

SPONSORSHIP & EXHIBITION PROSPECTUS

CAUTHE 2026

36TH ANNUAL CONFERENCE

**NATIONAL WINE CENTRE
ADELAIDE
10-12 FEBRUARY**

HOSTED BY



**Blue Mountains
International Hotel
Management School**

Powered by



**TORRENS
UNIVERSITY
AUSTRALIA**



CAUTHE
Council for Australasian Tourism
and Hospitality Education

Invitation from the CAUTHE Conference Organising Committee

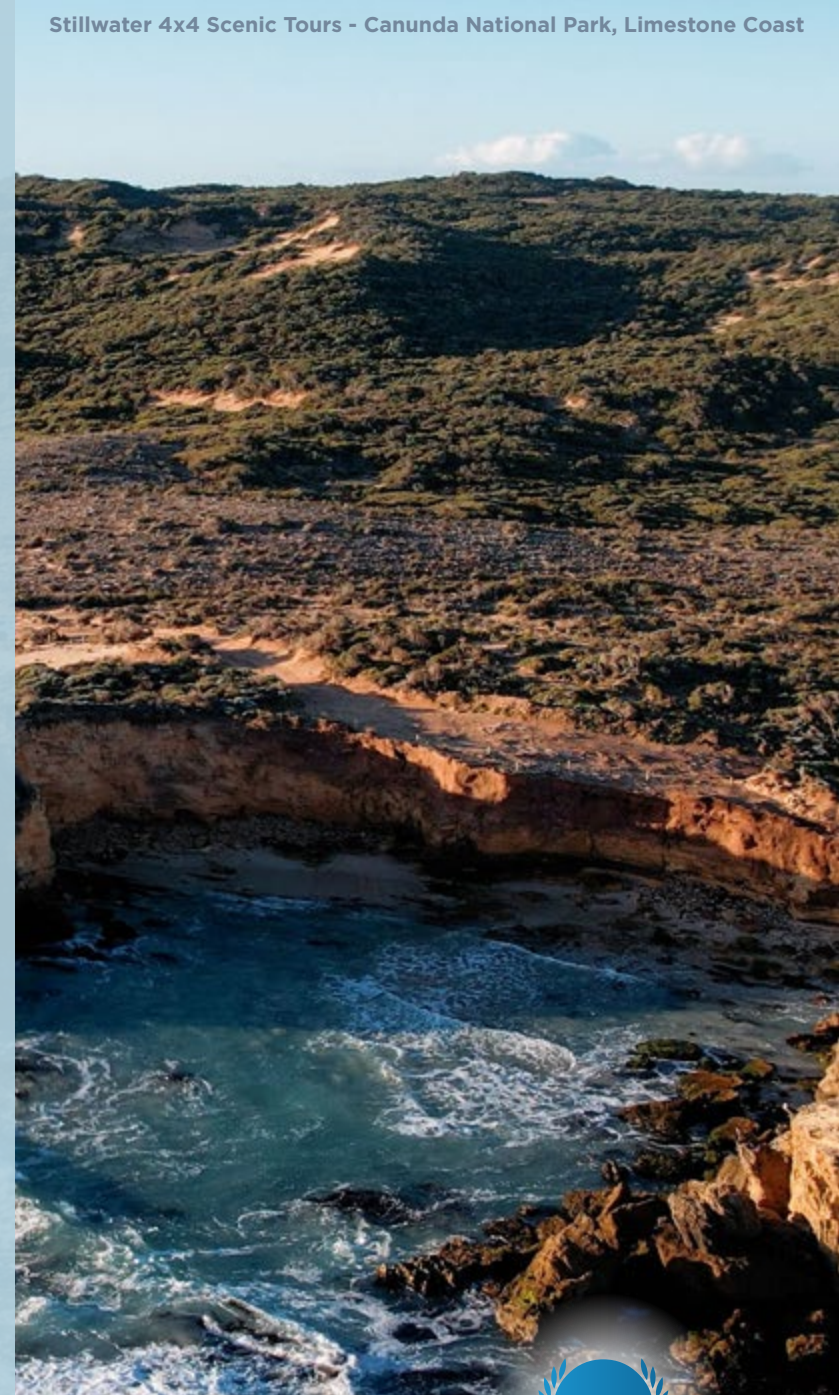
On behalf of the CAUTHE 2026 Conference Organising Committee, we are delighted to invite your organisation to consider sponsorship opportunities for the 2026 Council for Australasian Tourism and Hospitality Education (CAUTHE) Conference. This annual event is the premier academic conference for tourism, hospitality, and events (TH&E) scholars and professionals in the Australasian region and will be held from Tuesday, 10 February to Thursday, 12 February 2026, in Adelaide, South Australia.

