

OPTiMA CON 24

10-12 July 2024

MCEC Melbourne, Australia

SPONSORSHIP

PROSPECTUS

OPTIMISATION INDUSTRY CONFERENCE



OPTiMA

ARC TRAINING CENTRE IN OPTIMISATION TECHNOLOGIES
INTEGRATED METHODOLOGIES AND APPLICATIONS



Australia's Premier Optimisation Industry Conference

Bringing together researchers and industry professionals to discuss the latest advances in optimisation technology and how it applies to real-world industry challenges.

We will present case studies, brainstorm ideas, and build networks.

OPTIMA-CON 2024 will expose students to industry research applications and leading experts, and it will connect industry professionals with talented optimisation researchers.

We will host 30+ sessions featuring 30+ speakers across 11 themes over three days.

We are excited to offer you sponsorship opportunities.

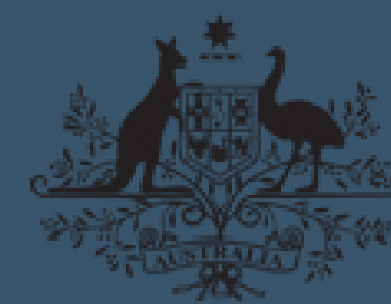
PROF KATE SMITH-MILES



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SPEAKERS



Professor Juergen Branke
Operational Research and Systems
University of Warwick



Associate Professor Cori Stewart
CEO
Advanced Robotics
for Manufacturing Hub



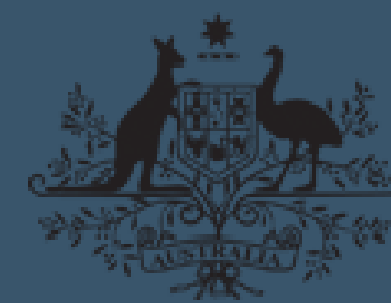
Dr Daniel Guimarans
Principal Research Scientist
Amazon



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2024 Conference Activity Format

3 DAY EVENT

Industry Breakfast

Careers and Industry Meet
and Greet

Case Studies

Networking

Panel
Session

Four
Keynote
Talks

Poster
Presentations

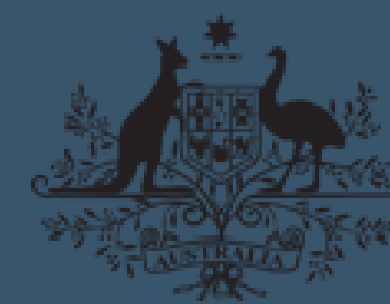
30+ Expert Talks



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Sustainability at OPTIMA-CON24

SUSTAINABILITY

We take great pride in our commitment to sustainability. In our ongoing efforts to make a positive impact on the environment, we have implemented various initiatives aimed at reducing our carbon footprint and fostering a sustainable event such as:

- Carbon Offset
- Waste reduction with OzHarvest
- Plant-based food
- Digital displays and wayfinding
- City-centre location, close to public transport
- 6 green stars green building venue

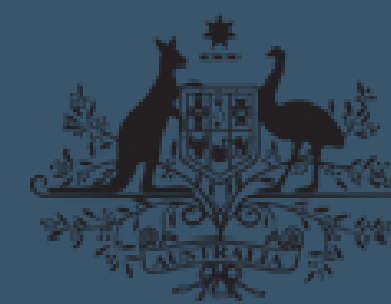
At OPTIMA-CON24 we believe that sustainability is not just a goal but a responsibility. By incorporating these initiatives, we hope to set a precedent for environmentally conscious conferences and inspire positive change within the industry.



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Equity, Diversity and Inclusion at OPTIMA-CON24

