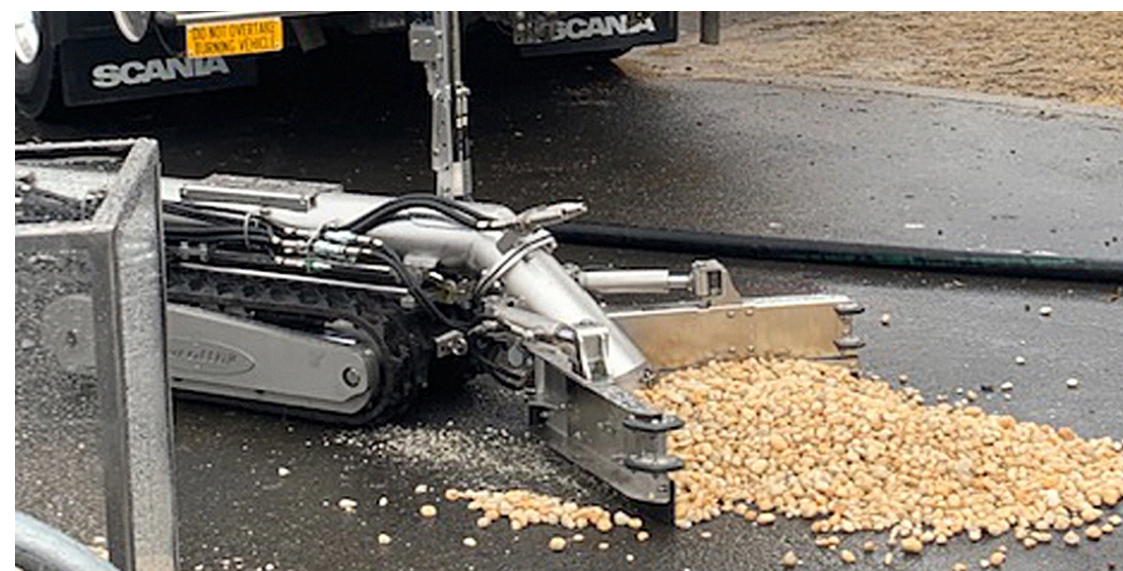


AUSJET24 AUSJET24

Water Jetting, Drain Cleaning, Hydro Excavation (nnd)
and Industrial Vacuum Technology Event

BUSINESS SUCCESS AMPLIFIES WHEN DECISION MAKERS CONVENE IN ONE EVENT





October 23 to 24, 2024

**Melbourne Showgrounds
Ascot Vale, Victoria**



AUSJET24

An exciting event, tailor-made for the Water Jetting, Drain Cleaning, Hydro Excavation (nnd) and Industrial Vacuum Technology sectors.

Organised in conjunction with



AUSTRALASIAN HIGH PRESSURE
WATER JETTING ASSOCIATION



AUSTRALASIAN DRAIN CLEANING
AND VACUUM ASSOCIATION

GET IN FRONT OF WHAT'S NEXT



The boldest and brightest dedicated industry event, is back bigger and better in 2024 –

It's the place to connect.



With fresh thinking, fresh energy and dedication to the water jet and drain cleaning industry, this unique event puts your interests at the heart of all features and activities.

The bold new vision for AUSJET24 allows companies to cost effectively target qualified buyers.

Attracting your potential customers to one major event makes a lot of economic sense and it's bound to make your marketing dollars go further. The show will provide a great venue to not only see and learn about what is happening in the industry, but to also meet and greet the major players.



EVENT ASPECTS



EXHIBITS



DEMO ARENAS



INDUSTRY ASSOCIATIONS



EDUCATION HUB



NETWORKING FUNCTIONS



NEW TECHNOLOGY & ROBOTICS ARENA

THE OPPORTUNITY



Beyond the opportunities to sell and buy, the focus of AUSJET24 is to educate and facilitate face to face networking.

We're constantly looking as to how we can make this event bigger, better, and more beneficial for our visitors and exhibitors. This year we are introducing multiple new and exciting features. Take a look below to see what you can enjoy at AUSJET24:

- **Women in the Industry breakfast**
- **Central Free Educational Hub**
- **Technology and Robotics Area**
- **Industry "Best of" Awards**

The event is designed to connect suppliers and the industry users, with a greater emphasis on education and visitor engagement. Daily onsite exhibitor sessions will provide visitors with the right tools and knowledge to help them be better and safer users.

Dedicated Demo Arenas will feature as the heart of the show, where big and small equipment will be live and operational. The exhibition will showcase what's new, and visitors will learn tips, techniques and facts from the experts and be inspired to buy.

DEMO ARENA



As they say 'seeing is believing', and when we see things being demonstrated and talked through, we understand and it sticks.

