ACTIVATE
CONFERENCE

2027

Sponsorship Prospectus

Your brand on the world stage for exercise and sports science.

BRISBANE 3 – 5 June 2027

Powered by **ESSA**

activate.org.au

Activate Conference 2027

Your brand on the world stage for exercise and sports science.

Activate Conference, powered by Exercise & Sports Science Australia (ESSA), brings the global exercise and sports science community together to connect, learn and lead — this time in Brisbane, host city for the 2032 Olympic and Paralympic Games.

From **3 - 5 June 2027,** delegates from across Australia and around the world will gather at the **Brisbane Convention & Exhibition Centre.**

Sponsoring Activate Conference puts your brand alongside the most trusted voice in exercise and sports science, with direct access to an engaged audience of professionals, researchers, educators and industry leaders. With limited opportunities available, partnering with Activate Conference is your chance to showcase your brand, build meaningful connections and demonstrate your leadership on a world stage.



About ESSA

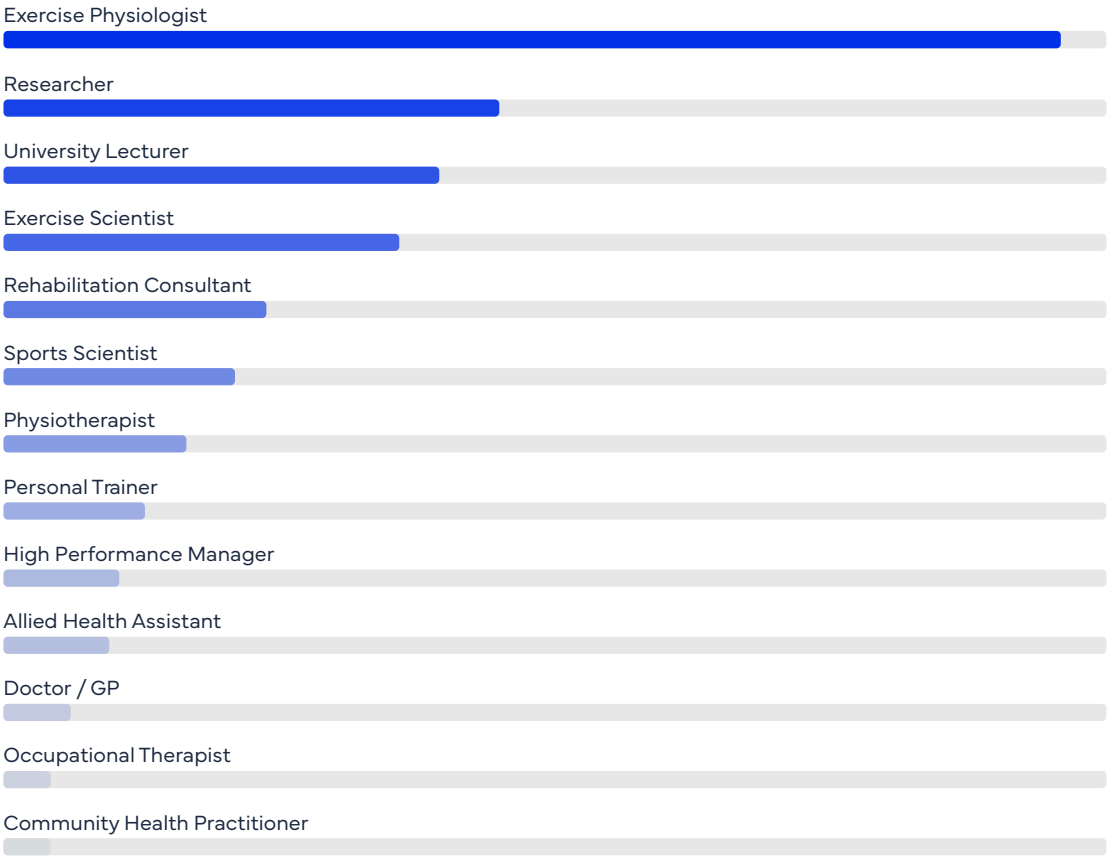
Exercise & Sports Science Australia (ESSA) is the nation's leading voice on exercise and sports science. We govern and represent more than 10,000 university-qualified professionals who support Australians to reach their health and performance goals.

Delegates

Expect to connect with accredited exercise physiologists, exercise scientists, sports scientists, high performance managers, researchers, educators, allied health professionals, and fitness leaders, all united by a shared purpose: to advance health, performance and wellbeing through exercise and sport.

