

QUALCON 2023



Quality 5.0

Qualcon[®] 2023

**SPONSORSHIP
PROSPECTUS**

**OCTOBER
—2023—**



QUALITY 5.0

"PEOPLE, PROCESSES, AND PERFORMANCE WITH INTEGRITY"

CHAIR'S WELCOME

As the Conference Chair for Qualcon® 2023, I'd like to officially welcome and invite everyone in our AOQ ecosystem to join us in Geelong in October.

In Australia especially, we tend to be forward thinking, early adopters of ideas and I'm pleased that this is reflected in the theme for this year's conference. We're charging beyond Quality 4.0, which looked at applying technology into quality. Quality 5.0 views Quality through a much more human-centred approach and looks to support society. Quality 5.0 considers disparate issues such as human-robot collaboration, development of sustainable and resilient systems and human centricity.

We are working on developing an exciting, interactive and engaging program of formal presentations, workshops, networking and social events. Our pre-conference workshops on 11 October 2023 will be collaborative and interactive spaces to develop and learn. The two days of speakers and presentations on 12 and 13 October will be a fantastic opportunity for hearing new and different insights into the people, processes, and performance elements of Quality and how integrity should underpin these elements.

The conference will be held in the beautiful grounds of the Deakin University Waterfront campus. Against the backdrop of Geelong as a place of innovation and new technologies, it will be a great place to consider the here and now of Quality and the possibilities for the future.

I hope to see you in Geelong in October!

Best regards

Maree Stuart
Conference Chair



ABOUT THE CONFERENCE

The Australian Organisation for Quality Ltd (AOQ) is excited to welcome back the biennial Qualcon® conference in October 2023. The theme for Qualcon 2023 is **Quality 5.0: People, Processes and Performance with Integrity**. We are excited to bring this event to life and explore the key elements of this exciting theme and how emerging trends and practices are impacting our industry.

This year's conference will take place at Deakin University in Geelong, Victoria, demonstrating the commitment of the AOQ to Australia's regions and emerging professionals.

Qualcon is a rare opportunity for Australia's Quality industry professionals to share and engage in conversation around today's contemporary quality practices.

Sponsorship openings are limited but are presented in multiple formats to cater for every company's budget to maximise the opportunities available to any company with a commitment to quality. With some of the benefits being:

- Direct engagement with some of Australia's finest quality minds, and the wealth of combined experiences that they hold - including members of your local state-based chapter!
- The opportunity to be involved in the exploration of our theme and its relationship to both contemporary and emerging quality, and quality management.
- The ability to provide input into the development of the program and the topics to be presented on and discussed.
- Targeted sponsorship opportunities for your business to be represented and acknowledged for its commitment to quality.
- Exposure to over 3,000 of AOQ's LinkedIn followers and membership database.

ABOUT THE AUSTRALIAN ORGANISATION FOR QUALITY LTD

The Australian Organisation for Quality Ltd (AOQ) is a not-for-profit national association with Chapters in each State. Formed in 1968, it pioneered efforts to gain acceptance of quality within Australian industry as a pre-requisite for international competitiveness. AOQ has been running the highly successful Qualcon conferences (AOQ's National Quality Conference) attracting local, interstate, and international delegates for many years.

Our purpose is to provide leadership in quality that drives a strong, competitive Australia. AOQ is committed to realising our purpose in all industries that deliver outcomes which affect people's experiences.



TARGET MARKET FOR CONFERENCE ATTENDEES



The target market for conference delegates includes not just traditional quality professionals, but also Business Improvement & Excellence Specialists; Compliance Professionals (from all levels of business); Health, Safety and Environmental Practitioners; Decision-Makers and all professionals interested in implementing or ensuring that organisational operations are completed to standards and with consistency, every time.

We are expecting attendees from all states and territories across Australia and beyond, with a target of 75 attendees. A wide range of industries will be represented including construction, manufacturing, healthcare, aerospace, transport/logistics, professional services, defence, government, research, finance, utilities, disability services and aged-care.



THE PROGRAM

The program has been framed around the conference theme, with sessions on:

- Quality and People
- Quality and Processes
- Quality and Performance
- Quality and Integrity, and
- Quality and Technology.

Our keynote speakers have been identified and include Professor Prabhu Sivabalan – Professor of Management Accounting and Control at the University of Technology, Sydney. Prabhu has strong research and teaching links with top academic institutions globally, including the London School of Economics and Political Science.

Our speakers will include diverse thought leaders, subject matter experts and leading Quality and improvement practitioners.



SPONSORSHIP OPPORTUNITIES

Qualcon 2023 offers a sponsorship opportunity catered to the need of any organisation.

Sponsors will be able to maximise their exposure and visual commitment to the event with product and brand recognition before, during, and after the event. Our marketing and social media channels will highlight and promote our valued sponsors alongside the opportunity for merchandising your company's products and services during the event to our delegates.

Your company's sponsorship will be recognised with conference registrations, which will allow your staff members direct access to the delegates and all events on the conference program.

