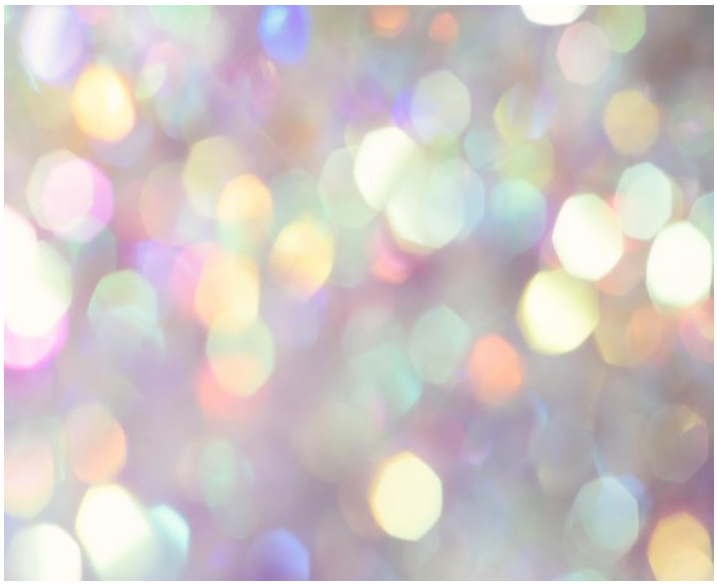
Oz Single Cell 2027







Sponsorship prospectus

Everything you need to know to partner with the Oz Single Cell community

Oz Single Cell: 17-19 March 2027

About Oz Single Cell

Now entering its ninth meeting, Oz Single Cell has become a regular gathering point for Australia's single-cell and spatial biology community. The meeting brings together researchers, technology specialists, platform leads, bioinformaticians and industry partners to share advances, discuss emerging approaches and build collaborations.

A defining feature of Oz Single Cell is its connection of the Australian research community with internationally recognised leaders in the field. By combining leading international speakers with a highly engaged national audience, the meeting helps strengthen Australia's research ecosystem while ensuring researchers remain connected to developments, technologies and ideas emerging worldwide.

For sponsors, this creates direct access to the people who evaluate, implement and support single-cell and spatial biology technologies across Australia. Many attendees influence technology adoption, platform development, workflow design and purchasing decisions within their organisations.

The 2027 move to RACV Goldfields provides a fully residential meeting format where delegates, speakers and industry partners remain together throughout the conference. This creates opportunities for meaningful engagement through scientific sessions, workshops, poster presentations and informal discussions, extending well beyond the exhibition space.

We hope to see you in Creswick!

Sincerely,
Ankur, Daniela and Joseph

On behalf of the organising committee:
Alicia Oshlack, Ankur Sharma, Dale Vassiliadis, Davis McCarthy, Daniela Zalcenstein, Mai La, Hamish King, Katie Fennell, Joseph Powell, Saskia Freytag, Shalin Naik



About the audience

Oz Single Cell attracts ~300 participants from:

- Medical research institutes
- Universities
- Research infrastructure organisations
- Genomics and bioinformatics facilities
- Public health and clinical research organisations
- Biotechnology companies

Many attendees are directly involved in technology evaluation, implementation and support, making the meeting particularly relevant for organisations working in:

- Single-cell genomics
- Spatial biology
- Sequencing technologies
- Imaging and microscopy
- Multi-omics
- Bioinformatics and software
- Laboratory automation
- Research services

Why Partner with Oz Single Cell

We recognise that sponsorship in the Australian research sector operates differently from larger international markets. Many organisations participate through vendor-distributor partnerships and work within finite annual marketing budgets. For that reason, our sponsorship program focuses on meaningful engagement rather than a long list of standalone branding opportunities.

We aim to provide value through:

- Direct access to the Australian single-cell community
- Technical discussions and scientific exchange
- Workshops and technology demonstrations
- Opportunities to engage with current and future users
- Visibility throughout the meeting
- Support for students and early-career researchers

The objective is straightforward: to create partnerships that are worthwhile for sponsors, valuable for delegates and supportive of the long-term growth of the Australian single-cell community.



The 2027 Destination Experience

RACV Goldfields Resort

Set amongst 150 acres of natural landscape between Daylesford and Ballarat, RACV Goldfields Resort provides a unique conference environment with purpose-built conference facilities, resort accommodation and numerous networking spaces.



