



AITD
2021

PARTNERSHIP OPPORTUNITIES

27 & 28 October 2021
W Melbourne / Online



This year, we're celebrating **50 years** of the
Australian Institute of Training and Development.

Read on to find out what we have in store.

aitd.
50TH ANNIVERSARY

About AITD

Who We Are

Established in 1971 as a not-for-profit association owned by members, the Australian Institute of Training and Development's original purpose was to raise the profile of workplace training as an industry in its own right and to create networking opportunities for individuals with an interest in the subject. Today, AITD offers a broad range of products, services and support to a diverse and passionate community of L&D practitioners located across the globe.

Our Purpose

We believe in the value of continuous learning and professional development to build a thriving, adaptable workforce. Our mission is to equip learning and development professionals - across Australian and beyond - with the skills necessary to achieve this through professional development opportunities, networking and knowledge sharing.

Our Members

Our membership base spans all industries and represents the full spectrum of roles across the learning and development profession, including: trainers, educators, consultants, coaches, chief learning officers, course coordinators, mentors, instructors, teachers, facilitators, academics, human resources and organisational development professionals, instructional designers, assessors, and undergraduate and graduate students.



AITD Conferences

The annual, 2-day AITD conference has a reputation for delivering a varied and high-quality program featuring Australian and international L&D thought leaders. The agenda covers a broad range of topics – from tools and technologies to theory and best practice – ensuring all delegates walk away with tangible takeaways they can implement in their own workplaces.

Networking is a key element of the conference and delegates consistently rate the opportunity to make strong connections with the wider L&D community as one of the most important aspects of the conference experience.

In 2021, we are looking to celebrate our momentous 50th birthday year with the most dynamic conference to date. Drawing on past feedback, our focus for this event has been to provide an intimate and inclusive delegate experience while delivering an innovative and forward-thinking program which celebrates the best of learning and development.

This year, we are excited to mix history with the future as we bring the conference back to AITD's birthplace, Melbourne, while offering an interactive virtual delegate experience for those who can't make it to Victoria.

The Location

The W Melbourne, based on Flinders Lane, is the newest luxury lifestyle hotel in the city, only opening in February 2021. It takes its design cues from the streets of Australia's cultural capital, bringing together laneway chic and five-star opulence.

With a brand new conference hall, state-of-the-art board rooms and high-end bars, the W Melbourne is the perfect backdrop to celebrate AITD's history while looking ahead to the future of learning and development.



Why partner with AITD?

Network with delegates in an intimate and relaxed setting, opening opportunities for richer engagement and establishing strong relationships.

Expose your brand to thousands of potential clients via conference marketing collateral and Training & Development magazine.

