



**50<sup>TH</sup>** *Anniversary*

2025 MEA National Conference and  
MEA National Awards 2024 Gala Dinner  
Partnership Prospectus

**16 June 2025 - 18 June 2025**

**Sofitel Sydney Wentworth**



# Introduction



## About Meetings & Events Australia

Meetings & Events Australia (MEA) is the largest and oldest association for event professionals in Australia; dedicated to representing the broader events sector, which employs more than 229,000 professionals who stage, produce, manage, support, and supply the 480,000+ events held nationally each year.

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 nationally representative organisation. A place of ideas, personal engagement, and with a rich history, and loyal membership. Our mission is to lead, empower, and connect individuals and businesses in the Australian events community to achieve their goals through sustainable growth.

The MEA National Conference 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 the events industry sector. Underwritten by a conference program curated by the events industry for the events industry, the conference offers incomparable opportunities for learning, networking, and business development.

In 2025 we celebrate the 50<sup>th</sup> Anniversary of MEA. From our beginnings in 1975 as the Association of Conference Executives (ACE) to becoming the vibrant, national community we are today, MEA has grown alongside the ever-evolving events industry. In this milestone year, we thank our members, past, present, and future, for the passion, innovation and dedication to making this industry extraordinary. We thank our partners, current, prospective, and past, for the support, industry leadership, and genuine commitment to make a great industry even better. We are excited to gather at the 2025 MEA National Conference to recognise, celebrate, honour, and award the people, and companies who have shaped MEA's legacy and will continue to inspire the future, and we invite you to join us.

In the 50<sup>th</sup> Anniversary year, the 2025 MEA National Conference and MEA National Awards 2024 will recognise people from five decades, and the emerging leaders for future decades, and will provide opportunities for networking, engagement, knowledge sharing, experiential learning, and fun. As part of a year long 50<sup>th</sup> Anniversary celebration, we invite you to partner with MEA to support, and celebrate our vibrant industry.

Opportunities include partnerships with the 2025 MEA National Conference, outlined in this Prospectus, and separately for the 50<sup>th</sup> Anniversary year, and the MEA National Awards 2024 and gala dinner.

Here is to 50 years of excellence and many more to come!

**Mellisa Gillies**  
**Chief Executive Officer**  
**Meetings & Events Australia**

# Partnership Opportunities



## Summary of Information

We are excited to offer a range of opportunities to partner with Meetings & Events Australia for the 50<sup>th</sup> Anniversary of MEA, the 2025 MEA National Conference, and the MEA National Awards 2024.

Opportunity	Partnership Category	Partner (excl., GST)	Availability
1	Golden (Naming Rights) Partner	\$40,000	
2	Platinum Gold Partner	\$20,000	
3	White Gold Partner	\$15,000	
4	Rose Gold Partner	\$7,500	
5	Gold Partner	\$5,000	
6	Gold Plenary Partner	\$10,000	<b>SOLD</b>
7	Gold Break-out Session 1	\$4,000	
8	Gold Break-out Session 2	\$4,000	
9	50 <sup>th</sup> Anniversary Cocktail Party Precious Gold Partner	\$10,000	
10	ClubMEA Golden Legacy Partner	\$5,000	
11	MEA National Awards 2024 Gala Dinner Gold Partner	\$10,000	<b>SOLD</b>
12	Gold Star Exhibitor	\$3,000	
13	Gold Star Pod Exhibitor	\$1,800	
14	Morning Tea Gold Glitter Partner 1	\$4,000	
15	Morning Tea Gold Glitter Partner 2	\$4,000	
16	Afternoon Tea Gold Sparkle Partner 1	\$4,000	
17	Afternoon Tea Gold Sparkle Partner 2	\$4,000	
18	Golden Brew Coffee Cart Partner 1	\$6,000	
19	Golden Brew Coffee Cart Partner 1	\$6,000	
20	Golden Glow Wellness Partner	\$5,000	
21	Golden Glam Squad	\$4,000	

# Golden (Naming Rights) Partner Partnership Opportunity



## 1. The 2025 MEA National Conference 50<sup>th</sup> Anniversary Golden (Naming Rights) Partner

<b>Partner category:</b>	The 2025 MEA National Conference 50 <sup>th</sup> Anniversary Golden (Naming Rights) Partner
<b>Partner investment:</b>	\$40,000 (excl., GST)
<b>Partner entitlement:</b>	Exclusive naming rights of the 2025 MEA National Conference in the 50 <sup>th</sup> Anniversary Year of the Association, excluding the MEA Awards Dinner
<b>Number of partner category opportunities:</b>	One (1)
<b>Partner benefit:</b>	Designation as the sole naming right partner of the 2025 MEA National Conference
<b>Partner brand positioning:</b>	<i>2025 MEA National Conference proudly brought to you by [company name] [logo]</i>

### Opening Address:

The opportunity for your company to give a 5-minute address during the opening of the 2025 MEA National Conference to welcome delegates and position alignment with the meetings and events industry.

### Panel Participation:

The opportunity to nominate one representative of your company to participate as a panellist in one session of your choice during the Conference program.

### Your company branding (logo):

- Featured prominently in the event program
- Displayed on the event website, and hyperlinked to your corporate site
- Included on the event app, and linked to your corporate site
- Displayed as the naming right partner on all program session title slides
- Included in every partner recognition slide shown throughout the conference
- Printed on all lectern signage, and a conference media wall
- Displayed on the Conference Welcome Sign in hotel or conference entrance way
- Featured on any other marketing collateral produced for the 2025 MEA National Conference, such as a delegate lanyard, and other opportunities developed in the next phase of conference planning

# Golden (Naming Rights) Partner Partnership Opportunity



## 1. The 2025 MEA National Conference 50<sup>th</sup> Anniversary Golden (Naming Rights) Partner *continued from previous page*

