

SPONSORSHIP & EXHIBITOR PROSPECTUS



ACCREDITATION MATTERS

2025

JULY 30-31

ICC SYDNEY

AUSTRALIA'S LEADING
ACCREDITATION CONFERENCE

**Join us at Australia's leading and
largest accreditation and
conformity assessment event of 2025**

Learn more about our event at

www.accreditationmatters.com.au/am2025





CONTENTS

Welcome to Accreditation Matters 2025	4	Exhibitor opportunities	
Our venue	5	• Exhibitor	16
Testimonial	6	Social event sponsorship opportunities	
The Accreditation Matters journey	7	• Celebration Dinner Sponsor	16
Testimonial	8	• Network Drinks Sponsor	17
Target your perfect audience	9	Collateral sponsorship opportunities	
Testimonial	10	• Lanyard Sponsor	17
Why partner with us?	11	• Satchel Sponsor	18
Sponsorship & exhibitor opportunities at a glance	12	• Wi-Fi Sponsor	18
• Platinum Sponsorship	14	Register your interest today!	19
• Gold Sponsorship	15		



**ACCREDITATION
MATTERS
2025**

A warm welcome to Accreditation Matters 2025



I am excited to introduce Accreditation Matters 2025, Australia's leading and largest event on accreditation and conformity assessment. It is our fourth annual event and will be, without question, our most ambitious and industry significant.

From carefully curated sessions presented by the industry's best and brightest, to major keynote speakers, it will provide a tantalising array of highly relevant topics and sessions.

Accreditation Matters aims to bring together more than 500 industry leaders, technical experts, and quality professionals from key organisations across Australia's technical infrastructure, and will offer an incredibly engaging, diverse and informative conference program over two days.

Whether you are a CEO, General Manager, quality professional, industry stakeholder, Government representative, technical expert, work in a laboratory, or simply have an interest in accreditation and conformity assessment, this is a must attend event.

Hosted at Australia's premier event location, the International Convention Centre (ICC) Sydney, it will also be the networking event of the year.

For those that do choose to sponsor or exhibit, you will enjoy significant benefits and exposure at Australia's leading accreditation and conformity assessment event.

I look forward to meeting you all in July 2025.



JENNIFER EVANS,
NATA CEO

Our venue



Accreditation Matters 2025 will once again be held at the magnificent International Convention Centre (ICC) Sydney. Situated in Darling Harbour at the intersection of Sydney's academic, cultural and technology precincts.

The financial, dining and retail precinct of Barangaroo is nearby; there are numerous galleries, theatres and concert halls within easy reach; and the bustling city centre is only a short walk away.

“The ICC will give our delegates, sponsors and exhibitors great access to Australia's most cosmopolitan city.”



Jenia Aneja

Head of Marketing, Coregas



coregas



The event last year was an incredible thought leadership platform that provided us with access to key stakeholders.

It was a fantastic opportunity to connect with industry leaders, exchange insights, and stay updated on the latest trends and innovations in our field. We were truly impressed by the quality and organization of the event, which facilitated meaningful discussions and collaborations.

Thank you for inviting us to be a part of this remarkable event. We look forward to participating again and continuing our journey with NATA.





The Accreditation Matters journey

2022

In 2022, NATA held Why Accreditation Matters, an in-person and live broadcast webinar showcasing industry leaders presenting on critical areas of accreditation in action. From cervical cancer to food safety, the sessions, speakers and attendee engagement highlighted the importance of accreditation in our everyday lives.

NATA took Accreditation Matters on the road in 2023 with a series of live-in-person presentations across five national locations. Attended by NATA Member organisations, Technical Assessors, industry professionals and stakeholders, NATA presented on areas from continuous improvement and risk management to laboratory governance.

2023

2024

In June 2024, NATA staged its most ambitious Accreditation Matters event with a two-day paid conference. With over 500 delegates, 45+ individual sessions, 60+ national and international speakers, as well as the announcement of the inaugural NATA Excellence Award winner, it was Australia's most successful event on accreditation and conformity assessment activities.