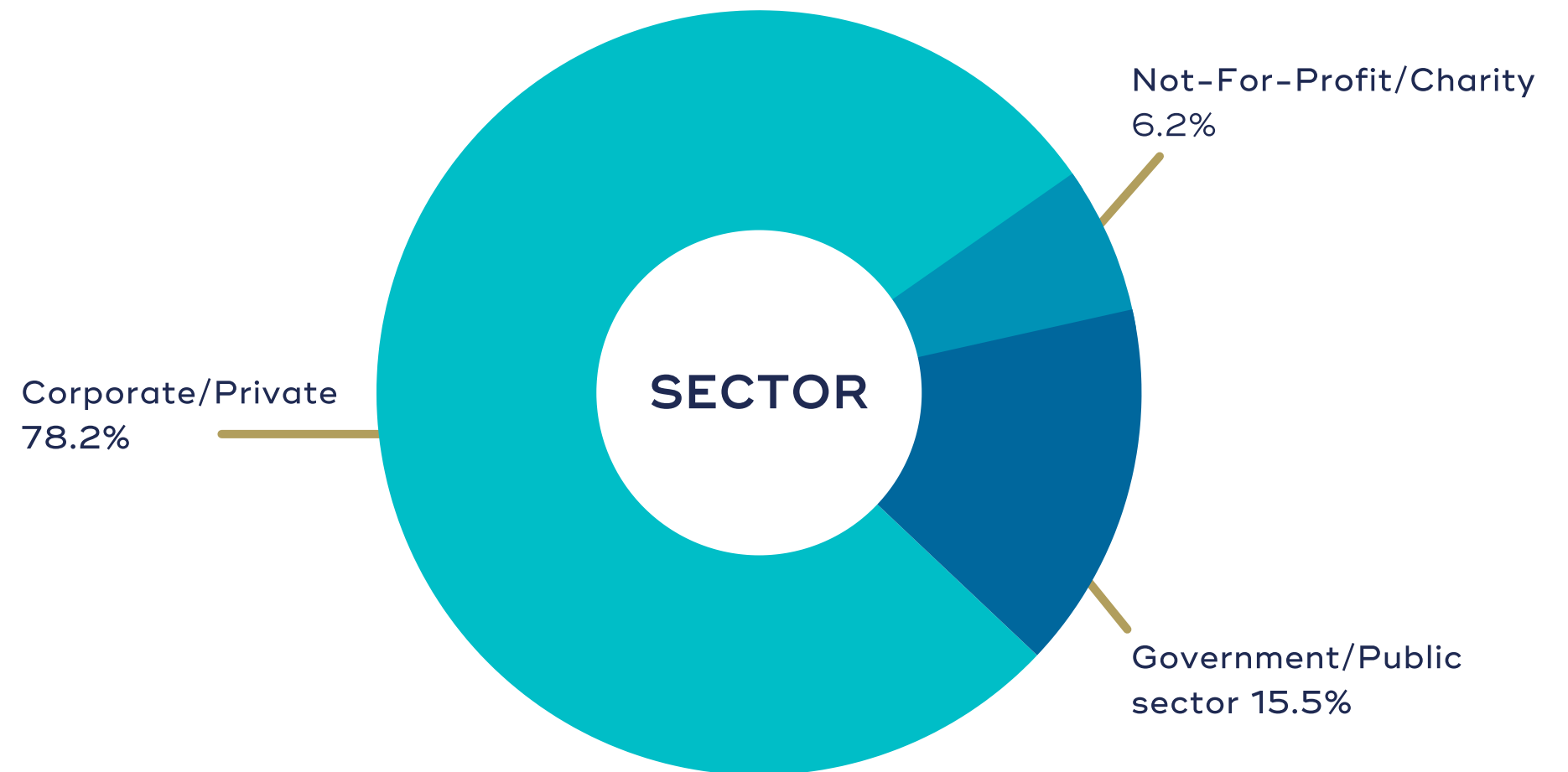
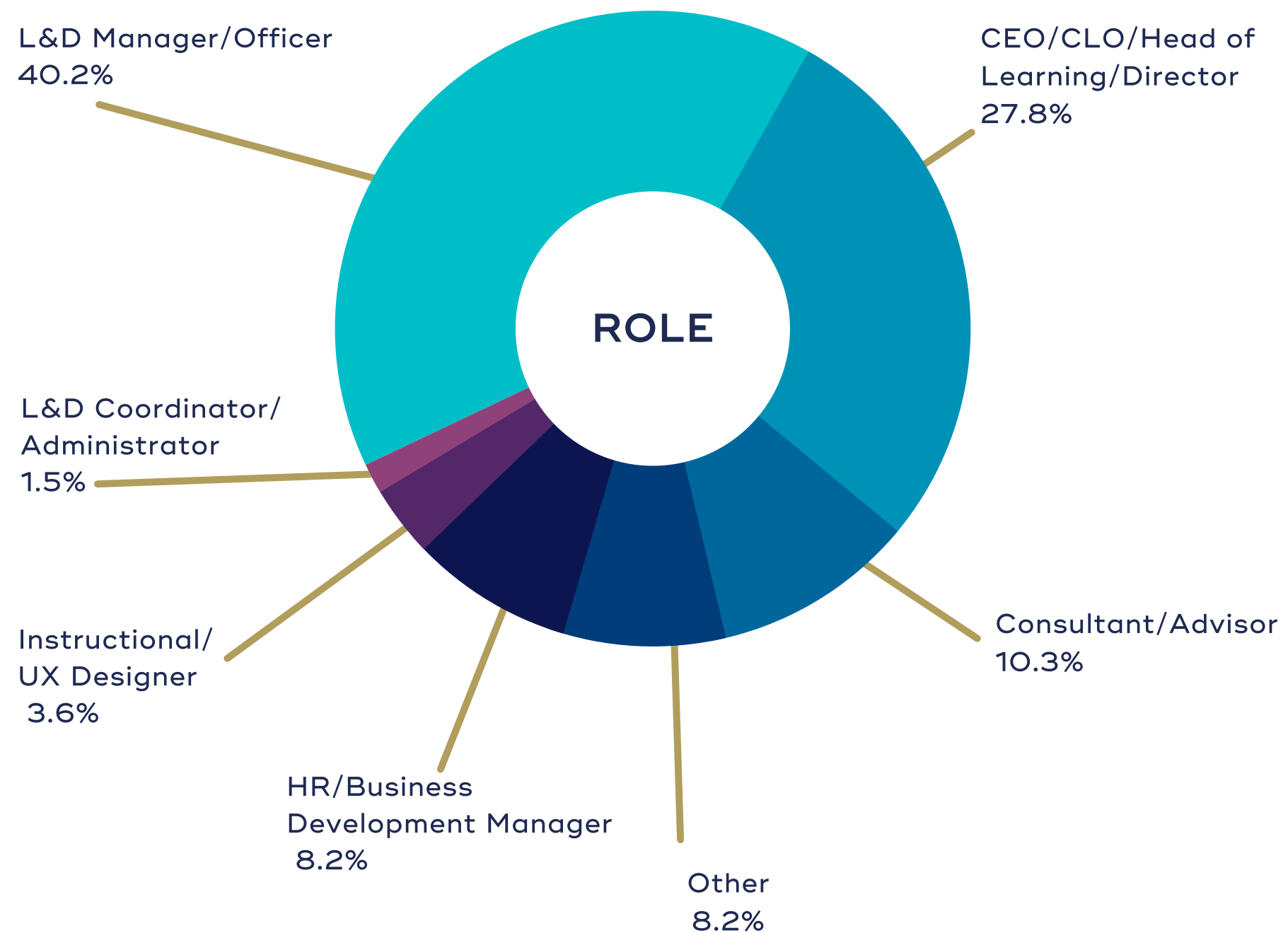
Align your brand with a reputable event and the association of choice for L&D professionals in Australia.

