



# Investment Prospectus

# EVOLVE 2024



Lead with Impact. Empower to Grow. Connect for Success.

Image Credit: Cessnock City Council

Wednesday 12 - Thursday 13 June 2024 | [www.meaconference.com.au](http://www.meaconference.com.au)





## About Meetings & Events Australia

Operating continuously since 1975, Meetings & Events Australia (MEA) is the Australian event industry's oldest & largest peak body. It exists for its members and dedicates itself to promote professionalism and the delivery of excellence across more than 14 industry sub-sectors.

For almost 50 years it has supported the careers of its members and advanced the interests of the greater industry.

MEA is the heart, history and passion of the meetings and events community in Australia. With members in every state and territory, it is a truly nationally representative organisation.

It is a place of ideas and human interaction, with a rich history and loyal membership.

### **MEA's vision**

To be, and be recognised as, the heart of the Australasian events community.

### **MEA's mission**

MEA leads, empowers, and connects individuals and businesses in the Australasian events community to achieve their goals through sustainable growth.

### **About Evolve**

Evolve is the Australian event industry's leading professional development and networking conference. Held annually, this flagship event is attended by decision making individuals, influencers and representatives of businesses that deliver, host or supply to events. It is a yearly assembly of the literal breadth of the national industry – in both geographic and job function senses.

Underwritten by a conference program curated by the events industry for the events industry, Evolve offers incomparable opportunities for learning, networking, and business development.



## The audience

Delegates who attended Evolve in 2019, 2020, 2022 and 2023 represented a broad cross section of the greater industry.

