

Exhibitor and Sponsorship Prospectus

Advancing Towards
Sustainable Resource Recovery
28-29 Oct 2026 • MCEC, Melbourne



Waste Expo
AUSTRALIA

Organised by:



In the business of
building businesses

Acknowledgements

Thank you to our 2025 sponsors, event partners and supporters.

Co-located With



In Partnership With



Awards Partner



Government Lounge Partners



Supported By



Sponsors

Conference Sponsor



Registration Sponsor



Lanyard Sponsor



Zero Waste Café Sponsor



Gold Sponsors



Silver Sponsors



Bronze Sponsor



Media Partners





Advancing Towards
Sustainable Resource
Recovery



Waste Expo Australia at a Glance

Waste Expo Australia is the **ultimate gathering of waste management and resource recovery professionals in Australia**, with a premium free-to-attend B2B conference and targeted networking events, hosted alongside an exhibition packed with over 110+ local and international suppliers.

Featuring 4 conference stages, the Waste Expo Australia conference program is the most comprehensive free-to-attend content program for the waste and resource recovery sector.

Waste Expo Australia is the ultimate platform for exclusive access to the latest technology, information and trends, hear from industry experts and network with your peers.



3,502+*

Waste Expo Visits
*(CAB audited figure)



3,104+*

Unique Visitors
*(CAB audited figure)



110+

Leading suppliers exhibiting



Connect face-to-face with
over 3,000 qualified buyers

Spotlight on Attendance

Waste Expo Australia attracts the largest waste audience in the country with over 3,000 unique waste industry visitors across the two day event, from sectors including:



Building & Construction



Consultancy



Distribution



Education



Environment & Planning



Government & Councils



Green Waste Processing



Manufacturing



Material Recovery Facilities



Retail



Transport & Logistics



Waste Services

What's On in 2025

The 2025 event will see further development on the world-class, free-to-attend Waste Summit conference program, showcasing over 120 expert speakers and delivering 2 days of presentations across a multi-stream program.

Waste Expo Australia 2025 will also enhance the networking opportunities through industry breakfasts, workshops and targeted round table opportunities.



Government/Policy



C&I/C&D



Circular Economy



WtE & Case Studies



Key Visitors

Accent Environmental
Acciona
AECOM
AGL
AGL Energy
Alex Fraser Group
Amazon
Ampcontrol Pty Ltd
Ampol Australia
Andritz
ANZ
Anz Bank
Anzrp Ltd
APCO
Arcadis Australia
Arup
Atlas Waste and Recycling Management

Aurecon Group
AusNet
Austrade
Australia Post
Australia Saudi Business Council
Australian Council of Recycling
Australian Government
Barwon Health
Bega
Bingo Industries
Blue Environment
BlueScope Dist
BMD Constructions
Bob Jane
Boral
Bucher Municipal
Bunnings

Bunzl
Calleja Group
Cemac Technologies Pty Ltd
CERES Environment Park
Circular Resources Australia
Cleanaway
Coles Group
CSIRO
Deakin University
Deloitte
Department of Energy Environment and Climate Action (DEECA)
Department of Energy, Environment and Climate Change
Department of health
Department of Jobs, Skills, Industry and Regions

Department of Premier and Cabinet
Department of Primary Industries and Regional Development
Department of Water and Environmental Regulation
Department of Defence
Downer
Dulux Group
Energy Australia
Energy Power Systems Australia
EPA
EPA Victoria
Epworth Health Care
Ernst & Young
Ford
Fulton Hogan



German-Australian Chamber of Industry & Commerce
GHD
Gippsland Water
Global Victoria
Hanson Landfill Services
Henkel Australia
Honest & Young Pty Ltd
Honeywell Ltd.
Invest Victoria
Isuzu Australia
JJ Waste And Recycling
JLL
KPMG
Kraft Heinz
Laing O'Rourke
Linfox Australian Pty Ltd
Macquarrie Corporation
Major Road Projects Victoria
Melbourne & Olympic Parks

Melbourne Cricket Club
Ministry of Industry of Mineral Resources
Mitsui & Co
Monash Health
Monash University
NAB
National Center For Waste Management
National Gallery of Victoria
National Resource Recovery
National Transport Research Organisation
Nationwide Waste Solutions
Neste Australia Pty Ltd
News Corp Australia
Nufarm Australia Limited
Officeworks
Opal
PACT
Parks Victoria

