



# Sunny Side Up

AILA GOLD COAST 2024

**AILA NATIONAL CONFERENCE**  
**11 – 13 SEPTEMBER 2024**  
**SPONSORSHIP OPPORTUNITIES**

**The Australian Insurance Law Association (AILA) 2024 National Conference Committee has great pleasure in inviting you to become part of the Conference to be held at the Gold Coast Convention and Exhibition Centre, Gold Coast, Queensland from 11 to 13 September 2024.**



# This year's National Conference theme is "Sunny Side Up"

The conference will explore issues that will shape the insurance market in the future, and how the industry as a group should respond. The perspectives of all those who work within the insurance industry will be part of the program.

Delegates at the conference come from all aspects of the industry, with last year's AILA World Congress attracting nearly 50% industry and the balance being service providers to the industry.

A variety of sponsorship packages are being offered for your organisation's consideration at the National Conference with four-tiered leading sponsorship options: Platinum, Gold and Silver plus a range of individual sponsorship options.

The sponsorship opportunities allow for broad exposure to the general insurance market, with an anticipated 250+ delegates including brokers, insurers, lawyers, barristers, academics and members of various supporting industries including accountants, adjusters and investigators.

AILA is happy to consider alternative packages not currently available in this prospectus or minor amendments to the packages advertised, particularly the online portions, to ensure the best support to sponsors.



**2 CONFERENCE  
DAYS**



**PROMOTION TO  
12K+ PROFESSIONALS**



**50% INDUSTRY  
ATTENDANCE**



**To discuss your opportunities, contact our  
Conference Manager, Angela: 0439 805 447 or  
[AILA2024NationalConference@straight2.com](mailto:AILA2024NationalConference@straight2.com)**



# Why You Should Sponsor

AILA's National Conferences have a reputation for gathering a wide variety of delegates together in an environment which offers top quality insurance law education delivered by leaders in the industry.

Participating as a sponsor or exhibitor provides you with the opportunity to target your national and local markets and demonstrate your level of support, interest in and commitment to the industry. The conference will provide your organisation with:

- Maximum exposure at a premier conference devoted to insurance law and industry development
- An opportunity to build and reinforce strategic relationships
- Time to network with industry colleagues and key decision makers
- A cost-effective way to reinforce your organisation's reputation and build brand awareness amongst a relevant audience
- Access to a broad network of industry partners
- The opportunity to present the latest innovations and new products or services to a pertinent audience
- The ability to showcase your expertise and capabilities, and educate the industry
- Increased marketing opportunities including visibility on the conference website and associated marketing materials
- The chance to affiliate your brand with a unique, dynamic conference
- A demonstration of your commitment to the insurance industry and the on-going and improved education of industry members



## 2024 Partners

### PLATINUM PARTNER

Exclusive  
\$20,000

### GOLD PARTNER

2 Available  
\$15,000

### SILVER PARTNER

Unlimited  
\$8,000

**BEST  
SELLER**

## 2024 Social Functions

### WELCOME RECEPTION

Exclusive  
\$12,500

**SOLD**

### CONFERENCE DINNER

Exclusive  
\$17,000

**SOLD**





# 2024 Delegate/Conference Services

## KEYNOTE SESSION

Exclusive  
\$7,500

**SOLD**

## EARLYBIRD (REGISTRATION) PRIZE

Exclusive  
\$3,000

## SESSION SPONSORS

1 Remaining  
(2 sold)  
\$7,000

## EXHIBITOR SITE

3 Remaining  
(7 Sold)  
\$5,000

## CONFERENCE APP

Exclusive  
\$8,000

## SPEAKERS' GIFTS

Exclusive  
\$5,000

## LANYARD SPONSOR

Exclusive  
\$3,000

**SOLD**

## COFFEE CART

Exclusive  
\$11,000

**SOLD**

## GELATO STAND

Exclusive  
\$5,000

**SOLD**

## CONFERENCE HAT

Exclusive  
\$6,500\*

## CONFERENCE BAG

Exclusive  
\$4,500

**SOLD**

## ~~\*COMBO! HAT + BAG~~

~~Exclusive  
\$9,000~~



# 2024 Package Details



# Platinum Partner

**\$20,000 (INCL GST) - EXCLUSIVE**

Becoming a Platinum Partner gives your organisation the opportunity to develop an on-going relationship with the conference delegates and AILA members. The package is designed to give organisations a strong presence at the conference and continue the relationship between conferences.

