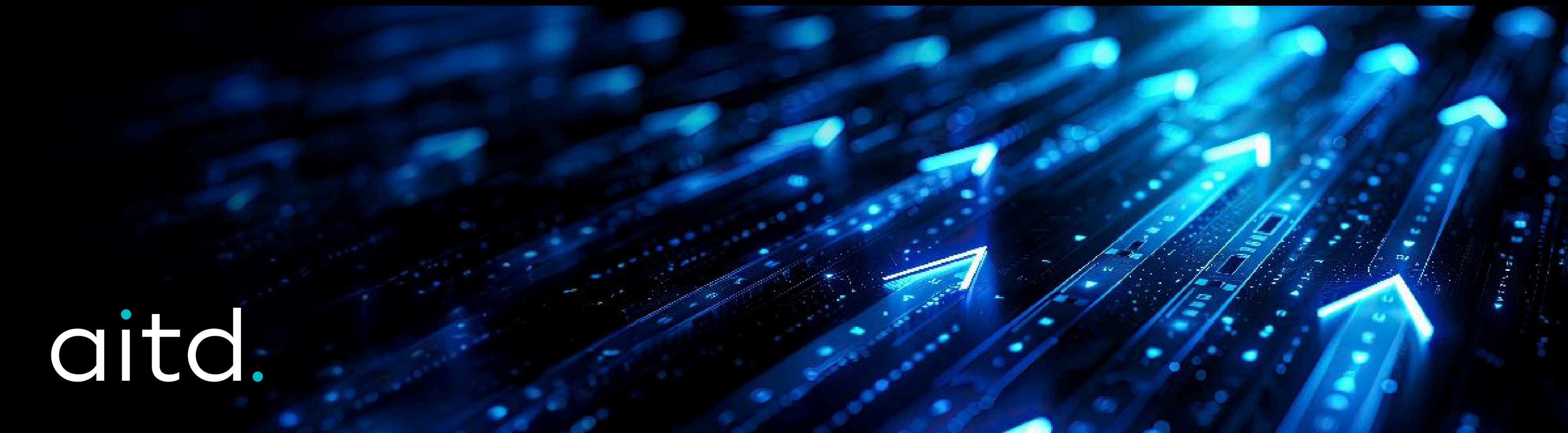


**PARTNERSHIP OPPORTUNITIES**  
Sponsorship and Exhibition Packages

**AITD '25**

21-23 May 2025  
Melbourne, VIC

aitd.



# Insight. Innovation. Inspiration

Australia's favourite learning and development conference is back for 2025, bringing you a global perspective on key issues, practical takeaways and a renewed sense of purpose.

# About AITD

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## Who We Are

Established in 1971 as a not-for-profit association owned by members, the Australian Institute of Training and Development's original purpose was to raise the profile of workplace training as an industry in its own right and to create networking opportunities for individuals with an interest in the subject. Today, AITD offers a broad range of products, services and support to a diverse and passionate community of L&D practitioners located across the globe.

## Our Purpose

We believe in the value of continuous learning and professional development to build a thriving, adaptable workforce. Our mission is to equip learning and development professionals - across Australian and beyond - with the skills necessary to achieve this through professional development opportunities, networking and knowledge sharing.

## Our Members

Our membership base spans all industries and represents the full spectrum of roles across the learning and development profession, including: trainers, educators, consultants, coaches, chief learning officers, course coordinators, mentors, instructors, teachers, facilitators, academics, human resources and organisational development professionals, instructional designers, assessors, and undergraduate and graduate students.



# AITD Conferences

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The annual, 2 and a half day AITD conference has a reputation for delivering a varied and high-quality program featuring Australian and international L&D thought leaders. The agenda covers a broad range of topics - from tools and technologies to theory and best practice - ensuring all delegates walk away with tangible takeaways they can implement in their own workplaces.

Networking is a key element of the conference and delegates consistently rate the opportunity to make strong connections with the wider L&D community as one of the most important aspects of the conference experience.

In 2025, we are looking to return with a face-to-face conference with the most dynamic event to date. Drawing on past feedback, our focus for this event has been to provide an intimate and inclusive delegate experience while delivering an innovative and forward-thinking program which celebrates the best of learning and development.



# Why partner with AITD?

Network with delegates in an intimate and relaxed setting, opening opportunities for richer engagement and establishing strong relationships.

Expose your brand to thousands of potential clients via conference marketing collateral and Training & Development magazine.

