



VMA

VENUE MANAGEMENT ASSOCIATION
(ASIA AND PACIFIC) LIMITED

2022 VMA Sponsorship & Advertising Prospectus

Welcome

VMA President, Leighton Wood would like to extend to you a personal invitation to become involved in the success of the Venue Management Association in 2022.

Partnering with the VMA across our suite of events and programs will heighten your profile within the industry and position your brand at the centre of the venue management industry in the Asia and Pacific region.



It's my pleasure to invite you to partner with the Venue Management Association and participate in our 2022 suite of events and programs.

It's an exciting time for the VMA and our industry as we see both our venues and industry suppliers look to reopen and recover from a global pandemic. Our great industry is unique and like no other. Across thousands of events each year, we welcome tens of millions of patrons to share the joy of coming together for a show, a game, a conference, or a live performance.

No other industry brings communities together like ours and the VMA is the hub that connects our industry.

Our marquee event in 2022 is the 29th Asia-Pacific Venue Industry Congress. As the single largest gathering of venue professionals in the Asia-Pacific region, the 2022 event will return to its traditional format over three days and will deliver a thought-provoking and educational program, including motivational presentations, diverse technical sessions featuring high profile national and international speakers, along with a fantastic social and networking program.

Over the past five years, the Congress has gone from strength to strength and continues to break attendance records each year. It's an exciting time for the VMA as our return to Sydney for the 2022 Congress brings together our growing membership base, new and bigger venues emerging across the Asia-Pacific region and a revitalised live events industry.

The VMA will also mark 2022 with a return of many programs, events and experiences that deliver multiple touch points with our members and the industry.

The VMA is here to support your business. Our suite of professional development, educational and networking events, and programs provide industry suppliers the opportunity to position their brands in front of key decision makers in our industry.

The VMA is your competitive edge in accessing the venue management industry. A partnership with the VMA will connect you with peers, multiply your opportunities and shape the future of our industry.

A handwritten signature of Leighton Wood in black ink. The signature is written in a cursive, flowing style. The first name 'Leighton' is written in a larger, more prominent script, followed by 'Wood' in a slightly smaller, more compact script. The signature is set against a plain, light-colored background.

LEIGHTON WOOD
PRESIDENT, VENUE MANAGEMENT ASSOCIATION

WHY SHOULD YOU PARTNER WITH THE VMA?

The VMA directly represents nearly 1,000 members from across more than 300 venues in Australia, New Zealand and the wider Asia-Pacific region.

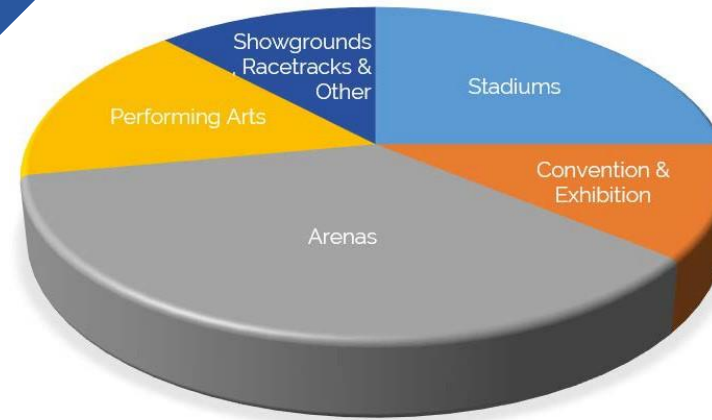
Indirectly the VMA represents an industry that in Australia collectively employs over 122,000 full time equivalent jobs with an economic input of more than \$36.5B annually. (2020 Ernst & Young)

Partnering with the VMA puts you centre stage of this growing and influential audience of industry leaders including CEOs, Managing Directors, and General Managers.

The VMA provides you with an invaluable opportunity to showcase your products and services to a captive audience. Across our suite of programs and events, you will be exposed to high-profile industry leaders and key decision makers.

