

NAVIGATING TOWARDS
RESILIENCE AND SUSTAINABILITY

Shaping the Future

NATIONAL CONFERENCE
SYDNEY | 4-7 JULY **2027**

SPONSOR AND EXHIBITOR PROSPECTUS



The Home Economics Institute of Australia Inc. (HEIA), as the peak professional body for home economics professionals in Australia, invites you and your organisation to join us in partnership at our 2027 national conference to be held from Sunday 4 – Wednesday 7 July at Australian Catholic University (ACU), Strathfield Campus, part of Sydney's liveliest arena of food, education, retail and transport.

The future is not something we simply prepare for – it is something we shape.

Set against a backdrop of rapid technological advances, environmental uncertainty and shifting social and economic conditions, home economics has a vital role in building resilience and sustainability.

The HEIA 2027 national conference, 'Shaping the future: Navigating towards resilience and sustainability' will bring together over 200 educators, researchers and industry partners to explore how we can lead positive change through innovative practice, collaboration and future-focused thinking.

This event provides an opportunity to connect with industry professionals whose work intersects with food, nutrition, fashion, textiles, health, design, families, sustainability, and wellbeing, and those passionate about building resilient, sustainable futures through education, research, innovation and community partnerships.

And we invite you to join us in Sydney on the lands of the Wangal people at HEIA 2027.

Together, we will explore how home economics can empower participants to think critically, solve complex problems and make ethical decisions for a changing world.



About the Institute

As the peak professional body, HEIA represents the interests of home economists, including educators and researchers in design and technologies, food and nutrition, health and wellbeing, fashion and textiles, and human development and child studies, working across education, industry, community services, consumer affairs, and family and household management.

The Institute has more than 800 members across every state and territory in Australia.

About the conference

Home economics has a rich history, and the profession continues to respond to the issues facing individuals, families and communities. It has retained its focus on individual and family wellbeing while expanding to incorporate a more global perspective on wellbeing for all. This broader perspective positions home economics to drive initiatives that address respectful relationships across society, sustainability, future food security, resilience and mindfulness. As professionals, we need to be part of these conversations and advocate for wellbeing to help create a more sustainable, healthy and positive future.

Held triennially, the 2027 conference will explore practical innovation, disruptive design, systems thinking and future-focused pedagogies as tools to address contemporary issues impacting us locally and globally. Through engaging conversations and shared experiences, delegates will examine how home economics builds agency, problem-solving capacity and ethical understanding, empowering future generations to navigate change and shape what comes next.

The two-day conference program will feature keynote speakers from diverse perspectives, supported by a number of concurrent sessions debating contemporary issues, discovering innovative teaching practices, and examining research and practical approaches across food and nutrition, health and human development, design and technologies including artificial intelligence, fashion and textiles, family and consumer studies, sustainability, and wellbeing.

In addition, the program will also feature optional pre- and post-conference masterclasses, along with half- and full-day off-site industry visits, providing participants with opportunities to extend their learning, engage with industry and explore innovative practice beyond the conference program.

HEIA 2027 will also feature a strong social program, commencing with a Welcome Reception at ACU plus an offsite conference dinner. These events will provide delegates with valuable opportunities to reconnect with existing colleagues, foster new relationships and engage with the broader HEIA community in a relaxed and welcoming setting.

The conference will attract approximately 200 delegates, including:

- individuals and organisations with an interest in home economics, including design and technologies, food and nutrition, health and wellbeing, human development and child studies, and textiles and fashion
- school teachers and leaders
- tertiary educators, academics and students.

Why participate?

There are several benefits in becoming a sponsor and/or exhibitor of the HEIA 2027 conference, including



Increased business potential through access to an audience made up of current and potential clients



Creation of brand awareness and an opportunity to enhance your company profile



Opportunities to launch, sell and/or demonstrate new or existing products to a targeted audience

Conference venue

Australian Catholic University –
Strathfield Campus Sydney
25A Barker Road, Strathfield NSW 2135

Program overview

Sunday 4 July

Masterclasses
Welcome reception

Monday 5 July

Conference program and exhibition/trade displays
Conference dinner

Tuesday 6 July

Conference program and exhibition/trade displays

Wednesday 7 July

Industry visits and masterclasses

Contact us

Packages outlined in this prospectus are not exhaustive and we would welcome the opportunity to discuss your business needs and budget. In addition, if you have a unique idea or concept to enhance your partnership at HEIA 2027, we would love to discuss this with you. Please contact us:

HEIA 2027 Conference Management

Expert Events
Email. heianatconf@expertevents.com.au
Tel. 07 3848 2100
Website. <https://heia.com.au/National-conference>

