



VICTORIA'S
SMART events

EXPO 2018

VICTORIA'S
SMARTevents

EXPO 2018



500+ Anticipated
visitors

70+ Venues, regions
and suppliers to
Victoria's MICE
industry

Victoria's SMART Events EXPO is a tradeshow designed by Victorian industry professionals for Victoria's MICE industry meetings and events suppliers to meet with MICE buyers.



10 July 2018



Pullman on the
Park
East Melbourne

With the event focused on Victoria, buyers will have a unique opportunity to Learn and Network with events and meetings suppliers from across Melbourne and the best destinations in regional Victoria.

WHAT TO EXPECT



SMART EVENT

Designed to deliver a dedicated event for buyers of meetings, conferences and business events



WANDER VICTORIA

Devour, discuss and discover Melbourne and regional Victoria's best MICE venues in our themed-up EXPO area



SMART CATERING

The Pullman on the Park kitchen team will be in full swing - expect fabulous lunch-time catering



SMART THEATRE

Hear the latest educational offerings & updates from industry specialists



GET TECHY

Learn how to get the most from technology in the Smart Theatre and meet with event technology creators with LIVE demos!



SMART EDUCATION

Upgrade your industry knowledge in one of the educational sessions in the Smart Theatre



GET SMART

To design your events with Victoria's leading event creative solutions and products



PRIZES GALORE

Overnight getaways and fabulous giveaways from top hotels



THRILL IN

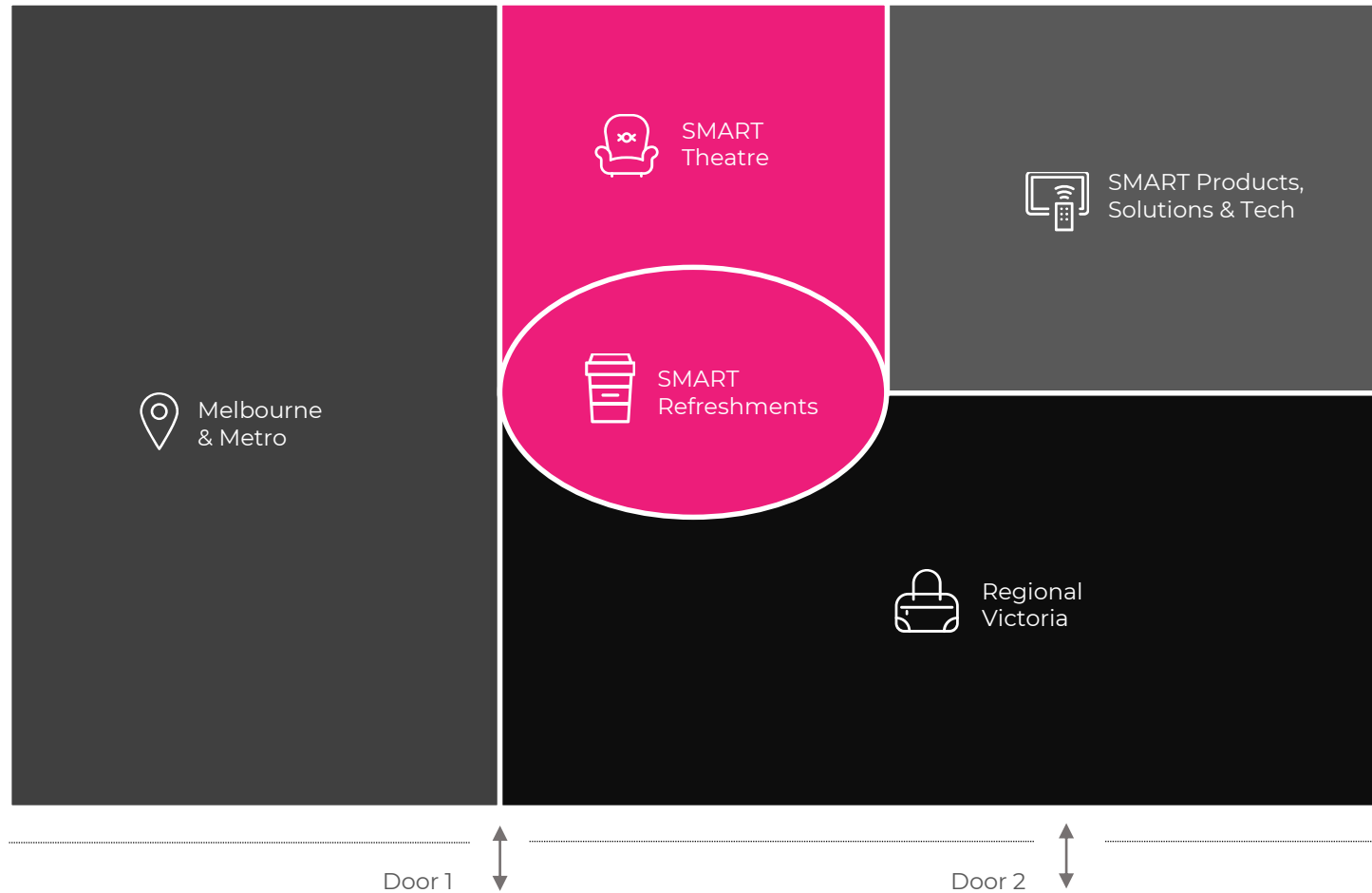
Our non-stop line-up of event entertainment on show in the EXPO



SMART CATCH-UP'S

Network with like minded businesses and ramp up your network at our end of day happy hour

SMART Wander through Victoria



The EXPO will bring together a full spectrum of the industry, giving visitors the exciting opportunity to rub shoulders and do business with Victoria's top MICE industry suppliers all in an engaging one-day format.

