



**Institute for
Learning &
Performance**

Asia Pacific



Asia Pacific
Learning &
Performance
Conference

Learning
Impact
Awards
Gala Dinner

Sponsorship
Prospectus

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The Institute for Learning & Performance (ILP) is a leading industry body for anyone who enhances the performance, capability, or behaviours of others. We have been trusted advisors in the L&D industry for over 16 years, and we currently have over 4300 members (and growing) across Asia Pacific.

Our members are a diverse range of learning and development professionals, if you are an internal or external trainer, facilitator, teacher, coach, assessor, instructional designer, or an RTO or L&D Corporate team, we welcome you to join our community.

Our team are passionate and experienced industry professionals working together to support individuals and organisations to improve the quality and outcomes of learning initiatives, as well as grow their business or career.

ILP has been instrumental in setting new standards in the L&D industry with benchmark certifications and the newly highly anticipated 10893 NAT Certificate IV in Learning Design & Facilitation.

Our Vision

To be the beacon of excellence, guiding the evolution of learning. We're not just shaping the future; we're defining it.



**Develop
with
Strength**

**Stand Out
with
Confidence**

**Deliver
with
Credibility**



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**2024 Dates
17th & 18th
October**

**Venue QT
Gold Coast**

**ILP is raising the bar
once again by creating a truly unique
conference experience and setting
a benchmark for the learning &
development industry.**

**Industry Leader
Trusted Advisor**



The Conference & Gala Awards Dinner

The Conference

Attendees will explore and share cutting edge and innovative trends in the learning and development industry.

We will unpack current challenges, workshop solutions and identify best practice.

Sessions will be relevant, practical and interactive – not the usual conference format. Attendees will all leave with valuable and tangible takeaways.

Partners will have access to all sessions, including tables in the plenary room.

The Gala Awards Dinner

A great evening celebrating and recognising significant achievements in our industry by individuals, teams and organisations.

This year, we have 13 award categories and two scholarships to honour.

These events also create opportunities for ILP Partners to have maximum visibility to an Asia Pacific audience before, during and well after the events.

Networking is a key benefit for both events to make strong L&D community connections.



YOUR success
is OUR Success

Dedicated Conference website

The Conference has a dedicated website which is used as a constant source of information about the event. It is updated regularly to reflect the latest news. As a sponsor, you will have your company's name, logo and website link displayed.

Marketing Collateral

A range of digital and print communications are used to market the event. Major sponsors of the conference can include their logos in the event marketing collateral (if sponsorship has been confirmed at the time of production).

eCommunications

Leading up to the conference, e-communications are sent to ILP members regarding the conference, including updates, key dates, program outline, speaker details and delegate information.

Social Media

ILP's social media platforms (i.e. LinkedIn, Facebook and Twitter) will be used to generate excitement and interest around the conference activities, speakers and events.

Sponsors can communicate with our followers, using the event hashtag.



Sponsorship Opportunities

At the ILP, we highly value the support of all our corporate partners. We firmly believe that your success is our success. For this reason, the ILP works with you to ensure that your objectives as a sponsor are achieved.

We encourage you to sign up early to get the maximum return on your investment with the highest degree of exposure for your company, products and services. With limited sponsorship opportunities, it would be disappointing to miss out on showcasing your company to the profession.

* The advertised amounts listed are exclusive of GST.

Sponsor Opportunities	Sponsorship Packages (Non-Partners) *Excl GST
Major Conference	\$10,000
Major Awards	\$6,000
Keynote	\$3,500
Stream	\$2,500
Break	\$2,000
Notepad & Pens	\$1,000
Lanyard	\$1,000
Satchel Inserts	\$250
Awards	\$1,000