AUSJET24 is one of the only events with live demo spaces. Our Demo Arenas cover everything in a format designed to sell more!

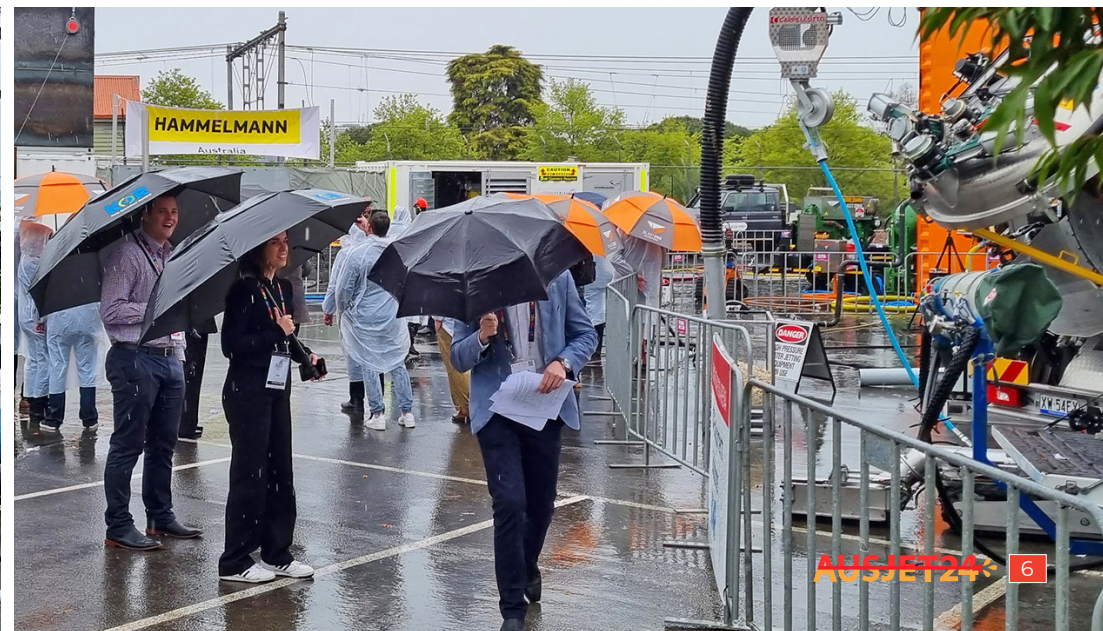
Building off the inaugural event, a new robotics arena has been added, along with drone technology.

The Demo Arenas are a game changer and the live demonstration spaces have a timetable of concurrent sessions, allowing the maximum education and product knowledge transfer.

A jam-packed timetable is planned for our live Demo Arenas. Note: this is not exhibition space and only companies with a stand in the main expo area will be allowed to participate in this area.



New: Dedicated Drone, Robotics and Tech Arena



CONNECT, EDUCATE, NETWORK



Remember... inspired and energised buyers = more business for you.

The Educational Hub

The biggest challenge of any industry is keeping up to date with relevant information, latest techniques and tricks that give you specific, achievable strategies and tactics. Our education program informs listeners of current industry issues and puts forward the opportunities that this presents. Underpin real value, and take your education and inspiration to a whole new level at AUSJET24 – all for free, and now incorporated on the show floor.

Exclusive sponsorship opportunities are in place for organisations wishing to extend their connection with the sector.

Demo Arenas

More of a visual learner? Take your education to the next level at this year's event by visiting the Demo Arena. This was a huge hit in 2022 and it's only gotten bigger and better for 2024.

We have a jam-packed schedule featuring our valued exhibitors who are ready and waiting to present the latest industry advancements and solutions. We can't wait to open the new dedicated drone, robotics and tech arena, which we are confident will be one of the highlights of the event!

Be sure not to miss this spectacle that will make waves throughout the industry!

Networking Happy Hour

It's time to celebrate, network and acknowledge the best! To be held in the last hour of Wednesday October 23, the Happy Hour event promises to be the networking opportunity of the year on the show floor, while also rewarding the industry's greatest success stories at the New Industry Awards.

There's no need to dream about your ideal customers... meet them each day at the industry event of the year!



WHY EXHIBIT?



As a well-established event company and coming into our second AUSJET Event, our results speak volumes. We have a renowned reputation for providing quality shows that are hugely beneficial to both buyers and exhibitors – with the facts to back it up. See below how exhibiting at the industry's leading trade show can benefit you and your business for the foreseeable.