You can view the highlights from Accreditation Matters 2024 [here](#)

We will once again raise the bar and offer an unparalleled series of topics, speakers, and sessions on everything related to accreditation and conformity assessment. Across accreditation in action, AI, cybersecurity, health, food safety, trade, education, personal development and more, this will be a world-class event.

2025



Mariam Mnatsakanyan

Founder & Chief Scientist, AirLabOne



The NATA Accreditation Matters 2024 conference highlighted the critical role of accreditation in building trust, reliability, and global recognition, while driving innovation and operational excellence. It brought together leading companies to collaborate on solutions for a stronger future.

AirLabOne, dedicated to advancing digital conformity solutions for lab infrastructures, was proud to support this important event as the Lanyard Sponsor.





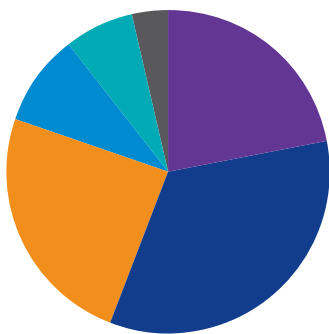
Target your perfect audience at the networking event of the year

Accreditation Matters 2025 will be, without question, the accreditation and conformity assessment networking event of the year.

Accreditation Matters 2024 offered sponsors and exhibitors an unparalleled opportunity to reach their desired audience over two full conference days, as well as at our Networking Drinks and Celebration Dinner.

In 2025 we will magnify this networking and you will meet, engage and discuss with a truly captive audience, including colleagues, peers, industry SMEs, technical experts and, of course, prospective clients in a single location.

So who attended Accreditation Matters 2024?



- Executive Leadership & Senior Management **22%**
- Laboratory / Technical Staff **34%**
- Quality Assurance, Compliance & Operations **25%**
- Research, Policy & Strategy **10%**
- Sales & Business Development **7%**
- Other **2%**

The people you need to meet				
Executive Leadership & Senior Management	Laboratory / Technical Staff	Quality Assurance, Compliance & Operations	Research, Policy & Strategy	Sales & Business Development
<ul style="list-style-type: none"> • CEO • Managing Director • Director • General Manager • COO • Deputy CEO 	<ul style="list-style-type: none"> • Laboratory Technician • Senior Scientist • Microbiologist • Chemical Analyst 	<ul style="list-style-type: none"> • Quality Manager • Quality Chemist • Regional Quality Manager • Operations Manager • Logistics Coordinator 	<ul style="list-style-type: none"> • Research Scientist • Product Development Engineer • Innovation Specialist • Strategic Initiatives Manager • Senior Policy Officer • Director of Policy • Governance Supervisor 	<ul style="list-style-type: none"> • Product Manager • Client Engagement Manager • Technical Sales



Keren Natalia

Director, Smart QMS



The Accreditation Matters conference provided an incredible platform to connect with fellow industry professionals and learn about the work of other NATA members and their businesses. As an attendee, I was able to learn about various topics impacting our industry such as AI development, IVD and software as medical device regulation. As a sponsor, I had valuable opportunities to connect with current and future clients, and as a speaker, it was rewarding to share insights on quality and engage with attendees' thoughtful feedback. The dinner event was also incredible- it was very entertaining and enjoyable. I look forward to the next conference!





ACCREDITATION MATTERS 2025

Why partner with us?

Whether you are a multi-national, individual testing laboratory or supplier to the industry, Accreditation Matters 2025 will be the most important event you attend in 2025.

Sponsoring or exhibiting at Accreditation Matters 2025 will provide a unique opportunity for you to align your business with Australia's leading and largest ever event on accreditation and conformity assessment. It also offers high-level exposure to Australia's leading technical organisations and industry suppliers.



Promote the work of your organisation:

Sponsoring or exhibiting will provide next level visibility in a highly respected environment, enhancing brand recognition and reputation.



