

QPLA SPONSORSHIP & EXHIBITOR PARTNERSHIP PROSPECTUS

QPLA Conference 2025

Wednesday 26 March to Friday 28 March 2025

Townsville Stadium

Email:

conference@qpla.asn.au

QPLA 2025 Conference

INVITATION TO SPONSORS AND EXHIBITOR PARTNERS

Queensland Public Libraries Association (QPLA) is holding the QPLA 2024 Conference in Townsville at Townsville Stadium from 26-28 March 2025.

Known as the Second Capital of Queensland, with a population of approximately 201,000 people, Townsville offers a dynamic lifestyle coupled with strong economic prosperity. Townsville is a thriving city, with access to a variety of world class education facilities, market leading health care, affordable housing, unique retailing, spectacular events and entertainment, dining precincts and a wide range of outdoor recreation options. With over 300 days of sunshine each year, Townsville's lifestyle is second to none.

Together with hosts, Townsville Citylibraries, QPLA are delighted to extend an invitation to the many suppliers who support public libraries to partner with us in the Conference.

Participating as a Sponsor or Exhibitor at the 2025 Conference can take you directly to your target market and demonstrate your level of support and commitment to the public library service.

The conference provides an opportunity to expand your networks, raise your profile and promote your products in one place to an audience of library and local government personnel from across Queensland. The Sponsorship Packages and Trade Exhibition provide a valuable opportunity for library personnel to identify products and solutions that strengthen these partnerships.

We look forward to your participation and welcoming you to the Townsville region in March 2025.

Nicole Hunt
President
Queensland Public Libraries Association Inc

About QPLA – Queensland Public Libraries Association

Queensland Public Libraries Association (QPLA) is an independent body made up of members from Regional and Independent Library services across the state. QPLA partners with State Library of Queensland and other national bodies to ensure libraries in Queensland continue to grow and develop. QPLA uses its website, a regular newsletter and frequent emails to maintain contact with library staff and host professional development events and a biennial conference to provide access to high-quality learning and networking experiences.

About Our Partner – Townsville Citylibraries

Townsville Citylibraries are delighted to welcome sponsors and exhibitors to Townsville 2024 QPLA Conference, held at Townsville Stadium, 26-28 March 2024.

Townsville Citylibraries has 3 branches and a mobile library service providing collections, programs and spaces that connect people to resources and other community members.

Townsville Citylibraries will be hosting the biennial Festival of Stories on Friday 28-Saturday 29 March 2025. We encourage you to extend your stay to take advantage of this fantastic event.

About Townsville

Townsville Stadium
40-48 Murray Lyons Crescent
Annandale Queensland 4814

Providing a laid-back tropical lifestyle that is complemented by capital city comforts, no other Australian city boasts the resilience, diversity, lifestyle, and economic potential that the Townsville North Queensland Region enjoys.

Townsville is located approximately halfway between the tip of Cape York and Brisbane. The Ross River flows from the foothills of the Hervey and Mount Stuart ranges to its outlet in Cleveland Bay, where the CBD's skyline is dominated by the distinctive Castle Hill. Magnetic Island lies just eight kilometres offshore and is accessible via a 20-minute ferry trip. From the top to the bottom of our Local Government Area, our eastern coast is lined by beautiful Queensland beaches.

National parks and other reserves include Magnetic Island, Paluma Range, and Bowling Green Bay National Parks, and the Cape Pallarenda and Townsville Town Common Conservation Parks. Our region is partly within and adjoins the Great Barrier Reef World Heritage Area, the Great Barrier Reef Marine Park, and the Queensland State Marine Park.

We encourage you to explore the diverse experiences our region has to offer.

Our Conference Venue

Opened in June 2011, Townsville Stadium at the Murray Sporting Complex is a prominent venue of the Townsville City Council that has a strong record of supporting local community events and expos, as well as national and international sporting events. It also provides essential support to local community clubs.

The 2024 QPLA Sponsor and Trade Exhibition will be located on the ground floor of the facility, with all conference breaks held in this location to allow for a high level of interaction with conference delegates over the course of the conference.

Free WiFi is available within the venue.