The VMA membership is unique and brings together industry participants from sport stadiums, entertainment arenas, convention and exhibition centres, performing arts centres, racecourses, festivals, showgrounds and other venues from across the Asia-Pacific region.

VMA MEMBERSHIP BY SECTOR



EXAMPLES OF YOUR VMA AUDIENCE

- Adelaide Convention Centre
- Adelaide Entertainment Centre
- Adelaide Oval
- Arts Centre Melbourne
- ASB Theatre Marlborough
- Auckland Art Gallery
- Auckland Live
- Auckland Museum
- Auckland Stadiums
- Australian Institute of Sport
- Bangkok International Trade & Exhibition Centre
- Blundstone Arena
- Brisbane Entertainment Centre
- Cairns Convention Centre
- Canberra Theatre Centre
- Central Coast Stadium
- Crown Perth
- Darwin Convention Centre
- HOTA - Gold Coast
- International Convention Centre Sydney
- Isaac Theatre Royal
- Marvel Stadium
- Melbourne & Olympic Parks
- Melbourne Convention & Exhibition Centre
- Melbourne Cricket Club
- Melbourne Festival
- Newcastle Entertainment Centre
- Optus Stadium
- Philippine International Convention Centre
- Qudos Bank Arena
- Queensland Performing Arts Centre
- RAC Arena
- Regent On Broadway
- Royal Agricultural Society NSW
- Spark Arena
- Sunshine Coast Stadium
- Sydney Opera House
- The Eden Park Trust
- The Trusts Arena
- Townsville City Council
- Townsville Entertainment & Convention Centre
- Vbase
- Venues Canberra
- Venues NSW
- Venues Wellington
- Venues West
- Western Sydney Performing Arts Centre
- Westpac Stadium
- WIN Sports & Entertainment Centres

Congress Sponsorship Opportunities

Opportunity	Investment AUD\$ +gst	Details
Principal Sponsor	\$50,000	Page 6
Gold Event Sponsor	\$16,000	Page 8
Welcome Reception Sponsor	\$20,000	Page 9
After 5! Networking Sponsor	\$10,000	Page 10
Gala Dinner Sponsor	\$20,000	Page 11
Venue Industry Awards Sponsor	\$6,000	Page 12
Exhibitor Packages	\$3,425	Page 13

Association Partnership Opportunities

Opportunity	Investment AUD\$ +gst	Details
Who's Who Membership Directory Advertiser	\$650 - \$4,015	Page 15
After 5! Networking Series Sponsor	\$33,000	Page 17
VMA Mentor Program Partner	\$10,000	Page 18
Scholarship Partner	\$8,500	Page 19
Professional Development Workshop Series Sponsor	\$5,000	Page 20
VMA Digital Series Sponsor	\$5,000	Page 21
Supplier Spotlight Advertiser	\$836	Page 22

2022 ASIA-PACIFIC VENUE INDUSTRY CONGRESS

The VMA Congress is the largest annual gathering of venue professionals in the Asia-Pacific. It provides an opportunity for attendees to enjoy keynotes, plenary and breakout sessions, exhibitor trade floor, social events, and our Venue Industry Awards and Gala Dinner.



As a sponsor of the 2022 Asia-Pacific Venue Industry Congress, you are presented with a unique opportunity that:

- Sets your company apart from the rest
- Generates actionable leads
- Generates powerful results that last long after the event.
- Boosts your visibility and increases brand recognition
- Drive sales and customer engagement

The 2022 Asia-Pacific Venue Industry Congress provides an unparalleled opportunity for your business to reach an influential group of venue industry key decision makers. You have the chance to make a positive impact on the way that venues operate and conduct business.

It is important to note that some sponsorship packages are not 'exclusive' to product category, therefore there may be several sponsors of other companies who deliver the same goods and/or services. Wherever possible, the VMA will advise you of this as sponsors are confirmed.

