PARTNER BRIEF

L&D SYMPOSIUM 2026

We Look Forward to Working With You

We are Ashton Media. We create market leading conferences that deliver unprecedented insight into your industry through inspiring speakers, highly targeted content and influential delegates. We enjoy a reputation for producing premium environment events that lead with knowledge, imagination and style. We leverage our wealth of experience and networks transforming them into vibrant conferences throughout Australia & New Zealand.

YOUR KEY CONTACTS.

LIEKE SCHERBEIJN

Head of Operations
0404 011 922
lieke@ashtonmedia.com.au

Lieke will be your point of contact for all logistics and deliverables in the lead up and onsite. Things like chasing down your logos, your sponsorship designs, deliveries etc.

She is happy to be of any assistance throughout the event.

JESSICA EWING-FLYNN

Customer Success Manager
0400 998 248
Jess@ashtonmedia.com.au

Jessica will be your contact should you have any questions regarding your partnership. It's her job to help you get the most out of your investment with us and she will be in constant contact pre-event with important information and briefings. She can be contacted on the details above.

She is happy to be of any assistance throughout the event.

ED RAY

Head of Content – MadTech, Contact and L&D
0467 059 063
ed@ashtonmedia.com.au

Ed is your contact for all things content and can help with any queries around the conference agenda or speakers. He can be contacted on the details above.

When onsite, he will be your point of contact for your speaker/presenter and can help with preparing them for the presentation.

Date for Your Diary – VIP Event Partnership

ASHTON MEDIA

ASAP

Please provide ASAP.

Corporate Bio, tagline and Logo

Register Networkers

Book Accommodation

Download your wish list form here.

APRIL

10 WEEKS TO GO

Content ideation

Introduction to Ashton content team & content ideation call – we will be in touch with suggested dates & times.

Marketing Kit

Ashton Media will create you a sponsor marketing kit with assets to promote your involvement.

Select Your Kit Here

APRIL

6 WEEKS TO GO

Artwork

partnership artwork

Using the templates supplied within this document, please submit your artwork for your activation.

Ashton Media will produce all the assets and set them up at the venue on the day

Deadline: 30 April 2025

See design specs here

MAY

4 WEEKS TO GO

Guest selection

Ashton Media will share the latest delegate list, please select up to 40 prospects that you would like us to invite to your VIP Roundtable. Ashton Media will coordinate the invitation process on your behalf and keep you updated on the status.

2 WEEKS OUT

Gala Dinner

Ashton Media will be in touch to request your representatives Gala Dinner seating preferences.

Delegate Introductions

Ashton Media will facilitate prequalified delegate introductions

JUNE

1 WEEK TO GO

Room gift

Please ensure you deliver your room gift to the hotel between 9 –10 June.

Access to Conference App

Your representatives will have access to the conference app for research purposes 1 week out from event.

Onsite Briefing call
12pm 9th June 2026

POST EVENT

Debrief Meeting
w/c 22nd June 2026

Personalised Post Event Report received within two weeks of the event

Frozen 2026 pricing rebook deadline 15th July 2026

First option period & Rate card hold ends 15th July 2026 Unbooked sponsorships will be released to the market and prices will increase to 2027 rates.

VIP Roundtable

Please download your artwork templates and send Lieke your print ready files by 19 February 2025.

Branding inclusions:

- Pull up banners
- Branded menus
- Branded Name cards

NB: If you have additional ideas that you would like to explore around your activation, please contact Rosanna & Lieke, and they will be able to help.

Design Template linked here

Sample Agenda

ASHTON MEDIA

Day 1

Time	Session
5:00pm	Registration Opens
5:00pm – 7:00pm	Welcome Drinks

Day 2

Time	Session
8.00am – 09:00am	Conference Breakfast
09:00am – 09:30pm	International Keynote
09:30am – 10:00pm	Partner Keynote
10:00am – 10:30am	Editorial Sessions
10:30am – 11:00am	Coffee & Networking Break
11:00am – 11:30pm	Partner Breakouts
11:30pm – 12:00pm	Editorial Sessions
12:00pm – 12:30pm	Partner Breakouts
12:30pm – 1.30pm	Lunch
1:30pm – 2:30pm	Editorial Sessions
2:30pm – 5:00pm	Networking Activities
5:00pm – 7:00pm	Downtime
7:00pm – 7:45pm	Pre-Dinner Drinks
7:45pm – 10:00pm	Gala Dinner

Day 3

Time	Session
8.00am – 09:00am	Conference Breakfast
09:00am – 09:30pm	Partner Keynote
09:30am – 10:00pm	International Keynote
10:00am – 10:30am	Partner Breakouts
10:30am – 11:00am	Coffee & Networking Break
11:00am – 11:30pm	Editorial Sessions
11:30pm – 12:00pm	Editorial Sessions
12:00pm – 12.30pm	Editorial Sessions
12.30pm	Lunch & End of Symposium

Accommodation

Please book your accommodation ASAP.

We have a number of rooms on hold for our sponsors however they are released by the hotel as we get closer to the event.
This is why it is very important that you book your accommodation as soon as possible.