Alignment with industry leaders:

In addition to being directly aligned to NATA - Australia's and one of the world's leading accreditation bodies - you will also be aligned to other key Australian and international NGOs, Government departments and industry bodies.



Enhance your brand visibility and recognition:

Get your brand in front of key industry decision makers and secure visibility and recognition like never before.



Professional development:

By sponsoring or exhibiting at Accreditation Matters 2025, you are supporting the continuing education and professional development of you and your team.



Networking and collaboration opportunities:

In one location over two-days, you will enjoy significant networking opportunities with colleagues, peers, industry SMEs and technical experts, as well as prospective clients.



Positive industry impact:

Your support will play a critical role in improving on-going accreditation and conformity assessment outcomes, benefiting industry and, ultimately, the Australian community.



Sponsorship and Exhibitor opportunities at a glance*

Tier Sponsorship Opportunities	Platinum \$18,000	Gold \$12,000
Availability	3	5
Delegate Registrations (2-day ticket including Celebration Dinner)	4	3
Exhibitor table	1	1
Exhibitor Passes (stand staffing)	2	1
Additional Celebration Dinner Tickets	6 (total table of 10)	3
Sponsor recognition benefits	Page 14	Page 15

Sponsorship Opportunities	Celebration Dinner \$7,500	Networking Drinks \$6,000	Lanyard \$4,000	Satchel \$4,000
Availability	1	1	1	1
Delegate Registrations (2-day ticket including Celebration Dinner)	2	2	1	1
Additional Celebration Dinner Tickets	8 (total table of 10)	3	2	2
Sponsor recognition benefits	Page 16	Page 17	Page 17	Page 18



Sponsorship and Exhibitor opportunities at a glance*

Wi-Fi Sponsor	\$4,000
Availability	1
Delegate 2-day Registration including Celebration Dinner	1
Additional Celebration Dinner Ticket	2
Wi-Fi recognition benefits	Page 18

Exhibitor Opportunities	Exhibitor Table \$8,000
Availability**	10
Delegate 2-day Registration including Celebration Dinner	1
Exhibitor table	1
Exhibitor (stand staffing) passes	1
Additional Celebration Dinner passes	1
Exhibitor recognition benefits	Page 16

*NATA reserves the right to change the number of tier sponsorship and exhibitor opportunities available. All prices are in Australian Dollars and are exclusive of GST. Terms and Conditions apply.

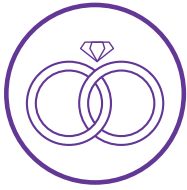
** This does not include Tier Sponsor exhibitor tables



Sponsorship and Exhibitor Opportunities*

Our Sponsors and Exhibitors are pivotal to Accreditation Matters 2025 and will enjoy significant exposure to Australia's scientific and technical community, as well as leading laboratory/testing organisations.

The Accreditation Matters 2025 audience will include more than 500 CEOs, General Managers, Quality professionals, industry stakeholders, Government representatives, technical experts and laboratory staff.



PLATINUM SPONSOR

Cost: **\$18,000**

As a Platinum Sponsor, you will benefit from the highest level of exposure and representation, and significant awareness for your organisation. Over two days, you will be at the forefront of Australia's leading industry and scientific communities, and laboratory/testing organisations.

Sponsor Entitlements

As a Platinum Sponsor, you will receive the following entitlements:

Industry/Session Sponsor

The opportunity to host an approved discussion session*

*Session type, length & content to be agreed by the AM 2025 Content Committee

OR

Session Sponsorship

The opportunity to sponsor an agreed session*

Includes:

- Logo next to agreed session on the conference website
- Logo on the agreed session presentation slide
- A free-standing banner (2.0h x 1.0w) on the stage for the agreed session

*Session selection to be agreed by presenter and AM 2025 Content Committee

Name Badge Rights

Logo on official event Name Badge

Delegate and Celebration Dinner Registrations

- Four (4) full access delegate and Celebration Dinner registrations plus six (6) additional tickets to attend the Celebration Dinner (total of 10 tickets to dinner)
- A VIP 10-person reserved table at the Celebration Dinner

