



THE **FUTURE**
OF WASTE & RECYCLING



21-22 October 2020
Melbourne Convention & Exhibition Centre
wasteexpoaustralia.com.au

**Sponsorship
Prospectus**



Face-to-face with over **6,900+** focused buyers

Waste Expo Australia 2019 at a glance



6,952*
visits * (CAB audited figure)



\$142,000,000
combined value of purchasing authority
from visitors at Waste Expo Australia



72%
of visitors said they are likely
to attend again in 2020



120+
brands on display

Waste Expo Australia is the **largest gathering of waste management and resource recovery professionals** in Australia with a premium free-to-attend business-to-business conference and networking forum, hosted alongside an impressive exhibition.

Featuring over 120 brands, 3 conference stages that showcase over **35 hours of free-to-attend** content and attracting over **6,900** waste management and resource recovery professionals over 2 days. Waste Expo Australia is the ultimate platform for exclusive access to the latest technology, information and trends and to hear from industry experts and network with your peers.



SPOTLIGHT ON ATTENDANCE

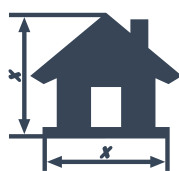
Waste Expo Australia not only attracts the largest waste audience with over 3,000 visits across to the two day event but the event also attracts key visitors through it's co-location with All-Energy Australia, Energy Efficiency Expo and the ISSA Cleaning and Hygiene Expo from sectors including:



Commercial



Government
& Councils



Building &
Construction



Healthcare



Agriculture



Education



Mining &
Resources



Manufacturing



Transport &
Logistics



Finance



Utilities

Waste Expo Australia 2019 also attracted the following visitation:

All-Energy Australia Visits	2,428
Energy Efficiency Expo Visits	576
ISSA Cleaning & Hygiene Expo Visits	887



What's On in 2020



Resource
Recovery



Waste to
Energy



Collections



Landfill &
Transfer Stations



Construction
& Demolition



Commercial &
Industrial Waste

The 2020 event will see further development on the world class, free-to-attend Waste Summit conference program, showcasing over 100 expert speakers and delivering 2 days of presentations across a multi-stream program.

Waste Expo Australia will focus on six targeted areas including; collections, resource recovery, landfill & transfer stations, waste to energy, commercial & industrial waste, construction & demolition waste and will showcase the 'future of waste and recycling' in Australia.





Key Visiting Companies

Albury City Council	City Circle Group	Corangamite Shire
Argus Waste Mgmt Svc	City Of Ballarat	Corangamite Shire Council
Ascot Waste Management	City Of Boroondara	Corio Waste Management
Aurecon	City Of Casey	Crown Melbourne
Austn Landfill Owners Assoc (Aloa)	City Of Charles Sturt	Darebin City Council
Austrade	City Of Gold Coast	David Jones & Country Road
Australian Council Of Recycling	City Of Greater Dandenong Council	Department Of Education & Training
Australian Food & Grocery Council	City Of Greater Geelong	Department Of Jobs, Precincts And Regions
Australian Paper	City Of Holdfast Bay	Dept Of Environment Land Water & Planning
Australia Zoo	City Of Karratha	Dept Of Health & Human Svc(S)
Banyule City Council	City Of Melbourne	Dept Of The Environment & Energy
Barwon Health	City Of Monash	Dept Premier And Cabinet (Victoria)
Barwon South West Waste & Resource Recovery Group	City Of Newcastle	Downer
Barwon Water	City Of Parramatta Council	Energy Australia
Bayside City Council	City Of Port Adelaide Enfield	Energy Queensland
Bingo	City Of Port Phillip	EPA South Australia
Boroondara City Council	City Of Sydney	EPA Victoria
Boroondara Council	City Of West Torrens	Eurobodalla Shire Council
Brimbank City Council	City Of Whitehorse	Federation Council
Brisbane City Council	City Of Whittlesea	Frankston City Council
Brisbane Entertainment Centre	City Of Wodonga	GHD
Buloke Shire Council	City Of Yarra	Gippsland Water
Bundaberg Regional Council	City West Water	Glen Eira City Council
Campaspe Shire Council	Citywide	Glenelg Shire Council
Cardinia Shire Council	Cleanaway	Godfrey Hirst Australia
CBRE	Colac Otway Shire	Graincorp
Central Highlands Water	Coles	
Central Recycling	Coliban Water	
	Copper Coast Council	