	Major Conference	Major Award	Keynote	Stream	Break	Lanyard	Notepad & Pens	Award / Trophy
EXCLUSIVE (Number of packages available)	1	1	1	3	6	1	1	13
Pre-Event								
Logo on ILP website with link to a preferred URL	✓	✓	✓	✓	✓	✓	✓	✓
Organisational profile on ILP website	✓	✓	✓	✓	✓			✓
Article in L&D Insights announcing sponsorship	✓	✓	✓	✓	✓			
Post on the ILP Social Media pages	✓	✓	✓	✓	✓			
During Events								
Full Registration to Conference	3		2	2	1			
Tickets to Awards Dinner	3	2	2					2
Keynote speaking spot in the main room (Day 1 – max 5 minutes)	✓	✓	✓					
Banner in main room	✓	✓	✓	✓	✓			
Banner at Registration				✓	✓			
Banner in one breakout room for two days	✓		✓	✓	✓			
Acknowledgement at the Conference as a sponsor	✓	✓						
Acknowledgement at the Gala Awards Dinner as a sponsor	✓	✓	✓	✓	✓			
Exhibition table	✓	✓	✓					
Conference Handbook advertisement	✓	✓	✓	✓	✓	✓	✓	✓
Acknowledgement in the Conference Handbook or Awards Program	✓	✓	✓	✓	✓	✓	✓	✓
Insert in delegate satchels *	✓	✓	✓	✓	✓			
Half-price Conference or Gala Dinner for one extra person	✓	✓						
Logo on APAC Learning Impact Award trophy								✓
Post Event								
Photographs at the event	✓	✓	✓	✓	✓	✓	✓	✓
Article in L&D Insights thanking 2024 Sponsors	✓	✓	✓	✓	✓	✓	✓	✓

* Satchel inserts are subject to the approval of ILP.

Major Conference Sponsor

Investment
\$10,000
+ gst

Recognition

- Recognition as the Plenary Sponsor on all marketing material. The MC will acknowledge your support during both the conference and awards gala dinner. Recognition as the Major Sponsor (logo) on the conference website.

Banner & Signage

- Your company logo listed on every page of the conference website.
- Display space for one pull up banner:
 - on the Stage. (Banner to be supplied by the sponsor)
 - within the registration area of the conference. (Banner to be supplied by the sponsor.)
- Exhibitor Booth or Table in the Conference Plenary Room.

Branding

Corporate logo will be featured:

- Your company logo listed on all pages of the conference website
- On the conference holding screen slides
- Within delegate packs where sponsors are featured

Promotional Material

- Logo with click-through hyperlink will be featured on the conference website. Corporate profile on conference website.
- Opportunity to provide a branded gift or one piece of promotional material for insertion into conference delegate packs. (Must be provided at least 4 weeks prior to the conference)

Engagement

- Opportunity to provide a 30 second promotional video to be played in the plenary prior to the commencement of official proceedings.

Complimentary Passes

- 3 x Full complimentary conference passes to the venue
- 3 x Complimentary Gala Awards Dinner Tickets
- 15% Discount for further company registrations



Major Award Sponsor

Investment
\$6,000
+ gst

Recognition

- Recognition as the Major Award Sponsor on all marketing material for the Gala Awards Night. The MC will acknowledge your support during awards gala dinner. Recognition as the Major Awards Sponsor (logo) on the ILP website.

Banner & Signage

- Display space for one (1) pull up banner:
 - on the Stage. (Banner to be supplied by the sponsor.)
 - within the awards registration area. (Banner to be supplied by the sponsor.)

Branding

- Corporate logo will be featured:
 - On all relevant pages of the ILP website
 - On the awards event holding screen slides
 - Within delegate packs where sponsors are featured

Promotional Material

- Logo with click-through hyperlink will be featured on the ILP website.
- Opportunity to provide a branded gift or one (1) piece of promotional material for awards event attendees. (Must be provided at least 2 weeks prior to the awards event)

Engagement

- Opportunity to provide a 30 second promotional video to be played prior to the commencement of official proceedings.

Complimentary Passes

- 3 x Complimentary Gala Awards Dinner Tickets
- 15% Discount for further company registrations



Keynote Sponsor

Investment
\$3,500
+ gst

Recognition

- Recognition as the Plenary Sponsor at the beginning of the plenary session.
- Recognition as the Plenary Sponsor (logo) in the program.

Banner & Signage

- Acknowledgement as a sponsor on the official sponsor acknowledgement signage. (Onsite)
- Display space for one (1) pull up banner on the Plenary Stage. (Banner to be supplied by the sponsor.)

