



2026
NATIONAL
**PROPERTY
CONFERENCE**

MELBOURNE CRICKET GROUND

04-06 MAY 2026

Partnership Prospectus



API's National Property Conference

A Century in the Making

In API's 100th year, the National Property Conference brings the profession together at the Melbourne Cricket Ground for two full days of high-value, technical CPD. With an expanded program and centenary social events, this milestone conference offers an exceptional opportunity to learn, connect, and celebrate.

Our flagship, multi-day event will feature an exhibition area, welcome reception, and centenary-themed gala dinner, alongside a comprehensive technical program.

Most importantly, it provides a rare opportunity for professionals to connect, learn, and advance their careers within a single, high-impact forum.

Australia's Property Authority Since 1926

The Australian Property Institute is the leading contemporary membership body representing Australia's property community. We set professional standards, deliver education and provide the premier networking platform for property professionals.

Our Members Include:

- Certified Practicing Valuers (CPV)
- Property advisers & analysts
- Fund managers & institutional investors
- Property lawyers & researchers
- Young Property Professionals (YPP) - the industry's future leaders
- Students & emerging professionals



Event Partner & Exhibitor Opportunities

The 2026 National Property Conference offers a rare opportunity to align your brand with Australia's peak gathering of property professionals in API's centenary year. Event Partner and Exhibitor opportunities are designed to deliver high-value visibility, meaningful engagement, and direct access to senior decision-makers across the property ecosystem. Partners connect with a national audience of over 8,000 API members spanning residential, commercial and industrial property – from emerging professionals to executive leadership.

From exclusive, high-profile partnerships to targeted engagement and experiential activations, each opportunity is built to support clear commercial and brand objectives. All partnerships are limited in number to ensure strong brand presence and genuine audience connection. Opportunities are offered on a first-confirmed basis.



Partnership & Exhibitor Opportunities

Inclusions	Platinum pg.4	Major pg.6	Gala Dinner pg.8	Coffee Cart pg.9	Welcome Reception pg.10	Registration pg.11	Conference App pg.12	Exhibitor pg.13
Pricing	\$33,000 ex GST	\$19,000 ex GST	\$15,000 ex GST	SOLD OUT	SOLD OUT	\$7,950 ex GST	\$5,000 ex GST	\$6,000 ex GST
Availability	Exclusive	Limited	Exclusive	Limited	Limited	Exclusive	Exclusive	Limited
Full Conference Pass registrations, including: <ul style="list-style-type: none"> ■ Gala Dinner tickets ■ Welcome Reception tickets 	10	5	2 10 (table - inclusive of Full Conference Pass holders)					2
Welcome Reception tickets only					10			
MC acknowledgement	Opening & Closing	During proceedings	Gala Dinner only					
Speech Opportunity	✓		✓		✓			
Conference email marketing inclusion	✓	✓	✓	✓	✓	✓	✓	
Post-conference Event Partner message (eDM inclusion)	Exclusive							
Website partner listing (logo + link)	✓	✓	✓	✓	✓	✓	✓	
Lanyard branding	Exclusive							
Plenary AV visibility	Prominent	✓	✓	✓	✓	✓	✓	
Conference App (banner and company profile)	✓	✓					Homepage	Yes
App push notifications	2/day	1/day					1/day	
Social media posts	3	2						
Logo placement on delegate bags	Exclusive							
Exhibition booth	Double (premium)	Single (upgradeable)						Single
Delegate list (opt-in)	✓	✓						
Onsite signage / banners	3	2	1 (Gala area)	Cart only	Reception area	1		At booth
Branded merchandise opportunity	✓	✓	✓	Coffee Cups	✓			At booth

Platinum Partner

Exclusive | \$33,000 (ex GST)

The Platinum Partner is the **exclusive lead commercial partner** of the 2026 National Property Conference, delivering the highest level of visibility and engagement across the full event experience.

This flagship partnership positions your organisation at the centre of API's centenary conference, with premium brand exposure before, during, and after the event, alongside direct access to senior property professionals from across the country.

This partnership is ideal for organisations that:

- Want the highest level of visibility at Australia's peak gathering of property professionals
- Value exclusive alignment with a major industry experience or touchpoint
- Are seeking direct engagement with senior decision-makers across the property ecosystem
- Want their brand positioned at the centre of API's centenary year and flagship event



Platinum Partner

Exclusive | \$33,000 (ex GST)

Inclusions

Brand Visibility & Event Presence:

- Exclusive logo placement on event lanyards
- Exclusive logo placement on delegate bags
- MC acknowledgement at the opening and closing of the conference
- Opportunity to deliver a short address during the conference program - this speaking opportunity is exclusive to the Platinum Partner.
- Prominent branding across plenary sessions, conference signage (including banners and media wall), and the conference app
- Logo inclusion on the National Property Conference website and conference eDMs
- Branding on audio-visual screens in the main plenary room
- Inclusion on speaker introduction slides
- Three (3) freestanding banners displayed in high-traffic locations throughout the venue (Maximum size: 2.2m high x 1.5m wide)