### **Marketing Communications**

- Recognition as the naming rights partner of the conference in all event activities
- A dedicated APP Alert each day (Tuesday and Wednesday), includes link and small amount of text
- Consider the naming rights sponsor logo to be added below the conference website banner header
- Opportunity to provide promotional material for delegates on the conference tables on Day 1
- Announcement as naming rights partner of the conference in a media release for distribution upon confirmation of the Golden Partner partnership, and payment of the partnership investment deposit
- Recognition as the naming rights partner of the conference in subsequent media releases during 2025
- 1 x case-study featured in MEA Express newsletter distributed to all members (scheduled in one month between January 2025 to June 2025)
- 1 editorial feature on “industry knowledge sharing” featured in MEA Express (scheduled in the month of your choice between January 2025 to June 2025)
- 1 x advertorial feature on “industry development” featured in MEA Express (scheduled in the month of your choice between January 2025 to June 2025)
- 3 x partnership credits in eDM communications distributed to the full MEA database, highlighting your company as the Golden Partner (scheduled in three different months between January and June 2025)
- 4 x tagged social media posts across MEA’s LinkedIn, Facebook, and Instagram communication channels (one per month scheduled in February, March, April, and May 2025)
- 1 x dedicated social media spotlight post announcing your Golden Partner partnership (January 2025).
- Inclusion in any other marketing communications collateral developed to promote the 2025 MEA National Conference, including your business logo and branding as the Golden Partner

### **Digital Marketing:**

- Scrolling advertisement tile on the event website (artwork file to be provided by partner)
- Banner advertisement on the Meetings & Events Australia (MEA) home page for up to 6-months from 1 January 2025 to 30 June 2025
- 150-word company profile featured alongside your hyperlinked corporate logo on the event app, and within the naming rights logo

### **Conference, Verbal Recognition:**

Inclusion in the Master of Ceremony acknowledgements of the naming right partnership during the conference.

# Golden (Naming Rights) Partner Partnership Opportunity



## 1. The 2025 MEA National Conference 50<sup>th</sup> Anniversary Golden (Naming Rights) Partner *continued from previous page*

### **Conference, Delegate Engagement:**

- 2 x consenting registered delegate email contact lists provided for exclusive use:
  - 2-weeks prior to the conference (e.g., Monday 2 June 2025)
  - 1-week post-conference (e.g., Thursday 26 June 2025)

### **Conference, Delegate Registrations:**

- 3 x delegate registrations with Full Conference access to the 2025 MEA National Conference and the 2024 MEA National Awards Gala Dinner
- The option to purchase additional delegate tickets across all delegate registration categories at 30% off the ticketed price

### **Conference, Trade Booth**

- Provision of one 2m x 2m exhibitor booth shell in your preferred location, with additional inclusions/exclusions detailed separately under 'Exhibitor Packages'

### **Conference, Data Analytics**

In 2025, and for the first time, Meetings & Events Australia has partnered with Cvent to provide data analytics that you can use for the benefit of your business.

### **Conference, LeadCapture Technology**

- Scan, qualify, and rate the engagement of conference delegates with your brand and brand touchpoints throughout the conference
- The opportunity to customise questions for delegates to enable you to gather valuable and relevant information for your business
- The technological ability to export leads directly into your business customer relationship management system (CRM) on-demand
- The ability to track live leads through a dedicated portal developed for you and your team
- Access to data to use for marketing-return-on-investment analysis
- A post-analysis partnership report as the Golden Partner naming rights partner of the 2025 MEA National Conference.

# Platinum Gold Partner Partnership Opportunity



## 2. The 2025 MEA National Conference 50<sup>th</sup> Anniversary Platinum Gold Partner

<b>Partner category:</b>	The 2025 MEA National Conference 50 <sup>th</sup> Anniversary Platinum Gold Partner
<b>Partner investment:</b>	\$20,000 (excl., GST)
<b>Partner entitlement:</b>	Sole Platinum Gold Partner of the 2025 MEA National Conference in the 50 <sup>th</sup> Anniversary Year of the Association, excluding the MEA Awards Dinner
<b>Number of partner category opportunities:</b>	One (1)

### Panel Participation:

The opportunity to nominate one representative of your company to participate as a panellist in one session of your choice during the Conference program.

### Your company branding (logo):

- Featured prominently in the event program
- Displayed on the event website, and hyperlinked to your corporate site
- Included on the event app, and linked to your corporate site
- Included in every partner recognition slide shown throughout the conference
- Featured in a logo lock-up of partners supporting the 2025 MEA National Conference
- Featured on any other marketing collateral produced for the 2025 MEA National Conference where your brand can be promoted as the Platinum Gold Partner

### Conference, Verbal Recognition:

Inclusion in the Master of Ceremony acknowledgements of partners during the conference.

### Marketing Communications:

- Recognition as a partner in media releases for distribution in 2025
- 1 x advertorial feature on “industry development” featured in MEA Express (scheduled in one month between January to June 2025)
- 2 x partnership credits in eDM communications distributed to the full MEA database, spotlighting your partnership as the Platinum Gold Partner (scheduled between January and June 2025)
- 4 x tagged social media posts across MEA’s LinkedIn, Facebook, and Instagram communication channels (one per month scheduled in February, March, April, and May 2025)

# Platinum Gold Partner Partnership Opportunity



## 2. The 2025 MEA National Conference 50<sup>th</sup> Anniversary Platinum Gold Partner *continued from previous page*

### **Marketing Communications:**

- 1 x dedicated social media spotlight post announcing your partnership as Platinum Gold Partner
- Inclusion in any other marketing communications collateral developed to promote the 2025 MEA National Conference, including your company logo and branding as the Platinum Gold Partner

### **Digital Marketing:**

- Scrolling advertisement tile on the event website (artwork file to be provided by partner)
- 150-word company profile featured alongside your hyperlinked corporate logo on the event app, and within the logo lock-up and highlighting your brand as the Platinum Gold Partner

### **Conference, Delegate Engagement:**

- 2 x consenting registered delegate email contact lists provided for exclusive use:
  - 2-weeks prior to the conference (e.g., Monday 2 June 2025)
  - 1-week post-conference (e.g., Thursday 26 June 2025)

### **Conference, Delegate Registrations:**

- 3 x delegate registrations with Full Conference access to the 2025 MEA National Conference and the 2024 MEA National Awards Gala Dinner
- The option to purchase additional delegate tickets across all delegate registration categories at 30% off the ticketed price

### **Conference, Trade Booth**

- 50% discount on one 2m x 2m exhibitor booth shell in your preferred location, with additional inclusions/exclusions detailed separately under 'Gold Star Exhibitor' packages

### **Conference, Data Analytics**

In 2025, and for the first time, Meetings & Events Australia has partnered with Cvent to provide data analytics that you can use for the benefit of your business.



