

UDA

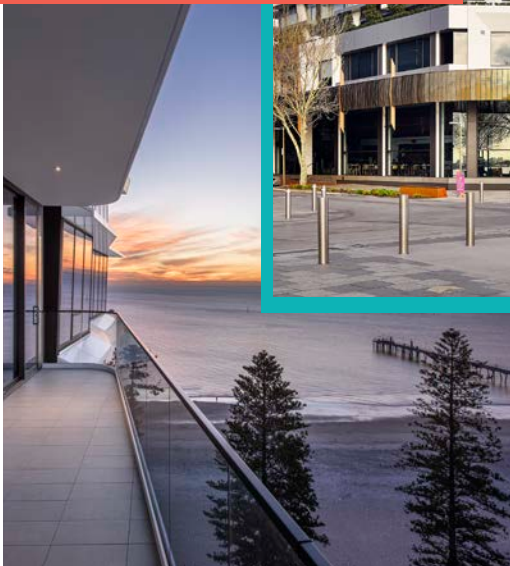
NATIONAL
CONGRESS

20
23

MONDAY 27 – WEDNESDAY 29 MARCH 2023



PARTNERSHIP PROSPECTUS



UDIA NATIONAL
CONGRESS
PRESENTING
PARTNER



A MESSAGE FROM UDIA NATIONAL

The Urban Development Institute of Australia is the development industry's most broadly representative industry body, with more than 2,000 member companies and agencies across the public and private sector. Our members range from Councils and State Government Departments to developers, planners, consultants, engineers, lawyers, architects and academics.

UDIA National has a long history of engaging positively with the Federal Government on issues crucial to the housing, development, construction and property industries on behalf of our valued members.

Following the brilliant success of our 2022 UDIA National Congress in Sydney, our next Congress will be held in Perth in March 2023.

Congress provides a platform for our members to connect with colleagues across the country and learn from thought leaders and high-profile national and international speakers. It concludes with the prestigious UDIA National Awards for Excellence - showcasing the best projects and State award winners from across Australia and crowning the 2023 National winners.

UDIA National Congress gives your organisation the opportunity to build brand and product awareness, consolidate industry relationships and enjoy face-to-face interaction with key decision makers across the urban development industry.

UDIA National has a range of Congress partnership options available to select from, giving your organisation the ability to market to a large, focused audience from across Australia and benefit from strong brand exposure leading up to and throughout the Congress promotional period.

I'm excited to see everyone in Perth in March 2023 and look forward to seeing this much-anticipated annual event come to fruition.



Maxwell Shifman
UDIA National President



UDIA NATIONAL
CONGRESS
**PRESENTING
PARTNER**



PROGRAM SNAPSHOT

Crown Perth

Crown Ballroom, Great Eastern Hwy, Burswood WA

MONDAY 27 MARCH 2023

Registrations Open – 2:00pm

Welcome Reception – 5:30pm to 8:00pm

TUESDAY 28 MARCH 2023

Plenary Sessions & Exhibition – 8:30am to 1:30pm

Project Study Tours – 1:30pm to 5:00pm

Networking drinks & Exhibition – 5:00pm to 7:00pm

Dinner at Leisure

WEDNESDAY 29 MARCH 2023

Plenary Sessions & Exhibition – 9:00am to 3:00pm

Awards for Excellence Gala Dinner – 7:00pm to 12:00pm

BENEFITS OF NATIONAL CONGRESS SPONSORSHIP

The UDIA National Congress is held annually by one of the UDIA State offices of NSW, SA, WA, VIC and QLD. The 2023 Congress will be delivered by UDIA WA and the three-day program has been designed to educate, inspire and connect delegates across Australia. Partnership of the Congress provides excellent exposure to key influencers and decision makers in the property development industry. It creates a unique platform to network with industry colleagues and meet new business prospects while enhancing your corporate image.

What are the advantages of taking a sponsorship package?

- > Gaining **PUBLICITY** with our advertising and promotional campaign
- > Obtaining **DIRECT ACCESS** to potential clients with access to the delegate list
- > Creating **PERMANENT REMINDERS** of your products or services in Congress marketing
- > Profiling your business as an **INDUSTRY LEADER** to our National database of over 20,000 members through our National Congress EDM campaign and National Congress website
- > Enhancing your **CORPORATE IMAGE** by showcasing your company throughout the Congress
- > Achieving **GREATER EXPOSURE** and **BRAND BUILDING** through our Congress promotion
.....and much more

Who will be in attendance?

The UDIA 2023 National Congress will be promoted extensively to the UDIA membership of over 20,000 contacts across Australia plus a range of other related industries. Delegates who attend the Congress are predominantly senior management professionals from a broad range of urban development industry companies.

Developers | Architects | Planners | Builders | Engineers | Lawyers
Contractors and Suppliers | Consultants | State and Local Government



UDIA NATIONAL CONGRESS SPONSORSHIP RATES

Packages can be fully customised to suit the needs of your business.
Please contact our National Congress Partnership Director, Anthony Nicolaou to discuss.
E: anicolaou@udiansw.com.au | M: 0488 998 815

CATEGORY	PRICE	PAGE
PRESENTING PARTNER		
UDIA National Congress 2023 Presenting Partner	SOLD	6
PLATINUM PARTNERS		
National Awards for Excellence Gala Dinner Naming Rights Partner	\$49,500 + gst	8
Platinum Research Partner	\$49,500 + gst	9
National Congress Opening Session Partner	\$39,500 + gst	10
Platinum Sustainable Environment Partner	\$29,500 + gst	12
Opening Night Event Naming Rights Partner	\$29,500 + gst	13
GOLD SPONSORS		
Study Tours Partner	\$18,000 + gst	14
National Awards for Excellence: Award Category Sponsor	\$15,000 + gst	16
Social Media Sponsor	\$15,000 + gst	18
Delegate Lanyard Sponsor	\$15,000 + gst	19
Keynote Speaker Session Sponsor (your choice of 4)	\$15,000 + gst	20
Coffee Cart Sponsor	\$15,000 + gst	21
Legal Sponsor	\$15,000 + gst	22



