



VMA

VENUE MANAGEMENT ASSOCIATION
(ASIA AND PACIFIC) LIMITED

Your No. 1 Venue
Industry Network

New Digital Format

2021 WHO'S WHO

MEMBERSHIP DIRECTORY

vma.org.au

Including
2021 VMA
Report Card

Venue Management Association (Asia and Pacific)

Your #1 Venue Industry Network

The Venue Management Association is the peak body for venue industry professionals in Australia, New Zealand and Southeast Asia with our membership coming from diverse venue sectors including:

- Sports Stadiums
- Entertainment Arenas
- Conference and Exhibition Centres
- Performing Arts Centres
- Race Tracks & Showgrounds

The VMA is dedicated to the growth and success of the venue management industry in our region through professional development, education and collective sharing through networking.

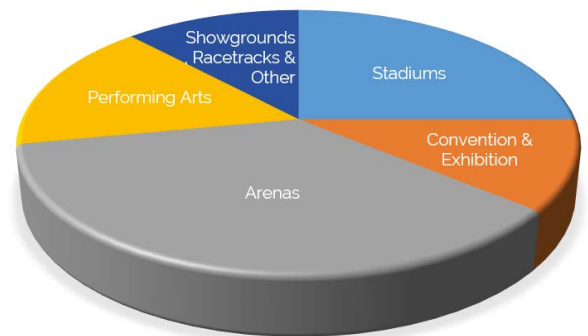
WHY SHOULD YOU ADVERTISE?

Advertising in the NEW Digital Format 2021 VMA Who's Who Membership Directory provides you with an invaluable opportunity to showcase your products and services to a captive audience.

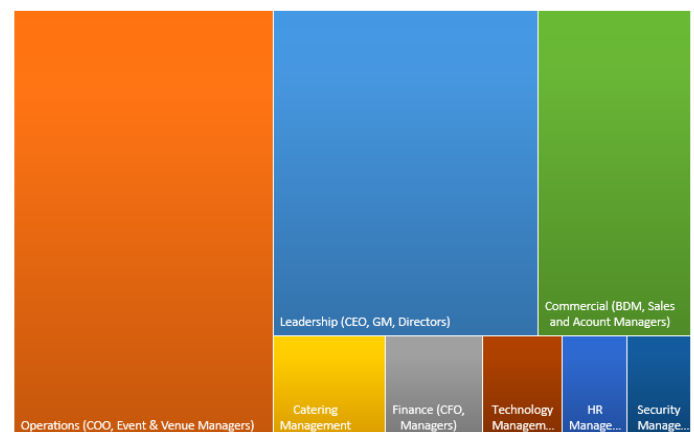
By securing your presence in the Directory, you have the opportunity to strengthen your brand, and put it in front of senior-level venue executives with millions of dollars in buying power.

The Directory is distributed direct to all VMA members - middle management all the way through to GM's, MD's and the CEO's, of the VENUE INDUSTRY in Australia, New Zealand and the Asia Pacific.

VMA Membership by industry sector



Congress Delegates by Decision Making Role



- Leadership (CEO, GM, Directors)
- Operations (COO, Event & Venue Managers)
- Finance (CFO, Managers)
- Catering Management
- HR Management
- Commercial (BDM, Sales and Account Managers)
- Security Management
- Technology Management

2021 Who's Who Membership Directory

In its NEW DIGITAL FORMAT the 2021 Venue Management Association Who's Who Membership Directory will continue to be highly sought-after and regularly referenced by members across the region.

Whether you're looking for the manager of a venue, sourcing suppliers or simply looking to broaden your network, you will find what you are looking for in the Who's Who. The format is simple, convenient, comprehensive and cross-referenced.

Covering Australia, New Zealand and the Asia Pacific, the Who's Who offers a fantastic opportunity to advertise your product or services.

So ADVERTISE in this, the only OFFICIAL VMA Who's Who INDUSTRY DIRECTORY for...

All advertisers aiming at the sport, entertainment, performing arts, convention, exhibition and meetings industries, the VMA Who's Who Industry Directory offers a uniquely well-targeted promotional medium.

It is the one directory that can reach decision-makers at all levels, from middle management to chief executives, in hundreds of venues that, collectively, host tens of thousands of events attended by millions every year.



Distribution - NEW DIGITAL FORMAT

Digital copies of the directory are distributed direct to all VMA members in Australia, New Zealand and the Asia Pacific and continue to be available to all current and new members via the VMA Members Only portal. This will ensure all members have access to the publication all year round to maximise exposure for advertisers.

2021 Who's Who Membership Directory

Advertising Rates

Premium Positions

- Inside Front Cover - \$4,015 (ex gst)
- Page 1 - \$4,015 (ex gst)
- Inside Back Cover - \$4,015 (ex gst)
- Last Page - \$3,575 (ex gst)
- Facing Table of Contents - \$3,575 (ex gst)
- Facing Welcome Letter - \$3,575 (ex gst)

Standard Positions

- Full Page - \$3,080 (ex gst)
- Half Page - \$1,980 (ex gst)
- Quarter Page - \$1,100 (ex gst)
- Pocket Size - \$650 (ex gst)

Advertisers must be a current financial member of the VMA to advertise in the Who's Who Membership Directory. Not a current member - no problem. Call the team at VMA HQ and we can get you signed up for a small fee and you can then access all the benefits of **VMA Membership - Connect with peers, multiply your opportunities, and shape your future.**

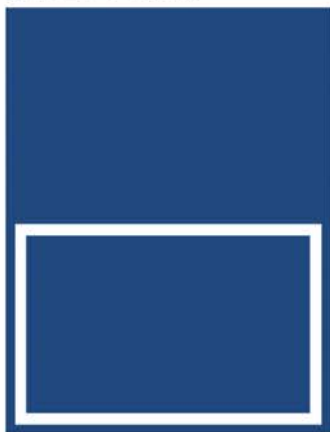
Advertising Opportunities

FULL PAGE



Trim Size 297 x 210mm
Bleed Size 306 x 216mm

HALF PAGE



Trim Size 148 x 210mm
Bleed Size 154 x 216mm

QUARTER PAGE



Trim Size 105 x 148mm
Bleed Size 111 x 154mm

POCKET



Trim Size 126 x 57mm
Bleed Size 132 x 63mm

Supplying Materials

- Please send a finished, high-res copy of your advertisement artwork to admin@vma.org.au
- Artwork must be supplied in High Resolution (300dpi), PDF File Format and CMYK colour format.

Talk to us now about a tailored
ADVERTISING package that best suits your
marketing NEEDS to the Sports Stadiums,
Entertainment Arenas, Conference &
Exhibition Centres, Performing Arts
Centres, Race Tracks & Showground
DECISION MAKERS.

CONTACT US, TODAY!
For Directory Advertising

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E: rjm36@bigpond.com

Daniel Rutland
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VENUE MANAGEMENT ASSOCIATION
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www.vma.org.au

Venue Management Association

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