

Exhibitor and Sponsorship Prospectus

Advancing Towards
Sustainable Resource Recovery

28-29 Oct 2026 • MCEC, Melbourne



Waste Expo
AUSTRALIA

Organised by:



wasteexpoaustralia.com.au

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Welcome to Waste Expo Australia

Waste Expo Australia has become the country's leading platform for the resource recovery and sustainability industry, bringing together the

organisations, technologies and people shaping the future of the sector.

As Australia continues to accelerate its transition toward a circular economy, collaboration across the value chain has never been more important. Waste Expo Australia provides a space where industry leaders, government bodies, innovators and infrastructure stakeholders can come together to share knowledge, explore new solutions and build the partnerships that will drive progress.

Each year the event continues to grow, attracting thousands of professionals including local councils, waste contractors, recyclers, sustainability leaders, infrastructure specialists and policymakers. For exhibitors, this represents a powerful opportunity to showcase innovation, connect directly

with decision makers and position your organisation at the forefront of a rapidly evolving industry.

Whether your objective is to generate new leads, launch products, strengthen relationships or build brand presence, Waste Expo Australia provides a highly targeted platform to engage with the people shaping Australia's future.

The following prospectus outlines the many ways your organisation can get involved from exhibiting to sponsorship to maximise your presence before, during and after the event.

I look forward to welcoming you to Waste Expo Australia and working together to support the continued growth and innovation of our industry.

Warm regards,
Sherri Pearson
Exhibitions Director
Waste Expo Australia



About Waste Expo Australia

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 140+ local and international suppliers.

Featuring 4 conference stages, the Waste Expo Australia conference


2025 Event Highlights

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.



About RX Australia

Built by  In the business of building businesses

RX Australia is in the business of building businesses so everyone can thrive wherever and wherever you are. We run events across a wide range of industries, including energy, waste, retail, medical and gaming. Across the globe, RX produces over 400 events in 42 sectors in 22 countries, in-person and virtual. We help both our exhibitors and our visitors flourish in their respective communities, opening new doors for their business in local and international markets. Together with our global partners, our goal is to expand our role, building on our flagship events and leveraging our capabilities in data and technology to create all year-round communities that support business, and help our customers to continually grow.

For more information, visit www.rxglobal.com

“ Well organised, visually appealing and a broad range of industry content and visitors. ”

Enviromesh, 2025 Exhibitor

Why Exhibit?

At RX, we believe in the power of face-to-face connections to drive business growth. Our events bring together thousands of industry professionals who are ready to discover new products, build relationships, and make purchasing decisions. Exhibiting with RX gives your business more than a stand on the show floor – it's a platform to:

- Engage directly with qualified buyers and decision-makers in your sector
- Launch new products and innovations to a highly targeted audience
- Strengthen your brand presence in front of the right people, at the right time
- Build a sales pipeline with measurable return on investment

With decades of experience delivering Australia's leading B2B trade events, RX provides the tools, insights, and year-round marketing support you need to maximise your participation. From pre-show promotion through to onsite networking and post-event lead generation, our focus is helping you achieve real results for your business.

“ I would recommend it if someone wants to learn and know more about the various services and products within the waste sector, want to meet suppliers or have a service to offer. We had some good thought-provoking conversations. ”

Procurement Australia, 2025 Exhibitor

Who Should Exhibit?

If your business provides solutions across any of these areas, you belong at Waste Expo Australia:

- Resource recovery and material reuse
- Recycling systems, equipment, and technologies
- Organics processing and composting solutions
- Waste collection, transport, and logistics
- Sorting, separation, and material processing
- Smart technology, data, and automation platforms
- Landfill management and MRF operations

Who Will You Meet?

Waste Expo Australia connects you with a powerful mix of decision-makers from both government and private industry:

- Government procurement teams and sustainability officers
- Council environment and infrastructure managers
- Private sector engineers and consultants
- Operators of waste facilities, landfills, and MRFs
- Circular economy solution providers

Why Us?



