



PARTNERSHIP OPPORTUNITIES

Sponsorship and Exhibition Packages

aitd.confERENCE.26

13-15 May 2026 | Brisbane, QLD



AITD 2026 NATIONAL CONFERENCE

13-15 MAY 2026
BRISBANE, AUSTRALIA

Australia's flagship learning and development conference comes to Brisbane in 2026.

It brings together Australia's leading senior leaders, specialists and consultants for immersive, vibrant and current topics, case studies and group discussions to equip, challenge, connect, inspire and recharge.



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About AITD

The Australian Institute of Training and Development (AITD) is Australia's peak professional body for learning and development.

Established in 1971 as a member-owned, not-for-profit association, AITD exists to elevate the profession of workplace learning through:

- Continuing professional development, engagement and personal/team growth
- Knowledge sharing and leading
- Advocacy for the profession through standards, research, excellence benchmarks and code of ethics
- Building connection, collegiality and connection across all sectors.

2.5 DAYS OF IMMERSIVE LEARNING AND NETWORKING

Participation Overview

Senior-heavy audience
with strong representation from:

- 30%** * CEOs, Directors & CLOs
- 36%** * Senior Managers, Leaders & Consultants
- 34%** * L&D specialists, designers, officers & advisors

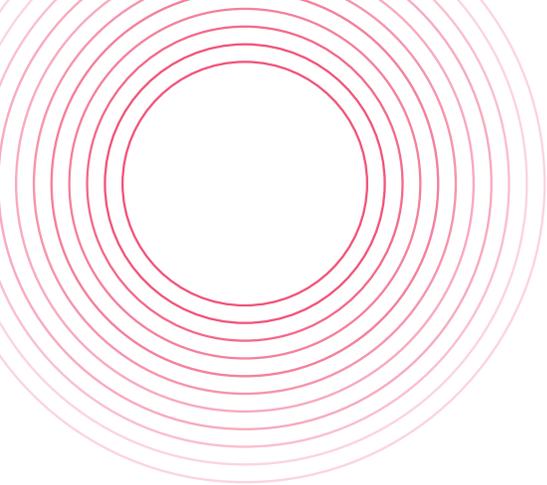
Cross-sector attendance
including:

- 32%** * Corporate & private sector
- 32%** * Government & public sector
- 38%** * Consultancy & education sector

*Approximate numbers based on AITD conference attendee data.

This is a **decision-maker audience**, with purchasing influence across learning strategy, technology, content and services.





Conference Experience



AITD 2026 is intentionally designed as an intimate, high-quality experience, not a sales expo, and quality continues to be enhanced at minimal increase per annum.

Delegates consistently rate the conference highly for:

- Practical takeaways they can implement immediately
- Access to senior peers and thought leaders
- Genuine networking in a relaxed, professional environment

The 2026 program will balance:

- Strategic leadership and capability themes
- Emerging technology and innovation (including AI)
- Evidence-based practice and applied case studies

Why Brisbane?

Brisbane provides the ideal setting for AITD 2026:

- A highly accessible east-coast hub
- Strong government, education and corporate presence
- A vibrant, walkable conference and hospitality precinct.



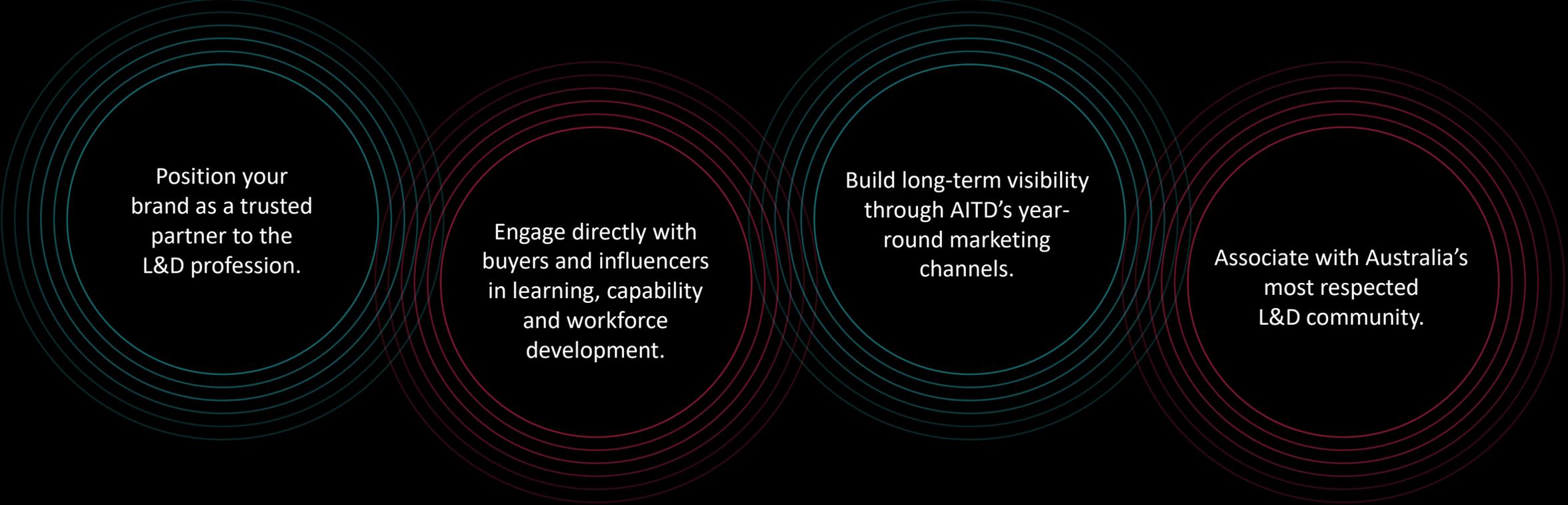
The location supports both national attendance and international participation.