Attendee snapshot - who filled the room

Exercise and health professionals spanning 13 disciplines attended our last conference. This is the audience your brand can reach.



Program at a glance

Wednesday, 2 June 2027

- Exhibition build and bump in

Thursday, 3 June 2027

- Registration & exhibition open
- Keynote presentation
- Invited, abstract and workshop sessions
- Welcome Reception

Friday, 4 June 2027

- Keynote presentation
- Invited, abstract and workshop sessions
- Debate session

Saturday, 5 June 2027

- Keynote presentation
- Invited, abstract and workshop sessions
- Registration & exhibition closes
- Exhibition bump out and dismantle
- ESSA Awards night

Sponsorship opportunities

at a glance

Please see packages following for details.

	Availability	Standard price
Platinum Sponsor	Exclusive	$40,000
Gold Sponsor	Exclusive	$30,000
Silver Sponsor	2 available	$20,000
Bronze Sponsor	3 available	$15,000
Welcome Reception Sponsor	Exclusive	$13,000
Name Badge Sponsor	Exclusive	$12,500
Barista Sponsor	Exclusive	$10,000
ESSA Awards night event Sponsor	Exclusive	$10,000
Abstract Award Sponsor	5 available	$5,000
Keynote Presenter Sponsor	3 available	$5,000
Lunch time session Sponsor	2 available	$3,500
Session Sponsor	Multiple	$3,000
Custom Packages		POA
Exhibition Stand		See pricing below

Sponsorship opportunities

	Platinum	Gold	Silver	Bronze
Investment	$40,000	$30,000	$20,000	$15,000
6m x 3m exhibition stand	X	X		
3m x 3m exhibition stand			X	X
Premium exhibition location	X	X		
Full conference registrations	3	2	1	
Tickets to ESSA Awards night	10	5	2	
Additional Welcome Reception tickets	2	2	1	1
Logo on conference website	X	X	X	X
Company profile on website	X	X	X	X
Logo in conference app	X	X	X	X
Logo on select conference signage	X	X	X	X
Logo on sponsor slides	X	X	X	X
Logo in delegate communications	X	X	X	X
Acknowledgement by MC at opening and closing ceremony	X	X	X	
Social media mention	4	3	2	1
Sponsored EDM to delegates	2	1		
Push notification through conference app	3	2	1	
Sponsor spotlight in conference app	X	X		
Lunch time session – presentation	X			
Acknowledgement at Welcome Reception		X		
Meet the Presenter Lounge	X			
Opportunity to host a social event	X			
Discount on additional exhibition space	$1,000	$1,000	$500	$500
Volunteer Sponsor		X		

Exhibition Stands

Join Activate Conference as an exhibitor and be part of a global community exploring innovative practice, cutting edge research and driving the exercise and sports science industry.

All expo stands include:

- Website & app listing – logo, bio and contact details, link to company website
- 2 x exhibitor passes including catering (no access to conference sessions)