Align your brand with a reputable event and the association of choice for L&D professionals in Australia.

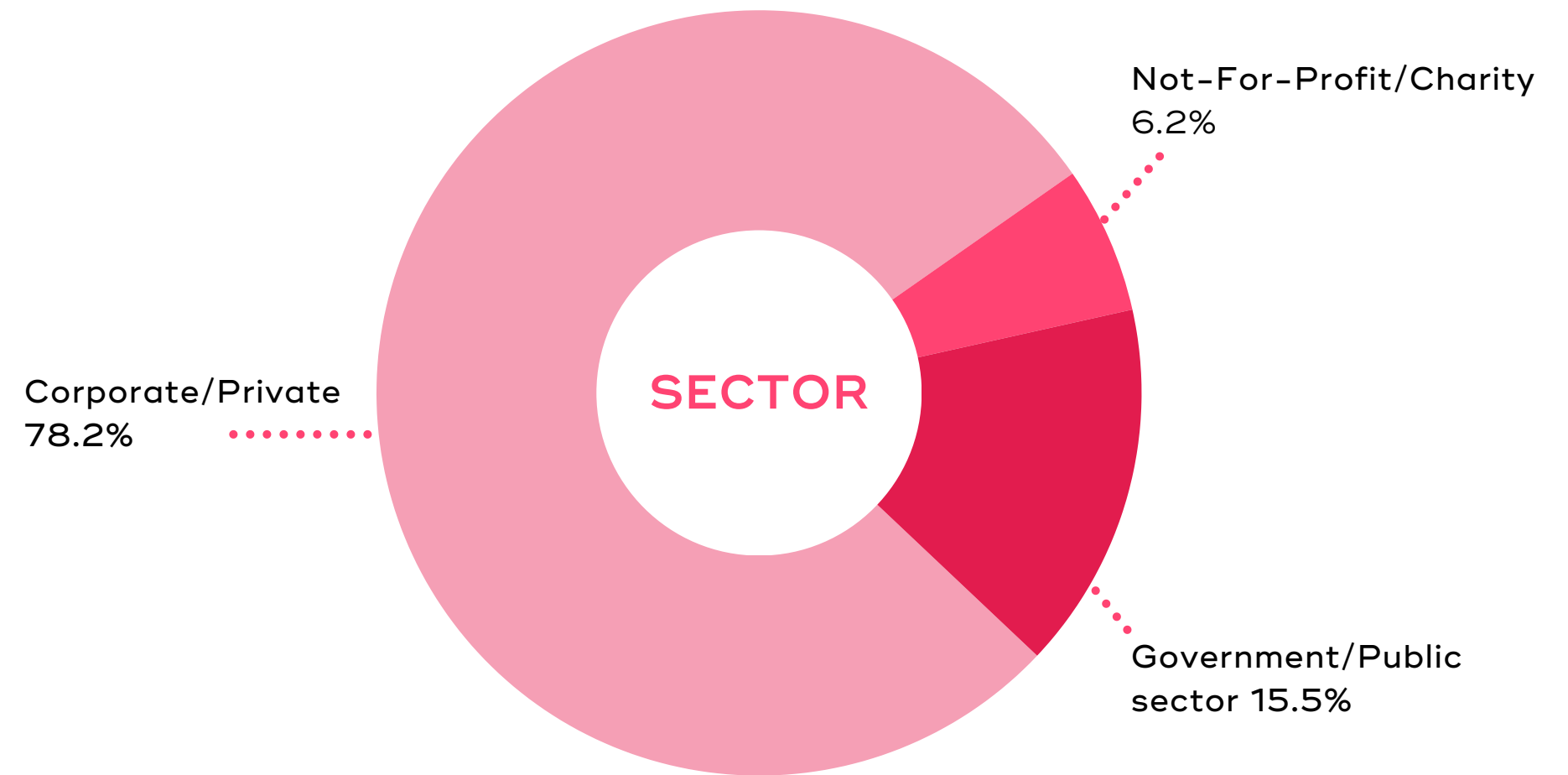
