

16 – 18  
SEPTEMBER



# SPONSORSHIP PROSPECTUS



WALGA

WALGA

LOCAL GOVERNMENT

CONVENTION 2026



# Welcome

Thank you for your interest in sponsoring the 2026 WALGA Local Government Convention Exhibition (LGC26).

The WALGA Local Government Convention is a flagship event within the Western Australian Local Government calendar, bringing together Elected Members, Senior Executives, Council Officers, suppliers and key stakeholders from across the State.

The Convention Exhibition forms a central component of the event, offering preferred suppliers and partners a high-value platform to engage directly with decision-makers, showcase innovation and demonstrate solutions that support the future of Local Government.

## About the Convention

### VENUE

Perth Convention and Exhibition Centre, Mounts Bay Road, Perth

### KEY DATES AND TIMES

#### Convention dates

16 – 18 September 2026

#### Exhibitor bump-in

- Space sites:  
15 September, 1.00pm – 5.00pm (mandatory)
- Standard booths:  
16 September, 7.00am – 4.00pm

#### Exhibition opening

16 September, 5.00pm

#### Welcome drinks (in Exhibition Pavilion)

16 September, 5.00pm – 8.00pm

#### Exhibition close

18 September, 3.00pm

#### Exhibitor bump-out

18 September, from 3.30pm

## FAST FACTS

The WALGA Local Government Convention attracts a senior and influential audience from across Western Australia's Local Government sector.



500+  
Local Government Delegates



3  
Major networking and hospitality opportunities



139  
WA Local Governments represented



A highly engaged audience of decision-makers and senior influencers

# New Exhibition Experience, New Sponsorship Opportunities

The Exhibition Hall layout has been redesigned to maximise visibility, accessibility and delegate flow, creating a more engaging experience for both delegates and exhibitors.

This exciting new design introduces four dedicated sponsor zones strategically positioned throughout the Hall. These high-profile spaces provide a unique opportunity to place your brand directly in front of delegates in areas they will naturally visit and spend time in throughout both days of the Convention.

## CHARGING ZONE SPONSORSHIP



A dedicated charging zone will provide delegates with a convenient space to recharge laptops, phones and devices throughout the Convention.

As a highly utilised hub across both days, this zone offers strong and consistent brand exposure while delivering a practical service delegates will genuinely value.

## DINING ZONE SPONSORSHIPS (TWO AVAILABLE)



Positioned within the main delegate catering areas, the two dining zones will become central gathering spaces during all scheduled breaks.

These dedicated break areas provide sponsors with premium visibility and repeated engagement opportunities as delegates connect, relax and dine throughout the event.

## COFFEE CORNER SPONSORSHIP



The Coffee Corner will offer delegates a welcoming space to pause, recharge and connect between sessions.

As one of the Exhibition Hall's natural meeting points, this sponsorship presents an excellent opportunity to create positive brand association in a relaxed and highly frequented setting.

