

Sponsorship Opportunities

change 2027

Sydney | 23-24 June

"The sponsorship investment levels are very reasonable and it's great value for money in terms of the audience Xchange attracts. For sponsors, it's a great platform for networking and connection...Thanks for making this a really great sponsor experience - we'll be back!"

Autodesk

The logo features a stylized 'X' composed of two overlapping chevron shapes, one in blue and one in red. To the right of the 'X' is the word 'change' in a white, lowercase, sans-serif font, followed by '2027' in a large, bold, red, sans-serif font.

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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.

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.

Last Year's Event...



What people thought of Xchange 2026 ... ★★★★★

- “..fascinating presentations with a great array of speakers who showcased some incredible work. ”
- “..the most relevant and technically aligned conference for the AEC sector currently on offer in Australia”
- “Every year I leave with new ideas, valuable connections, and insights that can be applied immediately”
- “Xchange is one of the best conferences in our industry. From governance and theoretical, to practical and hands-on, this conference offers incredible insights and networking opportunities with some of the best professionals in AECO. Do not miss it! ”
- “The overall highlight for me is being in a room with extremely clever people solving real-world problems within the new world of project data requirements or using existing data in very interesting ways”
- “..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. ”



[View 2026 Webpage](#)

[View 2026 Photo Gallery](#)

[View 2026 Video](#)

Day 1 – Technical Seminar

The **OpenBIM with IFC Technical Seminar** is a 1-day series of technical presentations and case studies 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 (more to follow):

Eric Bugeja - Chair of buildingSMART International and Australia/NZ

Holger de Groot - Vice Chair of buildingSMART Aust/NZ, Modmation

A/Professor Julie Jupp - Director of buildingSMART Aust/NZ, UTS

Scott Beazley - buildingSMART Aust/NZ working group lead, Geometry Gym

Dion Moul - openBIM Guru, Lend Lease

Jon Mirtschin - Director of buildingSMART Aust/NZ, Geometry Gym

Jim Plume - buildingSMART International Infrastructure Domain Lead, Director of buildingSMART Aust/NZ

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:

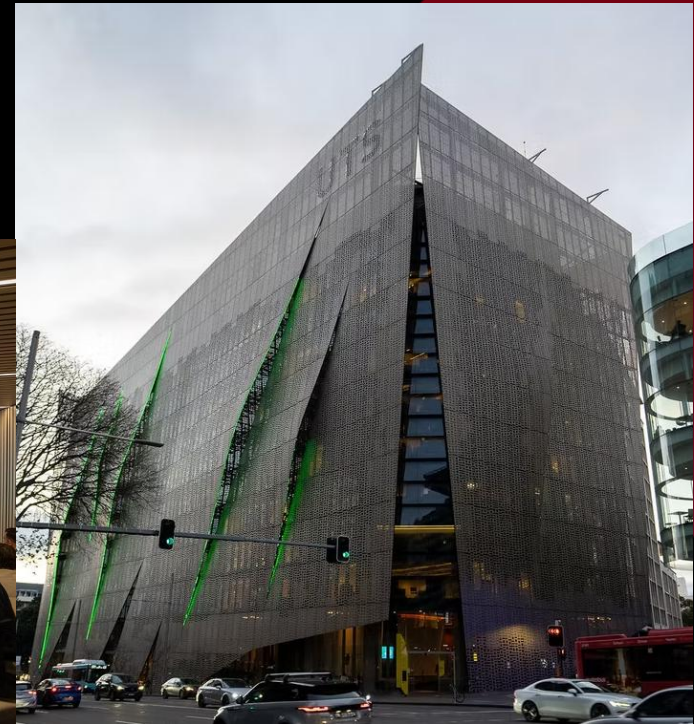
- ✕ Keynote: speaker TBA
- ✕ Updates from Government infrastructure delivery agencies on current digital strategies and the application of Open Standards
- ✕ New and upcoming digital standards impacting infrastructure
- ✕ Best practice presentations on the application of global and local application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

Venue

SYDNEY

University of Technology

- ✕ **Day 1** is hosted at a UTS Lecture Theatre(s) and will close with a networking session. Classes will be capped at 120 participants.
- ✕ **Day 2** will utilise the Aerial Function Centre at UTS and close with a networking session. Capacity will be approximately 200 attendees.