# Platinum Gold Partner Partnership Opportunity



## 2. The 2025 MEA National Conference 50<sup>th</sup> Anniversary Platinum Gold Partner *continued from previous page*

### **Conference, LeadCapture Technology**

- Scan, qualify, and rate the engagement of Conference Delegates with your brand and brand touchpoints throughout the Conference
- The opportunity to customise questions for Delegates to enable you to gather valuable and relevant information for your business
- The technological ability to export leads directly into your business customer relationship management system (CRM) on-demand
- The ability to track live leads through a dedicated portal developed for you and your team
- Access to data to use for marketing-return-on-investment analysis
- A post-analysis partnership report as the Platinum Gold Partner of the 2025 MEA National Conference

# White Gold Partner Partnership Opportunity



## 3. The 2025 MEA National Conference 50<sup>th</sup> Anniversary White Gold Partner

<b>Partner category:</b>	The 2025 MEA National Conference 50 <sup>th</sup> Anniversary White Gold Partner
<b>Partner investment:</b>	\$15,000 (excl., GST)
<b>Partner entitlement:</b>	Sole White Gold Partner of the 2025 MEA National Conference in the 50 <sup>th</sup> Anniversary Year of the Association, excluding the MEA Awards Dinner
<b>Number of partner category opportunities:</b>	One (1)

### Panel Participation:

The opportunity to nominate one representative of your company to participate as a panellist in one session of your choice during the conference program.

### Your company branding (logo):

- Featured prominently in the event program
- Displayed on the event website, and hyperlinked to your corporate site
- Included on the event app, and linked to your corporate site
- Included in every partner recognition slide shown throughout the conference
- Featured in a logo lock-up of partners supporting the 2025 MEA National Conference
- Featured on any other marketing collateral produced for the 2025 MEA National Conference where your brand can be promoted

### Conference, Verbal Recognition:

Inclusion in the Master of Ceremony acknowledgements of partners during the conference.

### Marketing Communications:

- Recognition as a partner in media releases for distribution in 2025
- 1 x business highlight featured in MEA Express (scheduled in one month between January to June 2025)
- 1 x partnership credit in eDM communications distributed to the full MEA database, spotlighting your partnership (scheduled between January and June 2025)
- 2 x tagged social media posts across MEA's LinkedIn, Facebook, and Instagram communication channels (scheduled in your choice of February, March, April, or May 2025)
- 1 x dedicated social media spotlight post announcing your partnership (from February 2025)
- Inclusion in any other marketing communications collateral developed to promote the 2025 MEA National Conference, including your logo and branding as the White Gold Partner

# White Gold Partner Partnership Opportunity



## 3. The 2025 MEA National Conference 50<sup>th</sup> Anniversary White Gold Partner *continued from previous page*

### **Digital Marketing:**

- Scrolling advertisement tile on the event website (artwork file to be provided by partner)
- 150-word company profile featured alongside your hyperlinked corporate logo on the event app, and within the naming rights logo

### **Conference, Delegate Engagement:**

- 2 x consenting registered delegate email contact lists provided for exclusive use:
  - 2-weeks prior to the conference (e.g., Monday 2 June 2025)
  - 1-week post-conference (e.g., Thursday 26 June 2025)

### **Conference, Delegate Registrations:**

- 2 x delegate registrations with Full Conference access to the 2025 MEA National Conference and the 2024 MEA National Awards Gala Dinner
- The option to purchase additional delegate tickets across all delegate registration categories at 30% off the ticketed price

### **Conference, Trade Booth**

- 30% discount on one 2m x 2m exhibitor booth shell with additional inclusions/exclusions detailed separately under 'Gold Star Exhibitor' packages

### **Conference, Data Analytics**

In 2025, and for the first time, Meetings & Events Australia has partnered with Cvent to provide data analytics that you can use for the benefit of your business.

### **Conference, LeadCapture Technology**

- Scan, qualify, and rate the engagement of conference delegates with your brand and brand touchpoints throughout the conference
- The opportunity to customise questions for delegates to enable you to gather valuable and relevant information for your business
- The technological ability to export leads directly into your business customer relationship management system (CRM) on-demand
- The ability to track live leads through a dedicated portal developed for you and your team
- Access to data to use for marketing-return-on-investment analysis
- A post-analysis partnership report as the White Gold Partner of the 2025 MEA National Conference.

# Rose Gold Partner Partnership Opportunity



## 4. The 2025 MEA National Conference 50<sup>th</sup> Anniversary Rose Gold Partner

<b>Partner category:</b>	The 2025 MEA National Conference 50 <sup>th</sup> Anniversary Rose Gold Partner
<b>Partner investment:</b>	\$7,500 (excl., GST)
<b>Partner entitlement:</b>	Sole Rose Gold Partner of the 2025 MEA National Conference in the 50 <sup>th</sup> Anniversary Year of the Association, excluding the MEA Awards Dinner
<b>Number of partner category opportunities:</b>	One (1)

### **Panel Participation:**

The opportunity to nominate one representative of your company to participate as a panellist in one session of your choice during the Conference program.

### **Your company branding (logo):**

- Featured prominently in the event program
- Displayed on the event website, and hyperlinked to your corporate site
- Included on the event app, and linked to your corporate site
- Featured in a logo lock-up of partners supporting the 2025 MEA National Conference
- Included in partner recognition slides shown throughout the conference

### **Conference, Verbal Recognition:**

Inclusion in the Master of Ceremony acknowledgements of partners during the conference.