Planet Ark
Prospect Hill International
Pure Environmental
PwC
Queen Victoria Market
Ramboll Australia Pty Ltd
Recycling Victoria
Remondis Australia Pty Ltd
ResourceCo
Rio Tinto
RMIT University
Road Freight NSW
Roads Projects
Sigma Recycling
Sim Metal
SMEC
Smec Australia Pty Ltd
Sustainability Victoria
Tellus Holdings

Telstra
THINKPAC
Toll Group
TOMRA
Toyota Motor Corporation Australia
Turner & Townsend
Veolia Environmental Services Pty Ltd
Victorian Government
Victorian Transport Association
VISY
Visy Industries Pty Ltd
Westpac
Wood
Workpac
WorkSafe Victoria
WSN Property Investment Pty Ltd.
WSP
Zoos Victoria

Waste Expo Australia 2025 Post Show Report



Key Statistics



500+

Council and government department attendees visited Waste Expo Australia



76%

of visitors had a purchasing authority above \$50,000



4000

Close to 4,000 leads collected via the **Lead Manager App**



92%

of exhibitors rated the quality of buyers as 'good or excellent' at Waste Expo Australia



90%

of exhibitors say they were satisfied with Waste Expo Australia



88%

of visitors say they would be 'likely' to attend Waste Expo Australia in 2025



88%

of exhibitors say they would be 'likely' to exhibit at Waste Expo Australia in 2025

Marketing Campaign

(Marketing results from 1st July 2024 - 27th October 2024)



33,000

Unique Website Visitors



173,000

Page Views



49,000

Website Sessions



21,600

Email Database



756,661

Impressions Paid Social Media Advertising



5,900+

Followers on Socials



Conference Highlights

Waste Expo Australia features the largest and most comprehensive free-to-attend conference program for the waste management, resource recovery and waste water treatment sectors in Australia

Featuring:



C&I/C&D



Government /
Policy



Circular
Economy



WtE & Case
Studies

120+
Speakers

60+
Sessions

60+
Hours of Content

Conference Topics

Visitors expressed the most interest in the following conference topics at Waste Expo Australia:

Waste to Energy	1,877
Recycling	1,529
Circular Economy	1,292
Resource Recovery	1,000
Landfill	752

Commercial & Industrial	667
Regulation	572
FOGO	567
Local Government	542
Construction & Demolition	505





Testimonials

"It was my first time at the Waste Expo, it was a delightful experience! The expo showcased innovative solutions and best practices in waste management, attracting industry leaders, policymakers, and sustainability advocates. Our waste team had the opportunity to network, share insights, and explore new products designed to promote a circular economy."

Maegan Forbes, 2024 Visitor

"Best volume of traffic at a trade show ever. High quality leads."

Cardia Bioplastics, 2024 Exhibitor

"The Waste Expo gets bigger and better every year, new equipment, new innovations/information technology, it was fantastic; it gets better every year. I am always invited and wouldn't miss out on all the new equipment, technology, and seeing our industry experts at work."

Pamela Leitis, 2024 Visitor

"I think it's a good opportunity for everyone in the industry to come together and discuss all things waste and recycling."

Ogtec, 2024 Exhibitor

Watch Highlights from Waste Expo Australia 2024





Exhibiting and Sponsorship Opportunities

Raise brand awareness by sponsoring Waste Expo Australia and get a huge bang for your marketing buck! Our sponsorship and promotional packages offer you the opportunity to put your business front and centre amongst an engaged audience.



