



ACTIVATE
CONFERENCE

activate.org.au

Sponsorship Prospectus

The world stage for exercise and sports science

Activate Conference 2026

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

Activate Conference, powered by Exercise & Sports Science Australia (ESSA), is where the global exercise and sports science community comes together to connect, learn and lead.

Over three days from 30 April to 2 May 2026, approximately 1,000 delegates from across Australia and around the world will gather at the Adelaide Convention Centre to explore innovation, share research and celebrate excellence in exercise and performance.

As a Sponsor you'll align your brand with the leading voice in exercise and sports science and gain direct access to a highly 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.



What's new

Activate Conference is a bold reimagining of ESSA's iconic Research to Practice conference — a world-class experience designed to inspire, challenge, and celebrate our profession. If you're looking to connect with the brightest minds in exercise and sports science, Activate Conference is where it all comes together.

New additions include practical workshops, curated site visits, live tours and immersive networking events plus a great social program to take advantage of Adelaide's world-renowned wine region.



Program

at a glance

Wednesday, 29 April 2026

- Exhibition build and bump in

Thursday, 30 April 2026

- Advocacy Breakfast
- Registration & exhibition open
- **Keynote presenter presentation**
- Invited, abstract and workshop sessions
- Welcome Reception

Friday, 1 May 2026

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

Saturday, 2 May 2026

- **Keynote presenter presentation**
- Invited, abstract and workshop sessions
- Registration & exhibition closes
- ESSA Awards night

Sponsorship opportunities

at a glance

Please see packages following for details.

	Availability	Standard price
Platinum Sponsorship	Exclusive	\$40,000
Gold Sponsorship	Exclusive	\$30,000
Silver Sponsorship	2 available	\$20,000
Bronze Sponsorship	3 available	\$15,000
Abstract Award Sponsorship	5 available	\$5,000
Interactive lunch time session	2 available	\$3,500
Welcome Reception Sponsor	Exclusive	\$13,000
Keynote Presenter Sponsor	3 available	\$5,000
Session Sponsor	8 available	\$3,500
Workshop Sponsor	Up to 3 available	\$2,500
Lanyard Sponsor	Exclusive	\$11,000
Barista Sponsor	Exclusive	\$10,000
Activation Sponsor	By request	
Stand up banner	Multiple	\$750
Sponsored eDM – to conference delegates	Multiple	\$1,750
Expo Stand	See pricing below	
Recharge Lounge Sponsor	Exclusive	\$12,000
ESSA Awards night event Sponsor	Exclusive	\$10,000
ESSA Awards night drinks Sponsor	Exclusive	\$5,500
ESSA Award Sponsor	7 available	\$2,500

Sponsorship opportunities

	Platinum	Gold	Silver	Bronze
Investment	\$40,000	\$30,000	\$20,000	\$15,000
6m x 3m exhibition stand including booth inclusions as listed below	X	X		
3m x 3m exhibition stand including booth inclusions as listed below			X	X
Interactive lunch time session rooms	X			
Advocacy Breakfast	X			
Meet the Presenter Lounge	X			
Naming rights to the catering and networking stations – provide signage and brochures on all café tables (sponsor to provide & distribute)	X			
Opportunity to run a Friday night social event to be promoted as part of the conference program (sponsor to deliver)	X			
Logo & recognition on the conference website	X	X	X	X
Logo placement of all printed and digital communications & advertisement	X	X	X	X
Logo placement on event signage (determined by ESSA)	X	X	X	X
Logo & recognition on holding slides in each room	X	X	X	X
Acknowledgement & recognition by MC at opening and closing ceremonies	X	X	X	
\$1,000 discount on additional stands (this is not per stand but a discount off the total for additional stands)	X	X	X	X
Full registration to the conference, exhibition and networking event (in addition to the exhibitor passes included in the booth inclusions)	3	2	1	
Logo & recognition in the conference app	X	X	X	X
Company profile on sponsors page for the conference website	X	X	X	X
Ticket to ESSA's Awards night	10	5	2	
Pull up banner display	X	X	X	X
Social media posts	3	2	1	
Sponsored eDM	3 (Pre, During, Post)	2 (Pre & During)	1 (During)	
Volunteer Sponsor		X		

Expo 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:

