



***Sponsorship  
Prospectus***

**57<sup>th</sup> National  
Conference**

*Human Factors in Rural Communities*

# INVITATION

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You are invited to be a sponsor at the 57th Annual Human Factors and Ergonomics Society of Australia (HFESA) Conference - ***Human Factors in Rural Communities*** - from **Sunday evening 16<sup>th</sup> to Wednesday 19<sup>th</sup> October 2022** at **Lancemore Macedon Ranges** in beautiful Central Victoria. The conference attracts delegates locally, nationally and internationally.

The human factors and ergonomics profession reaches a wide audience with our members coming from a very diverse range of industries and organisations. The reach covers whole sectors such as health care, tertiary education, governmental sectors; petro-chem and logistics industries just to name a few.

Our members make recommendations for a lot of work systems and equipment. Their advice to organisations and sectors cover physical, cognitive and organisational issues, so the opportunities to promote good products and services are very broad.

The Ergonomics and Human Factors Society conference is a not-for-profit event. The conference provides a forum for emerging research and practical application relevant to people in industrial, domestic and public environments. This is an opportunity for your organisation to:

- **Engage** with the leaders in this important field.
- **Contribute** to Human Factors and Ergonomics in Australia.
- **Reach** people who influence in design of management systems and infrastructure in organisations, and the design and use of equipment or software.

We have prepared the following Sponsorship Prospectus as a guide. You will see a great return on investment for those who choose to sponsor us. We are open to exploring new and different ways we might assist your organisation in reaching our members. If you have a sponsorship idea that sits outside of the scope of this prospectus, please suggest it.

We look forward to your support as we continue to build partnerships and provide new opportunities to all service suppliers and providers.

Wes Wilkinson  
**President**  
**HFESA**

# WHY BECOME A SPONSOR?

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The biggest event on the HFESA calendar each year is the **National Annual Conference**). This event brings together the key influencers in the design of Australian workplaces, communities and human interface technologies. It is the premier human factors and ergonomics conference in Australia, underpinned by a rigorous scientific panel, but including a wide range of practice based workshops and sessions. The conference is the set piece in achieving some of the HFESA's goals including:

- Encourage professional development,
- Increase and improve membership services,
- Stimulate research, innovation and effective applications of ergonomics,
- Represent the interest of members to government, peak bodies, media and other organisations,
- Provide and assist communication systems between members of the Society. Promote ergonomics and ergonomists.

This year's theme will be "**Human Factors in Rural Communities**". The conference will consist of 4 streams, running essentially concurrently throughout: **Culture, Agriculture, Rural Health and Transport**.

The rural sector demands the attention of Human Factors and Ergonomics (HFE) practitioners and academics to partner with those in the sector to optimise the relationship between work and those within it. The rural sector deserves the latest in HFE theories, principles, data and design and application that is relevant and optimises wellbeing, productivity and performance.

The rural sector has some unique and diverse industry, not seen in many urban settings, but also contains similar workplaces, just with a different context. Our focus on Agriculture, Culture, Rural Health and Transport, we believe, encapsulates the major industries and concerns within this broad sector.

The field of Human Factors and Ergonomics (HFE) is, and will continue to be, a key enabler in navigating rural health. The conference will invite contributions of practitioners and scientists and the participation of anyone who must deal with a spectrum of challenges and opportunities.

As a sponsor, you can leverage HFESA's reputation in the field of human factors and ergonomics to achieve:

**Brand exposure** to delegates. This has assisted previous sponsors to launch products or services into Australian industries, workplaces and communities.

**Product exposure** to professionals who are likely to recommend these products to industry.

**Networking and influencing** opportunities among human factors and ergonomics professionals. This has helped build long lasting relationships.

Sponsorship benefits are based on the level of contribution and are presented as a token of thanks for your support in helping create a premier conference for the HFESA community and attendees.

## Who will attend?

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The HFESA National Conference attracts a national community of practitioners from public and private sector organisations (national and international), academics, researchers and students from wide range of disciplines. The HFESA has an extensive membership and circa 100 delegates are expected to attend this conference.

Our delegates attending the conference work across a wide range of industry domains, including healthcare, transport (road, rail, aviation, maritime), mining and resources, manufacturing, defence, IT and telecommunications, government agencies.