PLATNIUM SPONSOR

\$5,500 | Exclusivity: One only

Sponsor acknowledgement

Recognition as the Platinum Sponsor on the following conference material

- Logo and 80-word promotional paragraph on conference website with a link to your website
- Logo and 80-word promotional paragraph in the registration brochure and conference program (booking deadlines apply)
- Logo acknowledgement on conference marketing emails
- Three social media posts, before, during or after the conference (subject to available dates, content supplied by sponsor) on the HEIA Inc. platforms
- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions
- Logo displayed on a designated PowerPoint slide at sponsored plenary and concurrent session
- Free-standing banner in registration area and on stage in sponsored plenary and concurrent session room, sponsor supplied, maximum 2 m(h) x 1 m(w)
- Verbal acknowledgement as the Platinum Sponsor during the opening and closing plenary sessions
- Logo, profile and digital flyer(s) displayed in the conference app
- Two sponsored push notifications to be sent to all delegates via the conference app during the conference
- One banner advert on the home page of the conference app (artwork supplied by sponsor, banner rotates throughout applicable sponsors)

Session sponsorship

- One plenary session (subject to speaker's consent)
- One concurrent session (subject to speaker's consent)

Address delegates

- Organisation spokesperson to address conference delegates for up to 5 minutes at the commencement of sponsored plenary session (subject to speaker's consent)
- Organisation spokesperson to chair sponsored concurrent session and address conference delegates for up to 3 minutes at the commencement of session (subject to speaker's consent)
- Opportunity to present a prize at the closing plenary session

Exhibition space and furniture

- Allocation of a complimentary exhibitor display (including one trestle table and two chairs) in a prominent location

Registration(s)

- Two complimentary conference delegate registrations

Advertising

- A full-page advertisement in the registration brochure and conference program (booking deadlines apply)

Access to delegate list

- Delegate list provided one week before the conference (subject to privacy laws)

GOLD SPONSOR

\$3,850 | Exclusivity: Two only

Sponsor acknowledgement

Recognition as a Gold Sponsor on the following conference material

- Logo and 80-word promotional paragraph on conference website with a link to your website
- Logo and 80-word promotional paragraph in the registration brochure and conference program (booking deadlines apply)
- Logo acknowledgement on conference marketing emails
- Two social media posts, before, during or after the conference (subject to available dates, content supplied by sponsor) on the HEIA Inc. organisational platforms
- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions
- Logo displayed on a designated PowerPoint slide at sponsored plenary session
- Free-standing banner in registration area and on stage in sponsored plenary session room, sponsor supplied, maximum 2 m(h) x 1 m(w)
- Verbal acknowledgement as a Gold Sponsor during the opening and closing plenary session
- Logo, profile and digital flyer(s) displayed in the conference app
- One sponsored app notification to be sent to all delegates via the conference app during the conference
- One banner advert on the home page of the conference app (artwork supplied by sponsor, banner rotates throughout applicable sponsors)

Session sponsorship

- One plenary session (subject to speaker's consent)

Address delegates

- Organisation spokesperson to address conference delegates for up to 5 minutes at the commencement of sponsored plenary session (subject to speaker's consent)

Exhibitor/trade display

- Allocation of a complimentary exhibitor display (including one trestle table and one chair) in a prominent location

Registration

- One complimentary conference delegate registration

Advertising

- A half-page advertisement in the registration brochure and conference program (booking deadlines apply)

Access to delegate list

- Delegate list provided one week before the conference (subject to privacy laws)

SILVER SPONSOR

\$2,750 | Limited opportunities

Sponsor acknowledgement

Recognition as a Silver Sponsor on the following conference material

- Logo and 80-word promotional paragraph on conference website with a link to your website
- Logo and 80-word promotional paragraph in the registration brochure and conference program (booking deadlines apply)
- Logo acknowledgement on conference marketing emails
- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions
- Logo displayed on a designated PowerPoint slide at sponsored concurrent session
- Free-standing banner in sponsored concurrent session room, sponsor supplied, maximum 2 m(h) x 1 m(w)
- Logo, profile and digital flyer(s) displayed in the conference app

Session sponsorship

- One concurrent session (subject to speaker's consent)

Address delegates

- Organisation spokesperson to chair sponsored concurrent session and address conference delegates for up to 3 minutes at the commencement of session (subject to speaker's consent)

Exhibitor/trade display

- Allocation of a complimentary industry exhibitor display (including one trestle table and one chair) in a prominent location

Registration

- One complimentary conference delegate registration

Advertising

- A half-page advertisement in the registration brochure and conference program (booking deadlines apply)

Access to delegate list

- Delegate list provided one week before the conference (subject to privacy laws)

BRONZE SPONSOR

\$1,650 | Limited opportunities

Sponsor acknowledgement

Recognition as a Bronze Sponsor on the following conference material

Logo and 80-word promotional paragraph on conference website with a link to your website