CATEGORY	PRICE	PAGE
SILVER SPONSORS		
Exhibition Sponsor: Premium	\$9,500 + gst	23
Exhibition Sponsor: Standard	\$6,500 + gst	24
Exhibition Sponsor: Signature (your choice of 3)	\$8,900 + gst	25
National Awards for Excellence Gala Dinner: Pre-Dinner Drinks Event Sponsor	\$8,500 + gst	26/27
National Awards for Excellence Gala Dinner: After Party Cocktail Bar Sponsor	\$8,900 + gst	26/27
National Awards for Excellence Gala Dinner: Photobooth Sponsor	\$5,500 + gst	26/27
Congress Session Sponsor	\$8,900 + gst	28
Catering Break Sponsor	\$8,500 + gst	30
Delegate Satchels Sponsor	\$9,500 + gst	31
SUPPORTING SPONSORS		
Branded Water Bottles	\$4,900 + gst	32
Delegate Bag Inserts	\$1,500 + gst	32
Pad & Pen Sponsor	\$3,000 + gst	33
Partners Program	on application	33



SOLD

PRESENTING PARTNER

exclusive industry opportunity

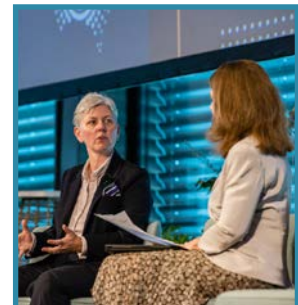
Grow your brand as our 2023 UDIA National Congress Presenting Partner. This is your opportunity to strengthen your profile in the urban development industry and build new business relationships.

PARTNERSHIP BENEFITS

- Presenting Partner rights: 2023 UDIA National Congress presented by [insert company name].
- Recognition as the 2023 UDIA National Congress Presenting Partner in all Congress marketing and promotional activities throughout the Congress promotional period.
- Acknowledgement of partnership by the MC at strategic points during the Congress plenary sessions and at the National Awards for Excellence Gala Dinner.
- Corporate video featured on Congress website as well as your company logo with a direct link to your website.
- Opportunity for promotional items to be placed on tables at plenary sessions.
- Opportunity to provide 2 x promotional banners to be displayed at plenary sessions.
- Company logo displayed on screen during strategic points of plenary sessions and the National Awards for Excellence Gala Dinner.
- Corporate promotional flyer or promotional item distributed to delegates via insert in Congress delegate bags (to be provided by sponsor and approved by UDIA).
- Access to the Congress delegate list subject to Privacy Legislation.

PLUS THE FOLLOWING INCLUSIONS...

- ✓ Two (2) corporate video opportunities (to be provided by partner, 30 sec. advertisement played during the welcome of each day of plenary sessions).
- ✓ One (1) senior company representative to present on stage during the official Congress welcome, prior to the opening keynote speaker on Tuesday 28 March (approx. 2 minutes).
- ✓ One (1) complimentary premium activity trade partner area.
- ✓ One (1) complimentary partnership of an award category at the UDIA National Awards for Excellence Gala Dinner including the opportunity to play your 30 second corporate video.
- ✓ Four (4) complimentary full Congress delegate registrations. Includes Congress activities over three days: plenary sessions, study tours, Opening Night Event and the UDIA National Awards for Excellence Gala Dinner.
- ✓ Six (6) additional complimentary tickets to the UDIA National Awards for Excellence Gala Dinner (to make a table of 10 along with the 4 x full registrations) to be seated in a premium location.
- ✓ Two (2) complimentary Congress exhibitor tickets. Includes access to trade exhibition, day plenary sessions, breakfast refreshments, catering breaks and lunch on Tuesday 28 and Wednesday 29 March.



NATIONAL AWARDS FOR EXCELLENCE NAMING RIGHTS

PLATINUM PARTNER

The 2023 UDIA National Congress Gala Dinner showcases excellence and innovation in urban development across Australia. With over 600 industry leaders in attendance at the dinner each year, this partnership offers positioning of your brand alongside the most sort after new developments across Australia.

The 2023 UDIA National Awards for Excellence Categories

Masterplanned Development | **High-Density Housing** | Residential Development | **Design Excellence**
Urban Renewal | Social & Community Infrastructure | **Environmental Excellence** | Seniors Living
Medium-Density Housing | **Affordable Development** | Small Scale Development | **Marketing Excellence**
Women in Leadership | Young Leaders | **Diversity in Development** | President's Award

PARTNERSHIP BENEFITS

- Exclusive naming rights to the 2023 UDIA {insert sponsor} National Awards for Excellence Gala Dinner throughout the Congress promotional period.
- Senior company representative to present a welcome address on stage at the gala dinner.
- Senior company representative to assist with presentation of 1 x award for excellence category.
- Acknowledgement of partnership by MC at strategic points during the gala dinner and plenary sessions.
- Company logo featured alongside UDIA National logo on all official UDIA National printed and visual materials pertaining to the National Awards for Excellence - invitation flyers, emails, press releases etc.
- Company logo featured in the National Awards for Excellence publication.
- Company logo featured on the Congress website with a direct link to your website.
- Company logo displayed on screen during strategic points of plenary sessions and throughout the gala dinner.
- Opportunity to provide branded corporate gifts at each placesetting at the Gala Dinner.
- Access to the gala dinner delegate list prior and post event, subject to Privacy Legislation.

PLUS THE FOLLOWING INCLUSIONS...

- ✓ One (1) corporate video opportunity (to be provided by partner, 1 minute max. advertisement played as company representative walks to stage for welcome address).
- ✓ One (1) complimentary full Congress delegate registration. Includes all Congress activities over three days: plenary sessions, study tours, Opening Night Event and the UDIA National Awards for Excellence Gala Dinner seated on the VIP table.
- ✓ One (1) complimentary table of ten at the National Awards Gala Dinner seated in a VIP position.
- ✓ Discount (10%) on the purchase of all other Congress tickets from your company.

RESEARCH PARTNER

PLATINUM PARTNER

This partnership offers positioning of your brand alongside a leading industry body and powerful brand equity and networking opportunities with your clients and potential clients.

PARTNERSHIP BENEFITS

- Recognition as the 2023 UDIA National Congress Platinum Research Partner throughout the Congress promotional period.
- Acknowledgement of partnership by MC at strategic points during Congress plenary sessions.
- Company logo featured on the Congress website with a direct link to your website.
- Company logo displayed on screen during strategic points of plenary sessions and featured throughout your sponsored research session.
- Corporate promotional flyer or promotional item distributed to delegates via insert in Congress delegate bags (to be provided by sponsor and approved by UDIA).
- Access to the Congress delegate list subject to Privacy Legislation.

PLUS THE FOLLOWING INCLUSIONS...

