

PSA Professional Speakers Australia

elevate 27
HOBART 12-15 MARCH



welcome to **Elevate27**

The Professional Speakers Australia Convention for 2027, and welcome to Hobart, hosting our national convention for the very first time. This is a milestone for PSA and for Tasmania, and we could not be more excited to bring our community of professional speakers to the Hotel Grand Chancellor Hobart, right on the waterfront, from Friday, 12th March – Monday, 15th March 2027.

Our theme, Elevate Our Story, Elevate Your Story, Elevate You, sits at the heart of everything we do as speakers. Every one of our members has built a career on the power of story, and Elevate27 is where those individual stories come together to lift the whole profession.

That is where you come in. Sponsorship of Elevate27 is an invitation for your story to become part of ours. Our members spend their working lives in front of audiences, boardrooms, and decision makers across Australia and beyond. When you partner with us, your brand is not a logo on a banner. It is woven into the conversations, the connections, and the stories our members carry with them long after the convention ends.

A first-time host city brings a particular energy. Hobart in 2027 will be talked about for years, and the sponsors who help make it happen will be part of that story from the beginning.

We invite you to explore the opportunities in this prospectus and to consider sharing what your story looks like.

See you in Hobart for Elevate27.



Sally Foley-Lewis CSP,
National President



Bill Jennings CSP,
Convenor

Why Sponsor?

1. Direct access to an audience of buyers. PSA delegates are business owners who invest in their own brands and constantly refer the suppliers they trust to their clients and networks.
2. A campaign, not a logo placement. Elevate27 sponsorship runs from pre-convention podcast and video content through to long-tail posts a month after the event, so your brand works for months rather than days.
3. Reach well beyond the room. The convention is promoted across the PSA database and through Global Speakers Federation partner associations in more than 20 countries.
4. Be part of the story, not the wallpaper. The All Things Story theme builds sponsors into the content itself, through podcast episodes, Human Libraries Tables and video interviews, rather than parking them at a trade table.
5. Amplifiers by profession. Every delegate is a professional communicator with their own stage, audience and platform, so a good impression here gets retold.
6. Hobart draws them in and keeps them together. A destination convention means delegates travel, stay and socialise on site, giving sponsors more contact time across the full four days than a fly-in fly-out city event allows.

Please Note: PSA does not provide direct access to a mailing list. Communications will be sent to our members on your behalf.

What Professional Speakers Buy

Professional speakers spend their working lives on stage, on camera, in workshop rooms and in airports. They run their own businesses, invest in their own brands, and rely on trusted equipment, software and services to deliver at a professional standard. When they find a supplier who does good work, they talk about it, to each other and to their clients.

Most delegates at Elevate27 are business owners who regularly buy:

- Professional services (legal, accounting, insurance)
- Public relations and marketing
- Book publishing, writing and editing services
- Photographic and video services
- Hardware and software technology
- Learning management systems and online course platforms
- Virtual assistant and administrative services
- Professional clothing and travel gear
- Office equipment and consumables

...and much more.

Don't see your industry here? If you have another idea for how your business could connect with our members, reach out and we'd love to discuss it.

Elevate27 Timeline

The program design has given deep consideration to the delegate experience. We have you in mind too. We envisage that whilst you will have the traditional opportunities to share your business story and the offers you have at a trade table, you will be seen and included as a co-participant in many moments of this first ever PSA Convention in Tasmania.

Thursday 11th March 2027

Whilst not an official scheduled Convention day, all delegates are encouraged to arrive early and join us on an exclusive journey on the Mona Roma in the 'Posh Pit' out to Tasmania's iconic tourist attraction Mona. We have 50 places available (at your own expense). You would be welcome to come along. It would be a great way to then be recognised at your trade table when the official program starts the next day.

Friday 12th March 2027

Delegates are invited into the story. This is our 'catalyst' day. The story of Tasmania will feature in a stunning opening. Delegates will be skilled up by their colleagues with the main stage 'Teach us in 10'. This is a full Friday program (not a pre-Convention workshop day) where the whole delegation will be buzzing with the way the story of this storytelling Convention is sparked.

Friday Evening: The Cocktail function in the stunning Harbour View 1 room. An opportunity to mingle with the delegates after a very full first day.

Saturday, 13th March 2027

This day has some special surprises. As the Convention story arc builds, the theme for this day is 'Activation'. As a sponsor you will be invited to be alongside delegates as they participate in a PSA first – hush, hush it will be a very special day of exploration!

Saturday evening: This is our night of nights. Our Gala Dinner and Annual Awards.