## **BENEFITS:**

- Logo and acknowledgement as a Platinum Partner on all conference materials including broadcast emails
- Verbal acknowledgement as a Platinum Partner in the opening and closing sessions
- Four full registrations including social functions
- Six additional dinner tickets and a reserved VIP table at the Conference Gala Dinner
- Opportunity to chair one plenary session with naming rights to that session
- Two free standing banners (2m high x 1m wide) in the plenary hall
- Two free standing banners (2m high x 1m wide) in the catering area
- One Exhibitor Site
- Logo on the lectern throughout the conference
- Logo in the program
- Logo displayed on an individual sponsor slide
- Logo and hyperlink on the conference website
- 500-word profile on the conference website
- Logo on all pre-conference email marketing
- Logo in the conference App
- 500-word profile in the conference App
- Two PDF eSatchel inserts in the conference App (250Kb each)
- Two promotional videos in the conference App (max. 5Mb each)
- Two emails marketing the sponsorship to AILA members and friends
- Acknowledgement as a Platinum Partner in the Association newsletter
- Half page advertisement in the Association newsletter





# Gold Partner

**\$15,000 (INCL GST) - 2 OPPORTUNITIES**

Gold sponsorship gives your organisation a strong presence with an exhibition at the conference and a range of branding and advertising benefits.

## **BENEFITS:**

- Logo and acknowledgement as a Gold Partner on all conference materials including broadcast emails
- Verbal acknowledgement as a Gold Partner in the opening and closing sessions
- Three full registrations, including social functions
- Two free standing banners (2m high x 1m wide) in the catering area
- One Exhibitor Site (total area 3m x 2m)
- Logo in the program
- Logo displayed on an individual sponsor slide
- Logo and hyperlink on the conference website and App
- 200-word profile on the conference website
- 200-word profile in the conference App
- One promotional video in the conference App (max. 5Mb)
- One email marketing sponsorship to AILA members and friends



# Silver Partner

**\$8,000 (INCL GST) - UNLIMITED**

Silver sponsorship enables your organisation to show its support to ALLA.

## **BENEFITS:**

- Logo and acknowledgement as a Silver Partner on all conference materials including broadcast emails
- Verbal acknowledgement as a Silver Partner in the opening session
- Two full registrations, including social functions
- One free standing banner (2m high x 1m wide) in the catering area
- Logo in the program
- Logo displayed on a conference sponsors slide
- Logo and hyperlink on the conference website and App
- 200-word profile on the conference website
- 200-word profile in the conference App
- One PDF eSatchel insert in the conference App (250Kb)



# Welcome Reception

**SOLD**

**\$12,500 (INCL GST) – EXCLUSIVE**

The Welcome Reception is always a highlight for delegates. It is the first opportunity for delegates to connect, and provides a chance to address delegates directly at the start of the conference.

## **BENEFITS:**

- Logo and acknowledgement as Welcome Reception Sponsor on all conference material including broadcast emails
- Verbal acknowledgement as Welcome Reception Sponsor during the Welcome Reception
- Two full registrations, including the social functions
- Three additional tickets to the Welcome Reception
- Opportunity to address delegates at the Welcome Reception (5 minutes)
- Four free standing banners (2m high x 1m wide) displayed in a prominent location during the Welcome Reception
- Logo in the program
- Logo displayed on a conference sponsors slide
- Logo included on the conference website and App
- 200-word profile on the conference website
- 200-word profile in the conference App
- One email marketing sponsorship to AILA members and friends





# Conference Dinner



**\$17,000 (INCL GST) – EXCLUSIVE**

The dinner is always a highlight of the conference. Sponsoring the dinner is a fantastic opportunity to promote your organisation in a fun and relaxed environment. The dinner sponsorship also includes a chance to address delegates at the dinner.