Grampians Central West Waste &
 Resource Recovery Group
 Grampians Wimmera Mallee Water
 Greater Shepparton City Council
 Gympie Regional Council
 Haulaway
 Helsinki Metropolitan Area Reuse
 Centre
 Hepburn Shire Council
 Hobsons Bay City Council
 Horsham Rural City Council
 Hume City Council
 Ikon Services
 Jemenea
 JJ Richards
 John Holland
 KPMG
 Latrobe City Council
 Leeton Shire Council
 Lion Drinks & Dairy
 Loddon Mallee Waste And Resource
 Recovery Group
 Macedon Ranges Recycling
 Macedon Ranges Shire Council
 Macquarie Bank Limited
 Manningham Council
 Maroondah City Council
 Mars
 Melbourne Cricket Club
 Melbourne Health
 Melbourne Water
 Melton City Council
 Metro Trains Melbourne

Mirvac
 Mitchell Shire Council
 Monash City Council
 Moonee Valley City Council
 Moreland City Council
 Mornington Peninsula Shire Council
 Murray River Council
 MWRRG
 Naracoorte Lucindale
 Council
 Noosa Council
 Nsw Dept Of Planning &
 Environment
 NSW EPA
 Orica
 Orora Recycling
 Paragon City
 Parks Victoria
 Premier Waste
 PwC
 Queensland Health
 Remondis
 Replas
 Rockhampton Regional
 Council
 Rural City Of Wangaratta
 Shire Of Campaspe
 Sims Recycling Solutions
 Snowy Valleys Council
 Solo Resource Recovery
 South East Water
 South Gippsland Shire
 Council

SPC
 Spotless
 Stows Waste Management
 Suez
 Surf Coast Shire Council
 Sustainability Victoria
 Swan Hill Rural City Council
 Sydney Water
 Sydney Trains
 Tambo Waste
 Tennis Australia
 The City Of Port Phillip
 Thyssenkrupp
 Townsville Airport
 Towong Shire
 Veolia
 Vic Dept Of Environment,
 Land, Water & Planning
 Vicinity Centres
 Visy
 Western Water
 Whitehorse City Council
 Wimmera Mallee Waste
 Wm Waste Management
 Wodonga City Council
 Wollongong City Council
 Woolworths
 Wyndham City Council
 Wyndham Council
 Yarra City Council
 Yarra Ranges Council
 Yarra Valley Water



Sponsorship Opportunities

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



Waste Expo Australia Event Partner

\$28,600

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 2020
- Your logo will feature 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 feature on the front page of the Waste Expo Australia printed directory
- Your logo will feature on the trade invitation which will be mailed to the entire database
- 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 feature on conference screens during breaks (along with other sponsors)
- A full page advertisement in the printed event directory
- 3x banner advertisements on visitor email campaigns in the lead up to the event
- A customised email template for you to invite your customers to the event
- A feature/advertorial in an email campaign sent to visitors during the event
- 100,000 impressions of remarketing to the visitors of the Waste Expo Australia website
- Featured on the sponsors page of the Waste Expo Australia website and printed event directory



Waste Summit Sponsor

SOLD

\$24,200

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 policy, legislation, circular economy, waste to energy, solid waste management, new technologies and advancements.

Inclusions:

- Waste Summit 2020 will be referred to as "Waste Summit, brought to you by... your brand"
- 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 logo will feature on the trade invitation which will be mailed to the entire database
- 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 on stage between presentations
- Opportunity to provide brochures and promotional materials to be placed on seats
- Opportunity to present a 3 minute capability statement on each day
- Opportunity to provide pop up banners at Waste Summit
- A full page advertisement in the printed event directory
- A customised email template for you to invite your customers to the event
- A feature/advertorial in an email campaign sent to visitors during the event
- 100,000 impressions of remarketing to the visitors of the Waste Expo Australia website
- Featured on the sponsors page of the Waste Expo Australia website and printed event directory





Registration Sponsor

\$9,075

The Registration Sponsor will get branding and exposure online for pre-registered visitors and at the show 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 at Waste Expo Australia 2020
- Branding on the Waste Expo Australia registration desk
- Opportunity to provide branded pens at the registration desk
- Logo on the onsite registration forms
- Your sponsorship will be announced through social media channels and email marketing to the entire database
- A half page advertisement in the printed event directory
- A customised email template for you to invite your customers to the event
- 50,000 impressions of remarketing to the visitors of the Waste Expo Australia website
- Featured on the sponsors page of the Waste Expo Australia website and printed event directory



Conference Stream Sponsor

\$7,150

Waste Expo Australia 2020 will be targeted to 6 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.