PLATINUM

(Exclusive - Headline Sponsor)

- ✕ Day 2 Speaker Opportunity **Must not be promotional, to be aligned with conference theme and approved by bSA*
- ✕ Acknowledgement by the Chairperson as the *exclusive* Platinum Sponsor of the 2027 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*).
- ✕ A corporate branded table for 8 guests of your choice (includes 8 x **2-day** tickets).
- ✕ 25% discount on additional tickets beyond the 8 provisioned, which can be used for your team or to invite clients and VIP guests.
- ✕ Opportunity to provide event collateral for the event (available to 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.

\$20,000* (+GST)

*buildingSMART Corporate members receive an exclusive discount on published rates

APPLY NOW

GOLD

- ✕ Acknowledgement as a Gold Sponsor of the 2027 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.
- ✕ Corporate logo displayed on designated promotional material, mailouts, website, digital program, and on holding slides between sessions.
- ✕ 6 x **2 day** tickets, which can be issued to anyone of your choice.
- ✕ 25% discount on a corporate branded table (8 guests) or any additional tickets beyond the 6 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*).

\$12,000* (+GST)

*buildingSMART Corporate members receive an exclusive discount on published rates

APPLY NOW

SILVER

- ✕ Acknowledgement as a Silver Sponsor of the 2027 Xchange event.
- ✕ Acknowledgement by the Chairperson at introduction and close of each day.
- ✕ Corporate logo displayed on designated promotional material, mailouts, website, digital program, and on holding slides between sessions.
- ✕ 4 x single day (Day 2) 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.
- ✕ 20% discount on a corporate branded table (8 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, unless attendee opts out*).

\$9,000* (+GST)

*buildingSMART Corporate members receive an exclusive discount on published rates

APPLY NOW

Sponsorship Packages

BRONZE

- ✕ Acknowledgement as a Bronze Sponsor of the 2027 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
- ✕ 2 x Single day (Day 2) 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.
- ✕ 15% discount on a corporate branded table (8 guests)
- ✕ Active promotion/tagging of their sponsorship on all social media channels/posts related to the event leading up to the event

\$7,000* (+GST)

*buildingSMART Corporate members receive an exclusive discount on published rates

APPLY NOW

Sponsorship Packages

NETWORKING EVENT

Exclusive Networking Event 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 Event Sponsor of the 2027 Xchange event
- ✕ Acknowledgement by the Chairperson at event 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 to the event for the day you are sponsoring, 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

\$5,500* (+GST)

*buildingSMART Corporate members receive an exclusive discount on published rates

APPLY NOW

	Platinum	Gold	Silver	Bronze	Networking*
Exclusive	Yes	No	No	No	Yes***
Complimentary 2-day Event Tickets	8	6			
Complimentary 1-day (Day 2 only) Event Tickets			4	2	2****
Corporate branded table for Day 2 (Seats 8)	Complimentary	25% Discount	20% Discount	15% Discount	No
Discount on Additional Tickets	25%	25%	20%	15%	15%
Speaking opportunity*	Yes	No	No	No	No
Onsite Exhibition booth	Yes (Priority position)	Yes (Second option on position)	Yes (Third option on position)	No	No
Access to attendee Email addresses **	Yes	Yes	No	No	No
Access to attendee Name, Role and Company**	Yes	Yes	Yes	No	No
Video clip to play during event	3 x on Day 2	2 x on Day 2	No	No	No
Ability to provide attendees with event collateral	Yes	No	No	No	No
Event wide branding	Yes	Yes	Yes	Yes	Yes
Social Media Promotion	Yes	Yes	Yes	Yes	Yes

* Must not be promotional, to be aligned with conference theme and approved by bSA

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

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

**** Complimentary tickets are for the day of the sponsored networking

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 initially on sponsorship tier then 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 2027

[Click here to become a sponsor for 2027](#)

Contact Us:

To discuss your sponsorship of Xchange 2027 email us at: event@buildingsmart.org.au