Last bookings may result in you staying offsite at a neighbouring hotel .

If you do not know who will be attending from your organisation you can use a holding name and update the booking closer to the event.

Book here

Dress Code

Dress code for the event is smart-casual.

The Gala dinner is also smart-casual.

Examples here

Venue

RYDGES RESORT HUNTER VALLEY
430 WINE COUNTRY DRIVE, LOVEDALE, NSW, 2325

FROM SYDNEY: ALLOW YOURSELF 2.5 HOURS TO DRIVE.
FROM NEWCASTLE AIRPORT: ALLOW 1.5HRS TO DRIVE.

Key Sponsorship Benefits

Your success is our success, and we are committed to maximising your exposure and ROI. Leading up to the event, the Ashton Media team will provide personalised support, including a briefing call approximately 2 weeks before the event to ensure your onsite representatives are fully prepared. Please see below for some more details of some of the key benefits included in your sponsorship. These elements are designed maximise the exposure and ROI for your organisation. The Ashton Media team will be in touch will reminders around any action points.

BUSINESS CONCIERGE SERVICE

As part of the Ashton Media Business Concierge Service, Delegates have the option to select Sponsors that they would like to be connected with pre–event, with a view to organising an onsite intro meeting.

Ashton Media will facilitate the initial introduction between the delegates and your representatives. Your representatives will be expected to promptly respond and secure the meeting.

Please ensure that you provide your Corporate Tagline to help facilitate this process.

PRIORITY SEATING FOR GALA DINNER

The conference Gala Dinner will take place on Day 2 and will have pre–allocated seating. As a sponsor, your team will benefit from preferential seating.

Ashton Media will be in touch 1 week out from the event with the delegate list for your representatives to review and identify 5 – 6 delegates that they each would like to be seated next to.

Ashton Media will then do their best to accommodate the team's selections.

ONSITE CONFERENCE APP

One week out from the Symposium your executives will be granted access to the Symposium event app; it will list all delegates attending the event.

Please note, the early access is given for research purposes only – we would request your representatives not engage in any cold digital outreaches until the start of the event.

TL;DR – BUILT INTO YOUR SPONSORSHIPS ARE SOME GREAT OPPORTUNITIES TO CONNECT WITH DELEGATES ONSITE. THE ASHTON MEDIA TEAM WILL BE IN REGULAR CONTACT TO ENSURE THAT YOU AND THE TEAM ARE ABLE TO TAKE ADVANTAGE OF THESE OPPORTUNITIES.

Branded Room Gift Opportunity

At Ashton Media Symposiums we strive to create a sophisticated environment and avoid expo booths and placing branded items in the conference room as this can create a messy and cluttered environment which will reflect negatively on the event, and your brand.

Instead, we offer you the opportunity to provide a "branded room gift" – these items are placed in the delegates bedrooms and will be discovered upon check in.

It's a great opportunity to surprise and delight the delegates and offers you some excellent brand promotion.

A room gift can simply be a branded item, for example a branded Keep cup – great because we all know Australian's love their coffee and also, it's a greener option...

...But this is also your opportunity to get creative:

+ Run a competition using a QR code & capture the data
+ Promote your speaking session (if applicable) – create some buzz around your topic
+ Link to your sponsorship e.g. if you 're hosting the wine tasting provide a moleskin notebook to write wine notes...etc

After 10 years of organising Symposiums we've seen some great gifts – here are some of our favourites:

+ A personalised chocolate bar with a hidden golden ticket
+ Is the Symposium taking place in Winter?
    - A branded umbrella is always a hit with our delegates in September in cooler, wetter months!
+ Is the Symposium taking place in the Summer?
    - Picnic items such as blankets and insulated wine cups are guaranteed to be taken home and used throughout the Summer
+ Wellness hampers – treat your clients and prospects to a little rest and relaxation.
+ Go green – avoid adding to landfill and make sure your gifts are recyclable

NB: Gifts given to Client Side Delegates only, not Sponsors.

Finally keep us in the loop around what you choose so we can help you avoid duplicating another sponsor's gift.

Don't forget to consider that some delegates have a flight home and only have carry on luggage, so make sure they can bring it back with them!

Recommended Local Suppliers

Country Culture

Hunter Valley Hampers

Hunter Valley Chocolate

Please cater for 130 items.

Delivery deadline: 10th – 12th June 2026

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Sponsorship Extras - Optional

Additional Passes to the event

It is possible to purchase additional passes for the event however these are limited.

To help maintain a strong ratio between delegates and our Partners, the number of passes available per sponsors is capped at 6.

An individual Networker passes is $4,900 + GST.

Please contact Rosanna if you wish to discuss purchasing additional passes.