- ✓ One (1) corporate video opportunity (to be provided by partner, 30 sec. advertisement played immediately prior to your sponsored research session).
- ✓ One (1) complimentary standard trade activity area.
- ✓ One (1) complimentary full Congress delegate registration. Includes Congress activities over three days: plenary sessions, study tours, Opening Night Event and the UDIA National Awards for Excellence Gala Dinner.
- ✓ Two (2) complimentary Congress exhibitor tickets. Includes access to trade exhibition, day plenary sessions, breakfast refreshments, catering breaks and lunch on Tuesday 28 and Wednesday 29 March.



CONGRESS OPENING SESSION KEYNOTE SPEAKER PARTNER

PLATINUM PARTNER

The 2023 UDIA National Congress will bring local, national and international industry leaders together in Perth to share their experiences on transformational projects, housing supply and affordability, strategic planning for cities and regions, industry innovation, transport infrastructure and much more. This partnership offers positioning of your brand alongside an industry leader and the opportunity to strengthen your corporate profile through strategic industry group engagement.

PARTNERSHIP BENEFITS

- Recognition as a 2023 UDIA National Congress Platinum Partner throughout the Congress promotional period.
- Alignment of your brand alongside our first keynote Congress speaker.
- Acknowledgement of partnership by MC at strategic points during Congress plenary sessions.
- Company logo featured on the Congress website with a direct link to your website.
- Company logo displayed on screen during strategic points of plenary sessions and featured throughout your sponsored session.
- Corporate promotional flyer or promotional item distributed to delegates via insert in Congress delegate bags (to be provided by sponsor and approved by UDIA).
- Access to the Congress delegate list subject to Privacy Legislation.

PLUS THE FOLLOWING INCLUSIONS...

- ✓ One (1) corporate video opportunity (to be provided by partner, 30 sec. advertisement played immediately prior to your sponsored plenary session).
- ✓ One (1) complimentary standard trade activity area.
- ✓ Two (2) complimentary full Congress delegate registrations. Includes Congress activities over three days: plenary sessions, study tours, Opening Night Event and the UDIA National Awards for Excellence Gala Dinner.
- ✓ Two (2) complimentary Congress exhibitor tickets. Includes access to trade exhibition, day plenary sessions, breakfast refreshments, catering breaks and lunch on Tuesday 28 and Wednesday 29 March.
- ✓ Discount (10%) on the purchase of all other Congress tickets from your company.



SUSTAINABLE ENVIRONMENT PARTNER

PLATINUM PARTNER

UDIA has a strong focus on sustainability. The environment and what we do to it is more important today than ever. We all need to work hard to put back what we take out. Take this opportunity to show your company's commitment to a sustainable environment at the 2023 UDIA National Congress. This partnership offers:

- Positioning of your brand as an advocate of sustainable development across Australia.
- The opportunity to strengthen your corporate profile through strategic industry group engagement.
- A unique opportunity to be associated with a high-profile property industry event.
- Opportunity to reach your target audience and deliver a key message to the industry via your corporate video.
- Enhanced corporate image within the industry.

PARTNERSHIP BENEFITS

- Recognition as the 2023 UDIA National Congress Platinum Sustainable Environment Partner throughout the Congress promotional period.
- Acknowledgement of partnership by MC at strategic points during Congress plenary sessions.
- Company logo featured on the Congress website with a direct link to your website.
- Company logo displayed on screen during strategic points of plenary sessions.
- Corporate promotional flyer or promotional item distributed to delegates via insert in Congress delegate bags (to be provided by sponsor and approved by UDIA).
- Access to the Congress delegate list subject to Privacy Legislation.

PLUS THE FOLLOWING INCLUSIONS...

- ✓ One (1) corporate video opportunity (to be provided by partner, 30 sec. advertisement to be played during the Congress).
- ✓ One (1) complimentary standard trade activity area.
- ✓ One (1) complimentary full Congress delegate registration. Includes Congress activities over three days: plenary sessions, study tours, Opening Night Event and the UDIA National Awards for Excellence Gala Dinner.
- ✓ Two (2) complimentary Congress exhibitor tickets. Includes access to trade exhibition, day plenary sessions, breakfast refreshments, catering breaks and lunch on Tuesday 28 and Wednesday 29 March.

OPENING NIGHT EVENT NAMING RIGHTS PARTNER

PLATINUM PARTNER

The 2023 UDIA National Congress Opening Night Event will be held at the Crown Perth immediately following the opening day plenary sessions. With 300+ industry leaders in attendance at Opening Night this partnership offers exclusive naming rights for the event and the opportunity to grow your brand.

PARTNERSHIP BENEFITS

- Acknowledgment as the naming rights partner of the 2023 National Congress UDIA {insert sponsor} Opening Night Event throughout the Congress promotional period.
- Senior company representative to present welcome address on stage at the Opening Night Event.
- Opportunity to feature your company banners and branding at the Opening Night Event.
- Acknowledgement of partnership by the MC at strategic points during the Congress.
- Company logo featured on the Congress website with a direct link to your website.
- Company logo displayed on screen during strategic points of plenary sessions.
- Corporate promotional flyer or promotional item distributed to delegates via insert in Congress delegate bags (to be provided by sponsor and approved by UDIA).
- Access to the Congress delegate list subject to Privacy Legislation.



PLUS THE FOLLOWING INCLUSIONS...

- ✓ One (1) corporate video opportunity (to be provided by partner, 1 minute max. advertisement to be played during the Opening Night Event).
- ✓ Two (2) complimentary full Congress delegate registrations. Includes Congress activities over three days: plenary sessions, study tours, Opening Night Event and the UDIA National Awards for Excellence Gala Dinner.
- ✓ Four (4) additional complimentary tickets to the 2023 UDIA {sponsor name} Opening Night Event.
- ✓ Discount (10%) on the purchase of all other Congress tickets from your company.

STUDY TOURS

PLATINUM PARTNER *three opportunities available*

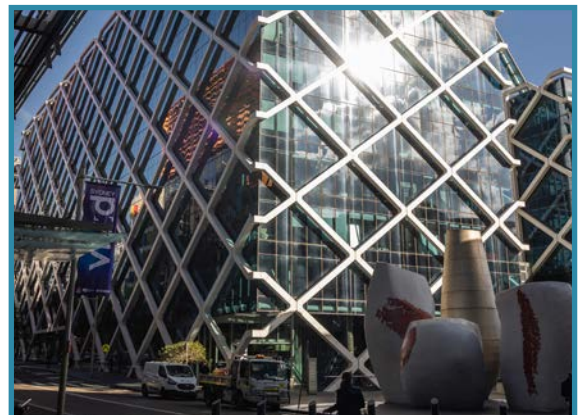
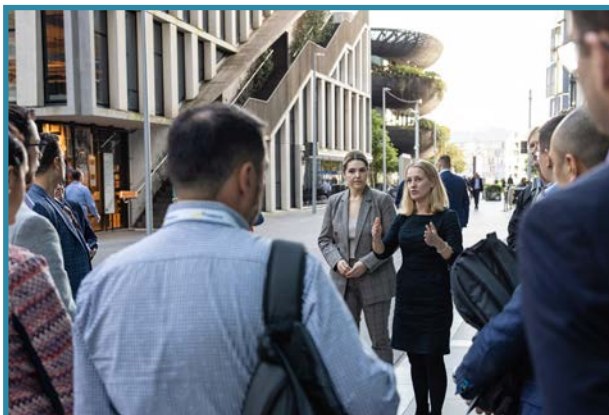
The 2023 UDIA National Congress Study Tours will showcase the most cutting-edge and innovative new projects across Perth. Each tour will visit approximately two or three projects.