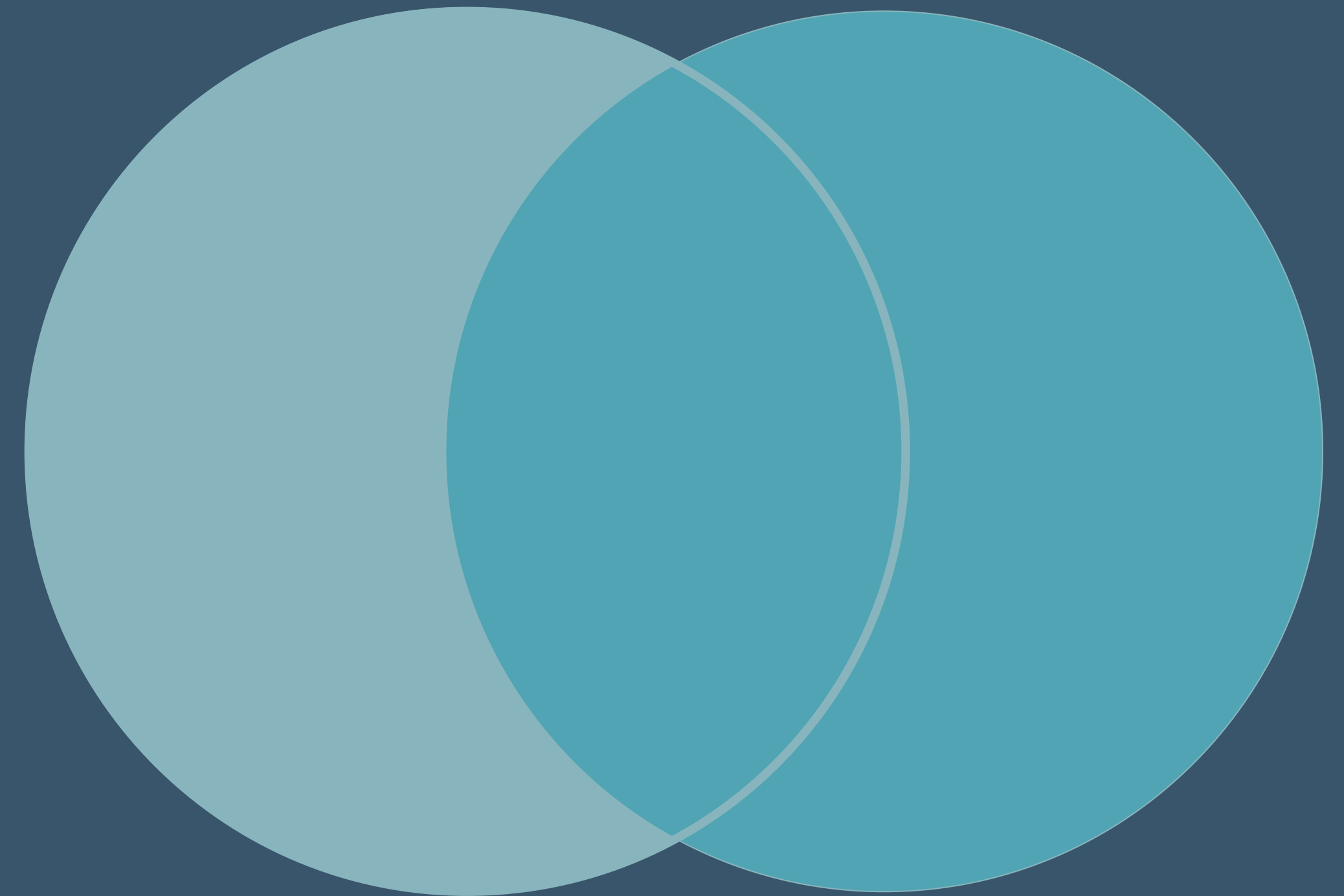
EQUITY | DIVERSITY | INCLUSION

We are committed to a strong framework for equity, diversity and inclusion. We prioritise providing a workplace that is diverse, tolerant and respectful. This extends to the culture of our workshops and events.

We achieve this by addressing:

- Accessibility and inclusivity
- Underrepresented groups
- Gender diversity of speakers
- Career diversity
- Family-friendly initiatives
- Inclusive selection process

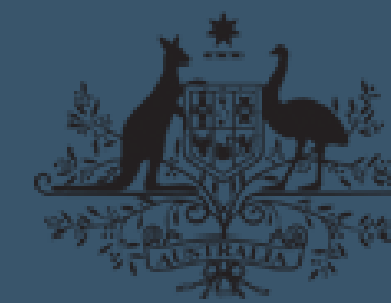
Gender, ethnicity, cultural background, sexual orientation, age, disability and other personal characteristics should not be impediments to attendees' full engagement and enjoyment of this event. We celebrate the fact that diversity enhances our community.



