

Planning
Institute
Australia

PLANNING
CONGRESS
2026



CANBERRA 20 – 22 MAY

CELEBRATING 75 YEARS

**SPONSORSHIP AND
EXHIBITION PROSPECTUS**

PROUD PLATINUM SPONSOR

Objective

MESSAGE FROM THE PIA CEO

PIA's National Congress is the flagship event on Australia's planning calendar. A dynamic forum where leaders, experts, and innovators come together to share ideas, spark connections and celebrate the profession shaping our cities and regions.

Each year, Congress unites planners, policymakers, industry partners and community champions from across the country to explore the issues and opportunities defining the future of planning in Australia. It's where knowledge is exchanged, relationships are built, and inspiration takes root.

In 2026, Congress returns to Canberra, Australia's capital and the birthplace of PIA, for an extra-special gathering that also marks 75 years of advancing good planning. This milestone offers an opportunity to reflect on how far the profession has come, evaluate its present landscape, while looking to the opportunities that lie ahead.

Partnerships are at the heart of Congress. The support of our sponsors and collaborators plays a vital role in bringing Congress to life. Our partnerships enable us to deliver an exceptional program, foster professional growth and ensure the event remains accessible and impactful for planners nationwide. In return, you gain access to a highly engaged audience, brand visibility across national channels and genuine connection with Australia's leading planning professionals.

This Sponsorship Prospectus outlines opportunities to connect with influential delegates, showcase your expertise and align your brand with Australia's peak body for planning. Whether your goal is to build awareness, share insights, or foster lasting relationships, Congress 2026 offers an unparalleled platform to engage with the profession that shapes Australia's future.

I look forward to welcoming you to Canberra in 2026, as we celebrate the achievements of the past and continue working together toward better, fairer and more sustainable communities.

Matt Collins MPIA
Chief Executive Officer
Planning Institute of Australia

ABOUT PIA

Planners shape the world and communities in which we live and interact.

At the Planning Institute of Australia (PIA) we believe that good planning has the power to improve people's lives. We live this by advocating good planning to decision makers and demonstrating how planning can achieve a positive difference to people's lives and their communities.

CELEBRATING 75 YEARS

Since 1951, the Planning Institute of Australia has championed the value of good planning - creating better, fairer, and more sustainable communities across the nation.

In 2026, we celebrate 75 years of that legacy, a milestone that honours the people, ideas and innovations that have shaped our profession. This special anniversary Congress in Canberra, where it all began, will be more than just a gathering of planners; it will be a celebration of vision, progress, and the shared commitment that defines our field.

For partners and sponsors, this is a rare opportunity to be part of a landmark moment in Australia's planning history - one that will attract strong national attention, deepen connections across the profession and reinforce your organisation's alignment with the future of planning.



KEY DETAILS

Congress venue

The **National Convention Centre Canberra (NCCC)** is the capital's largest, purpose-built conference, meeting and events venue. With an abundance of natural sunlight, pillarless space, onsite car parking facilities and a central location, the NCCC is a business events venue leader, in the heart of the nation's capital.

Congress Dates:

Wednesday 20th May – Friday 22nd May 2026

Congress at a Glance

Wednesday 20 May

Study Tours
Bump in Exhibition
National Awards for Planning Excellence
Congress Welcome Function

Thursday 21st May

Full Day Congress | Planners Take Over Verity Lane

Friday 22nd May

Full Day Congress | Gala Dinner

Congress website

www.piacongress26.com.au

Congress hashtag

#PIACongress26

Sponsorship Enquiries

Get in touch with Alexis Greenwood, Head of Events, Learning and Partnerships, via nationalevents@planning.org.au

BENEFITS OF COLLABORATING WITH PIA



Build your brand

Leverage PIA's established professional presence to boost your organisation's visibility and credibility across multiple event touchpoints.

Proud commitment to the profession

Showcase your research, technologies, products or solutions and position your organisation as a leading voice in advancing the planning profession.

Show off your best side

Communicate your values and commitment through event branding and participation, creating positive connections with future customers and partners

Connect with those that matter

Planning Congress unites planners, industry leaders, policymakers and researchers nationwide — connecting you directly with your target audience.