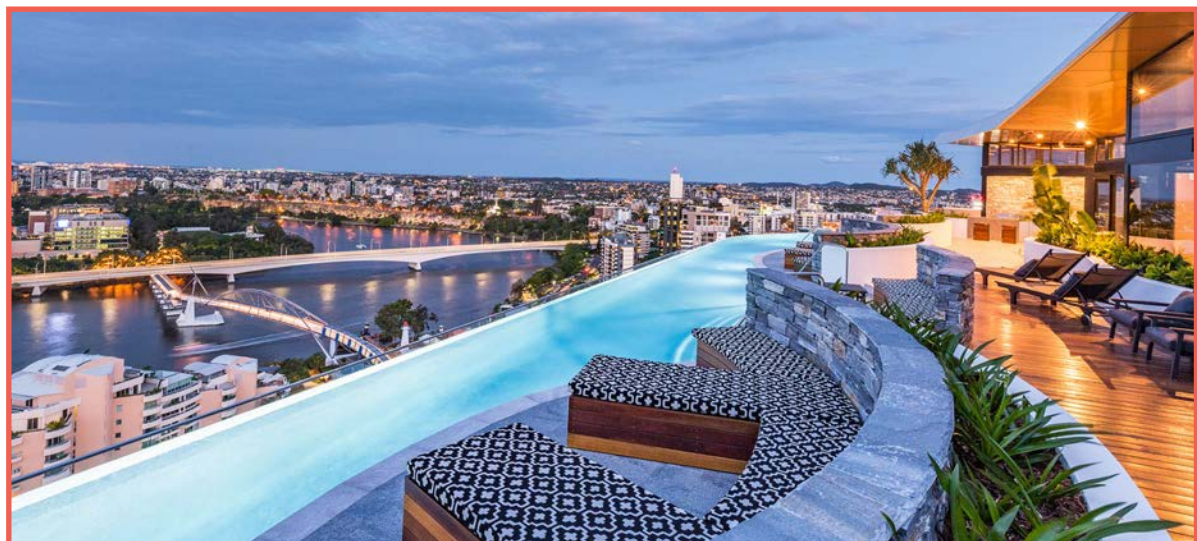
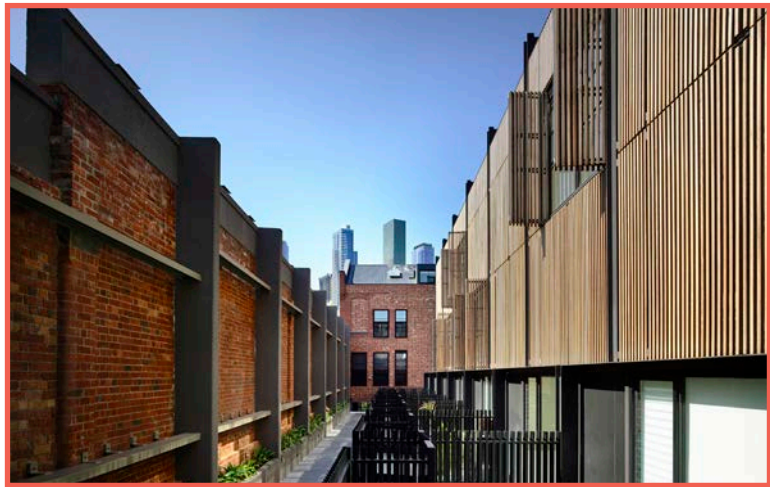
PARTNERSHIP BENEFITS

- Naming rights to your selected Study Tour, UDIA {insert sponsor} High-Density Development Study Tour.
- Recognition as a Platinum Partner throughout the Congress promotional period.
- Acknowledgement of partnership by the MC at strategic points during the Congress.
- Company logo featured on the Congress website with a direct link to your website.
- Company logo displayed on screen during strategic points of plenary sessions.
- Corporate promotional flyer or promotional item distributed to delegates via insert in Congress delegate bags (to be provided by sponsor and approved by UDIA).
- Access to the Congress delegate list subject to Privacy Legislation.

PLUS THE FOLLOWING INCLUSIONS...

- ✓ One (1) complimentary full Congress delegate registration. Includes Congress activities over three days: plenary sessions, study tours, Opening Night Event and the UDIA National Awards for Excellence Gala Dinner.
- ✓ Four (4) additional complimentary Study Tour tickets for your staff.
- ✓ Discount (10%) on the purchase of all other Congress tickets from your company.
- ✓ One (1) speaking opportunity for your company representative to address attendees during a strategic point of the tour.





NATIONAL AWARDS FOR EXCELLENCE CATEGORY SPONSOR

GOLD SPONSORSHIP *your choice of category to sponsor*

The 2023 UDIA National Congress Gala Dinner showcases excellence and innovation in urban development across Australia. With over 600 industry leaders in attendance at the dinner each year, this partnership offers positioning of your brand alongside the most sort after new developments across Australia.

The 2023 UDIA National Awards for Excellence Categories

Masterplanned Development | **High-Density Housing** | Residential Development | **Design Excellence**

Urban Renewal | Social & Community Infrastructure | **Environmental Excellence** | Seniors Living

Medium-Density Housing | **Affordable Development** | Small Scale Development | **Marketing Excellence**

Women in Leadership | Young Leaders | **Diversity in Development** | President's Award

PARTNERSHIP BENEFITS

- Acknowledgment as a 2023 UDIA National Awards for Excellence Gold Sponsor throughout the Congress promotional period.
- Acknowledgement of partnership by the MC at strategic points during the Congress and the National Awards for Excellence Gala Dinner.
- Company logo featured on all official UDIA National printed and visual materials pertaining to the National Awards for Excellence Gala Dinner - invitation flyers, emails, press releases etc.
- Company logo featured in the National Awards for Excellence social media package (details overleaf)
- Company logo featured on the Congress website with a direct link to your website.
- Company logo displayed on screen during strategic points of plenary sessions and featured throughout the gala dinner.
- Access to the gala dinner delegate list, subject to Privacy Legislation.