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 and exhibitors say they would be 'likely' to attend Waste Expo Australia in 2026

Previous Event Attendance



4,400+

Total Visitors



3,700+

Unique Visitors



140+

Leading Suppliers Exhibiting

Top 5 Visitors by Job Title

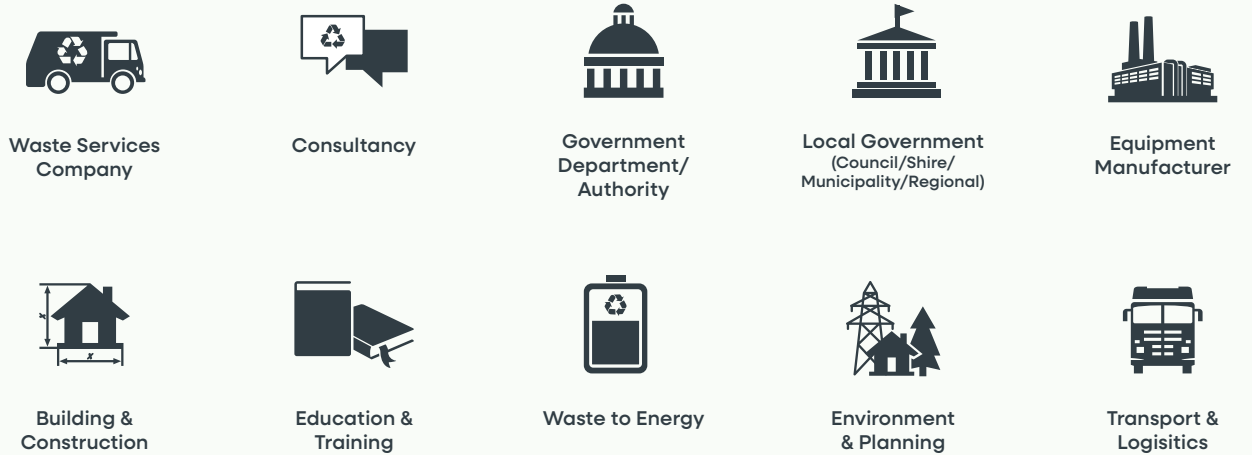
Owner / CEO / Director / President	14%
Waste Manager / Sustainability Manager	10%
General Manager / Managing Director	9%
Consultant / Contractor	8%
Environmental Manager / Officer	6%



TOP 10 Product Interests

Alternative & Innovative Waste Technologies	38.77%
Recycled Materials & Products	23.89%
Sustainability & Environmental Solutions	18.50%
Waste-to-Energy Solutions	16.39%
FOGO-Food Organics and Garden Organics	16.16%
E-Waste & Secure Disposal	15.52%
Materials Handling, Recycling & Processing Equipment	14.58%
Waste Collection and Bins	14.51%
Industrial Waste Solutions	14.20%
Government & Regulatory Bodies	11.38%

Visitor by Job Sector



“Great event - loved the innovation and range of the expo stalls.”

Senior Manager Resources, Circularity, Australian Post, 2025 Visitor



Building Business Awards 2024
Net Zero Award Winners

Past Visitor Snapshot

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

“ Where innovators and change-makers collaborate to manage waste and grow your network. ”

Postgraduate Student, Macquarie University,
 2025 Visitor



Past Visitor Snapshot

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
 WasteManagement
 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

“ I learned alot about new technologies, met with our waste partners and networked with people in other Councils. It is so hard to get the chance to see people face to face these days and it was wonderful to see new innovations, products and talk to people on the front foot of this industry. ”

Kerbside Reform Project Officer,
 Murrindindi Shire Council, 2025 Visitor



Event Features

FAST FACTS

140+

Exhibitors Across the Full Supply Chain

3,700+

Industry Attendees

83%

Decision-Maker Attendance

2

Days of Free Conferences Running Alongside the Show



Audience Reach

Connect and showcase your products to **3,500+ professionals** spanning government, consultants, engineers, waste service providers and project developers.



Lead generation

Use the **Lead Manager App** to collect qualified leads.



Networking & collaboration

Face to face meetings with **high value buyers**.



Conference

The conference allows exhibitors to align their brand with **leading industry experts** while attracting a highly targeted audience of decision-makers actively seeking solutions.



Co-location synergy

Building on the successful partnership with ecologiQ in 2025, **Waste Expo Australia 2026 will be co-located with All-Energy Australia and Green Infrastructure Conference.**



Sustainability focus

Align with event sustainability goals; **net zero by 2040 pledge**, circular economy emphasis.

Conference Features

The 2026 event will see further development on the world-class, free-to-attend Waste Summit conference program, showcasing over 130 expert speakers and delivering 2 days of presentations across a multi-stream program.