## **BENEFITS:**

- Logo and acknowledgement as the Dinner Sponsor on all conference materials including broadcast emails
- Verbal acknowledgement as the Dinner Sponsor at the dinner
- Two full registrations, including social functions
- Three additional tickets to the Dinner
- Opportunity to place a promotional item on the dinner tables (own cost)
- Opportunity to address delegates during the dinner (5 minutes)
- Four free standing banners (2m high x 1m wide) at prominent locations during the Dinner
- Logo displayed on a conference sponsors slide
- Logo displayed on an individual sponsor slide during the dinner
- Logo and hyperlink on the conference website and app
- 200-word profile on the conference website
- 200-word profile in the conference App
- One email marketing the sponsorship to AILA members and friends



# Keynote Session



**\$7,500 (INCL GST) – EXCLUSIVE**

As a Keynote Session Sponsor your organisation will be exposed to a large captive audience who will associate your organisation with a world leader in your field. A range of national keynote speakers will be invited to present at the conference.

This is subject to the approval of the speaker and the committee.

## **BENEFITS:**

- Logo and acknowledgement as supporting the attendance of the speaker on all conference materials including broadcast emails
- Verbal acknowledgement as Keynote Sponsor at the commencement of their presentation
- Opportunity to introduce the speaker (5 mins)
- One free standing banner (2m x 1m) during the presentation
- Logo printed with the speaker in the program
- Logo displayed with the speaker on the online program
- Logo displayed on a slide before and after the speaker's presentation
- Logo and hyperlink displayed with the speaker on the conference website and App
- One full registration, including the social functions
- 200-word profile on the conference website
- 200-word profile in the Conference App (250 Kb)



# Earlybird (Registration) Prize

**\$3,000 (INCL GST) – EXCLUSIVE**

This opportunity allows you to be the exclusive sponsor of the earlybird registration prize which will be gifted to a delegate who registers for the conference by the early bird cut off date. This is a unique option to be recognised and advertised to delegates through targeted mail outs for early bird registration.

## **BENEFITS:**

- Logo and acknowledgement as the Earlybird Prize Sponsor on all conference materials including broadcast emails
- Sponsor to supply prize with RRP of minimum \$500 (and to be approved by the committee)
- Acknowledgment of sponsorship on at least five conference advertisements (mail out and social media) prior to the early bird registration cut off date
- Logo in the program
- Logo displayed on a conference sponsors slide
- Logo and hyperlink on the conference website and in the App
- 200-word profile on the conference website
- 200-word profile in the conference App





# Session Sponsor

**\$7,000 (INCL GST) – 3 REMAINING (1 SOLD)**

As a Session Sponsor your organisation is able to align itself to a particular area of the program and be exposed to a large captive audience who will associate your organisation with this area of expertise. This will be subject to available sessions, having regard to the preference of the platinum and higher level sponsors, and subject to the approval of the committee.

## **BENEFITS:**

- Logo and acknowledgement as supporting the session on all conference materials including broadcast emails
- Verbal acknowledgement as Speaker Sponsor at the commencement of their presentation
- Opportunity to introduce the session (5 mins)
- One free standing banner (2m x 1m) during the session
- Logo printed with the session in the program
- Logo displayed with the session on the online program
- Logo and hyperlink displayed with the session on the conference website and App
- One full registration, including the social functions
- 200-word profile on the conference website
- 200-word profile in the Conference App (250 Kb)



# Exhibitor Site

**\$5,000 (INCL GST) - 3 REMAINING (3 SOLD)**

This sponsorship opportunity offers prominent exposure of your organisation and logo.

## BENEFITS:

- Two full registrations, including the social functions
- Area measuring 3m wide x 2m deep
- Trestle table with table cloth
- Two chairs
- One 4-amp power outlet
- Logo in the program
- Organisation listed on the conference website
- Logo and hyperlink on the conference website and App
- 150-word profile on the conference website
- 150-word profile in the conference App
- Opt-in delegate list one month prior to the conference

# Advertising

## OPTIONS:

- e-Program (within app) - \$700 (incl GST)
- Conference Pad (sponsor supplied) - \$3,000 (incl GST) - Exclusive
- Conference Pen (sponsor supplied) - \$3,000 (incl GST) - Exclusive





# Conference App

**\$8,000 (INCL GST) – EXCLUSIVE**

This sponsorship opportunity will provide you with a chance to deliver your brand directly to delegates. Your brand will appear in prominent positions both in the delegate app and online conference platform.

## **BENEFITS:**

- Logo and acknowledgement as App Sponsor on all conference material including broadcast emails
- Two full registrations, including social functions
- Logo and hyperlink banner on the menu in the App and on the conference website
- Logo displayed on a conference sponsors slide
- 200-word profile on the conference website
- 200-word profile in the conference App
- Two PDF eSatchel insert in the conference App (250Kb)

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# Speakers' Gifts

**\$5,500 (INCL GST) – EXCLUSIVE**

This is a fabulous opportunity to promote your brand to conference delegates with recognition repeatedly throughout the sessions with the presentation of gifts to speakers.

