



Elevate

STEADFAST CONVENTION
23 – 25 MARCH 2025

Sponsorship
prospectus

Steadfast 



Australasia's largest general insurance convention



2024 highlights
Click to play video

Invitation to participate

Elevate

Join us at the 2025 Steadfast Convention, where you will unlock new opportunities, connect with industry leaders, and elevate your collective learning and networks. Building on the success of previous themes—'Our Time Is Now,' 'Thrive,' and 'Connect'—lets soar to new heights together as we explore what it means to 'Elevate'.

Agenda highlights

- ▶ Keynote sessions on elevating performance and results
- ▶ Interactive breakouts to enhance service excellence
- ▶ Networking opportunities to connect with industry leaders
- ▶ Insights from the Steadfast team



2
days



2,000+
attendees



22+
Convention
speakers



7+
marketplace and
networking hours

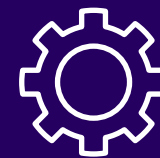
Unlock new opportunities!



Immerse
yourself within the Steadfast network



Discover
innovative solutions



Optimise
business performance



Expand
your company reach with strategic positioning



Gain
insights into the latest industry trends and innovations



Fill
your pipeline with qualified leads



Build
your presence with the marketplace



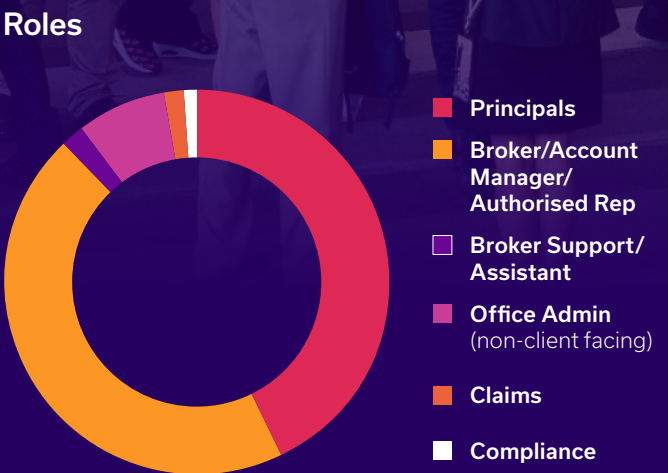
Amplify
your voice through leadership content



Why attend?

- ✓ **Business Insights**
Gain valuable insights on business and revenue growth, marketing enhancement, and operational efficiency.
- ✓ **Elevate Your Knowledge**
Expand your skills and expertise.
- ✓ **Inspiring Speakers**
Learn from industry leaders who share strategies and their insights to Elevate your business.
- ✓ **Networking**
Connect with fellow brokers, exchange ideas, and strengthen and build your professional network.
- ✓ **Empowering Tools**
Discover tools designed to empower you to help build your business.
- ✓ **Transformative Experience**
Be part of an impactful event.

Who attends



'The convention was an incredible experience. Having attended four of these now, I can confidently say this one was fantastic. The learning opportunities were outstanding, and it was wonderful to network and meet people I interact with daily'

***'it really was
a phenomenal
experience'***



'The standard of the presenters is always of a high calibre. The break out sessions were all very relevant to my role. I also find the networking opportunities to be excellent'



Video background

**Sponsorship
packages**

Gold sponsorship package

\$80,000+GST



Registration and accommodation

- ▶ 12 x complimentary registration passes (with full delegate access except to Broker Only session).
- ▶ Opportunity to purchase additional accompanying partner pass (with full delegate access except to Broker Only session).
- ▶ Opportunity to purchase Marketplace only pass.

Convention opportunities

- ▶ 6m x 6m exhibition space in the Steadfast Marketplace.
- ▶ Use of airspace above (rigging and size restrictions apply).
- ▶ Lead scanning capability via the Steadfast mobile app, using your own devices, within the Steadfast Marketplace.
- ▶ Opportunity to present at a 15-minute TED Talk presentation in the plenary.
- ▶ Opportunity to provide branded merchandise from your booth.
- ▶ Opportunity to play a video as delegates enter / leave the plenary for no more than 60-seconds (to be shown once).