### **Marketing Communications:**

- Recognition in a partner announcement in one media release for distribution in 2025
- 1 x partnership credit in eDM communications distributed to the full MEA database, spotlighting your partnership as Rose Gold Partner (scheduled between January and June 2025)
- 1 x tagged social media posts across MEA's LinkedIn, Facebook, and Instagram communication channels (scheduled in your choice of February, March, April, or May 2025)
- Inclusion in any other applicable marketing communications collateral developed to promote the 2025 MEA National Conference, including your logo as the White Gold Partner

# Rose Gold Partner Partnership Opportunity



## 4. The 2025 MEA National Conference 50<sup>th</sup> Anniversary Rose Gold Partner *continued from previous page*

### **Digital Marketing:**

- Scrolling advertisement tile on the event website (artwork file to be provided by partner)
- 150-word company profile featured alongside your hyperlinked corporate logo on the event app

### **Conference, Delegate Registrations:**

- 1 x Delegate Registration with Full Conference access to the 2025 MEA National Conference and the 2024 MEA National Awards Gala Dinner

### **Conference, Trade Booth**

- 15% discount on one 2m x 2m exhibitor booth shell with additional inclusions/exclusions detailed separately under 'Gold Star Exhibitor' packages

### **Conference, Data Analytics**

In 2025, and for the first time, Meetings & Events Australia has partnered with Cvent to provide data analytics that you can use for the benefit of your business.

### **Conference, LeadCapture Technology**

- Scan, qualify, and rate the engagement of conference delegates with your brand and brand touchpoints throughout the conference
- The opportunity to customise questions for delegates to enable you to gather valuable and relevant information for your business
- The technological ability to export leads directly into your business customer relationship management system (CRM) on-demand
- The ability to track live leads through a dedicated portal developed for you and your team
- Access to data to use for marketing-return-on-investment analysis
- A post-analysis partnership report as the Rose Gold Partner of the 2025 MEA National Conference.

# Gold Partner Partnership Opportunity



## 5. The 2025 MEA National Conference 50<sup>th</sup> Anniversary Gold Partner

<b>Partner category:</b>	The 2025 MEA National Conference 50 <sup>th</sup> Anniversary Gold Partner
<b>Partner investment:</b>	\$5,000 (excl., GST)
<b>Partner entitlement:</b>	Sole Gold Partner of the 2025 MEA National Conference in the 50 <sup>th</sup> Anniversary Year of the Association, excluding the MEA National Awards 2024 Gala Dinner
<b>Number of partner category opportunities:</b>	One (1)

### **Your company branding (logo):**

- Featured prominently in the event program
- Displayed on the event website, and hyperlinked to your corporate site
- Included on the event app, and linked to your corporate site
- Featured in a logo lock-up of partners supporting the 2025 MEA National Conference
- Included in partner recognition slides shown throughout the conference.

### **Conference, Verbal Recognition:**

Inclusion in the Master of Ceremony acknowledgements of partners during the conference.

### **Marketing Communications:**

- Recognition in a partner announcement in one media release for distribution in 2025
- 1 x tagged social media posts across MEA's LinkedIn, Facebook, and Instagram communication channels (scheduled in your choice of February, March, April, or May 2025)

### **Digital Marketing:**

- 150-word company profile featured alongside your hyperlinked corporate logo on the event app

### **Conference, Delegate Registrations:**

- 1 x delegate registration with Full Conference access to the 2025 MEA National Conference and the 2024 MEA National Awards Gala Dinner

# Gold Partner Partnership Opportunity



## 5. The 2025 MEA National Conference 50<sup>th</sup> Anniversary Gold Partner *continued from previous page*

### **Conference, Data Analytics**

In 2025, and for the first time, Meetings & Events Australia has partnered with Cvent to provide data analytics that you can use for the benefit of your business.

### **Conference, LeadCapture Technology**

- Scan, qualify, and rate the engagement of conference delegates with your brand and brand touchpoints throughout the conference
- The opportunity to customise questions for delegates to enable you to gather valuable and relevant information for your business
- The technological ability to export leads directly into your business customer relationship management system (CRM) on-demand
- The ability to track live leads through a dedicated portal developed for you and your team
- Access to data to use for marketing-return-on-investment analysis
- A post-analysis partnership report as the Gold Partner of the 2025 MEA National Conference.

# Gold Plenary Partner Partnership Opportunity



## 6. The 2025 MEA National Conference 50<sup>th</sup> Anniversary Gold Plenary Partner

<b>Partner category:</b>	The 2025 MEA National Conference 50 <sup>th</sup> Anniversary Gold Plenary Partner.
<b>Partner investment:</b>	\$10,000 (excl., GST).
<b>Partner entitlement:</b>	Sole Gold Plenary Partner for Day One, Tuesday 17 June 2025, of the 2025 MEA National Conference in the 50 <sup>th</sup> Anniversary Year of the Association
<b>Number of partner category opportunities:</b>	One (1)

### Exclusive Naming Rights:

The opportunity for your business name and/or brand to be featured as the naming rights partner of the Plenary session on day one of the 2025 MEA National Conference:

*This session of the  
2025 MEA National Conference  
is proudly brought to you by [company name]  
[logo]*

### Opening Address:

The opportunity for your company to give a 5-minute address during the opening of the 2025 MEA National Conference to welcome delegates and position alignment with the meetings and events industry.

### Panel Participation:

The opportunity to nominate one representative of your company to participate as a panellist in one session of your choice during the Conference program.

### Your company branding (logo):

- Featured prominently in the event program
- Displayed on the event website, and hyperlinked to your corporate site
- Included on the event app, and linked to your corporate site
- Displayed as the naming right partner on all program session title slides
- Included in every partner recognition slide shown throughout the conference



# Gold Plenary Partner Partnership Opportunity



## 6. The 2025 MEA National Conference 50<sup>th</sup> Anniversary Gold Plenary Partner *continued from previous page*

### **Your company branding (logo)** *continued from previous page:*

- Printed on all lectern signage

### **Conference, Verbal Recognition:**

Inclusion in the Master of Ceremony acknowledgements of partners during the conference.