PRINCIPAL SPONSOR

Benefits of Sponsorship

- Ideal way to gain prime, credible exposure and make a long-term impact among a highly influential audience.
- Stand out from other sponsors and deliver a message of commitment and support for our industry to our attendees.
- Sustain and grow your business and position yourself as a leader in the industry.
- Increase your visibility and help you achieve a greater return on your investment.



29TH
ASIA-PACIFIC
VENUE
INDUSTRY
CONGRESS

V M A
VENUE MANAGEMENT ASSOCIATION
(ASIA AND PACIFIC) LIMITED

[Your Brand Here.]

Principal sponsorship intrinsically links your brand with the largest gathering of venue professionals in Asia-Pacific.

PRINCIPAL SPONSOR BENEFITS

BRAND RECOGNITION

- Exclusive presenting rights to the 2022 Asia-Pacific Venue Industry Congress
- Five minute on-stage presentation at the Official Welcome on Monday, 30th May 2022
- Brand incorporated into official Congress logo
- Brand recognition on all Congress marketing collateral including print and digital platforms
- On site brand recognition during Congress – both print and digital
- Principal Sponsor acknowledgement and brand recognition during Gala Dinner
- Opportunity for 2 minute on-stage presentation at one VMA After 5 event, held prior to Congress, to launch sponsor relationship
- Launch of Congress partnership across all VMA platforms

ATTENDANCE

- Three complimentary Delegate registrations with access to all sessions and social functions
- Two complimentary Exhibitor booths with prime position
- Allocation of table for ten (premier position) for sponsor to invite Congress delegates to join them for Gala Dinner

DELEGATE ENGAGEMENT

- Promotional item (provided by sponsor) included in Congress attendee satchels
- Brand recognition on Congress Sponsor Page
- Brand recognition in Delegate Notifications to all Congress attendees - three in total (one each day) – promoting key sessions featuring brand recognition – timing and content TBD by VMA

VMA MEMBERSHIP ENGAGEMENT

- Complimentary pre-conference e-blast to registered Delegates and VMA Members – sponsor provides up to 300 words for VMA to issue, timing and content to be approved by VMA
- Exclusive access to Delegates' list three days prior to Congress
- One complimentary full page ad in the 2022 Who's Who Membership Directory
- One complimentary Supplier Spotlight Advertising opportunity during 2022

Investment:
AUD \$50,000 (+ gst)



GOLD EVENT SPONSOR

BRAND RECOGNITION

- Exclusive presenting rights to a Plenary Session at the 2022 Asia-Pacific Venue Industry Congress
- Three minute on-stage presentation at Plenary Session
- Brand recognition on all Congress marketing collateral including print and digital platforms
- On site brand recognition during Congress – both print and digital

ATTENDANCE

- One complimentary Delegate registrations with access to all sessions and social functions
- One complimentary Exhibitor booth with priority selection on position

DELEGATE ENGAGEMENT

- Promotional item (provided by sponsor) included in Congress attendee satchels
- Brand recognition on Congress Sponsor Page
- Brand recognition in Delegate Notifications to all Congress attendees – promoting plenary session featuring brand recognition – timing and content TBD by VMA

VMA MEMBERSHIP ENGAGEMENT

- One complimentary full page ad in the 2022 Who's Who Membership Directory
- One complimentary Supplier Spotlight Advertising opportunity during 2022

Investment:
AUD \$16,000 (+ gst)

ONLY 3 REMAINING

ONE

SOLD

WELCOME RECEPTION SPONSOR

MONDAY 30th MAY 2022

BRAND RECOGNITION

- Exclusive presenting rights to Welcome Reception at the 2022 Asia-Pacific Venue Industry Congress
- Three minute on-stage presentation at Reception
- Brand recognition on all Congress marketing collateral including print and digital platforms
- On site brand recognition during Congress – both print and digital

ATTENDANCE

- One complimentary Delegate registrations with access to all sessions and social functions
- One complimentary Exhibitor booth with priority selection on position

DELEGATE ENGAGEMENT

- Promotional item (provided by sponsor) included in Congress attendee satchels
- Brand recognition on Congress Sponsors Page
- Brand recognition in Delegate Notification's to all congress attendees – promoting plenary session featuring brand recognition – timing and content TBD by VMA

VMA MEMBERSHIP ENGAGEMENT

- One complimentary full page ad in the 2022 Who's Who Membership Directory
- One complimentary Supplier Spotlight Advertising opportunity during 2022

Our opening night Welcome Reception brings together our delegates, sponsors and partners to celebrate the official launch of the Congress.