The CAUTHE Conference provides an outstanding platform for leading academics, researchers, and industry professionals to engage in meaningful discussions, share innovative research, and forge strong collaborations. The event attracts delegates from Australia, New Zealand, and beyond, offering unparalleled networking and knowledge-sharing opportunities.

Rooted in the theme of “Cultivating Cohesion and Connection through Tourism, Hospitality, and Events”, the 2026 conference will delve into the transformative role of these industries in bridging societal divides, fostering inclusive growth, and championing sustainability on a local and global scale. With its deep-rooted community spirit, pioneering sustainability efforts, and dynamic tourism and hospitality sector, Adelaide and the broader South Australia provides an ideal setting for this dialogue.

We invite you to explore the sponsorship benefits outlined in this prospectus, which provide numerous opportunities for brand exposure, engagement, and alignment with thought leadership in TH&E education and research. We look forward to welcoming you to Adelaide in 2026.

Simon Pawson & Anita Manfreda
CAUTHE 2026 Co-convenors



Message from Host University



Powered by



The Blue Mountains International Hotel Management School (BMIHMS) at Torrens University Australia is Australia's leading hotel management school, renowned for its immersive, industry-focused education and global reputation for excellence. For over 30 years, BMIHMS has been developing future leaders in hospitality and tourism through a transformative curriculum that integrates academic rigour, practical experience, and personal and professional development. With deep industry and policy connections, BMIHMS bridges academic knowledge with real-world application, driving innovation and shaping the future of the sector.

Through its Tourism and Hospitality Research and Practice Cluster (THRP), BMIHMS is committed to tackling contemporary challenges in sustainable tourism, workforce education, leadership, technology, and inclusion. We are honoured to bring together national and international thought leaders for this critical discussion on the future of our industries.

The CAUTHE 2026 Conference, hosted by BMIHMS, builds on this strong foundation by bringing together academics, industry professionals, policymakers, and community leaders in a collaborative dialogue. This premier event will foster meaningful discussions and partnerships, encouraging innovative, sustainable, and inclusive solutions in tourism, hospitality, and events.

We warmly welcome you to Adelaide in 2026, a city where innovation meets heritage, where globally renowned festivals, world-class dining, and stunning landscapes create a vibrant setting for intellectual and professional engagement. As a hub for sustainability and diversity, Adelaide offers the perfect environment for this conference, ensuring an experience that is insightful, engaging, and impactful.

We look forward to collaborating with our valued sponsors and partners.

About the Venue

The National Wine Centre of Australia will serve as the primary venue for the CAUTHE 2026 Conference, offering a world-class setting that blends cutting-edge facilities with South Australia's renowned wine heritage. Located on the edge of the Adelaide Botanic Gardens, this architecturally striking venue embodies the essence of Australian winemaking with its barrel-inspired design and contemporary event spaces. This state-of-the-art venue combines cutting-edge conference facilities with a distinctly South Australian experience.

Key features of the National Wine Centre include its seamless integration of state-of-the-art event spaces with immersive wine experiences, creating a distinctive and engaging atmosphere for conference delegates.

- A dedicated plenary room accommodating 250+ delegates, designed for impactful presentations and discussions
- Versatile breakout rooms catering to concurrent sessions, workshops, and networking events
- A curated wine cellar and interactive tasting rooms, showcasing the best of South Australia's globally renowned wine regions
- Premium catering and thoughtfully designed networking spaces, providing a uniquely South Australian hospitality experience

With its central location, seamless accessibility, and world-class facilities set within a vibrant natural landscape, the National Wine Centre offers an inspiring environment that fosters meaningful knowledge exchange, collaboration, and immersive cultural experiences





Meaghan Coles - Lobethal, Adelaide Hills

Conference Theme

Cultivating Cohesion and Connection through Tourism, Hospitality, and Events

In an era of increasing societal fragmentation, tourism, hospitality, and events play a crucial role in fostering cohesion and connection. The CAUTHE 2026 Conference will explore how these industries can contribute to sustainable development, inclusive growth, and stronger communities.

This theme is particularly relevant to Adelaide and South Australia, a region known for its collaborative spirit, diverse cultural fabric, and commitment to sustainability.