Townsville Stadium is located 10 minutes from central Townsville, The Strand, and 18 minutes from [the Townsville Airport](#). Public transport is available with Taxi, Uber and other ride sharing.

QPLA will be providing bus transport departing from Flinders Street each morning, returning each evening to and from the venue to support delegate attendance.

For more information and a location map, visit [Townsville North Queensland](#)

SPONSORSHIP and EXHIBITION OPPORTUNITIES

Sponsorship overview

The QPLA Biennial Conference is recognised as the premier library Conference within Queensland. This face-to-face experience will bring together participants from independent and regional public libraries, along with Indigenous Knowledge Centres across Queensland.

QPLA 2025 Sponsorship opportunities have been created with our vendor partners in mind. QPLA continues to strive towards helping our vendor partners raise their profile and build reputation in a competitive market. We will provide you with a highly visible profile within the Queensland public library community.

Gold Sponsor	\$10000 + GST (1 available)	Notepad & pen sponsor	\$1500 + GST (1 available)
Welcome Function Sponsor	\$5000 + GST (1 available)	Morning tea sponsor	\$1200 + GST (2 available)
Conference Dinner Sponsor	\$5000 + GST (1 available)	Lunch sponsor	\$1700 + GST (2 available)
Keynote Speaker Sponsor	\$2500 + GST (several available)	Afternoon tea sponsor	\$1200 + GST (2 available)
Speaker Sponsor	\$1500 + GST (several available)	Delegate sponsor	\$2000 + GST (4 available)
Name badge & Lanyard Sponsor	\$2000 + GST (1 available)	Coffee Cart sponsor	\$2000 + GST (1 available)
Satchel Sponsor	\$2000 + GST (1 available)		

Advertising

Opportunities available to maximise your exhibition attendance, gain exposure in the lead up to the conference and stay in delegate minds after the event.

Satchel insert	\$300 + GST
----------------	-------------

Satchel Insert

\$300 + GST
(1 available)

- One promotional item in delegate satchels (excluding notepads and pens)
- In an effort to support the UN Sustainable Development Goals, we are that satchel inserts are reusable items (USB, bookmarks, stickers, product samples and/or promotional items).

Exhibition Partner Opportunities

QPLA is excited to present the QPLA2025 Exhibition, with all morning and afternoon teas, lunches and the Welcome Reception being held within this area.

Exhibition booth – option 1	\$3,600 + GST
Exhibition booth – option 2	\$3,000 + GST
Exhibition booth – option 3	\$2,200 + GST
Lunch meeting room	POA
Additional Exhibition Delegate	\$450 + GST

QPLA is excited to present the QPLA2025 Exhibition, with all morning and afternoon teas, lunches and the Welcome Reception being held within this area to encourage engagement between delegates and vendors.

There are a number of exhibition booths and sponsorship opportunities available. As an exhibitor, you're able to make valuable connections with our delegates.

There are two booth sizes available – 2.4m x 2m and 2.4m x 1m, with all stands having a solid frame including table and 2 chairs.

Exhibition booth – option 1

\$3,600 + GST
(includes 55" TV)

We provide:

- Exhibition booth measuring **2.4 x 2m** - aluminum frame with white wall boards, 1 company sign, 1 LED arm light, power, 2 chairs and 1 trestle table
- 55" TV with stand
- One complimentary full Conference registration

Pre-Conference

- Web-link from the Conference web page to your website

Conference

- Company logo in Conference program
- Company logo with promotion line in the Exhibition Guide & Passport
- Exhibition Booth holders have the opportunity to donate and present one item for the Exhibition Partners Prize Draw held during the Conference

Post-Conference

- List of Conference delegates with name, organisation and email

Additional extras

- Custom professionally printed artwork can be installed into your booth at an additional cost
- Additional exhibition furniture and equipment is available to hire at an additional cost

Exhibition booth – option 2

\$3,000 + GST

We provide:

- Exhibition booth measuring **2.4 x 2m** - aluminum frame with white wall boards, 1 company sign, 1 LED arm light, power, 2 chairs and 1 trestle table
- One complimentary full Conference registration