Waste Expo Australia 2026 will also enhance the networking opportunities through industry breakfasts and networking drinks.



Government / Policy



C&I and C&D



Circular Economy



Waste to Energy

How to Get Involved

Choose your OPPORTUNITY and speak to the team

Speak to one of our Account Managers to discuss your objectives and learn how we can support your exhibiting goals with a completely personalised offer and appropriate floorplan option that meets your business needs.



Waste Expo

AUSTRALIA

Advancing Towards **Sustainable Resource Recovery**



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CHOOSE YOUR STAND

Space Options

A: Space Only

- Floor space only (Does not include carpet or power)
- Public Liability Insurance
- Stand Design Approval

B: Space and Shell Scheme

- Same inclusions as 'A'
- Aluminium frame construction booth
- Rear (and side walls where applicable)
- 2.4m high, white melamine walls
- Fascia board & signage to front (and sides where applicable)
- Spotlights; 2 per 9 m² of space
- Standard carpet

Size (sqm)	Space Type	Standard
9	A	\$7,767.10
	B	\$9,123.40
12	A	\$9,628.30
	B	\$11,436.70
18	A	\$13,350.70
	B	\$16,063.30
27	A	\$18,991.50
	B	\$23,060.40
36	A	\$24,575.10
	B	\$30,000.30
54	A	\$36,216.40
72	A	\$47,383.60

Furniture Walk On Packages

Package A

\$ 1,001.00

- 1 x Table
- 4 x Chairs
- Lockable Cabinet
- 4amp Power Point
- Bin
- Stand Cleaning (up to 36sqm)
- Damage Waiver Fee



Package B

\$ 1,001.00

- 1 x Bar Table
- 3 x Bar Stools
- Small Lockable Cabinet
- 4amp Power Point
- Bin
- Stand Cleaning (up to 36sqm)
- Damage Waiver Fee



All prices quoted are in Australian Dollars and include GST

All Stand Packages Include:

EXHIBITOR PROFILE PACKAGE

Entry level package, built into base contract (or) agreement.

DIGITAL TRADE GUIDE FEATURES

100 word company listing in exhibition directory and colour half page advert.

ONLINE DIRECTORY FEATURES*

Basic directory listing (Company Logo, Company Name, Categories, Stand Number and Description).

*Completed via online exhibitor manual

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.

EXHIBITOR DASHBOARD

Measure your return on investment, improve your online engagement with your customers, view and download your leads scanned at the show and view recommendations made to visitors.

Promote

Exhibitor Profiles

Help the right buyers find you. Be seen at the show with Exhibitor Profile.

Maximise your visibility and attract high-quality connections at All Energy Australia with an Exhibitor Profile, which helps attendees find your products and contact details online while planning their visit. Complete your profile with relevant keywords to enhance searchability and ensure more business opportunities.

Priority Profiles

Get seen the first time every time with Priority Profiles.

Boost your visibility and attract more attention with Priority Profiles, which double your listing height for 5x more clicks and showcase why your stand is a must-see. For ultimate exposure, Priority Plus Profiles guarantee top placement in your category and feature your products on the event homepage, driving 10x more clicks.

Broaden Your Exposure

Connect

Lead Manager App (formerly Emperia)

Connect and qualify on the go.

Efficiently capture and qualify leads with the Lead Manager App, which allows you to scan visitor badges, share brochures digitally, and gather richer data than a business card for smarter follow-ups. This mobile app consolidates leads from all stand staff, supports both Android and Apple devices, and provides real-time access to manage and rate leads, ensuring you never miss an opportunity.

Lead Manager - Colleqt QR

Go paperless and never miss a lead.

Busy at the show? Make your stand space work harder for you and avoid missing potential customers.

Lead Manager (Colleqt QR Codes) is the smart way for visitors to collect exhibitor information in exchange for their contact details. By displaying Colleqt QR Codes on your stand, this simple visitor led approach saves time and effort for all visitors and supports promotion of your business, products, services and content.

Lead Booster - Offers

Attract even more of the right leads.

Boost your lead generation with Lead Booster Offers, attracting the right visitors through tailored email promotions and exclusive offers. Gain qualified leads before the show, drive traffic to your stand, and ensure effective follow-ups with contact details of interested attendees.



Thrive

Exhibitor Dashboard

Maximise your ROI one insight at a time.