Branding

Corporate logo will be featured:

- Inprinted marketing material
- On the conference website where sponsors are featured (Corporate profile). On the conference holding screen slides
- Within delegate packs where sponsors are featured

Promotional Material

- Logo with click-through link will be displayed on the conference website. Corporate profile on conference website.
- Opportunity to provide a branded gift or one (1) piece of promotional material for insertion into conference delegate packs. (Must be provided at least 4 weeks prior to the conference.)

Complimentary Passes

- 2 x Full complimentary conference passes
- 2 x Complimentary Gala Awards Dinner Tickets
- 10% Discount for further company registrations



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Stream Sponsor

Investment
\$2,500
+ gst

Break Sponsor

Investment
\$2,000
+ gst

Take the opportunity to host the Morning tea, Lunch break or Afternoon tea for delegates.

Recognition

- Recognition as the Stream Sponsor at the beginning of the session.
- Recognition as the Stream Sponsor (logo) in the online program.

Banner & Signage

- Your company logo listed on the program page
- Exhibitor Booth in Plenary Room

Branding

Corporate logo will be featured:

- Indigital and printed marketing material
- On the conference website where sponsors are featured
- On the conference holding screen slides prior to the session
- Within delegate packs where sponsors are featured

Promotional Material

- Logo with link will appear on the conference website.
- Corporate profile on conference website.

Complimentary Passes

- 2 x Full complimentary Conference passes
- 10% discount for further company registrations

Banner & Signage

- Acknowledgement as Networking Function Partner
- Opportunity to welcome at the start of the event.
- Organisation's website linked on event site.
- Logo featured in "Our Partners" on the conference page.

Branding

Corporate logo will be featured:

- Indigital and printed marketing material
- On the conference website where sponsors are featured
- Within delegate packs where sponsors are featured

Promotional Material

- Logo with click-through link will be displayed on the conference website.
- Corporate profile on conference website.

Complimentary Passes

- 1 x Full complimentary Conference pass
- 10% discount for further company registrations



Lanyard Sponsor

Notepad & Pens

Recognition

- Opportunity to place a branded Lanyard onto each delegates' name badge (to be supplied by the sponsor).

Branding

Corporate logo will be featured:

- Indigital and printed marketing material
- Within delegate packs where sponsors are featured
- On conference website where sponsors are featured

Promotional Material

- Logo with click-through link will be displayed on the conference website.

Investment
\$1,000
+gst

Recognition

- Opportunity to provide a branded notepad and pens for delegates

Branding

Corporate logo will be featured:

- Indigital and printed marketing material
- Within delegate packs where sponsors are featured
- On conference website where sponsors are featured

Promotional Material

- Logo with click-through link will be displayed on the conference website.

Investment
\$1,000
+gst



Awards

Recognition

- Opportunity to place your logo on an APAC Learning Impact Award crystal trophy.

Branding

Corporate logo will be featured:

- On the selected APAC Learning Impact Award trophy
- In the Awards program
- On conference website where sponsors are featured

Promotional Material

- Logo with click-through link will be displayed on the conference website.
- 2 x Complimentary Gala Awards Dinner Tickets. Sponsoring organisations are asked to have a representative attend the Gala Awards dinner to present the award.

Investment
\$1,000
+gst

Satchel Inserts

Promotional Material

- Opportunity to provide promotional material for insertion into conference delegate satchels.

Investment
\$250
+gst

Must be provided at least 4 weeks prior to the conference.



Customised

With many unique sponsorship options available, we can find something to suit you, to help you achieve the best results at the 2023 ILP Conference and Gala Awards Dinner.

Our team will work with you to create a sponsorship package and commitment level tailored to suit your target audience.

For customised Sponsorship ideas please contact the events team:

Email: support@ilpasiaspacific.com

Phone: 1300 768 660

Apart from our sponsorship options, you may also want to explore the possibility of becoming a cherished ILP partner.

We understand that all partnerships are unique and important. Partnerships and collaborations of all types are vital to the success of any organisation and provide massive value to everyone involved.

We value our partner relationships, which is why we have created options that allow you to choose the relationship that will give you the benefits and returns you are looking for.