Promotion opportunities

- ▶ Branding included on eDM communications: pre and post-Convention.
- ▶ Branding and acknowledgment on the Convention website.
- ▶ Branding included on selected signage and presentation screens throughout the Convention.
- ▶ Verbal acknowledgement at commencement and conclusion of the Convention.
- ▶ Access to the Convention delegate list 60 days, 30 days and 14 days from the Convention.
- ▶ Logo included on Steadfast eDM communications regarding your plenary session.
- ▶ Listing included as a Gold Sponsor on the Convention mobile app.

Social functions

- ▶ Welcome function access on the Sunday evening hosted by Steadfast.
- ▶ Networking drinks on Monday afternoon in the Marketplace.
- ▶ Breakfast in the Steadfast Marketplace Monday and Tuesday mornings.
- ▶ Gala dinner on Tuesday evening hosted by Steadfast.
- ▶ 3 x Gala dinner table allocations (10 per table).

[Submit sponsorship enquiry](#)



Silver sponsorship package

\$36,500+GST



Registration and accommodation

- ▶ 5 x complimentary registration passes (with full delegate access except to Broker Only session).
- ▶ Opportunity to purchase additional accompanying partner pass (with full delegate access except to Broker Only session).
- ▶ Opportunity to purchase Marketplace only pass.

Marketplace opportunities

- ▶ 6m x 3m booth in the Steadfast Marketplace.
 - 3m walls.
 - 6 x white wall panel.
 - Fascia panel with branding.
 - 2 x spotlights.
 - 1 x 4 amp power outlet.
- ▶ Lead scanning capability via the Steadfast mobile app using your own devices.
- ▶ Opportunity to provide branded merchandise from your booth.



Promotion opportunities

- ▶ Branding and acknowledgment on the Convention website.
- ▶ Branding included on selected signage and presentation screens throughout the Convention.
- ▶ Access to the Convention delegate list 60 days, 30 days and 14 days from the Convention.

Social functions

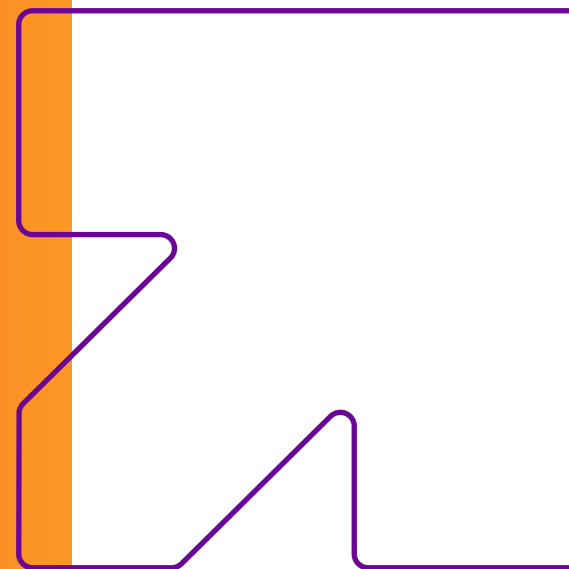
- ▶ Welcome function access on the Sunday evening hosted by Steadfast.
- ▶ Networking drinks on Monday afternoon in the Marketplace.
- ▶ Breakfast in the Steadfast Marketplace Monday and Tuesday mornings.
- ▶ Gala dinner on Tuesday evening hosted by Steadfast.
- ▶ 2 x Gala dinner table allocations (10 per table).

[Submit sponsorship enquiry](#)

Exhibitor

sponsorship package

\$9,500+GST



Registration and accommodation

- ▶ 2 x complimentary registration passes (with full delegate access except to Broker Only session).
- ▶ Opportunity to purchase additional accompanying partner pass (with full delegate access except to Broker Only session).
- ▶ Opportunity to purchase Marketplace only pass.

