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BEAQ STATE CONFERENCE SPONSORSHIP HANDBOOK



LEGACY AND LAUNCH

*Bridging tradition and innovation
in Business Education*

23-24 July 2025 | RNA Showgrounds





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INTRODUCTION

The Business Educators' Association of Queensland (BEAQ) is excited to invite you and your organisation to support our State Conference, a premier two-day event on Wednesday and Thursday, 23 & 24 July 2025, at the Royal International Convention Centre, Brisbane RNA Showgrounds, Bowen Hills.

The BEAQ State Conference is an annual event, and in 2025, the event will be held over two days; we anticipate 300+ delegates in-person.

The theme for this year's conference is "**Legacy to Launch: Bridging Tradition and Innovation in Business Education**," focusing on integrating modern advancements with established curriculum practices, and offering an opportunity for teachers to share their expertise, resources and practical strategies when approaching the delivery of business education subjects and courses.

On Thursday, 24 July, our main conference day, delegates can choose from over 21 speaker sessions, enjoy insights from our keynote speaker, and connect with sponsors and exhibitors throughout the day. The event will wrap up with a networking session featuring drinks and canapés.

ABOUT BEAQ

BEAQ is the professional members' association for Business Education teachers in Queensland. Our mission is to empower our members and other key stakeholders to evolve business education in Queensland.

The BEAQ is proud to be an affiliate of Business Educators' Australasia (BEA), the peak organisation for 11 subject associations that support the teaching of economics and business education in Australasia. BEA in conjunction with its affiliated associations, aims to promote and extend economics and business education.



Event Highlights

300 + delegates

Multiple sponsorship levels

Connect multiples times throughout the day with delegates

20 trade exhibitor opportunities

3PM networking function

Keynote speaker and 21+ session speakers

TARGET AUDIENCE

Who will attend?

The BEAQ conference consistently attracts 300+ delegates from across Queensland, including :-

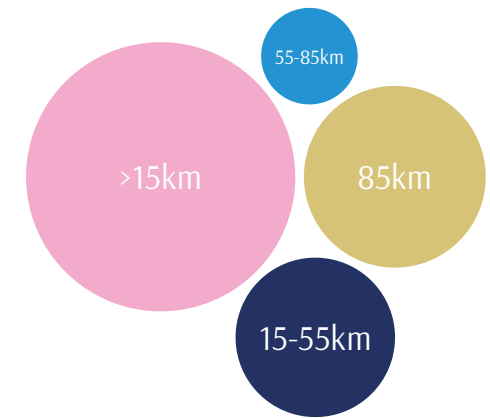
- Individuals and organisations with an interest in Accounting, Business, Legal Studies, Junior Economics and Business, Vocational Education and Training (VET), Financial Literacy, Software and Technology Application and Information Technology.
- Individuals and organisations with an interest in the national curriculum, pedagogy and assessment of the above areas of study.
- State, Catholic, Private and Independent Secondary School teachers of the above areas of study.
- Teaching and learning specialists from the Tertiary and TAFE sectors.
- University professionals.
- Other sponsors and supporters of BEAQ.

Reach beyond the SE Qld Corner

This event is your gateway to connecting with an audience that is otherwise difficult to reach in large numbers:

- 50% of attendees travel from the immediate Southeast Queensland region (15km+ radius of the venue).
- 25% come from regional areas between 15km–85km, providing a mix of local and semi-regional perspectives.
- Another 25% travel from over 85km away, including attendees from as far north as Cairns and Townsville.

This unique geographic mix ensures sponsors can engage with key decision-makers and educators not just from Brisbane but from across Queensland. It's a rare opportunity to position your brand in front of a concentrated audience representing metropolitan, regional, and remote areas, all gathered in one place.



Distances travelled by Attendees



*Bridging tradition and innovation in
Business Education*



TARGET AUDIENCE

Why participate?

Join us as we **celebrate 60 years** of BEAQ at the 2025 State Conference – a milestone event that reflects the rich legacy of business education while launching into an exciting future of innovation and opportunity. This year's theme, **Legacy and Launch**, bridges tradition with transformation, showcasing the evolution of business education and embracing the cutting-edge advancements shaping tomorrow's workplaces, including the powerful opportunities that AI presents.

In 2024, we set a record with **27 exhibitors**, nearly doubling our previous maximum of 16. This success was driven by our move to the state-of-the-art **RNA Showgrounds and Royal International Convention Centre**, a venue that perfectly complements the energy and scale of our growing event. In 2025, we're returning to this dynamic space, with the capacity to host up to **30 exhibitors**, offering even greater opportunities for sponsors to connect with our audience.