PLUS THE FOLLOWING INCLUSIONS...

- ✓ One (1) corporate video opportunity (to be provided by partner, 30 second max. advertisement played as company representative walks to stage for sponsored category).
- ✓ One (1) complimentary table of ten to the UDIA National Awards for Excellence Gala Dinner seated in a VIP position.
- ✓ Discount (10%) on the purchase of all other Congress tickets from your company.

AWARDS FOR EXCELLENCE SOCIAL MEDIA PACKAGE

UDIA annually recognises outstanding achievements in urban development across Australia through its National Awards for Excellence program. Selected winners of the annual State Awards for Excellence become entrants in the National Awards, with all National winners and entrants celebrated at the UDIA National Awards for Excellence Gala Dinner on Wednesday 29 March.

To celebrate the winners UDIA National will release a social media package with images, videos and social media cards showcasing the winners and finalists of each award. The social media package will be distributed across UDIA National and all UDIA State office social media accounts with a reach of more than 50,000 followers across LinkedIn, Facebook, Twitter and Instagram.

BENEFITS

- One (1) social media package available per awards category sponsorship.
- Your logo used and your company tagged into every social media post corresponding to your category sponsorship.
- Positioning of your brand alongside the most sort after new development projects across Australia.
- The opportunity to strengthen your corporate profile through strategic industry group engagement.
- A unique opportunity to be associated with a high-profile property industry program.



SOCIAL MEDIA PARTNER

GOLD SPONSORSHIP

As our Social Media Partner, your brand is aligned with one of the industry's most highly regarded events. Over the duration of the Congress, your brand will be exposed to a targeted, relevant, and engaged audience of key influencers and decision makers in the urban development industry. This is the perfect sponsorship opportunity to sit alongside likeminded members, clients and potential clients, enhance your corporate profile and create a lasting impression.

PARTNERSHIP BENEFITS

- Recognition as a 2023 UDIA National Congress Gold Sponsor throughout the Congress promotional period.
- Recognition on all social media posts from the UDIA National social media accounts throughout the six-month Congress promotional period with a link to your page.
- Acknowledgement of sponsorship by MC at strategic points during Congress plenary sessions.
- Company logo featured on the Congress website with a direct link to your website.
- Company logo displayed on screen during strategic points of plenary sessions.
- Access to Congress delegate list subject to Privacy Legislation.

PLUS THE FOLLOWING INCLUSIONS...

- ✓ One (1) complimentary full Congress delegate registration. Includes Congress activities over three days: plenary sessions, study tour, Opening Night Event and the UDIA National Awards for Excellence Gala Dinner.
- ✓ Four (4) additional complimentary study tour tickets on Tuesday 28 March for your staff.
- ✓ Discount (10%) on the purchase of all other Congress tickets from your company.



DELEGATE LANYARD SPONSOR

GOLD SPONSORSHIP

As our Delegate Lanyard Sponsor, your brand is aligned with one of the industry's most highly regarded events. Over the duration of the Congress, your brand will be exposed to a targeted, relevant, and engaged audience of key influencers and decision makers in the urban development industry. This is the perfect sponsorship opportunity to sit alongside likeminded members, clients and potential clients, enhance your corporate profile and create a lasting impression.

PARTNERSHIP BENEFITS

- Your company name/logo will appear on the official Congress lanyards (UDIA will arrange lanyards and name badges for you).
- Recognition as a 2023 UDIA National Congress Gold Sponsor throughout the Congress promotional period.
- Acknowledgement of sponsorship by MC at strategic points during Congress plenary sessions.
- Company logo featured on the Congress website with a direct link to your website.
- Company logo displayed on screen during strategic points of plenary sessions.
- Access to the Congress delegate list subject to Privacy Legislation.

PLUS THE FOLLOWING INCLUSIONS...

- ✓ Two (2) complimentary Congress two-day delegate passes. Includes access for two attendees to plenary sessions, catering breaks and lunch on Tuesday 28 and Wednesday 29 March.
- ✓ Four (4) complimentary study tour tickets on Tuesday 28 March.



KEYNOTE SPEAKER SESSION SPONSOR

GOLD SPONSORSHIP

*your choice of keynote speaker to sponsor
four opportunities available*

As a Keynote Speaker Gold Sponsor your brand is aligned with a leader in the industry. Congress presenters are selected to educate, inform and inspire delegates, so get in early to secure your preferred speaker.

PARTNERSHIP BENEFITS

- Recognition as a 2023 UDIA National Congress Gold Sponsor throughout the Congress promotional period.
- Your choice of four keynote speakers to align your brand with.
- Acknowledgement of sponsorship by MC at strategic points during Congress plenary sessions.
- Company logo featured on the Congress website with a direct link to your website.
- Company logo displayed on screen during strategic points of plenary sessions and featured throughout your sponsored session.
- Access to Congress delegate list subject to Privacy Legislation.

PLUS THE FOLLOWING INCLUSIONS...

- ✓ One (1) corporate video opportunity (to be provided by sponsor, 30 sec. advertisement played immediately prior to your sponsored plenary session of a keynote speaker).
- ✓ One (1) complimentary full Congress delegate registration. Includes Congress activities over three days: plenary sessions, study tour, Opening Night Event and the UDIA National Awards for Excellence Gala Dinner.



COFFEE CARTS

GOLD SPONSORSHIP *three opportunities available*

One of the best Congress branding opportunities on offer. The Coffee Cart Gold Sponsorship aligns your brand with one of the industry's most highly regarded events. Coffee carts are always a popular feature of the trade exhibition, attracting delegates regularly each day.

PARTNERSHIP BENEFITS

- Recognition as a 2023 UDIA National Congress Gold Sponsor throughout the Congress promotional period.
- Acknowledgement of sponsorship by MC at strategic points during Congress plenary sessions.
- Company logo featured on the Congress website with a direct link to your website.
- Company logo displayed on screen during strategic points of plenary sessions.
- Opportunity to display your banner at the Coffee Cart.
- Access to Congress delegate list subject to Privacy Legislation.

PLUS THE FOLLOWING INCLUSIONS...