Pre-Conference

- Web-link from the Conference web page to your website

Conference

- Company logo in Conference program
- Company logo with promotion line in the Exhibition Guide & Passport
- Exhibition Booth holders have the opportunity to donate and present one item for the Exhibition Partners Prize Draw held during the Conference

Post-Conference

- List of Conference delegates with name, organisation and email

Additional extras

- Custom professionally printed artwork can be installed into your booth at an additional cost
- Additional exhibition furniture and equipment is available to hire at an additional cost

Exhibition booth – option 3

\$2,200 + GST

We provide:

- Exhibition booth measuring **2.4 x 1m** - aluminum frame with white wall boards, 1 company sign, 1 LED arm light, power, 2 chairs and 1 trestle table
- One complimentary full Conference registration

Pre-Conference

- Web-link from the Conference web page to your website

Conference

- Company logo in Conference program
- Company logo with promotion line in the Exhibition Guide & Passport
- Exhibition Booth holders have the opportunity to donate and present one item for the Exhibition Partners Prize Draw held during the Conference

Post-Conference

- List of Conference delegates with name, organisation and email

Additional extras

- Custom professionally printed artwork can be installed into your booth at an additional cost
- Additional exhibition furniture and equipment is available to hire at an additional cost

Exhibition Delegate 1 x Complimentary full registration

Additional Exhibition
Delegates
\$450 + GST

- Exhibition booth bookings include one complimentary full Conference registration
- All staff attending an Exhibition Booth must be a registered conference delegate
- Additional Exhibition Conference registrations are available at a cost of \$450 + GST each

Lunch Meeting Bookings

Meal breaks and lunch will be an ideal time to connect with delegates during the event; however Sponsors and Partners may also wish to consider the ability to book rooms in our venue to meet with prospective and current customers.

Bookings will be required in advance and additional fees will apply.

Sponsorship Partner Opportunities

Gold Sponsor

\$10,000 + GST
(1 available)

Pre-Conference

- Prominent placement of Company logo incorporated on all Conference marketing collateral including Conference program
- Web-link from the Conference web page to your website
- List of Conference delegates with name, organisation and email provided during the week prior to Conference for marketing purposes
- Inclusion in three QPLA 2025 eNewsletters in the lead up to the Conference

Conference

- 30-minute speaking opportunity on Day One of the Conference (presentation topic to be agreed with organisers)
- 2 x complimentary full conference registrations
- Double width exhibition booth measuring **4.8m x 2m** - aluminum frame with white wall boards, 1 company sign, 1 LED arm light, power, 4 chairs and 2 trestle tables
- Company signage in the main session room in prime position (2 x pull-up banners to be supplied by partner)
- Logo prominently displayed in Conference program
- Company logo with promotion in the Exhibition Guide & Passport
- Exhibition Booth holders have the opportunity to donate and present one item for the Exhibition Partners Prize Draw held during the Conference

Post-Conference

- List of Conference delegates with name, organisation and email for use in one follow up mail out
- Recognition of partnership in post Conference QPLA eNewsletter

Additional extras

- Custom professionally printed artwork can be installed into your booth at an additional cost
- Additional exhibition furniture and equipment can be ordered at an additional cost

Sponsorship Partner Opportunities

Conference Welcome Reception Sponsor

Wednesday 26 March 2024

\$5,000 + GST
(1 available)

Pre-Conference

- Prominent placement of Company logo incorporated on all Conference marketing collateral including Conference program
- Web-link from the Conference web page to your website
- List of Conference delegates with name, organisation and email provided during the week prior to Conference for marketing purposes
- Inclusion in two QPLA 2025 eNewsletters in the lead up to the Conference

At Conference Welcome Reception

- Acknowledgement of Conference Welcome Reception Sponsor status by MC at the Welcome Reception
- Welcome delegates to Conference Welcome Reception (10 mins)
- 2 x pull-up banners (supplied by partner) at the Conference Welcome Reception venue for the duration of the event
- Company logo prominently displayed in Conference program