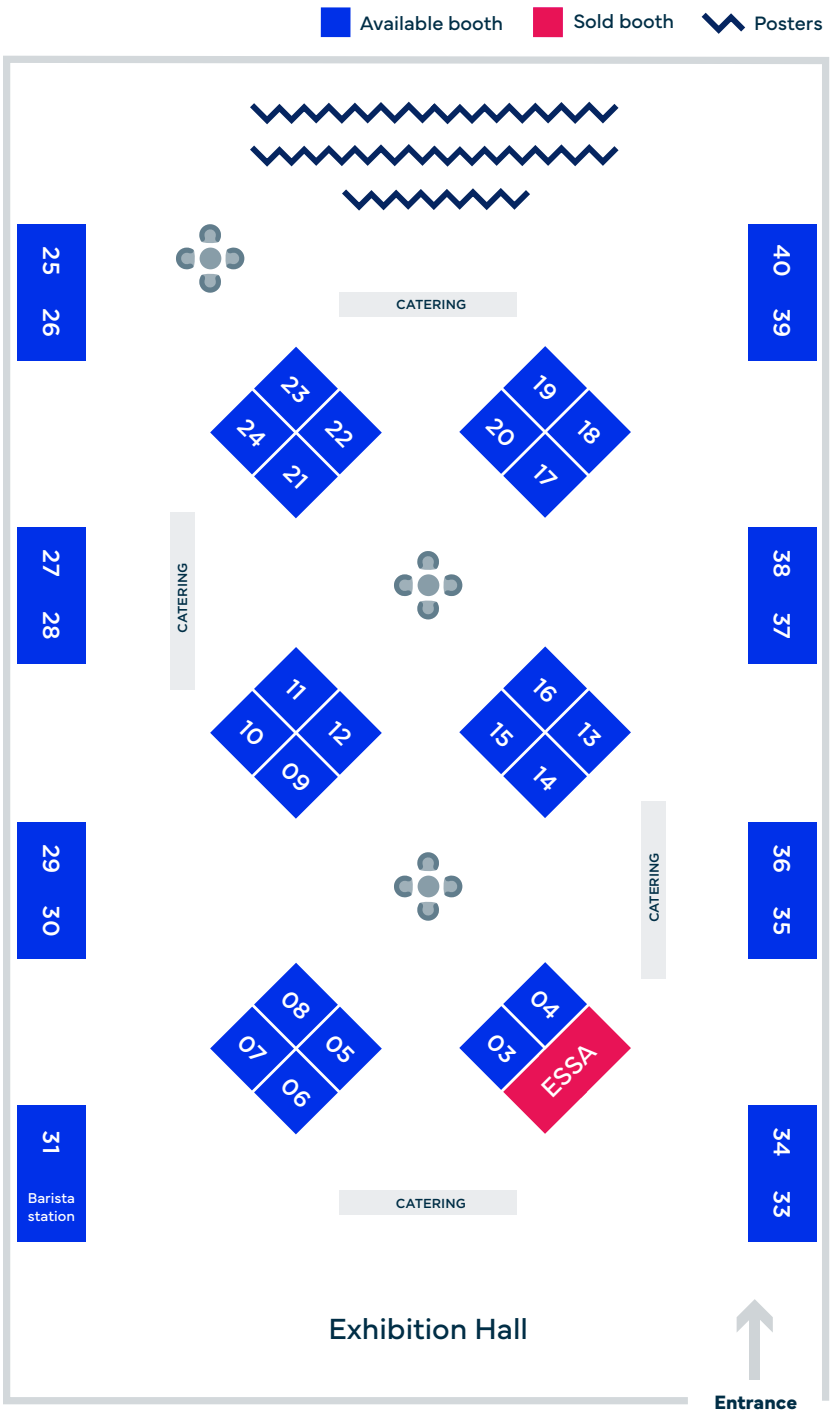
1. Shell scheme package:
    a. shell scheme walls 2.4m high structure
    b. digital print fascia sign featuring company name on all aisle frontages
    c. 1 x 4amp power point
    d. 2 x LED light
2. Space only: if you are supplying and installing your custom-built stand

Pricing incl. GST

	Earlybird (ends 1 Feb 2027)	**Standard**
Single 3m x 3m	$4,000	$6,000
Double 3m x 6m	$6,000	$8,000



Exhibition floor plan



Sponsorship packages

Welcome Reception Sponsor

Host one of the conference's most anticipated social events and make a lasting impression. As the exclusive sponsor of the Welcome Reception, you'll set the tone for Activate — connecting with delegates in a relaxed, engaging environment that encourages conversation and connection.

Inclusions	
Exclusive naming rights to the Welcome Reception	
Opportunity to address attendees	
Opportunity to supply a pull up banner for the duration of the Welcome Reception.	
Brand inclusion in Welcome Reception communications which may include: conference website, dedicated conference eDMs, and mobile app	
Recognition in the conference app and website	
Social media mention	
Verbal acknowledgement during the event	
1 x full conference registration	
Cost: $13,000 incl GST	Exclusive

Name Badge Sponsor

Keep your brand front and centre for all three days. Sponsor the name badge worn by every delegate and gain unmatched, high-visibility exposure among all attendees.

Inclusions	
Brand inclusion on all delegate name badges, alongside ESSA branding	
Company logo on the name badge printers	
Logo placement on registration areas	
Recognition in the conference app and website	
Brand inclusion in select conference marketing materials during the lead-up and throughout the event	
Verbal acknowledgement as a conference sponsor	
Cost: $12,500 incl GST	Exclusive

Barista Sponsor

Bring your brand to life in one of the conference's most visible spaces. As the exclusive Barista Sponsor, your organisation will own the barista coffee experience — connecting with delegates every time they grab a barista coffee while showcasing your brand in a fun and engaging way.