As a sponsor or exhibitor, you'll gain access to over **300 delegates**, including secondary school educators, tertiary professionals, and industry experts, representing metropolitan, regional, and remote Queensland. With 50% of attendees travelling from beyond the SE Queensland region, this is your chance to reach a highly engaged audience that would otherwise be difficult to engage en masse.

This is more than just an event – it's a celebration of the past, a showcase of the present, and a launch into the future of business education. Don't miss your opportunity to be part of this extraordinary gathering, where tradition meets innovation and sponsors take centre stage in shaping the next chapter of business education.





Tier One Sponsorship Packages



Gold Sponsor

6m X 3m Expo Booth,
two adjoining corners

2 trestle tables + 2 chairs

Corflute fascia signage + lighting

Logo on sponsors slides throughout event,
conference promotion and BEAQ website

2 x Sponsor supplied Banners in Reception
area/main stage

6 x Social Media Posts
- LinkedIn, Facebook & Instagram

4 x 200 word EDM's to BEAQ database

4 complimentary delegate passes

2 prepaid parking vouchers

2 x collateral items in delegate bags

Your logo on delegate bags

\$4,750



Silver Sponsor

3m X 3m Expo Booth
Optional: corner booth preference

1 trestle table + 2 chairs

Corflute fascia signage + lighting

Logo on sponsors slides throughout event,
conference promotion and BEAQ website

1 x Sponsor supplied Banner in Reception
area/main stage

4 x Social Media Posts
- LinkedIn, Facebook & Instagram

3 x 200 word EDM's to BEAQ database

2 complimentary delegate passes

1 prepaid parking voucher

1 x collateral items in delegate bags

\$3,950



Bronze Plus Sponsor

3m X 3m Expo Booth

1 trestle table + 2 chairs

Corflute fascia signage + lighting

Logo on sponsors slides throughout event,
conference promotion and BEAQ website

1 x Sponsor supplied Banner in Reception
area/main stage

4 x Social Media Posts
- LinkedIn, Facebook & Instagram

2 x 150 word EDM's to BEAQ database

1 complimentary delegate pass

1 prepaid parking voucher

1 x collateral items in delegate bags

\$3,675



Bronze Sponsor

3m X 3m Expo Booth

1 trestle table + 2 chairs

Corflute fascia signage + lighting

Logo on sponsors slides throughout event,
conference promotion and BEAQ website

1 x Sponsor supplied Banner in Reception
area/main stage

2 x Social Media Posts
- LinkedIn, Facebook & Instagram

1 x 150 word EDM's to BEAQ database

1 complimentary delegate pass

1 prepaid parking voucher

1 x collateral items in delegate bags

\$2,450



Tier Two Sponsorship Packages



Thought Leadership Sponsor

Showcase your brand as an industry thought leader with sponsorship of
1 x keynote speaker.

Logo on sponsors slides throughout event, conference promotion and BEAQ website

2 x Sponsor supplied Banners in Reception area/main stage

4 x Social Media Posts
- LinkedIn, Facebook & Instagram

1 x 150 word EDM's to BEAQ database

1 x collateral items in delegate bags

1 complimentary delegate pass

\$3,500



Trade Exhibitor

3m X 3m Expo Booth

1 trestle table + 2 chairs

Corflute fascia signage + lighting

Logo on sponsors slides throughout event, conference promotion and BEAQ website

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\$1,500



Tier Three Sponsorship Packages



Networking Event Supporter

Increase your visibility with your logo and branding exclusively displayed in the Networking Event area.

Logo on sponsors slides throughout event, conference promotion and BEAQ website

1 x Sponsor supplied Banner in Reception area/main stage

2 x Social Media Posts
- LinkedIn, Facebook & Instagram

1 x 150 word EDM to BEAQ database

1 x collateral items in delegate bags

2 x Sponsor supplied Banner in networking event area

\$2,500



Morning Break Supporter

Enhance the visibility of your brand with recognition as the Morning Break Supporter.

Logo on sponsors slides throughout event, conference promotion and BEAQ website

1 x Sponsor supplied Banners in Reception area/main stage

1 x Social Media Posts
- LinkedIn, Facebook & Instagram

1 x 150 word EDM's to BEAQ database

1 x collateral items in delegate bags

\$750



Lunch Break Supporter

Enhance the visibility of your brand with recognition as the Lunch Break Supporter.

Logo on sponsors slides throughout event, conference promotion and BEAQ website

1 x Sponsor supplied Banner in Reception area/main stage

1 x Social Media Posts
- LinkedIn, Facebook & Instagram

1 x 150 word EDM to BEAQ database

1 x collateral items in delegate bags

\$750



Coffee Cart Sponsor (2 available)

Increase your visibility with your logo and branding exclusively displayed on the Conference App.