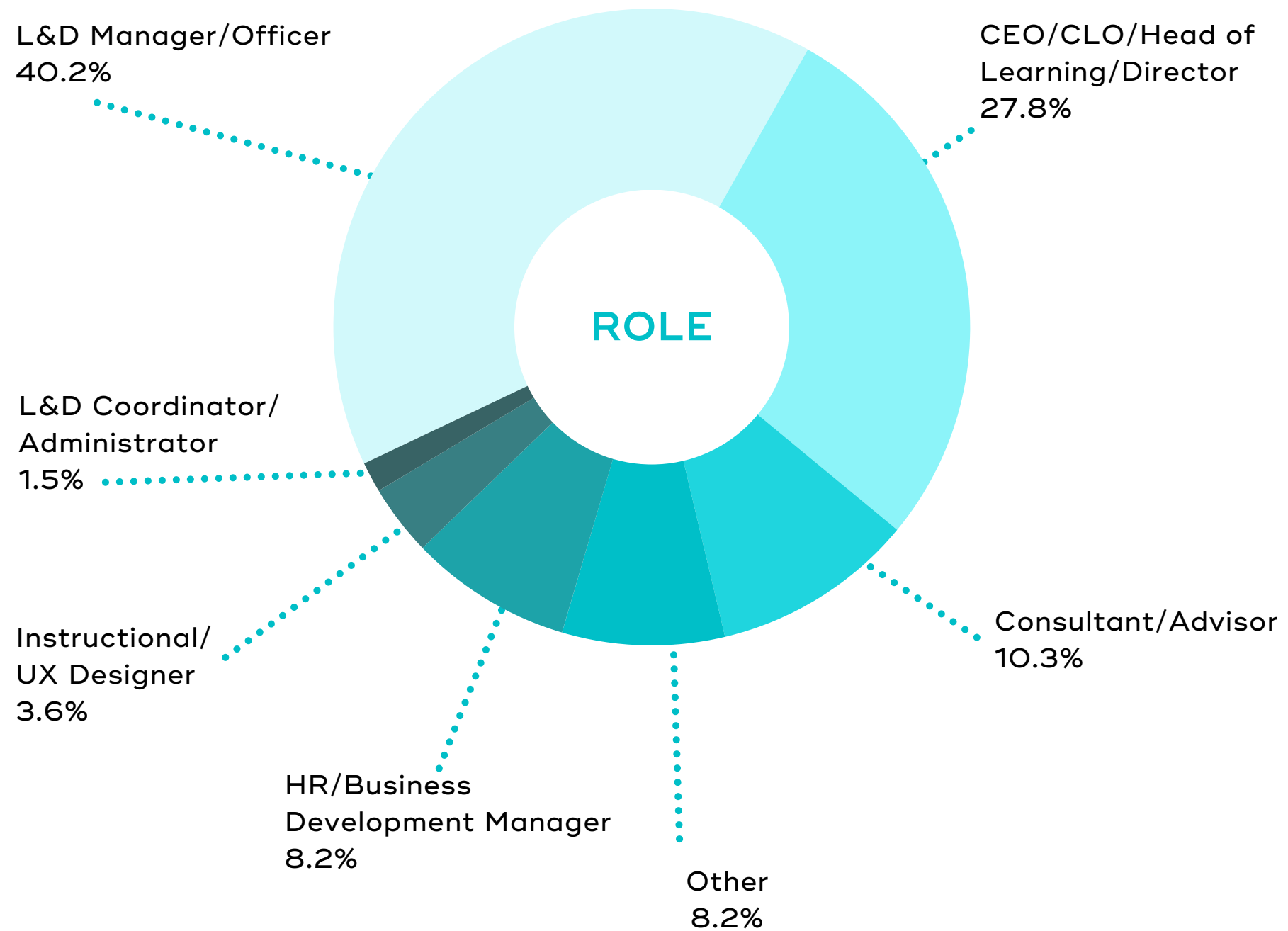
Maximise promotional opportunities through customised conference merchandise and branding.

