



Congress jointly hosted with



Systems Engineering Society of Australia

# AUSTRALASIAN SIMULATION CONGRESS 2025

**Transformative Futures**  
Building tomorrow together

**11 – 14 August 2025**  
Adelaide Convention Centre

## SPONSORSHIP PROSPECTUS

Principal Partners



# ABOUT SIMULATION AUSTRALASIA



## OUR MISSION

We are the peak association for the simulation community in Australasia and are recognised as such by relevant decision-makers in government, business and education.

We strive to build a better future by connecting Australasia's modelling and simulation network; empowering cross-industry research and collaboration, developing the profession through review and dissemination of standards of practice for accreditation and certification; and provision of trusted sector information.

## OUR VISION

We envision a future where modelling and simulation is embraced by all industries to create a better, safer world.

## 2025 CONGRESS THEME

### **Transforming Futures** Building tomorrow together

The The Australasian Simulation Congress (ASC 2025) theme draws together key influencing design and decision-making domains within the simulation and modelling space to contribute to a collaborative, innovative and sustainable future

- Modelling and decision support systems
- Educational development (curriculum and techniques)
- Advancing professional practice with simulation-based learning
- Human dimensions in simulation
- Creative and cultural applications
- Serious games & games concepts
- Technology innovation

# WHY SPONSOR

Modelling and simulation are transformational business practices that are advocated by Simulation Australasia to empower organisations to prepare for the future.

For our members, we are the hub of collaboration, networking and professional development.

For the sector, we advocate for standards and recognition of core competencies to enhance credibility and build trust.

For the community, we promote continuous research and development of modelling and simulation capabilities to inform and contribute to a better innovative and safer community.

At the ASC 2025, Sponsors will connect with attendees from premier simulation congresses in the Asia Pacific region, uniting industry leaders, government officials, and academia.

Delegates will attend from a primary range of industries including:

- Defence
- Education
- Emergency Management
- National Security
- Health
- Manufacturing
- Resources & Infrastructure
- Transportation

## FAST FACTS

At the most recent in-person Congress in 2023, there were:



**350+**  
**Delegates**



**20**  
**Sponsors & Exhibitors**



**International delegates from 9 countries**



**100+**  
**Presentation sessions**  
(Plenaries, Workshops, Paper Presentations and Special Interest Group Panels)



# SPONSORSHIP OPPORTUNITIES

\*All prices quoted are inclusive of GST

## PLATINUM SPONSOR (EXCLUSIVE)

**\$36,000**

### Exhibition

- Priority placement 6m x 6m raw space in Exhibition Hall to build a custom stand

### Registrations

- 6 delegate registrations, including access to Congress sessions, Welcome Reception and Simulation Australasia Awards Dinner

### Marketing and Promotion

- Opportunity to co-design a plenary session with Scientific Committee with the option of delivering a 1-2-minute address at the commencement of session
- Opportunity to play a video (up to 1-minute in length) during plenary session (content to be provided by Sponsor, and subject to approval by Organising Committee)
- Opportunity to send 3 push notifications via Congress app (content to be provided by Sponsor, and subject to approval by Organising Committee)
- Opportunity to feature a knowledge article in Simulation Australasia newsletter prior to Congress (content to be provided by Sponsor, and subject to approval (including timing) by Organising Committee)
- Opportunity to send a dedicated email to all attendees post-Congress (content to be provided by Sponsor, and subject to approval (including timing) by Organising Committee)
- 1 dedicated social media post via Simulation Australasia channels (content to be provided by Sponsor, and subject to approval by Organising Committee)
- Congress website and app listing with Sponsor profile (approximately 100 words to be provided by Sponsor)
- Logo placement on Congress website, email blasts, Congress app, social media posts, and holding slides
- Formal acknowledgement of Sponsor as Platinum Sponsor at commencement and conclusion of Congress

## GOLD SPONSOR (2 AVAILABLE)

**\$20,000**

### Exhibition

- Priority placement 6m x 4m booth space in Exhibition Hall

### Registrations

- 4 delegate registrations, including access to Congress sessions, Welcome Reception and Simulation Australasia Awards Dinner

