CENA

24th International Conference
for Emergency Nurses

ICEN 2027

Lifespan · Landscape · Legacy

Sponsorship & Exhibition Partner Prospectus



15–17 September 2027

Park Hyatt Melbourne

Emergency nurses making a difference

WHY PARTNER WITH ICEN 2027

Connect with the people shaping emergency care.

Bring your organisation into the conversation with emergency nurses, clinical leaders, educators and researchers. Across three days in Melbourne, ICEN 2027 offers opportunities to build relationships, share expertise and demonstrate how your organisation supports emergency care.

Choose a partnership that supports your priorities, from exhibition presence and brand visibility to sharing knowledge with the conference community.

Build meaningful connections

Meet the professionals delivering, leading and teaching emergency nursing, and understand the priorities shaping their work.

Show your relevance

Introduce your products, services or expertise through exhibition and presentation opportunities suited to your package.

Extend your visibility

Stay visible before, during and after the conference through the promotional inclusions in your partnership.



300+
Expected attendees

3 days
Connection and exchange

24th
International Conference

Attendance is an estimate. Promotional inclusions vary by package.

Find the right partnership for your organisation.

Explore the packages and opportunities on the following pages.

PARTNERSHIP OPTIONS

Choose the partnership that fits your goals.

Four packages, with different opportunities for exhibition presence, brand visibility and sharing expertise.

PRINCIPAL PARTNER

$11,000 + GST

1 partnership offered

Our highest level of visibility

- 4 m × 2 m exhibition stand
- Exclusive Content Spotlight
- 60-second plenary video, screened once

STRATEGIC PARTNER

$7,000 + GST

6 partnerships offered

Build a strong exhibition presence

- 3 m × 2 m exhibition stand
- Three exhibitor registrations
- Pre-event and post-event promotion

SUPPORTING PARTNER

$5,000 + GST

12 partnerships offered

Make meaningful connections

- 2 m × 2 m exhibition stand
- Two exhibitor registrations
- Website and program recognition

KNOWLEDGE PARTNER

$5,000 + GST

6 partnerships offered

Share expertise with the conference community

- One 90-minute workshop or one 60-minute presentation
- One exhibitor registration
- Website and program recognition

Session subject to Committee approval.
Stand not included; upgrades priced on request.

Compare the inclusions. Find your fit.

See the full package comparison on the next page.

Your partnership inclusions

All package prices are in AUD and exclude GST.

Availability, stand allocation and final specifications are confirmed by CENA during application review.

INCLUSION	PRINCIPAL $11,000 + GST 1 partnership	STRATEGIC $7,000 + GST 6 partnerships	SUPPORTING $5,000 + GST 12 partnerships	KNOWLEDGE $5,000 + GST 6 partnerships
PRE-EVENT				
Website Recognition	✓	✓	✓	✓
Program Listing	✓	✓	✓	✓
Partner Showcase Email	✓	✓	✓	✓
Content Spotlight	Exclusive	-	-	-
Social Media Tile	✓	✓	✓	✓
Exhibitor Portal & How-to Video	✓	✓	✓	✓
ON-SITE				
Exhibition Stand	4 m × 2 m	3 m × 2 m	2 m × 2 m	Paid upgrade
Exhibition Furniture	$500 hire credit (excl. GST)	Euro counter + 2 bar stools	Trade table + 2 chairs	-
Exhibitor Registrations (Days 1–3)	4 registrations	3 registrations	2 registrations	1 registration
Welcome Reception (Day 1)	4 tickets	3 tickets	2 tickets	1 ticket
Gala Dinner (Day 3)	3 tickets	2 tickets	1 ticket	-
Acknowledgements & Signage	✓	✓	✓	✓
Plenary Video (60 sec, once)	Exclusive	-	-	-
Workshop or Presentation	-	-	-	90-min workshop or 60-min presentation
Conference App Alerts	2 alerts	1 alert	-	-
Conference App Offers	2 offers	1 offer	-	-
Lead Generation via EventsAir	✓	✓	✓	✓
Satchel Inserts (items per satchel)	3 items	2 items	1 item	1 item
Exhibitor Pitch (7 min)	✓	✓	Add-on: $500 + GST	-
Prize Donation	By agreement	By agreement	By agreement	By agreement
POST-EVENT				
Thank-you Email	✓	✓	✓	✓
Attendee Feedback Summary	✓	✓	✓	✓
Lead Generation Report	✓	✓	✓	✓

✓ Included - Not included

Explore each inclusion on pages 5–6 →

Your partnership, in detail

Use these details alongside the package comparison on page 4.