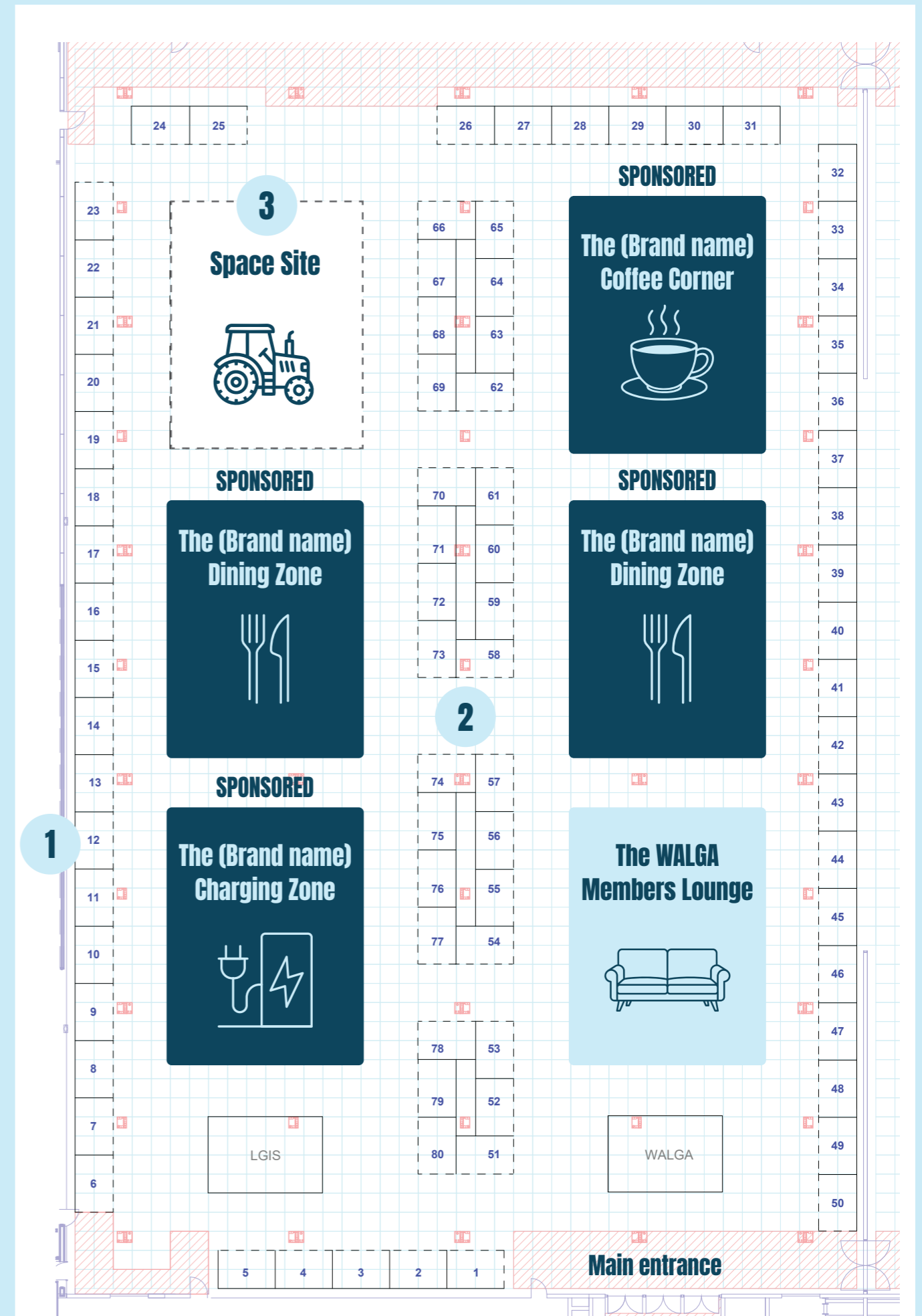
# Standard Sponsorship Inclusions

All sponsorship packages include the following core benefits:

- ✓ Listing in the Sponsors section of the Convention microsite and delegate app, including logo, profile, brochures and website links
- ✓ Logo placement in the footer of the Convention microsite and delegate app
- ✓ Brand visibility across digital signage throughout the venue
- ✓ Verbal recognition by the MC at key moments throughout the Convention program
- ✓ Clickable digital banner advertising within the delegate app
- ✓ Inclusion in a bespoke sponsor feature and storytelling content as part of the Convention's marketing and communications campaign.

## EXHIBITION FLOORPLAN

- 1** All standard booths are positioned along the outer perimeter of the exhibition space to maximise exposure and sightlines.
- 2** A central aisle of booths is reserved for sponsors and exhibitors wishing to deliver activations or experiential displays.
- 3** Dedicated space sites are available for large scale items, including vehicles, plant, equipment and bespoke installations.



**Please note:** Some booths will be reserved for Sponsors. The exhibition floorplan is subject to change based on venue requirements.

# Sponsorship Options at a Glance

	PRINCIPAL CONVENTION PARTNER x 2 \$35,000	EXHIBITION ZONE PARTNER* x 4 \$25,000	SILVER CONVENTION PARTNER x 4 \$15,000	CLASSIC CONVENTION PARTNER x 3 \$10,000
Exhibition Zone branding + hanging banner above zone		✓		
Exhibition Foyer Hanging Signage		✓		
Exhibition Hall Entrance Signage	✓	✓	✓	✓
Logo Placement on V-Poles	✓	✓	✓	✓
Logo on entrance door decals	✓	✓	✓	
Jumbotron Branding	✓	✓		
Premium Booth (6m x 2m)	✓	✓		
Sponsor highlighted on booth fascia	✓	✓	✓	
1 minute video in main convention	✓			
Standard Booth (3m x 2m)			✓	✓
Tickets to Welcome Drinks	8	4	4	2
Tickets to Kingsman Soirée	8	4	4	2
Sponsor Table at Icons Breakfast	8	4	4	2
First right of refusal for 2027	✓	✓	✓	✓
All standard sponsor inclusions	✓	✓	✓	✓

## Principal Convention Partner

### INCLUSIONS

- **Premium exhibition booth** (6m x 2m) located within the prime sponsor aisle of the Exhibition Pavilion.
- **1 minute promotional video** played as the outro to a Convention session of your choice (video content to be supplied by the sponsor and subject to approval).
- **Logo placement on branded V-Pole signage** positioned at the front of the Perth Convention and Exhibition Centre.
- **Priority logo placement on:**
  - Convention registration desk
  - Exhibition entry statement
  - Digital jumbotron
  - V-Pole signage
  - Overhead exhibition hanging banner.
- **Eight tickets** to the Convention Welcome Drinks (valued at \$1,040 ex GST).
- **Eight tickets** to the Kingsman Soirée (valued at \$1,600 ex GST).
- **Reserved sponsor table for eight** at the Icons Breakfast (valued at \$960 ex GST).
- **First right of refusal** for the 2027 WALGA Local Government Convention Principal level sponsorship.
- **All Standard sponsorship Inclusions.**



**2 opportunities available**

**\$35,000** (ex GST)

# Exhibition Zone Partner

The new Exhibition Hall design introduces four dedicated sponsor zones strategically positioned throughout the Exhibition Hall to allow sponsorship of four main areas – a Charging Zone, two Dining Spaces and a Coffee Corner. Each zone is in a high traffic area where attendees will naturally gather, network, recharge and engage between sessions.