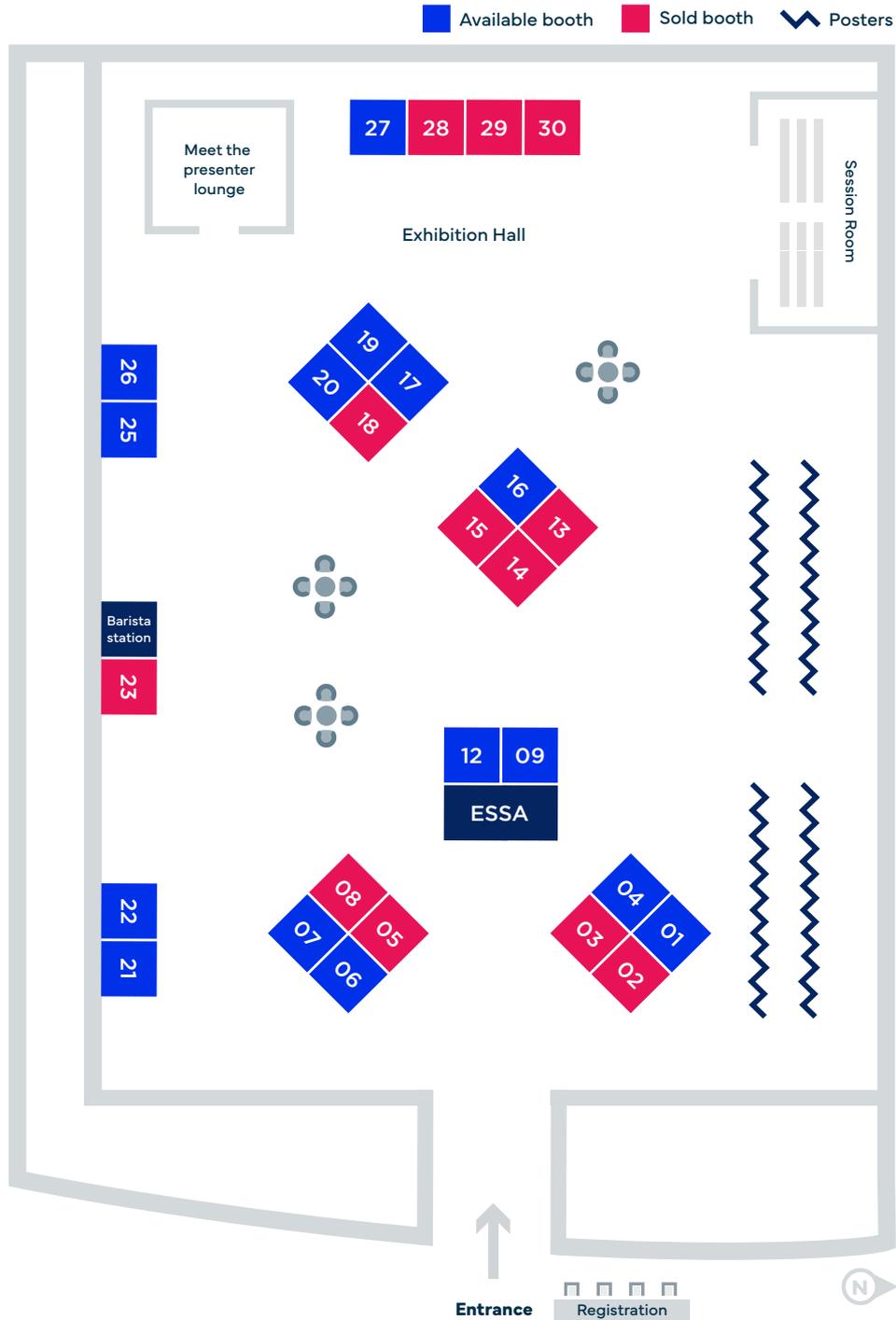
- Website & app listing – logo, bio and contact details, link to company website
 - 2 x exhibitor passes including catering (no access to conference sessions)
1. Space only: if you are supplying and installing your custom-built stand
 2. Shell scheme package:
 - a. shell scheme walls 2.48m high octanorm structure
 - b. digital print fascia sign featuring company name
 - c. 1 x 2.5amp power point
 - d. 2 x LED light

Pricing incl. GST

	Earlybird	Standard
Single 3m x 3m	\$4,000	\$5,000
Double 3m x 6m	\$6,000	\$8,000



Expo floor plan



Activation areas

Expression of interest

ESSA is inviting expressions of interest for activation areas 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 idea. Think 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.



