



**PLAY: PROTECTING,
PRESERVING, PROMOTING**



IPA Asia Pacific Play Conference
June 25-27, 2025

Sponsorship & Exhibition Prospectus

The Asia's Pacific regions first networking and knowledge sharing
think tank event for shaping policy and practice for play



25-27 June 2025



Melbourne Convention and Exhibition Centre



Welcome

The inaugural IPA Asia Pacific Play Conference is set to be a groundbreaking event, bringing together a diverse array of stakeholders from across the Asia Pacific region to delve into the transformative power of play. Scheduled to take place in Melbourne, Australia, the conference will convene government representatives, NGOs, educators, urban planners, health professionals, designers, and play advocates to exchange ideas and develop strategies that emphasize the integral role of play in fostering healthy human development and vibrant communities.

This landmark conference will serve as a dynamic platform for thought leadership and empowerment in advocacy and engagement related to play. With an emphasis on cross-sector collaboration, the event aims to inspire participants by showcasing innovative approaches and evidence-based practices that demonstrate the multifaceted benefits of play. Attendees will have the opportunity to explore how play can enhance physical, emotional, and social well-being, and how it can be leveraged as a tool for community transformation.

Who will attend?



**Local
Government**



**State & National
Government**



**Urban Planners &
Designers**



Educators



**Health
Professionals**



Aged Care



**Children's
Services**



**Play Space
Designers &
Manufacturers**



Play Advocates



**People with a
Passion for Play**



PARTNERSHIP OPPORTUNITIES

	PLATINUM	GOLD	SILVER	BRONZE
	\$20,000 2 Available	\$15,000 2 Available	\$8,500 3 Available	\$6,300 4 Available
Logo & recognition placed on the home page of the Conference website	✓	✓	✓	✓
Logo & recognition placed on every page of the Conference website	✓	✓	✓	✓
Logo & recognition included in all printed & digital communications & advertisements	✓	✓	✓	✓
Logo & recognition on event signage (as determined by event organisers)	✓	✓	✓	✓
Logo & recognition on holding slides in each room	✓	✓	✓	✓
Acknowledgement & recognition by MC at opening and closing sessions on each day	✓	✓	✓	
2-Day tickets to the Conference, NSC Expo & networking event	4	3	1	1
Company Feature (company logo and 120-word profile) on partners page of Conference website	✓	✓	✓	✓
6mx3m (18sqm) Expo stand in the NSC Expo including booth package as listed below	✓	✓		
3mx3m (9sqm) Expo stand in the NSC Expo including booth package as listed below			✓	✓
\$1,000 discount on additional stands (note this is not per stand but the total discount offered for all additional stands)	✓	✓	✓	✓
Full page advertisement in the Conference printed program	✓	✓		
1/2 Page advertisement in the Conference printed program			✓	
1/4 Page advertisement in the Conference printed program				✓
Company logo & recognition in the Conference printed program	✓	✓	✓	✓
1x Company feature in EDM's to full database (200 words, image: 600x250px)	3	2	1	1
1x Social media posts - Facebook, Instagram, LinkedIn to audience of 10K+	3	2	1	
Insert of A4 promotional flyer into NSC delegate bags (no information associated with gambling, alcohol, drugs or smoking allowed) – to be supplied by partner	2	2	1	



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NSC SPORTS & RECREATION EXPO

The **National Sports & Physical Activity Convention** is the premier networking and knowledge-sharing event for the sport, recreation, fitness, play, sports facilities, sports grounds and health industries. Over two days, the NSC will feature renowned experts from Australia, the Asia-Pacific region and beyond, offering cutting-edge and inspiring content.

The integrated **Sports & Recreation Expo** will feature industry-leading brands, products, and services, catering to the largest gathering of industry professionals in Australia seeking innovation and industry enhancement.

EXPO STAND PRICING

- Website and app company listing - logo, bio and contact details linked to company website
- 2x Exhibitor Passes including catering (no access to Convention sessions)
- 1x 2-day Convention ticket with access to all sessions and catering - value \$1,400!

Note: only one company per stand. Stand sharing not available.

1 SPACE ONLY

If you are supplying and installing your own custom-built stand.