### **Marketing Communications:**

- Recognition as the naming rights partner of the Plenary session on day one of the 2025 MEA National Conference in a media release for distribution after partnership signing, and payment of deposit
- Recognition as the naming rights partner of the Plenary session on day one of the 2025 MEA National Conference in subsequent media releases for distribution in 2025
- 2 x eDM communications distributed to the full MEA database, spotlighting your partnership as Golden Plenary Partner (scheduled between January and June 2025)
- 2 x tagged social media posts across MEA's LinkedIn, Facebook, and Instagram communication channels (scheduled in your choice of February, March, April, or May 2025)
- 1 x dedicated social media spotlight post announcing your partnership (from February 2025)
- Inclusion in any other marketing communications collateral developed to promote the 2025 MEA National Conference, including your logo and branding as the Golden Plenary Partner

### **Digital Marketing:**

- 150-word company profile featured alongside your hyperlinked corporate logo on the event app

### **Conference, Delegate Engagement:**

- 2 x consenting registered delegate email contact lists provided for exclusive use:
  - 2-weeks prior to the conference (e.g., Monday 2 June 2025)
  - 1-week post-conference (e.g., Thursday 26 June 2025).

### **Conference, Delegate Registrations:**

- 1 x delegate registration with Full Conference access to the 2025 MEA National Conference and the 2024 MEA National Awards Gala Dinner
- The option to purchase additional delegate tickets across all delegate registration categories at 10% off the ticketed price

# Gold Plenary Partner Partnership Opportunity



## 6. The 2025 MEA National Conference 50<sup>th</sup> Anniversary Gold Plenary Partner *continued from previous page*

### **Conference, Trade Booth**

- 10% discount on one 2m x 2m exhibitor booth shell with additional inclusions/exclusions detailed separately under 'Gold Star Exhibitor' packages

### **Conference, Data Analytics**

In 2025, and for the first time, Meetings & Events Australia has partnered with Cvent to provide data analytics that you can use for the benefit of your business.

### **Conference, LeadCapture Technology**

- Access to a list of attendees for the Plenary session
- Session engagement report.

**SOLD**

# Gold Break-out Session Partner Partnership Opportunity



## 7 & 8. The 2025 MEA National Conference 50<sup>th</sup> Anniversary Gold Break-out Session Partner

<b>Partner category:</b>	The 2025 MEA National Conference 50 <sup>th</sup> Anniversary Gold Break-out Session Partner
<b>Partner investment:</b>	\$4,000 (excl., GST)
<b>Partner entitlement:</b>	One of two Gold Break-out Session Partners for day two, Wednesday 18 June 2025, of the 2025 MEA National Conference in the 50 <sup>th</sup> Anniversary Year of the Association
<b>Number of partner category opportunities:</b>	Two (2)

### **Naming Rights:**

The opportunity for your business name and/or brand to be featured as the naming rights partner of one of the two break-out sessions on day two of the 2025 MEA National Conference:

*This session of the  
2025 MEA National Conference  
is proudly brought to you by [company name]  
[logo]*

### **Session Opening Address:**

The opportunity for your company to give a 3-minute address at the opening of the break-out session on day two of the 2025 MEA National Conference, Wednesday 18 June 2025 to welcome delegates to the session.

### **Panel Participation:**

The opportunity to nominate one representative of your company to participate as a panellist in the session, for applicable content and industry expertise.

### **Your company branding (logo):**

- Featured prominently in the event program for the break-out session
- Displayed on the event website, and hyperlinked to your corporate site
- Included on the event app, and linked to your corporate site
- Included in partner recognition slides shown for the Break-out session on day two

# Gold Break-out Session Partner Partnership Opportunity



## 7 & 8. The 2025 MEA National Conference 50<sup>th</sup> Anniversary Gold Break-out Session Partner *continued from previous page*

### **Your company branding (logo)** *continued from previous page:*

- Featured in a logo lock-up of partners supporting the 2025 MEA National Conference
- Opportunity to display one standard free-standing pull-up banner on stage during the partnered session(s) (banner provided by partner)
- Opportunity to place promotional material on room tables ahead of the partnered sessions

### **Conference, Verbal Recognition:**

Inclusion in the Master of Ceremony acknowledgements of partners during the conference.

### **Marketing Communications:**

- Recognition as the partner of one of two break-out sessions on day two of the 2025 MEA National Conference in media releases for distribution in 2025

### **Digital Marketing:**

- 150-word company profile featured alongside your hyperlinked corporate logo on the event app

### **Conference, Delegate Registrations:**

- 1 x delegate registration with Full Conference access to the 2025 MEA National Conference and the 2024 MEA National Awards Gala Dinner

### **Conference, Data Analytics**

In 2025, and for the first time, Meetings & Events Australia has partnered with Cvent to provide data analytics that you can use for the benefit of your business.

### **Conference, LeadCapture Technology**

- Access to a list of attendees for the Break-out session
- Session engagement report.

# Cocktail Party Precious Gold Partner Partnership Opportunity



## 9. The 50<sup>th</sup> Anniversary Cocktail Party and 2025 MEA National Conference Welcome Partner

<b>Partner category:</b>	The 50 <sup>th</sup> Anniversary Cocktail Party Precious Gold Partner and 2025 MEA National Conference Welcome Partner
<b>Partner investment:</b>	\$10,000 (excl., GST)
<b>Partner entitlement:</b>	Sole 50 <sup>th</sup> Anniversary Cocktail Party Partner to welcome all delegates of the 2025 MEA National Conference in the 50 <sup>th</sup> Anniversary Year of the Association
<b>Number of partner category opportunities:</b>	One (1)

### Exclusive Naming Rights:

The opportunity for your business name and/or brand to be featured as the naming rights partner of the 50<sup>th</sup> Anniversary Cocktail Party and welcome event for all delegates of the 2025 MEA National Conference:

*50<sup>th</sup> Anniversary Celebration  
for the 2025 MEA National Conference  
is proudly brought to you by [company name]  
[logo]*

### Welcome Address:

The opportunity for your company to give a 2-minute welcome address of the 2025 MEA National Conference and 50<sup>th</sup> Anniversary celebration.