- Human Factors Specialists
- OHS Professionals
- Ergonomists
- Consultants
- Psychologists
- Occupational Therapists
- Tertiary Educators
- Students
- Architects
- Chiropractors
- Human Computer Interaction Specialists
- Rehabilitation Professionals
- Occupational Hygienists
- Physiotherapists
- Engineers
- Designers
- Medical Practitioners

## HOW TO SPONSOR HFESA 2022

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### Your Contacts for sponsoring this event:

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To discuss sponsorship categories, please contact:

**Sponsorship Coordinator:**

Jacqui Wilkinson

e: [secretariat@hfesaconference.org.au](mailto:secretariat@hfesaconference.org.au)

**Conference Convenor:**

Brendan Grimes

e: [convenor@hfesaconference.org.au](mailto:convenor@hfesaconference.org.au)

## Submit your sponsorship application form

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Once you have selected a sponsorship category, complete the National Conference Sponsorship Application form and email to: [secretariat@hfesaconference.org.au](mailto:secretariat@hfesaconference.org.au)

The HFESA National Secretariat will contact you to complete payment via your chosen payment method.

Once payment is complete, we will arrange for your logo and organisation's name to appear on the promotional material as outlined in your selected sponsorship package.

## SPONSORSHIP OPPORTUNITIES

HFESA National Conference offers eight categories of sponsorship that will suit a variety of organisations and budgets. The *PLATINUM* and *GOLD* options maximise exposure for your business through links to specific conference events. **Sponsors may also propose alternative ways to provide support while promoting their organisation.**

**All prices are in Australian Dollars and are inclusive of GST tax.**

Platinum A	Platinum B	Gold	Silver A	Silver B	Bronze	Exhibitor	Friends of HFESA
\$10,000	\$10,000	\$7,000	\$5,000	\$5,000	\$3,000	\$3,500	\$100 - \$1,000
Conference Opening	Conference Dinner	Keynote Speaker	Student Sponsor	Welcome Reception	Student Volunteers	Exhibitor Booth	Various
Maximum 1 sponsor	Maximum 1 sponsor	Maximum 2 sponsors	Maximum 2 sponsors	Maximum 3 sponsors	Maximum 3 sponsors	Maximum 12 Booths	Unlimited



## PLATINUM SPONSOR A

Conference Opening – Monday 17<sup>th</sup> October - Morning

Maximum 1 sponsor

\$10,000

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The conference venue is integral to the smooth running of the conference. It is the hub of all scientific, networking and social sessions. Three days of delegates, speakers, and exhibitors networking, learning relies on the suitability of the venue.



### Sponsorship benefits include:

- An opportunity to be the key sponsor for this key national event.
- An opportunity for your organisation's delegate to open the Conference and start proceedings each day of the conference.
- A display booth/demonstration table for your organisation's promotional material.
- Up to two promotional items in each delegate bag.
- Advertisement in program booklet (artwork to be provided by organisation).
- Acknowledgement and hyperlink on conference website.
- Complimentary registration, including welcome reception and conference dinner for four (4) representatives from your organisation.
- Other benefits as negotiated.

## PLATINUM SPONSOR B

Conference Dinner  
Maximum 1 sponsor

\$10,000

The conference dinner will be held on Tuesday 18<sup>th</sup> of October.  
The dinner will commence at 6pm and conclude around 11pm.



### Sponsorship benefits include:

- An opportunity to be the key Conference Dinner Sponsor at the premier Annual HFESA 2022 major conference networking event.
- An opportunity for a representative from your organisation to make a speech on the evening.
- An opportunity for your organisation's banners to be displayed at the conference dinner.
- A display booth/demonstration table for your organisation's promotional material.
- Up to two promotional items in each delegate bag.
- Advertisement in program booklet (artwork to be provided by organisation)
- Acknowledgement and hyperlink on conference website
- Complimentary registration, including welcome reception and conference dinner for four (4) representatives from your organisation.
- Other benefits as negotiated.



## GOLD SPONSOR

Keynote Speaker – Choice out of 4 themes to be nominated  
EXCLUSIVE

\$7,000

Supporting the Keynote speaker is a way for your organisation to contribute to the tenor of the HFSEA conference, and be associated with one of its cornerstone scientific events.

While the keynote speakers are still being confirmed, we hope to entice international and Australian leaders in their fields to address our theme.



### Sponsorship benefits include:

- An opportunity for your organisation to be the key sponsor of the conference keynote speaker and for your brand to be associated with marketing related to the keynote.
- An opportunity to meet with the keynote speaker during the conference.
- An opportunity to invite the keynote speaker to provide a talk or workshop to your organisation, following the conference.
- An opportunity for your organisation's banner to be hung during the day of the keynote speaker.
- A display booth/demonstration table for your organisation's promotional material.
- Up to two promotional items in each delegate bag.
- Advertisement in program booklet (artwork to be provided by organisation).
- Acknowledgement and hyperlink on conference website.
- Complimentary registration, including welcome reception and conference dinner for two representatives from your organisation.