RACV Goldfields Resort (17-19 March 2027)

1500 Midland Highway
Creswick, Victoria, 3363
P: 03 5345 9600

For an overview of the property, and a brief virtual tour:
https://www.racv.com.au/travel-experiences/conferences-venues-events/goldfields/venue-hire.html

Highlights include:

- 538m^2 Grand Ballroom plenary venue
- Dedicated exhibition foyer
- Outdoor networking lawns
- Resort-style accommodation
- Integrated dining and social spaces
- Golf course and recreational facilities
- Complimentary venue-wide Wi-Fi
- Multiple breakout areas and sponsor activation zones







CONFERENCE SPACE LAYOUT (Ground Floor)



Sponsorship Packages

All quoted prices are in **AUD and exclusive of 10% GST**.

Platinum Partner

$25,000 (3 available) + $2,500 GST

Included

- Premium exhibition position with exhibition space of approx. 2m x 5 m (table(s) provided upon request)
- 4 complimentary registrations (additional purchased registrations optional)
- Full page sponsor profile
- Premium logo placement
- Recognition throughout conference communications
- Opportunity to host a breakfast workshop*
- Opportunity to appoint a sponsored conference speaker
- First preference for workshop room allocation

Conference Presentation

Sponsors are encouraged to nominate a scientist, technology specialist or independent collaborator rather than a corporate sales representative.
Content should focus on technology applications, workflows, case studies and scientific outcomes.

Presentation options

- International sponsored speaker: 25 min
- National sponsored speaker: 20 min
- Corporate scientific speaker: 20 min

Presentation scheduling subject to program committee approval.

Gold Partner

$15,000 (6 available) + $1,500 GST

Included

- Exhibition space of approx. 2m x 4 m (table(s) provided upon request)
- 3 complimentary registrations
- Sponsor profile
- Logo placement
- Opportunity to appoint a sponsored conference speaker
- Access to breakfast workshop space subject to availability*

Conference Presentation
Sponsors are encouraged to present scientific content rather than marketing material.

Presentation options

- International sponsored speaker: 20 min
- National sponsored speaker: 15 min
- Corporate scientific speaker: 12 min

Silver Partner

$8,000 (8 available) + $800 GST

Included

- Exhibition space of approx. 2m x 3 m (table(s) provided upon request)
- 2 complimentary registrations
- Logo placement
- Sponsor profile
- Poster during poster session

No conference presentation slot included.

Bronze Partner

$4,500 + $450 GST

Included

- Exhibition space of approx. 2m x 2 m (table provided upon request)
- 1 complimentary registration
- Website listing
- Sponsor acknowledgement

No conference presentation slot included.

Community Partner (academic institutions only)

$2,000 + $200 GST

Included

- Exhibition space of approx. 2m x 2 m (table provided upon request)
- 1 complimentary registration
- Website listing
- Sponsor acknowledgement

No conference presentation slot included.

Optional Enhancements

Breakfast Workshops

One of the major advantages of RACV Goldfields is the availability of additional meeting rooms.
Sponsors may host breakfast workshops that provide delegates with a deeper technical understanding of specific technologies, applications or workflows.

Included with:

- Platinum sponsorship
- Gold sponsorship (subject to room availability)

Additional workshop opportunities may be available and can be discussed directly with the organising committee. Workshop topics should focus on scientific applications and technology implementation rather than product marketing.

Student & Early Career Researcher Support

Sponsors may elect to contribute additional funding toward:

- Student travel awards
- Presentation prizes
- Early career researcher support

Recognition will be provided collectively rather than through separate sponsorship categories.

Show bags

Please ship or drop off the items you would like us to include into the show bag by 10th May 2025.
We will prepare a total of 250 show bags.

Shipping address: TBA

You may provide the following items for the show bag:

Printed advertisement
Printed advertisement will be limited to the number of items based on sponsorship status:

Platinum - 4 items
Gold - 3 items
Silver - 2 items
Bronze - 1 item

Please note, that this is the maximum number of items you can provide, not the number of items you must provide.

Additional promotional material (optional)

Thank You for Your Support!

Thank you!

The success of Oz Single Cell depends on the ongoing support of our industry partners.

Whether you have supported previous meetings or are joining us for the first time, we appreciate your contribution to building and strengthening Australia's single-cell and spatial biology community.

Your support helps create opportunities for scientific exchange, technology engagement, collaboration and training, while connecting Australian researchers with leaders and innovations from around the world.

On behalf of the Oz Single Cell 2027 Organising Committee, thank you for your support.
We look forward to partnering with you in Creswick in March 2027.

Sincerely,
Ankur, Daniela and Joseph