Exhibitor Table

- Exhibitor table for duration of event to showcase your services/products
- 2 x exhibitor only passes (stand staffing)

Exposure

- Acknowledgment as Platinum Sponsor in select sessions
- Company logo on event banners
- Company logo on event website
- Company logo on event AV screens (where applicable)
- Delegate list*
- Acknowledgment as Platinum Sponsor in event marketing including:
- Exclusive story in NATA News (audience of 6,000+)
- Promotion as Platinum Sponsor in select social media posts
- Freestanding banner for event duration in approved exhibition space (to be provided by sponsor with a max size of 2.0w x 2.3h)
- Freestanding banner for event duration in Plenary Room (to be provided by sponsor with max size of 2.0w x 2.3h)
- Inclusion of a branded insert or merchandise item in official conference satchel (item to be provided by sponsor and approved by event committee)

*Delegate and exhibitor list information inclusions will strictly adhere to privacy requirements



ACCREDITATION MATTERS 2025



GOLD SPONSOR

Cost: **\$12,000**

As a Gold Sponsor, your organisation will benefit from a significant level of exposure prior to and during the event. Over the two days, you will have access to Australia's scientific community, and some of Australia's leading laboratory and testing organisations.

Sponsor Entitlements

As a Gold Sponsor, you will receive the following entitlements:

Session Sponsorship

The opportunity to sponsor an agreed session*

Includes:

- Logo next to agreed session on the conference website
- Logo on the agreed session presentation slide
- A free-standing banner (2.0h x 1.0w) on the stage for the agreed session

*Session selection to be agreed by presenter and AM 2025 Content Committee

Delegate and Celebration Dinner Registrations

- Three (3) full access delegate and Celebration Dinner registrations plus three (3) additional tickets to attend the Celebration Dinner (total of 6 tickets to dinner)
- Priority table allocation at Celebration Dinner

Exhibitor Table

- Exhibitor table for duration of event to showcase your services / products
- 1 x exhibitor only pass (stand staffing)

Exposure

- Acknowledgment as Gold Sponsor in select event sessions
- Company logo on event banners
- Company logo on event website
- Company logo on event AV screens (where applicable)
- Delegate list*
- Acknowledgement as Gold Sponsor in event marketing including:
- Company logo and bio in NATA News (audience of 6,000+)
- Promotion as Gold Sponsor in select social media posts
- Freestanding banner for event duration in exhibition space (to be provided by sponsor with a max size of 2.0w x 2.3h)
- Inclusion of a branded insert or merchandise item in official conference satchel (Item to be provided by sponsor and approved by event committee)

*Delegate and exhibitor list information inclusions will strictly adhere to privacy requirements.



ACCREDITATION MATTERS 2025



EXHIBITOR

Cost: **\$8,000**

As an exhibitor, you will enjoy strong alignment with Accreditation Matters 2025 through opportunities for branding and exposure. Over the two days, you will have access to Australia's scientific community, and some of Australia's leading laboratory and testing organisations.

As an exhibitor you will receive:

Delegate and Celebration Dinner Registrations

- One (1) full access delegate and Celebration Dinner registrations plus one (1) additional ticket to attend the Celebration Dinner (total of 2 tickets to dinner)
- 1 x Exhibitor Only pass (stand staffing)

Exposure

- Exhibitor table for event duration
- Company logo on event banner
- Company logo on event website
- Acknowledgement as Exhibitor in select event marketing
- Inclusion of a branded insert or merchandise item in official conference satchel (item to be provided by Exhibitor and approved by event committee)



CELEBRATION DINNER SPONSOR

Cost: **\$7,500**

As the Celebration Dinner Sponsor, you will have a captive audience of Australia's best and brightest. This exclusive sponsorship will provide you with significant exposure to industry decision makers.