Marketplace opportunities

- ▶ 3m x 3m booth in the Steadfast Marketplace:
 - 2.44m walls.
 - Fascia panel (300mm) with branding.
 - 2 x spotlights.
 - 1 x 4 amp power outlet.
- ▶ Lead scanning capability via the Steadfast mobile app using their own devices.
- ▶ Opportunity to provide branded merchandise from your booth.

Promotion opportunities

- ▶ Branding and acknowledgment on Convention website.
- ▶ Branding included on selected signage and presentation screens throughout the Convention.
- ▶ Access to the Convention delegate list 60 days, 30 days and 14 days from the Convention.

Social functions

- ▶ Welcome function access on the Sunday evening hosted by Steadfast.
- ▶ Networking drinks on Monday afternoon in the Marketplace.
- ▶ Breakfast in the Steadfast Marketplace Monday and Tuesday mornings.
- ▶ Opportunity to network during all Convention social function.
- ▶ Gala dinner on Tuesday evening hosted by Steadfast.

[Submit sponsorship enquiry](#)



Hall 1



'The marketplace is always the most productive arena to do business and network'

Elevate your opportunities, through friendships and business connections



Elevate
your senses
through speakers
that educate,
inspire and
entertain you

**The sponsor application form will be delivered via email,
to be completed online.**

2025 Steadfast Convention – Sponsor/exhibitor terms

1. General

- 1.1. Steadfast Convention Pty Ltd ACN 124 799 ('Steadfast') reserves the right to change the venue and duration if exceptional circumstances demand and if in the best interests of the Convention. In the event of a change of venue and/or duration, the agreement to participate will remain in force as long as the sponsor/exhibitor is informed in writing at least one month prior to the changes.
- 1.2. Steadfast reserves the right to accept or reject any application for sponsorship/exhibition, approve the products and services to be promoted, allocate booths and alter the floor plan depending on the final allocation of the site regardless of preference indicated, in its absolute discretion in each case.
- 1.3. Steadfast will not be providing tables, chairs, stands or any furniture or any exhibit fixture or display materials for advertisements, images, names, products or services to be used inside each allocated booth. Each sponsor/exhibitor is responsible for arranging all furniture, exhibit fixtures and display materials.
- 1.4. In the case of cancellation by the sponsor/exhibitor, written notice must be sent by email to the organiser of the Convention at events@steadfast.com.au. Unless the particular area of that sponsor/exhibitor is resold, Steadfast reserves the right to retain a cancellation fee. A written notice of cancellation received:
 - 1.4.1. no later than 8 January 2025 will be subject to a cancellation fee equal to 50% of the Convention registration fee paid by the sponsor/exhibitor. The sponsor/exhibitor acknowledges that this sum is a genuine pre-estimate of damage to Steadfast and not out of all proportion to Steadfast's loss.
 - 1.4.2. After 8 January 2025 no refund will be available. The sponsor/exhibitor acknowledges that this sum is a genuine pre-estimate of damage to Steadfast and not out of all proportion to Steadfast's loss.
- 1.5. Steadfast may cancel at any time any accepted application at its absolute discretion by providing written notice if the sponsor / exhibitor either ceases to be or is not part of the Steadfast network. Cancellations under this clause will receive a full refund.
- 1.6. Refunds will be returned by the same payment method as the original receipt of funds.
- 1.7. Steadfast reserves the right to cancel the Convention:
 - 1.7.1. due to circumstances beyond its reasonable control, including but not limited to acts of God, terrorism, war, strikes or industrial action, fire, explosion, inevitable accident, breakdown of property, changes in law, or pandemics or global health crises; or
 - 1.7.2. due to any public health order or government directive concerning COVID-19 or any other contagious or transmittable infection or disease.
- 1.8. In the event of cancellation (or any part thereof) in accordance with clause 1.6 above, the sponsor / exhibitor will not be entitled to any refund.
- 1.9. Steadfast reserves the right to unconditionally cancel any sponsorship or exhibition acceptance if Steadfast deems that the sponsor or exhibitor is conducting business contradicting the ethics and best interests of the Convention or could impact on the reputation or goodwill of the Steadfast brand.
- 1.10. The sponsor / exhibitor agrees and acknowledges that it is solely responsible for safeguarding its materials and property in the allocated display area or booth or generally at the Convention. Steadfast is not responsible or liable for any damages or loss arising under this clause.