- **Build** brand awareness
- **Generate** sales at the show and for months to come
- **Interact** with a qualified audience
- **Communicate** with your target market
- **Build** a database
- **Create** opportunities, communities and relationships
- **Educate** & explain why your products/services are solutions
- **Inspire** buyers to try and do more

OUR AUDIENCE



AUSJET24 will bring together all areas of the water jetting, drain cleaning, vacuum technology sectors to promote awareness, innovations and solutions.

There will be a focus on...

Key buying opportunities

The event's education and demonstration activities will give exhibitors instant access to buyers.

Networking

The gathering of a variety of exhibitors in one location will offer a great opportunity for connection with peers and customers.

AUSJET22 Visitor Feedback

The AUSJET22 visitors verdict is in!

As part of our commitment to deliver an event the sector wants, we conducted a survey of people who registered for the event, and are pleased to share the results. Many provided great feedback on the media they read/consume as well as what they would like to see in the 2024 event. Overall the stats and results are above average for most trade exhibitions, and re-confirm the positive experience held by many exhibitors.

Here are the stats that we think give the best profile of the visitors:

What state are you based in?

A whopping **41%** of visitors came from interstate. The majority of trade shows have a **70%** visitation from the host state.



What best describes your purchasing authority?

67% were Decision Makers or Decision Influencers.

33% were Users of Equipment.

The fact:

2 out of 3 people are key in making final decisions – a great indicator of visitor quality.



Have you or are you intending to place an order with any exhibitor you met at AUSJET22?

80% said YES which compared to other trade events is very high.



Did you place any orders with exhibitors onsite?

35% placed an order whilst at the event.



Did you attend the conference and if so, how would you rate the sessions?

Very satisfied **9%**

Satisfied **39%**

Neither satisfied nor dissatisfied **13%**

Do you think having a conference in conjunction with the event is important?

88% of respondents believe it's an important aspect



Did you attend the Live Demonstrations?

80% attended the Live Demos.

Do you think having the Demo Arena as part of the event is important element?

An amazing **96%** agreed it's important.





THE RIGHT TOOLS THE RIGHT MESSAGE



Marketing and Promotions

A combination of marketing activities will be used to reinforce key messages and will include:

- Email broadcasts
- Marketing collateral for exhibitor use – in both digital and hard copy format
- Dedicated event website
- Preview brochure mailed to database
- Social media activities
- SMS marketing
- Public relations
- Show APP
- Media partner(s)

To successfully access and deliver buying audiences, a multi-layered marketing campaign will promote the unique event identity and positioning.

It will convey the new energy and evolution of the event, as well as its exclusive features and offerings, to both exhibitors and buyers/visitors.

STAND PRICES



Exhibitors will be quoted on a per stand basis. Whether you're looking for a marquee, power, insurance, or furniture, our team will be more than happy to point you in the right direction.

We also promote all exhibitors and any special offers or news you have available, so please share these ideas with us so we can help you get the most out of the event!

Exhibiting is as easy as one, two, three!

- 1** Call us and have a chat or send an email for more information.
Call 02 9452 7575 or email ausjet@expertiseevents.com.au
- 2 Give us your details!**
Our events can accommodate many different needs and budgets; all you have to do is ask! To make exhibiting easy for you we have walk-on marquee or space-only packages.

Not sure what to do for your stand? We can help! From the seasoned exhibitor to the first timer, we have a range of packages and spaces to suit.
- 3 Promote your presence at this unique sales opportunity.**
There are a number of opportunities for exhibitors to gain additional exposure at **AUSJET24** through demonstrations, workshops and public relations.

ACTIVATION OPPORTUNITIES



Let's collaborate and create something unique

Packages and stands – There are a number of ways you can take part in AUSJET24 and we can tailor aspects to meet your needs. The following options make it easy to conform your involvement in the event. Note: sponsorship packages are allocated on first-come basis and once locked in will not be offered to any other partner as all sponsorship is capped. There are limited numbers of packages available:

Platinum Sponsor (only two available)

- Stand out and show your industry commitment in this exclusive package available to just two companies
- Indoor main floor stand space inside 6m x 6m
- Modular package including walls, fascia, sign, lights and carpet
- Outdoor stand space 6m x 4m
- Exclusive dedicated demo area and inclusion in the Live Demonstration programme
- Two Conference passes
- Logo guaranteed on all print material – noted as platinum sponsor
- Web tile on landing page with link to your website
- Logo on directional signage at event
- Logo recognition on signage at registration
- One pull-up banner at registration (production and supply included in costs)
- One full page advertisement in show directory
- Logo on all industry/visitor email broadcasts

Total investment \$27,950 plus GST

Gold Sponsors (maximum of 7 available)