Maximise promotional opportunities through customised conference merchandise and branding.

Showcase your strengths, solutions and services to a receptive and relevant audience, improving customer knowledge of your product.

AITD 2021 is the perfect platform to access senior training, L&D and HR decision makers across major industries in the private and public sector.

Meet Our Delegates



Based on AITD 2020 attendee data.

Sponsorship & Exhibition PACKAGES

Sponsor AITD 2021

Becoming an AITD 2021 sponsor means so much more than simply exhibiting at the conference.

Sponsoring AITD 2021 ensures continued exposure for your brand – before, during and after the conference. And not only will you reach conference attendees, your message will also be seen by our wider membership and community through our online and print channels.

Our sponsorship packages have been designed to maximise your opportunities to establish lasting and rewarding relationships with delegates from industries that matter to you. However, we know that not one size fits all so we are always happy to work with you to customise a package that works for you.

To ensure your brand and messaging cut through, we only offer a limited number of packages which means you're not fighting to get your voice heard – but it also means that once they're gone, they're gone!



GOLDEN ANNIVERSARY PARTNER

Ensure maximum exposure for your brand by becoming our principal partner for AITD 2021 – and, as a bonus, increase your reach at our 50th birthday celebrations at Luna Park, Sydney in June.

KEY INCLUSIONS

- 5 minute speaking slot.
- Branding on display throughout both events.
- 1 year of full-page adverts in Training & Development magazine.

VIRTUAL PLATFORM PARTNER

Put your brand in the hands of every attendee by sponsoring the AITD 2021 virtual platform and app. This is a fantastic way to reach delegates before, during and after the event.

KEY INCLUSIONS

- Sole rights to platform and app branding.
- Pre-recorded message to delegates.
- 2 full-page adverts in Training & Development magazine.

COFFEE CART SPONSOR

Kick start delegates' learning experience by providing them barista-made coffee throughout the event – they'll love you for it!