Sunday 14th March 2027

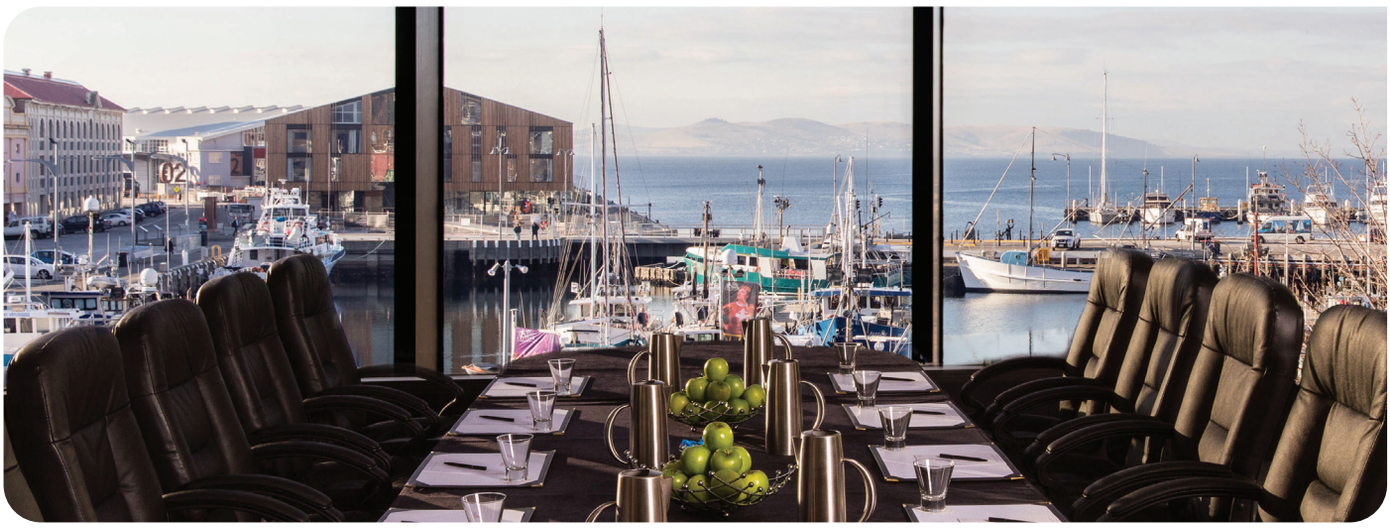
This day has been branded 'The Shift'. Delegates will encounter surprise experiences that will delight. A crescendo moment in the afternoon is where each delegate has the opportunity to share a unique tangible treasure that points to a story only they can tell.

Monday 15th March 2027

Distillation Monday: This post Convention workshop session is aptly named "Distillation Monday" (a nod to the way Tasmania punches above its weight with world leading single malts and gins)– the premise for this day is that delegates who stay on are given a skilfully facilitated experience of reflection to 'distil' their action items from the first three days down to three to five achievable, specific actions.

Elevate27 sponsorship

Sponsorship Inclusion	Bronze $2,500 + GST	Silver $5,000 + GST	Gold $10,000 + GST	Platinum $15,000 + GST
Attendance & people				
Full delegate passes (incl. Friday night & Gala Dinner)	1	1	1	2
25% off extra tickets for Elevate27 staffing	—	✓	✓	✓
Story & content — the theme				
Elevate27 Podcast	Named thank-you on an episode	Featured segment	Full guest interview	Dedicated solo episode (promoted)
Host a Human Libraries Table	—	—	✓	✓ Named host
Newsletter feature / mention	—	1	2	3
Static social media posts	1	2	3	5
Post-convention "long-tail" posts (from 1 month after)	1	2	3	5
Brand visibility				
Brand on the Elevate27 website (logo, link, profile)	100 words	200 words	300 words	500 words
Hyperlink logo on the Elevate27 website	✓	✓	✓	✓
Hyperlink logo on all Elevate27 emails	✓	✓	✓	✓
Branding on the PSA / Convention home page	—	—	—	✓
Logo on holding slides	—	✓	✓	✓
Pull-up banner (off stage)	—	—	1	2
MC acknowledgement from stage	—	✓	✓	✓
Branding in the Eventee app	✓	✓	✓	✓
Sponsorship-level digital badge for your own marketing	✓	✓	✓	✓
On-site presence				
Trade table (open format, incl. power)	Dedicated	Dedicated	Dedicated	Premium position x 2
Host the Gala table of Elevate27 attendees	—	—	—	✓
Value & retention				
First right of refusal for 2028	—	—	✓	✓





elevate **you**

elevate **our story**

elevate **your story**









Bronze Sponsor
$2,500 + GST

Be part of the Elevate27 story. Bronze puts your brand in the room and in the content, with a presence that runs from the first convention emails through to a month after the event.

- 1 x Full Delegate Pass, including Friday night and the Gala Dinner
- Named thank-you on an episode of the Elevate27 Podcast
- 1 x pre-convention video interview shared on socials, supplied branded and unbranded
- 1 x static social media post
- 1 x post-convention long-tail post, published from one month after the event
- Logo, hyperlink and 100-word profile on the Elevate27 website
- Hyperlinked logo on all Elevate27 emails
- Branding in the Eventee app
- Dedicated trade table in an open format, power included
- Sponsorship-level digital badge for use in your own marketing

Silver Sponsor
$5,000 + GST

Silver moves your brand from a mention to a feature. You step into the convention's content with your own podcast segment and newsletter feature, and onto the stage through MC acknowledgement and holding-slide branding.