- 1.11. The sponsor / exhibitor agrees and acknowledges that it is responsible and liable for any loss (including consequential loss), damage or claims arising out of all personal injury or damage to property arising in connection with the sponsor/exhibitor display area or booth or contributed to by its conduct or the conduct of any of its delegates at the Convention. The sponsor/ exhibitor will indemnify Steadfast on demand in respect of any claim in respect thereof except for any act or omission of Steadfast and except for any staff costs or overheads of Steadfast. The sponsor/exhibitor must take out adequate insurance in respect of all such claims. The sponsor/exhibitor will provide to Steadfast with a Certificate of Insurance upon request.
- 1.12. I/we understand that the sponsorship/exhibition packages are limited and the decision of Steadfast will be final.
- 1.13. The sponsor / exhibitor cannot promote products and services outside those approved in the sponsor / exhibitor's application for sponsorship/exhibition and cannot include persons from non-partner associations as delegates. Steadfast will inform the sponsor / exhibitor if a product or service has not been approved.
- 1.14. The sponsor / exhibitor cannot remove or coerce delegates from the business sessions or Steadfast social functions.
- 1.15. The sponsor / exhibitor will follow any reasonable direction by Steadfast including its direction to refuse admittance or expel from the Convention anyone that it determines is behaving in a manner that could be disruptive to the Convention or any other attendee. Each sponsor / exhibitor consents and agrees that in the event of reasonable expulsion or refusal of admittance, it shall not be entitled to a refund of any portion of amounts paid.
- 1.16. Steadfast reserves the right to make changes to the Convention program at any time as circumstances dictate and in the best interests of the Convention. Reasonable efforts will be made to ensure a session of equivalent standard is included.
- 1.17. The sponsor/exhibitor must not erect its exhibits in a manner which would in the opinion of Steadfast obstruct the light or impede the view along the open space gangways of the exhibitions or occasion inconvenience to or otherwise affect the displays of any other sponsor/exhibitor. The sponsor / exhibitor must follow any directions given by Steadfast under this clause.

- 1.18. The sponsor/exhibitor shall keep the space occupied by it and the common areas around it maintained, orderly and clean at all times. The sponsor/exhibitor will comply with any reasonable directions given by Steadfast under this clause.
- 1.19. No exhibit shall be packed, removed, or dismantled prior to the closing of the Convention without prior written permission from Steadfast. If the sponsor/exhibitor acts in breach of its clause, it shall pay to Steadfast, by way of compensation for the detraction to the Convention's appearance a sum equal to one third of the total amount payable by the sponsor/exhibitor for its allocated booth space in addition to all sums otherwise payable to Steadfast under these Terms. The sponsor/exhibitor acknowledges that this sum is a genuine pre-estimate of damage to Steadfast and not out of all proportion to Steadfast's loss.
- 1.20. Whilst Steadfast will use its reasonable endeavours to organise and promote the Convention in such a manner as it considers appropriate, Steadfast reserves the right in its reasonable opinion to amend or vary the manner or methods of such organisation and promotion and therefore any statements made by or on behalf of Steadfast as to audience projections or methods or timing of promotion will constitute only general indications of Steadfast's promotion and organisation strategy and will not amount to any representation or warranty.
- 1.21. The sponsor/exhibitor will not be entitled to assign or delegate to a third party any rights, obligations of the sponsor/exhibitor arising under these Terms.
- 1.22. Each party must not disclose to any third party except as required by law, to its professional advisors or as agreed by the other party any confidential information relating to the business of the other party or any other information obtained in connection with the Convention that has been marked or is reasonably apparent to be confidential.
- 1.23. The sponsor /exhibitor is advised to obtain adequate travel and health insurance. Convention registration fees do not provide any such insurance coverage. Steadfast accepts no responsibility for any loss in this regard.
- 1.24. The maximum liability of Steadfast under these Terms is limited to a refund of the Convention registration fee with no additional liability for travel costs, hotel costs or any other associated costs.
- 1.25. The sponsor /exhibitor will be required to comply with any COVID-19 safety guidelines and protocols in place with the venues or by Steadfast and the Convention which will be aligned and compliant with all relevant Government health advice, law or mandates in place at that time. By registering for the Convention, Steadfast reserves the right to provide your personal contact details (your name, phone number and email address) to any relevant authorities at their request for the purposes of contact tracing or for any other relevant Government requirements.
- 1.26. Details of any protocols and requirements will be available on Steadfast's Convention website and all registrants will be bound by these requirements.