Each zone offers a strong brand presence designed to maximise exposure, enable easy engagement and create lasting impressions. From increased foot traffic to repeated mentions throughout the event, sponsoring a zone provides a powerful opportunity to elevate your profile, strengthen brand recognition and align your business with one of the Convention's most engaging delegate experiences.

**4 opportunities available**

**\$25,000** (ex GST)

## INCLUSIONS

- **Exclusive sponsorship of one exhibition zone quadrant.**
- **Premium exhibition booth (6m x 2m)** in the sponsor aisle within chosen activation zone, or placement of your choice.
- **Top tier logo placement on:**
  - Convention registration desk
  - Exhibition entry statement
  - V-Pole signage
  - Exhibition hanging banner over sponsored zone.
  - Digital jumbotron.
- **Four tickets** to the Convention Welcome Drinks (valued at \$520 ex GST).
- **Four tickets** to the Kingsman Soirée (valued at \$800 ex GST).
- **Four tickets** to the Icons Breakfast (valued at \$480 ex GST).
- **First right of refusal** for the 2027 WALGA Local Government Convention Exhibition Zone Partner sponsorship.
- **All Standard sponsorship Inclusions.**



## Coffee Corner

**The Coffee Corner will be one of the Exhibition Hall's key networking and refreshment hubs, drawing consistent delegate traffic throughout both days of the Convention.**

This sponsorship provides an excellent opportunity to position your brand within a relaxed and highly frequented environment where delegates naturally gather between sessions.

Branding opportunities will include hanging signage over the zone, furniture styling and flyers/materials on table tops to maximise visibility and engagement.

The Coffee Corner Sponsor has the exclusive option to extend its presence through branded coffee cups for an additional investment of \$5,000.



## Dining Zone x 2

The two Dining Zones will serve as a central gathering space within the Exhibition Hall and the only areas where catering will be provided throughout the Convention.

These spaces have been created following delegate feedback, with more seating to allow greater comfort and time for networking during breaks.

With only two dining areas available for sponsorship, this opportunity provides exceptional brand exposure across both days, placing your organisation at the heart of the delegate experience during every scheduled break.



## Charging Zone

A dedicated charging zone will provide delegates with a convenient and comfortable space to recharge laptops, phones, tablets and other essential devices throughout the Convention.

Positioned at the front of the exhibition hall, this highly utilised hub will attract consistent delegate engagement across both days of the event.

Sponsoring the charging zone will align your brand with a practical and thoughtful service that delegates will value greatly.



## Silver Partner

A strong entry-level sponsorship offering a solid exhibition presence, brand recognition across key Convention touchpoints and inclusion in major networking events, making it ideal for organisations looking to engage with senior Local Government leaders while maintaining a balanced investment level.

**3 opportunities available**

**\$15,000** (ex GST)

### INCLUSIONS

- **All Standard Sponsorship Inclusions.**
- **Standard exhibition booth (3m x 2m) located within the sponsor aisle.**
- **Logo placement on:**
  - Overhead foyer hanging banner
  - V-Pole signage
  - Registration desk and entry statements.
- **Four tickets to Convention Welcome Drinks** (valued at \$520 ex GST).
- **Four tickets to the Kingsman Soirée** (valued at \$800 ex GST).
- **Four tickets to the Icons Breakfast** (valued at \$480 ex GST).
- **First right of refusal** for the 2027 WALGA Local Government Convention Silver Partner sponsorship.



## Classic Partner

This package provides a strong brand presence across the Convention, along with inclusion in key networking events, offering excellent brand exposure to senior Local Government decision-makers.

**3 opportunities available**

**\$10,000** (ex GST)

### INCLUSIONS

- **All Standard Sponsorship Inclusions.**
- **Standard exhibition booth (3m x 2m) located within the prime sponsor aisle of the Exhibition Pavilion.**
- **Two tickets to the Convention Welcome Drinks** (valued at \$260 ex GST).
- **Two tickets to the Kingsman Soirée** (valued at \$400 ex GST).
- **Two tickets to the Icons Breakfast** (valued at \$240 ex GST).
- **First right of refusal** for the 2027 WALGA Local Government Convention Classic Partner sponsorship.



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# MORE INFORMATION

If you have any questions regarding the WALGA Local Government Convention 2026 Sponsorship Packages, please contact Stella Fiorentino at [events@walga.asn.au](mailto:events@walga.asn.au).