Becoming an ILP Partner will showcase your organisation and give you unique access to ILP members, which includes other corporate partners and key decision makers as well as active learning and development professionals.

View our [Partnership options](#)



"We love being an ILP partner. We try to attend as many Members' Lounges as possible and adore the welcoming community of professionals. Being an ILP partner provides a great opportunity for us to network with our target audience, build brand awareness and promote our upcoming events. We feel personally supported by Bill and Kerry and that this partnership is a great investment in our business."

Renee Hasseldine, Think RAPT™



- Access to multiple touch points to increase brand awareness, giving you the opportunity to demonstrate the value of your products and services as well as contribute to the future of industry knowledge and training.
- Lead generation and networking! It's a great opportunity to have interactive time with consumers and generate leads.
- Access to the contact database to market directly to the attendees (opt in only) subject to sponsorship level.
- Media exposure—exclusively invitation to feature your articles and advertisements for inclusion in publications. This, combined with our social media presence will deliver multiple opportunities for ILP Partners to connect with our members and associates.
- A way to align your brand with a well-known association and enhance credibility in the marketplace.
- The opportunity to position your brand as one who supports the Learning and Development sector elevating your brand perception and image.
- Can receive instant feedback from your potential customers, helping you further polish and improve your proposition before going to the market.
- Event Sponsorship has been proven to be one of the most effective ways to increase your brand awareness, generate consumer preference and foster brand loyalty.

View our [Partnership options](#)

"What we found by becoming partners with ILP was genuine support and interest in our business and real desire to help us connect meaningfully with others in the ILP community. The opportunities to connect in different ways, from the Masterclasses to the L&D Lounge is important for building relationships and increasing the opportunities for the business. Thank you Kerry, Bill and team!"

Leonie Cutts, CCS Corp
The Image Card Experts



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To become a valued sponsor of our Conference and/ or Gala Awards, simply follow three steps:

1. Choose from our selection of sponsorship packages:
2. Complete the [online application form](#)
3. Make payment via invoice, credit card or direct credit.
4. Or contact us for payment plans – support@ilpasiapacific.com

Review the relevant pages to find out more about the sponsorship package:

- Major Conference
- Major Awards
- Keynote Sponsor
- Stream Sponsor
- Break Sponsor
- Satchel Sponsor
- Lanyard Sponsor
- Note & Pens
- Satchel Inserts
- Customised

Booking & Payment Details

- A deposit of 50% of the total cost is required to secure sponsorships. Balance due: Monday 5th August 2024. Packages taken out after this date will be required to pay the full sponsorship amount at time of booking.
Payment can be made by direct credit or credit card – we accept Visa and MasterCard.
- A tax invoice/receipt will be issued. Note: Sponsorship applications will not be deemed confirmed unless a payment deposit is received with the booking form.
- No sponsor will be allowed to participate until the full payment and booking form have been received.
- By signing the application form, the sponsor agrees that the ILP will retain 10% of the sponsorship amount if a cancellation is accepted less than four months before the event and 50% of the cancellation is accepted after that time.

- 100% of the contract price will be forfeited if the cancellation is accepted within two months of the event.
- The ILP reserves the right of refusal of any sponsorship application.

Sponsorship & Exhibition

- The ILP will take all diligent care to fulfil the above-mentioned sponsorship packages.
- Sponsors are responsible for providing all their requirements i.e. banners, artwork, promotional material and any other material within the timelines outlined in this package.
- The ILP and event venue accept no liability for damage, loss, theft, fire, water, storms, strikes, riots or any cause whatsoever. Sponsors are advised to insure against such liability.
- Whilst every care is taken in program content/ structure, the ILP reserves the right to alter/ substitute components to the event as deemed appropriate.

- The ILP assumes no liability whatsoever for omissions or default, whether negligent or otherwise of those airlines, hoteliers or other persons providing services to the registrant.
- The ILP reserves the right to prohibit entry of any trade delegate at the event or eject any trade delegate from the event based on behaviour deemed inappropriate by the ILP conference team.
- If the ILP cannot hold the event due to government regulations, disaster, strikes or other events outside of ILP's control, then the sponsors and exhibitors shall not be entitled to any refund or to claim for any loss or damage.