2 SHELL SCHEME PACKAGE

- Shell scheme walls 2.5m high octonorm structure with white melamine panels
- Digital print fascia sign featuring company name
- 1x 4amp power point
- 1x 150-watt spotlight

ADDITIONAL OPTIONS:

Expo Feature Listing - \$220

Expo feature listings are available to exhibitors only. Your feature listing will appear in the printed Program & Expo Director and event website and will include the following:

- Feature at the top of exhibitor list on website
- Highlighted company listing with a 'read more on page X' in Program & Expo Directory
- 'Featured Exhibitor' listing in pages prior to regular exhibitor listing
- Inclusion of logo, website and contact information in addition to the regular exhibitor listing of company name, bio and stand number

POPULAR



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EXPO STAND PRICING

Super Early Bird Pricing Until 15 November 2024	STANDARD		COLLABORATOR MEMBER	
	Space Only	Shell Scheme	Space Only	Shell Scheme
Stand Size				
3x3 (9sqm)	\$4,450	\$4,600	\$4,250	\$4,400
3x3 (9sqm) Premium	\$4,700	\$4,850	\$4,500	\$4,600
3x6 (18sqm)	\$7,450	\$7,600	\$7,250	\$7,400
3x6 (18sqm) Premium	\$7,700	\$7,850	\$7,500	\$7,650
6x6 (36sqm)	\$12,150	\$12,350	\$11,950	\$12,150
6x6 (36sqm) Premium	\$12,400	\$12,600	\$12,200	\$12,400
NFP Stands (9sqm)	POA	POA	POA	POA

Early Bird Pricing From 16 November 2024	STANDARD		COLLABORATOR MEMBER	
	Space Only	Shell Scheme	Space Only	Shell Scheme
Stand Size				
3x3 (9sqm)	\$4,700	\$4,850	\$4,500	\$4,650
3x3 (9sqm) Premium	\$4,950	\$5,100	\$4,750	\$4,850
3x6 (18sqm)	\$7,700	\$7,859	\$7,500	\$7,550
3x6 (18sqm) Premium	\$7,950	\$8,100	\$7,750	\$7,900
6x6 (36sqm)	\$12,400	\$12,600	\$12,200	\$12,400
6x6 (36sqm) Premium	\$12,650	\$12,850	\$12,450	\$12,650
NFP Stands (9sqm)	POA	POA	POA	POA

Super Early Bird Pricing From 31 March 2025	STANDARD		COLLABORATOR MEMBER	
	Space Only	Shell Scheme	Space Only	Shell Scheme
Stand Size				
3x3 (9sqm)	\$4,950	\$5,100	\$4,750	\$4,900
3x3 (9sqm) Premium	\$5,200	\$5,350	\$5,000	\$5,100
3x6 (18sqm)	\$7,950	\$8,100	\$7,750	\$7,900
3x6 (18sqm) Premium	\$8,200	\$8,350	\$8,000	\$8,150
6x6 (36sqm)	\$12,650	\$12,850	\$12,450	\$12,650
6x6 (36sqm) Premium	\$12,900	\$13,100	\$12,700	\$12,900
NFP Stands (9sqm)	POA	POA	POA	POA



