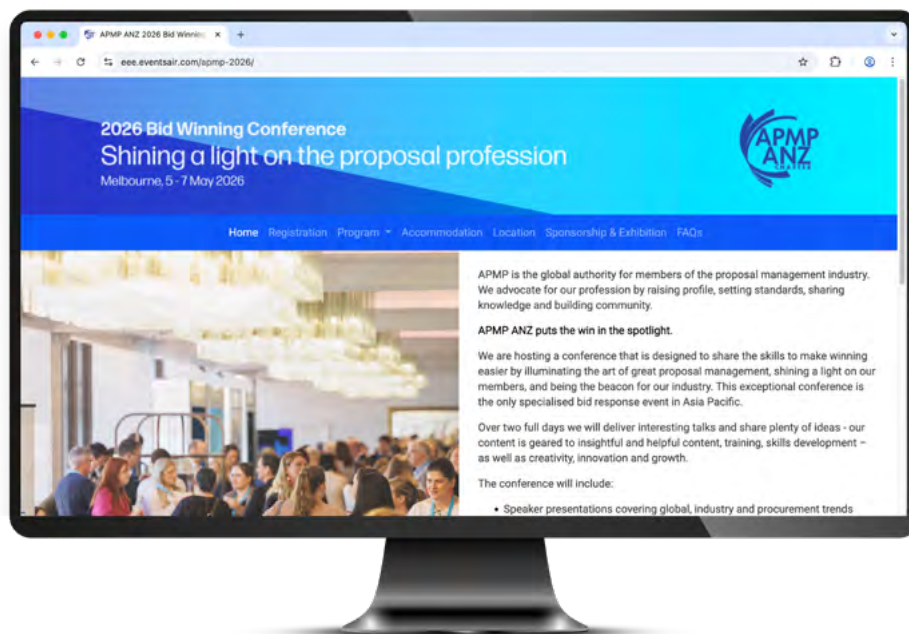
Clear and timely information on Conference logistics assistance with and **leveraging the benefits** of your conference involvement



Maximising the exposure of your brand on digital and physical Conference touchpoints per your sponsorship and exhibitor entitlements



A **dedicated point of contact** with our Conference Management team from Essential Experiences & Events



SPONSORSHIP & TRADE EXHIBITOR TERMS & CONDITIONS

These terms and conditions constitute a contract between you ('the Exhibitor/Sponsor'), APMP ANZ Chapter (ABN 79 400 608 241) and Essential Experiences Pty Ltd (ABN 31 113 451 291) ('the Conference Organisers') in relation to the sponsorship and/or use of exhibition space at the 2026 APMP ANZ Conference at the Langham Hotel ('the Venue') in Melbourne, Victoria from 5-7 May 2026 ('the Conference'). By signing the application form you are indicating your acceptance of these terms and conditions.

ACCEPTANCE AND ALLOCATION

APMP ANZ Chapter, reserves the right to accept or reject any application at its absolute and unfettered discretion with the return of any deposit paid in the event of a rejection. Sponsorship and Exhibition packages, which may be limited in number, will be generally allocated in the order of the receipt of application forms. Allocation of sponsorship packages and trade table exhibits regardless of the preference indicated, and alteration of the floor plan is at the discretion of APMP ANZ Chapter, whose decision will be final.

APPLICATION AND PAYMENT

To confirm your acceptance of a Sponsorship or Exhibition package please contact in writing, **Essential Experiences & Events: Cameron Armstrong email apmp@essentialexperiences.com.au or phone: 07 3217 5353.**

A confirmation email will then be sent to you outlining the exhibitor or sponsorship details, along with a tax invoice due within 14 days. If payment is not received by the due date, the package held will be released as follows:

- Go to the next company in line for first right of refusal.
- Go back to the open market.

Please note that sponsorship and exhibitor spaces are strictly limited, and available on a first-come, first-served basis. You will be contacted with a confirmation email to confirm your acceptance as a Sponsor/Exhibitor.

CANCELLATION POLICY

Cancellations will be accepted in writing only. A cancellation notice received 3 months or further prior to the Conference start date will be subject to a 50% cancellation fee. A cancellation notice received within 3 months of the Conference start date will be subject to a 100% cancellation fee.

LEGAL RESPONSIBILITY

The Conference Organisers and the Venue accept no responsibility for any act, omission or other default on the part of the Exhibitor/Sponsor during or in connection with the Conference that results directly or indirectly in

any loss, damage, personal injury or death. The Exhibitor/Sponsor agrees to indemnify the Conference Organisers in respect of any claim and demands in respect thereof. The Exhibitor/Sponsor acknowledges that the Conference Organisers are not responsible for any loss or damage to the Exhibitor/Sponsors' property and that all Exhibitor/Sponsor material and equipment is the sole responsibility of the Exhibitor/Sponsor. The Organisers will not be liable for any indirect or consequential damages arising out of a breach of this Exhibition/ Sponsorship contract. In the event that the Conference or Exhibition is cancelled or delayed through no fault of the Conference Organisers, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the Sponsor/Exhibitor shall not be entitled to any refund or any claim for any loss of damage.

EXHIBITOR TRADE TABLE DISPLAY RULES

The Conference Organisers shall determine the hours during which the Exhibition shall be conducted and the hours of access for Exhibitors, including any variations of access times as may be necessary. The allocated exhibition trade table must be staffed at all times during the conference and removal of any exhibition display must not commence until after the last catering break of the final day. All advertising material, such as a banner must be displayed within the designated trade table area. Excessive noise that inconveniences other exhibitors or the Conference must be avoided. Exhibitors must not obstruct thoroughfares, catering areas and/or exits. While Exhibitors are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other exhibitors or detracting from the Exhibition are not permitted.

CUSTOM EXHIBITION TRADE TABLE

All custom trade table exhibits must be approved by the Conference Organisers and the Venue.

DETAILED REQUIREMENTS AND DUE DATES:

The Conference Organisers requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts or other arrangements will be sent to you at a later date with relevant due dates. Logos will be requested in both .eps and .jpg format, high resolution 300dpi. If logos in

other formats are received, the Organisers are not responsible for the quality of the logos displayed in any of the promotional material. In the event that materials, information or artwork required by the Conference Organisers are not received by the designated due date, their use for their intended purpose cannot be guaranteed, the Organisers are not responsible for any losses sustained as a result.

SPONSORSHIPS

Nothing contained in the agreement will be deemed to constitute a joint venture or agency relationship between you and Conference Organisers. You must not do anything where you will, in any way, be represented that you are a partner of the Conference Organisers or APMP ANZ Chapter.

REGISTRATIONS

Conference Registrations offered as part of a Sponsorship Package include social event tickets (Welcome Drinks and Gala Dinner). Sponsors/Exhibitors are not permitted to attend Conference Sessions or Networking Functions unless the relevant tickets are offered as part of the particular Sponsorship or Trade Table Exhibition package. Should Sponsors/Exhibitors wish to attend the Conference as a delegate or attend Networking Functions, the appropriate registration must be purchased. Specific Sponsor/Exhibitor registration online link will be sent out at a later date.

SPONSORSHIP AND TRADE TABLE EXHIBITION PACKAGES

Please refer to the Sponsorship packages in this Sponsorship & Exhibition Proposal document. Any variations to the description of each package must be as agreed in writing with the Conference Organisers. Sponsorship and Trade Table Exhibition entitlements will not commence until the Booking Form and payment is received by the Conference Organisers.

VENUE

The Sponsor/Exhibitor and the servants, agents, contractors and invitees of the Sponsor/Exhibitor are also to observe the rules, regulations and procedures as prescribed by the Venue.