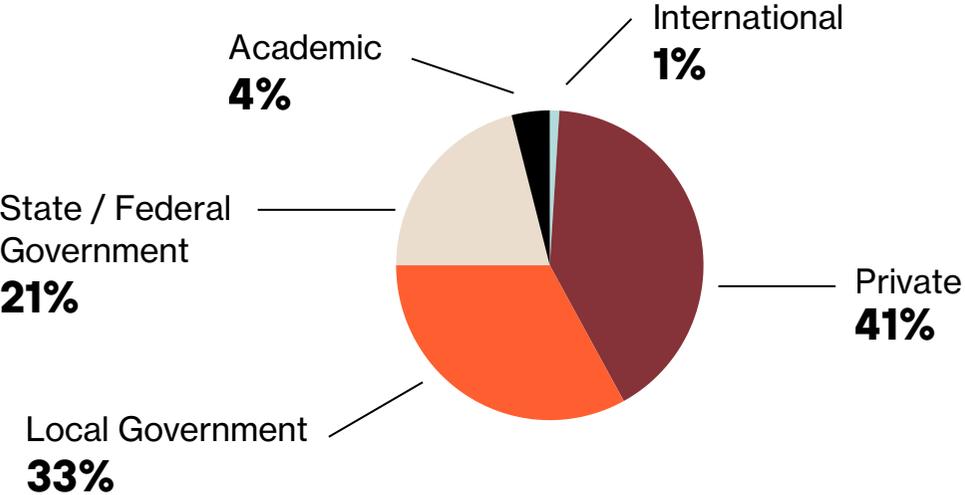
Expand your network

Build connections within the planning community to spark partnerships and long-term organisational growth.

Engage your internal stakeholders

Engage internal stakeholders through Congress participation, offering professional development to staff while demonstrating your support for their professional body.

DELEGATE PROFILE



85% of Congress delegates indicated they will attend future PIA Congresses

86% of Congress delegates engaged with exhibitors

DELEGATE REACH

#PIACongress26’s marketing will maximise awareness and position the event as the profession’s must-attend gathering, integrating the following elements:

Website
A pivotal marketing tool and primary source for the latest Congress updates and news.

Social media
Will generate event and speaker buzz across PIA’s national social channels (LinkedIn, Facebook, X, Instagram) reaching nearly 50,000 followers.
Instagram: 5,183 | **X:** 8,383
LinkedIn: 29,564 | **Facebook:** 7,900

Direct marketing
Frequent email updates will reach PIA’s 20,000+ planning and allied professionals with news, key dates, and program details.

Congress App
With a strong focus on sustainability, the App will support Congress promotion, networking, and content sharing before, during, and after the event.



OPPORTUNITIES AT A GLANCE



Sponsorship	Investment	No. Available	Page No.
Platinum	\$30,000	2 only	07 SOLD
Gold	\$19,000	Multiple	08
Silver	\$12,000	Multiple	09 IN HIGH DEMAND
Emerging Planner Sponsor	\$10,500	Exclusive	10 SOLD
Congress Supporter	\$4,500	Multiple	11 IN HIGH DEMAND
Poster Session Sponsor	\$3,500	Exclusive	11
Study Tour Sponsor	POA	Multiple	12 IN HIGH DEMAND

Social Events and Catering	Investment	No. Available	Page No.
Gala Dinner Sponsor (Friday)	\$17,500	Exclusive	13 SOLD
Barista Cart Sponsor	\$16,000	Exclusive	14
Welcome Reception Sponsor (Wednesday)	\$13,000	Exclusive	15
Planners Take Over Verity Lane	\$10,000	Exclusive	16
Catering Break Sponsor	\$5,000	2 only	16

Delegate Reach	Investment	No. Available	Page No.
Water Bottle + Water Stations	\$20,000	Exclusive	17
Satchel Sponsor	\$8,500	Exclusive	18 SOLD
Lanyard Sponsor	\$8,500	Exclusive	18 SOLD
Congress App Sponsor	\$6,000	Exclusive	19
Charging Station Sponsor	\$6,000	Exclusive	19

Exhibition Hall Opportunities	Investment	No. Available	Page No.
Exhibition Booths	\$7,500	Multiple	21 IN HIGH DEMAND

National Awards for Planning Excellence	Investment	No. Available	Page No.
Principal Sponsor	\$16,500	Exclusive	23 SOLD
Award Category Sponsor	\$2,500	Multiple	24 IN HIGH DEMAND

PLATINUM SPONSOR

Elevate your industry leadership - become one of our platinum sponsors and showcase unparalleled support for the planning profession.

2 opportunities**Investment: \$30,000 +gst**

Registration Inclusions

- Ten (10) Full Congress Registrations – includes tickets to the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- 15% discount off any additional Congress tickets purchased over and above the allocated benefit tickets.