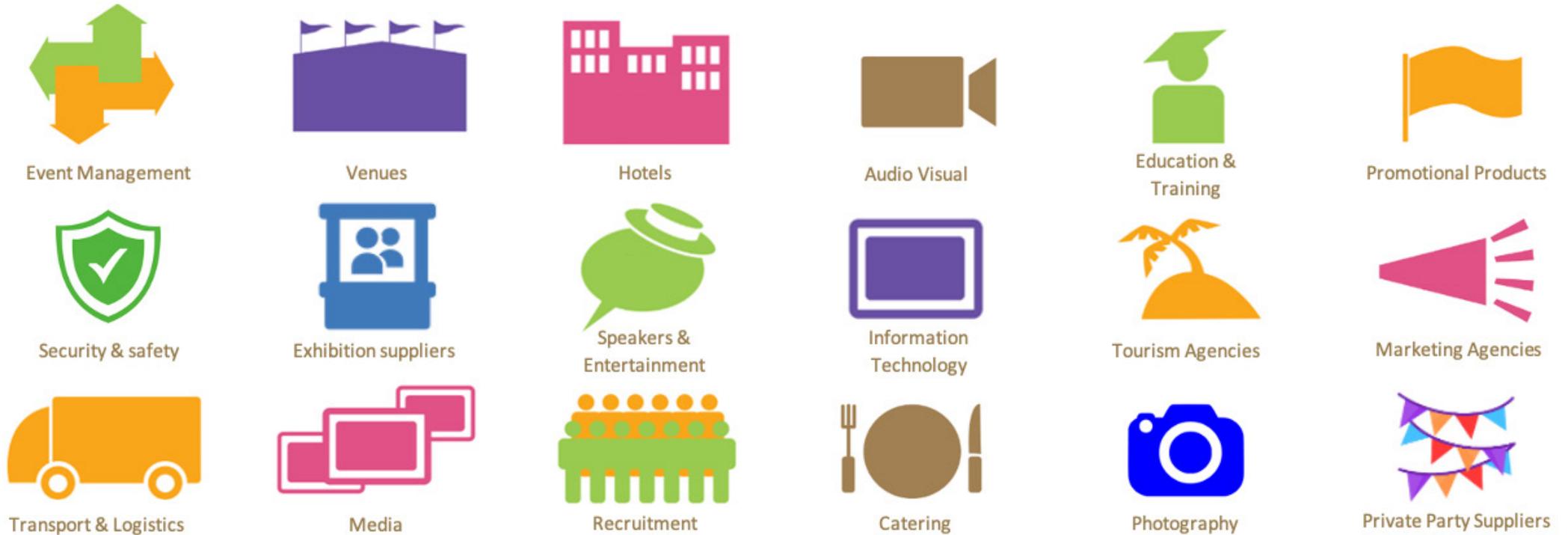




Image Credit: Cessnock City Council

# EVOLVE 2024 SPONSORSHIP AND EXHIBITION PACKAGES



Image Credit: Cessnock City Council

# Naming Rights Sponsor

**Investment fee:** \$33,000 (incl GST)  
**Number of opportunities:** 1

COMMERCIAL BENEFIT	DELIVERY INSTRUMENT
Philanthropic leadership	Designation as the primary brand supporting MEA in bringing Evolve 2024 to life, with the event positioned as: Evolve 2024 brought to you by [business name]
Buyer behaviour influence	<ul style="list-style-type: none"> <li>• 5-minute speaking opportunity to welcome delegates and positively position your brand as part of conference opening formalities</li> <li>• Opportunity to nominate a representative to participate as a panellist in 1 panel session of choice</li> </ul>
Branding opportunity	<ul style="list-style-type: none"> <li>• Logo placement:               <ul style="list-style-type: none"> <li>○ Prominently on the event program</li> <li>○ On the event website, hyperlinked to your corporate website</li> <li>○ On the event app, hyperlinked to your corporate website</li> <li>○ On all session title slides</li> <li>○ On every sponsor recognition slide shown on screen throughout the conference</li> <li>○ On all lectern signage</li> <li>○ On all room door signage</li> </ul> </li> <li>• Scrolling advertisement tile on the event website</li> <li>• 250-word company profile text/positioning statement to complement hyperlinked corporate logo on the conference website and app</li> <li>• Inclusion in every event MC sponsor call out during the conference</li> <li>• Recognition as naming rights sponsor in event promotion initiatives</li> <li>• Opportunity to place promotional material on room tables</li> <li>• Opportunity to place up to 6 standard free-standing pull up banners throughout the spaces being used to deliver Evolve – including stages (no more than 1 per stage), session rooms, registration area, foyer, and/or networking areas.</li> </ul>

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Image Credit: Cessnock City Council

## Naming Rights Sponsor *continued from previous page*

COMMERCIAL BENEFIT	DELIVERY INSTRUMENT
Media profiling	<ul style="list-style-type: none"> <li>• A media release issued to announce the sponsorship</li> <li>• Acknowledgement in all subsequent event media releases</li> </ul>
Messaging across MEA's reach	<ul style="list-style-type: none"> <li>• 1 x Evolve partnership related article/advertorial in MEA Express</li> <li>• 4 x Evolve partnership related eDM communications distributed to the full MEA database (MEA distributed)</li> <li>• 4 x Evolve partnership related tagged social media posts across MEA's LinkedIn, Facebook, Instagram &amp; Twitter channels</li> <li>• 1 x social media spotlight post by MEA announcing the sponsorship</li> </ul>
Lead generation	<ul style="list-style-type: none"> <li>• 2 x provision of consenting registered delegate email contact list for solitary use each time, supplied               <ul style="list-style-type: none"> <li>o 2 weeks prior to Evolve, and</li> <li>o 1 week post Evolve</li> </ul> </li> </ul>
Staff professional development	<ul style="list-style-type: none"> <li>• 5 x in-person registrations to attend Evolve and the Welcome Reception</li> </ul>
Business development	<ul style="list-style-type: none"> <li>• One 2m x 3m Exhibitor booth shell in position of choice, with inclusions and exclusions detailed on the 'Exhibitor Packages' page of this document to otherwise apply</li> </ul>



