

CONFERENCE 2025

HUMAN FACTORS

— IN A —

COMPLEX SYSTEM



DEC 1-3



 Launceston
Tasmania

SPONSORSHIP OPPORTUNITIES

ABOUT THE CONFERENCE

We are pleased to host the Human Factors and Ergonomics Society of Australia's national conference at the Country Club Tasmania in Launceston on 1 - 3 December 2025.

Our theme this year is on Human Factors and Complexity Systems. We will educate and inform delegates on contemporary and robust methods to solve complex real-world problems.

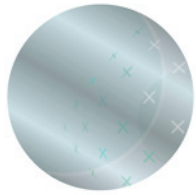
This conference is about identifying, eliminating or controlling hazards and implementing and assessing the impact of solutions in complex systems.

At the conference you will align and connect with human factors, complexity science, world leaders and emerging scientists, practitioners and strategists in human-centred design, ergonomics and safety sciences.

This event includes professional networks of engineers, psychologists, health practitioners, safety scientists, occupational hygiene specialists, service designers, user experience designers, product designers, environmental (architectural, interior, and urban) designers, technology visionaries, organisational strategists, regulators, and governing bodies. It is rare to have such expertise in one place with their shared focus on person-centred solutions to address complex and contemporary problems.

This is a must-see, must-do, must-attend event. There are several sponsorship opportunities from which to select - commit now, align with world leaders in person-centred system design, and plan this in your 2025 agenda.





PLATINUM SPONSOR: \$15,000 [1 AVAILABLE]

The Platinum Sponsor is the HFESA Premier Conference Event Presenting Sponsor.

The Platinum Sponsor will reach a broad delegate base and help shape the theme of the conference. The Platinum Sponsor will present to delegates for 10 minutes at the opening on Day 1 and will be acknowledged by HEFSA at the commencement of the dinner event.

You will be recognised in all promotional material. You will be acknowledged a sponsor on a concurrent session. This sponsorship level includes eight complementary conference passes with all conference day meals and tea/coffee included. Eight dinner tickets will also be included in this level.

The option to exhibit at a table is available to Platinum sponsors also and this includes the participation in open-session, focus group, knowledge-sharing table meetings on specific topics as an 'invited guest' with delegates in scheduled times (for knowledge sharing, promotions, or recruitment efforts).

INCLUSIONS:

- ✓ Opening Day - 10-minute plenary presentation to delegates
- ✓ Recognition as the premier, Platinum Sponsor in conference material and in on-demand post conference recordings. Inclusion of and linkages to organisation key messaging and resources via different mediums
- ✓ Welcome Reception short presentation
- ✓ Acknowledgment at the Conference Dinner
- ✓ Concurrent Session Sponsor in themed topic
- ✓ HFESA President interview - pre-conference video promo & quote
- ✓ Social media campaign inclusion and dedicated Electronic Direct Mail
- ✓ Full page advertisement in programme
- ✓ Use of HFESA Conference Sponsor Logo till Dec 2025
- ✓ Exhibition - optional table and virtual 'booth' in App
- ✓ Invited guest on special interest knowledge-sharing tables in a scheduled session
- ✓ 8 Conference + dinner tickets
- ✓ Opportunity to provide delegates with your resources and collateral
- ✓ Opportunity to contribute to the development of legacy resources including a HFESA podcast recording



GOLD SPONSOR: **\$8,500**

Gold Sponsors will reach a broad delegate base and help shape the theme of the conference.

The Gold Sponsor will present to delegates for 5 minutes during the opening of Day 2 of the event.

You will be recognised in all promotional material during the event and the lead-up to the event. This sponsorship level includes four complementary conference passes enabling your entry into continuing education sessions with all conference day meals and tea/coffee included. Four dinner tickets will also be included in this level.

The option to exhibit at a table is available to Gold Sponsors also and this includes participation in open-session, focus group, knowledge-sharing table meetings on specific topics as an 'invited guest'.