Showcase your strengths, solutions and services to a receptive and relevant audience, improving customer knowledge of your product.

**AITD 2025 is the perfect platform to access senior training, L&D and HR decision makers across major industries in the private and public sector.**



# Meet Our Delegates



Based on AITD conference attendee data.

**Sponsorship & Exhibition**  
**PACKAGES**

# Sponsor AITD 2025

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**Becoming an AITD 2025 sponsor means so much more than simply exhibiting at the conference.**

Sponsoring AITD 2025 ensures continued exposure for your brand - before, during and after the conference. And not only will you reach conference attendees, your message will also be seen by our wider membership and community through our online and print channels.

Our sponsorship packages have been designed to maximise your opportunities to establish lasting and rewarding relationships with delegates from industries that matter to you. However, we know that not one size fits all so we are always happy to work with you to customise a package that works for you.

To ensure your brand and messaging cut through, we only offer a limited number of packages which means you're not fighting to get your voice heard - but it also means that once they're gone, they're gone!





# AITD '25

**PRINCIPAL  
PARTNER**  
**\$19,900**  
Incl. GST

**GOLD AWARDS  
DINNER PACKAGE\***  
**\$14,900**  
Incl. GST

**SILVER TAILORED  
PACKAGE\*\***  
**\$10,750**  
Incl. GST

**BRONZE  
EXHIBITOR**  
**\$5,350**  
Incl. GST

## SPONSORSHIP RECOGNITION

EXCLUSIVE

EXCLUSIVE

3 AVAILABLE

MULTIPLE

Named and promoted as sponsor category selected



Branding on all digital communication and collateral distributed to delegates



Acknowledgement by the Conference Convenors at the opening and closing of the Conference



Advertisement in the AITD Conference Handbook



full page



full page



half page

Acknowledgement on a PowerPoint slide to be shown at the introduction to all plenary sessions



Opportunity to address delegates



plenary

Exclusive sponsorship of Conference name badge lanyard with logo prominently displayed



Trade display space located in the Exhibition and Catering Hall



Distribution of promotional material during the Conference and in Delegate Satchels



Complimentary full registrations

x4

x3

x2

x1

Excellence Awards Dinner Tickets

x4

x3

x2

x1

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**BRONZE EXHIBITOR**  
**\$5,350**  
Incl. GST

EXCLUSIVE

EXCLUSIVE

3 AVAILABLE

MULTIPLE

List of participating attendees (who provided consent)



Standalone EDM to delegates



Branded homepage banner on aitd.com.au



## GOLD AWARDS DINNER PACKAGE\*

In 2025, the official AITD Excellence Awards Dinner will be held in conjunction with the Annual AITD Conference. This celebrated evening will be held at the Sofitel Melbourne on Thursday evening and is included in the conference’s social program, uniting both conference delegates and the excellence awards community. The evening promises to be an unforgettable occasion, celebrating outstanding achievements and excellence within the Training and Development Industry. Sponsoring this prestigious event offers your organisation a unique opportunity to connect with a broader audience of conference attendees and industry professionals.

## TAILORED PACKAGE SILVER\*\*

### TAILORED PACKAGE

**Opportunity for exclusive recognition through **ONE** of the following:**

### DELEGATE BAG\*\*

A branding opportunity with longevity beyond the event. Co-brand your logo with AITD on a quality delegate bag which attendees will use time and time again.

### WORKSHOP SPONSOR\*\*

Make an impression on delegates by sponsoring our workshop on day 1. With excited attendees’ arrival and thought-leaders hosting this session, this is sure to be a memorable event.

### BARISTA SPONSOR\*\*

Good coffee is always important! Your organisation will be recognised as the Barista sponsor providing freshly brewed coffee to delegates on arrival and at all break times throughout the conference.



# AITD '25

## SUPPORTER SPONSORSHIP PACKAGES / SPONSORSHIP ADD-ONS

\*Additional Cost (GST Incl.)

If you are looking for a point of difference, a way to stand out amongst other sponsors or wanting to create a tailored package to suite your budget needs, please consider the additional opportunities below:

|  |   |
|--|---|
| <p>CATERING SPONSOR OPPORTUNITIES<br/>\$1,500 each</p>                               | <p>Lunch <b>OR</b> Morning Tea <b>OR</b> Afternoon Tea<br/>Acknowledgement as a sponsor in all marketing collateral and inclusion of corporate logo on all Conference promotional material (digital and hardcopy), including brochures and website Space to display a self-standing banner (sponsor to provide)</p> |
| <p>ADVERT IN CONFERENCE HANDBOOK<br/>\$1,000 - Full Page /<br/>\$500 - Half Page</p> | <p>Your organisation can be seen in the Meeting Handbook that is distributed to all delegates who attend. The advertisement and artwork to be designed by the sponsoring organisation with approval from the Organising Committee.</p>  |
| <p>SATCHEL INSERT<br/>\$1,000</p>  | <p>Your organisation's product sample, promotional item or brochure can be inserted into each delegate's satchel (size inserts will be decided in consultation with and approval of the Organising Committee)</p>   |

# AITD 2025

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To reserve your place as an AITD 2025 partner or to discuss custom sponsorship packages, please contact:

**Event Studio Team**

**Event Manager**

**[AITD2025@eventstudio.com.au](mailto:AITD2025@eventstudio.com.au)**

**+61 (08) 8379 8222**