- ✓ One (1) premium trade area with a coffee cart.
- ✓ One (1) Barista to operate machine and serve coffee (coffee and machine costs included in your sponsorship package).
- ✓ Opportunity to provide branded coffee cups with your logo (supplied by sponsor).
- ✓ Opportunity to provide branded t-shirts for Barista (supplied by sponsor).
- ✓ Opportunity to brand coffee cart with your company signage.
- ✓ Two (2) complimentary Congress two-day delegate passes. Includes access for two attendees to attend plenary sessions, catering breaks and lunch on Tuesday 28 and Wednesday 29 March.



LEGAL SPONSOR

GOLD SPONSORSHIP

As our exclusive Legal Partner your brand is aligned with one of the industry's most highly regarded events. Over the duration of the Congress, your brand will be exposed to a targeted, relevant, and engaged audience of key influencers and decision makers in the urban development industry. This is an outstanding opportunity to raise brand awareness, enhance brand associations, and build brand recognition.

PARTNERSHIP BENEFITS

- Recognition as a 2023 UDIA National Congress Gold Sponsor throughout the Congress promotional period.
- Acknowledgement of sponsorship by the MC at strategic points during the Congress.
- Company logo featured on the Congress website with a direct link to your website.
- Company logo displayed on screen during strategic points of plenary sessions.
- Access to Congress delegate list subject to Privacy Legislation.

PLUS THE FOLLOWING INCLUSIONS...

- ✓ One (1) complimentary full Congress delegate registration. Includes the following Congress activities over three days: plenary sessions, study tours, Opening Night Event and the UDIA National Awards for Excellence Gala Dinner.
- ✓ One (1) half-page advertisement in the 2023 UDIA National Awards for Excellence Magazine.
- ✓ Discount (10%) on the purchase of all other Congress tickets from your company.



TRADE ACTIVITY SPONSOR

SILVER SPONSORSHIP

premium trade activity partner - six opportunities available
standard trade activity partner - six opportunities available
signature trade activity partner - three opportunities available

The trade exhibition as part of the 2023 National Congress provides an opportunity for you to showcase your brand and engage with key influencers and decision makers in the development industry. The trade exhibition is strategically positioned to create maximum exposure amongst delegates. Breakfast refreshments, catering breaks, lunch and networking drinks will be served in this area creating valuable relationship building opportunities. We require trade exhibitors to activate their area with interactions and activities for delegates (eg. juice bar, mini golf, chocolate bars, charging station).

PARTNERSHIP BENEFITS

- Recognition as a 2023 UDIA National Congress Silver Sponsor throughout the Congress promotional period.
- Acknowledgement of sponsorship by the MC at strategic points during the Congress.
- Company logo featured on the Congress website with a direct link to your website.
- Company logo displayed on screen during strategic points of plenary sessions.
- Access to the Congress delegate list subject to Privacy Legislation.

PLUS THE FOLLOWING INCLUSIONS...

PREMIUM TRADE ACTIVITY PARTNER

- ✓ One (1) trade activity area of 3 x 2 metres. Activation of the space is the responsibility and investment of the exhibitor (to be approved by UDIA to ensure venue requirements are met).
- ✓ Opportunity to display 1 x media wall size banner (max. length of 3 metres).
- ✓ Two (2) complimentary Congress exhibitor tickets. Includes access to trade exhibition, day plenary sessions, breakfast refreshments and catering breaks on Tuesday 28 and Wednesday 29 March.

STANDARD TRADE ACTIVITY PARTNER

- ✓ One (1) trade activity area of 2 x 1 metres. Activation of the space is the responsibility and investment of the exhibitor (to be approved by UDIA to ensure venue requirements are met).
- ✓ Opportunity to display 1 x standard size banner at your trade activity area (max. length of 1 metre).
- ✓ Two (2) complimentary Congress exhibitor tickets. Includes access to trade exhibition, day plenary sessions, breakfast refreshments and catering breaks on Tuesday 28 and Wednesday 29 March.

SIGNATURE TRADE ACTIVITY PARTNERS

The Signature Exhibition Booths will provide a central networking hub within the exhibition hall and a key point of interest for delegates throughout the day. Make the most of your captive audience by networking with delegates as they interact with each booth. Each Signature Booth will be set up for you, providing a seamless service on the day for you to make an impact with a broad audience.



HEADSHOT STATION

exclusive opportunity

The Headshot Station is a unique opportunity to expand your corporate profile at the Congress. The photo studio area will be set up in the exhibition area with a professional photographer to capture corporate headshots for delegates that they can then access and use on their social media profiles and any other business collateral. With guaranteed lines at your booth providing networking opportunities, brand exposure is a premium with this Signature Exhibition Booth.

ADDITIONAL BENEFITS

- Photographer and studio set up included and organised by UDIA.
- Contact details of all attendees that utilise the Headshot Station.
- Branding on iPad and website used by attendees to register details to receive their headshots.
- Photo studio area set up of 2 x 2 metres size. Opportunity to display 1 x standard size banner (max. length 1 metre provided by sponsor).
- Two (2) complimentary Congress exhibitor tickets. Includes access to trade exhibition, day plenary sessions, breakfast refreshments and catering breaks on Tuesday 28 and Wednesday 29 March.

RELAXATION STATION

exclusive opportunity

Create a lasting impression with the Relaxation Station, offering complimentary massages to attendees, this Signature Exhibition Booth ensures that you will hold guests attention, and that your business will be remembered.

ADDITIONAL BENEFITS

- Relaxation Station set up by UDIA with a team of highly qualified and experienced therapists.
- Relaxation Station area set up of 2 x 2 metres size. Opportunity to display 1 x standard size banner (max. length 1 metre provided by sponsor).
- Two (2) complimentary Congress exhibitor tickets. Includes access to trade exhibition, day plenary sessions, breakfast refreshments and catering breaks on Tuesday 28 and Wednesday 29 March.

RECOVERY BAR

exclusive opportunity

The Recovery Bar provides a destination booth for attendees, providing refreshments and a resting place for those that need a perk-me-up. This Signature Exhibition Booth allows an informal setting to network, and increase brand awareness, creating a lasting impression.

ADDITIONAL BENEFITS

- Refreshments and set up included, all organised by UDIA.
- Refreshments area set up of 2 x 2 metres size. Opportunity to display 1 x standard size banner (max. length 1 metre provided by sponsor).
- Two (2) complimentary Congress exhibitor tickets. Includes access to trade exhibition, day plenary sessions, breakfast refreshments and catering breaks on Tuesday 28 and Wednesday 29 March.