- Logo and 80-word promotional paragraph in the registration brochure and conference program (booking deadlines apply)
- Logo acknowledgement on conference marketing emails
- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions
- Logo displayed on a designated PowerPoint slide at sponsored concurrent session
- Free-standing banner in sponsored concurrent session room, sponsor supplied, maximum 2 m(h) x 1 m(w)
- Logo, profile and digital flyer(s) displayed in the conference app

Session sponsorship

- One concurrent session (subject to speaker's consent)

Address delegates

- Organisation spokesperson to chair sponsored concurrent session and address conference delegates for up to 3 minutes at the commencement of session (subject to speaker's consent)

Registration

- One complimentary conference delegate registration

Advertising

- A half-page advertisement in the registration brochure and conference program (booking deadlines apply)

INDUSTRY AND COMMUNITY EXHIBITOR/TRADE DISPLAY

\$1,100

Exclusivity: Subject to space availability

Furniture

- One trestle table and one chair

Sponsor acknowledgement

- Logo on conference website with a link to your website
- Logo in the registration brochure and conference program (booking deadlines apply)
- Logo displayed on combined sponsors' PowerPoint slide shown as delegates walk in/walk out of plenary sessions
- Logo, profile and digital flyer(s) displayed in the conference app

Registration

- One exhibitor catering pass, providing exhibiting staff member with morning tea, lunch and a name badge at the conference (session attendance not included)
- Additional staff members are required to purchase additional exhibitor catering passes at a cost of \$110 per person per day. This pass covers entry into the exhibition/trade display area, morning tea, lunch and a name badge

Access to delegate list

- Delegate list provided one week before the conference (subject to privacy laws)

Please note: Exhibitor company signage will not be provided for industry and community exhibitor/trade displays.

Access to power and posterboard/s available at additional cost.

It is a condition of participation that, unless approved by the Conference Steering Committee, only one organisation shall occupy any given exhibition table.

Exhibition opening hours

Please note all times are subject to change to align with the final program.

Monday 5 July

7:00 am – 8:15 am: Exhibitor set up

8:15 am – 2:00 pm: Exhibition open

Tuesday 6 July

8:00 am – 2:00 pm: Exhibition open

2:00 pm – 3:00 pm: Exhibitor move out

Exhibitor manual

An exhibitor manual containing final confirmation and information on set up and move out times, furniture, and additional product hire will be distributed to exhibitors approximately two (2) months before the conference.

Where an exhibitor wants to conduct activities within the exhibition space, the Conference Steering Committee will have the right to limit the scope of these activities in the interests of providing a balanced presence from the industry. Exhibitors must accept the decisions of the Conference Steering Committee in relation to the scope of exhibition displays.

Exhibition floorplan

Exhibitions will be situated amongst the catering break location(s).

The Conference Steering Committee will allocate trade table positions.

ADVERTISING

\$500 | Exclusivity: Unlimited

- Full page, colour advertisement included in the registration brochure and conference program, artwork to be supplied by sponsor to specifications provided by Expert Events (booking deadlines apply)

The registration brochure and conference program will be produced in a digital form and will include program information, with keynote and concurrent speaker details, and social function information. The registration brochure and conference program will be distributed electronically to the entire marketing database including all HEIA members and national schools and will be available for download from the conference website.

CONFERENCE DONATION OF GOODS AND/OR PRIZES

In kind (Sponsor to supply)

The donation of prize(s) to the conference are invited, as is the donation of goods such as a conference bag, lanyards, notepads and/or pens.

Sponsor acknowledgement

- Verbal acknowledgement during the opening or closing plenary sessions. For donations of prizes, organisations will also be acknowledged upon drawing the prize
- Logo on conference website with a link to your website
- Logo in the registration brochure and conference program (booking deadlines apply)



SUMMARY OF SPONSORSHIP OPPORTUNITIES

All sponsorship opportunities are shown inclusive of GST. Packages outlined in this prospectus are not exhaustive and we would welcome the opportunity to discuss sponsors' individual aims and objectives.