Exhibition Pricing

A: Space Only

- Floor space only (Does not include carpet or power)
- Lead Manager App
- Public Liability Insurance
- Stand Design Approval
- Exhibitor Dashboard

B: Space and Shell Scheme

- Same inclusions as 'A'
- Booth construction
- Rear and side walls where applicable – 2.4m high
- Fascia signage to front (and sides where applicable)
- Spotlights; 2 per 9 m² of space
- Carpet

Inside Space Options		
Size (sqm)	Space Type	Standard
6	A	\$5,556.10*
	B	\$6,460.30*
8	A	\$6,680.30*
	B	\$7,885.90*
9	A	\$7,242.40*
	B	\$8,598.70*
12	A	\$8,928.70*
	B	\$10,737.10*
18	A	\$12,301.30*
	B	\$15,013.90*
27	A	\$17,417.40*
	B	\$21,486.30*
36	A	\$22,476.30*
	B	\$27,901.50*
54	A	\$32,820.70*
72	A	\$42,938.50*
90	A	\$53,056.30*
108	A	\$63,174.10*

*Prices are valid until 14th November 2025.



Furniture Options

Walk-on Package A = \$1,001*

Includes table, 4 chairs, lockable cabinet, brochure rack, 4 amp power point, stand cleaning (up to 36 sqm), bin and damage waiver fee

Walk-on Package B = \$1,001*

Includes table, 3 stools, small lockable cabinet, brochure rack, 4 amp power point, stand cleaning (up to 36 sqm), bin and damage waiver fee

Marketing Options

Priority Plus Profile = \$1,783.10*

- Double Page Enhanced Upgrade advert plus online items:
- Enhanced directory listing (More fields + Expanded view)
- Product images on directory list
- 1 x Dedicated Social Media Post

Priority Profile = \$990*

- Full Page Enhanced Upgrade advert plus online items:
- Enhanced directory listing (More fields + Expanded view)
- Product images on directory listing

Exhibitor Profile

Included as part of all standard stand bookings

- **Digital Trade Guide Features** - 100 word Company Listing, Product & Brand Listing in Exhibition Directory and colour Half Page Advert
- **Online Feature** - Basic directory listing (Company Logo, Company Description, Brands, Why Visit Our Stand, Upload up to 50 Products with Images)
- **Lead Manager App** – Allowing you to scan the badge of any visitor, collect contact information and add notes to their record, delivered to you immediately after the event has concluded

Waste Expo Australia Event Partner

\$30,988.10*

Waste Expo Australia Event Partner is an exclusive opportunity for one company to directly align with the event through the highest level of branding and exposure. Waste Expo Australia Event Partner will have multiple opportunities to reach the event visitor pre-show and onsite, as well as the entire event database throughout the campaign.

Inclusions:

- Your brand will be referred to as the presenting partner of Waste Expo Australia
- Your logo will be featured on all Waste Expo Australia signage, branding and marketing in the lead up to the event, onsite at the event and at the Waste Summit conference (excludes registration desk)
- Your logo will be featured on the front page of the Waste Expo Australia digital trade guide

- Your sponsorship will be announced through social media channels and email marketing to the entire database
- Your brand will be acknowledged as the event partner by the MC during all conference sessions
- Your brand will be featured on conference screens during breaks (along with other sponsors)
- A double-page feature in the digital trade guide
- 3x banner advertisements on visitor email campaigns in the lead up to the event
- A feature/advertorial in an email campaign sent to visitors during the event
- Featured on the sponsors page of the Waste Expo Australia website and digital trade guide
- 1 x Digital banner on Waste Expo Australia website (rotating)
- Upgraded Priority Plus web listing



Waste Summit Sponsor

\$25,940.20*



Waste Summit is Australia's **largest free-to-attend waste management conference** and will feature keynote presentations, case studies, panel sessions and white paper discussions, providing attendees with an opportunity to learn from industry peers and stay informed across areas including circular economy, waste to energy and more!

Inclusions

- Waste Summit will be referred to as “Waste Summit, brought to you by... your brand”
- 20 min speaking spot on either Day 1 or Day 2 of the conference program (content to be approved by the conference producer)
- Your logo will feature on all Waste Summit signage, branding and marketing in the lead-up to the event, onsite at the event and at the Waste Summit conference
- Your logo will feature on all materials relating to Waste Summit
- Your sponsorship will be announced through social media channels and email marketing to the entire database
- Your brand will be acknowledged as the Waste Summit partner by the MC during all conference sessions
- Your brand will feature on conference screens during breaks (along with stream sponsors and speakers)
- Opportunity to provide a video to be played prior to the start of Day 1 and Day 2 conference program
- Opportunity to provide brochures and promotional materials to be placed on seats
- A double-page feature in the digital trade guide
- Upgraded Priority web listing
- 2x banner advertisements on visitor email campaigns in the lead-up to the event
- A feature/advertorial in an email campaign sent to visitors during the event
- Featured on the sponsors page of the Waste Expo Australia website and digital trade guide



Registration Sponsor

\$9,839.50*

This high visibility opportunity gives you branding and exposure to all pre-registered visitors as well as onsite visitors as they enter. This gives the sponsor the opportunity to be top of mind for a visitor as they enter the event.