## **BENEFITS:**

- Logo and acknowledgement as Speakers' Gifts Sponsor on all conference material including broadcast emails
- One full registration, including the social functions
- Logo in the program
- Logo displayed on a conference sponsors slide
- Logo and hyperlink on the conference website and conference app
- 200-word profile on the conference website
- One PDF eSatchel insert in the Conference App (250 Kb)



# Lanyard Sponsor



**\$3,000 (INCL GST) – EXCLUSIVE**

This is an opportunity to promote your brand to conference delegates. Delegates will receive a classic conference lanyard with name tag, featuring your company logo – a prominent way to display your brand to all!

## **BENEFITS:**

- Logo and acknowledgement as Lanyard Sponsor on all conference material including broadcast emails
- Logo in the program
- Logo displayed on a conference sponsors slide
- Logo and hyperlink on the conference website and conference app
- 200-word profile on the conference website
- One PDF eSatchel insert in the Conference App (250 Kb)





# Coffee Cart



**\$11,000 (INCL GST) – EXCLUSIVE**

This opportunity allows you to sponsor an area within the catering area for delegates to have informal conversations between and after sessions. The coffee cart will have a barista serving coffee, hot chocolate and tea on arrival and during the catering breaks each day of the meeting. Power will be available if the sponsor wants to provide a display screen.

## **BENEFITS:**

- Logo and acknowledgement as a Barista Cafe Sponsor on all conference materials including broadcast emails
- Two full registrations, including the social functions
- Two free standing banners (2m high x 1m wide) next to the Coffee Cart
- Opportunity for additional branding at sponsors own cost, for example: cups, signage or staff apparel
- Logo in the program
- Logo displayed on a conference sponsors slide
- Logo and hyperlink on the conference website and in the App
- 200-word profile on the conference website
- 200-word profile in the conference App





# Gelato Stand



**\$5,000 (INCL GST) - EXCLUSIVE**

This opportunity allows you to be the exclusive sponsor of the conference gelato stand. The Gelato Stand will have an attendant serving the gelato on Thursday from morning tea through to the afternoon break.

## **BENEFITS:**

- Logo and acknowledgement as a Gelato Stand Sponsor on all conference materials including broadcast emails
- One full registration, including the social functions
- Two free standing banners (2m high x 1m wide) next to the Gelato Stand
- Opportunity for additional branding at sponsors own cost, for example; serviettes, ice cream cups, etc
- Logo in the program
- Logo displayed on a conference sponsors slide
- Logo and hyperlink on the conference website and in the App
- 200-word profile on the conference website
- 200-word profile in the conference App



# Conference Hat

**\$6,500 (INCL GST) – EXCLUSIVE (also see combo opportunity)**

This is a fabulous opportunity to promote your brand to conference delegates. The conference hat will be a beach style hat with your logo branded on it. Given the beachside location, the conference hat will be a popular item with delegates and provide repeated brand exposure throughout the conference.

Pending agreement by the committee, the sponsor can provide their own branded hat for the conference, which will consequently reduce the amount of the sponsorship (and benefits alike).

## **BENEFITS:**

- Logo and acknowledgement as Satchel Sponsor on all conference materials broadcast emails
- Logo printed on the delegate hat (wide brim beach hat)
- Logo in the program
- Logo displayed on a conference sponsors slide
- Logo and hyperlink on the conference website and conference App
- One PDF eSatchel insert in the Conference App (250 Kb)



# Conference Bag



**\$4,500 (INCL GST) – EXCLUSIVE**

This is a fabulous opportunity to promote your brand to conference delegates.

Pending agreement by the committee, the sponsor can provide their own branded bag for the conference, which will consequently reduce the amount of the sponsorship (and benefits alike).

## **BENEFITS:**

- Logo and acknowledgement as the Conference Bag Sponsor on all conference materials broadcast emails
- Logo printed on the delegate bag
- Logo in the program
- Logo displayed on a conference sponsors slide
- Logo and hyperlink on the conference website and conference App
- One PDF eSatchel insert in the Conference App (250 Kb)







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