INDICATIVE FLOOR PLAN –
SUBJECT TO CHANGE

SMART EXPO Spaces

Discover Victoria's best MICE products in our themed-up EXPO areas.



SMART Products, Solutions & Tech

Learn about the latest trends, discover new ideas, plan your next event in Victoria and discover a world of MICE solutions.



Melbourne & Metro

Bring light to the secret of Melbourne and the Metro area, one of the best MICE destinations, globally.



Regional Victoria

Indulge your senses with, iconic destinations, heritage sites and beautiful landscapes available to you in regional Victoria. Discover why Regional Victoria is the place everyone wants to Meet.



EXHIBIT @ SMART EVENTS

Victoria's SMART Events EXPO offers three exhibiting levels to choose from ensuring you have options and flexibility to select the option that best suits your business.

Take a wander around Victoria within our interactive EXPO space with dedicated and themed up areas allocated to highlight the best destinations within Regional Victoria, Melbourne & Metropolitan and our dedicated floorspace for our SMART products, solutions & technology suppliers.

We will also have our SMART Theatre within the space with non-stop destinational presentations, hotel supplier updates and SMART Education rapid fire sessions.

Each area will be identified to make the show easily navigated by visitors.

All exhibiting options are designed as a cost effective and easy exhibiting experience. You will be able to simply turn-up open your device and instantly start connecting with meeting and event planners exclusively interested in booking and arranging MICE events in Victoria.

OUR ADVISORY BOARD

To create a show that delivers value and success, we have convened a group of the industry's most highly respected participants.

Chris Porter, Business Events Victoria

Patrick Scheiber, Event Hospitality & Entertainment

Steve Coombes,
EventConnect.com

Kylie Shorter, RACV
Country/City Club

Mélanie Leyn, Pullman on the Park

Emma Parker, Pullman & Mercure Albert Park

EXHIBIT @ SMART EVENTS

EXHIBITOR - \$2,200 (inc gst)

A streamlined end to end exhibiting opportunity in the themed area of your choice.

- Display table with two stools
- Table branding
- Lead generation scanning tool
- Logo and company profile on website

One brand can be represented on the table with a maximum of one company representative manning the table at any given time.

SILVER SPONSOR - \$5,500 (inc gst)

A dedicated meetings area ideal for organisations with multiple brands and or venues to represent. Up to three organisations can be represented within the area.

- Three display tables with two stools at each table
- Table branding
- Lead generation scanning tool
- Logo and company profiles on website
- SMART theatre presentation slot
- Media and promotional inclusion in organiser lead campaigns and marketing activities.

Three brands can be represented across the tables with a maximum of three company representatives manning the meeting area at any given time.

GOLD SPONSOR - \$7,500 (inc gst)

Ideally suited to organisations looking to maximise their return on participation. The Gold package can be customised with show organisers to ensure a perfect list of benefits for your organisation is created.

You will receive a dedicated meetings lounge in a prime location.

- Lounge furniture and meeting tables
- Table branding
- Lead generation scanning tool
- Logo and company profiles on website
- SMART theatre presentation slot
- Media and promotional inclusion in organiser lead campaigns and marketing activities
- Unique and customisable benefits designed in consultation with show organisers.

A maximum of five company representatives manning the meetings lounge at any given time.

SMART packages

INVESTMENT	Exhibitor	SILVER SPONSOR	GOLD SPONSOR
Sponsorship	\$2,200	\$5,500	\$7,500
MEETING SPACE			
Meeting space located in one of the SMART Events pre-themed and furnished meeting areas			Premium Location
3 Display tables in one of the SMART Events pre-themed and furnished meeting areas		✓	
1 Display Table in one of the SMART Events pre-themed and furnished meeting areas	✓		
Branded sign on meeting table/s	✓	✓	✓
Lead Generation - On-stand scanning	✓	✓	✓
SPEAKING OPPORTUNITY			
Speaking opportunity on the SMART theatre main stage		10 minutes	Premium Slot
REGISTRATION PASSES			
Exhibitor Passes	1 included	3 included	5 included
BRAND RECOGNITION			
Inclusion in eDM communications distributed to all delegates pre & post event		✓	✓
Your logo, profile & acknowledgement on the SMART Events website & App	✓	✓	✓
Digital download for customer takeaway		✓	✓
Promotion Kit – Includes digital banner, email signature, social media icon & eDM invitation to promote your presence as sponsor at the show		✓	✓
ONSITE BRANDING			
Banner displayed in concourse close to registration & arrivals desk*			✓
Brochure in delegate satchel or registration desk take away*		✓	✓

BOOST your presence

LANYARD SPONSORSHIP - \$2,200

Unmatched visibility. Make sure your brand is displayed on the lanyards of all the delegates.