Sponsor Promotion

- Sponsor Spotlight Article published and distributed via Congress E-news, PIA State E-news and on Congress Website.
- 1-minute sponsor recorded message (pre-recorded) to be played one morning at opening plenary.
- Keynote session x 1 branded with logo

Sponsor Recognition

- Platinum sponsor logo to be prominently co-branded with main Congress logo on all promotions and signage relating to Congress.
- Platinum sponsor logo distributed throughout all national and targeted email marketing campaigns related to Congress.
- Premium placement of logo on website with hyperlink to own website.
- Platinum Sponsor acknowledgement at opening and closing of Congress.
- Premium placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Recognition on Congress holding slides during sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdf's/webpages and up to 6 videos uploads of your company material.
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Exhibition Inclusions

- 1 x Exhibition booth located in prime location of the Exhibition Hall.
- Curved panel shell scheme including 3 x full printed wall panels and lockable credenza cupboard including 1 x printed counter panel.
- 2 x Stools, 1 x brochure stand, 1 x 4amp power outlet, 1 x armlight.

Platinum Partner Bonus

- Opportunity for an exclusive 1 hour 'Roundtable session' with a keynote speaker at Congress. An hour session over lunch with designated keynote speaker (TBC. Availability dependant). Maximum 12 people.



Bonus Event

RRR Community Partner for PIA's Rural, Regional & Remote Conference 2026

To be hosted virtually from 25th - 26th March 2026

- Four (4) complimentary registrations to attend both days of the online conference and 3 months post event access to recordings
- Sponsor recognition and logo recognition on EDMs
- Placement of logo on conference website with hyperlink to website
- Verbal acknowledgement of sponsorship during event via the virtual platform
- Logo on the virtual signage on virtual platform

For more information about the conference:

[PIA Rural, Regional & Remote Conference 2026 Website](#)

GOLD SPONSOR

Unlock prime visibility and prestige - be a gold sponsor and stand out as a leader in the profession.

Multiple opportunities

Investment: \$19,000 +gst

Registration Inclusions

- Six (6) Full Congress Registrations – includes tickets to the Welcome Function and National Awards for Planning Excellence and the Gala Dinner
- 15% discount off any additional Congress tickets purchased over and above the allocated benefit tickets

Sponsor Promotion

- Sponsor Spotlight Article published and distributed via Congress E-news, PIA State E-news and on Congress Website.
- Concurrent session x 1 branded with logo

Sponsor Recognition

- Gold sponsor logo distributed throughout all national and targeted email marketing campaigns related to Congress.
- Premium placement of logo on website with hyperlink to own website.
- Premium placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Recognition on Congress holding slides during sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Exhibition Inclusions

- 1 x Exhibition booth located in prime location of the Exhibition Hall.
- Curved panel shell scheme including 3 x full printed wall panels and lockable credenza cupboard including 1 x printed counter panel.
- 2 x Stools, 1 x brochure stand, 1 x 4amp power outlet, 1 x armlight.



Bonus Event

RRR Community Partner for PIA's Rural, Regional & Remote Conference 2026

To be hosted virtually from 25th - 26th March 2026

- Three (3) complimentary registrations to attend both days of the online conference and 3 months post event access to recordings
- Sponsor recognition and logo recognition on EDMs
- Placement of logo on conference website with hyperlink to website
- Verbal acknowledgement of sponsorship during event via the virtual platform
- Logo on the virtual signage on virtual platform

For more information about the conference:

[PIA Rural, Regional & Remote Conference 2026 Website](#)

SILVER SPONSOR

Shine bright as a pivotal supporter - join us as a silver sponsor and amplify your brand's influence at the forefront of the profession.