Inclusions	
Exclusive naming rights to the coffee station	
Opportunity to provide branding on coffee cart and surrounding activation area	
Opportunity to provide branded cups, sleeves, napkins, or merchandise	
Recognition in the conference app and program	
Logo placement on conference marketing materials	
Verbal acknowledgement as a conference sponsor	
Single booth exhibition stand including structure, lighting, power, and signage	
Cost: $10,000 incl GST	Exclusive

Abstract Award Sponsor

Celebrate excellence and align your brand with the brightest minds in exercise and sports science. As the sponsor of an Activate 2027 Abstract Award, you'll showcase your commitment to innovation, research, and professional achievement within the industry. Please contact conference@essa.org.au for further information.

Inclusions	
Naming rights to the selected abstract award on all conference material	
Stage time to present your selected abstract award to the winner and runner up on day 3 of the conference	
Logo placement on select conference marketing material during the lead up and for the duration of the conference which may include: conference website, dedicated conference eDM, mobile app and branded conference presentations (estimated marketing audience of over 10,000 exercise and sports science professionals and stakeholders)	
Verbal acknowledgement as a sponsor	
Social media mention thanking/acknowledging your company	
2 x Welcome Reception tickets	
Opportunity to supply a pull up banner display in the relevant Awards session	
1 x sponsor pass to the exhibition	
Cost: $5,000 incl GST per award	5 available

Keynote Presenter Sponsor

Align your brand with the most influential voices in exercise and sports science. As a Keynote Presenter Sponsor, you'll gain premium exposure alongside one of the conference's headline sessions — showcasing your organisation to the full delegate audience and reinforcing your leadership in the industry.

Inclusions
Opportunity to supply a pull up banner display during your selected keynote session
Branding and hyperlink (where applicable) featured alongside your sponsored session across conference materials, including the website, mobile app, and social media
Stage time - opportunity to introduce your brand before the session starts (2 minutes of stage time)
Opportunity to provide a sample, brochure, or gift bag to all session attendees
Logo placement on select conference marketing material during the lead up and for the duration of the conference which may include: conference website, dedicated conference eDMs, mobile app and sponsored session introduction slide
Verbal acknowledgement as a conference Sponsor
1 x full conference registration
2 x additional Welcome Reception tickets
Cost: $5,000 incl GST — 3 available

Lunch time session Sponsor

Position your organisation as a thought leader with a dedicated 30-minute interactive session during a conference lunch break. This is your chance to engage delegates directly — share insights, showcase innovation, and spark meaningful conversations in an exclusive setting.

Inclusions
30 minute presentation during one lunch break in a dedicated session room
Inclusion in the conference program advertising the interactive lunch time session
Company name included in select conference marketing material during the lead up and for the duration of the conference which may include conference website, conference eDM, mobile app and branded conference presentations (estimated marketing audience of 10,000+ exercise and sports science professionals and stakeholders)
1 x sponsor pass to the exhibition
Cost: $3,500 incl GST — 2 available

Session Sponsor

Put your brand in the spotlight by sponsoring one of the conference's sessions, panels or workshops. Align with thought leaders, gain valuable exposure, and connect directly with delegates passionate about exercise and sports science.

Inclusions
Opportunity to supply a pull up banner display during your selected session
Branding and hyperlink (where applicable) featured alongside your sponsored session across conference materials, which may include the conference website, dedicated conference eDMs, and mobile app
Stage time - opportunity to introduce your brand before the session starts (2 minutes of stage time)
Opportunity to provide a sample, brochure or gift bag to all session attendees
Company name listed on select conference marketing material during the lead up and for the duration of the conference which may include: conference website, dedicated conference eDM, mobile app and sponsored session introduction slide.Verbal acknowledgement as a conference Sponsor
1 x full conference registration
2 x additional Welcome Reception tickets
Cost: $3,000 incl GST — Multiple available

Custom package

Please contact conference@essa.org.au for further information.

Additional custom packages can be designed upon request.

Activation areas

Expression of interest

ESSA is inviting expressions of interest for activations within Activate Conference — spaces designed to bring the event to life.

We're looking for partners who can create interactive, engaging experiences that showcase your sport, product, equipment, or innovative ideas, demonstrations, hands-on sessions, or activities that get people moving and spark conversation.

It's an opportunity to connect directly with delegates, demonstrate what you do best, and help create a conference experience that inspires, energises, and celebrates the power of exercise and sport.