### Marketing and Promotion

- Opportunity to play a 30-second video immediately after conclusion of a specialised stream (content to be provided by Sponsor, and approved by Organising Committee)
- Opportunity to feature a knowledge article in Simulation Australasia newsletter prior to Congress (content to be provided by Sponsor, and subject to approval (including timing) by Organising Committee)
- Opportunity to include a sponsored insert in one Congress email sent to all attendees (content to be provided by Sponsor, and subject to approval (including timing) by Organising Committee)
- Opportunity to send 2 push notifications via Congress app (content to be provided by Sponsor, and subject to approval by Organising Committee)
- Congress website and app listing with Sponsor profile (approximately 100 words to be provided by Sponsor)
- Logo placement on Congress website, email blasts, Congress app, social media posts, and holding slides
- Formal acknowledgement of Sponsor as Gold Sponsor at commencement and conclusion of Congress



## SILVER SPONSOR (3 AVAILABLE) \$12,000

### Exhibition

- Priority placement 3m x 3m booth space in Exhibition Hall

### Registrations

- 2 delegate registrations, including access to Congress sessions, Welcome Reception and Simulation Australasia Awards Dinner

### Marketing and Promotion

- Opportunity to supply 1x sustainable, branded gift to delegates (at Sponsor's cost; to be featured on registration desk and handed-out to delegates by Conference Organisers during registration hours)
- Opportunity to showcase branded carpet decals in high-traffic areas (at Sponsor's cost)
- Opportunity to provide a demonstration in the Simulation Activation Space in the exhibition hall and manage the simulation throughout exhibition hours
- Opportunity to include a sponsored insert in one Congress email sent to all attendees (content to be provided by Sponsor, and subject to approval (including timing) by Organising Committee)
- Congress app listing with Sponsor profile (approximately 100 words to be provided by Sponsor)
- Logo placement on Congress website, email blasts, Congress app, social media posts, and holding slides
- Formal acknowledgement of Sponsor as Silver Sponsor at commencement and conclusion of Congress

## DINNER SPONSOR (EXCLUSIVE) \$14,000

### Registrations

- 8 guest registrations to Awards Dinner
- 1 delegate registration, including access to Congress sessions, Welcome Reception and Simulation Australasia Awards Dinner

### Marketing and Promotion

- Exclusive naming rights for 2025 Awards Dinner
- Opportunity to deliver a 5-minute address during Awards Dinner
- Prominent banner placement on stage exclusively for Dinner Sponsor
- Logo placement on Awards Dinner printed menu
- Logo placement on Awards Dinner holding slides (except for Awards sponsored by other sponsors, if applicable), Congress website, email blasts, Congress app, and social media posts
- Congress app listing with Sponsor profile (approximately 100 words to be provided by Sponsor)

## APP SPONSOR (EXCLUSIVE) \$6,000

### Registrations

- 1 delegate registration, including access to Congress sessions, Welcome Reception and Simulation Australasia Awards Dinner

### Marketing and Promotion

- Opportunity to co-brand Congress app (designed by app provider), including Sponsor logo displayed on homepage and dedicated page within app (its own icon)
- Opportunity to send 2 push notification via Congress app (content to be provided by Sponsor, and subject to approval by Organising Committee)
- Logo placement on Congress website, email blasts, Congress app, and social media posts

## COFFEE CART SPONSOR (2 AVAILABLE) \$6,000

Supporting a coffee cart at ASC 2025 ensure maximum exposure and popularity. The cart should include a call-to-action or QR code to drive attendees to your products and/or services.