Resource
Recovery



Waste to
Energy



Collections



Landfill &
Transfer Stations



Construction
& Demolition



Commercial &
Industrial Waste

Inclusions:

- Your brand will be referred to as the "Landfill & Transfer Stations/Resource Recovery/Waste to Energy/Collections/Construction & Demolition/Commercial & Industrial Waste" sponsor of Waste Expo Australia 2020
- Your logo will feature on all sector specific Waste Expo Australia signage, branding and marketing
- Your logo will feature on the trade invitation which will be mailed to the entire database
- Your sponsorship will be announced through social media channels and email marketing to the entire database
- Your brand will be acknowledged as the sector partner by the MC during all conference sessions in relation to the specific sector
- Your brand will feature on conference screens during breaks (along with other sponsors)
- A half page advertisement in the printed event directory
- 2x banner advertisements on visitor email campaigns in the lead up to the event
- A customised email template for you to invite your customers to the event
- 50,000 impressions of remarketing to the visitors of the Waste Expo Australia website
- Featured on the sponsors page of the Waste Expo Australia website and printed event directory



Café Sponsor

SOLD

\$9,075

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 feature on all signage, branding and marketing relating to the café
- Your logo will feature on the trade invitation which will be mailed to the entire database
- Your sponsorship will be announced through social media channels and email marketing to the entire database
- A half page advertisement in the printed event directory
- A customised email template for you to invite your customers to the event
- 50,000 impressions of remarketing to the visitors of the Waste Expo Australia website
- Featured on the sponsors page of the Waste Expo Australia website and printed event directory



Networking Drinks Sponsor

\$6,710

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 2020
- Your logo will feature on all signage, branding and marketing relating to the Networking Drinks Event
- Wait staff to wear a branded shirt with Waste Expo Australia and your logos
- Opportunity to present a 2 minute capability statement at the event
- Opportunity to provide a lucky door prize and give aways
- Your logo will feature on the trade invitation which will be mailed to the entire database
- 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 half page advertisement in the printed event directory
- A customised email template for you to invite your customers to the Waste Networking Drinks Event
- 50,000 impressions of remarketing to the visitors of the Waste Expo Australia website
- Featured on the sponsors page of the Waste Expo Australia website and printed event directory





Visitor Bag Sponsor

SOLD

\$6,930

Includes your logo on both sides of all visitor bags, available at the entrance



Lanyards Sponsor

SOLD

\$5,665

Includes your brand logo on the visitor lanyard

Visitor Bag Inserts

3 inserts left

Exhibitor Price

\$1,540

Non-Exhibitor Price

\$3,300

Place your company flyer or promotional goodies into the visitor bags (size and weight restrictions apply)

Branded Carpet Tiles

x5-\$1,760

x3-\$1,100



Digital Advertising

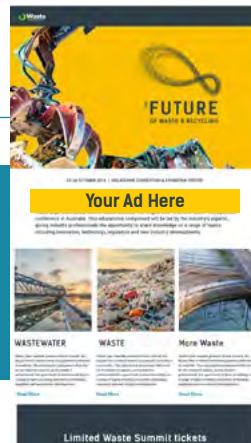
Increase your visibility with these promotional opportunities.

Email Advertisement

\$1,650



13,204 Database

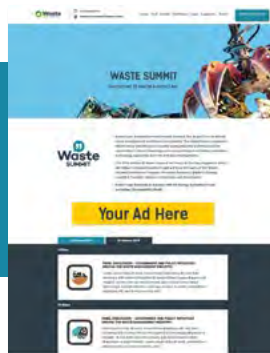


Website Advertisement

\$3,300



34,342 Users
Website Traffic



Exhibitor Directory Website Advertisement

\$3,300

RE-MARKETING ADS

Feathr's intelligent ad targeting gets the right message in front of the right person at the right time to turn window-shoppers into customers and keep them engaged throughout the year leading into Waste Expo Australia 2020.

25,000 Impressions
50,000 Impressions
100,000 Impressions

\$715
\$935
\$1,265



STEP 1

User visits WEA website

HOW DOES RE-MARKETING WORK?



STEP 2

Website cookies are placed in users browser



STEP 3

User is "followed" by your ad across future web pages



Contact

Cory McCarrick

Event Director
02 9422 2317
cory.mccarrick@reedexpo.com.au

Natalia Campos

Account Manager
02 9422 2304
natalia.campos@reedexpo.com.au