Requirements: must be an exhibitor

To apply
Please email details to conference@essa.org.au and include your company name and contact details, a brief description of proposed activation, images/videos of proposed activation, set up requirements and space requirements.



ESSA Awards night Sponsor

Celebrate excellence and align your brand with the most prestigious night in exercise and sports science. As the exclusive ESSA Awards night Sponsor, you'll take centre stage at ESSA's flagship celebration — recognising the individuals and innovations shaping the future of our profession. This partnership offers high visibility, premium networking opportunities, and ongoing brand exposure before, during and after the event

Inclusions	
Naming rights to the ESSA Awards night	
Logo placement in Annual Awards eDM to over 10,000 ESSA members	
Logo/acknowledgement in Awards communications via ESSA channels (eDM, social media)	
Opportunity to introduce your brand during the Awards Night (3-4 minutes stage time)	
Opportunity to provide a sample, brochure or gift bag to all attendees	
Prominent logo placement on Awards marketing material during the lead up and for the duration of the evening including the website, Awards eDM, mobile app and branded awards slides	
Verbal acknowledgment as the Awards night Sponsor throughout event	
Social media mention thanking/introducing your company	
2 x tickets to the ESSA Awards night	
Opportunity to provide a pull up banner to display on stage during the night	
Cost: $10,000 incl GST	Exclusive



Individual Award Sponsor opportunities can be arranged on request, contact conference@essa.org.au for further information.

Booking form

Company details

Company name: _____

Contact person: _____ Position: _____

Address: _____

City: _____ State: _____ Postcode: _____

Mobile: _____ Work Ph: _____

Email: _____ Website: _____

Secondary contact - If you will not be the main contact for your company during Activate Conference.

Name: _____ Position: _____

Phone: _____ Email: _____

Packages (including GST)

Platinum Sponsor	**$40,000**	☐
Gold Sponsor	**$30,000**	☐
Silver Sponsor	**$20,000**	☐
Bronze Sponsor	**$15,000**	☐
Welcome Reception Sponsor	**$13,000**	☐
Name Badge Sponsor	**$12,500**	☐
Barista Sponsor	**$10,000**	☐
Keynote Presenter Sponsor	**$5,000**	☐
Abstract Award Sponsor	**$5,000**	☐
Nominated award		
Lunch time session Sponsor	**$3,500**	☐
Session Sponsor	**$3,000**	☐
Custom Package	Price on application	☐
Activation Sponsor	Price on application	☐

Exhibition booths (including GST)

Single booth – 3x3m: Earlybird	**$4,000**	☐
Single booth – 3x3m: Standard	**$6,000**	☐
Double booth – 6x3m: Earlybird	**$6,000**	☐
Double booth – 6x3m: Standard	**$8,000**	☐
Custom booth size	**POA**	☐

Stand package: Space only ☐ Shell scheme ☐

Booth preference (refer to floor plan) 1: ☐ 2: ☐ 3: ☐

Name to be on exhibition fascia and all promotional material:

ESSA Awards night (including GST)

ESSA Awards night event Sponsor	**$10,000**	☐

Total sponsorship amount: _____

Please supply your current logo suite, including both positive and reversal logo versions in either .png (high res), .eps or .svg file formats.

To confirm your sponsorship or exhibition, please complete this form and return to conference@essa.org.au, with your company logo. A confirmation letter will be supplied once your sponsorship has been confirmed.

Booth numbers will be confirmed upon receipt of payment.

I have read and understand the Terms & Conditions listed within this prospectus.