### Exhibition

- Opportunity to brand coffee cart (at Sponsor's cost) (e.g. cart signage, barista apron, shirt, coffee cups etc.) situated in Exhibition Hall

### Registrations

- 1 delegate registration, including access to Congress sessions, Welcome Reception and Simulation Australasia Awards Dinner

### Marketing and Promotion

- Logo placement on Congress website, email blasts, Congress app, and social media posts

## SERIOUS GAMES CHALLENGE SPONSOR (EXCLUSIVE) \$5,500

### Registrations

- 4 delegate registrations for finalists, including access to Congress sessions, Welcome Reception and Simulation Australasia Awards Dinner
- 2 guest registrations to Awards Dinner for Sponsor

### Marketing and Promotion

- Opportunity for Sponsor to present Award at Awards Dinner
- Official photo opportunity with Award winner on stage at Awards Dinner
- Logo placement on Award Certificate, Award announcement holding, Congress website, email blasts, Congress app, and social media posts

**PRE-CONFERENCE WORKSHOP/  
MASTERCLASS SPONSOR  
(2 AVAILABLE)  
\$4,800**

**Registrations**

- 4 guest registrations to Workshop/Masterclass

**Marketing and Promotion**

- Opportunity for Sponsor to deliver a 2-minute welcome address at commencement of workshop/masterclass
- Delegate list of workshop/masterclass attendees sent to Sponsor prior to workshop/masterclass (list contains name, position, organisation, State, and country)
- Exclusive banner placement on stage and/or entrance
- Logo placement on workshop/masterclass holding slides, Congress website, email blasts, Congress app, and social media posts

**LANYARD SPONSOR (EXCLUSIVE)  
\$3,500**

**Marketing and Promotion**

- Opportunity to brand delegate lanyard with Sponsor logo and/or design (design to be provided by Sponsor per specifications)
- Logo placement on Congress website, email blasts, Congress app, and social media posts

**AWARD SPONSOR (6 AVAILABLE)  
\$2,000 PER AWARD**

**Exhibition**

The Excellence in Simulation Awards provide an ideal opportunity to celebrate the outstanding achievements of dedicated individuals and teams within our industry and are designed to:

- Provide a benchmark for best practice within the industry
- Encourage the continual raising of standards
- Reinforce the value of and inspire confidence in the simulation industry
- Publicly recognise and reward excellence and to promote a platform of celebration for the industry.

**Choose to sponsor:**

- Best Theoretical Paper
- Best Practice Paper
- Best Rural Health Paper
- Best Student Paper
- Best Poster
- Best Overall Paper

**Registration**

- 2 guest registrations to Awards Dinner

**Marketing and Promotion**

- Opportunity for Sponsor representative to present Award(s) at Awards Dinner
- Official photo opportunity with Award(s) winner on stage at Awards Dinner
- Logo placement on Award Certificate, Award announcement holding slide, Congress website, email blasts, Congress app, and social media posts



# EXHIBITION OPPORTUNITIES

## EXHIBITION BOOTH \$5,000

### Exhibition

- 3m x 3m booth space in Exhibition Hall including walls, fascia signage, spotlights, power

### Registrations

- 1 delegate registration, including access to Congress sessions, Welcome Reception and Simulation Australasia Awards Dinner
- 1 Exhibition pass only (NOT including access to Congress sessions, Welcome Reception and Simulation Australasia Awards Dinner - available at additional costs)

### Marketing and Promotion

- Logo placement on Congress website, email blasts, Congress app, and social media posts

# PARTNERSHIP BOOKING FORM

Contact Name:

Company:

Position:

Address (for invoicing):

Suburb:

State:

Postcode:

Telephone:

Mobile:

Email:

\* All correspondence will be forwarded to this person

## LEVEL OF SPONSORSHIP (PLEASE TICK):

<input type="checkbox"/> Platinum Sponsor (Exclusive)	\$36,000
<input type="checkbox"/> Gold Sponsor (2 Available)	\$20,000
<input type="checkbox"/> Silver Sponsor (3 Available)	\$12,000
<input type="checkbox"/> Dinner Sponsor (Exclusive)	\$14,000
<input type="checkbox"/> App Sponsor (Exclusive)	\$6,000
<input type="checkbox"/> Coffee Cart Sponsor (2 Available)	\$6,000
<input type="checkbox"/> Serious Games Challenge Sponsor (Exclusive)	\$5,500
<input type="checkbox"/> Pre-Conference Workshop/Masterclass Sponsor (2 Available)	\$4,800
<input type="checkbox"/> Lanyard Sponsor (Exclusive) \$3,500	
<input type="checkbox"/> Award Sponsor (6 Available)	(Per Award) \$2,000
<input type="checkbox"/> Exhibition Booth	\$5,000