EXHIBITION HOURS

Tuesday 28 March
8:30am - 7:00pm

Wednesday 29 March
9:00am - 3:00pm

BUMP-IN AND BUMP-OUT

Exhibitor bump-in will occur from 6.30pm on Monday 27 March. The exhibition will open to delegates at 8:30am on Tuesday 28 March, so please ensure your booth is display-ready by this time.

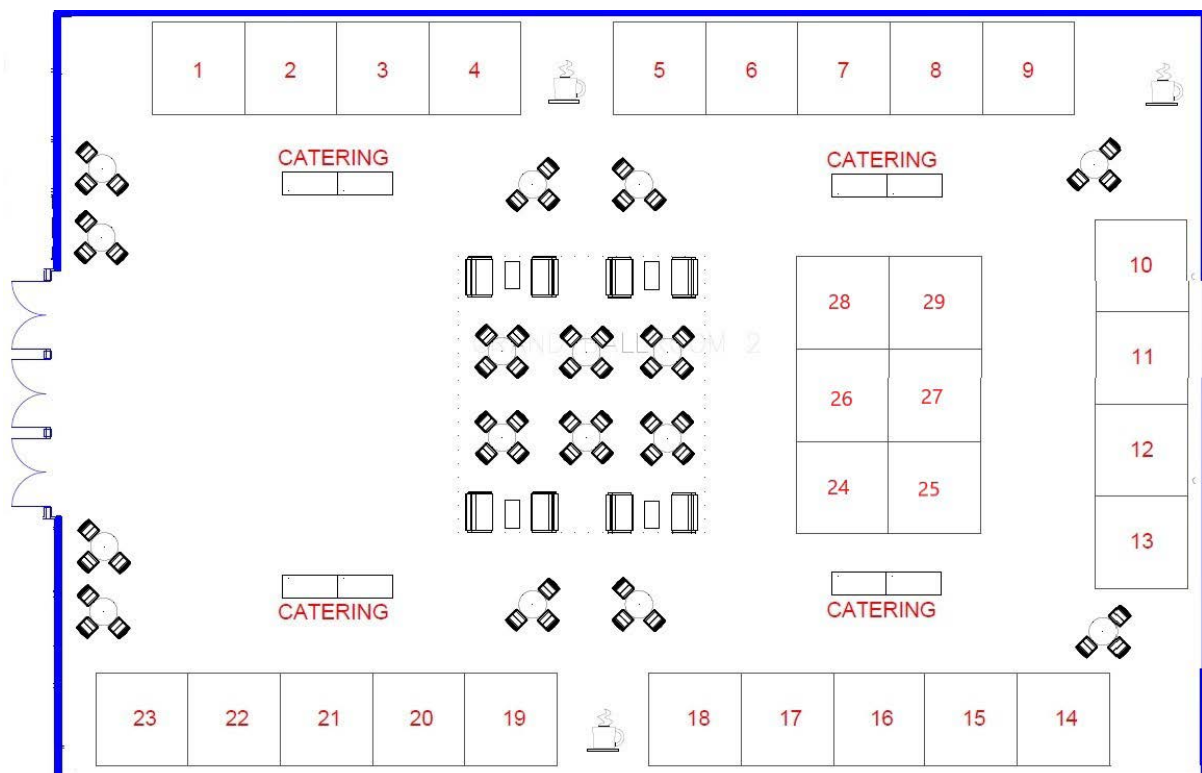
Bump-out will take place from 3:00pm on Wednesday 29 March.

EXHIBITION INCLUSIONS

Each exhibition booth is provided with a table, chairs and power. Television screens can be provided and set up for an extra cost.

Exhibition hours, bump-in and bump-out times may differ slightly from the above. Confirmed timings will be provided closer to the date.

EXHIBITION FLOOR PLAN*



*Floor plan is approximate and subject to change dependent on exhibition requirements

NATIONAL AWARDS GALA DINNER

PRE-DINNER DRINKS | PHOTOBOOTH | AFTER PARTY
SILVER SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS

- Recognition as a 2023 UDIA National Congress Silver Sponsor throughout the Congress promotional period.
- Acknowledgement of sponsorship by the MC at strategic points during the Awards for Excellence Gala Dinner.
- Company logo featured on the Congress website with a direct link to your website.
- Company logo displayed on screen during strategic points of the Awards for Excellence Gala Dinner.
- Company logo featured on official UDIA National printed and visual materials pertaining to the National Awards for Excellence - invitation flyers, emails etc.
- Access to Gala Dinner delegate list subject to Privacy Legislation.





PRE-DINNER DRINKS EVENT

PLUS THE FOLLOWING INCLUSIONS...



- ✓ Two (2) complimentary National Awards for Excellence Gala Dinner tickets on Wednesday 29 March.
- ✓ Two (2) complimentary access passes to the VIP Pre-Dinner Drinks Event.
- ✓ Opportunity to display your banner at the Gala Dinner Pre-Dinner Drinks Event.

PHOTOBOOTH

PLUS THE FOLLOWING INCLUSIONS...



- ✓ Two (2) complimentary National Awards for Excellence Gala Dinner tickets on Wednesday 29 March.
- ✓ Two (2) complimentary access passes to the VIP Pre-Dinner Drinks Event.
- ✓ Opportunity to display your banner at the Photobooth Station.
- ✓ Opportunity to brand Photobooth strips.



AFTER PARTY

PLUS THE FOLLOWING INCLUSIONS...

- ✓ Two (2) complimentary National Awards for Excellence Gala Dinner tickets on Wednesday 29 March.
- ✓ Two (2) complimentary access passes to the VIP Pre-Dinner Drinks Event.
- ✓ Opportunity to display your banner at the Gala Dinner After Party Cocktail Bar.

CONGRESS SESSION SPONSOR

SILVER SPONSORSHIP *three opportunities available*

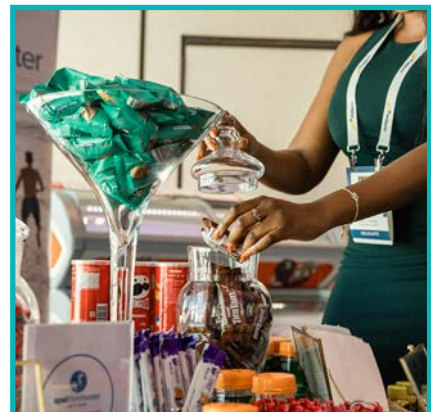
As one of our three Silver Partners sponsoring a plenary session your brand is aligned with one of the industry's most highly regarded events. Over the duration of the Congress, your brand will be exposed to a targeted, relevant, and engaged audience of key influencers and decision makers in the urban development industry.