### Your company branding (logo):

- Featured in the event program as the Precious Gold Partner of the 50<sup>th</sup> Anniversary Cocktail Party and Welcome reception for the 2025 MEA National Conference
- Displayed on the event website, and hyperlinked to your corporate site
- Included on the event app, and linked to your corporate site
- Featured in a logo lock-up of partners supporting the 2025 MEA National Conference
- Opportunity to place two standard free-standing pull-up banners in the Welcome Reception area (banners supplied by partner)

# Cocktail Party Precious Gold Partner Partnership Opportunity



## 9. The 50<sup>th</sup> Anniversary Cocktail Party and 2025 MEA National Conference Welcome Partner *continued from previous page*

### **Marketing Communications:**

- Announcement as the naming rights partner of the 50<sup>th</sup> Anniversary Cocktail Party and Conference Welcome reception for the 2025 MEA National Conference in a media release for distribution upon signing
- Recognition in subsequent media releases for distribution in 2025
- 1 x eDM communication distributed to the full conference delegate database, spotlighting your partnership (scheduled between January and June 2025)
- 2 x tagged social media posts across MEA's LinkedIn, Facebook, and Instagram communication channels (scheduled in your choice of February, March, April, or May 2025)
- Inclusion in any other marketing communications collateral developed to promote the 2025 MEA National Conference, including your logo and branding as the Precious Gold Partner

### **Digital Marketing:**

- 150-word company profile featured alongside your hyperlinked corporate logo on the event app

### **Conference, Delegate Registrations:**

- 1 x delegate registration with Full Conference access to the 2025 MEA National Conference
- 3 x welcome reception-only registrations

### **Conference, Trade Booth**

- 50% discount on one 2m x 2m exhibitor booth shell with additional inclusions/exclusions detailed separately under 'Gold Star Exhibitor' packages.

# ClubMEA Golden Legacy Partner Partnership Opportunity



## 10. The ClubMEA Golden Legacy Partner

<b>Partner category:</b>	The ClubMEA Golden Legacy Partner
<b>Partner investment:</b>	\$5,000 (excl., GST)
<b>Partner entitlement:</b>	Exclusive naming rights of the ClubMEA Golden Legacy Event at the 2025 MEA National Conference in the 50 <sup>th</sup> Anniversary Year of the Association
<b>Partner benefit</b>	Designation as the sole naming right partner of the ClubMEA Golden Legacy Event on day two of the 2025 MEA National Conference
<b>Number of partner category opportunities:</b>	One (1)

### Partner brand positioning:

*ClubMEA Golden Legacy Event  
at the 2025 MEA National Conference  
is proudly brought to you by [company name]  
[logo]*

### Welcome Address:

The opportunity for your company to give a 2-minute address to welcome past members of the 70s, 80s, 90s, 00s and 2010s to join conference delegates in one session, followed by a ClubMEA Golden Legacy Cocktail Party.

### Your company branding (logo):

- Featured in the event program as ClubMEA Golden Legacy Partner for the conference session, and event
- Displayed on the event website, and hyperlinked to your corporate site
- Included on the event app, and linked to your corporate site
- Included on a media photo wall at the event
- Featured in a logo lock-up of partners supporting the 2025 MEA National Conference
- Opportunity to place two standard free-standing pull-up banners in the session and event space (banners supplied by partner)

# ClubMEA Golden Legacy Partner Partnership Opportunity



## 10. The ClubMEA Golden Legacy Partner *continued from previous page*

### **Marketing Communications:**

- Announcement as the naming rights partner of the ClubMEA Golden Legacy Event in a media release for distribution upon signing
- Recognition in subsequent media releases for distribution in 2025
- 1 x eDM communication distributed to the Full Conference delegate database, spotlighting your partnership as ClubMEA Golden Legacy Partner (scheduled between January and June 2025)
- 2 x tagged social media posts across MEA's LinkedIn, Facebook, and Instagram communication channels (scheduled in your choice of February, March, April, or May 2025)

### **Digital Marketing:**

- 150-word company profile featured alongside your hyperlinked corporate logo on the event app

### **Conference, Conference Delegate Registrations:**

- 1 x delegate registration with Full Conference access to the 2025 MEA National Conference
- 3 x ClubMEA Golden Legacy registrations

### **Conference, Trade Booth**

- 25% discount on one 2m x 2m exhibitor booth shell with additional inclusions/exclusions detailed separately under 'Gold Star Exhibitor' packages.



# MEA National Awards 2024 Gala Dinner Gold Partner Partnership Opportunity



## 11. The MEA National Awards 2024 Gala Dinner Gold Partner

<b>Partner category:</b>	The MEA National Awards 2024 Gala Dinner Gold Partner
<b>Partner investment:</b>	\$10,000 (excl., GST)
<b>Partner entitlement:</b>	Sole Gold Partner of the MEA National Awards 2024 in the 50 <sup>th</sup> Anniversary Year of the Association
<b>Number of partner category opportunities:</b>	One (1)

### Exclusive Naming Rights:

The opportunity for your business name and/or brand to be featured as the naming rights partner of MEA National Awards 2024:

*The MEA National Awards 2024  
is proudly brought to you by [company name]  
[logo]*

SOLD

### Opening Address:

The opportunity for your company to give a 2-minute address at the opening of the MEA National Awards 2024, on Wednesday 18 June 2025, to welcome conference delegates, award nominees, judges, and special guests.

### Your company branding (logo):

- Featured prominently in the event program for the MEA National Awards 2024
- Displayed on the event website, and hyperlinked to your corporate site
- Included on the event app, and linked to your corporate site
- Included in slides shown throughout the MEA National Awards 2024, and gala dinner
- Included on lectern signage for the awards, and gala dinner
- Included on a media photo wall at the event
- Featured in a logo lock-up of partners supporting the 2025 MEA National Conference
- On printed menus and any other marketing collateral produced for the awards, and gala dinner

# MEA National Awards 2024 Gala Dinner Gold Partner Partnership Opportunity



## 11. The MEA National Awards 2024 Gala Dinner Gold Partner *continued from previous page*

### **Conference, Verbal Recognition:**

Inclusion in the Master of Ceremony acknowledgements of your company as the Gold Partner of the MEA National Awards 2024 Gala Dinner.

