ALIBI
Australian Ladies in Business Initiative

ALIBI Conference 2027

Partner Activation Pack

Thursday 4 – Friday 5 March 2027 · Western Sydney Conference Centre (WSCC), Penrith
Approximately 100 women in business · Table seating · Only 6 paid Partner Activations

THE OPPORTUNITY

ALIBI Conference 2027 is a two-day business experience for approximately 100 women in business at Western Sydney Conference Centre (WSCC), Penrith — practical learning, genuine connection, implementation and creativity, without a trade-show floor.

Partnerships are intentionally scarce. Six paid Partner Activations only (plus ALIBI shop and Boss Connect). Partners get real break-time access, warm visibility in the room, and brand presence attendees actually see — while staying at their activation where the conversations happen.

Experience philosophy (for partners): attendees explore what works for them — not a single formula. Activations should feel human, useful and respectful of that space.

PARTNER ACTIVATION FLOOR

Eight spaces total: 1 ALIBI shop + 1 Boss Connect + 6 paid Partner Activations. Activations sit in the foyer/event area and run during arrival and catering breaks across both days. Floor plan, power, furniture and bump-in details confirmed closer to the event.

PARTNERSHIP OPTIONS

Inclusion	Conference Partner	Major Conference Partner
Investment	$3,000 + GST	$5,000 + GST
Two-day Partner Activation space	Included	Included — premium positioning
Full two-day Conference tickets	1	2
Catering for included ticket holders	Included	Included
Named Partner Activation windows	Included	Included — priority mention
Lead-capture support kit (QR + consent line)	Included	Included
Workbook Partner page (logo + QR)	Included	Included — priority placement
Logo + link on Conference landing page	Included	Included
ALIBI community partner introduction	Included	Included — enhanced
ALIBI social promotion	Included	Included — enhanced
Logo on event screens	Included	Included — priority
MC acknowledgement (no stage pitch)	Included	Included — priority

Pre-event partner email/comms inclusion	Included	Included — enhanced
Post-event ~60-sec partner reel (where filmed)	Included	Included
Logo on attendee name badge / card	—	Included — Major only
First right of renewal discussion for 2028	—	Included — Major only (time-limited)
Category exclusivity	Not guaranteed	By agreement only

Also at both tiers (where available): post-event thank-you; approved attendee gift/offer; professional photography of the activation.

Brand presence note: purple ALIBI lanyards carry the ALIBI brand. Major Conference Partners receive logo placement on the attendee name badge/card worn with that lanyard — visible every time people look at a name.

Major differentiators: premium floor position · logo on attendee name badge/card · enhanced promotion · optional category exclusivity by agreement · first right to discuss 2028 renewal.

WHAT MAKES THIS WORTH LOCKING IN

- Scarcity — only six paid activations for the whole Conference.
- Access — named Activation windows during breaks so partners are invited into the room, not left hoping for foot traffic.
- Conversion help — lead-capture kit (QR template + suggested consent wording) so partners collect leads properly without receiving ALIBI's attendee list.
- Always-on brand — workbook Partner page + screen logo + (Major) name badge/card logo.
- Content they can reuse — a short post-event partner reel where event filming allows.
- Integrity — no pay-to-speak and no bought stage time. Partners sit beside a curated business program, not inside it.

WHAT A PARTNER ACTIVATION INCLUDES

- Dedicated activation space both Conference days (trestle table as the working furniture basis).
- Natural attendee interaction at registration/arrival, morning tea, lunch and afternoon tea.
- Ability to display your brand, demonstrate appropriate products/services, run an approved interactive activation, and collect leads with attendee consent.
- Promotion as an official Conference partner before and during the event.
- Program + catering access for included ticket holder(s).

IMPORTANT PARTNERSHIP GUIDELINES

Six paid opportunities only. Curated and subject to ALIBI approval. Competing categories may be limited.

No paid speaking spots. Partnership does not influence speaker or program selection and does not include stage time.

Activation staffing. Extra staff may work the activation in agreed periods; only ticketed people receive program/catering access.

Lead collection. ALIBI does not share its attendee list. Partners collect details directly with consent. ALIBI supplies a simple support kit (QR + consent line suggestion).

Name badge artwork (Major). Logo files due by ALIBI's print deadline. ALIBI manages badge design/production; size/placement follow the approved badge layout. Purple ALIBI lanyards remain ALIBI-branded.

Materials & venue. Partners supply their own banners/displays unless agreed. Extra power/AV/furniture may incur cost and need advance request.

Gifts/offers & conduct. Attendee gifts/offers need ALIBI approval. Activity must stay professional and on-brand for the Conference.

WHAT IS NOT INCLUDED

Speaking time; attendee contact lists; unlimited tickets; bespoke AV; travel/accommodation; name badge/card branding (Conference Partner tier); exclusivity — unless confirmed in writing.

NEXT STEPS

Partnerships are limited and confirmed after a suitability conversation. Successful partners receive written confirmation, invoicing and activation logistics closer to the Conference.

Contact

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