1 opportunity available.

Contact the sponsorship team for more information.



SATCHEL SPONSORSHIP - \$3,300

Your logo will be proudly displayed on each delegate satchel at the EXPO. This is an excellent opportunity for wide brand exposure.

1 opportunity available.

Contact the sponsorship team for more information.



MOBILE RECHARGE STATION - \$2,200

Make sure your brand and all attendees are running at 100% during the event with a Recharge Station sponsorship.

1 opportunity available.

Contact the sponsorship team for more information.

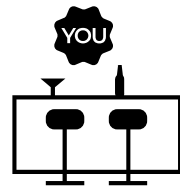


NETWORKING DRINKS - \$4,500

Be the brand that helps people relax and unwind by sponsoring the SMART Networking drinks.

1 opportunity available.

Contact the sponsorship team for more information.

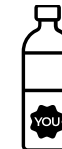


WATER BRANDING - \$2,200

Refresh your brand and our customers by taking advantage of our exclusive water branding opportunity.

1 opportunity available.

Contact the sponsorship team for more information.



SMART FOOD HUB - \$3,300

Choose from a Melbourne Hub (premium espresso and smashed avo, anyone?) or a Regional Hub (fresh produce and home-baked goods abound!).

2 opportunities available.

Contact the sponsorship team for more information.



Have an idea? Get in touch with the event organisers to discuss other sponsorship opportunities

BOOST your presence

GRAB AND GO BAR - \$2,200

Feeling peckish? The Grab and Go Bar will offer delegates sandwiches, fruit and other snacks for those times that the next meal seems just too far away.

1 opportunity available.

Contact the sponsorship team for more information.



BARISTA CART SPONSOR - \$3,300

Keep your brand and over 1,000 attendees on-the-go with our Barista Cart sponsorship.

1 opportunity available.

Contact the sponsorship team for more information.



JUICE BAR - \$3,300

An assortment of colourful juices will entice delegates to this Bar. Make sure your branding is alongside as the options are perused.

1 opportunity available.

Contact the sponsorship team for more information.



DONUT WALL - \$3,300

Donut ask us how you could resist this sponsorship! No doubt this will be popular – make sure it has your brand on it.

1 opportunity available.

Contact the sponsorship team for more information.



POPCORN - \$2,200

Who doesn't love a box of warm buttered popcorn? Including branding on individual boxes and the popcorn station; you'll achieve great brand exposure with this package. Pop!

1 opportunity available.

Contact the sponsorship team for more information.



ICE CREAM CART - \$2,200

I scream, you scream, we all scream for ice cream! It will be cold outside but warm in the hotel – perfect for ice cream. Brand the cart with your company logo.

2 opportunities available.

Contact the sponsorship team for more information.



Have an idea? Get in touch with the event organisers to discuss other sponsorship opportunities

- Please note, additional sponsorship opportunities may only be purchased in addition to the SMART Events Expo Packages
- Organisers would be delighted to hear from you to discuss any in-king sponsorship ideas
- All prices quoted include gst

SMART packages

- Exhibitor - \$2,200
- Silver Sponsorship - \$5,500
- Gold Sponsorship - \$7,500

BOOST packages

- Lanyard Sponsorship – \$2,200
- Satchel Sponsorship – \$3,300
- Mobile Recharge Station – \$2,200
- Networking Drinks – \$4,500
- Water Branding - \$2,200
- SMART Food Hub – \$3,300
- Grab & Go Bar – \$2,200
- Barista Cart – \$3,300
- Juice Bar – \$3,300
- Donut Wall – \$3,300
- Popcorn Station – \$2,200
- Ice Cream Cart - \$2,200

Please note:

- Additional sponsorship opportunities may only be purchased in addition to the SMART Events Expo Packages
- All prices quoted are in Australian dollars and include gst
- Exhibition and Sponsorship details may be subject to change

Return completed form to:
jim.conway@keyconference.com.au

Name

Company name

Position

Address

State

Postcode

Country

Phone

Mobile

Email

Website

Signature

Print name

Date

What happens next?

1. Return by scan/email to: jim.conway@keyconference.com.au
2. We will confirm by phone or email upon receipt of your application
3. After your selection is confirmed you will be sent your sponsorship agreement and invoice
4. The floorplan will be sent to you closer to the event. Priority will be allocated based on sponsorship tier and date sign agreement returned

VICTORIA'S
SMARTevents

EXPO 2018

Thank You



**Interested in sponsoring Victoria's
SMART Events Expo?**

Please contact:

Jim Conway, Key Conference
m. 0427 329 852 e. jim.conway@keyconference.com.au

Mark Richardson, Conference Works
m. 0412 160 133 e. mark@conferenceworks.com.au