



North Queensland Work Well Conference 2026

15 July 2026
The Ville, Townsville

Sponsorship
and exhibition
prospectus

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Sponsorship and exhibition prospectus

The Office of Industrial Relations is proud to present the North Queensland Work Well Conference 2026 on 15 July 2026 at The Ville Resort, Townsville.

This event invites business leaders, work health and safety experts and return-to-work professionals to come together to learn, connect, and address critical safety and rehabilitation challenges and solutions.

We invite you to join us as a **sponsor or exhibitor**, presenting a unique opportunity for your organisation to:

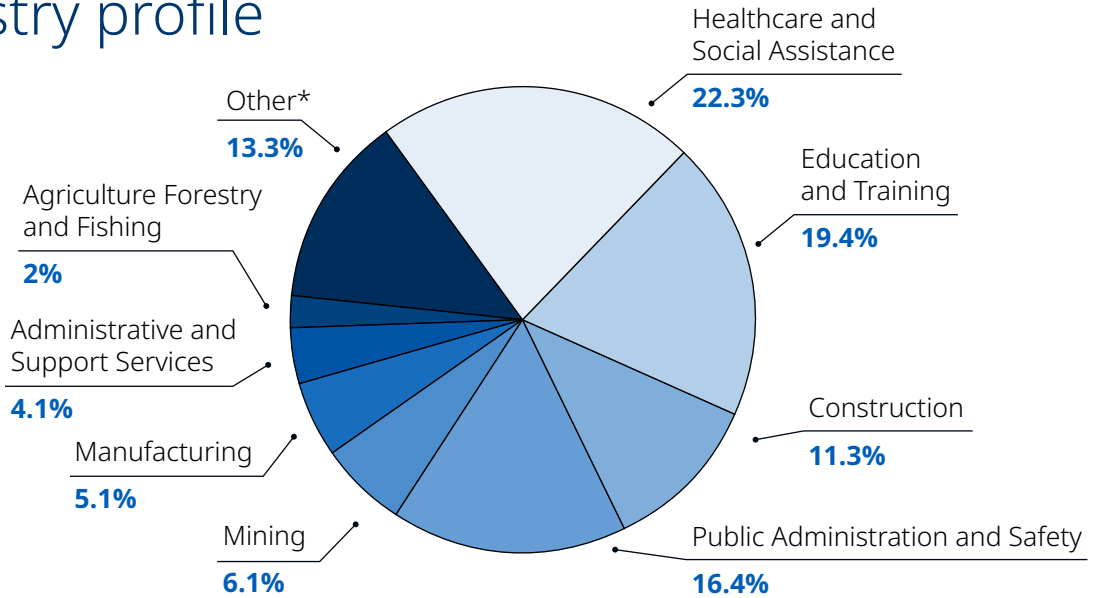
- **elevate your brand visibility** among industry leaders
- **showcase your services and solutions** to a targeted and engaged audience
- **expand your professional network** and **deepen industry connections**
- **demonstrate your commitment** to work health and safety and effective return-to-work practices.

The Work Well Conference is a flagship annual event, bringing together industry leaders, high-profile speakers, and a targeted audience for a full day of insights, connection, and opportunity. With a strong mix of expert content, exhibitor engagement, and structured networking, it's designed to drive meaningful conversations and outcomes.

Position your organisation at the centre of this event and connect with the people passionate about work health and safety and return to work in North Queensland.