KEY INCLUSIONS

- Your logo on coffee cups at event.
- Partner page on aitd.com.au.
- 1 full-page advert in Training & Development magazine.

DELEGATE BAG SPONSOR

A branding opportunity with longevity beyond the event. Display your logo on our high-quality delegate bag and notebook which attendees will use time and time again.

KEY INCLUSIONS

- Your logo on delegate bag.
- Your logo on delegate notebook.
- 1 full-page advert in Training & Development magazine.

NETWORKING DRINKS SPONSOR

Make an impression on delegates by sponsoring our networking drinks at the end of day 1. With drinks and canapes at the brand-new W Melbourne hotel, this is sure to be a memorable event.

KEY INCLUSIONS

- 3 minute speaking slot
- Branding on display throughout networking drinks
- 1 full-page advert in Training & Development magazine.

50TH BIRTHDAY CELEBRATION SPONSOR

Make an indelible mark on the history of AITD by becoming an integral part of our 50th anniversary celebration at Luna Park on 17 June, as well as exhibiting at the conference.

KEY INCLUSIONS

- Branding on display at Luna Park event.
- Partner page on aitd.com.au
- 1 full-page advert in Training & Development magazine.

50th Anniversary Celebration

The Australian Institute of Training and Development has reached the big 5-0 and are planning to celebrate with those who have helped us get to where we are today.

We are doing so in style at the iconic Luna Park in Sydney on Thursday, 17 June 2021, with a magical evening of delectable food, free-flowing drinks and awesome entertainment.

We are offering an opportunity for sponsors to reach the key individuals and organisations that have built this community with us.



Exhibit at AITD 2021

Exhibiting at AITD 2021 is a uniquely intimate way to establish relationships with key decision makers in the learning and development industry.

With a limited number of places available, we are seeking exhibitors who have something incredible to share with our attendees.

In return, we are offering an exclusive forum to showcase your services at one of our custom-designed exhibition pods featuring a mounted 32" screen, power board and lockable cupboard. Located in the conference catering area, this is the perfect arena to strike up relaxed conversations with attendees and build lasting connections.



PACKAGES

Pricing & Comparison

Inclusions	Golden Anniversary Partner	Virtual Platform Partner	Coffee Cart Sponsor	Delegate Bag Sponsor	Networking Drinks Sponsor	50th Birthday Celebration Sponsor	Exhibitor
2 x complimentary passes	✓	✓	✓	✓	✓	✓	✓
Custom-design exhibition pod	✓	✓	✓	✓	✓	✓	✓
Promotional insert in delegate bag	✓	✓	✓	✓	✓	✓	✓
Hyperlinked logo in conference emails	✓	✓	✓	✓	✓	✓	✓
Logo in all printed conference material	✓	✓	✓	✓	✓	✓	✓
Acknowledgement in Training & Development magazine	✓	✓	✓	✓	✓	✓	✓
Partner page on aitd.com.au	12 months	9 months	6 months	6 months	6 months	6 months	
Advertisement in Training & Development magazine	4 editions	2 editions	1 edition	1 edition	1 edition	1 edition	
Banner displayed at conference	main stage	platform/app	at coffee cart		at drinks	at 50th event	
Opportunity to address delegates	5 minutes	pre-recorded			3 minutes		
Logo on conference holding slides	✓	✓					
Branded homepage banner on aitd.com.au	✓	✓					
Sponsored webinar (valued at \$3,799)	✓	✓					
Standalone EDM to delegates	✓	✓					
Hyperlinked logo in 50th anniversary emails	✓						
Logo in 50th anniversary slideshow	✓					✓	
Banner displayed at 50th anniversary celebration	✓					✓	
Logo on conference coffee cups			✓				
Logo on delegate bags				✓			
Logo on notebooks				✓			
Investment	\$24,999	\$18,999	\$13,999	\$13,999	\$13,999	\$10,999	\$8,999

AITD 2021

To reserve your place as an AITD 2021 partner or to discuss custom sponsorship packages, please contact:

Deepak Rajani

Business Development Manager

bdm@aitd.com.au

+61 (0)481 116 332

aitd.
50TH ANNIVERSARY