



ARB AUSTRALIA

2024 CONFERENCE

LET'S GET BACK TO PRACTICAL ARBORICULTURE

7–9 April · Melbourne Cricket Ground

SPONSOR & EXHIBITOR PROSPECTUS



Arboriculture Australia™

www.arbausconference.com.au

INVITATION

The Arboriculture Australia Conference Committee is excited to extend an invitation to you to be a part of the 2024 National Conference in April. Our event is the premier gathering of professionals in the arboricultural industry in Australia, and we are proud to offer our sponsors, exhibitors, and advertising partners unique access to this influential audience.

As a sponsor, you will have the opportunity to showcase your products and services to decision-makers and industry leaders. This is your chance to connect with your target audience and build relationships with potential clients and customers.

As an exhibitor, you will have access to a dedicated space to display your products and services. Our attendees are always looking for new and innovative products to help them in their work, and this is your chance to showcase what you have to offer.

As an advertising partner, you will have the opportunity to reach a targeted audience through our marketing channels, including our website, social media, and email campaigns. This is a great way to increase your brand awareness and drive traffic to your website.

We are expecting over 300 attendees, including arborists, researchers, educators, and industry professionals from all over Australia. The conference will feature keynote presentations, educational sessions, and networking events, providing ample opportunities for our sponsors, exhibitors, and advertising partners to connect with attendees.

We offer a range of sponsorship packages to suit your needs and budget. Please see the attached prospectus for more information on the packages and benefits available to you.

Thank you for considering this invitation to be a part of the 2024 Arboriculture Australia National Conference. We look forward to the opportunity to partner with you and showcase your brand to the influential audience in attendance.

The 2024 Conference will follow the format of a two-day conference.

Program at a glance:

- 5 April - 7 April 2024: Mark Hartley Tree Anatomy Workshop
- 7 April - Welcome Function and ATCC awards Presentations | Exhibition Area, MCG
- 8 April 2024: Conference Day 1 | MCG
- 8 April 2024: Gala Dinner & Awards | Members Lounge, MCG
- 9 April 2024: Conference Day 2 | MCG
- 9 April 2024: Optional Walking Tours / Tour of MCG

We look forward to the opportunity to work alongside you as a conference partner and together making the 2024 Conference a memorable one!

WHY SPONSOR?

Sponsoring the Arboriculture Australia National Conference presents an opportunity for stakeholders within the industry to highlight their commitment and support to this unique sector.

It offers your organisation:

- Marketing opportunities and national exposure during the entire life of the event;
- Access to influential and engaged delegates;
- Connections with leading industry professionals;
- The chance to unlock and share knowledge; and
- The opportunity to support attendance of leading professionals from throughout Australia



INDIVIDUAL SPONSORSHIP & ADVERTISING OPPORTUNITIES

Opportunities are available for sponsorship of specific Conference events or Conference components. All sponsors will receive brand exposure both on the website and in print and include:

- Naming rights of the Conference component
- Two free-standing banners in prominent location for the duration of the component
- Logo on the Conference website
- Logo on the Conference mini program

CONFERENCE APP SPONSOR – \$6500 + GST (X1 AVAILABLE)

The conference app is a powerful tool that attendees use to navigate the conference, connect with other attendees, and access important event information.

As a sponsor, you will receive prominent branding throughout the app, including your logo and company information displayed on the splash screen when the app is launched. Additionally, your branding will be featured in the sponsor section of the app, providing further exposure to attendees.

In addition to branding opportunities, your sponsorship includes a sponsored push notification to all app users. This is a powerful way to connect with attendees and promote your brand or message.

With the app sponsorship, you will be able to showcase your brand to a targeted audience of industry professionals and decision-makers. The conference app is heavily used during the event, and your sponsorship will provide high visibility and brand exposure throughout the duration of the conference.

KEYNOTE SPEAKER SPONSOR – \$2000 + GST (X3 AVAILABLE)

The keynote speaker is a highly anticipated highlight of our event, and sponsorship of this session provides significant branding and exposure opportunities.

As a sponsor, you will receive prominent branding throughout the keynote session, including your logo displayed on the stage backdrop, and mention in the introduction and thank you to the speaker. Your branding will also be featured in the conference program, providing further exposure to attendees.

With the keynote speaker sponsorship, you will be able to showcase your brand to a targeted audience of industry professionals and decision-makers. The keynote speaker session is heavily attended and is often the most talked-about session of the conference, providing high visibility and brand exposure.

CHARGING STATION SPONSOR – \$4000 + GST (X1 AVAILABLE)

The charging station is a highly valuable resource for attendees, providing a convenient and essential service for their devices throughout the event.

As a sponsor, you will receive prominent branding on the charging station, including your logo displayed on the charging station itself, and mention in the conference program as the sponsor of this essential service.