### **Marketing Communications:**

- Announcement as the Gold Partner of the MEA National Awards 2024 in a media release for distribution upon signing
- Credits in subsequent media releases for distribution in 2025 about the MEA National Awards 2024
- 2 x tagged social media posts across MEA's LinkedIn, Facebook, and Instagram communication channels (scheduled in your choice of February, March, April, or May 2025)

### **Digital Marketing:**

- 150-word company profile featured alongside your hyperlinked corporate logo on the event app

### **Awards, Registrations:**

- 4 x registrations to the MEA National Awards 2024 Gala Dinner

### **Partnership**

Participate in a planning session to discuss how to incorporate branding assets into the event for the benefit of your business.

**SOLD**

# Gold Star Exhibitor Partnership Opportunity



## 12. Gold Star Exhibitor, 2025 MEA National Conference

<b>Partner category:</b>	Gold Star Exhibitor, 2025 MEA National Conference.
<b>Partner investment:</b>	\$3,000 (excl., GST)
<b>Partner entitlement:</b>	Trade exhibitor booth, conference registration, options for digital engagement, and event data analytics
<b>Number of partner category opportunities:</b>	Multiple

### Exhibition Booth Package:

- 2m x 2m exhibition space
- 2.5m high flush wall frame (along back wall)
- Optional printed fascia sign displaying your company name
- 1 x furniture package (incl., high cocktail round & 2 stools in white)
- 2 x energy efficient spotlights
- 1 x 4-amp powerpoint
- Complimentary venue WiFi connectivity

### Upgrade Opportunities (at additional cost):

- Printed graphics on exhibition walling
- Upgrade or change of furniture
- Audio-Visual equipment

### Logo Placement:

- Featured on the event website, hyperlinked to your corporate website
- Displayed on the event app, linked to your corporate website, with your stand location detailed

### Conference, Delegate Registrations:

- 1 x delegate registration with Full Conference access to the 2025 MEA National Conference

# Gold Star Exhibitor Partnership Opportunity



## 12. Gold Star Exhibitor, 2025 MEA National Conference *continued from previous page*

### **Conference, Data Analytics**

In 2025, and for the first time, Meetings & Events Australia has partnered with Cvent to provide data analytics that you can use for the benefit of your business.

### **Conference, LeadCapture Technology**

- Scan, qualify, and rate the engagement of conference delegates with your brand and brand touchpoints throughout the conference
- The opportunity to customise questions for delegates to enable you to gather valuable and relevant information for your business
- The technological ability to export leads directly into your business customer relationship management system (CRM) on-demand
- The ability to track live leads through a dedicated portal developed for you and your team
- Access to data to use for marketing-return-on-investment analysis.

# Gold Star Pod Exhibitor Partnership Opportunity



## 13. Gold Star Pod Exhibitor, 2025 MEA National Conference

<b>Partner category:</b>	Gold Star Pod Exhibitor, 2025 MEA National Conference.
<b>Partner investment:</b>	\$1,800 (excl., GST)
<b>Partner entitlement:</b>	Trade exhibitor booth, conference registration, options for digital engagement, and event data analytics
<b>Number of partner category opportunities:</b>	Multiple

### Exhibition Pod Package:

- 1m x 1.5m exhibition pod space
- 2.5m high flush wall frame
- Printed fascia sign displaying your company name
- 1 x furniture package (incl., bench & 1 stool in white)
- 1 x energy-efficient spotlight
- 1 x 4-amp power point
- Venue Wi-Fi connectivity

### Upgrade Opportunities (at additional cost):

- Full-height printed graphics
- Additional furniture
- Audio-visual equipment

### Logo Placement:

- Featured on the event website, hyperlinked to your corporate website
- Displayed on the event app, linked to your corporate website, with your stand location detailed

### Conference, Delegate Registrations:

- 1 x delegate registration with Full Conference access to the 2025 MEA National Conference

# Gold Star Pod Exhibitor Partnership Opportunity



## 13. Gold Star Pod Exhibitor, 2025 MEA National Conference *continued from previous page*

### **Conference, Data Analytics**

In 2025, and for the first time, Meetings & Events Australia has partnered with Cvent to provide data analytics that you can use for the benefit of your business.

### **Conference, LeadCapture Technology**

- Scan, qualify, and rate the engagement of conference delegates with your brand and brand touchpoints throughout the conference
- The opportunity to customise questions for delegates to enable you to gather valuable and relevant information for your business
- The technological ability to export leads directly into your business customer relationship management system (CRM) on-demand
- The ability to track live leads through a dedicated portal developed for you and your team
- Access to data to use for marketing-return-on-investment analysis.

# Morning Tea Gold Glitter Partners Partnership Opportunity



## 14 & 15. The 2025 MEA National Conference Morning Tea Gold Glitter Partners

<b>Partner category:</b>	The 2025 MEA National Conference Morning Tea Gold Glitter Partners
<b>Partner investment:</b>	\$5,000 (excl., GST)
<b>Partner entitlement:</b>	Partner of one of two morning tea breaks during the 2025 MEA National Conference in the 50 <sup>th</sup> Anniversary Year of the Association
<b>Partner benefit:</b>	Designation as sponsoring partner of one morning tea break at the 2025 MEA National Conference on either Tuesday 17 June 2025 or Wednesday 18 June 2025
<b>Number of partner category opportunities:</b>	Two (2)

### Your company branding (logo):

- Featured in the event program for the 2025 MEA National Conference
- Displayed on the event website, and hyperlinked to your corporate site
- Included on the event app, and linked to your corporate site
- Included in slides shown on the respective day of the Conference for your partnering opportunity
- Included in a logo lock-up of partners supporting the 2025 MEA National Conference
- Credit in a media release for distribution in 2025 about the 2025 MEA National Conference and MEA National Awards 2024, with credits to all partners.
- Opportunity to place two standard free-standing pull-up banners in the Exhibition space, and area for the morning tea refreshment break on the day of the partnering opportunity (banners supplied by partner)

### Conference, Delegate Registration:

- 1 x delegate registration with Full Conference access to the 2025 MEA National Conference, and MEA National Awards 2024 Gala Dinner

### Conference, Trade Booth

- 10% discount on one 2m x 2m exhibitor booth shell with additional inclusions/exclusions detailed separately under 'Gold Star Exhibitor' packages