BENEFITS AND INCLUSIONS	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR/TRADE DISPLAY	ADVERTISING	DONATION OF GOODS / PRIZES
Investment	\$5,500	\$3,850	\$2,750	\$1,650	\$1,100	\$500	In kind
Exclusivity	1 only	2 only	Limited opportunities	Limited opportunities	Subject to space availability	Unlimited	Unlimited
Acknowledgement on conference website	Logo with link, 80-word promo paragraph	Logo with link, 80-word promo paragraph	Logo with link, 80-word promo paragraph	Logo with link, 80-word promo paragraph	Logo with link	-	Logo with link
Acknowledgement in registration brochure/ handbook	Logo, 80-word promo paragraph	Logo, 80-word promo paragraph	Logo, 80-word promo paragraph	Logo, 80-word promo paragraph	Logo	-	Logo
Acknowledgement in conference marketing emails	Logo	Logo	Logo	Logo	-	-	-
Social media posts	3	2	-	-	-	-	-
Acknowledgement on sponsor's slide	Logo	Logo	Logo	Logo	Logo	-	-
Free standing banner	One in registration area + one in sponsored plenary – sponsor supplied	One in registration area + one in sponsored plenary – sponsor supplied	One in sponsored concurrent – sponsor supplied	One in sponsored concurrent – sponsor supplied	-	-	-
Verbal acknowledgement	Opening and closing plenary	Opening and closing plenary	-	-	-	-	Opening or closing plenary session + during prize draw (as applicable)
Conference app	Logo, profile, digital flyer(s)	Logo, profile, digital flyer(s)	Logo, profile, digital flyer(s)	Logo, profile, digital flyer(s)	Logo, profile, digital flyer(s)	-	-
Conference app push notifications	2	1	-	-	-	-	-
Conference app banner	1	1	-	-	-	-	-
Session sponsorship	One plenary session + one concurrent session	One plenary session	One concurrent session	One concurrent session	-	-	-
Opportunity to chair session and address delegates	One plenary session, 5 mins + one concurrent session, 3 mins	One plenary session, 5 mins	One concurrent session, 3 mins	One concurrent session, 3 mins	-	-	-
Exhibitor trade display	One trestle table, two chairs in prominent location	One trestle table, one chair in prominent location	One trestle table, one chair in prominent location	-	One trestle table, one chair	-	-
Registration(s)	2	1	1	1	One exhibitor catering (additional available for \$110 pp/day)	-	-
Advertisement in registration brochure/ handbook	Full-page	Half-page	Half-page	Half-page	-	Full-page	-
Access to delegate list	Subject to privacy laws	Subject to privacy laws	Subject to privacy laws	-	Subject to privacy laws	-	-

APPLY HERE

Applications for sponsorship/exhibition packages can be submitted online via the sponsor application form (link below). We encourage you to submit without delay.

CLICK HERE
TO APPLY

PAYMENT AND TERMS INFORMATION

Payment

Terms: (i) Within 14 days of the date of a tax invoice submitted by the Host or Us to You; or (ii) before the commencement of the Event, whichever is earlier.

All amounts are in Australian Dollars and are inclusive of Goods and Services Tax (GST).

Sponsorship and exhibition packages will be released for sale if payment is not received at the appropriate timing.

Sponsor and exhibition arrangements will not be confirmed until payment is received. Payment can be made via Electronic Funds Transfer (EFT), MasterCard or Visa.

Payment by EFT is preferred.

A remittance advice must be emailed to heianatconf@expertevents.com.au

Cancellation of participation at the Conference

All cancellations must be advised in writing directly to Expert Events. If you provide notice of cancellation to Expert Events prior to 1 January 2027 a 50% cancellation fee will apply. On or after 1 January 2027, a 100% cancellation fee will apply.

Terms and conditions

- Expert Events and the HEIA 2027 Steering Committee reserve the right to amend the sponsorship prospectus or tailor sponsorship packages to benefit the sponsor and/or the conference. Every effort will be made to maximise sponsor benefits as well as delegates' experience.
- All sponsorship and exhibition bookings must be completed through the online application form and will be confirmed by the Conference Steering Committee. Submitting an application does not secure your package.

Please refer to the conference website for full terms and conditions.

Home Economics Institute of Australia Inc. (ABN 89 610 419 939) has engaged Expert Events Pty Ltd (ABN 35 619 941 561) as its agent to manage this event on our behalf. Contracts entered into by Expert Events Pty Ltd in connection with this event are entered into for and on behalf of Home Economics Institute of Australia Inc. as its agent.

The Host of the conference is:

Home Economics Institute of Australia Inc



Expert Events is acting as agent for and on behalf of the Host

Email. heianatconf@expertevents.com.au
Tel. 07 3848 2100

Address. PO Box 351, Hamilton Central,
QLD 4007, Australia



Insurance

HEIA Inc. has suitable Public Liability Insurance. Exhibitors are required to ensure that they are adequately covered for public liability insurance. Exhibitors should consult their own insurance companies for proper coverage of their merchandise and displays.

Privacy

The information you provide when you submit your personal information to us will be collected by Expert Events Pty Ltd and will be shared with HEIA Inc. and other participants in the event, as set out in Expert Events' privacy policy, privacy collection statements and the specific consents contained in the Conference Website and in the terms and conditions for sponsors and exhibitors. Expert Events' privacy policy can be found at: www.expertevents.com.au/privacy-policy/