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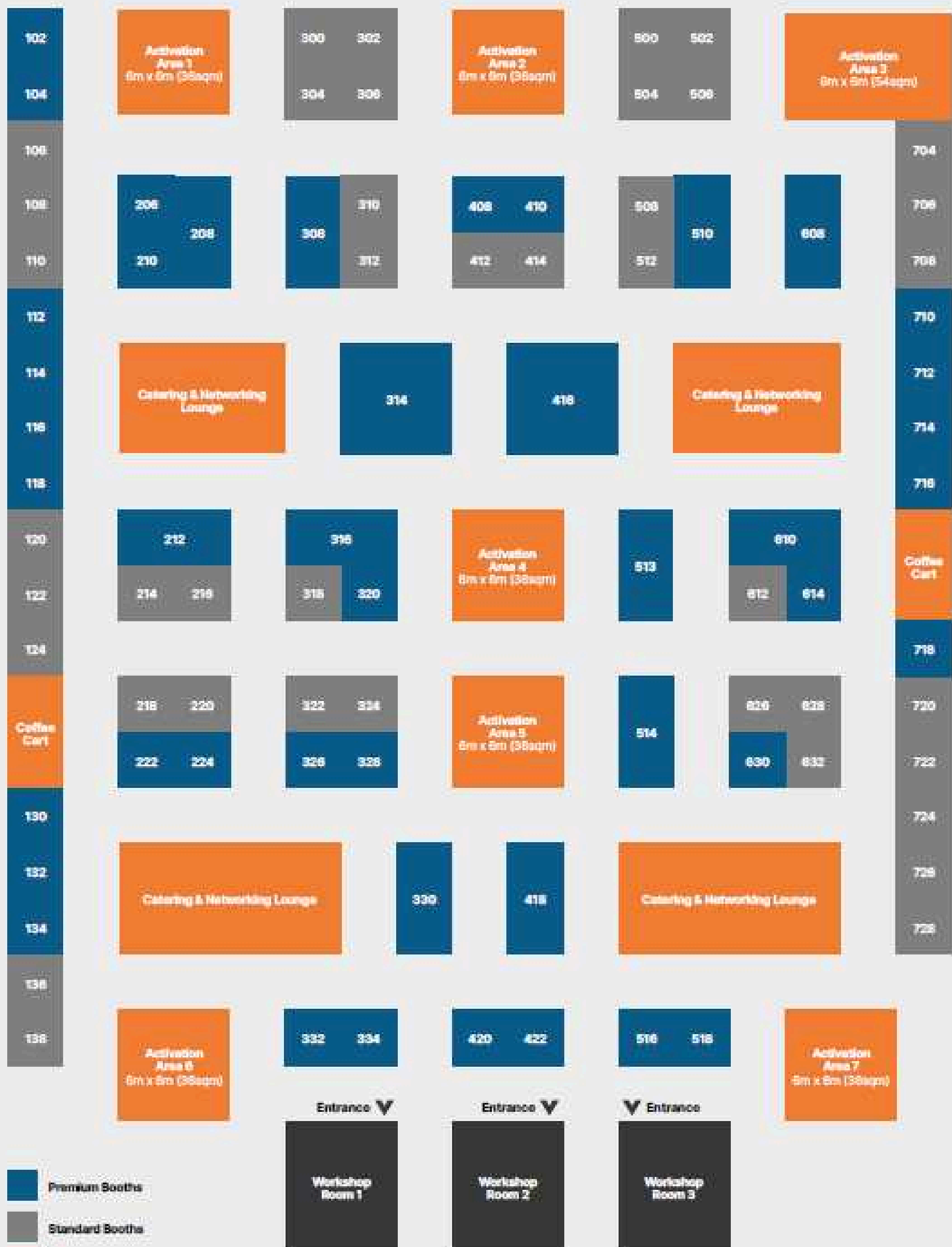
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EXPO FLOORPLAN

Entry/Exit 




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SPONSORSHIP PACKAGES



KEYNOTE PARTNER

4 Available

- Logo & recognition placed on the home page of the conference website
- Logo & recognition included in all printed & digital communications & advertisements
- Logo & recognition on event signage (as determined by event organisers)
- Logo & recognition on holding slides in the plenary hall
- Acknowledgement & recognition by MC at opening and closing sessions on each day
- \$1,000 discount on expo stands (note this is not per stand but the total discount offered for all additional stands)
- 1x 2-Day tickets to the conference, Expo & networking event
- 2 min introduction of keynote speaker and recognition of your company's partnership including signage on screen and on stage during the session
- Keynote Partner logo and recognition on all Event specific printed and electronic promotion of the speaker and convention program
- Email signature design showing level of collaboration to use by organisation stating that you are supporting the conference
- 1/2 Page advertisement in the conference printed program
- Company logo & recognition in the conference printed program
- 1x Company feature in EDM's to full database (200 words, image: 600x250px)
- 1x Social media posts - Facebook, Instagram, LinkedIn to 10K+ audience
- Company Feature (company logo and 120 word company promo) on partners page of conference website
- Insert of A4 promotional flyer into NSC delegate bags (no information associated with gambling, alcohol, drugs or smoking allowed) – to be supplied by partner