- Indoor main floor stand space 6m x3m
- Modular package including walls, fascia, sign, lights and carpet
- Outdoor stand space 6m x 3m
- Shared demo area (two companies share one area) with two demo spots per day
- Two conference passes
- Logo where possible included on print material
- Logo as sponsor on website
- Logo where possible on all email broadcasts to visitors/industry
- 1/2 page advertisement in show directory
- Logo on signage at entry as part of the overall sponsors

Total investment \$19,690 plus GST

SPONSORSHIP OPPORTUNITIES



Networking Happy Hour

(one available)

On Wednesday night of the show, catering on the show floor for visitors, delegates and exhibitors

- Pull-up banners in two locations (production included on sponsorship cost)
- Voice over announcements during function acknowledging the sponsor of the function
- Signage at registration all day Wednesday promoting the function
- Sponsor's name included whenever function promoted.

Total investment \$5,000 plus GST

Educational Hub Partner

- Indoor main floor stand space 6m x 3m
- Modular package including walls, fascia, sign, lights and carpet
- Signage in the education hub
- Logo where possible included on print material
- Logo as sponsor on website when referring to conference
- Logo where possible on all email broadcasts to visitors/ industry linked to conference
- Full page advertisement in show directory
- Brochure rack within hub space
- Logo on signage at entry as part of the overall sponsors
- Acknowledgement as sponsor of catering and where possible logo included in branding.

Total investment \$19,800 plus GST

SPONSORSHIP – STAND OUT MORE!



Pre-show

- Your company branded as a ‘Sponsor’ on marketing communications, including flyer invitations and event brochures
- Your logo included in advertising campaigns appearing in trade and mainstream publications
- Your logo appearing on the web homepage with hyperlink
- Acknowledgement of your sponsorship in all online exhibitor communications
- Your logo appearing on marketing emails
- Your logo appearing in online-ticket confirmation messages for visitors
- Your company name appearing in PR and media releases where appropriate



SPONSORSHIP cont'd

At the show

- Your logo and an acknowledgement appearing in the show directory
- Your logo on all advertising*
- Your logo appearing on all signage onsite
- Your logo appearing at the entrance feature
- An opportunity to conduct a demonstration**
- Mention over PA during the event
- MC mentions where possible

**unless space with advert does not permit*

*** linked to floorspace commitment*



STAND INFORMATION



Indoor Space

- Indoor Space-only Rates up to 36sqm non-AUSJET members \$360 per sqm plus GST
- Indoor Space-only Rates up to 36sqm AUSJET \$330 per sqm plus GST
- Indoor Space-only Rates of 37sqm or more non-AUSJET members \$330 per sqm plus GST
- Indoor Space-only Rates of 37sqm or more AUSJET \$310 per sqm plus GST.



Demo Arenas

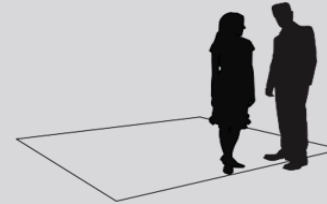
- Demo Arenas are first allocated to companies who sponsor and are included in their package.

Non sponsoring companies will be invited to share a daily Demo Space at an additional cost of \$950 flat rate. Please note: safety and product compliance standards apply and your SWIMS must be approved by the AUSJET appointed safety officer.



Outdoor Space

- Outdoor Space is limited, and sponsors have first choice of space allocation
- Outdoor Space rates \$140 per sqm plus GST
- Outdoor Space rates AUSJET members \$120 per sqm plus GST.

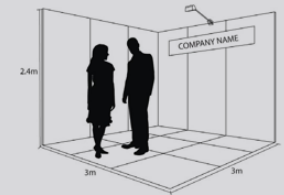


Modular

- Modular package \$75 per sqm plus GST

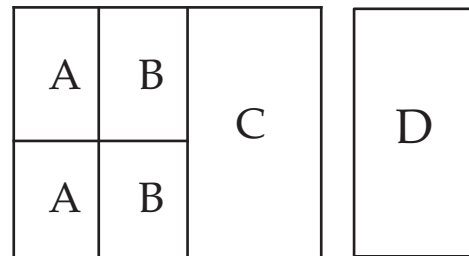
Modular package includes:

- Walling
- Company name on sign attached to back wall
- 1 x LED spotlight provided per 9 sqm.



Stand types

- A.** Corner (2 open sides) 2 company signs on either side.
- B.** Inline. 1 open side. Company sign at front or 1 sign rear wall with no fascia track.
- C.** Peninsula. 3 open sides. 4 company signs at front or 1 sign rear wall with no fascia track.
- D.** Island (only for space only) no company sign.



Lights included in package

Square Metres	Quantity
	Modular
Up to 9	1
10 – 18	2
19 – 27	3
28 – 36	4
37+	5



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