With the charging station sponsorship, you will be able to showcase your brand to a targeted audience of industry professionals and decision-makers. Attendees will appreciate the convenience and value of the charging station, providing high visibility and brand exposure.

NOTE PAD / PEN SPONSOR – \$1000 + GST (X1 AVAILABLE OF EACH)

All delegates attending the Conference will receive official writing materials.

The conference writing pad and/or pen sponsor will be acknowledged in the following ways:

- Company name and logo on sponsor page of the Conference Website.
- Logo in the digital handbook. (Branded writing pads and/or pens to be supplied by sponsor).



TRADE EXHIBITION

Exhibition offers organisations exposure to Conference delegates and the opportunity to showcase their products and services.

The Trade & Catering Zone has been designed to provide the best possible promotional opportunities to participating organisations. With the Sunday Networking Function, lunch, morning and afternoon refreshment breaks being served in this area it will create an unparalleled opportunity to promote your products and services to the diverse delegate base.

Benefits of Participating:

- Build new and strengthen existing relationships
- Meet the decision-makers and do business face-to-face
- Showcase your products and services to over 300 delegates in your target market
- Organisations will receive a high level of visibility through the official website and Conference marketing materials.
- All lunch, morning and afternoon refreshment breaks will be served in and around the exhibition area in order to maximise "booth traffic"

INDOOR & OUTDOOR EXHIBITION PACKAGE – \$3,150+GST

- One trade booth at the Conference (3m x 2m)
- One outdoor space for machinery, subject to venues approval
- Company name and stand number signage
- Two (2) x 150W spotlights
- One (1) 4amp power point
- Two exhibitor passes, including nametags and daily Conference catering (Conference sessions not included)
- Two Sunday Networking Function tickets
- Access to the official Conference app
- Listing on the Conference website and Conference app, including links to company website

INDOOR EXHIBITION SINGLE PACKAGE – \$2,500

- One single trade booth at the Conference (3m x 2m)
- Company name and stand number signage
- Two (2) x 150W spotlights
- One (1) 4amp power point
- One exhibitor pass, including nametag and daily Conference catering (Conference sessions not included)
- One Sunday Networking Function ticket
- Access to the official Conference app
- Listing on the Conference website and Conference app, including links to company website

OUTDOOR EXHIBITION DOUBLE PACKAGE – \$900 (LIMITED SPACES)

- One double trade site (6m x 3m) 'space only' outside the venue, subject to venue approval
- One exhibitor pass, incl name tag, and daily Conference catering (Conference sessions not included)
- Listing on the Conference website and Conference App, including links to company website

ADDITIONAL EXHIBITOR PASSES – \$350+GST

- Add-on to an Exhibition Package only
- Includes nametag and daily Conference catering (Conference sessions not included)

NOTE: GALA DINNER TICKETS ARE NOT INCLUDED AND CAN BE PURCHASED SEPARATELY



FLOOR PLAN

The Exhibition area allows for the installation of up to 26 booth spaces as shown in the floor plan below.

The booths will be allocated in priority order of sponsorship package. Catering stations are also noted on the layout below.

The Conference venue is Melbourne Cricket Ground, situated within the picturesque landscapes of Yarra Park. Melbourne Cricket Ground blends modern elegance with tranquil park and lake views, offering the ideal setting for your next event.

Boasting soaring ceilings, a large wrap around terrace and an abundance of natural light, Melbourne Cricket Ground is surrounded by vast parklands, ponds, and lakes creating a picturesque landscape for your guests.

The Trade Show area will be held in Betty Cuthbert Lounge, click on the following link for a [virtual tour](#).

Floor Plan coming soon

BUMP-IN / BUMP-OUT INFORMATION

Your trade stand includes a booth as shown in the photo -->

If you would like to hire any additional furniture for your exhibitor space please contact Moreton Hire

www.moreton.net.au

To order furniture please email emese.kovacs@moreton.net.au

Bump in Sunday 7 April from 2pm - 5pm

Bump out Tuesday 9 April from 1.30pm

Please note the venue does not have any forklifts or unloading machinery onsite (please consider this if you have pallets being delivered- you will need to request trucks with Tail lifts and Pallet Jacks)



Please Note: Items are not to be attached, nailed, pinned, screwed, glued, taped or blue tacked to the walls of any area of the venue. No real flame candle wax to be exposed to any linen. If supplying real wax candles, these must be within a holder to contain the wax. Any dripping or damage from wax may incur an additional fee

Included in your stand package:

Size: 3.0m x 2.0m

Walls: White walls 2.5m high, top of fascia at 3m high

Fascia: Anodized aluminium frame with insert.

Sign: White sign with black lettering per aisle frontage.

Lighting: 1 x LED spotlight installed on fascia

Power: 1 x 4amp power point per exhibitor

Carpet: Venue flooring

To book a sponsorship / advertising opportunity or trade stand, please email Shelley Haring at conference@trees.org.au