Delegate and Celebration Dinner Registrations

- Two (2) full access delegate and Celebration Dinner registrations plus eight (8) additional tickets to the Celebration Dinner (total of 10 tickets to dinner)
- VIP reserved table for 10 at the Celebration Dinner

Exposure

- Company logo on event banner
- Company logo on event website
- Banner at the entrance to the Celebration Dinner venue (to be provided by sponsor with a max size of 2.0w x 2.3h)
- Company logo on main dining room AV screens at event (as available)
- Welcome and closing recognition by dinner Master of Ceremonies
- Acknowledgement as the Celebration Dinner Sponsor in select event marketing
- Inclusion of a branded insert or merchandise item in official conference satchel (item to be provided by exhibitor and approved by event committee)



ACCREDITATION MATTERS 2025



NETWORKING DRINK'S SPONSOR

Cost: **\$6,000**

A unique opportunity to be in front of Australia's technical community when the best connections are forged and key decisions are made.

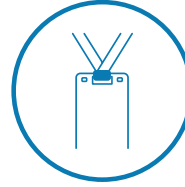
As the Networking Drink's Sponsor, you will receive:

Delegate and Celebration Dinner Registrations

- (2) full access delegate and Celebration Dinner registrations plus three (3) additional tickets to the Celebration Dinner (total of 5 tickets to dinner)

Exposure

- Company logo on event banner
- Company logo on event website
- Acknowledgement as Networking Drinks Sponsor in select event marketing
- Banner at drink's venue (to be provided by sponsor with a max size of 2.0w x 2.3h)
- Company logo on Network Drinks area screens during event (as available)
- Acknowledgement as Networking Drinks Sponsor at Celebration Dinner
- Inclusion of a branded insert or merchandise in official conference satchel (Item to be provided by sponsor and approved by event committee)



LANYARD SPONSOR

Cost: **\$4,000**

As Lanyard Sponsor, your brand will be front and centre for every attendee at Accreditation Matters 2025. Put your organisation in front of industry decision makers.

As the exclusive Lanyard Sponsor, you will receive:

Delegate and Celebration Dinner Registrations

- One (1) full access delegate and Celebration Dinner registrations plus two (2) additional tickets to the Celebration Dinner (total of 3 tickets to dinner)

Exposure

- Company logo on delegate lanyards
- Company logo on event banner
- Company logo on event website
- Acknowledgment as Lanyard Sponsor in select event marketing
- Inclusion of a branded insert or merchandise in official conference satchel (item to be provided by sponsor and approved by event committee)

* All costs are exclusive of GST



**ACCREDITATION
MATTERS
2025**



**SACHEL
SPONSOR**

Cost: \$4,000

As the Satchel Sponsor, you have the opportunity to brand the main take-away from Accreditation Matters 2025. Get yourself into the hands and minds of Australia's leading technical and industry decision makers.

As the exclusive Satchel Sponsor, you will receive:

Delegate and Celebration Dinner Registrations

- One (1) full access delegate and Celebration Dinner registrations plus two (2) additional tickets to the Celebration Dinner (total of 3 tickets to dinner)

Exposure

- Company logo on official event satchel
- Company logo on event banner
- Company logo on event website
- Acknowledgment as Satchel Sponsor in select event marketing
- Inclusion of a branded insert or merchandise in official conference satchel (item to be provided by sponsor and approved by event committee)



**WI-FI
SPONSOR**

Cost: \$4,000

Getting connected is the first thing conference attendees think of. Every connection puts you in front of industry decision makers.

As the exclusive Wi-Fi Sponsor, you will receive:

Delegate and Celebration Dinner Registrations

- One (1) full access delegate and Celebration Dinner registrations plus two (2) additional tickets to the Celebration Dinner (total of 3 tickets to dinner)

Exposure

- Company logo on Wi-Fi app collateral
- Company logo on event banner
- Company logo on event website
- Acknowledgment as Wi-Fi Sponsor in select event marketing
- Inclusion of a branded insert or merchandise in official conference satchel (Item to be provided by sponsor and approved by event committee)



Interested in Sponsoring or Exhibiting at Accreditation Matters 2025?

Email: events@nata.com.au

Call: 1 800 621 666

Visit: accreditationmatters.com.au/am2025