Logo on sponsors slides throughout event, conference promotion and BEAQ website

1 x Sponsor supplied Banner in Reception area/main stage

2 x Social Media Posts
- LinkedIn, Facebook & Instagram

1 x 150 word EDM to BEAQ database

1 x collateral items in delegate bags

\$750



Tier Four Sponsorship Packages



Basic EDM & Social Marketing Sponsor

Increase your visibility with your message posted on BEAQ social media pages plus EDM to BEAQ member database.

2 x Social Media Posts
- LinkedIn, Facebook & Instagram
2 x 150 word EDM to BEAQ database

\$385



Basic Collateral Items Sponsor

Increased brand visibility by way of placement of promotional collateral in the delegates bags.
Suggestions: Pens/mints/sunscreen/stress balls/etc. May include flyers.

1 x collateral items in delegate bags

\$385



In Kind Prize Donation

Prize donation of your choice.

May include your branding. Suggestions: publications/gift vouchers/collateral

Supply of prize for Lucky Door Raffle

\$0

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Sponsorship Package Overview

	Gold	Silver	Bronze +	Bronze	Thought Leadership	Trade Exhibitor	Networking Event Supporter	Morning Break or Lunch Sponsor	Coffee Cart Sponsor	Basic EDM & Social Marketing	Basic Collateral Items
Booth Dimensions	6mx3m	3mx3m	3mx3m	3mx3m	-	3mx3m	-	-	-	-	-
Sponsor Banners	2	1	1	1	2	-	-	-	1	-	-
Social Media Posts	6	4	4	2	4	-	2	1	2	2	-
EDM's	4	3	2	2	1	-	1	1	1	2	-
Collateral in Bags	2	1	1	1	1	-	1		1	-	1
Complimentary Delegates	4	2	1	1	1	-	-	1	1	-	-
Prepaid Parking	2	1	1	1	-	-	-	-	-	-	-
Investment	\$4,750	\$3,950	\$3,675	\$2,450	\$3,500	\$1,500	\$2,500	\$750 (ea)	\$750 (ea)	\$385	\$385

Secure Your Spotlight: Lock in a 5% Discount on Tier One Sponsorships by 13th December 2024!

Don't miss this exclusive opportunity to maximise your brand's visibility at the BEAQ 2025 State Conference while saving on your investment. Act now to confirm your place and join us in shaping the future of business education!

EDM AND SOCIAL MEDIA

Sponsor Level	No. of words/EDM	No. of EDMs	No. of Social Media Posts
GOLD*	200	4	6 X 150 word spotlight
SILVER*	200	3	4 X 150 word spotlight
BRONZE PLUS*	150	2	4 X 50 word spotlight
BRONZE*	150	1	2 x 50 word spotlight
THOUGHT LEADERSHIP	150	1	4 X 50 word spotlight
BASIC SOCIAL	150	2	2 x 50 word spotlight
NETWORKING	150	1	2 x 50 word spotlight
MORNING BREAK	150	1	1 x 50 word spotlight
LUNCH BREAK	150	1	1 x 50 word spotlight



SOCIAL MARKETING INFORMATION

- The above schedule is designed to provide ease of reference for sponsors promotional campaigns.
- BEAQ will schedule EDM's and social media throughout the conference promotional period, and beyond the conference date.
- Content that promotes the sponsor's product or service is acceptable, It is not a requirement for the content to be conference-related.
- Multiple content messages can be used across EDM's and Social Media posts
- Using the [Sponsors Promotional Package Schedule Form](#), upload EDM copy, logo and artwork, and pre-prepared social media content sized at 1080x1080px for both Instagram and Facebook.
- Content will not be scheduled until invoice is paid in full.

PROGRAM

WEDNESDAY, 23 July 2025

9.00am	VET Workshop "CANVAS Build your own RTO Course"
10.30am	Binnacle Training Industry visit - Coffee Commune
1.00pm	RNA Behind the Scenes Industry Tour & EKKA Logistics
2.30pm	AI Masterclass with Digital Literacy Licence
2 - 5.00pm	Exhibitor/Sponsor Bump In

THURSDAY, 24 July 2025

8.00am	Registration and Trade Expo
9.00am	Opening Address and BEAQ Presentations
10.00am	Keynote Speaker
11.00am	MORNING TEA & TRADE EXPO
11.45am	Session A
12.30pm	Session B
1.15pm	LUNCH & TRADE EXPO
2.15pm	Session C
3.00pm	Networking Drinks and Canapès
4.30pm	Close



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contact us:

If you'd like to discuss sponsorship opportunities or customise a package, please contact the BEAQ Events Team by phone or email using the contact details below.



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Conference Convenor

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