Sponsorship packages

Abstract Award Sponsorship

Celebrate excellence and align your brand with the brightest minds in exercise and sports science. As the sponsor of an Activate 2026 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

Prominent logo placement on all conference marketing material during the lead up and for the duration of the conference including conference website, conference eDM, mobile app and branded conference presentations (estimated marketing audience of 10,000+ exercise and sports science professionals and stakeholders)

Verbal acknowledgement as a sponsor

Social media post introducing your company

2 x Welcome Reception tickets

Pull up banner display in the relevant Awards session

1 x sponsor pass to the exhibition

Cost: \$5,000 incl GST per award

Interactive lunch time session

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

Logo placement on conference marketing material during the lead up and for the duration of the conference including 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

Welcome Reception Sponsor exclusive

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

Naming rights to the Welcome Reception

Stage time at the event (4 minutes to address the audience)

Prominent logo placement on all conference marketing material during the lead up and for the duration of the conference including conference website, conference eDM, mobile app and branded conference presentations

Verbal acknowledgement as a Sponsor at the conference

Social media post introducing your company

1 x full conference registration

5 x additional Welcome Reception tickets

Cost: \$13,000 incl GST

Workshop Sponsor 3 available

Showcase your organisation's expertise and connect with delegates in a more hands-on, practical setting. As a Workshop Sponsor, you'll align your brand with interactive sessions that drive learning, engagement and real-world application.

Inclusions

Pull up banner display during your selected workshop

Branding and hyperlink (where applicable) featured alongside your sponsored workshop 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

Prominent logo placement on all conference marketing material during the lead up and for the duration of the conference including conference website, conference eDM, mobile app and branded session introduction slide.

Verbal acknowledgement as a conference Sponsor

1 x full conference registration

Cost: \$2,500 incl GST

Keynote Presenter Sponsor 3 available

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

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

Prominent logo placement on all conference marketing material during the lead up and for the duration of the conference including conference website, conference eDM, mobile app and branded 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

Lanyard Sponsor exclusive

Put your brand in the hands of every delegate at Activate. As the exclusive Lanyard Sponsor, your logo will feature on every attendee lanyard, giving your organisation continuous visibility throughout the conference.

Inclusions

Your organisation's name printed on delegate lanyard alongside ESSA

Logo placement on the check-in tablets that dispense delegate name badges

Prominent logo placement on all conference marketing material during the lead up and for the duration of the conference including conference website, conference eDM, mobile app and branded conference slides (estimated marketing audience of 10,000+ exercise and sports science professionals and stakeholders)

Verbal acknowledgement as a conference Sponsor

1 x Sponsor registration (does not include access to conference sessions)

1 x additional Welcome Reception ticket

Cost: \$11,000 incl GST

Session Sponsor **8 available**

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

Inclusions

Pull up banner display during your selected 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

Prominent logo placement on all conference marketing material during the lead up and for the duration of the conference including conference website, conference eDM, mobile app and branded session introduction slide.

Verbal acknowledgement as a conference Sponsor

1 x full conference registration

2 x additional Welcome Reception tickets

Cost: \$3,500 incl GST

Barista Sponsor **exclusive**

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

Naming rights to the Barista station

Branded barista staff items (shirts/aprons/caps supplied by sponsor) and use of branded merchandise/product at the station (subject to venue guidelines)

Single booth exhibition stand including structure, lighting, power, and signage

Prominent logo placement on all conference marketing material during the lead up and for the duration of the conference including conference website, conference eDM, mobile app and branded conference presentations (estimated marketing audience of 10,000+ exercise and sports science professionals and stakeholders)

Verbal acknowledgement as a conference Sponsor

2 x additional Welcome Reception tickets

Cost: \$10,000 incl GST

Recharge Lounge Sponsor exclusive

Position your brand at the heart of delegate downtime. As the exclusive Recharge Lounge Sponsor, you'll provide a dedicated space for delegates to relax and recharge — creating meaningful engagement opportunities while showcasing your organisation in a high-visibility, valued environment.