Multiple opportunities

Investment: \$12,000 +gst

Registration Inclusions

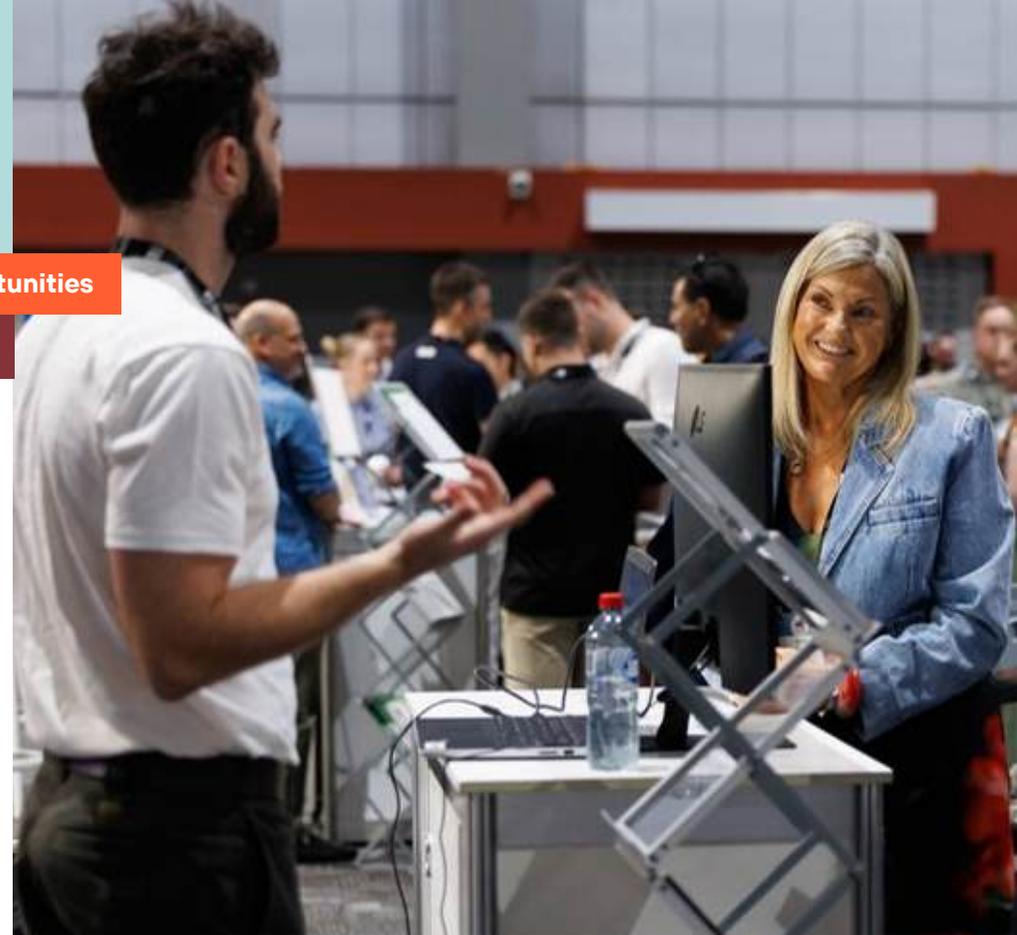
- Four (4) Full Congress Registrations – includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- 15% discount off any additional Congress tickets purchased over and above the allocated benefit tickets.

Sponsor Promotion

- Concurrent session x 1 branded with sponsor logo.

Sponsor Recognition

- Silver sponsor logo distributed throughout all national and targeted email marketing campaigns related to Congress.
- Premium placement of logo on website with hyperlink to own website.
- Premium placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.



Bonus Event

RRR Networking & Interaction Sponsor for PIA's Rural, Regional & Remote Conference 2026

To be hosted virtually from 25th - 26th March 2026

- Two (2) complimentary registration to attend both days of online conference and 3 months post event access to recordings
- Logo on virtual signage and within networking hub area on virtual platform where delegates can connect and interact
- Naming rights/logo for interactive elements of virtual portal
- Sponsor recognition and logo inclusion on EDMs
- Placement of logo on website with hyperlink to website

For more information about the conference:

[PIA Rural, Regional & Remote Conference 2026 Website](#)

EMERGING PLANNER SPONSOR

Advocate for the future of planning by supporting Emerging Planners.

Exclusive

Investment: \$10,500 +gst

Registration Inclusions

- 15% discount off Congress registrations for your organisation

Sponsor Promotion

Emerging Planner Catch Up

- Sponsorship of Emerging Planner (EP) Catch Up for young and emerging planners during Congress.
- Opportunity to provide 5-minute welcome at EP Catch Up prior to Congress (Wednesday 20th May)
- Opportunity for banners and promotional item display at EP Catch Up prior to Congress (Wednesday 20th May)

Emerging Planner Poster Session

- Exclusive sponsorship of Emerging Planner (EP) Poster Session, an opportunity within the Congress program for emerging planners to share their research in a more relaxed format.
- Opportunity to assist PIA's EP Director chair EP Poster/Networking Session
- Opportunity for organisation banners displayed at EP Poster Session