Marketing & Communications Inclusions:

- Inclusion of three (3) promotional items in delegate bags
- Three (3) dedicated posts across API social media channels (37,000+ followers), subject to API approval
- Inclusion of one (1) Event Partner message (max 200 words) within API's post-conference eDM distributed to members and subscribers (15,000+ contacts)

Conference App & Digital Engagement:

- Banner advertisement displayed throughout the Conference App
- Company profile listing including logo, description (up to 200 words), website link, and contact details
- Opportunity to provide a prize to an interactive in-app competition (optional)

Exhibition & Delegate Access

- **Premium double exhibition booth** in a high-traffic location
- Ten (10) Full Conference Passes for both days.
 - Welcome Reception
 - Centenary-themed Gala Dinner

Gala Dinner

- Reserved table of 10 in a prominent location at the Gala Dinner, including logo placement on table-top signage at the partner's table.

Post-Event Value

- Access to professional event photography for marketing and PR use
- Access to an opt-in post-event delegate list (name, company, business phone, email), subject to API Privacy Policy

Major Partner

Limited | \$19,000 (ex GST)

Major Partners are recognised as **senior conference partners** of the 2026 National Property Conference.

This partnership delivers strong brand visibility, a prominent onsite presence, and meaningful engagement opportunities across the two-day event, providing a high-value platform to connect with Australia's property professionals.

This partnership is ideal for organisations that:

- Want strong visibility and presence at a national industry conference
- Are looking to engage directly with delegates through exhibition and onsite branding
- Value association with a premium, professionally curated event
- Are seeking a cost-effective partnership with clear brand and engagement outcomes



Major Partner

Limited | \$19,000 (ex GST)

Inclusions

Brand Visibility & Event Presence

- Logo inclusion on the National Property Conference website and conference eDMs
- Logo placement across conference banners and media wall
- Branding on audio-visual screens in the main conference room during selected plenary sessions
- Recognition by the MC during conference proceedings
- Opportunity to display up to two (2) freestanding banners in prominent locations throughout the venue (Maximum size: 2.2m high x 1.5m wide)

Marketing & Communications Inclusions

- Inclusion of one (1) promotional item in delegate bags
- One (1) dedicated post across API social media channels (37,000+ followers), subject to API approval
- Conference App & Digital Engagement
- One (1) banner advertisement within the Conference App
- Company profile listing including logo, description (up to 100 words), website link, and contact details
- Opportunity to provide a prize to an interactive in-app competition (optional)

Exhibition & Delegate Access

- Single exhibition booth in a high-traffic location
 - Option to upgrade to a double booth for an additional \$1,500 (ex GST)
- Five (5) Full Conference Passes, including:
 - Welcome Reception
 - Centenary-themed Gala Dinner

Post-Event Value

- Access to professional event photography for marketing and PR use
- Access to an opt-in post-event delegate list (name, company, business phone, email), subject to API Privacy Policy

Gala Dinner

Partner **Exclusive** | \$15,000 (ex GST)

The Gala Dinner Partner receives **exclusive brand recognition** at the Conference Gala Dinner - the National Property Conference's premier networking and celebration event.

This partnership provides high-profile visibility in a premium, social setting, aligning your brand with one of the most anticipated and memorable moments of the conference experience.

This partnership is ideal for organisations that:

- Want exclusive visibility at a premium social event within the conference program
- Value relationship-building and brand presence in an informal setting
- Are looking to host clients or stakeholders at the Conference Gala Dinner

Inclusions

Gala Dinner Presence

- A VIP table of ten (10) at the Conference Gala Dinner in a premium position
- Exclusive verbal acknowledgement as the Gala Dinner Partner by the MC/Host
- Opportunity for a company representative to deliver a brief welcome or acknowledgment (up to one minute) during the Gala Dinner program (subject to API approval)
- Company logo featured on Gala Dinner signage and menus
- Opportunity to provide a branded merchandise item to Gala Dinner guests (at the partner's expense and subject to approval)
- Opportunity to provide one (1) freestanding banner displayed in a prominent location within the Gala Dinner area (Maximum size: 2.2m high x 1.5m wide)

Conference Attendance

- Two (2) Full Conference Passes (including Welcome Reception)



Coffee Cart Partner **SOLD OUT**

The Coffee Cart Partner receives brand exposure at one of the highest-traffic delegate touchpoints, with repeated visibility throughout the day as delegates gather during session breaks and networking intervals.

This partnership offers consistent, informal brand exposure aligned with delegate movement and interaction across the conference program.