Image Credit: Cessnock City Council

## Event partnerships

**Number of opportunities:** Multiple

Price includes GST

COMMERCIAL BENEFIT	DELIVERY INSTRUMENT	Platinum	Gold	Silver	Bronze
		\$22,000	\$13,750	\$8,250	\$5,500
Buyer behaviour influence	Opportunity to nominate a representative to participate as a panellist in 1 panel natured session of choice	✓	-	-	-
Branding opportunity	Logo placement:				
	o on the event program	Tier 1	Tier 2	Tier 3	Tier 4
	o on the event website, hyperlinked to your corporate website	Tier 1	Tier 2	Tier 3	Tier 4
	o on the event app, hyperlinked to your corporate website	Tier 1	Tier 2	Tier 3	Tier 4
	o on sponsor recognition slide shown on screen throughout the conference	High rotation	Medium rotation	Low rotation	Low rotation
	Inclusion in every event MC sponsor call out during the conference	High rotation	Medium rotation	Low rotation	Low rotation
	Company profile text/positioning statement to complement hyperlinked corporate logo on the conference website and app	200 words	100 words	75 words	50 words
	Scrolling advertisement tile on the event website	✓	✓	-	-
Recognition by category sponsorship in event promotion initiatives	✓	✓	-	-	
Recognition through alphabetic order listing in event promotion initiatives	-	-	✓	✓	
Media profiling	One media release issued to announce sponsorship	✓	✓	-	-
	Acknowledgement in all subsequent event media releases	✓	✓	✓	✓

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Image Credit: Cessnock City Council

## Event partnerships *continued from previous page*

Price includes GST

COMMERCIAL BENEFIT	DELIVERY INSTRUMENT	Platinum	Gold	Silver	Bronze
		\$22,000	\$13,750	\$8,250	\$5,500
Messaging across MEA's reach	Evolve partnership related article/advertorial in MEA Express	1	-	-	-
	Evolve partnership related eDM communications distributed to the full MEA database (MEA distributed)	2	-	-	-
	Evolve partnership related eDM communications distributed to the full Evolve 2024 registrant list (MEA distributed)	-	2	2	-
	Evolve 2024 partnership related tagged social media posts across MEA's LinkedIn, Facebook, Instagram & Twitter channels	4	2	1	-
	Social media spotlight post by MEA announcing the sponsorship	1	1	-	-
Lead generation	2 x provision of consenting registered delegate email contact list for solitary use each time, supplied <ul style="list-style-type: none"> <li>• 2 weeks prior to Evolve, and</li> <li>• 1 week post Evolve</li> </ul>	✓	✓	-	-
Staff professional development	In-person registrations to attend Evolve and the Welcome Reception	5	3	2	1
Business development	Discount on a 2m x 3m Exhibitor booth shell in position of choice, with inclusions and exclusions detailed on the 'Exhibitor Packages' page of this document to otherwise apply	20%	15%	10%	-



Image Credit: Cessnock City Council

## Content sponsorships

**Number of opportunities:** Multiple

Price includes GST

COMMERCIAL BENEFIT	DELIVERY INSTRUMENT	One Plenary Session	One Conference Stream	One Breakout Session
		\$11,000	\$8,250	\$3,300
Buyer behaviour influence	Naming rights for sponsored initiative: "This session/stream is brought to you by [business name]"	✓	✓	-
	3-minute speaking opportunity to welcome delegates, positively position your brand and introduce the speaker/s	✓	First session	✓
	Opportunity to nominate a representative to participate as a panellist should the session format permit	✓	1 session only	✓
Branding opportunity	Logo placement:			
	o on the event program against sponsored initiative	✓	✓	✓
	o on the event website, hyperlinked to your corporate website	Tier 2	Tier 3	Tier 4
	o on the event app, hyperlinked to your corporate website	Tier 2	Tier 3	Tier 4
	o on session introduction slides	✓	✓	✓
	o on sponsor recognition slide shown on screen throughout the conference	Medium rotation	Medium rotation	Low rotation
	o on digital lectern signage for sponsored session/s	✓	✓	-
o on room door signage for sponsored session/s	✓	✓	-	