Signature Date



Terms and Conditions

1. All Sponsorship opportunities and Exhibitor placements will be confirmed on a first come, first served basis.
2. The Sponsor or exhibitor will be responsible for any damage to the walls, or the floor of the building as may be occupied by the exhibitor and will reinstate such damage to the satisfaction of ESSA and the venue.
3. The Sponsor or exhibitor will be responsible for any loss or damage to any furnishings provided for the exhibitor and will reinstate such damage to the satisfaction of ESSA and the supplier.
4. The Sponsor or exhibitor will comply with all the rules and regulations of the authority having control over the building.
5. ESSA may postpone Activate Conference 2027 and exhibition to such time, which in the opinion of ESSA is more suitable. In the event of ESSA changing the date of Activate, as specified by this clause, the exhibitor shall be entitled to a full refund of all monies paid to ESSA if the proposed new exhibition date is not convenient or appropriate for the exhibitor.
6. ESSA may cancel the allocation of space to any exhibitor, which in the opinion of ESSA is creating a disturbance or nuisance or undertaking any activity contrary to the law.
7. ESSA may allocate to any person any space allotted to an exhibitor which may be forfeited pursuant to the terms hereof.
8. ESSA will not be liable for any damage claimed by any person or persons who may be injured during the course of the conference and exhibition, or any loss of property suffered during the course of the exhibition.
9. ESSA will not be liable for any loss be it monetary or for loss of perceived value of Sponsorship or exhibition due to less than anticipated delegate numbers or attendance in the case of Sponsored sessions, presentations, or functions.
10. ESSA highly recommends all Sponsors and exhibitors have their own insurance.
11. ESSA must be advised of all companies occupying any exhibition space.
12. Where there is more than one exhibitor occupying space, their liability shall be joint and several.
13. In the event of non-payment of any monies due pursuant to this agreement or in the event of the breach of any condition on the part of any Sponsor or exhibitor to be observed, then all monies paid hereunder will be absolutely forfeited and the Sponsor or exhibitor will have no right to occupy any space or package allocated and will have no claim against ESSA. In the event of forfeiture for any reason the Sponsor or exhibitor will not be released from any liability hereunder.
14. The Sponsor or exhibitor shall not be entitled to any refund in the event of cancellation of the Sponsorship or exhibition because of industrial action, blackouts, or any cause outside the control of ESSA.
15. ESSA is not responsible for any loss or damage to any product exhibited.
16. The Sponsor or exhibitor without limiting the generality of foregoing will comply with all statutory requirements applicable to it during the course of the exhibition.
17. Please note that the final exhibition floor plan may vary resulting in position changes from the original floor plan due to updated exhibition floor plans.
18. The Sponsor or exhibitor agrees that ESSA can use any photographic or video footage of the Sponsor or exhibitor from the event for an unlimited time and without further restriction whatsoever. ESSA has the right to use this content both internally and externally, including commercialisation of the images, on its websites, in all its publications and on social media.

    18.1. ESSA has the right to crop and/or collage the image(s) and/or sound(s) with others. ESSA may transmit the image(s), video, and the Sponsor or exhibitor name in digital form over the Internet and it will be accessible to any web user and that ESSA will have no control over its subsequent use and disclosure.

    18.2. The Sponsor or exhibitor understands that the Sponsor or exhibitor does not own the copyright to the sound and/or vision that the Sponsor or exhibitor may be a part of, and the Sponsor or exhibitor waives the right to inspect or approve the finished production.

    18.3. The Sponsor or exhibitor acknowledges that the Sponsor or exhibitor will not be entitled to any remuneration for the use of the Sponsor or exhibitor image or name or sound by ESSA.

    18.4. The Sponsor or exhibitor releases and forever discharges ESSA, and its employees, from any and all claims and demands arising out of or in connection with the use of said video/photography/sounds, including but not limited to, claims for invasion of privacy, defamation, or financial compensation.
19. The deposit amount required for Sponsorship or exhibition booths is non-refundable. Cancellations notified less than 30 days prior to the event and the exhibitor or Sponsor will be liable at this point for the full amount requested on the confirmation form.
20. Full payment terms will be provided within your confirmation letter:

    Sponsorship $10,000.00 or over in value:

    - 25% deposit due within 2 weeks of application
    - 50% deposit due 140 days prior to conference (13 January 2027)
    - Final balance due 45 days prior to conference (18 April 2027)

    Sponsorship under $10,000.00 in value:

    - 50% deposit due within 2 weeks of application
    - Final balance due 45 days prior to conference (18 April 2027)
21. A tax invoice will be provided for all payments required in a timely manner.
22. All payments must be received by the due date. Failure to comply with payment terms may result in the Sponsor or exhibitor not receiving full benefits as outlined in the package.
23. Any outstanding balance must be paid in full by close of business 2 June 2027.
24. This is an invitation to treat, not an offer. Activate Conference 2027 reserves the right, in its absolute discretion, to refuse any Sponsorship or exhibition application and may decide not to accept any application for any reason whatsoever.
25. All Sponsor and exhibitor benefits are conditional on receiving payment, and receiving artwork, goods etc. in a timely manner. Failure to submit these items will be treated as a forfeit of Sponsorship or exhibition benefits.



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