Jessica Ewing–Flynn
0400 998 248
Jess@ashtonmedia.com.au

Adds in the App

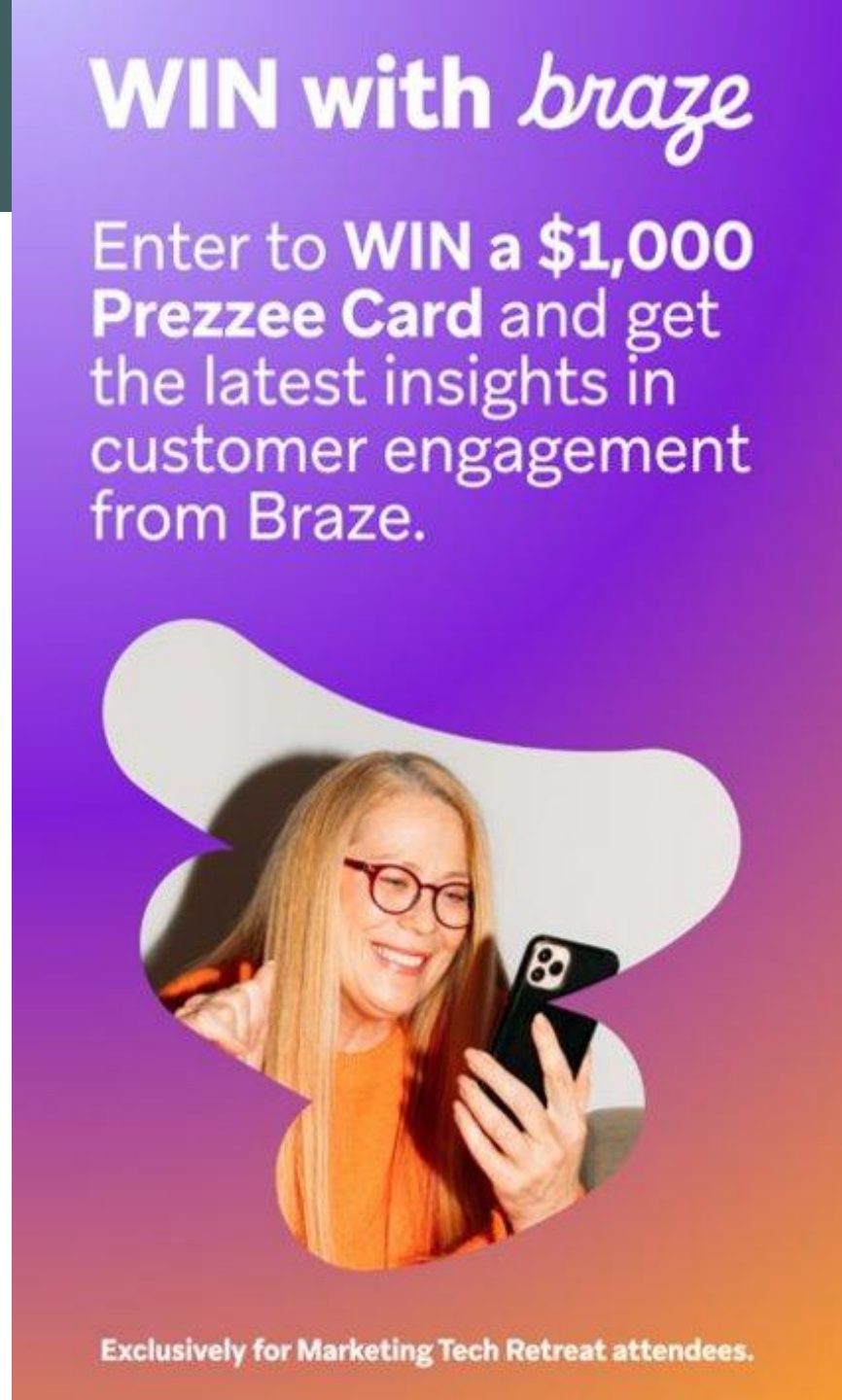
The Learning and Development Symposium is a completely paperless event. Delegates will all live of our event app for the agenda, speaker Q&A, and networking.

Specs below
Required size 2: 1536 x 2048 px, png (tablet)
Required size1 : 1242 x 2208 px, png (smart phone)
Click through URL
Don't use a QR code on your ad, as no one can scan it from their phone, a clickable link is preferred
There will be 3 ads on rotation
Each ad displays for 5 seconds
Each ad displays every 10 minutes for the duration of the event

Example ---------->

If you would like to purchase an Ad, the artwork deadline is 2nd June 2026

Let Jessica know if this is of interest, and we will book you a page!



ASHTON MEDIA

L&D SYMPOSIUM 2026

THANK YOU FOR YOUR SUPPORT

Ashton Media is a small Australian owned business, and we truly value your ongoing support without which our industry conferences would not be possible. Each year we endeavour to learn and evolve our events so that they remain relevant and deliver the best return for our partners.

We would love to set up a de-brief call while the event is still fresh in your mind to discuss your experience of the event – what worked, what perhaps didn't and what we can do to make next year even better.

The Ashton Media team will be in touch in the days following your event to arrange a convenient date and time for a debrief call and to go through your post-event report.

If you are local to Sydney – don't be a stranger, let us take you to lunch or a drink to say thank you for your participation!