Sub-themes:

- Tourism development and destinations
- Services and experiences
- Research and teaching nexus
- Academia and industry nexus
- Human health, wellbeing, and flourishing
- Workforce competencies, employment, and leadership
- Diversity, equity, and inclusion for marginalised populations
- Tourism, culture and heritage
- Sustainable and regenerative tourism, hospitality, and events
- Community development
- Technology for connection
- Mobility and International perspectives
- Entrepreneurship and start-up culture
- Research methodologies for engagement
- Other suitable topics

We invite sponsors to be part of this transformative conversation as we shape the future of tourism, hospitality, and events.

SPONSORSHIP OPPORTUNITIES

Sponsorship packages are linked to key events or opportunities within the conference program. All prices shown are in Australian Dollars and are inclusive of GST.

South Australian Tourism Commission - Barossa

6

CAUTHE 2026 CONFERENCE ADELAIDE 10-12 FEBRUARY



CAUTHE

Conference Dinner Sponsor

Exclusive Opportunity \$10,000

The CAUTHE 2026 Conference Dinner, themed "A Taste of South Australia" is designed as a communal and participative experience, reflecting the conference's focus on cohesion, sustainability, and community connection.

Hosted at Mt Lofty Estate, an award-winning venue with a history of 175 years, nestled high above the Piccadilly Valley in the Adelaide Hills, this event invites delegates to engage in a genuine celebration of South Australian food, culture, and community.

A TASTE OF SOUTH AUSTRALIA FAIR: AN IMMERSIVE CULINARY JOURNEY AT MT LOFTY ESTATE

- Exclusive sponsorship of the CAUTHE 2026 Conference Dinner and the opportunity of joint naming rights to the Dinner
- The opportunity to welcome guests to the Dinner
- Your logo on the Conference Dinner menus and signage at the venue
- Opportunity to provide a gift to all attendees at the dinner (at sponsor's own expense)
- One full page advertisement in the electronic conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the electronic conference handbook, conference app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Sponsor's own signage prominently displayed at the venue (maximum of two pull up banners)
- Four mentions on the CAUTHE 2026 social media platforms (currently Twitter and Facebook)
- Opted-in delegate list (name, position, organisation, city, country) in accordance with Privacy Legislation

Additional Benefits:

- Two complimentary conference registrations
- Two tickets to the Welcome Reception
- Four Conference Dinner tickets
- One dressed trestle table and two chairs including 1 x 4amp power outlet

Welcome Reception Sponsor

Exclusive Opportunity
\$5,500

SOLD

Be the name behind an unforgettable evening at the CAUTHE 2026 Welcome Reception, "Sunset Gather & Graze," hosted at the National Wine Centre, overlooking the lush Adelaide Botanic Gardens. As the sun sets on a warm February evening, delegates will come together for a relaxed, open-air gathering featuring South Australia's finest seasonal produce, local wines, and artisanal bites.

As the Exclusive Welcome Reception Sponsor, your brand will take centre stage at this highly anticipated opening event, where industry leaders, researchers, and professionals gather to connect, share ideas, and set the tone for an inspiring conference ahead.

SUNSET GATHER & GRAZE – A TWILIGHT WELCOME RECEPTION

- Acknowledgement as the CAUTHE 2026 Welcome Reception Sponsor.
- Verbally acknowledged throughout the Conference as the sponsor of the Welcome Reception.
- The opportunity to welcome guests to the Welcome Reception
- One full page advertisement in the electronic conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the electronic conference handbook, conference app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Sponsor's own signage prominently displayed at the venue (maximum of two pull up banners)
- Three mentions on the CAUTHE 2026 social media platforms (currently Twitter and Facebook)
- Opted-in delegate list (name, position, organisation, city, country) in accordance with Privacy Legislation

Additional Benefits:

- Two complimentary conference registrations
- Four tickets to the Welcome Reception
- Two Conference Dinner tickets
- One dressed trestle table and two chairs including 1 x 4amp power outlet



Conference App Sponsor

Exclusive Opportunity
\$4,000

POWERING CONNECTIONS: YOUR BRAND AT EVERY TOUCHPOINT!