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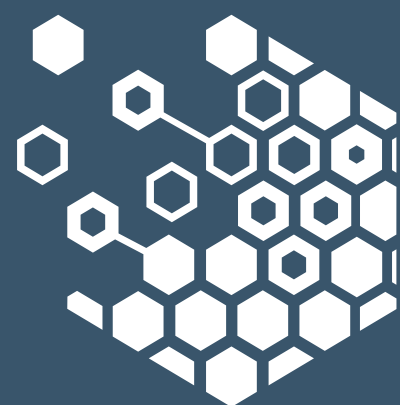
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Conference Sponsorship

PLATINUM

AUD 12 500 inc. GST

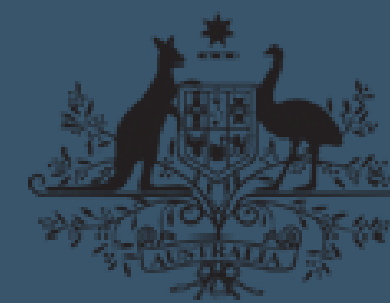
- One-minute address at the commencement of your “inclusion” session (inclusions listed below)
- Acknowledgment as a Platinum Sponsor during a Keynote session
- Logo & hyperlink on the conference website
- 400-word profile on the conference website
- Opt-In Attendee list with name, organisation, state and email address to be provided prior to the conference
- Company promo video played during the conference
- Your branding displayed on-site during the conference
- Acknowledgment as a Platinum Sponsor at a Keynote address and as a part of your sponsored session
- Three (3) full in-person registrations including the welcome reception and industry breakfast briefing
- An exhibition booth/space in a preferred position (subject to the date of booking)
- Premier event branding: website, social media, program, EDMs and other marketing collateral
- A meeting arranged with an OPTIMA CI/AI to discuss your industry challenge
- Job ads distributed to the OPTIMA mailing list (for up to 2 months prior and 6 months following)
- Logo displayed on the major sponsor banner of the online conference portal landing page
- One promotional video linked to the conference website
- Platinum sponsors may choose one of the following inclusions (subject to availability): Industry breakfast briefing, Networking event and poster session, Guaranteed seminar spot, Morning or afternoon tea or Childcare service for the conference



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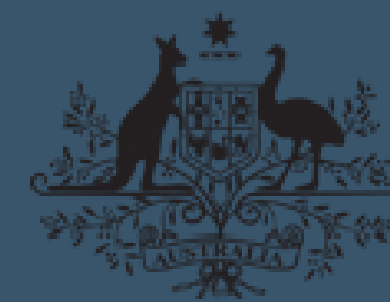
GOLD

AUD 7 500 inc. GST

- Conference chair opening/closing thank you
- Opt-In Attendee list with name, organisation, state and email address to be provided prior to the conference
- Logo & hyperlink on the conference website
- Your branding displayed on-site during the conference
- Two (2) full in-person registrations including the welcome reception and industry breakfast briefing
- An exhibition booth/space for the Careers and Industry Meet and Greet
- Premier event branding: website, social media, program, EDMs and other marketing collateral
- Company promo video played during the conference
- 400-word company profile on the conference website
- A meeting arranged with an OPTIMA CI/AI to discuss your industry challenge
- Job ads distributed to the OPTIMA mailing list (for up to 1 month prior and 3 months following)
- One promotional video linked to the conference website



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Conference Sponsorship

SILVER

AUD 2 500 inc. GST

- Conference chair opening thank you
- Logo & hyperlink on the conference website
- Your branding displayed on-site during the conference
- Two (2) full in-person registrations to the conference including the welcome reception and industry breakfast briefing
- An exhibition booth/space for the Careers and Industry Meet and Greet
- Premier event branding: website, social media, program, EDMs and other marketing collateral
- 400-word company profile on the conference website
- Company profile listed on the interactive conference app, with links to your company



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Conference Sponsorship

BRONZE

AUD 1 500 inc. GST

- Conference chair opening thank you
- Logo & hyperlink on the conference website
- 400-word company profile on the conference website



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Conference Sponsorship Customisation

ADD-ONS

Industry Breakfast - SOLD!

