

25-26 October 2023 | Melbourne Convention & Exhibition Centre



## EXHIBITOR & SPONSORSHIP PROSPECTUS

[wasteexpoaustralia.com.au](http://wasteexpoaustralia.com.au)



Face-to-face with  
over **2,300+** focused buyers

## Waste Expo Australia 2022 at a glance



**2,700+\***

Waste Expo visits

plus thousands more crossing over from  
the co-located event All-Energy Australia

\*(CAB audited figure)



**\$164,360,000**

combined value of purchasing  
authority from visitors at  
Waste Expo Australia



**91%**

visitor growth since 2017



**100+**

brands on display

Waste Expo Australia is the **ultimate gathering of waste management and resource recovery professionals in Australia** with a premium free-to-attend business-to-business conference and targeted networking events hosted alongside an exhibition packed with over 100 local and international suppliers.

Featuring over 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 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 2,300 unique waste industry visitors across the two day event but the event also attracts key visitors through its co-location with All-Energy Australia Sectors include:



Waste Services



Consultancy



Government & Councils



Manufacturing



Education



Building & Construction



Environment & Planning



Material Recovery Facilities



Transport & Logistics



Retail



Distribution



## What's On in 2023



**Local Government**



**C&D and C&I Waste**



**Circular Economy & Waste Innovation**



**Waste to Energy**



**Policy Regulation**



**Food Organic Waste**



**Landfill**

The 2023 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 2023 will also enhance the networking opportunities through industries breakfasts, workshops and targeted roundtable opportunities.



# Key Visiting Council and Government Departments

Albury City Council	City of Melbourne Council	Glen Eira City Council	Moreland council
Australian Council of Recycling	City Of Monash	Hobsons Bay City Council	Mornington Pen Shire
Ballarat City Council	City of Port Phillip	Hume City Council	Mornington Peninsula Shire Council
Bayside City Council	City Of Stonnington	Huon Valley Council	Mount Alexander Shire Council
Berrigan Shire Council	City of West Torrens	Kingston City Council	Nillumbik Shire Council
Brimbank City Council	City of Whitehorse	Knox City Council	Shellharbour City Council
Brisbane City Council	City of Whittlesea	Leeton Shire Council	Shoalhaven City Council
Cardinia Shire Council	City of Wodonga	Macedon Ranges Shire Council	South Gippsland Shire Council
Casey City Council	City of Yarra	Mansfield Shire Council	Torres Strait Island Regional Council
City Of Adelaide	Darebin City Council	Maribyrnong City Council	Wellington Shire Council
City of Ballarat	Department Of Defence	Maroondah City Council	Whitehorse City Council
City of Casey	Department of Environment, Land, Water and Planning	Melbourne city council	Wodonga City Council
City Of Darebin	Department of Health	Melton City Council	Wyndham Council
City of Greater Bendigo	Department of Justice	Merri-bek City Council	Yarra City Council
City Of Greater Dandenong	Department of Justice and Community Safety	Monash City Council	Yarra Ranges Council
City Of Greater Geelong	East Gippsland Shire Council	Moonee Valley City Council	
City of Kingston	Frankston City Council	Moonee Valley Sustainability	
City of Melbourne			



# Key Visiting Companies

Advanced Recycling  
Victoria

ANZ

Australia Post

Australian Institute of  
Packaging (AIP)

Australian Red Cross

Australian Retailers  
Association

AWS

Bega Cheese

BHP

Blackmores

Bosch

BP Australia

Bunnings

Canon

Cleanaway

Coles

Cotton On

Crown Resorts

Csiro

Deakin University

Downer Edi Ltd

Environment Protection  
Authority

Ernst & Young

Foxtel

Griffith University

Hitachi Construction  
Machinery

HSR Southern Cross

Kinder Australia  
Pty Ltd

Komatsu

KPMG

Kraft Heinz

Laing O'Rourke

Lendlease

Major Road Projects  
Victoria

Melbourne Uni

Monash University

NAB

Nando's Australia

Nestle

News Corp Australia

P&O Maritime Logistics

Parks Victoria

Queensland University  
of Technology

Recycling Victoria

Remondis

Rio Tinto

Royal Botanic Gardens  
Victoria

Shell Australia - QGC

Sinotech

Specsavers Pty Ltd

Startrack

Sustainability Victoria

University of Melbourne

Veolia

Volvo Group Australia



# WASTE EXPO AUSTRALIA 2022 POST SHOW REPORT

## KEY STATISTICS

Over **200** Council and government department attendees visited Waste Expo Australia

Visitors to Waste Expo Australia had purchasing authority valued over **\$164,360,000**