Price

\$3,000 + GST



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STREAM PARTNER

2 Available

- Stream sponsorship allows organisations to be aligned with key audiences, leaders and peak bodies in each sector. All of the Stream Sponsors receive the following benefits, with only one sponsor per stream.
- Opportunity to work with the Advisory Committee on the stream content & speakers. (Note that in collaboration with the Advisory Committee the event organisers will have agree on all content and speakers)
- Opportunity to provide facilitators/chairs for an agreed number of sessions and mention the partnership of the stream including signage on screen and on stage during the session
- Logo & recognition placed on the home page of the conference website
- Logo & recognition included in all printed & digital communications & advertisements
- Logo & recognition on event signage in stream room throughout the Event
- Logo & recognition on holding slides in stream room throughout the Event
- \$1,000 discount on additional stands at the NSC Sports & Recreation Expo (note this is not per stand but the total discount offered for all additional stands)
- Partner logo and recognition on all Event specific printed and electronic promotion of the stream and conference program
- Email signature design showing level of collaboration to use by organisation stating that you are supporting the Conference
- 1x 2-day conference ticket
- ¼ Page advertisement in the Conference printed program
- Company logo & recognition in the Conference printed program
- 1x Company feature in EDM's to full database
- 1x Social media posts - Facebook, Instagram, LinkedIn to 10K+ audience
- Company Feature (company logo and 120 word company promo) on partners page of Conference website
- Insert of A4 promotional flyer into NSC delegate bags (no information associated with gambling, alcohol, drugs or smoking allowed) – to be supplied by partner

Price

\$5,000 + GST



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TOUR PARTNER

1 Available

- Naming Rights of the Tour
- Logo & recognition on the home page of the Conference website
- Logo & recognition on the Tours page of the Conference website
- Recognition on the registration form where delegates select tour
- Opportunity to work with event organisers / suggest sites for the tour. Final choices of sites to be made by event organisers.
- Opportunity to have signage at tour sites (if approved by site/venue)
- Logo on venue screens (if approved by site/venue)
- Logo & recognition on bus signage
- Branded itinerary email sent to all attendees by event organisers
- Opportunity to provide a giveaway on bus(s) for attendees
- Opportunity to host the tour. Note this will not always be possible and will be decided by event organisers.
- Social media post - Facebook, Instagram, LinkedIn, X
- Opportunity to invite attendees to a networking event at the conclusion of the tour

Price

\$3,500 + GST



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10

Promotional Opportunities

	PRICE
Social Media post – Facebook, Instagram, LinkedIn to 10K+ audience	\$500 + GST
Promote your brand, product or service with a Banner Advertisement on an EDM to entire Database (600x300px)	\$500 + GST
Promote your brand, product or service as a feature in an EDM sent to full database of 6,000 industry professionals (Image: 600x250px (Landscape) Word Count: 200 words)	\$1,000 + GST
Conference Printed Program – provided to all delegates at the Event	Full page - \$1,000 + GST Half Page - \$600 + GST Quarter Page - \$300 + GST
Convention Bag promotional flyer insert, A4 into delegate bags (no information associated with gambling, alcohol, drugs or smoking allowed) – to be supplied by partner	\$1,000 + GST

IPA Asia Pacific Play Conference

ABOUT THE INTERNATIONAL PLAY ASSOCIATION (IPA)

IPA is an international non-governmental organization founded in 1961. It provides a forum for exchange and action across disciplines and across sectors. IPA's purpose is to protect, preserve and promote the child's right to play as a fundamental human right. IPA World has branches in the Asia Pacific in Australia, Hong Kong, India, Japan, New Zealand, Taiwan, Thailand.

ABOUT YOUR HOST - PLAY AUSTRALIA

Play Australia was formed in 1914 by a committed groups of individuals who wanted to ensure all children had safe and interesting places to play. At Play Australia we still believe that for a healthy community, children need time, space and freedom to play. We also believe play is important for adults! Join our national movement to build healthy communities through the power of play - memberships are available via our website playaustralia.org.au.

TO MAKE A BOOKING OR FOR MORE INFORMATION CONTACT:

nscevents.com.au/ipa-asia-pacific-play-conference-2025

Or call Anthony Reed, General Manager
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Building a healthy
Australia through play

Correct at time of printing



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