Hosted in the Grand Ballroom Foyer with its spectacular views over Darling Harbour, this is the ultimate welcome to venue experience for our delegates.

Let your brand take centre stage and set the social scene alight with two hours of drinks, canapés and socialising.

Position your brand at this premier social event.

**Investment:
AUD \$20,000 (+ gst)**

AFTER 5! NETWORKING FUNCTION

TUESDAY 31ST MAY 2022

As one of our key social functions of the Congress the After 5 Networking event brings together all our delegates and exhibitors on the exhibition floor for the ultimate networking experience with two hours of drinks, canapés, and socialising.

Position your brand at this premier social event.



BRAND RECOGNITION

- Exclusive presenting rights to the 2022 After 5 networking function on Tuesday 31st May 2022
- Two minute on-stage presentation at the function
- Brand recognition on all Congress marketing collateral including print and digital platforms
- On site brand recognition during Congress – both print and digital

ATTENDANCE

- One complimentary Delegate registration to the 2022 Asia-Pacific Venue Industry Congress
- One complimentary Exhibitor booth. at the 2022 Asia-Pacific Venue Industry Congress

DELEGATE ENGAGEMENT

- Promotional item (provided by sponsor) included in Congress attendee satchels
- Brand recognition on Congress Sponsor Page
- Brand recognition in Delegate Notification to all Congress attendees promoting the function – timing and content TBD by VMA

VMA MEMBERSHIP ENGAGEMENT

- One complimentary full page ad in the VMA Who's Who Membership Directory
- One complimentary Supplier Spotlight Advertising opportunity during 2022

Investment:
AUD \$10,000 (+ gst)

2022 VENUE INDUSTRY AWARDS GALA DINNER

The VMA's annual Venue Industry Awards is our industry's night of nights. Since 2010, the Awards have been showcasing the best of the venue industry's talent across a number of categories. Our industry is unique and draws to it some incredible individuals who are passionate about what they do. From memorable moments for their patrons to iconic events that form part of our nation's culture and history, these are a rare breed and we love to celebrate them.

The Gala Dinner is the premier Industry Awards program and Gala Dinner night in our industry and takes pride of place as the final event of our Congress program.

Investment:
AUD \$20,000 (+ gst)



GALA DINNER SPONSOR

WEDNESDAY 1st JUNE 2022

BRAND RECOGNITION

- Exclusive presenting rights to the 2022 Venue Industry Awards Gala Dinner on Wednesday 1st June 2022
- Three minute on-stage presentation at the 2022 Venue Industry Awards Gala Dinner
- Brand recognition on all Venue Industry Awards Gala Dinner and Congress marketing collateral including print and digital platforms
- On site brand recognition during Dinner – both print and digital

ATTENDANCE

- One complimentary table for ten (premier position) for sponsor and their invited guests to the Gala Dinner.
- One complimentary Delegate registration to the 2022 Asia Pacific Venue Industry Congress
- One complimentary Exhibitor booth. at the 2022 Asia Pacific Venue Industry Congress

DELEGATE ENGAGEMENT

- Promotional item (provided by sponsor) included in Congress attendee satchels
- Brand recognition on Congress Sponsor Page
- Brand recognition in Delegate Notification to all Congress attendees promoting the Gala Dinner – timing and content TBD by VMA

VMA MEMBERSHIP ENGAGEMENT

- One complimentary full page ad in the VMA Who's Who Membership Directory
- One complimentary Supplier Spotlight Advertising opportunity during 2022



