

THE **FUTURE**
OF WASTE & RECYCLING



23-24 October 2019
Melbourne Convention & Exhibition Centre
wasteexpoaustralia.com.au

**Sponsorship
Prospectus**

Safe & Efficient

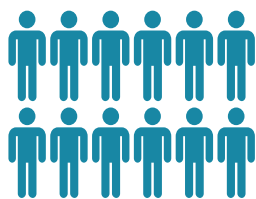
Industrial radio remote control

www.teleradio.com



Face-to-face with over **4,400+** focused buyers

Waste Expo Australia 2018 at a glance



4,497*
attendees * (CAB audited figure)



\$29M
estimated business written



79%
of visitors said they are likely
to attend again in 2019



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 4,400 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.



What's On in 2019



Resource
Recovery



Waste to
Energy



Collections



Landfill &
Transfer Stations



Construction
& Demolition



Commercial &
Industrial Waste

The 2019 event will see further development on the world class, free-to-attend Waste Summit conference program, showcasing over 90 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.



WASTEWATER SUMMIT

Free-to-attend conference

Waste Expo Australia includes Wastewater Summit, a free-to-attend conference for the wastewater treatment industry. This conference is led by industry experts, giving industry professionals the opportunity to share knowledge on a range of topics including innovation, technology, regulation and new industry developments.

Key Visiting Companies

1800-Got-Junk?