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Image Credit: Cessnock City Council

## Content sponsorships *continued from previous page*

Price includes GST

COMMERCIAL BENEFIT	DELIVERY INSTRUMENT	One Plenary Session	One Conference Stream	One Breakout Session
		\$11,000	\$8,250	\$3,300
Branding opportunity	Inclusion in event MC sponsor call outs during the conference	Medium rotation	Medium rotation	Low rotation
	Opportunity to place promotional material on room tables ahead of sponsored sessions	-	✓	-
	Company profile text/positioning statement to complement hyperlinked corporate logo on the conference website and app	100 words	75 words	50 words
	Opportunity to position 1 standard free-standing pull up banner on stage of sponsored session/s	✓	✓	✓
	Recognition through alphabetic order listing in event promotion initiatives	✓	✓	-
Media profiling	A media release issued to announce the sponsorship	✓	✓	-
	Acknowledgement in all subsequent event media releases	✓	✓	✓
Messaging across MEA's reach	Evolve partnership related eDM communications distributed to the full Evolve registrant list (MEA distributed)	2	2	-
	Evolve partnership related tagged social media posts across MEA's LinkedIn, Facebook, Instagram & Twitter channels	2	2	-
Lead generation	2 x provision of consenting registered delegate email contact list for solitary use each time, supplied <ul style="list-style-type: none"> <li>• 2 weeks prior to Evolve, and</li> <li>• 1 week post Evolve</li> </ul>	✓	✓	-
Staff professional development	In-person registrations to attend Evolve and the Welcome Reception	1	1	1
Business development	Discount on one 2m x 3m Exhibitor booth shell in position of choice, with inclusions and exclusions detailed on the 'Exhibitor Packages' page of this document to otherwise apply	10%	10%	-



Image Credit: Cessnock City Council

## Welcome Reception sponsor

**Investment fee:** \$8,250 (incl GST)  
**Number of opportunities:** 1

COMMERCIAL BENEFIT	DELIVERY INSTRUMENT
Buyer behaviour influence	<ul style="list-style-type: none"> <li>Naming rights for this sub-event: "Welcome Reception brought to you by [business name]"</li> <li>2 minute speaking opportunity to welcome delegates and positively position your brand as part of event formalities</li> </ul>
Branding opportunity	<ul style="list-style-type: none"> <li>Logo placement: <ul style="list-style-type: none"> <li>on the event program against the event</li> <li>on the event website, hyperlinked to your corporate website</li> <li>on the event app, hyperlinked to your corporate website</li> <li>on medium rotation on sponsor recognition slides shown on screen throughout the conference</li> </ul> </li> <li>100-word company profile text/positioning statement to complement hyperlinked corporate logo on the conference website and app</li> <li>Medium rotation inclusion in every event MC sponsor call out during the conference</li> <li>Recognition as naming rights sponsor in event promotion initiatives</li> <li>Opportunity to place corporate literature on room tables at Welcome Reception only</li> <li>Opportunity to place 2 standard free-standing pull up banners throughout the Welcome Reception space</li> </ul>
Media profiling	<ul style="list-style-type: none"> <li>A media release issued to announce the sponsorship</li> <li>Acknowledgement in all subsequent event media releases</li> </ul>
Messaging across MEA's reach	<ul style="list-style-type: none"> <li>1 x Evolve partnership related eDM communications distributed to the full Evolve registrant list (MEA distributed)</li> <li>2 x Evolve partnership related tagged social media posts across MEA's LinkedIn, Facebook, Instagram &amp; Twitter channels</li> </ul>
Staff professional development	<ul style="list-style-type: none"> <li>1 in-person registrations to attend Evolve 2024 and the Welcome Reception</li> </ul>
Business development	<ul style="list-style-type: none"> <li>2 additional Welcome Reception only registrations</li> <li>10% discount on a 2m x 3m Exhibition booth shell in position of choice, with inclusions and exclusions detailed on the 'Exhibitor Packages' page of this document to otherwise apply</li> </ul>



