



Sponsorship Opportunities

change 2026

Brisbane



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Who is buildingSMART™

buildingSMART is a not-for-profit industry group who works at an international level to drive digital transformation in the Architecture, Engineering and Construction sector. We advocate for open information exchange and develop standards that facilitate information sharing and collaboration.

What is Xchange

Xchange is an initiative of buildingSMART Australasia. An annual event running over 2 days, it combines a unique technical learning experience on Day 1, and on Day 2 you will hear from a line-up of handpicked speakers who will discuss how Digital transformation and open standards are changing the infrastructure industry. This unique event is a must for anyone working in the infrastructure and construction sector.



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GAIN ACCESS TO DECISION MAKERS

The Xchange Conference will provide you with access to an engaged audience of AEC professionals with specific interests in digital construction methods and processes, actively seeking out new technologies and innovations for better information management and project delivery.

DIRECT ENGAGEMENT FOR BRAND EXPOSURE

Inform and engage with professionals in multiple sectors within the construction industry to showcase and increase exposure to your products and services. Take full advantage of your target audience being accessible at both days of the event.

GENERATE NEW CONTACTS AND STRENGTHEN RELATIONSHIPS

Create new, and strengthen existing, connections by taking part in this event. There is great potential and promise in gathering hundreds of dedicated AEC professionals in an environment conducive to inquiry, investigation, and forward-thinking conversation.

BE SEEN AND BE HEARD

Demonstrate that you are an active participant as an agent of change within our industry, and a contributor to the ecosystem and community of practice that bSA promotes.

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What people thought of Xchange 2025 ...



- "Really informative sessions and great networking opportunity"
- "Looking forward to XChange next year and see how the industry is moving on with digitalization"
- "Really good selection of speakers. The topics and presentations were of the highest quality"
- "Excellent presentations, interesting panel conversations, well organised".
- "It was a really enjoyable event with excellent content and a good mix of participants. Rather than being about how to use software, there was a lot more discussion about the bigger picture and the why we do BIM. "
- "The interview with The Honourable Victor Dominello was particularly well done and it was great to meet him in person after the interview"
- "Dr Lee's presentation was very well delivered and really entertaining. The speakers on the second day were exceptional "



[View 2025 webpage](#)

[View 2025 Photo Gallery](#)

Day 1 - Technical Seminar

The **OpenBIM with IFC Technical Seminar** is a 1-day series of technical presentations covering core buildingSMART technologies and digital workflows applicable to building and civil infrastructure projects. The seminar provides an opportunity for subject matter experts to share knowledge and best practice in the concepts and application of buildingSMART technologies.

Classes led by experts in openBIM including: Eric Bugeja, Holger de Groot, Scott Beazley, Dion Moult, John Mitchell, Jon Mirtschin, and A/Professor Julie Jupp.

Day 2 - Conference

Presentations and panels covering topics focussed on digital transformation in the infrastructure sector and the importance of open standards. Sessions may include the following:

- ✖ Keynote: speaker TBA
- ✖ Updates from Government infrastructure delivery agencies on current digital strategies and the application of Open Standards
- ✖ New and upcoming digital standards impacting infrastructure
- ✖ Best practice presentations on the application of global and local application of open standards
- ✖ Initiatives in upskilling industry in Digital Engineering & BIM
- ✖ Close and Networking Drinks

BRISBANE

Queensland University of Technology

- ✖ **Day 1** is hosted at a QUT Lecture Theatre and will close with a networking session. Classes will be capped at 120 participants.
- ✖ **Day 2** will utilise an event space at QUT and close with a networking session. Capacity will be approximately 200 attendees.

PLATINUM

(Exclusive - Headline Sponsor)

- ☒ Day 2 Speaker Opportunity *Must not be promotional and must align with/approved for event theme.
- ☒ Acknowledgement by the Chairperson as the exclusive Platinum Sponsor of the 2026 Xchange event at introduction and close of each day.
- ☒ Advertisement or video content (up to 1 minute) to play on Day 2. This can be played up to three times through the day.
- ☒ Access to Attendee List (name, title, company and email address unless attendee opts out).
- ☒ 6 x tickets which can be issued to anyone of your choice.
- ☒ 25% discount on additional tickets beyond the 6 provisioned, which can be used for your team or to invite clients and VIP guests.
- ☒ Opportunity to participate in event collateral and provide an event bag for the event (this could include exclusive discounts, consultation appointments, and general material for the benefit of attendees).
- ☒ Active promotion/tagging of sponsorship on all related social media channels/posts leading up to the event (LinkedIn).
- ☒ Bold, front and centre banner with corporate logo to be displayed throughout all speaking sessions.
- ☒ Corporate logo to feature at the top on designated promotional material, mailouts, website, digital program, digital banner, and on holding slides between sessions.
- ☒ Premium positioning of your Exhibition space in the venue (first choice of location before Gold Sponsors) with increased foot traffic and visibility.
- ☒ A standalone pre-event email newsletter sent to all registered attendees spotlighting your sponsorship, thought leadership or key offer.

\$18,000* (+GST)

*buildingSMART Corporate members receive an exclusive discount on published rates

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GOLD

- ✖ Acknowledgement as a Gold Sponsor of the 2026 Xchange event.
- ✖ Acknowledgement by the Chairperson at introduction and close of each day.
- ✖ Opportunity to run an Advertisement or video content (up to 30 seconds) played twice on Day 2.
- ✖ Opportunity to participate in event collateral and provide an event bag for the event (this could include exclusive discounts, consultation appointments, and general material for the benefit of attendees).
- ✖ Corporate logo displayed on designated promotional material, mailouts, website, digital program, and on holding slides between sessions.
- ✖ 4 x tickets, which can be issued to anyone of your choice.
- ✖ 25% discount on additional tickets beyond the 4 provisioned, which can be used for your team or to invite clients and VIP guests.
- ✖ Corporate logo displayed on banner and at transitions through the event.
- ✖ Active promotion/tagging of sponsorship on all social media channels/posts related to the event leading up to the event.
- ✖ Premium positioning of your Exhibition Space in the venue (second choice of location after Platinum sponsor), with increased foot traffic and visibility.
- ✖ Access to Attendee List (name, title, company and email address unless attendee opts out).