INCLUSIONS:

- ✓ Day 2 - 5-minute presentation
- ✓ HFESA President pre-conference interview - video promo & quote
- ✓ Social media campaign inclusion
- ✓ Half page advertisement in programme
- ✓ Use of HFESA Conference Sponsor Logo till Dec 2025
- ✓ Exhibition table - optional table and virtual 'booth' in App
- ✓ Invited guest on special interest knowledge-sharing tables in a scheduled session
- ✓ Social media campaign inclusion and dedicated Electronic Direct Mail
- ✓ Opportunity to provide delegate material
- ✓ 4 Conference + dinner tickets



SILVER SPONSOR:

\$5,000

The Silver sponsor is committed to trailblazing human factors and ergonomics in technology, systems safety, and design in a significant way.

This sponsorship level includes exhibition table space, and participation in open-session, focus group, knowledge-sharing table meetings on specific topics as an 'invited guest' (for knowledge sharing, promotions, or recruitment efforts).

You will benefit by receiving three complementary conference passes enabling your entry into continuing education sessions and this will include all conference day meals and tea/coffee included. Three dinner tickets will also be included in this level.

INCLUSIONS:

- ✓ Quarter page advertisement in programme
- ✓ Use of HFESA Conference Sponsor Logo till Dec 2025
- ✓ Exhibition table and virtual 'booth' in App
- ✓ Invited guest on special interest knowledge-sharing tables in a scheduled session.
- ✓ Social media campaign inclusion
- ✓ Opportunity to provide delegate material
- ✓ 3 Conference + dinner tickets



EXHIBITOR PACKAGE: \$3,500

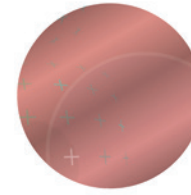
As an Exhibitor, we invite you to engage with the human factors community and share news about the way that your services or products help change the world for the better.

You will be given table space to set up your exhibition and to demonstrate your wares.

You will benefit by receiving two complementary conference passes enabling your entry into continuing education sessions and this will include all conference day meals and tea/coffee included. Two complementary event dinner tickets are included also.

INCLUSIONS:

- ✓ Exhibition table space
- ✓ 2 Conference tickets
- ✓ 2 Complementary dinner invitations



FRIENDS OF HFESA: \$850

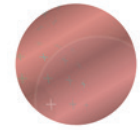
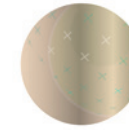
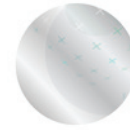
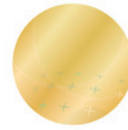
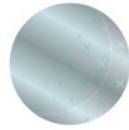
The Friends of HFESA sponsorship level recognises your strong support of the HFESA community and its activities.

Your sponsorship dollar will be used to host a breakfast, lunch, afternoon tea, technology set-up and service, and/or the coordination of our volunteer events. Your name will be published on our website as a 'Friend of HFESA' and listed on the conference App. You will receive 25% discount on conference attendance and dinner fees for up to two people.

INCLUSIONS:

- ✓ 25% discount on conference fees and dinner
- ✓ Reference in App

SPONSORSHIP INCLUSIONS



PLATINUM

GOLD

SILVER

EXHIBITOR

FRIENDS

\$15,000 + GST

\$8,500 + GST

\$5,000 + GST

\$3,500 + GST

\$850 + GST

Conference Passes	8 passes	4 passes	3 passes	2 passes	25% off
Gala Dinner	8 guests	4 guests	3 guests	2 guests	25% off
Exhibition	Table and virtual 'booth' in app	Table and virtual 'booth' in app	Table and virtual 'booth' in app	Table and virtual 'booth' in app	Reference in app
Program Advertisement	Full page	Half page	Quarter page		
Use of HFESA Conference Logo till Dec 2025	✓	✓	✓		
Delegate Meetings	Invited Guest on a special-interest knowledge-sharing table meeting session	Invited Guest on a special-interest knowledge-sharing table meeting session	Invited guest on a special-interest knowledge-sharing table meeting session		
Opportunity to present	10 minutes on Opening Day	5 minutes on Day 2			
Social media campaign inclusion	✓	✓			
Dedicated EDM access per Privacy Acts	✓	✓			
HFESA President interview - video promo & quote	✓	✓			
Welcome Address at the Opening Reception	✓				
Recognition as a Premier Conference Sponsor	✓				



For more information contact:
conference@ergonomics.org.au