I/We agree to the Terms and Conditions set out in this Sponsorship Prospectus

Signed:

Date

Please return this form to the Conference Organiser:

Andrea Diaz

Sponsorship and Partnerships Manager

The Association Specialists

Phone: +61 2 9431 8626

Email: [ascongress@theassociationspecialists.com.au](mailto:ascongress@theassociationspecialists.com.au)

# TERMS AND CONDITIONS

These terms and conditions constitute a contract between you ('the Sponsor') and Simulation Australasia Ltd (ABN 13 087 862 619) and The Association Specialists (ABN 35 002 729 606) ('the Conference Organiser') in relation to the sponsorship of the Australasian Simulation Congress 2025 to be held at the Adelaide Convention Centre from 11 August 2025 to 14 August 2025 ('ASC 2025' or 'the Congress'). By signing the application form you are indicating your acceptance of these terms and conditions.

## Acceptance and Allocation

The Congress Organiser reserves the right to accept or reject any application at its absolute and unfettered discretion with the return of any deposit paid in the event of a rejection. Sponsorship packages, which may be limited in number, will be generally allocated in the order of the receipt of application forms. Allocation of sponsorship packages, regardless of the preference indicated, is at the discretion of the Congress Organiser, whose decision will be final.

## Application and Payment

To confirm your acceptance of a sponsorship package please complete the Acceptance Form at the back of this brochure and return to Andrea Diaz, Sponsorship and Partnerships Manager at [ascongress@theassociationspecialists.com.au](mailto:ascongress@theassociationspecialists.com.au) and specify the package required. A confirmation letter will then be sent to you outlining the sponsorship details, along with a tax invoice due within 14 days. If the payment is not received within 14 days of invoice, the package will be released for re-sale. As opportunities are strictly limited, returning an Acceptance Form does not guarantee a place as a Sponsor. You will be contacted with a confirmation letter to confirm your acceptance as a Sponsor.

## Cancellation Policy

Cancellations will be accepted in writing only. A cancellation notice received 3 months prior to the start of the Congress will be subject to a 50% cancellation fee. Any cancellation notice received within 3 months of the start of the Congress will be subject to a 100% cancellation fee.

## Legal Responsibility

Simulation Australasia Ltd and the Congress Organiser accept no responsibility for any act, omission or other default on the part of the Sponsor during, or in connection with, the Congress that results directly or indirectly in any loss or damage. The Conference Organiser will not be liable for any indirect or consequential damages arising out of a breach of this Sponsorship contract. In the event that the Congress is cancelled or delayed through no fault of the Conference Organiser, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the Sponsor shall not be entitled to any refund or any claim for any loss or damage.

## Sponsor Requirements

The Congress Organiser's requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display or other arrangements will be sent to you in a confirmation letter at a later date with relevant due dates.

Logos will be requested in .jpg or .png format, high resolution 300dpi. If logos in other formats are received, the Organiser are not responsible for the quality of the logos displayed in any of the promotional material.

In the event that materials, information or artwork required by the Congress Organiser are not received by the designated due date, their use for their intended purpose cannot be guaranteed and the Organiser are not responsible for any losses sustained as a result.

## Partnerships

Nothing contained in the agreement will be deemed to constitute a partnership, joint venture or agency relationship between you and Simulation Australasia Ltd and/or the Congress Organiser. You must not do anything where you will, in any way, be represented that you are a partner of Simulation Australasia Ltd and/or the Congress Organiser.

## Registrations

Sponsors are not permitted to attend Congress Sessions or Networking Functions unless the relevant tickets are offered as part of the particular Sponsorship package. Should the Sponsor wish to attend the Congress as a delegate or attend Networking Functions, the appropriate registration must be purchased. Specific Sponsor online registration link will be sent out at a later date.

## Sponsorship and Exhibition Packages

Please refer to the Sponsorship packages in this Sponsorship Prospectus. Any variations to the description of each package must be as agreed in writing with the Congress Organiser. Sponsorship entitlements will not commence until the Acceptance Form and payment is received by the Congress Organiser.