PRE-EVENT

WEBSITE RECOGNITION

Build recognition before the conference. Your logo and website link appear on the ICEN 2027 conference website, introducing your organisation as attendees plan their visit.

PROGRAM LISTING

Introduce your organisation. Your online conference program profile includes your logo, an overview of up to 150 words, contact details and a website link. Profiles are listed alphabetically by organisation name.

PARTNER SHOWCASE EMAIL

Help attendees plan who to meet. Your organisation features in the combined Pre-Event Partner Showcase email, sent to registered attendees ahead of ICEN 2027.

CONTENT SPOTLIGHT

Principal Partner only
Share your expertise through a linked 60-second video or article of up to 200 words, with imagery and a website link, in the Partner Showcase email. One CENA Facebook post is also included.

SOCIAL MEDIA TILE

Promote your participation. Receive a digital tile for your own social media channels, announcing your involvement in ICEN 2027.

EXHIBITOR PORTAL & HOW-TO VIDEO

Prepare your team for the conference. Access the Exhibitor Portal and a how-to video covering preparation, key requirements and how to use your partnership inclusions.

ON-SITE

EXHIBITION STAND

Create a space to meet attendees. Your stand includes your organisation's name on the fascia and one power outlet. Stand size varies by package. Knowledge Partners can purchase a stand upgrade.

EXHIBITION FURNITURE

Equip your stand with your package allocation:
Principal: $500 hire credit (excluding GST).
Strategic: Euro counter + 2 bar stools.
Supporting: Trade table + 2 chairs.
See the Exhibitor Manual for credit conditions, ordering and additional charges.

REGISTRATIONS & SOCIAL EVENTS

Exhibitor registrations cover all three conference days and sessions, excluding workshops. Welcome Reception and Gala Dinner tickets follow the package allocations on page 4. See page 9 for additional exhibitor registration and its catering inclusions.

ACKNOWLEDGEMENTS & SIGNAGE

Keep your support visible throughout the conference. Receive verbal acknowledgement from the stage, plus your logo on partner signage and session holding slides across all three days.

Back to package comparison

Your partnership, in detail

Use these details alongside the package comparison on page 4.

ON-SITE CONTINUED

PLENARY VIDEO

Principal Partner only
Introduce your organisation with a 60-second partner video, screened once during a plenary session. CENA approves the content and screening time.

WORKSHOP OR PRESENTATION

Knowledge Partner only
Share expertise through one 90-minute workshop or one 60-minute presentation. Content, format and scheduling require ICEN 2027 Committee approval. Workshops use pre-booked attendance.

CONFERENCE APP ALERTS

Promote your stand with scheduled app alerts and communicate directly to attendees whilst they are using the app throughout the conference.

CONFERENCE APP OFFERS

Share offers on your exhibitor page in the app.
Principal: 2 offers. **Strategic:** 1 offer.
Offers require CENA approval.

LEAD GENERATION VIA EventsAir

Capture leads by scanning attendee badges or QR codes using EventsAir. Portal tools support qualifying questions, thank-you emails and lead alerts. Attendee consent is required; a full attendee list is not supplied.

SATCHEL INSERTS

Reach attendees from day one. Per attendee satchel:
Principal: 3 items. **Strategic:** 2 items.
Supporting and Knowledge: 1 item each.
Partners supply the materials. See page 8 for specifications and approval requirements.

EXHIBITOR PITCH (7 MIN)

Introduce your product in a seven-minute lunchtime presentation.
Principal and Strategic: Included.
Supporting: $500 + GST add-on, subject to availability. CENA confirms session timing.

PRIZE DONATION

Nothing lifts the exhibition floor like a prize giveaway. Donate a prize and put your brand at the heart of the excitement. The giveaway process will be developed in consultation with CENA.

POST-EVENT

THANK-YOU EMAIL

Stay visible after the conference. Your logo and acknowledgement appear in the post-conference thank-you email sent to attendees.

ATTENDEE FEEDBACK SUMMARY

Receive an aggregated summary of relevant exhibition and partnership survey feedback, based on responses received.

LEAD GENERATION REPORT

Follow up your own contacts. Download leads collected by your team with attendee consent from the Exhibitor Portal. A full attendee list is not supplied.

Back to package comparison

Additional partnership opportunities

Create more opportunities to connect with attendees through social events, everyday essentials and targeted promotions. Enhance your package or select a standalone opportunity.

PARTNER PROMOTION INCLUDED

For Social Event Branding, Coffee Cart and Satchel & Lanyard packages.

