

# Australasian Waste & recycling EXPO

# 2011



*Your gateway to the  
Asia Pacific market.*

Thursday 10 and Friday 11 November: 9am-4pm  
*with a Welcome Reception on Thursday from 4-6pm*

Sydney Convention and Exhibition Centre  
Darling Harbour, Sydney, Australia



[www.awre.com.au](http://www.awre.com.au)

EXHIBITOR & SPONSORSHIP PROPOSAL

## Why Participate?

The Expo is the only event of its kind in Australasia, offering your organisation a unique opportunity to gain brand exposure with a targeted group of industry professionals.

## Great Venue

2011 will see the Expo move to the Sydney Convention and Exhibition Centre (SCEC) at Darling Harbour. This award winning facility is a short walk from Sydney's CBD and is surrounded by restaurants, cafes and bars.

## Welcome Reception & Networking Events

A number of social functions will be organised to ensure you have the opportunity to discuss business with clients and colleagues. The Welcome Reception will be held on Thursday 10 November from 4-6pm.

## Program of Presentations

A full two day program of presentations will be coordinated to attract industry professionals to the Expo.

## Your Customers Will Be There

Our innovative and comprehensive marketing strategy will reach waste and recycling professionals in Australasia and around the world, establishing the Expo as the region's premier event.



Seize the opportunity to exhibit or sponsor at the Australasian Waste & Recycling Expo at Darling Harbour on the 10 & 11 November 2011.

# EXHIBITOR opportunities

All rates are inclusive of GST and are in Australian Dollars (AUD).



### Standard 9m<sup>2</sup> Booth

- |  |                |
|--|----------------|
| • With shell scheme, lighting and carpet | <b>\$2,990</b> |
| • Floor space with lighting and carpet   | <b>\$2,770</b> |

### Discount for Non Profit Organisations

- |  |              |
|--|--------------|
| • With shell scheme, lighting and carpet | <b>\$990</b> |
| • Floor space with lighting and carpet   | <b>\$770</b> |

Note: non profit organisations are not eligible for additional discounts

### Large Equipment Display

**\$150/m<sup>2</sup>**

Note: Minimum of 25m<sup>2</sup>

### Early Bird Specials

- **20% discount** for all registrations made prior to 30 April 2011
- **10% discount** for all registrations made prior to 31 July 2011

### Discount for Multiple Booths

- Two booths = **15% discount** on second booth
- Three booths or more = **20% discount** on all additional booths

Note: Bookings for multiple booths will also be eligible for the early bird discounts.

# SPONSORSHIP opportunities

All sponsorship packages are GST inclusive and in Australian Dollars (AUD).



## 2011 Platinum Sponsor - 2 Available

\$16,990

- Logo inclusion in all advertisements placed, and all promotional material developed, in Australia and internationally (valued at over \$30,000);  
*Please contact the Event Convenor, Lisa Brown, on +61 (0)403 296 524 to obtain a detailed list of 2011 advertising and marketing activities.*
- Verbal recognition at all networking events;
- Free double booth in prominent position in the Expo (valued at \$5,980);
- One full page colour advertisement in the Expo Manual, given to each delegate;
- Opportunity to place a sponsor's banner next to the registration desk;
- Placement of logo, containing a hyperlink to the sponsor's website, in a prominent position on AWRE homepage;
- A web page devoted to the Platinum Sponsor on the AWRE website;
- Logo placement, in the most prominent position, on sponsorship banners displayed at the Expo;
- Logo placement on posted formal invitations;
- Logo placement on monthly electronic newsletters.

## 2011 Gold Sponsor - 4 Available

\$9,990

- Placement of logo, containing a hyperlink to the sponsor's website, in a prominent position on AWRE homepage;
- A web page devoted to the Gold Sponsors on the AWRE website;
- One half page colour advertisement in the Expo Manual, given to each delegate;
- Logo placement on all sponsorship banners displayed at the Expo;
- Logo placement on posted formal invitations;
- Logo placement on monthly electronic newsletters;
- Free booth in prominent position at the Expo;
- Verbal acknowledgement at the Welcome Reception.

## Networking Internet Zone - 1 Available

\$7,990

- Exclusive naming rights to the Networking Internet Zone which will cover an area of 36m<sup>2</sup> or four booths. The Networking Internet Zone shall be equipped with computers, wireless internet, lounges and coffee tables (see an example of layout in the illustration on the right). Please refer to the Floor Plan to see the location of the Networking Internet Zone;
- Free booth next to the Networking Internet Zone;
- Sponsor's logo displayed on Networking Internet Zone signage;
- Sponsor's logo displayed on the screen savers on computers provided;
- Placement of logo, containing hyperlink to the sponsor's website, in a prominent position on the AWRE homepage;
- Logo placement in Expo Manual given to each delegate;
- Opportunity to display additional banners, approved by the Expo Manager, in the Networking Internet Zone.



Note: Cost of establishing the Networking Internet Zone is included in the Sponsorship Package (up to a value of \$3,575).

## Welcome Reception - 1 Available

\$5,990

- Exclusive naming rights to the Welcome Reception to be held 4-6pm on Thursday 10 November;
- An opportunity to speak for 5 minutes at the Welcome Reception;
- Verbal acknowledgement at the Welcome Reception;
- Logo placement on posted formal invitations;
- Placement of logo, including a hyperlink to sponsor's website, in a prominent position on the AWRE homepage;
- Logo placement on the sponsor's page in the Expo Manual;
- Logo placement on sponsorship banners displayed at the Expo.

## Featured Product

\$490/m<sup>2</sup>

1 Available

- Secure the prime position, at the entrance to the Expo, to display your product.
- Make an impact with a creative display.
- Refer to the Floor Plan to see the prominent position reserved for the Featured Product.

Note: Minimum of 20m<sup>2</sup>

## Cafe Sponsor

\$4,500

1 Available

- Cafe named after your organisation (referred to as such on the Expo Floor Plan and the Expo Manual).
- Coffee tickets given to each exhibitor will display your company's logo.
- Opportunity to place approved signage and banners bearing your company's name in the cafe area over both days of the Expo.

Note: The cost of providing signage displayed in the cafe area shall be borne by the Sponsor.

## Name Tag Branding

\$3,300

1 Available

## Branded Lanyards

1 Available

**SOLD**

## Website Banner Ad

\$1,650

## Lucky Door Prize

1 Available

\$1,500

- Prize to be awarded by sponsor at the Welcome Reception.

Note: Cost of providing a prize, approved by the Event Manager, borne by Sponsor. Prize must be valued at \$500 or more.

## Registration Pens

\$790

1 Available

Note: Cost of providing the pen, approved by the Event Manager, borne by the Sponsor.

## Expo Billboard Advertisements

\$590

5 Available

Note: Production costs shall be borne by the Sponsor.

## International Speaker Sponsor

Please contact the Event Convenor, Lisa Brown, on +61 (0)403 296 524 to obtain a list of presenters and the associated sponsorship cost.