Conference

- 2 x complimentary full conference registrations
- Exhibition booth measuring **2.4m x 2m** - aluminum frame with white wall boards, 1 company sign, 1 LED arm light, power, 2 chairs, 1 trestle tables, 55" TV with stand
- Logo prominently displayed in Conference program
- Company logo with promotion in the Exhibition Guide & Passport
- Exhibition Booth holders have the opportunity to donate and present one item for the Exhibition Partners Prize Draw held during the Conference

Post-Conference

- List of Conference delegates with name, organisation and email for use in one follow up mail out
- Recognition of partnership in post Conference QPLA eNewsletter

Additional extras

- Custom professionally printed artwork can be installed into your booth at an additional cost
- Additional exhibition furniture and equipment can be ordered at an additional cost

Sponsorship Partner Opportunities

Conference Dinner Sponsor

Thursday 27 March 2024
\$5,000 + GST
 (1 available)

Pre-Conference

- Prominent placement of Company logo incorporated on all Conference marketing collateral including Conference program
- Web-link from the Conference web page to your website
- List of Conference delegates with name, organisation and email provided during the week prior to Conference for marketing purposes
- Inclusion in two QPLA 2025 eNewsletters in the lead up to the Conference

Conference

- Conference venue signage acknowledging sponsor on the afternoon and the evening of the Conference Dinner
- Acknowledgement of Conference Dinner Sponsor status by MC in session immediately prior to the Dinner
- 2 x complimentary full conference registrations
- Exhibition booth measuring **2.4m x 2m** - aluminum frame with white wall boards, 1 company sign, 1 LED arm light, power, 2 chairs, 1 trestle tables, 55" TV with stand
- Logo prominently displayed in Conference program
- Company logo with promotion in the Exhibition Guide & Passport
- Exhibition Booth holders have the opportunity to donate and present one item for the Exhibition Partners Prize Draw held during the Conference

At Conference Dinner

- 2 x pull-up banners (supplied by partner) at the Conference Welcome Dinner venue for the duration of the event
- Acknowledgement of by MC at welcome address at the Conference Gala Dinner
- Welcome delegates to Conference Dinner (10 mins)
- Promotional material on Conference Dinner tables (by agreement with the Conference Committee)

Post-Conference

- List of Conference delegates with name, organisation and email for use in one follow up mail out
- Recognition of partnership in post Conference QPLA eNewsletter

Additional extras

- Custom professionally printed artwork can be installed into your booth at an additional cost
- Additional exhibition furniture and equipment can be ordered at an additional cost

Sponsorship Partner Opportunities

Name badge & Lanyard Sponsor

\$2,000 + GST
(1 available)

- Sponsors logo printed on one side of lanyard
- Acknowledgement in all marketing materials both print and online leading up to and during the Conference
- Web-link from the Conference web page to your website
- Company logo in Conference program
- Acknowledgement by MC during Conference

Satchel Sponsor

\$2,000 + GST
(1 available)

- Co-branding with QPLA logo on satchel (sponsor's logo in one colour printed on satchel)
- Acknowledgement in all marketing materials both print and online leading up to and during the Conference
- Web-link from the Conference web page to your website
- Company logo in Conference program
- Acknowledgement by MC during Conference
- 1 x pull-up banner positioned near registration desk (supplied by sponsor – subject to approval)

Notepad & Pen Sponsor

\$1,500 + GST
(1 available)

- Notepad and Pen supplied by sponsor inserted into every conference delegate satchel
- Acknowledgement in all marketing materials both print and online leading up to and during the Conference
- Web-link from the Conference web page to your website
- Company logo in Conference program
- Acknowledgement by MC during Conference

Keynote Speaker Sponsor

\$2,500 + GST
(1 available)

- Introduction of sponsored speaker, including opportunity to speak about product/service for 3 minutes
- Acknowledgement in all marketing materials both print and online leading up to and during the Conference
- 1 x pull-up banner positioned on Conference stage during sponsored speaker session (supplied by sponsor – subject to approval)
- Web-link from the Conference web page to your website
- Company logo in Conference program
- Acknowledgement by MC during Conference

Speaker Sponsor

\$1,500 + GST
(1 available)