- 1 x Full Delegate Pass, including Friday night and the Gala Dinner
- 25% off additional tickets for Elevate27 staffing
- Featured segment on the Elevate27 Podcast
- 2 x pre-convention video interviews shared on socials, supplied branded and unbranded
- 1 x newsletter feature
- 2 x static social media posts
- 2 x post-convention long-tail posts, published from one month after the event
- Logo, hyperlink and 200-word profile on the Elevate27 website
- Hyperlinked logo on all Elevate27 emails
- Logo on holding slides
- MC acknowledgement from stage
- Branding in the Eventee app
- Dedicated trade table in an open format, power included
- Sponsorship-level digital badge for use in your own marketing

Gold Sponsor
$10,000 + GST | 2 available

Gold is where the storytelling assets open up. You get your own mini podcast, you host a Human Libraries Table, and your brand presence steps up across the room and across the campaign, with first right of refusal locking in your position for 2028.

- 1 x Full Delegate Pass, including Friday night and the Gala Dinner
- 25% off additional tickets for Elevate27 staffing
- Your own mini podcast within the Elevate27 Podcast series
- Host a Human Libraries Table
- 3 x pre-convention video interviews shared on socials, supplied branded and unbranded
- 2 x newsletter features
- 3 x static social media posts
- 3 x post-convention long-tail posts, published from one month after the event
- Logo, hyperlink and 300-word profile on the Elevate27 website
- Hyperlinked logo on all Elevate27 emails
- Logo on holding slides
- 1 x pull-up banner, positioned off stage
- MC acknowledgement from stage
- Branding in the Eventee app
- Dedicated trade table in an open format, power included
- Sponsorship-level digital badge for use in your own marketing
- First right of refusal for an equivalent position at the 2028 Convention

Platinum Sponsor
$15,000 + GST | 1 available

Platinum headlines the convention. This is the only tier with a full guest interview on the Elevate27 Podcast, branding on the PSA and Convention home page, a premium double trade presence, and the role of host at the Gala table. Everything at every other level, at its highest quantity, plus the exclusives no other sponsor can buy.

- 2 x Full Delegate Passes, including Friday night and the Gala Dinner
- 25% off additional tickets for Elevate27 staffing
- Full guest interview on the Elevate27 Podcast, plus your own mini podcast
- Named host of a Human Libraries Table
- Host the Gala table of Elevate27 attendees
- 5 x pre-convention video interviews shared on socials, supplied branded and unbranded

- 3 x newsletter features
- 5 x static social media posts
- 5 x post-convention long-tail posts, published from one month after the event
- Logo, hyperlink and 500-word profile on the Elevate27 website
- Branding on the PSA / Convention home page
- Hyperlinked logo on all Elevate27 emails
- Logo on holding slides
- 2 x pull-up banners, positioned off stage
- MC acknowledgement from stage
- Branding in the Eventee app
- 2 x premium-position trade tables in an open format, power included
- Sponsorship-level digital badge for use in your own marketing
- First right of refusal for an equivalent position at the 2028 Convention

Official Photographer Sponsor

$7000 +GST | 1 available

- Platinum Sponsor acknowledgement, organisation name, logo and 100-word profile on the PSAConvention.com.au website
- PSA Convention Platinum Sponsor acknowledgement, organisation name and logo on the ProfessionalSpeakers.org.au website
- Provided with the "Proud Sponsor of PSA Convention 2027" logo for your use
- Provided with the "Official Photographer of PSA Convention 2027" logo for your use
- Recognition in the digital and hard copy marketing before and during Convention, including the event program
- Table in the Exhibition Area
- 2 x Full Delegate registrations (including opening function and Gala Dinner)

This sponsorship comes with a commitment to:

`Run a "photobooth" taking headshots of all delegates

Provide a minimum of 500 digital high resolution pictures to PSA of:

- Corporate Day (speakers and delegates)
- Official Opening and cocktail event
- Convention days (sat, Sunday and Monday)
  - All speakers
  - Delegate shots
- Gala Dinner
  - Variety of pictures of guests
  - All award winners
  - All award winners still and video at Media wall
  - All Award winners announcement and acceptance speech video
- Other significant events and social functions

Sponsor Exhibition Opening Hours

Indicative only (will be finalised closer to the event)

Friday 12th March 2024 8:00am - 5:00pm

Saturday 13th March 2024 8:00am - 5:00pm

Sunday 14th March 2024 8:00am - 5:00pm

Monday 15th March 2024 8:00am - 3:30pm (Optional) (TBC)

Bump in/out times and other Exhibitor related information (logistics etc) will be supplied by the team closer to the event.

Expressions Of Interest

We'd love to have you involved. Fill out the 'Expression Of Interest' or contact Trish Goodfield.

Email trish@66sol.com.au Phone 0417 615 071



elevate and step into your story



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