- Exclusive sponsorship of the 2026 CAUTHE Conference App
- Logo recognition as the Conference App Sponsor on access instruction information
- Your organisation's logo on the bottom of the landing page with a link to your website
- One full page advertisement in the electronic conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the electronic conference handbook, conference app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Sponsor's own signage prominently displayed at the venue (maximum of two pull up banners)
- Two mentions on the CAUTHE 2026 social media platforms (currently Twitter and Facebook)
- Opted-in delegate list (name, position, organisation, city, country) in accordance with Privacy Legislation

Additional Benefits:

- One complimentary conference registration
- One ticket to the Welcome Reception
- Two Conference Dinner tickets
- One dressed trestle table and two chairs including 1 x 4amp power outlet

Barista Cart Sponsor

Exclusive Opportunity
\$3,500

Fuel conversations and energise delegates by sponsoring the CAUTHE 2026 Barista Cart - a hub of activity where attendees can grab their much-needed coffee while supporting a great cause. Unlike traditional sponsored coffee carts, delegates will purchase their coffee, with 100% of proceeds donated to a charity (to be announced). Operated by students training to become baristas, this initiative not only supports a worthy cause but also provides valuable hands-on experience for future hospitality professionals.

As the exclusive Barista Cart Sponsor, your brand will be front and centre, associated with sustainability, social impact, and quality coffee—ensuring high visibility and goodwill throughout the conference.

BREW CONNECTIONS AND GIVE BACK

- Exclusive sponsorship of the CAUTHE 2026 Barista Cart
- One full page advertisement in the electronic conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the electronic conference handbook, conference app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Sponsor's own signage prominently displayed at the venue (maximum of two pull up banners)
- Two mentions on the CAUTHE 2026 social media platforms (currently Twitter and Facebook)
- Opted-in delegate list (name, position, organisation, city, country) in accordance with Privacy Legislation

Additional Benefits:

- One complimentary conference registration
- Two tickets to the Welcome Reception
- Two Conference Dinner tickets
- One dressed trestle table and two chairs including 1 x 4amp power outlet

Refreshment Break Sponsor

Exclusive Opportunity
\$3,000

SOLD

CATERING BREAKS COURTESY OF YOU!

- Your organisation's logo will be prominently displayed at refreshment stations (includes morning and afternoon refreshments, and lunch)
- An opportunity to place promotional items or material on the catering stations (to be provided by sponsor)
- Verbally acknowledged as the Refreshment Break sponsor prior to each break
- Company logo and profile in the electronic conference handbook, conference app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Sponsor's own signage prominently displayed at the venue (maximum of two pull up banners)
- One mention on the CAUTHE 2026 social media platforms (currently Twitter and Facebook)
- Opted-in delegate list (name, position, organisation, city, country) in accordance with Privacy Legislation

Additional Benefits:

- One complimentary conference registration
- One ticket to the Welcome Reception
- One Conference Dinner ticket
- One dressed trestle table and two chairs including 1 x 4amp power outlet

Conference Supporter

\$1,000

- Company logo and profile in the electronic conference handbook, conference app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Opted-in delegate list (name, position, organisation, city, country) in accordance with Privacy Legislation

Exhibition Trade Table

\$1,500

Delegates will gather in the trade area each day at morning and afternoon tea and lunch, giving you multiple opportunities to network with delegates.

- One dressed trestle table and two chairs
- 1 x 4 amp power outlet
- Company logo and profile in the electronic conference handbook, conference app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Opted-in delegate list (name, position, organisation, city, country) in accordance with Privacy Legislation

Additional Benefits:

- One complimentary conference registration
- One ticket to the Welcome Reception
- One Conference Dinner ticket

Personalised Bespoke Package

Pricing: Negotiable | One Opportunity Per Organisation

We are happy to collaborate with you to customise a sponsorship package that aligns perfectly with your goals. Whether you'd like to tailor an existing option or create a bespoke package from the ground up, we're here to make it happen.

Let's discuss how we can craft the perfect partnership for your organisation. Contact kim@laevents.com.au to explore the possibilities.

Additional Tickets and Registration

All staff on site must be registered to attend either by utilising your complimentary registration or by purchasing an additional Exhibitor/Sponsor Registration for \$500 each, which includes:

- Daily catering
- Attendance at conference sessions
- Attendance at the Conference Welcome Reception
- Conference dinner tickets may be purchased separately online.
- Please note there is a maximum of two additional exhibitor registrations per sponsor or exhibitor



Isaac Forman - McLaren Vale, Fleurieu Peninsula

Contact:



Kim Murray
Sponsorship & Exhibition Manager
03 6234 7844
kim@laevents.com.au



Leishman Associates
227 Collins Street, Hobart TAS 7000