Website recognition **Online Program profile** **Partner Showcase email**



SOCIAL EVENT BRANDING PARTNER

Welcome Reception & Gala Dinner

$9,000 + GST

1 partnership offered

Build connections beyond the conference sessions through Welcome Reception and Gala Dinner branding.

WHAT'S INCLUDED

- **Two-minute branded feature** on Park Hyatt Melbourne's 360° LED ballroom screen.
- **2 Welcome Reception tickets** and **2 Gala Dinner tickets**.
- Your logo on table centrepieces or menu cards at **every table**.

The event, timing and screening frequency are confirmed in writing.

YOUR CONTENT & OPTIONAL EXTRAS

- Supply screen content to venue specifications. Our team will guide you; **video production is not included**.
- Supply a small branded gift for each guest's place setting, subject to CENA approval.
- Option to build an arrival-photo media wall **at your expense**.

All opportunities are subject to approval and availability.

Additional partnership opportunities

CONTINUED

COFFEE CART PARTNER

$5,500 + GST

1 partnership offered

Standalone or add-on

Partner promotion included

Connect over coffee across **all three conference days**.

- Barista serving coffee, tea and hot chocolate during scheduled service hours.
- Branded coffee cart: **printing included**; design at the partner's expense.
- Option to supply your own branded cups.

Service hours are subject to venue agreement. Event Managers can assist sourcing a price and design of branded coffee cups.

SATCHEL & LANYARD PARTNER

$6,000 + GST

1 partnership offered

Standalone or add-on

Partner promotion included

Keep your brand visible on official attendee satchels and lanyards.

- Your logo, **co-branded with CENA**, on the satchel handed to every attendee at registration.
- Your logo, **co-branded with CENA**, on every attendee's name badge lanyard, worn throughout the conference.

Event managers will manage production, printing, artwork, insert allocations, quantities and delivery deadlines in coordination with the sponsoring organisation.

SATCHEL INSERT

$600 + GST

Standalone or add-on

4 additional insert opportunities

Supply **one promotional item per attendee satchel**: a single-sheet flyer (A4 or smaller) or a small gift. Other items require approval.

Does not include conference partner recognition or the promotional benefits on page 7.

EXHIBITOR PITCH (7 MIN)

$500 + GST

Supporting Partner add-on

Introduce your company or product in a **seven-minute lunchtime presentation** in a breakout room.

Included for Principal and Strategic Partners.

Subject to availability. CENA confirms session timing.

Apply for a partnership

Compare partnership packages

Additional registrations & tickets

Add exhibitor registrations or social event tickets to suit your team. Package allocations vary; additional places are subject to availability.

ADDITIONAL ITEM	AUD · INCLUDING GST
Exhibitor registration	**$715**
Welcome Reception ticket	**$150**
Gala Dinner ticket	**$200**

$715 exhibitor registration includes: all three conference days, conference sessions (excluding workshops), and catering at all meal breaks across all three days.

Welcome Reception and Gala Dinner tickets are purchased separately.

Custom partnerships

PRICING ON REQUEST

Explore custom sponsorships, activations and package combinations. Contact us about Knowledge Partner breakfast-session formats, inclusions, pricing and availability.

Discuss your options with the conference team

Booking & payment

Submitting an application does not confirm a booking. The ICEN 2027 Committee reviews applications, which CENA may accept or decline. A binding agreement begins when CENA confirms your booking in writing; confirmation and an invoice are then emailed.

Pay sponsorship and exhibition invoices by **direct deposit in AUD**.
Credit cards are not accepted.

BOOKING DATE	PAYMENT DUE
On or before 4 June 2027	**50% deposit** within 14 days of invoice; remaining **50% by 18 June 2027**.
5 June–13 August 2027	**100%** within 14 days of invoice.
14 August–10 September 2027	**100%** within 14 days of invoice or by **10 September 2027**, whichever is earlier, as cleared funds.

Bookings close **10 September 2027**. Late bookings from **14 August** are subject to availability.

Summary only. Cancellation fees and insurance requirements apply.

Read and agree to the full terms before applying

READY TO PARTNER WITH ICEN 2027?

Complete the Sponsorship & Exhibition application

OPEN THE ONLINE APPLICATION FORM

Applications are reviewed by the ICEN 2027 Committee.
If approved, your confirmation and invoice will be emailed to you.

CONTACT DETAILS

COLLEGE OF EMERGENCY NURSING AUSTRALASIA

For help choosing a package or completing your application, please contact the conference team.

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