**100%** of exhibitors say they were 'very' or extremely satisfied with Waste Expo Australia in 2022.

**73%** of exhibitors say they would be 'very likely' or 'extremely likely' to exhibit at Waste Expo Australia in 2023.

**93%** of exhibitors rated the quality of buyers as 'good or excellent' at Waste Expo Australia.

**78%** of visitors say they would be 'very likely' or 'extremely likely' to attend Waste Expo Australia in 2023.



## MARKETING CAMPAIGN



**14,000**

Unique Website Visitors



**120,527**

Page Views



**27,000**

Website Sessions



**8,000**

Database



**2.3 Mil**

Impressions Paid  
Social Media  
Advertising



**540,000**

Reach from  
PR Coverage



**4,000+**

Followers  
on Socials

\*Marketing results from 26 July 2022 to 27 October 2022







# CONFERENCE HIGHLIGHTS

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

## Featuring:



CD/CI Stage



Local Government Stage



Circular Economy + Waste Innovation Stage



WtE & EfW Stage

**100+**  
Speakers

**60+**  
Sessions

**60+**  
Hours of Content

## Conference Topics

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

<b>Recycling</b>	1,129	<b>Regulation</b>	500
<b>Circular Economy</b>	935	<b>Local Government</b>	459
<b>Resource Recovery</b>	884	<b>Thought Leadership</b>	421
<b>Waste to Energy</b>	858	<b>Community Education</b>	364
<b>Commercial &amp; Industry</b>	594	<b>Construction &amp; Demolition</b>	359



## TESTIMONIALS

*“It brings together all kinds of stakeholders. There’s many stands, there’s many people. We just had a seminar which was well attended so I think that testifies to the eagerness and the interest to inform the discussion about the need for circularity.”*

*“Great opportunity to connect with professionals and understand technology and resources available to waste sector. Good to see experts discuss solutions and supporting the waste management and resource recovery sectors. “*

*“A good quality of clients that have come through from higher level, the bigger companies, all the way through to mum-and-dad operators with 2-3 trucks, so we get the full range. Fantastic show, and we’ll be back next year and the year after.”*

*“Loved interacting with people from industry. Very easy to communicate. Layout was excellent.”*

## WATCH HIGHLIGHTS FROM THE 2022 EVENT



# 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 Tracker
- 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 m<sup>2</sup> of space.
- Carpet

INSIDE SPACE OPTIONS		
Size (sqm)	Space Type	Standard
7.5	A	\$6,168.80
	B	\$7,208.30
8	A	\$6,454.80
	B	\$7,563.60
9	A	\$7,026.80
	B	\$8,274.20
12	A	\$8,742.80
	B	\$10,406.00
18	A	\$12,174.80
	B	\$14,669.60
27	A	\$17,322.80
	B	\$21,065.00
36	A	\$22,470.80
	B	\$27,460.40
54	A	\$32,766.80
72	A	\$43,062.80
90	A	\$53,358.80
108	A	\$63,654.80

\*Heavy Equipment Packages are available to eligible companies with prices available on application. Prices valid until the 1st May 2023.

## + FURNITURE OPTIONS

### WALK-ON PACKAGE A = \$924.00

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 = \$924.00

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

### GOLD EXPOSURE PACKAGE = \$2,889.70

#### 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

### SILVER EXPOSURE PACKAGE = \$2,600.40

#### Full Page Enhanced Upgrade advert plus online items:

- Enhanced directory listing (More fields + Expanded view)
- Product images on directory listing

### BRONZE EXPOSURE PACKAGE = INCLUDED

- **DIGITAL TRADE GUIDE FEATURES** - 100 word Company Listing, Product & Brand Listing in Exhibition Directory and colour Half Page Advert
- **ONLINE FEATURES** - Basic directory listing (Company Logo, Company Description, Brands, Why Visit Our Stand, Upload up to 50 Products with Images)
- **LEAD TRACKING 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 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 2023
- 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 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
- 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)
- 1 x bag insert
- Updated Gold listing





# Waste SUMMIT

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 2023 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 silver web listing
- A customised email template for you to invite your customers to the event
- 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
- 1 x Digital banner on Waste Expo Australia website (rotating)
- 1 x bag insert





**+ REGISTRATION SPONSOR \$7,511.90**

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
- A customised email template for you to invite your customers to the event
- Featured on the sponsors page of the Waste Expo Australia website, email and digital trade guide
- Upgraded silver web listing





**+ CONFERENCE STREAM SPONSOR \$7,511.90**

Waste Expo Australia 2023 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 Waste, Circular Economy and Waste Innovation, Waste to Energy, Policy Regulation, Food Organic Waste and Landfill” sponsor of Waste Expo Australia 2023
- 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
- Your brand will be featured on conference screens during breaks (along with other sponsors)
- A full-page advertisement in the digital trade guide
- 1x 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
- Featured on the sponsors page of the Waste Expo Australia website and digital trade guide
- Upgraded silver web listing

**2022 CONFERENCE STREAMS**



**Local Government**



**C&D and C&I Waste**



**Circular Economy & Waste Innovation**



**Waste to Energy**

**NOTE:** Conference streams may change once the 2023 conference program is finalised.



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
- A customised email template for you to invite your customers to the event
- Featured on the sponsor's page of the Waste Expo Australia website and digital trade guide
- Upgraded silver web listing



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 2023
- 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 2-minute capability statement at the event
- 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
- A customised email template for you to invite your customers to the Waste Networking Drinks Event
- Featured on the sponsors page of the Waste Expo Australia website and digital trade guide
- Upgraded silver web listing
- 1x banner advertisements on visitor email campaigns in the lead-up to the event

**+ BREAKFAST SPONSOR \$10,945.00**

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.
- 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.