Image Credit: Cessnock City Council

## 2023 MEA Awards Dinner sponsor

**Investment fee:** \$11,000 (incl GST)  
**Number of opportunities:** 1

COMMERCIAL BENEFIT	DELIVERY INSTRUMENT
Buyer behaviour influence	<ul style="list-style-type: none"> <li>Naming rights for this sub-event: "2023 MEA Awards Dinner brought to you by [business name]"</li> <li>2-minute speaking opportunity to welcome delegates and positively position your brand as part of event formalities</li> </ul>
Branding opportunity	<ul style="list-style-type: none"> <li>Logo placement: <ul style="list-style-type: none"> <li>on the event program against the event</li> <li>on the event website, hyperlinked to your corporate website</li> <li>on the event app, hyperlinked to your corporate website</li> <li>on 'hold' slides shown on screen throughout the event</li> <li>on lectern signage for the event</li> <li>on room door signage for the event</li> <li>on table printed menus</li> </ul> </li> <li>100-word company profile text/positioning statement to complement hyperlinked corporate logo on the conference website and app</li> <li>Regular event MC brand call out during the event</li> <li>Recognition as naming rights sponsor in event promotion initiatives</li> <li>Opportunity to place promotional material on room tables</li> <li>Opportunity to place 1 standard free-standing pull up banner on stage and 1 other elsewhere in the event room</li> </ul>
Media profiling	<ul style="list-style-type: none"> <li>A media release issued to announce the sponsorship</li> <li>Acknowledgement in all subsequent event media releases</li> </ul>

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Image Credit: Cessnock City Council

## 2023 MEA Awards Dinner sponsor *continued from previous page*

COMMERCIAL BENEFIT	DELIVERY INSTRUMENT
Messaging across MEA's reach	<ul style="list-style-type: none"> <li>• Social media spotlight post by MEA announcing the sponsorship</li> <li>• 2 x Awards dinner partnership related tagged social media posts across MEA's LinkedIn, Facebook, Instagram &amp; Twitter channels</li> </ul>
Lead generation	<ul style="list-style-type: none"> <li>• 2 x provision of consenting registered dinner attendee email contact list for solitary use each time, supplied               <ul style="list-style-type: none"> <li>o 2 weeks prior to the event, and</li> <li>o 1 week post event</li> </ul> </li> </ul>
Business development	<ul style="list-style-type: none"> <li>• 2 in-person registrations to attend the 2023 MEA Awards Dinner held in conjunction with the MEA Evolve 2024 Conference</li> </ul>

Price includes GST



Image Credit: Cessnock City Council

## Conference life sponsorships

**Number of opportunities:** Coffee cart - 2; Networking area - 1; Lanyard - 1; Charge station - 1

Price includes GST

COMMERCIAL BENEFIT	DELIVERY INSTRUMENT	Coffee <b>SOLD OUT</b> \$8,600	Networking area \$5,500	Lanyard <b>SOLD OUT</b> \$4,400	Charge Station \$4,400
Branding opportunity	Logo placement:				
	• on the event program	Tier 4	Against sessions	Tier 4	Tier 4
	• on the event website, hyperlinked to your corporate website	Tier 4	Tier 4	Tier 4	Tier 4
	• on the event app, hyperlinked to your corporate website	Tier 4	Tier 4	Tier 4	Tier 4
	• on sponsor recognition slide shown on screen throughout the conference	Low Rotation	Low Rotation	Low Rotation	Low Rotation
	• on sponsor supplied apparel for personnel to wear	✓	-	-	-
	• on item or incorporated signage	✓	✓	✓	✓
	Inclusion in event MC sponsor call outs during the conference	Low Rotation	Low Rotation	Low Rotation	Low Rotation
Company profile text/positioning statement to complement hyperlinked corporate logo on the conference website and app	50 words	50 words	50 words	50 words	
Opportunity to position free standing pull up banner throughout or adjacent to sponsored initiative	1 adjacent	3 throughout	-	-	