Why partner with AITD?

AITD 2026 offers sponsors far more than exhibition space.

It is a **relationship-driven environment** where sponsors engage directly with senior L&D decision-makers before, during and after the conference.

Partnering with AITD 2026 enables organisations to:



Position your brand as a trusted partner to the L&D profession.

Engage directly with buyers and influencers in learning, capability and workforce development.

Build long-term visibility through AITD's year-round marketing channels.

Associate with Australia's most respected L&D community.



What makes AITD sponsorship different?

Unlike large expos where sponsors compete for attention, AITD limits sponsorship numbers to ensure:

- High brand visibility
- Meaningful delegate engagement
- Clear differentiation between sponsor tiers

This ensures sponsors are seen, recognised and remembered.



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SPONSORSHIP
& EXHIBITION
PACKAGES



Sponsorship exposure timeline

BEFORE THE CONFERENCE

- Brand exposure across AITD digital channels
- Inclusion in delegate communications
- Promotion to AITD's national membership base

DURING THE CONFERENCE

- High-visibility branding and acknowledgements
- Direct access to delegates in shared spaces
- Speaking and engagement opportunities (tier-dependent)

AFTER THE CONFERENCE

- Continued recognition through post-event communications
 - Brand association with conference outcomes and insights
- 

Sponsorship & Exhibition Packages



GOLD PARTNER

\$14,900
(incl. GST)

Premium, high-visibility partnership for organisations seeking leadership positioning.

Includes:

- Category exclusivity
- Conference-wide brand recognition
- Opportunity to address delegates
- Trade display presence
- Complimentary registrations and awards dinner tickets



SILVER TAILORED PARTNER

\$10,750
(incl. GST)

Flexible, high-impact options aligned to specific engagement goals.

Options include:

- Delegate bag sponsorship
- Workshop sponsorship
- Barista / coffee sponsorship



BRONZE EXHIBITOR

\$5,350
(incl. GST)

An accessible entry point to engage directly with delegates on the exhibition floor.

Sponsorship Recognition



PACKAGES AVAILABLE (and inclusions)	Exclusive	3 Available	Multiple
Named and promoted as sponsor category selected	●	●	●
Branding on all digital communication and collateral distributed to delegate	●		
Acknowledgement by the Conference Convenors at the opening and closing of the Conference	●	●	●
Advertisement in the AITD Conference Handbook	● Full Page	● Half Page	
Acknowledgement on a PowerPoint slide to be shown at the introduction to all plenary sessions	●		
Opportunity to address delegates at all plenary sessions	●		
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	x2	x1
Excellence Awards Dinner Tickets	x4	x2	x1

Marketing Opportunities



MARKETING OPPORTUNITIES	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 - \$10,000 (INCL. GST)

In 2026, 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 Brisbane Central 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 and co-brand this exciting evening with AITD. A full list of entitlements can be sent on request.

TAILORED PACKAGE SILVER**

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.

Supporter Sponsorship Packages & Add-ons*

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 these additional opportunities.



Lunch **or** Morning Tea **or** Afternoon Tea

Acknowledgement as a sponsor in all marketing collateral and inclusion of corporate logo on all Conference promotional material (digital & hardcopy), including brochures and website.
Space to display a self-standing banner (sponsor to provide).



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.



Your organisation's product sample, promotional item or brochure can be inserted into each delegate's satchel (size of inserts will be decided in consultation with and approval of the Organising Committee).

*Additional Cost (GST incl.)



**AITD CONFERENCE
2026
IS ABOUT
VALUE**

For sponsors, it offers rare access to Australia's most engaged learning and development decision-makers in an environment designed for genuine connection.

aitd.conference.26

To reserve your place as an AITD 2026 partner or to discuss custom sponsorship packages, please contact the Event Studio Team.

Event Studio Team
Event Manager

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