Inclusions:

- Web banner advertisement on the Waste Expo Australia online registration page
- Banner advertisement on the visitor badge confirmation emails
- Opportunity to provide brochures at the registration desks onsite
- Branding on the Waste Expo Australia registration desk
- A full-page advertisement in the digital trade guide
- Featured on the sponsors page of the Waste Expo Australia website, email and digital trade guide
- Upgraded Priority web listing



Conference Stream Sponsor

\$8,467.80*

Waste Expo Australia will be targeted at 7 key sectors within the waste management industry. Becoming a sector sponsor is a more targeted approach to reaching your target audience. Each exclusive opportunity offers a huge amount of exposure in the lead up to the event, on the expo floor and at the Waste Summit conference.

Inclusions:

- Your brand will be referred to as the “Local Government, C&D and C&I, Circular Economy, Waste to Energy, Policy Regulation, Food Organic Waste and Landfill” sponsor of Waste Expo Australia
- Your logo will be featured on all sector specific Waste Expo Australia signage, branding and marketing
- Your sponsorship will be announced through social media channels and email marketing to the entire database
- Your brand will be acknowledged as the stream partner by the MC during all conference sessions in relation to the specific stream
- A full-page advertisement in the digital trade guide
- 1x banner advertisements on visitor email campaigns in the lead up to the event

Conference Streams 2026



Government/
Policy



C&I and
C&D



Circular
Economy



Waste to
Energy

NOTE: Conference streams may change once the 2025 conference program is finalised.

- Logo will be placed alongside any mention of their stream in comms
- Featured on the sponsors page of the Waste Expo Australia website and digital trade guide
- Upgraded Priority web listing



Zero Waste Café

\$10,436.80*

This opportunity will give exclusive branding rights to the Waste Expo Australia Café. This provides a key opportunity for increasing brand exposure and to 'own' these busy areas.

Inclusions:

- Naming rights to the Waste Expo Australia Café
- Opportunity to provide branded coffee 'keep cups'
- Prominent branding on signage
- Opportunity to display equipment and banners within the area (subject to approval and space)
- Branding on all floor plans
- Your logo will be featured on all signage, branding and marketing relating to the café
- A Full-page advertisement in the digital trade guide
- Featured on the sponsor's page of the Waste Expo Australia website and digital trade guide
- Upgraded Priority web listing
- 1 x social post

Networking Drinks Sponsor

\$9,330.20*

The Waste Expo Australia Networking Drinks will be held on the first evening of the event and will be open to both exhibitors and visitors. This exclusive opportunity provides a perfect opportunity to expose your business and brand in a social environment.

Inclusions:

- Your brand will be referred to as the Networking Drinks sponsor of Waste Expo Australia
- Your logo will feature on all signage, branding and marketing relating to the Networking Drinks Event
- Acknowledgement from the Event Director and an opportunity to present a 5 min presentation
- Opportunity to provide a lucky door prize and giveaways
- Your sponsorship will be announced through social media channels and email marketing to the entire database
- Your brand will be acknowledged as the Networking Drinks sponsor by the MC on Day 1 of the Waste Summit
- A full-page advertisement in the digital trade guide
- Featured on the sponsors page of the Waste Expo Australia website and digital trade guide
- Upgraded Priority web listing
- 1x banner advertisements on visitor email campaigns in the lead-up to the event

Breakfast Sponsor \$11,844.80*

This sponsorship opportunity includes naming rights and branding of the Breakfast Session in the networking/catering area of the exhibition hall. The breakfast consists of a light buffet, tea and coffee.