VENUE PROFESSIONAL OF THE YEAR
ALLIED PROFESSIONAL OF THE YEAR
YOUNG ACHIEVER OF THE YEAR

SOLD



**VENUE
INDUSTRY
AWARDS**

Investment:
AUD \$6,000 (+ gst) per Award Category

- Brand recognition on all Venue Industry Awards marketing collateral including print and digital platforms - Call for nominations and marketing to commence late January including dedicated newsletters to the industry incorporating brand recognition
- On site brand recognition during Gala Dinner – both print and digital
- One invitation for representative to join the VMA CEO Table at the Gala Dinner
- Representative on-stage presentation of Award to winner
- Brand recognition on 2022 Congress Sponsor Page.

EXHIBITOR PACKAGES

The 2022 Congress Trade Exhibition provides you with an invaluable opportunity to showcase your products and services to a captive audience. By securing your presence at the exhibit, you have the opportunity to personally communicate with your clients, develop and strengthen your brand, and discover what is (and isn't) happening in the industry.

As a confirmed Exhibitor, you will be in one location with hundreds of venue professionals AND some of your closest competition. Other brands will be there networking, building relationships, and closing sales with your potential clients.

With access to senior-level venue executives with millions of dollars in buying power, your attendance at the Congress sessions and social functions gives you face-to-face exposure and influence with high-profile industry leaders and key decision-makers.

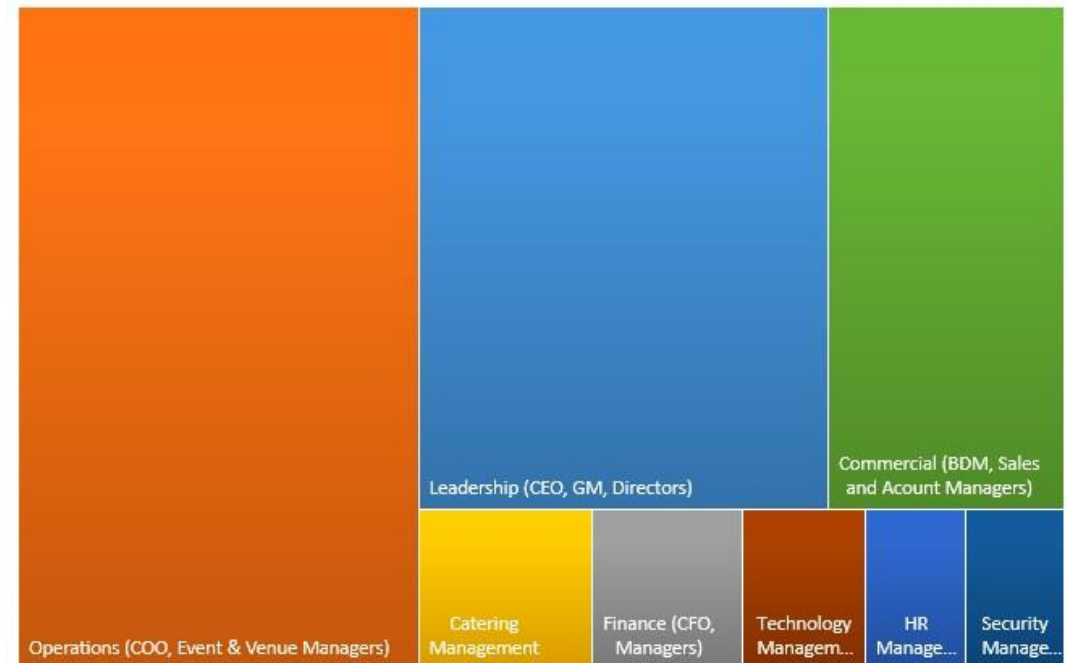
WHY EXHIBIT?