- Introduction of sponsored speaker, including opportunity to speak about product/service for 3 minutes
- Acknowledgement in all marketing materials both print and online leading up to and during the Conference
- Web-link from the Conference web page to your website
- Company logo in Conference program
- Acknowledgement by MC during Conference

Coffee Cart Sponsor

\$2,000 + GST
(1 available)

- Sponsor signage prominently displayed on Coffee Cart
- Web-link from the Conference web page to your website
- Company logo in Conference program
- Acknowledgement by MC during Conference

Morning Tea Sponsor

\$1,200 + GST
(several available)

- 2-minute presentation to delegates prior to sponsored Morning Tea
- Acknowledgement by MC during Conference
- Acknowledgement in all marketing materials both print and online leading up to and during the Conference
- Web-link from the Conference web page to your website
- Company logo in Conference program
- 1 x pull-up banner positioned on Conference stage during Speaker session prior to sponsored Morning Tea (supplied by sponsor and subject to approval)

Lunch Sponsor

\$1,700 + GST
(several available)

- 3-minute presentation to delegates prior to sponsored Lunch
- Acknowledgement by MC during Conference
- Acknowledgement in all marketing materials both print and online leading up to and during the Conference
- Web-link from the Conference web page to your website
- Company logo in Conference program
- 1 x pull-up banner positioned on Conference stage during Speaker session prior to sponsored Lunch (supplied by sponsor and subject to approval)

Afternoon Tea Sponsor

\$1,200 + GST
(several available)

- 2-minute presentation to delegates prior to sponsored Morning Tea
 - Acknowledgement by MC during Conference
 - Acknowledgement in all marketing materials both print and online leading up to and during the Conference
 - Web-link from the Conference web page to your website
 - Company logo in Conference program
- 1 x pull-up banner positioned on Conference stage during Speaker session prior to sponsored Morning Tea (supplied by sponsor and subject to approval)

Sponsor and Exhibitor Application Process

Return the completed [application form](#) along with the Ede Events Booth Info Kit details to conference@qpla.asn.au by **Friday 20 December 2024**.

A tax invoice will be mailed to you within 5 working days of submitting your form. Full payment is required within 30 days.

All Ede Events Booth Info Kit form and payments must be received no later than **31 January 2025**.

Exhibitors will be asked to register complimentary and additional Exhibition delegates when QPLA 2025 registrations open in December 2024.

Sponsorship and exhibition conditions

- QPLA reserves the right to accept or reject any application for sponsorship or exhibition at its absolute and unfettered discretion
- Satchel inserts and sponsor advertisements are subject to approval from QPLA
- Sponsorship and exhibition packages are GST exclusive
- Payment terms – full payment must be received by 31 January 2025
- Sponsorship and Trade exhibition entitlements start when the Agreement form and payment received

Sponsorship and Trade exhibition packages will generally be allocated to organisations in order of application. Allocation of sponsorship packages and booths, regardless of the preferences indicated, and any alterations to the Trade Exhibit floor plan is at the discretion of QPLA.

Cancellations

Once an Application form has been received, any cancellation must be advised in writing to conference@qpla.asn.au If the cancellation is received less than 2 months prior to the conference, no refund is applicable.

Exhibitor registrations

Exhibitor registrants are not permitted to attend conference sessions or social functions unless the relevant tickets are offered as part of the particular sponsorship or exhibition package. Eg Day registrations do not include QPLA Conference Dinner attendance. Should trade registrants wish to attend the conference as a delegate or attend social functions, the appropriate registration form must be forwarded to QPLA with the applicable registration fee.

Sponsorship enquiries

For more information or to discuss Sponsorship/Partner opportunities in further detail please contact:

Nicole Hunt

Mobile: **0427 610 630**

Email conference@qpla.asn.au OR nicole.hunt@townsville.qld.gov.au

The QPLA Board look forward to continuing the positive relationships with our current vendors and keen to explore new partnerships which benefit the Library and Information Sector. Please reach out if you would like to discuss any additional opportunities.

Kind regards

Nicole Hunt

Convenor – QPLA 2025 Conference

President, QPLA