Sponsor Recognition

- Placement of logo on Congress website with hyperlink to own website
- Placement and visibility of logo on program for EP Poster/Networking session
- Placement of logo in animated sponsor reel to be played regularly throughout Congress plenary sessions
- Listing in Congress App – including links to website, up to 10 pdf's/webpage links and up to 6 video uploads of your company material
- Recognition of Congress Sponsor board signage onsite at Congress
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to or after Congress



Bonus Event

RRR Session Sponsor for PIA's Rural, Regional & Remote Conference 2026

To be hosted virtually from 25th - 26th March 2026

- One (1) complimentary registrations to attend both days of the online conference and 3 months post event access to recordings
- Sponsorship of one (1) conference session to be listed as "Proudly sponsored by..." on program and on virtual platform against selected session
- Sponsor recognition and logo inclusion on EDMs
- Placement of logo on website with hyperlink to website

For more information about the conference:

[PIA Rural, Regional & Remote Conference 2026 Website](#)

CONGRESS SUPPORTER

Fuel collaboration and visibility partner with us as a supporter sponsor and enhance your presence.

Multiple opportunities

\$4,500 +gst

Registration Inclusions

- One (1) Full Congress Registration – this includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.

Sponsor Recognition

- Placement of logo on website with hyperlink to own website.
- Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdf's/webpages and up to 6 videos uploads of your company material.
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Bonus Event

RRR Brand Visibility Sponsor for PIA's Rural, Regional & Remote Conference 2026

To be hosted virtually from 25th - 26th March 2026

- Focuses on increasing brand awareness and recognition
- Sponsor recognition and logo inclusion on EDMS
- Placement of logo on website with hyperlink to website
- Logo on virtual event platform with hyperlink to own website

For more information about the conference:

[PIA Rural, Regional & Remote Conference 2026 Website](#)



POSTER SESSION SPONSOR

Show your support and commitment to future planners by sponsoring the Emerging Planners Poster Session, gaining exposure to fresh ideas and rising talent.

Exclusive

\$3,500 +gst

Registration Inclusions

- 15% discount on full congress registration

Sponsor Recognition

- Placement of logo on website with hyperlink to own website.
- Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

STUDY TOUR SPONSOR

Lead the way in industry insights - sponsor one of our congress study tours and help us showcase all that Canberra and surrounds have to offer.

Multiple opportunities

POA

Sponsor Promotion

- Opportunity to work with PIA to organise study tour and lead tour on the day.

Sponsor Recognition

- Placement of logo on study tour website page.
- Placement of logo on website with hyperlink to own website.
- Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.



SOLD

GALA DINNER SPONSOR

Elevate your brand with elegance and impact - sponsor the highlight of the #PIACongress26 social nights - our prestigious gala dinner, and shine in front of a distinguished audience.

Exclusive

Investment: \$17,500 +gst

Registration Inclusions

- Two (2) x Full Congress Registrations - includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- Six (6) Gala Dinner Tickets.
- 15% discount off any additional Congress tickets purchased over and above the allocated benefit tickets.

Sponsor Promotion

- Gala Dinner proudly sponsored by (insert your organisation here).
- Opportunity to deliver a five (5) minute sponsor welcome speech at the Gala Dinner.
- Opportunity to work with PIA to co-brand dinner venue as deemed appropriate.

Sponsor Recognition

- Gala Dinner sponsor logo distributed throughout all national and targeted email marketing campaigns related to Congress.
- Premium placement of logo on website with hyperlink to own website.
- Gala Dinner Sponsor acknowledgement at opening and closing of Congress.
- Premium placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdf's/webpages and up to 6 videos uploads of your company material.
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.



BARISTA CART SPONSOR

Delegates love good coffee! Fuel innovation and conversations - sponsor the barista cart and keep attendees energised with every cup.

Exclusive

Investment: \$16,000 +gst

Registration Inclusions

- 15% discount available on full congress registration

Sponsor Promotion

- Opportunity to work with PIA to brand Barista area as deemed appropriate via barista cart signage.
- Opportunity to supply branded coffee cups (biodegradable or eco-cups preferred), or promotional items to be distributed from the barista cart (at Sponsors own additional expense).

Sponsor Recognition

- Barista sponsor logo distributed throughout all national and targeted email marketing campaigns related to Congress.
- Premium placement of logo on website with hyperlink to own website.
- Premium placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdf's/webpages and up to 6 videos uploads of your company material.
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.



Optional Add On

- Add on for PIA to organise environmentally branded cups from barista carts with your organisation logo to be used by the venues barista cart staff – all taken care of for you! (additional \$3,000 ex GST)

WELCOME RECEPTION SPONSOR

Make a lasting first impression - sponsor the welcome reception and help PIA host and welcome delegates to #PIACongress26 in Canberra.