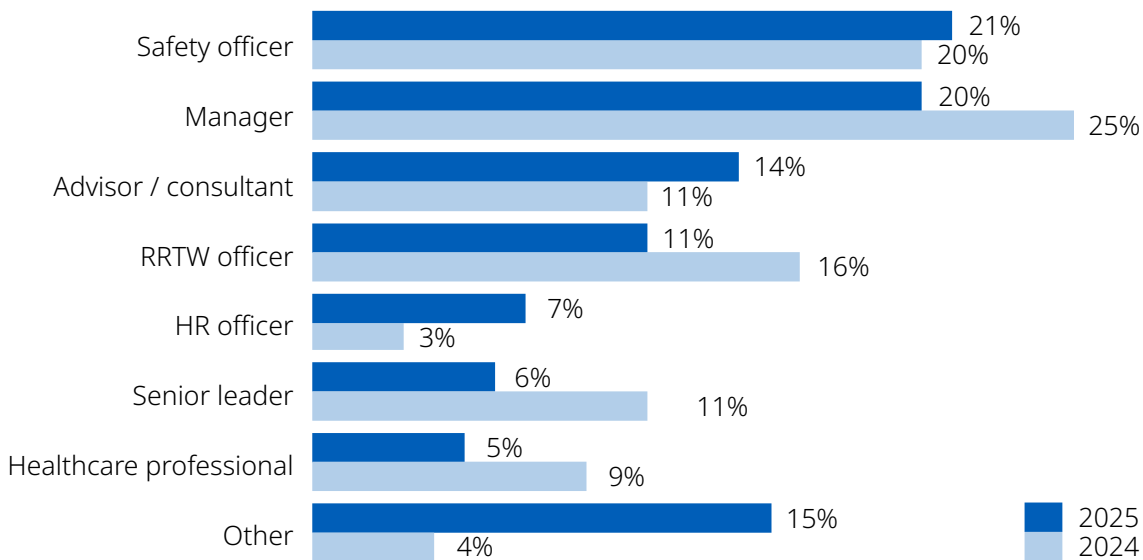
2025 snapshot

Industry profile



*Other includes not for profit, fire and emergency services, sports, community service and churches.

Delegate roles and profiles



240
engaged delegates
across safety, HR,
healthcare and consulting

14
sponsors and exhibitors
driving on the ground
engagement

Event overview

Date: Wednesday 15 July 2026

Time: 8.30am to 4.30pm
Registration and exhibition from 7.30am
Networking from 4.30pm – 6.00pm

Format: Full day conference including barista coffee, morning tea, lunch, afternoon tea, networking.

Venue: The Ville, Townsville

The North Queensland Work Well Conference will feature an exciting line up of presenters focussing on contemporary work health and safety fundamentals, psychosocial hazards, injury prevention, rehabilitation and return to work, and risk management fundamentals.

Delegates and exhibitors will connect, exchange practical health, safety and return to work strategies, and leave with actionable insights and resources to apply in their workplaces. This creates a strong opportunity for your business to engage the right audience, build visibility and generate new leads.

Previous sponsor and exhibitor feedback

“The exhibition provided direct access to a wide range of attendees, giving us the opportunity to have meaningful conversations and provide practical advice. The engagement throughout the day was strong and valuable.”

“A well-run event that created genuine opportunities to connect with employers and service providers. We built quality relationships that extended beyond the conference.”

Why you should sponsor this event

Brand visibility and awareness

- Connect with over 240 delegates, including a majority in decision-making and influencing roles across safety, HR and leadership. Delegates are actively engaged and ready to connect.
- Strengthen brand recognition of your business through consistent, high-impact logo placement.
- Extend your reach beyond the event with exposure across pre-event marketing, event activation and post-event content.

Relationship-building and lead generation

We bring the right people into the room so you can focus on connecting with them. We'll gather them in one place so you can:

- connect with decision makers, influencers, partners, suppliers and buyers through your booth activation, and networking
- generate high-quality leads from an audience where over 60 per cent influence or make purchasing decisions, who are engaged and ready to act
- strengthen existing client relationships through face-to-face interaction
- build goodwill and local presence within the North Queensland business community.

Thought leadership and credibility

Position your business as a leader, not just a participant.

- Present your expertise to a targeted audience that values insight and innovation.
- Showcase products, research and ideas in an environment where people are actively looking for solutions.
- Build trust and authority by contributing meaningful, practical value.

Content and marketing leverage

Turn one event into months of marketing assets.

- Capture video, photography and interviews at the conference to fuel future campaigns.
- Increase reach and engagement through real-time social media activity during the event.
- Generate case studies and testimonials that strengthen your sales and marketing efforts.