The health and safety of the participants is one of our highest priorities. Steadfast is mindful of the health risks posed by COVID-19, and the importance of following any official medical advice with respect to social distancing, practising good hygiene and staying at home when unwell. Steadfast

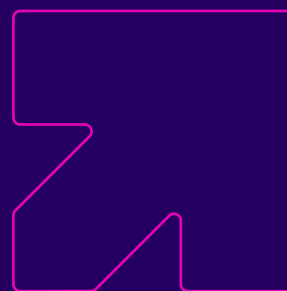
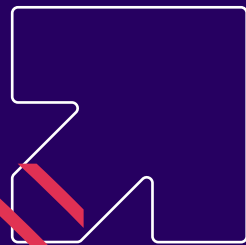
requests any sponsor/exhibitor who is feeling unwell or has cold or flu like symptoms, or who may have been in contact with someone with COVID-19 or any other contagious or transmittable infection or disease, either not attend or leave the Convention.

- 1.27. Steadfast is committed to protecting the privacy of all personal information you provide for this event registration. Any personal information you provide to us for the purposes of the Convention including your name, position, organisation, address, phone details and a photo (optional) will be displayed on the Steadfast Convention App and provided to our participants. The Steadfast Convention App may require you to provide location data for use by the Steadfast Convention App, we will treat this data as personal information. By registering for the Convention, you will be consenting for us collecting, holding, using displaying and distributing your personal information as outlined in this clause and in clause 1.24 above. You will ensure that any of your staff or contractors are aware of this clause and provide consent before attending.
- 1.28. Please note that registration requires your download and use of the Steadfast Convention App.
- 1.29. By registering for the Convention, you acknowledge and consent that during your attendance at the Convention your image or voice may be recorded via video, photograph or by any other means ("recorded") by an official of the Convention, which may be distributed or published at the reasonable discretion of Steadfast. If you do not wish to be recorded, you are required to email the Convention organiser at events@steadfast.com.au before the 1, February 2025. You will ensure that any of your staff, contractors or guests are aware of this clause and provide consent before attending or email the Convention organiser at events@steadfast.com.au before the 1, February 2025.
- 1.30. Personal information will be collected, used and handled in accordance with our Privacy Policy. A copy of our Privacy Policy may be obtained at www.steadfast.com.au/privacy-policy.aspx
- 1.31. These Terms will be constructed in accordance with New South Wales law and each party irrevocably submits to the non-exclusive jurisdiction of the New South Wales courts..

2. Confirmation

- 2.1 To confirm your acceptance of these Terms, please complete the online application form and return as per the details on the form.
- 2.2 On receipt of the form and once accepted, a confirmation email will be sent with a tax invoice for full payment due within 30 days after receipt.





THE STRENGTH YOU NEED

For sponsorship enquiries please contact
E: xxxx@steadfast.com.au