\*to be supplied by sponsor

**+ VISITOR BAG SPONSOR \$6,547.20**

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



**+ LANYARD SPONSOR \$5,952.10**

Includes your brand logo on the visitor lanyard



**+ BRANDED CARPET TILES**

x3 – \$1,155.70      x5 – \$1,733.50



**+ VISITOR BAG INSERTS (6 Available)**

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

Exhibitor Price **\$1,618.10**  
 Non-Exhibitor Price **\$3,467.00**



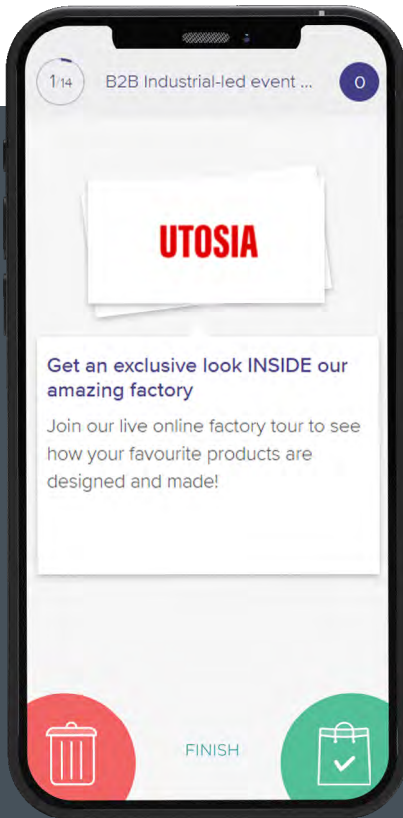
**+ DIGITAL SHOWBAG \$858.00**

The Digital Showbag will help amplify your participation at Waste Expo Australia by providing access directly to our attendees across two days.

Whether it be improving stand traffic, digital reach or lead generation, the Waste Expo Australia Digital Showbag can help:

**INCLUSIONS:**

- Collect more high quality leads and engagement opportunities
- Get high quality impressions and reach your leads beyond your stand
- Generate pre-show engagement and drive traffic to your stand ahead of the show
- Engage with new and relevant customers in one click.



**Check out this demo bag to see sample offers and how it works.**

**How does it work?**

- Use this platform to share an offer, content or white paper you've created, a private event invitation, or a gift giveaway. Shape the offers as you wish to generate new leads.
- The Digital Showbag will be promoted to event registrants with a direct link to access the bag and view all the exclusive offers from our exhibitors.
- To get their offers, attendees will swipe through the gallery of promos and choose the ones that most interest them by clicking the red or green buttons on the lower part of the platform.
- Generate leads as Waste Expo Australia attendees input their name and email addresses to redeem your offer in the Digital Showbag.
- At the end of the event, you'll receive an email to download the full list of attendees who said yes to your offer with their contact information.

# Digital Advertising

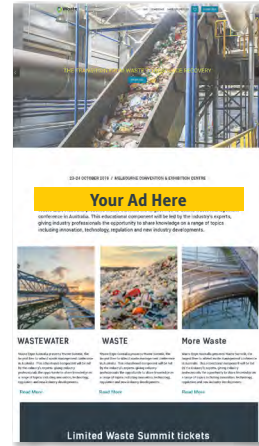
Increase your visibility with these promotional opportunities.

## + EMAIL ADVERTISEMENT

\$2,311.10



**13,000+**  
Database

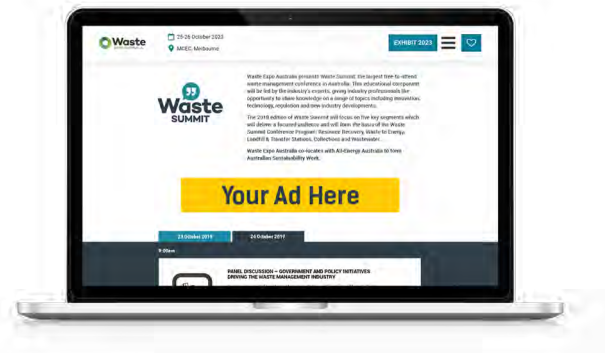


## + WEB ADVERTISEMENT

\$1,733.60



**7,000**  
Users  
Monthly website visits



## + EXHIBITOR DIRECTORY WEBSITE ADVERTISEMENT

\$3,467.60



Contact  
**Sherri Pearson**  
Head of Partnership and Sales  
+61 3 8669 3265  
sherri.pearson@rxglobal.com

Organised by:



In the business of  
building businesses