

New concept, new vision,
new opportunities

 Visual
Connections

VISUAL IMPACT

Sydney 2026

CONFERENCE
AND EXPO

SPONSORSHIP & PROMOTIONAL OPPORTUNITIES



NEW CONCEPT, NEW VISION, NEW OPPORTUNITIES

Visual Impact Conference & Expo 2026 brings the industry's leading suppliers together with independent experts and thought leaders, to create a totally new concept and vision designed to drive the future success of the print, sign and graphics sector.

Hosted by Visual Connections Australia, the first combined Visual Impact Conference & Exhibition will be held from 2–4 September, 2026, at the Sydney Showground, Sydney Olympic Park.

Some 4,000 visitors are expected to attend the event over three days, to see the very latest in signage; digital wide-format and textile printing; routing, engraving and laser cutting; 3D, illuminated and digital signage... and much more.

Sponsorship of this event is an unmissable opportunity to place your brand at the forefront of industry innovation, and take the lead in informing, inspiring and equipping industry businesses to understand the global market, identify profitable new opportunities, and capitalise on emerging markets and new technologies.

MAJOR EXPO SPONSORSHIP OPPORTUNITIES

PLATINUM

Sponsorship cost: \$50,000 + GST

This exclusive opportunity entitles the Platinum Sponsor to the following benefits:

- ▶ 72m² floor space valued at approximately \$35,640 plus GST
- ▶ Prominent logo on all marketing, advertising and promotional materials
- ▶ Prominent logo on entrance feature and signage
- ▶ 1 x full page colour insert to be included in the Visitor Bag, valued at \$550 +GST
- ▶ Full Page Enhanced Exposure package in Visual Impact Pullout Guide in Visual Impact Magazine (Winter Edition) – value \$2,000 +GST
- ▶ Double page editorial in the Winter Edition of Visual Impact Magazine – value \$5,500 +GST
- ▶ 4 Passes to each day of the Visual Impact Conference valued at \$3,360
- ▶ Promotion of your Platinum Sponsorship in media releases and on social media.

GOLD

Sponsorship cost: \$27,000 + GST

This opportunity entitles Gold Sponsor to the following benefits:

- ▶ 36m² floor space valued at approximately \$17,820 plus GST
- ▶ Prominent logo on all marketing, advertising and promotional materials
- ▶ Prominent logo on entrance feature and signage
- ▶ 1 x full page colour insert to be included in the Visitor Bag, valued at \$550 +GST
- ▶ 1 full-page editorial in the Winter Edition of Visual Impact Magazine – valued at \$2,800 +GST
- ▶ 1 x Half Page Enhanced Exposure package in the Visual Impact Pullout Guide in Visual Impact Magazine (Winter Edition), valued at \$1,200 +GST
- ▶ 2 Passes to each day of the Visual Impact Conference valued at \$1,680
- ▶ Promotion of your Gold Sponsorship in media releases and on social media.

SILVER

Sponsorship cost: \$15,000 + GST

This opportunity entitles Silver Sponsors to the following benefits:

- ▶ 18m² floor space valued at approximately \$8,910 plus GST
- ▶ Prominent logo on all marketing, advertising and promotional materials
- ▶ Prominent logo on entrance feature and signage
- ▶ 1 x full page colour insert to be included in the Visitor Bag, valued at \$550 +GST
- ▶ One pass to each day of the Visual Impact Conference valued at \$840
- ▶ 1 x Half-Page editorial in Winter Edition of Visual Impact Magazine – value \$2,200 +GST
- ▶ Promotion of your Silver Sponsorship in media releases and on social media.



EXPO SPONSORSHIP OPPORTUNITIES

VISITORS BAGS

Upon arriving at the exhibition, each visitor is issued with a visitor bag which includes various items regarding the exhibition. These items include promotional material from exhibitors and the Visitors Guide.

Visitor Bag Sponsor will have the opportunity to have their logo printed on one side of the visitor bag. The other side of the Visitors Bag will be printed with the Visual Impact logo.

Sponsor is to provide their logo and printed visitor bags. All bags must be fabric bags and not plastic.

Sponsorship cost \$2,000 + GST

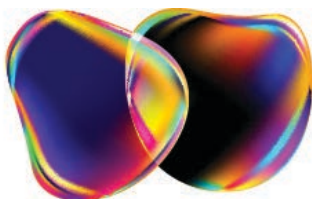
Plus supply of 3,000 bags for the Expo

LANYARDS

Lanyard Sponsors have the opportunity to have their logo printed on the exhibition lanyards. All lanyards are required to be double clip. Sponsor is to provide their logo and printed lanyards.

Sponsorship cost \$2,000 + GST

Plus provide 3,000 lanyards for the Expo



PROMOTIONAL OPPORTUNITIES

VISITORS BAG (Inserts)

Each visitor receives a bag upon entry to the Expo. The bag contains the Visitor Guide and any promotional items and flyers supplied by sponsors. Exhibitors can also supply material for the bag, such as flyers, sweets & merchandise. There is a limit on the number of inserts, so you need to be quick. Pls note, material will be due by a specified date.

Insertion fee: \$500 + GST

(depending on the size)

Inclusion in pre-show Expo updates

To further increase your marketing presence at the Expo, we're offering a limited number of slots in our pre-show marketing campaign. Here participating exhibitors can promote their show specials and/or stand activity within the official email.. This campaign will include at least 6 sends during the pre-show activity.

Cost to be included: \$1,600 + GST

EDM – Exhibitors show special

We are offering the opportunity for an EDM for exhibitors to promote their company and their upcoming presence at Visual Impact Conference & Expo 2026. The show web banner and links to register must be included. EDM's are distributed to approx 14,000 people.