This partnership is ideal for organisations that:

- Want repeated brand visibility at a high-traffic delegate touchpoint
- Value informal exposure during session breaks and networking moments

Inclusions

- Opportunity to display company branding on coffee cart signage (at the partner's expense and subject to approval)
- Opportunity to supply branded takeaway cups for delegate use (subject to venue approval and supplied at the partner's expense)
- Logo inclusion in selected conference eDMs
- Logo listing with link on the National Property Conference website
- Branding on audio-visual screens during plenary sessions
- Opportunity to display one (1) freestanding banner onsite (Maximum size: 2.2m high x 1.5m wide) - Cart only



Welcome Reception Partner **SOLD OUT**

The Welcome Reception Partner receives brand presence at the first official networking event of the National Property Conference.

This partnership offers focused visibility in a relaxed, high-traffic social setting at the commencement of the conference.

This partnership is ideal for organisations that:

- Want brand presence at a single, social touchpoint within the conference program
- Value informal visibility during delegate networking

Inclusions

- Ten (10) complimentary tickets to the Welcome Reception
- Opportunity to provide one branded sign displayed at the Welcome Reception (at the partner's expense and subject to approval by the Organiser)
- Opportunity to provide a branded merchandise item to Welcome Reception guests (at the partner's expense and subject to approval by the Organiser)



Registration Partner

Exclusive | \$7,950 (ex GST)

The Registration Partner receives **exclusive brand visibility across the conference registration and onsite check-in experience**, supported by additional brand presence across selected conference communications and environments.

This partnership is ideal for organisations that:

- Want exclusive brand visibility at the conference registration and delegate check-in

Inclusions

Registration & Check-in Visibility

- Company logo featured on the National Property Conference online registration page
- Company logo included on the online registration form
- Branding at the onsite registration and delegate check-in area

Supporting Brand Visibility

- Logo inclusion in selected conference eDMs
- Logo listing with link on the National Property Conference website
- Branding on audio-visual screens during plenary sessions
- Opportunity to display one (1) freestanding banner onsite (Maximum size: 2.2m high x 1.5m wide)



Conference App Partner

Exclusive | \$5,000 (ex GST)

The Conference App Partner receives **exclusive brand presence within the official Conference App**, providing focused digital visibility to delegates throughout the conference program.

This partnership offers contained, functional exposure via a delegate-facing tool used for program navigation, updates, and onsite information, supported by brand visibility across selected conference touchpoints.

This partnership is ideal for organisations that:

- Want exclusive visibility within a delegate-used digital tool
- Value app-based exposure and direct in-app communication

Inclusions

Conference App Presence

- Dedicated partner page within the Conference app
- Company logo featured on the Conference App home screen
- One (1) push notification per conference day (maximum 140 characters per notification)

Supporting Brand Visibility

- Logo inclusion in selected conference eDMs
- Logo listing with link on the National Property Conference website
- Branding on audio-visual screens during plenary sessions



Exhibitor Opportunities

Exhibiting at the National Property Conference provides direct, **face-to-face access** to a highly engaged audience of property professionals across two full conference days.

The exhibition space is designed to support meaningful conversations and practical engagement, allowing exhibitors to showcase products and services, demonstrate value, and connect directly with prospective clients and industry peers. Exhibitors benefit from sustained onsite visibility, structured networking opportunities, and digital lead capture via the Conference App, supporting both immediate engagement and post-event follow-up.

Exhibition participation offers a results-focused platform to build brand recognition, generate qualified leads, and establish long-term professional relationships.

Standard Exhibitor Inclusions

- Two (2) Full Conference Passes (including Gala Dinner)
- Company profile inclusion in the Conference App, including logo, website link, contact details and up to 100 words
- Digital lead capture via the Conference App, with post-event data download available
- Opportunity to purchase additional exhibitor conference passes at API Member rates.

Booth Type	Price (ex GST)	Inclusions
Shell Scheme	\$7,500	<ul style="list-style-type: none"> ■ One (1) 3m x 2m shell scheme booth[^] ■ Fascia board for company signage ■ One (1) 4amp power point with standard lighting ■ Optional booth customisation available at additional cost
Space Only	\$6,000	<ul style="list-style-type: none"> ■ One (1) 3m x 2m exhibition booth[^] ■ Exhibitors to supply their own stand structure

To Exhibit, contact:

Aphrodite Kant
sponsorship@api.org.au

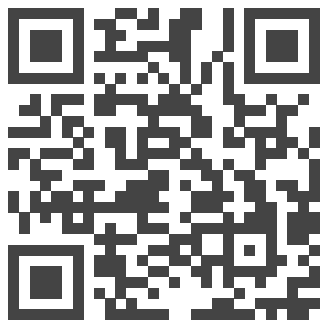
**Exhibitors installing custom-designed stands must provide the contact details of their appointed stand contractor, together with a plan showing full design dimensions and a visual representation of the stand design.*

^these dimensions are approximate and exact measurements will be confirmed with Exhibitors.

Next Steps & Partnership Activation



If you would like to partner with the Australian Property Institute in our centenary year for our landmark conference, please download the form below, fill out all the relevant details, and email it to Aphrodite Kant.



| **Aphrodite Kant**
National Partnerships Manager

sponsorship@api.org.au
02 9161 7686