Sponsorship and exhibition packages

(Costs are inclusive of GST)

Exclusive platinum and networking sponsor	Brand activation and engagement partner	Exhibitor
<p>Lead the event as the headline partner, with premium visibility, direct access to decision-makers, and ownership of the key networking experience.</p> <p>Early bird offer: Secure your partnership by 15 May 2026 and receive bonus lanyard branding.</p>	<p>Maximise brand exposure by owning the busiest areas of the event, with two branded coffee carts and cups* ensuring repeated, high-frequency visibility with every attendee, direct engagement via exhibitor booth and multi-channel promotions.</p> <p>*sponsor to supply branded cups or stickers and place on cups provided by venue.</p>	<p>Establish your presence on the floor and connect directly with a targeted audience actively exploring solutions.</p> <p>Please note, exhibiting staff must ensure their booth is staffed, and do not have entry to the plenary room to watch presentations.</p> <p>If your exhibiting staff want to watch the conference presentations, please reach out to our events team for a conference ticket at a discounted price.</p>
<p>\$7,700 One available</p>	<p>\$3,300 One available</p>	<p>\$1,100 15 available</p>

Benefit (*subject to timelines)	Platinum and networking	Brand activation and engagement partner	Exhibitor
Sponsor recognition on the WorkSafe website (conference page) linking to your website	Prominent placement	✓	✓
Exhibitor booth including standard fascia signage, dressed table, two chairs, power on request and catering for two exhibitor staff	Premium double booth in your desired position	2.4m x 1m shell in a premium location	2.4m x 1m shell
Additional exhibitor staff discounted price	Additional exhibitor staff tickets can be purchased for the discounted cost of \$92 (charge covers catering only, no access to the event program).		
Sponsorship recognition on WorkSafe social media platforms promoting your involvement in the event	X 3	X 1	
Recognition in event program	✓	✓	✓
Sponsor recognition on PowerPoint slides at main stage event	✓	✓	

Benefit (*subject to timelines)	Platinum and networking	Brand activation and engagement partner	Exhibitor
Recognition by the Master of ceremonies	✓	✓	
Recognition in subscription emails before, during and after event (5,000 subscribers)	Prominent placement	✓	
Opportunity to include company profile in delegate program	✓	✓	
Advertisement in delegate booklet	Full page	½ page	
Tickets to Conference	6 tickets valued at \$1,440 including GST	3 tickets valued at \$720 including GST	
Banner on stage during conference and at networking event (supplied by sponsor)	✓		
Branded coffee cart with logo		✓	
Promotional stickers on coffee cups (sponsor to supply and fit)		✓	
Networking sponsor recognition (Networking proudly sponsored by Platinum sponsor – your brand here)	✓		
Speaking opportunities	5 minutes after lunch 5 minutes at networking event to open.	Sponsored “coffee break” networking moment – 5 mins during morning tea service in the exhibitor room.	
Event photos supplied to sponsor post event (and maybe placed on social media during event and WorkSafe website post event)	✓	✓	
A list detailing demographic information for delegates (region, industry and job title) provided upon request	✓	✓	✓
Post event evaluation report (upon request)	✓	✓	✓
Sponsors of the North Queensland Work Well Conference 2026 will receive priority access to sponsorship opportunities for the 2027 event.	✓	✓	

Additional brand amplification add-ons

Delegate book advertising	Full page \$660	Half page \$330	Quarter page \$165
Pull up banner advertising within the Plenary room (not on stage) to be supplied by sponsor	\$440		
Delegate bag partner (exclusive)	<p>Put your brand in every attendee's hand with custom-branded delegate bags used throughout the event and beyond.</p> <ul style="list-style-type: none"> • \$1,000 • Exclusive opportunity (one partner only) • Distributed to up to 240 delegates • High-frequency visibility across the full event experience • Opportunity for extended brand exposure post-event <p>Bags to be supplied and branded by sponsor.</p>		
Merchandise. E.g., water bottles, notebooks, or other sustainable option, to be agreed with Office of Industrial Relations, and to be supplied by the sponsor/s.	<p>Extend your visibility beyond your core package with targeted brand placements seen by all attendees.</p> <ul style="list-style-type: none"> • \$660 per item (exclusive per category) • Available to confirmed sponsors only • All items distributed to or used by up to 240 delegates 		

Benefits commence upon receipt of payment and are subject to production and distribution deadlines.

Booking

To express your interest in becoming a sponsor or exhibiting, please complete the **Register your Interest** application.

Please note, sponsor and exhibitor fees are payable within 14 days of invoice issuance. Benefits commence upon payment of fees.

For more information, contact us at events@oir.qld.gov.au

Sponsors of the North Queensland Work Well Conference 2026 will receive early access to opportunities for the 2027 conference.