Inclusions:

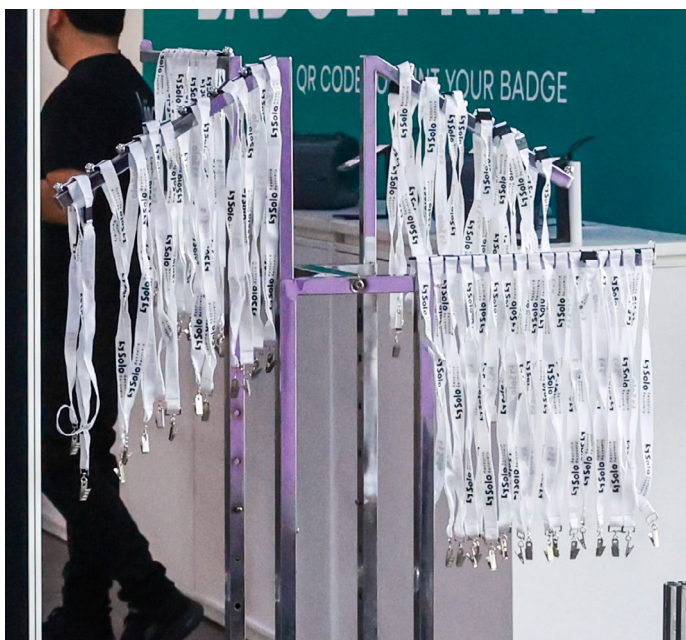
- Naming rights to Breakfast Session with company signage*
- Opening presentation in the Breakfast Session
- Space to display advertising material* at Breakfast Session
- Active promotion of the session to visitors via website, email marketing and social media posts

*to be supplied by sponsor



Lanyard Sponsor \$8,800.00*

Includes your brand logo on biodegradable and sustainable lanyards



Onsite Branding Opportunities



Drink Station Sponsor **\$7,500.00***

This sponsorship opportunity gives its owner high visibility throughout the entire event, as well as the opportunity to have your own branded drink bottles next to the water station. Finally, the drink station will feature heavily in all our communications regarding sustainability at the event.





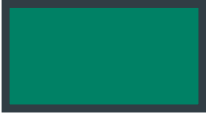
Printed Event Guide Ad

\$2000

(Two Available)

Unlock unparalleled exposure with a full-page ad in Waste Expo Australia's printed event guide. Distributed to visitors and printed on eco-friendly paper, this advertising opportunity ensures your brand reaches a diverse and engaged audience. With premium placement, your message will stand out to thousands of attendees, industry leaders, and decision-makers.



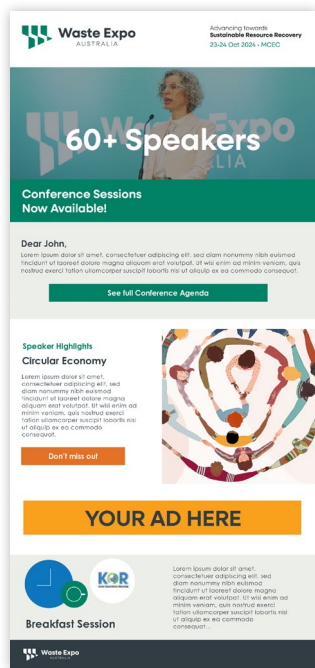
Printed Event Guide AD Specifications	
	 <p>Full page ad</p>
Orientation	Landscape
Size (w x h)	275mm x 220mm
Bleed	5mm on all sides
File Requirements	300 dpi PDF (preferred) or JPG. All images and colours to be CMYK.



Digital Advertising

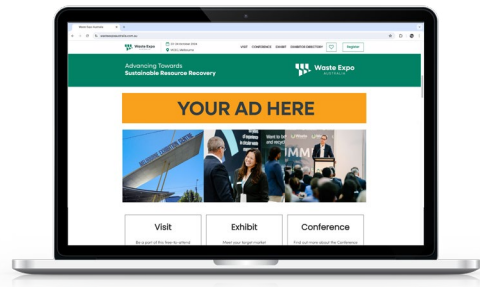
Increase your visibility with these promotional opportunities.

Email Advertisement
\$2,503.60*



21,600
Email Database

Web Advertisement
\$3,754.30*



Leaderboard (Rotational)



33,000
Unique Website Visitors



Advancing Towards
Sustainable Resource
Recovery

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