Exclusive

Investment: \$13,000 +gst

Registration Inclusions

- Two (2) Full Congress Registrations – includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- Four (4) Tickets to the Welcome Function and National Awards.
- 15% discount off any additional Congress tickets purchased over and above the allocated benefit tickets.

Sponsor Promotion

- Welcome Reception proudly sponsored by *insert your organisation here*
- Opportunity to provide a three (3) minute welcome address during Welcome Reception.
- Organisation banners displayed at the welcome reception (to be supplied by Sponsor).

Sponsor Recognition

- Welcome Function sponsor logo distributed throughout all national and targeted email marketing campaigns related to Congress.
- Premium placement of logo on website with hyperlink to own website.
- Premium placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdf's/webpages and up to 6 videos uploads of your company material.
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.



PLANNERS TAKE OVER VERITY LANE SPONSOR

Enhance networking opportunities and visibility - sponsor our Thursday night social function and connect with planning professionals in a relaxed, engaging atmosphere in an iconic Canberra location.

Exclusive

Investment: \$10,000 +gst

Registration Inclusions

- One (1) Full Congress Registration – includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- Four (4) Social Function Tickets.

Sponsor Promotion

- Social Function proudly sponsored by (insert your organisation here).
- Organisation banners displayed at the social function (to be supplied by Sponsor).

Sponsor Recognition

- Social Function sponsor logo distributed throughout all national and targeted email marketing campaigns related to Congress.
- Placement of logo on website with hyperlink to own website.
- Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdf's/webpages and up to 6 videos uploads of your company material.
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.



2 opportunities (Thursday / Friday)

Investment: \$5,000 +gst

CATERING BREAK SPONSOR

Keep minds sharp and attendees satisfied – by sponsoring one of the catering breaks for a selected day where delegates can relax and enjoy refreshments.

Registration Inclusions

- 15% discount available on full congress registration.

Sponsor Recognition

- Placement of logo on website with hyperlink to own website.
- Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdf's/webpages and up to 6 videos uploads of your company material .
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.



WATER BOTTLE AND WATER REFILL STATION SPONSOR

Deliver lasting impact through sustainable hydration — branded water bottles and refill stations that place your brand in delegates' hands throughout the conference.



Exclusive

Investment: \$20,000 +gst

Registration Inclusions

- 15% discount available on full congress registration

Sponsor Promotion

- Opportunity to work with PIA to brand eco-conscious reusable water bottle for every delegate to receive on arrival
- Opportunity to brand media wall and multiple water refill stations throughout the venue

Sponsor Recognition

- Water Bottle and Water Station Sponsor logo distributed throughout all national and targeted email marketing campaigns related to Congress.
- Premium placement of logo on website with hyperlink to own website.
- Premium placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdf's/webpages and up to 6 videos uploads of your company material.
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.





SOLD

SOLD

DELEGATE REACH OPPORTUNITIES

DELEGATE REACH OPPORTUNITIES

SACHEL SPONSOR

Carry your brand forward by co-branding with PIA to offer delegates a satchel that's ensures your logo travels with every attendee.

LANYARD SPONSOR

Make your mark from the start by co-branding with PIA for congress lanyards where you can showcase your brand to every attendee.

Exclusive

Exclusive

Investment: \$8,500 +gst

Investment: \$8,500 +gst

Registration Inclusions

- 15% discount available on full congress registration

Sponsor Promotion

- Placement of logo on delegate satchel alongside PIA logo and Congress branding (bag selection and design organised by PIA who will consult with sponsor for logo placement).

Sponsor Recognition

- Placement of logo on website with hyperlink to own website.
- Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdf's/webpages and up to 6 videos uploads of your company material.
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Registration Inclusions

- 15% discount available on full congress registration

Sponsor Promotion

- Placement of logo on delegate lanyard alternating with PIA logo and Congress branding (lanyards and design to be organised by PIA who will consult with sponsor for logo placement).

Sponsor Recognition

- Placement of logo on website with hyperlink to own website
- Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.



DELEGATE REACH OPPORTUNITIES

CONGRESS APP SPONSOR

Stay connected and visible - sponsor our congress app and lead the way in attendee engagement and convenience where delegates can view the program, speakers, connect with attendees, view maps, the exhibition and more!