AUD 10 000

This add-on package offers a unique opportunity to connect with attendees in a stand alone event. As a sponsor, you'll have exclusive branding rights, and a chance to host the briefing, providing visibility among key decision-makers. This setting encourages informal discussions, fostering valuable connections that can shape the trajectory of your business.

Networking Event and Poster Presentation

AUD 8 000

Maximise your conference impact by choosing our Networking Event and Poster Presentation add-on package. This dynamic package combines the power of interactive networking with the exposure of a poster presentation. You will be given the opportunity to give a short introduction and your logo will be featured throughout the session.

Sponsorship of Morning/Afternoon Tea

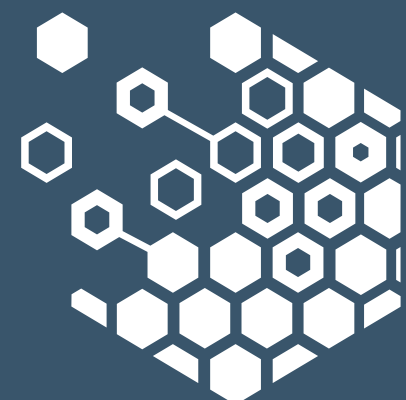
AUD 8 000

As a sponsor, your company will be at the centre of these essential networking breaks, offering a prime opportunity to engage with participants in a relaxed setting. Your branding will be prominently displayed, creating a positive association with refreshment and vitality. We will announce you as the host of the event, and provide a 30-second introduction to your institution/company.

Guaranteed Seminar Spot

AUD 1 500

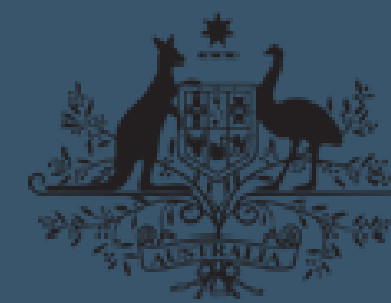
By choosing this add-on package, your company gains the guaranteed opportunity to give a seminar during the conference. Share your expertise and unveil groundbreaking solutions. Benefit from increased visibility, as your seminar will be promoted in advance, attracting a targeted audience eager to assist you in solving an optimisation problem.



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Conference Sponsorship

Customisation

ADD-ONS

Childcare Service

AUD 8 000

Stand out as a family-friendly and inclusive organisation by sponsoring the Childcare Service for the conference. This thoughtful sponsorship option demonstrates your commitment to creating a welcoming environment for all attendees, including those with family responsibilities. This sponsorship not only supports attendees but also reflects positively on your company's corporate social responsibility.

We will announce you as the host of the event, and provide a 30-second introduction to your institution/company. By choosing this add-on package, your company gains the guaranteed opportunity to give a seminar during the conference.

Careers and Industry Exhibitor

AUD 250

This option allows your organisation to connect with a talented student cohort with up to 250 students (PhDs, Masters & UGs) invited to the Careers and Industry Meet and Greet. A further one hundred academics and industry professionals will attend the concurrent Industry Meet and Greet.

Overall Benefits:

- An exhibition booth/space for the Careers and Industry Meet and Greet
- Your branding displayed on-site during the careers fair
- Company profile listed on the interactive conference app, with links to your company.

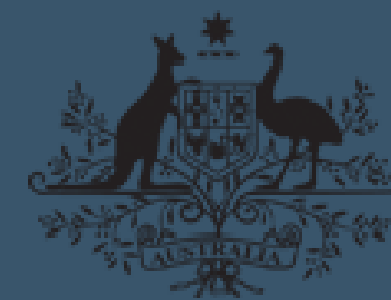
We warmly welcome a discussion on additional ways we might tailor a partnership to suit your organisation's needs



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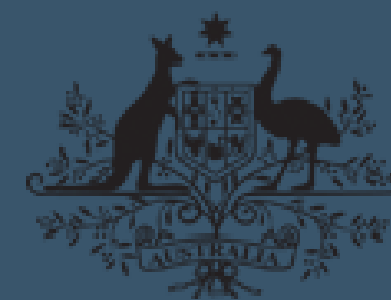
Web: optima.org.au/outreach-and-events/optima-con2024/

Enquires: info@optima.org.au

Follow us on LinkedIn: [linkedin.com/company/optima-arc](https://www.linkedin.com/company/optima-arc)



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