Inclusions

Naming rights to the recharge lounge

2 exhibitor passes for staff to manage and engage in the lounge

Opportunity to provide a sample, brochure, or gift bag to delegates in the lounge

Prominent logo placement on all conference marketing material during the lead up and for the duration of the conference including conference website, conference eDM, mobile app and branded conference presentations (estimated marketing audience of 10,000+ exercise and sports science professionals and stakeholders)

Verbal acknowledgement as a conference Sponsor

2 x additional Welcome Reception tickets

Cost: \$12,000 incl GST

Other promotional activities

Stand up banner displayed in the Activate exhibition hall	\$750
Promote your brand, product or service in a dedicated eDM sent to ESSA's entire database of industry professionals and stakeholders. Sponsor to provide copy and artwork as stipulated by ESSA.	\$1,750



ESSA

2025 ESSA Awards

ESSA Awards night

ESSA Awards Sponsor **8 available**

Align your brand with excellence by sponsoring one of ESSA's prestigious individual Awards. These honours recognise outstanding professionals, practices, and contributors who embody the highest standards of achievement in exercise and sports science.

Select from one of the awards below:

- AES of the year
- AEP of the year
- ASpS of the year
- AHPM of the year
- Practice of the year
- Practicum supervisor of the year
- the year
- Contributor of the year
- ESSA Medal

Inclusions

Exclusive naming rights as the specific award Sponsor

Logo displayed at event during award presentation

Opportunity to nominate a representative to co-present the award

1 x ticket to the ESSA Awards night

Acknowledgement in ESSA communications announcing award winner (eDM and social media)

Acknowledgement in article announcing award winner

Cost: \$2,500 incl GST per award

ESSA Awards night Drinks Sponsor

Raise a glass to excellence and position your brand at the heart of celebration. As the ESSA Awards night Drinks Sponsor, you'll be front and centre as the industry comes together to honour outstanding achievement and innovation.

Inclusions

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 Drinks Sponsor throughout event

1 x ticket to the ESSA Awards night

Pull up banner display on stage during the night

Cost: \$5,500 incl GST

ESSA Awards night event Sponsor **exclusive**

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 post introducing your company

2 x tickets to the ESSA Awards night

Pull up banner display on stage during the night

Cost: \$10,000 incl GST

Custom package

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

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.

Booking form

Company details

Company name: _____

Contact person: _____ Position: _____

Address: _____

City: _____ State: _____ Postcode: _____

Mobile: _____ Work Ph: _____

Email: _____

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

Name: _____ Position: _____

Phone: _____ Email: _____

Packages (including GST)

Platinum Sponsorship	\$40,000
Gold Sponsorship	\$30,000
Silver Sponsorship	\$20,000
Bronze Sponsorship	\$15,000
Abstract Award Sponsorship	\$5,000
<i>Nominated award</i>	
Interactive lunch time session	\$3,500
Catering & Networking Sponsor	\$6,000
Welcome Reception Sponsor	\$13,000
Keynote Presenter Sponsor	\$5,000
Session Sponsor	\$3,500
Workshop Sponsor	\$2,500
Lanyard Sponsor	\$11,000
Barista Sponsor	\$10,000
Recharge Lounge Sponsor	\$12,000

Exhibition booths (including GST)

Single booth – 3x3m: Earlybird	\$00
Single booth – 3x3m: Standard	\$00
Double booth – 6x3m: Earlybird	\$00
Double booth – 6x3m: Standard	\$00
Custom booth size	POA

Stand package: Space only Shell scheme

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

Name to be on exhibition fascia and all promotional material:

Advertising (including GST)

Social media post	\$500
eDM banner	\$500
eDM feature	\$800
Stand up banner	\$750
Dedicated eDM	\$1,750

ESSA Awards night (including GST)

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

ESSA Awards night drinks Sponsor **\$5,500**

ESSA Award Sponsor **\$2,500**

Nominated award

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.
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.
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 2026 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 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 do 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. No refunds will be issued for 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 (11 December 2025)
 - Final balance due 45 days prior to conference (16 March 2026)

Sponsorship under \$10,000.00 in value:

 - 50% deposit due within 2 weeks of application
 - Final balance due 45 days prior to conference (16 March 2026)
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 27 April 2026.
24. This is an invitation to treat, not an offer. Activate Conference 2026 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.