# Afternoon Tea Gold Sparkle Partners Partnership Opportunity



## 16 & 17. The 2025 MEA National Conference Afternoon Tea Gold Sparkle Partners

<b>Partner category:</b>	The 2025 MEA National Conference Afternoon Tea Gold Sparkle Partners
<b>Partner investment:</b>	\$5,000 (excl., GST)
<b>Partner entitlement:</b>	Partner of one of two afternoon tea breaks during the 2025 MEA National Conference in the 50 <sup>th</sup> Anniversary Year of the Association
<b>Partner benefit:</b>	Designation as sponsoring partner of one afternoon tea break at the 2025 MEA National Conference on either Tuesday 17 June 2025 or Wednesday 18 June 2025
<b>Number of partner category opportunities:</b>	Two (2)

### Your company branding (logo):

- Featured in the event program for the 2025 MEA National Conference.
- Displayed on the event website, and hyperlinked to your corporate site.
- Included on the event app, and linked to your corporate site.
- Included in slides shown on the respective day of the conference for your partnering opportunity.
- Included in a logo lock-up of partners supporting the 2025 MEA National Conference.
- Credit in a media release for distribution in 2025 about the 2025 MEA National Conference and MEA National Awards 2024, with credits to all partners.
- Opportunity to place two standard free-standing pull-up banners in the Exhibition space, and area for the afternoon tea refreshment break on the day of the partnering opportunity (banners supplied by partner).

### Conference, Delegate Registration:

- 1 x delegate registration with Full Conference access to the 2025 MEA National Conference, and MEA National Awards 2024 Gala Dinner

### Conference, Trade Booth

- 10% discount on one 2m x 2m exhibitor booth shell with additional inclusions/exclusions detailed separately under 'Gold Star Exhibitor' packages



# Golden Brew Coffee Cart Partnership Opportunity



## 18 & 19. The 2025 MEA National Conference Golden Brew Partner

<b>Partner category:</b>	The 2025 MEA National Conference Golden Brew Partner
<b>Partner investment:</b>	\$6,000 (excl., GST)
<b>Partner entitlement:</b>	Partner of coffee cart during the 2025 MEA National Conference in the 50 <sup>th</sup> Anniversary Year of the Association
<b>Partner benefit:</b>	Designation as sponsoring partner of the coffee cart at the 2025 MEA National Conference on both Tuesday 17 June 2025 or Wednesday 18 June 2025
<b>Number of partner category opportunities:</b>	Two (2)

### Your company branding (logo):

- Your company's branding/logo will be prominently displayed on the front of the Coffee Cart at the venue
- Partners have the opportunity to supply company-branded cups\* (the barista package includes standard cups) and to have Barista Cart staff wear your branded merchandise
- Displayed on the event website, and hyperlinked to your corporate site
- Included on the event app, and linked to your corporate site
- Included in a logo lock-up of partners supporting the 2025 MEA National Conference
- Credit in a media release for distribution in 2025 about the 2025 MEA National Conference and MEA National Awards 2024, with credits to all partners

### Conference, Delegate Registrations:

- 1 x delegate registration with Full Conference access to the 2025 MEA National Conference

# Golden Glow Wellness Partner Partnership Opportunity



## 20. The 2025 MEA National Conference Golden Glow Wellness Partner

<b>Partner category:</b>	The 2025 MEA National Conference Golden Glow Wellness Partner
<b>Partner investment:</b>	\$5,000 (excl., GST)
<b>Partner entitlement:</b>	Naming rights partner of the Golden Glow Wellness Pack for gifting to each delegate of the 2025 MEA National Conference in the 50 <sup>th</sup> Anniversary Year of the Association
<b>Partner benefit:</b>	Designation as exclusive partner of the 2025 MEA National Conference Golden Glow Wellness Pack gifted to each registered delegate upon conference check-in
<b>Number of partner category opportunities:</b>	One (1)

### Exclusive Naming Rights:

The opportunity for your business name and/or brand to be featured as the naming rights partner of the 2025 MEA National Conference Golden Glow Wellness Pack for each conference delegate:

*The 2025 MEA National Conference  
Golden Glow Wellness Pack  
is proudly brought to you by [company name]  
[logo]*

### Your company branding (logo):

- Gift pack in development and will be aligned with the prospective partner to ensure items align with your business and brand
- Featured in the event program for the 2025 MEA National Conference
- Displayed on the event website, and hyperlinked to your corporate site
- Included on the event app, and linked to your corporate site
- Included in slides shown during the conference for your partnering opportunity
- Included in a logo lock-up of partners supporting the 2025 MEA National Conference
- Credit in a media release for distribution in 2025 about the 2025 MEA National Conference and MEA National Awards 2024, with credits to all partners

# Golden Glow Wellness Partner Partnership Opportunity



## 20. The 2025 MEA National Conference Golden Glow Wellness Partner *continued from previous page*

### **Conference, Delegate Registration:**

- 1 x delegate registration with Full Conference access to the 2025 MEA National Conference, and MEA National Awards 2024 Gala Dinner

### **Conference, Trade Booth**

- 10% discount on one 2m x 2m exhibitor booth shell with additional inclusions/exclusions detailed separately under 'Gold Star Exhibitor' packages

### **The 2025 MEA National Conference Golden Glow Wellness Pack**

Items of the pack can be discussed with prospective partners to ensure items align with your business and brand.

# Golden Glam Squad Partner Partnership Opportunity



## 20. Golden Glam Squad Partner

Watch this exciting opportunity -  
more information coming soon!

# Contact Information



## Contact us

For partnership enquiries please contact:

**Mellisa Gillies, Chief Executive Officer**

[mellisa.gillies@mea.org.au](mailto:mellisa.gillies@mea.org.au)

**Gabby Boshier, Communications and Events Coordinator**

[gboshier@mea.org.au](mailto:gboshier@mea.org.au)

**Emmanuel Manalad, Membership Services Coordinator**

[emanalad@mea.org.au](mailto:emanalad@mea.org.au)



Phone: **02 9929 5400**



MEA Website: [www.meetingsevents.com.au](http://www.meetingsevents.com.au)



Conference Website: [www.meaconference.com.au](http://www.meaconference.com.au)

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