Cost per send: \$990 + GST

Visual Impact Pullout Guide – Advertising

The Winter 2026 edition of Visual Impact magazine will include a Pullout Visitor Guide. All exhibitors receive a free listing but there are also opportunities to further promote your show offering or product information in this guide or in the general magazine, Ask us for more info.

Cost: from \$1450 + GST onwards

(member pricing).



CONFERENCE SPONSORSHIP OPPORTUNITIES

The inaugural Visual Impact Conference is designed to offer leading edge information important for the future profitability and sustainability of the print, sign and graphics sector and its customers. Targeted at decision makers and business operations teams, the content aims to educate, upskill and challenge the status quo.

Divided into three streams, the conference will feature independent experts and thought leaders on future business trends, emerging technology, building and measuring success and the international case studies on sustainability.

Day 1: BETTER BUSINESS:
workplace changes, ethics, talent acquisition, supply chain and the general economic environment

Day 2: NAVIGATING SUSTAINABILITY:
understanding Australia's government requirements, waste management, achieving carbon neutral accreditation, international case studies

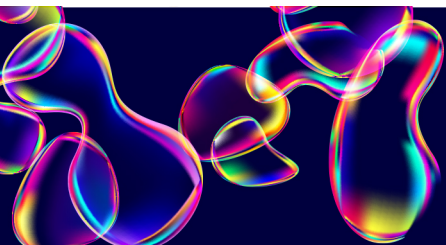
Day 3: FUTURE READY:
automation and robotics, data security, lean manufacturing and emerging technologies

The program will showcase local and international speakers from adjacent and similar industries.

PREMIUM SPONSOR

Sponsorship cost: \$25,000 + GST

- ▶ Verbal acknowledgement by the Conference MC of your company's support as the Conference premium sponsor
- ▶ 5 min speaking slot on your day of choice
- ▶ The opportunity to propose a 30min presentation to appear in the conference
- ▶ Your company logo on conference tickets
- ▶ 50% discount (non-member rate) on a shell scheme stand in Expo – based on availability
- ▶ The opportunity to display a company video (of approx 30 seconds) prior to and concluding each day's session Event screen signage incorporating your company logo displayed outside the main access point to the conference.
- ▶ Your company logo displayed on the AV screens for the duration of conference.
- ▶ Your company logo permanently displayed on the lectern during the conference
- ▶ The opportunity for additional free-standing signage within the conference room each day
- ▶ The opportunity to have your company material made available to conference delegates plus included in the Expo Visitor bag
- ▶ 6 passes providing your team access each day of the conference
- ▶ Your company logo and acknowledgement as Premium Conference sponsor on all Visual Impact Conference and Expo advertising. This includes on direct mail, print and digital ads, social posts, webinars, enewsletters, edms and industry coverage
- ▶ Your brand highlighted on the Visual Impact event website when referencing the Conference. Your logo will appear:
 - in the footer of all pages
 - on the home page (rotating sponsor list)
 - on the conference pages
 - as a static logo on the sponsor page with a 120-word company description and link recognition in the event app. This includes your company name, logo, company description and a link to your website.
- ▶ Complimentary full-page ad in Winter edition of the Visual Impact magazine
- ▶ Sponsor recognition in all conference editorial
- ▶ Visual brand recognition in the post-show report



VISUAL IMPACT

CONFERENCE & EXPO 2026

PARTNER SPONSOR

Sponsorship cost: \$12,000 + GST

- ▶ Verbal acknowledgement by the Conference MC of your company's support as a Partner sponsor
- ▶ Event screen signage incorporating your company logo displayed outside the main access point to the conference.
- ▶ The opportunity to focus on one Conference stream/day
- ▶ The opportunity to display a company video (of approx 30 seconds) concluding your preferred conference stream/day.
- ▶ Your company logo prominently displayed on the AV screens as a Conference Stream Partner sponsor on your preferred day.
- ▶ The opportunity for additional free-standing signage within the conference room during your preferred day
- ▶ Your company logo and acknowledgement as Partner Conference sponsor on all general Visual Impact Conference and Expo advertising. This includes on direct mail flyers, print and digital ads, social posts, newsletters and marketing edms.
- ▶ The opportunity to have your company material made available to delegates and within the Expo Visitor bag
- ▶ 4 passes providing your team access to the conference on your preferred day (or spread across 3 days)
- ▶ Your brand highlighted on the event website. Your logo will appear:
 - on the conference pages
 - as a static logo on the sponsor page with a 60-word company description and link recognition in the event app. This includes your company name, logo, company description and a link to your website.
- ▶ Sponsor recognition in all conference editorial
- ▶ Visual brand recognition in the post-show report


SUPPORTING SPONSOR

Sponsorship cost: \$5,000 + GST or in-kind

- ▶ Your company logo displayed on the AV screens as a supporting sponsor for the duration of conference.
- ▶ Your company logo and acknowledgement as Supporting Conference sponsor on all general Visual Impact Conference and Expo advertising
- ▶ The opportunity to have your company material made available to conference delegates
- ▶ 2 passes providing your team access on one day only of the conference (your preference)
- ▶ Company name recognition in the post-show report
- ▶ Sponsor recognition in all conference editorial

Targeted at decision makers and business operations teams, the content aims to educate, upskill and challenge the status quo.





**READY TO
TAKE THE
LEAD?**

To take advantage of these limited Sponsorship opportunities, please email the organisers at exhibitions@visualconnections.org.au or call 02 9868 1577.

visualimpact.org.au

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CONFERENCE & EXPO 2026

2-4 September 2026

Sydney Showground, Sydney Olympic Park

 **Visual
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