\$9,000* (+GST)*buildingSMART Corporate members receive an exclusive discount on published rates[APPLY NOW](#)

SILVER

- ☒ Acknowledgement as a Silver Sponsor of the 2025 Xchange event.
- ☒ Acknowledgement by the Chairperson at introduction and close of each day.
- ☒ Opportunity to run an Advertisement or video content (up to 30 seconds) played once on Day 2.
- ☒ Opportunity to participate in event collateral and provide an event bag for the event (this could include exclusive discounts, consultation appointments, and general material for the benefit of attendees).
- ☒ Corporate logo displayed on designated promotional material, mailouts, website, digital program, and on holding slides between sessions.
- ☒ 3 x tickets, which can be issued to anyone of your choice.
- ☒ 20% discount on additional tickets beyond the 4 provisioned, which can be used for your team or to invite clients and VIP guests.
- ☒ Corporate logo displayed on banner and at transitions through the event.
- ☒ Active promotion/tagging of sponsorship on all social media channels/posts related to the event leading up to the event
- ☒ Opportunity to host an Exhibition Space on Day 2 (*Subject to availability, first come first served).
- ☒ Access to Attendee List (name, title, company and email address unless attendee opts out).

\$7,000* (+GST)*buildingSMART Corporate members receive an exclusive discount on published rates[**APPLY NOW**](#)

Sponsorship Packages

BRONZE

- ☒ Acknowledgement as a Bronze Sponsor of the 2026 Xchange event
- ☒ Acknowledgement by the Chairperson at Welcome/Closing address.
- ☒ Corporate logo displayed on designated promotional material, mailouts, website, digital program, and on holding slides between sessions
- ☒ Opportunity to participate in event collateral and provide an event bag for the event (this could include exclusive discounts, consultation appointments, and general material for the benefit of attendees).
- ☒ 2 x tickets, which can be issued to anyone of your choice.
- ☒ 15% discount on additional tickets beyond the 2 provisioned, which can be used for your team or to invite clients and VIP guests.
- ☒ Active promotion/tagging of their sponsorship on all social media channels/posts related to the event leading up to the event

\$5,000* (+GST)

*buildingSMART Corporate members receive an exclusive discount on published rates

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Sponsorship Packages

NETWORKING DRINKS

Exclusive Networking Drinks Session Sponsor

Only one available per event (One for Day 1, one for Day 2). Please enquire if you wish to sponsor both days

- ☒ Acknowledgement as a Networking Drinks Sponsor of the 2025 Xchange event
- ☒ Acknowledgement by the Chairperson at Welcome/Closing address.
- ☒ Corporate logo displayed on designated promotional material, mailouts, website, digital program, and company banners able to be put up in networking area and on available screens
- ☒ 2 x tickets, which can be issued to anyone of your choice.
- ☒ 15% discount on additional tickets beyond the 2 provisioned, which can be used for your team or to invite clients and VIP guests.
- ☒ Active promotion/tagging of their sponsorship on all social media channels/posts related to the event leading up to the event

\$4,500* (+GST)

*buildingSMART Corporate members receive an exclusive discount on published rates

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Sponsorship Packages

	Platinum	Gold	Silver	Bronze	Networking*
Exclusive	Yes	No	No	No	Yes*
Complimentary Event Tickets	6	4	3	2	2
Discount on Additional Tickets	25%	25%	20%	15%	15%
Speaking opportunity	Yes	No	No	No	No
Onsite booth	Yes (Priority position)	Yes	Yes	No	No
Video clip to play during event	3 x on Day 2	2 x on Day 2	1 x on Day 2	No	No
Event wide branding	Yes	Yes	Yes	Yes	Yes
Social Media Promotion	Yes	Yes	Yes	Yes	Yes
Contribute to event bag	Yes	Yes	Yes	Yes	No
Access to attendee list **	Yes	Yes	Yes	No	No

* Networking Drinks exclusive package for 1 day only. Please enquire to sponsor both days

** Name, Role, Company, Email (excludes attendees that opt out)

buildingSMART will take the utmost care to fulfil all the listed benefits.

The following Terms and Conditions apply to ALL Sponsorship Packages:

- Confirmation of sponsorship is not final until receipt of the Sponsorship Application form has been received and payment made.
- Entitlements may not be fulfilled if full payment has not been received.
- The sponsor is responsible for any display banners supplied and erected at the venue and must confirm with the Xchange team prior to the event.
- Sponsors are responsible for the security of their own equipment and materials whilst at the Xchange Venue.
- Exhibitors at the Xchange event will be allocated on a first come first served basis.
- Sponsorship will be accepted on payment subject to availability and confirmation of acceptance by Xchange team.

Cancellation Policy

- If the sponsorship package is cancelled and can be resold to another sponsor, the applicant will receive a full refund, less administrative fee of 20% of the total sponsorship rate. If not able to be resold, the company will be liable to pay the following fees:
 - 50% of the total sponsorship fee, if the cancellation request is received in writing 30 days before the start of the event.
 - No refunds if cancellation occurs within 30 days of the event
 - Any refunds of funds paid will be paid within 30 days after the event

Xchange 2026 Brisbane

[Click here to become a sponsor for 2026](#)

Contact Us:

To discuss your sponsorship of Xchange 2026 email us at: event@buildingsmart.org.au