SPONSORSHIP BENEFITS

- Recognition as a 2023 UDIA National Congress Silver Sponsor throughout the Congress promotional period.
- Acknowledgement of sponsorship by the MC at strategic points during the Congress plenary sessions.
- Company logo featured on the Congress website with a direct link to your website.
- Company logo displayed on screen during strategic points of plenary sessions and featured throughout your sponsored session.
- Access to Congress delegate list subject to Privacy Legislation.

PLUS THE FOLLOWING INCLUSIONS...

- ✓ One (1) corporate video opportunity (to be provided by sponsor, 30 sec. advertisement played immediately prior to your sponsored plenary session).
- ✓ One (1) complimentary full Congress delegate registration. Includes Congress activities over three days: plenary sessions, study tour, Opening Night Event and the UDIA National Awards for Excellence Gala Dinner.





CATERING BREAK SPONSOR

SILVER SPONSORSHIP

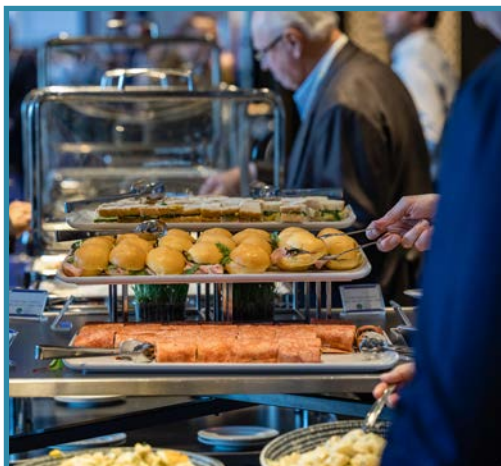
For each catering break your company will be provided with a high profile opportunity to network with Congress Delegates within the exhibition hall as they break between sessions.

SPONSORSHIP BENEFITS

- Recognition as a 2023 UDIA National Congress Silver Sponsor throughout the Congress promotional period.
- Acknowledgement of sponsorship by the MC at strategic points during the Congress plenary sessions.
- Company logo featured on the Congress website with a direct link to your website.
- Company logo displayed on screen during strategic points of plenary sessions.
- Opportunity to display your banner in the catering area.
- Catering table branded with your logo.
- Access to Congress delegate list subject to Privacy Legislation.

PLUS THE FOLLOWING INCLUSIONS...

- ✓ One (1) corporate video opportunity (to be provided by sponsor, 30 sec. advertisement played immediately prior to the lunchtime catering break on Tuesday 28 March).
- ✓ Two (2) complimentary Congress two-day delegate passes. Includes access for two attendees to attend plenary sessions, breakfast refreshments and catering breaks on Tuesday 28 and Wednesday 29 March.



DELEGATE SATCHELS

SILVER SPONSORSHIP

The Congress satchel provides a powerful vehicle to show your support and identify your brand with UDIA. Your logo will be visible on every delegate at Congress and beyond. Position your business at the front of the pack with this opportunity.

SPONSORSHIP BENEFITS

- Recognition as a 2023 UDIA National Congress Silver Sponsor throughout the Congress promotional period.
- Company logo printed on the Congress satchel provided to all delegates.
- Acknowledgement of sponsorship by the MC at strategic points during the Congress plenary sessions.
- Company logo featured on the Congress website with a direct link to your website.
- Company logo displayed on screen during strategic points of plenary sessions.
- Opportunity to provide a promotional item in the Delegate Satchel.
- Access to Congress delegate list subject to Privacy Legislation.

PLUS THE FOLLOWING INCLUSIONS...

- ✓ One (1) complimentary full Congress delegate registration. Includes Congress activities over three days: plenary sessions, study tours, Opening Night Event and the UDIA National Awards for Excellence Gala Dinner.
- ✓ Two (2) additional complimentary study tour tickets on Tuesday 28 March for your staff.

BRANDED WATER BOTTLES

SUPPORTING SPONSORSHIP

Over the duration of the Congress, your brand will be exposed to a targeted, relevant, and engaged audience of key influencers and decision makers in the urban development industry. This is an opportunity to raise brand awareness, enhance brand associations, and build brand recognition.

SPONSORSHIP BENEFITS

- Recognition as a 2023 UDIA National Congress Supporting Sponsor throughout the Congress promotional period.
- Exclusive water bottle partner (bottles to be arranged/provided by sponsor) with strategic placement of bottles throughout the Congress venue.
- Company logo displayed on the Congress website with a direct link to your website.
- One (1) complimentary Congress two-day delegate pass. Includes access for one attendee to attend plenary sessions, breakfast refreshments and catering breaks on Tuesday 28 and Wednesday 29 March.

DELEGATE BAG INSERTS

SUPPORTING SPONSORSHIP

four opportunities available

Your company will have the opportunity to provide max. one (1) delegate bag insert up to four pages and A4 in size or promotional item (approved by UDIA) to go into the delegate bag that will be provided to each delegate.

SPONSORSHIP BENEFITS

- Recognition as a 2023 UDIA National Congress Supporting Sponsor throughout the Congress promotional period.
- Corporate promotional material distributed to delegates via insert in congress delegate bag.
- Company logo displayed on the Congress website with a direct link to your website.

PARTNERS PROGRAM

SUPPORTING SPONSORSHIP

limited opportunities available

Your company will have the opportunity to provide one (1) delegate bag promotional item, flyer or brochure to go into the partner delegate bag that will be provided to each registered partner.

SPONSORSHIP BENEFITS

- Recognition as a 2023 UDIA National Congress Supporting Sponsor throughout the Congress promotional period.
- Corporate promotional material distributed to partner program delegates via insert in Partner delegate bags.
- Company logo displayed on the Congress website with a direct link to your website.

PEN & PAD SPONSOR

SUPPORTING SPONSORSHIP

Place your brand directly into the hand of each delegate as the exclusive pen & notepad sponsor. Your company will have the opportunity to provide pens and notepads to be used throughout the two-day Congress.

SPONSORSHIP BENEFITS

- Recognition as a 2023 UDIA National Congress Supporting Sponsor throughout the Congress promotional period.
- Company logo displayed on the Congress website with a direct link to your website.
- Corporate branded pens and pads placed at each table setting at the Congress.



UDIA 2023
NATIONAL CONGRESS
PRESENTING PARTNER



FOR MORE INFORMATION CONTACT:

Anthony Nicolaou
National Congress
Partnership Director

M: 0488 998 815
E: anicolaou@udiansw.com.au

Georgia Scott
National Congress
Sponsorship Coordinator

P: 08 9215 3403
E: gscott@udiawa.com.au