Maximise your ROI with the Exhibitor Dashboard, providing real-time insights, intelligent data, and recommended actions to enhance your performance at All Energy Australia. Track company profile views, leads, and visitor engagement, and receive matchmaking recommendations to ensure you achieve your goals.

Benchmark Analytics

Analyse and maximise your event results with a performance dashboard.

Maximise your event results with Benchmark Analytics, a performance dashboard that tracks multiple market signals to provide a data-driven assessment of your performance against competitors. Gain insights into visitor behaviour, uncover engagement patterns, and identify opportunities for improvement across product categories, regions, and more.

Increase Your Exposure

Digital Opportunities

Priority Plus Profile - \$1,783.10

- Double Page Enhanced Upgrade advert in Digital Trade Guide
- Enhanced directory listing (More fields + Expanded view)
- Product images on directory list
- 1 x Dedicated Social Media Post

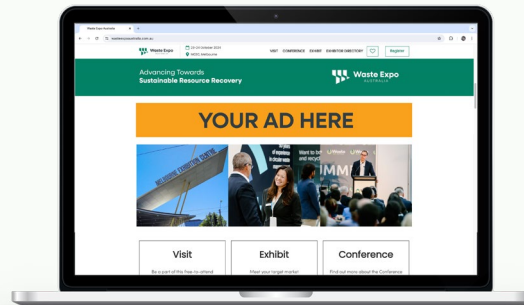
Priority Profile - \$990.00

- Full Page Enhanced Upgrade advert in Digital Trade Guide
- Enhanced directory listing (More fields + Expanded view)
- Product images on directory listing

Digital Advertising & Marketing

Website Advertisement - \$3,754.30 (Leaderboard Rotational)

Extend your reach beyond the 2-day event by targeting website users on the homepage of Waste Expo Australia.



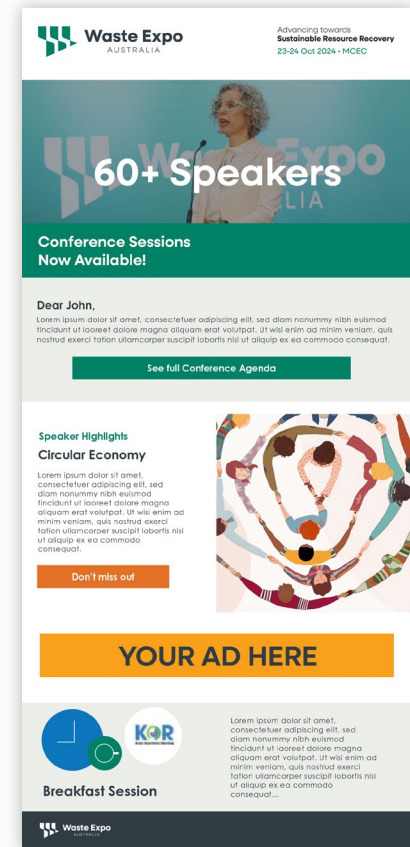
33,000
Unique Web Visitors



21,600
Email Database

Email Advertisement - \$2,503.60

Target the Waste Expo Database. Leverage this opportunity to encourage booth presence, a new product, or let the audience know what you have to say! Please note this content is to be provided by the exhibitor / sponsor and will be sent to all third party opt ins.



How We Help Build Your Business

Email / Social / Web Reach



33,000

Unique Web 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

Key Partners from 2025

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



Sponsorship Opportunities

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.

- 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

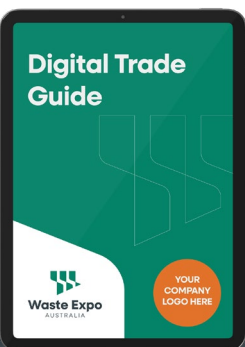


Registration Sponsor

\$ 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.

- 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



Sponsorship Opportunities

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!



- 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

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.

- 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
- 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.



- 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.



- 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.

- 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.



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.



Onsite Marketing Opportunity

Are you planning an onsite activation, unveiling a ground-breaking product, or orchestrating something truly extraordinary at **Waste Expo Australia**?

Don't keep it a secret—let our dedicated marketing team know in advance!

JESSICA LAWAEZ
SENIOR MARKETING MANAGER
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28-29 Oct 2026 • MCEC, Melbourne



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Waste Expo

AUSTRALIA

Organised by:



In the business of
building businesses

wasteexpoaustralia.com.au