Exclusive

Investment: \$6,000 +gst

Registration Inclusions

- 15% discount available on full congress registration

Sponsor Promotion

- Sponsor logo placed on Congress App sign in/home page.
- Sponsor logo viewable on rotating banner throughout app.

Sponsor Recognition

- Placement of logo on website with hyperlink to own website.
- Sponsor acknowledgement at opening and closing of Congress.
- Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdf's/webpages and up to 6 videos uploads of your company material.
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

DELEGATE REACH OPPORTUNITIES

CHARGING STATION SPONSOR

Empower attendees and elevate your brand- sponsor our conference charging station and keep everyone powered up and connected.

Exclusive

Investment: \$6,000 +gst

Registration Inclusions

- 15% discount available on full congress registration

Sponsor Promotion

- Sponsor logo placed on charging station which will be in the main exhibition hall.

Sponsor Recognition

- Placement of logo on website with hyperlink to own website.
- Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdf's/webpages and up to 6 videos uploads of your company material.
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

BESPOKE & MULTI YEAR

Looking for a custom sponsorship package?

At PIA, we're excited to collaborate with you in crafting a customised sponsorship package that aligns perfectly with your goals and budget. Your ideas matter, and we're committed to working closely with you to design a partnership that highlights your brand and maximises your visibility as a valued sponsor.

Whether you're looking to engage at a national level, state level, or both, we can seamlessly integrate these opportunities into one comprehensive package. Plus, take advantage of exclusive discounts through multi-year agreements, giving your brand long-term exposure and impact.

Let's create something exceptional together. Please contact Alexis Greenwood, Head of Events, Learning and Partnerships via nationalevents@planning.org.au to discuss.



“PIA Congress is all about exposure for us – the visibility to the planning profession and networking opportunities are second to none”



EXHIBITION HALL OPPORTUNITIES

EXHIBITION BOOTH

Showcase your organisation and connect with planning professionals across all sectors – join us as an exhibitor at #PIACongress26 and make your mark. The exhibition area is set to be the primary networking area for delegates. You will have high visibility during meal breaks ensuring optimum networking and business opportunities throughout Congress.

Multiple opportunities

Investment: \$7,500 +gst



Registration Inclusions

- 2 x Full Congress Registrations - includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.

Exhibition Inclusions

- Curved panel shell scheme including 3 x full printed wall panels.
- Lockable credenza cupboard including 1 x printed counter panel.
- 2 x Stools.
- 1 x brochure stand.
- 1 x 4amp power outlet.
- 1 x armlight.

Screens and stands can be hired at exhibitors own expense via the exhibition company. Artwork for panels to be provided by exhibitors by due date to be specified.

Sponsor Recognition

- Placement of logo on website with hyperlink to own website.
- Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdfs/webpages and up to 6 videos uploads of your company material.
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.



NATIONAL AWARDS FOR PLANNING EXCELLENCE SPONSORSHIP OPPORTUNITIES



The annual National PIA Awards for Planning Excellence demonstrate leading practice, leadership and achievement in planning and the planning profession. The Awards recognise excellence and showcase leading practice across a range of planning disciplines and sectors.

The National Awards for Planning Excellence are a chance to recognise, celebrate, and reward the best in planning, and as a sponsor of this prestigious event or award category, your organisation will gain optimal branding, exposure and showcase dedication to the profession.

PRINCIPAL SPONSOR

Elevate excellence and gain national recognition - sponsor the prestigious National Awards for Planning Excellence and celebrate the achievements of the profession's leaders and innovators.

SOLD

Exclusive

Investment: \$16,500 +gst

Registration Inclusions

- Two (2) Full Sponsor Registrations - this includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- Four (4) additional National Awards for Planning Excellence and Welcome Function tickets.

Sponsor Promotion

- Three (3) minute speaking opportunity at function or presentation of company video.
- One (1) x Awards Category Naming Rights (TBA).
- Photo opportunity with Award category winner.

Sponsor Recognition

- Acknowledgement as Principal Sponsor throughout the event and all marketing leading up to the event.
- Inclusion of logo and company profile in commemorative Awards booklet.
- Inclusion of logo on animated sponsor video to be played at the beginning of Awards.
- Placement of logo on website with hyperlink to own website.
- Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdf's/webpages and up to 6 videos uploads of your company material.
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Exhibition Inclusion

- 1 x Exhibition booth located in prime location of the Exhibition Hall.
- Curved panel shell scheme including 3 x full printed wall panels and lockable credenza cupboard including 1 x printed counter panel.
- 2 x Stools, 1 x brochure stand, 1 x 4amp power outlet, 1 x armlight.



