



ALERA NATIONAL CONFERENCE

9-11 OCTOBER 2025

THE STAR BRISBANE
QUEENSLAND

 **alera** Australian Labour and
Employment Relations Association



**SPONSORSHIP
PROSPECTUS**



INVITATION TO SPONSOR

The Australian Labour & Employment Relations Association (ALERA) invites you to participate and contribute to the successful hosting of the **2025 ALERA National Conference** as a sponsor or exhibitor.

ALERA is a national organisation for the industrial relations professions, aiming to bring together representatives of all stakeholders (including unions, employer bodies-private and public, legal practitioners, commissions and academia) to foster discussion, research, education and publication in the field of industrial and workplace relations.

Building on the success of the 2023 National Conference that saw more than 250 workplace relations professionals descend upon Tasmania, the 2025 conference will bring together the heavy-hitters of Australian workplace relations in beautiful Queensland. With a program full of practical sessions considering productivity, artificial intelligence, psychosocial hazards, workplace relations history and updates from the Fair Work Commission and on the Queensland industrial relations framework, we are confident the 2025 program will be just as successful.

We encourage you to support our conference via one of our packages, designed to keep your organisation in front of delegates before, during and after the event. If you do not find a package that suits your business requirements, please discuss with us so we can tailor a package to suit.

We look forward to welcoming you on board.

Nate Burke
Convener

FAST FACTS

9-11 October 2025

The Star Brisbane

250 delegates from government, the legal profession, IR or HR practitioners, union officials, managers, academics and consultants.

CONFERENCE SCHEDULE AT A GLANCE

Thursday 9 October 2025

Welcome Reception:
[Queensland Art Gallery - GOMA](#)

Friday 10 October 2025

Registration
Exhibition open
Conference Sessions
Conference Dinner:
[Howard Smith Wharves Rivershed](#)

Saturday 11 October 2025

Exhibition open
Conference Sessions
Exhibition closes mid afternoon

REASONS TO SPONSOR ALERA 2025



Targeted Audience Engagement

Industry Leaders: Connect with HR professionals, legal experts, and policymakers in labour and employment.

Networking Opportunities: Build relationships with key stakeholders, including decision-makers and influencers in the field.



Thought Leadership

Position Your Organization as an Expert: Participate in panel discussions or workshops to share insights and showcase your expertise.

Access to Latest Trends: Stay ahead of industry developments and showcase your innovative solutions.



Lead Generation

Collect Valuable Contacts: Engage with potential clients and partners, generating leads for future business opportunities.

Interactive Booths: Use your exhibition space to demonstrate products or services, attracting interested attendees.



Community Involvement

Support the Industry: Show your commitment to the labour and employment sector by supporting this important event.

Corporate Social Responsibility: Align your brand with a cause that promotes better work conditions and fair employment practices.



Professional Development

Stay Informed: Gain insights from keynote speakers and workshops, enhancing your organization's knowledge and skills.

Employee Engagement: Offer opportunities for your team to attend and learn, fostering professional growth and development.

SPONSORSHIP OPPORTUNITIES

Sponsorship packages are linked to key events or opportunities within the conference program. All prices shown are in Australian Dollars and are GST inclusive.

PLATINUM SPONSOR – \$8,800

PROMOTION

- Exclusive Platinum sponsorship of the ALERA 2025 Conference
- Logo recognition as the Platinum Sponsor in all conference promotional material, including conference program, holding slides and venue signage
- Company logo and profile in the Conference App and website (with link to your company's website)
- Co-location of the barista cart with your exhibition site, providing a high flow of delegate traffic
- The barista cart will be branded with your company's logo
- An opportunity to supply corporate branded aprons, caps and coffee cups

- One pull up banner for display and opportunity to place literature at the Barista Cart
- Your logo prominently displayed on signage at the venue
- Full page advertisement in the Conference App (finished art supplied by sponsor)
- Opted-in delegate list (name, position, organisation, state/country only)

REGISTRATION AND EXHIBITION

- Three full registrations including daily catering, sessions, the Welcome Reception and Conference Dinner
- One dressed trestle table and two chairs

GOLD SPONSOR – \$6,600

PROMOTION

- Acknowledgement as a Gold Sponsor of the ALERA 2025 Conference
- Company logo and profile in the Conference App and website (with link to your company's website)
- Your logo prominently displayed on signage at the venue
- Half-page advertisement in the Conference App (finished art supplied by sponsor)

- Opted-in delegate list (name, position, organisation, state/country only)
- Your choice of either refreshment break or lanyard sponsorship

REGISTRATION AND EXHIBITION

- Two full registrations including daily catering, sessions, the Welcome Reception and Conference Dinner
- One dressed trestle table and two chairs





SILVER SPONSOR – \$3,300

PROMOTION

- Acknowledgement as a Silver Sponsor of the ALERA 2025 Conference
- Company logo and profile in the Conference App and website (with link to your company's website)
- Your logo prominently displayed on signage at the venue
- Opted-in delegate list (name, position, organisation, state/country only)

REGISTRATION AND EXHIBITION

- One full registration including daily catering, sessions, the Welcome Reception and Conference Dinner
- One dressed trestle table and two chairs

BRONZE SPONSOR – \$2,200

PROMOTION

- Acknowledgement as a Bronze Sponsor of the ALERA 2025 Conference
- Company logo and profile in the Conference App and website (with link to your company's website)
- Your logo prominently displayed on signage at the venue
- Opted-in delegate list (name, position, organisation, state/country only)

REGISTRATION

- One full conference registration including daily catering, sessions, the Welcome Reception and Conference Dinner

ADDITIONAL TICKETS AND REGISTRATIONS

Extra personnel required to staff the exhibition stand must purchase additional exhibitor registrations at \$550 which includes:

- Daily catering
- Conference sessions
- A ticket to the Conference Welcome Reception

This registration type DOES NOT include the Conference Dinner (tickets may be purchased separately for \$180 each).

This Exhibitor/ Sponsor Pass is significantly reduced from the standard delegate fee as recognition of your company's support of the event. Please note, there is a maximum of two additional exhibitor registrations per sponsor or exhibitor.

APPLIANCE TESTING

All electrical appliances and leads used on site must comply with the Australian Standard AS/NZ 3760:2010, which requires the appliance to be inspected, tested and tagged. Items that do not comply will not be permitted to be used onsite.

Electrical items such as switchboards, cables and outlet fittings must comply with the Australian electrical wiring standard AS/NZS 3000:2007 and be installed by a qualified A grade electrician. Note: Double adaptors will not be permitted onsite, instead power boards with overload cut off are permitted.