Acacia Waste Management Solutions

Asahi Beverages

Atlas Waste Management

Austrade

Australia Pacific Airports Corporation

Australia Post

Australia Zoo

Australian Government

Australian Paper

Australian Trade & Investment Commission

Banyule Council

Barwon Health

Barwon Prison

Barwon South West Waste & Resource Recovery Group

Barwon Water

Baw Baw Shire Council

Bayside City Council

Bingo Industries

Blacktown City Council

Brimbank City Council

Bucher Municipal

Budget Waste Services

Bunnings Warehouse

Cairns Regional Council

Campbell Soup

Cardinia Shire Council

Central Highlands Water

Christchurch International Airport Ltd

City of Adelaide

City of Ballarat

City of Boroondara

City of Busselton

City of Casey

City of Darwin

City of Gold Coast-Water & Waste

City of Greater Bendigo

City of Greater Dandenong

City of Greater Geelong

City of Kingston

City of Melbourne

City of Monash

City of Nedlands

City of Onkaparinga

City of Perth

City of Port Adelaide Enfield

City of Port Phillip

City of Stonnington

City of Swan

City of Whitehorse

City of Whittlesea

City of Yarra

City West Water

Cleanaway

Colac Otway Shire

Coles

Coliban Water

Copper Coast Council

Corangamite Shire Council

Corio Waste Management

Cotton On Group

Crown Melbourne

CSC Waste

CSIRO

Darebin City Council

Department of Defence Science & Technology

Department of Energy & Mining

Department of Defence

Department of Economic Development, Jobs, Transport and Resources

Department of Environment, Land, Water and Planning

Department of Finance

Department of Foreign Affairs & Trade

Department of Health & Human Services

Department of Industry, Innovation & Science

Department of Justice

Department of State Growth

Department of Treasury & Finance

Earths Water Resource Management

East Gippsland Shire Council

East Gippsland Water

East Grampians Health Service

Eastern Health

Easy Waste

Ellwaste

Energy & Water Ombudsman Victoria

EPA Victoria

Frankston City Council

Gippsland Water

Glen Eira City Council

Glenelg Shire Council

Gold Coast Airport

Goulburn Valley Waste & Resource Recovery

Grampians Central West Waste & Resource



- Recovery Group
- Grampians Wimmera Mallee Water
- Haulaway
- Hepburn Shire Council
- Horsham Rural City Council
- Hume City Council
- Idump
- Ikea Australia
- Ikon
- Indigo Shire
- Industrial Waste Solutions
- JJ Richards & Sons
- JR Richards & Sons
- Knox City Council
- KPMG
- KS Environmental
- Kuala Lumpur City Hall
- Kurrajong Recyclers
- Laing O'Rourke
- Lendlease
- Lockheed Martin
- Loddon Mallee Waste & Resource Recovery Group
- oMacedon Ranges Shire Council
- Manningham City Council
- Maroondah City Council
- Melbourne Airport
- Melbourne Cricket Club
- Melbourne Water
- Metropolitan Waste & Resource Recovery Group
- MG Waste Management
- Moonee Valley City Council
- Moreland City Council
- Moreton Bay Regional Council
- Mornington Peninsula Shire Council
- Nationwide Waste Solutions
- Nestle
- North East Water
- Northern Grampians Shire Council
- Northern Sands & Waste Management Services
- NSW Department of Industry
- Precision Waste
- Premier Waste
- PwC
- Qantas Airways
- Qld Department of Energy & Water Supply
- Queensland Urban Utilities
- Regional Development Victoria
- Remondis
- Replas
- Rockhampton Regional Council
- Rural City of Wangaratta
- SBI Landfill
- Secure Waste Solutions
- Shire of Campaspe
- Sims Recycling Solutions
- Solo Resource Recovery
- South East Water
- South Gippsland Shire Council
- South Gippsland Water
- Southern Region Waste Resource Authority
- State Government
- State Government of Victoria
- Stows Waste Management
- Suez
- Sunshine Coast Council
- Surf Coast Shire Council
- Sustainability Victoria
- Swan Hill Rural City Council
- Tennis Australia
- Toll Group
- Toowoomba Regional Council
- Townsville Airport
- Towong Shire Council
- Toxfree Australia
- Toyota Motor Co
- Trade & Investment Queensland
- Tweed Shire Council
- UK Department For International Trade
- Veolia
- Vicinity Centres
- Victorian Department of Economic Development
- Victorian Government
- Visy Industries
- Wagga Wagga City Council
- Wannon Water
- Warrnambool City Council
- Waste Away
- Waste Management
- Waste Wise Environmental
- Wellington Shire Council
- Wentworth Shire Council
- Western Water
- Westernport Water
- Whitehorse City Council
- Woolworths Group
- Wyndham City 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.



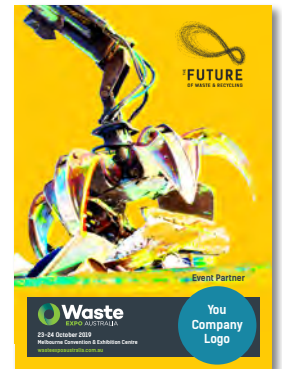
Waste Expo Australia Event Partner

\$27,500

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 2019
- 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

\$22,000

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 2019 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



**WASTE
SUMMIT**



Wastewater Summit Sponsor **SOLD**

\$11,000

Wastewater Summit is Australia's largest free-to-attend wastewater 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:

- Wastewater Summit 2019 will be referred to as "Wastewater Summit, brought to you by... your brand"
- Your logo will feature on all Wastewater Summit signage, branding and marketing in the lead up to the event, onsite at the event and at the Wastewater Summit conference
- Your logo will feature on all materials relating to Wastewater 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 Wastewater 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 Wastewater 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



**WASTEWATER
SUMMIT**

Registration Sponsor **SOLD**

\$8,800

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 2019
- 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





Café Sponsor

\$8,800

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

\$6,600

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 2019
- 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





Conference Stream Sponsor

\$6,600

Waste Expo Australia 2019 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.

SOLD

SOLD



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 2019
- 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

Visitor Bag Sponsor

SOLD

\$6,050

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

Lanyards Sponsor

SOLD

\$5,500

Includes your brand logo on the visitor lanyard

Visitor Bag Inserts

2 LEFT

\$1,430

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

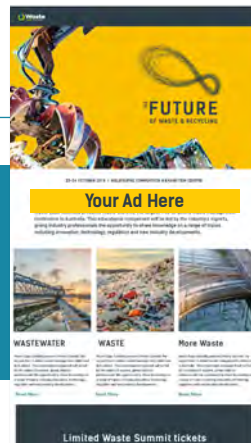
Increase your visibility with these promotional opportunities.

Email Advertisement

\$1,100



8,098 Database

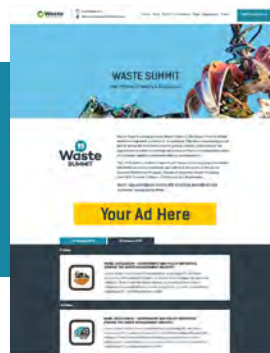


Website Advertisement

\$3,300



24,966 Users Website Traffic



Exhibitor Directory Website Advertisement

\$3,300

FEATHR ADS – REMARKETING

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 2019.

25,000 Impressions

\$650

50,000 Impressions

\$900

100,000 Impressions

\$1,200



STEP 1

User visits WEA website

HOW DOES REMARKETING WORK?



STEP 2

Website cookies are placed in users browser



STEP 3

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



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