SPONSORSHIP OPPORTUNITIES

Sponsors will receive the following specific benefits:

- Acknowledgement on the Qualcon 2023 website, with your company's logo and links to a sponsor's collateral material.
- Acknowledgement, thanks, and logo placement in conference programs and during conference sessions.
- Recognition and placement in Quality Business – the quarterly newsletter of the Australian and New Zealand organisations for quality, as well as recognition and links to your company's website in AOQ's monthly eNews with a distribution of 2,000 quality industry contacts.
- Conference platinum and gold sponsors will be specifically recognised for their contributions, and our speakers will acknowledge their business and their product or service.



SPONSORSHIP BENEFITS

Your company's commitment to Qualcon and AOQ will provide specific benefits that cannot be obtained through any other sponsorship. Alongside the public commitment to Quality by your organisation that can only be seen from a Qualcon sponsorship, specific additional benefits include:

- Direct access to conference delegates by your staff before, during and after the conference
- Lead generation from a pool of committed companies and individuals
- Reduce time finding the key decision makers in Quality, all in one location
- Increasing your market exposure in the quality space across Australia
- Promotion of your company and its brand amongst like-minded peers who actively seek the same commitments to Quality as your company when looking for vendors/suppliers
- A public reinforcement of your company's association with and commitment to Quality, Excellence, continuous improvement, sustainability and global best practices
- Networking opportunities with like-minded professionals and key decision makers
- Increased market exposure, lead & partnership generation opportunities

Our past sponsors of Qualcon have included JAS-ANZ, NATA, Minitab, PwC, Telarc, SAI Global, Global Certification, Massey University, IQM, Exemplar Global and Promapp.

SPONSORSHIP PACKAGES

AOQ is delighted to offer four sponsorship options, with each providing the opportunity to support AOQ and display a commitment to quality irrespective of company size or budget. Sponsor QUALCON and promote your organisation as one committed to excellence and the achievement of quality, and quality outcomes to all industry peers across Australia.

	Platinum	Gold	Silver	Bronze
Number Available	One only	Max 4	Max 10	
Contribution Amount	\$15,000	\$10,000	\$5,000	Minimum \$1000
Free Registrations	5 (valued at \$5,500)	3 (valued at \$3,300)	2 (valued at \$2,200)	1 registration (for contributors over \$2000) valued at \$1,100
Merchandise	Co-branded, Qualcon specific merchandise for conference use	Company merchandise for conference packs or other in-kind branded materials	Company merchandise for conference packs or other in-kind branded materials	Company marketing collateral for handout bags.
Visual Advertising	Acknowledgement and logo placement as the Conference Partner on digital displays at conference sessions. Co-branded AOQ/Qualcon pull-up banners Acknowledgement, logo placement (with hyperlink) and thanks of company on conference program cover, and Qualcon website	Space allocated for pull-up banner acknowledgement. Logo placement and thanks of company in program and Qualcon website	Acknowledgement, logo placement and thanks of company in program and Qualcon website	Acknowledgement, logo placement and thanks of company in program and Qualcon website
Quality Business	1 page listing in Quality Business. (valued at \$900)	1/2 page listing in Quality Business (valued at \$600)	1/4 page advertisement in Quality Business (valued at \$360)	Logo placement in AOQ eNews
Logo on QC23 website	Prominent logo (with hyperlink) placement on conference website, in slides and cover/2nd pages of presentations and 300 words intro about the company in Conference Program	Logo and acknowledgement as Gold Sponsor on Qualcon website	Logo and acknowledgement as Silver sponsor on Qualcon website	Logo placement and acknowledgement as bronze sponsor on Qualcon website
QC23 Social Media promotion	Social media promotion until end 2023	Social media promotion until end 2023	Social media acknowledgment (Sponsor announcements)	Social media acknowledgment (Sponsor announcements)
Named in Social events	Name sponsor for Gala dinner	Name sponsor of cocktail function	Sponsor of meals and acknowledged as such before breaking for meals	
AOQ Corporate Membership	1 x AOQ Corporate membership – 12months (valued up to \$925)	1 AOQ corporate membership – 12 months (valued up to \$925)		
Conference Program	Opportunity to make suggestions about the conference program, and have representation on event panels	Ability to suggest elements for inclusion to program - for AOQ to consider during program development (presentations/ panel members)		
Verbal Acknowledgement	Verbal acknowledgement of their partnership with AOQ at the opening and closing session, including short intro about the organization.	Verbal acknowledgement of their partnership with AOQ at the opening and closing session, and at commencement of cocktail function		
Company Information (Blurb)	Conference Partner recognised as the exclusive major partner of the Conference and 1 minute blurb (provided) to be read out at conference opening	Recognised as one of the leading / major sponsors of the Conference via MC at commencement and conclusion of event		
Email to registrants/members	Dedicated promotional email profiling your organisation to all conference registrants and AOQ members.	Dedicated promotional email profiling your organisation to all conference registrants and AOQ members.		
Floor display	Floor space to exhibit or hold standalone side presentation/event – in a complementary manner to the AOQ presentations and conference objectives. (Promoted to conference delegates and AOQ members via website and social media marketing)			
Logo on AOQ website	Logo on AOQ website – named as conference sponsor until end 2023			

Sponsorship's are limited and expected to sell out fast. To secure your spot, please email admin@aoq.net.au or call 1800 725 850.