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Image Credit: Cessnock City Council

## Conference life sponsorships *continued from previous page*

Price includes GST

COMMERCIAL BENEFIT	DELIVERY INSTRUMENT	Coffee <b>SOLD OUT</b> \$8,600	Networking area \$5,500	Lanyard <b>SOLD OUT</b> \$4,400	Charge Station \$4,400
Media profiling	Acknowledgement in all subsequent event media releases	✓	✓	✓	✓
Staff professional development	In-person registration to attend Evolve and the Welcome Reception	1	1	1	1
Business development	Discount on one 2m x 3m Exhibition booth shell in position of choice, with inclusions and exclusions detailed on the 'Exhibitor Packages' page of this document to otherwise apply	-	50%	-	-

\* Resource inclusions: 1 x cart, 2 x baristas



Image Credit: Cessnock City Council

## Live exhibitor

**Investment fee:** \$3,300 (incl GST)  
**Number of opportunities:** Multiple

COMMERCIAL BENEFIT	DELIVERY INSTRUMENT
In person activation	<p>Physical exhibition booth, inclusive of:</p> <ul style="list-style-type: none"> <li>• 3m x 2m space</li> <li>• 2.5m high flush wall frame</li> <li>• Printed fascia sign with company name</li> <li>• Two (2) energy efficient spotlights</li> <li>• 1 x 4amp power point</li> <li>• Venue Wi-Fi connectivity</li> </ul> <p>Additional upgrade opportunities (at additional cost):</p> <ul style="list-style-type: none"> <li>• Full height printed graphics</li> <li>• Furniture</li> <li>• Audio visual equipment</li> </ul>
Brand reinforcement	<p>Logo placement:</p> <ul style="list-style-type: none"> <li>• on the event website, hyperlinked to your corporate website</li> <li>• on the event app, hyperlinked to your corporate website, with stand location detailed</li> </ul>
Staff professional development	1 x in-person registration to attend Evolve and the Welcome Reception



Image Credit: Cessnock City Council

## Important information

- All investment fees are in Australian dollars and inclusive of GST.
- All artwork is to be sponsor created and supplied.
- All written content and complementary imagery is to be sponsor created and supplied - and is subject to MEA approval.
- All written content must reference the sponsorship relationship as being to Evolve 2024 specifically, as opposed to MEA more broadly.
- All benefits must be redeemed prior to 31 July 2024.
- Promotional campaign execution timings will be governed by MEA to complement existing plans, with requests accommodated where possible.
- Branding and signage entitlements for a given session or event may apply to multiple sponsors.
- Participation in any session panel is subject to MEA's determination that no conflict of interest exists between engaged panellists and/or other sponsors.
- Production, supply, placement and logistics costs of portable signage, literature, paraphernalia is to be met separately by the sponsor.
- All travel, accommodation, freight and logistics costs to be met separately by the sponsor.
- Exhibition booth location choice subject to set floorplan and existing commitments of MEA.
- Evolve inclusive of the Welcome Reception, is a discreet event of the Awards Dinner. Sponsorship entitlement associated with one does not replicate to the other. Tickets for non-sponsored events must be separately purchased.
- A "Scrolling advertisement tile on the event website" is limited to a static image in dimensions provided by MEA.
- Promotional material placed on room tables for sponsored sessions limited to a singular promotional item or 1 x flyer (maximum A4 in size), per person.
- All exhibition shell booths will be provided by the MEA Evolve 2024 Exhibition Partner.



## Booking Form

If you would like to enquire further about any of MEA's Evolve 2024 Sponsorship or Exhibition opportunities, please fill out an application [here](#).

Terms and conditions will be outlined in the sponsorship agreement you will be required to sign to confirm a sponsorship or exhibitor partnership.

For further information, or to speak to someone from the MEA Team, please contact [admin@mea.org.au](mailto:admin@mea.org.au) or call (02) 9929 5400.