AWARD CATEGORY SPONSORS

Champion excellence in planning - sponsor a National Awards category and shine a spotlight on outstanding achievements.

Multiple

Investment: \$2,500 +gst

Sponsor Promotion

- One (1) x Awards Category Naming Rights (TBA).
- Opportunity to attend to present award to winner.
- Photo opportunity with Award category winner.

Sponsor Recognition

- Inclusion of logo and company profile in commemorative Awards booklet.
- Inclusion of logo on animated sponsor video to be played at the beginning of Awards.
- Placement of logo on website with hyperlink to own website.
- Placement of sponsor logo in animated sponsor reel to be played regularly through Congress plenary sessions.
- Sponsor listing in Congress App – including links to website, up to 10 pdf's/webpages and up to 6 videos uploads of your company material.
- Recognition on Congress Sponsor board signage onsite at Congress.
- Delegate list (in accordance with Australian privacy laws, delegate contact details cannot be given) prior to Congress.

Award Categories

- Great Place
- Strategic Planning Project
- Improving Planning Process
- Climate Change & Resilience
- Community Wellbeing & Diversity
- Stakeholder Engagement
- Planning with Country
- Technology & Digital Innovation
- Planning Research
- Tertiary Student Project
- Emerging Planner of the Year – sponsored by PIA



TERMS & CONDITIONS

APPLICATION

To discuss sponsorship opportunities, please contact Alexis Greenwood, Head of Events, Learning and Partnerships, at nationalevents@planning.org.au or 0405 335 507

- Once your sponsorship package is confirmed via email, you'll receive a formal confirmation letter and invoice outlining your selected entitlements.
- The Congress Secretariat will hold your chosen sponsorship items for 30 days from the invoice date. If payment is not received within this timeframe, the booking will be released to other interested partners.
- Sponsorships are offered on a first-come, first-served basis, and full payment within 30 days of invoicing is required to secure your participation.
- Please note that marketing, logo placement and other entitlements will commence once payment has been received in full.
- Logo inclusion is subject to print and production timelines.
- All sponsorship applications are subject to approval by the Congress Organising Committee.

PAYMENTS

- All sponsorship will only be confirmed on receipt of this signed agreement form. A tax invoice will be issued by PIA.
- The confirmed sponsorship package will be held on your behalf for 30 days after the date of the invoice. If the deposit/full payment is not received by the required date, then the application will be automatically terminated.
- Full payment is payable within 30 days of the tax invoice or as agreed.
- All payments must be made in AUD in the form of Electronic Funds Transfer (bank details will be supplied on your tax invoice issued with confirmation).
- Once the full payment has been received, your company logo and profile will feature on the Event website.
- PIA reserves the right to vary the quoted prices in accordance with any change to the legislated rate of the GST which is currently 10% and is applicable to all goods and services offered by the Event.

INSURANCE & LIABILITY

- Sponsors/exhibitors must have Public Liability Insurance for the period of the event/exhibition and must be able to produce this documentation at the request of the venue or PIA.
- PIA will not be liable and makes no guarantee of the number of visitors to the event/exhibition.

MARKETING

- PIA reserves the right to amend the sponsorship program or tailor sponsorship packages to benefit the sponsor and/or the event. Every effort will be made to maximise sponsor benefits as well as the delegates' experience.
- Sponsors are to provide their logos in high resolution JPEG, PNG and EPS format at the time of confirmation.
- Marketing and inclusion of your logo and all other benefits will not proceed until payment has been received in full. Logo inclusion is subject to printing and production deadlines.

CANCELLATION

Cancellation will be considered only if the following conditions are complied with:

- The request for cancellation is submitted in writing;
- The request is received at least six months prior to the Event commencing;
- That the sponsor agrees that the Event shall retain 10% of the contract price if the cancellation is accepted more than six months before the Congress commences, 50% of the contract price if the cancellation is accepted less than six months before the Event commences and 100% of the contract price if the cancellation is accepted less than three months before the Event commences.

GENERAL

- **Applicable for exhibitors only:** Exhibition booths will be allocated based on level of sponsorship confirmed and at the discretion of PIA. Deposit monies must have been received prior to booth allocation. PIA's decision will be final. Should the exhibition floorplan need to be altered, PIA has the right to make the necessary changes.
- Sponsors/exhibitors must have Public Liability Insurance for the period of the event/exhibition.
- PIA will not be liable and makes no guarantee of the number of visitors to the event/exhibition.



PLANNING
CONGRESS
2026

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