## SILVER SPONSOR A

Student Sponsorship  
Maximum 2 sponsors

\$5,000

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The HFESA 2022 conference encourages attendance from students studying ergonomics and human factors disciplines across Australasia to attend the national conference.

This is an opportunity for students to share and learn from colleagues and to identify potential opportunities for collaboration.

Student sponsorship is a great opportunity for your organisation to be facilitating ongoing learning and development, and the enrichment of the HFE field into the future.



### Sponsorship benefits include:

- Opportunity for your organisation's representative to be hosted at a student morning tea meet and greet.
- An opportunity to sponsor the three-minute thesis or the poster session.
- Display booth/demonstration table for your organisation's promotional material.
- Up to two promotional items in each delegate bag.
- Advertisement in program booklet (artwork to be provided by organisation)
- Acknowledgement and hyperlink on conference website.
- Complimentary registration, including welcome reception and conference dinner for two representatives from your organisation.

## SILVER SPONSOR B

Welcome Reception - **Sunday 16<sup>th</sup> October - Evening**

Maximum 2 sponsors

\$5,000

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The HFESA 2022 Welcome Reception Venue is at Lancemore Macedon Ranges.

This is an opportunity to facilitate convivial networking where old colleagues meet, and new friends are welcomed. This is a great fit for companies that value collaboration and the nurturing of professional networks.



### Sponsorship benefits include:

- Opportunity for your organisation's banner to be hung at the conference and Welcome Reception.
- Display booth/demonstration table for your organisation's promotional material.
- Up to two promotional items in each delegate bag.
- Advertisement in program booklet (artwork to be provided by organisation)
- Acknowledgement and hyperlink on conference website.
- Complimentary registration, including welcome reception and conference dinner for two representatives from your organisation. (Note welcome reception is included in conference registration).

## BRONZE SPONSOR

Student Volunteers  
Maximum 3 sponsors

\$3,000

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The HFESA 2022 conference relies on student volunteers to run smoothly.

Your organisation's logo will be displayed on t-shirts worn throughout the conference by the team of volunteers.

Volunteers are the lifeblood of any successful conference. They'll be seen everywhere, along with your organisation's logo on their shirts!



### Sponsorship benefits include:

- Opportunity to feature your organisation's logo on student volunteer organiser t-shirts (vector logo to be supplied by organisation)
- Opportunity for your organisation's banner to be hung at the conference.
- Up to one promotional item in each delegate bag.
- Advertisement in program booklet (artwork to be provided by organisation)
- Acknowledgement and hyperlink on conference website.
- Complimentary registration, including welcome reception and conference dinner for one (1) representative from your organisation.

## EXHIBITOR

Maximum 5 Exhibitors

\$3,500

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The HFESA conference exhibitor booth is an opportunity for you to showcase your innovative products and initiatives.

The industry exhibition space will be the hub of the event, hosting all daily catering breaks and providing a prime networking arena for delegates and exhibitors.

Booth areas are expected to be at most 2 x 3m and display your company name on the fascia.



### Sponsorship benefits include:

- Display booth/demonstration table for your organisation's promotional material.
- Up to one promotional item in each delegate bag.
- Logo in program booklet (artwork to be provided by organisation)
- Acknowledgement and hyperlink on conference website.
- Complimentary registration, including welcome reception and conference dinner for one (1) representative from your organisation.

Access to venue: At this stage, 'bump-in' would be on Sunday **16<sup>th</sup> October** in time for the welcome reception. 'Bump-out' would be on the evening of **Wednesday 19<sup>th</sup> October**.

## FRIENDS OF HFESA

Multiple sponsors

\$500 - \$1,000

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### Sponsorship benefits include:

- Advertisement in program booklet (artwork to be provided by organisation).
  - Acknowledgement and hyperlink on conference website.
- Complimentary conference dinner for one (1)



Individual donations are welcome. Organisations and individuals offering support at this level will be acknowledged as Friends of HFESA 2022.

## Conditions

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- All opportunities are strictly allocated in order of receipt of payment. Booth space conditions may change with notice.
- 50% of the total committed is to be paid as a deposit within 2 weeks of acceptance as a sponsor or exhibitor, with the balance to be paid as at 30<sup>th</sup> September 2022.
- Cancellation of bookings must be made in writing and forwarded to [secretariat@ergonomics.org.au](mailto:secretariat@ergonomics.org.au)
- Cancellations received prior to 15<sup>th</sup> September 2022 will receive a refund less a non-refundable deposit of \$330 (incl. GST).
- Cancellations after 15<sup>th</sup> September 2022, no refund is provided.

## Conference website

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All Sponsors will be recognised on the front page of the conference website:  
[www.hfesa2022.org](http://www.hfesa2022.org).