Engage with key decision-makers at the largest gathering of venue management professionals in the Asia-Pacific region:

- Face-to-face business is the most effective way to build customer relationships
- MILLIONS of dollars in venue buying power
- Gain access to quality leads, qualified buyers, and revenue generating sales
- Demonstrate your company's product/service to a live and engaged audience
- Increase your brand reach to venue executives
- Strengthen relationships with your existing customers
- GROW YOUR BUSINESS



Congress Attendees by Decision Making Role



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

EXHIBITOR INVESTMENT

Investment:

VMA Members: AUD \$3,425 (+ gst)

Non-Members: AUD \$4,025 (+ gst)

Additional Stand Attendees

Tuesday & Wednesday

AUD \$225 (+ gst) per attendee/per day

If you need additional staffing to assist with manning your stand, we offer the opportunity to bring along additional Stand Attendees. They receive access to the Exhibition area only, with all-day catering (morning/afternoon teas and lunch) provided. Social function tickets can also be purchased for Stand Attendees.

Some of those who have benefited.....

- | | | | |
|--|--|---|---|
| <ul style="list-style-type: none">• 1300MEDICS• 24/7 Software• Adecco Group• Australasian Leisure Management• Big Screen Video• Camatic Seating• Coca Cola Amatil• Davcor Group Pty Ltd• Ecoglo International Ltd• EKA CyberLock• ENTA Ticketing Solutions• ESP Australia• Event Health Management | <ul style="list-style-type: none">• Eventbooking• Eventbrite• Eventdraw• Feld Entertainment• Globelet• Grosvenor Engineering• Gunnebo• House of Tickets• Humanforce• Italiquore Brand• John Herber Ltd• Kyazoonga Australia Pty Ltd• M.A. Security | <ul style="list-style-type: none">• NCR Corporation• NOVOX Australia Pty Ltd• Orca• Overwatch Group• Pam Wayfinding• Panasonic Visual Solutions• PBM Safety• Priava• Profit Systems• Profurn Commercial• Riedel Communications• Sebel Furniture• Securacy | <ul style="list-style-type: none">• ShowtechNix• SICO South Pacific Ltd• Skidata Australasia• Team Access• The Clear Bag Shop• The P.A. People• The Riskworks Group Pty Ltd• Ticketek Australia• Ticketmaster Australasia Pty Ltd• Ungerboeck Software International• Unilumin Australia Pty Ltd• Verbatim Lighting• Voodoo Australia Pty Ltd |
|--|--|---|---|

INCLUSIONS

- One complimentary Exhibitor stand - 3m x 2m
- Recognition on all Congress exhibitor marketing collateral including VMA digital platforms
- One complimentary Delegate registration to the 2022 Asia-Pacific Venue Industry Congress, including access to all sessions and social functions
- Electronic delegate list of Congress Attendees (post-Congress)
- Listing in Congress Exhibitors Page
- Promotional item (provided by sponsor) included in Congress attendee satchels
- All-day catering and After 5! Networking social function for Delegates held in the Exhibition area maximizing opportunities for exhibitors to network with Delegates



Who's Who Membership Directory 2022

While the Yellow Pages may have lost its popularity, the Venue Management Association Who's Who Membership Directory continues 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, and comprehensive.

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

Advertise in the Who's Who

For 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 – 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 all year round 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.



Who's Who Membership Directory 2022

Artwork due Friday 7th April 2022

Must be a current financial member of the VMA to advertise in the Who's Who Membership Directory.

Advertising Rates

Premium Positions

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

Standard Positions

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

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.
- Artwork due Friday 7th April 2022

VMA After 5 Networking Series

- Position your brand across Australia and New Zealand as a key VMA and industry supporter.
- Sponsoring the After 5! Networking Series allows you to showcase your company, lead discussion on topical industry issues, and network with industry.



BENEFITS:

- Exclusive presenting partner rights for the 2022 series.
- Year round brand exposure
- Brand recognition across all event collateral - VMA website, newsletter and social accounts.
- On site brand recognition during event
- Opportunity for staff participation in meet and greet at each event
- Five complimentary tickets to each event for your guests
- Consultation into on stage activity/speakers/theme at each event
- Attendee email list post each event
- Opportunity for attendee collateral/gift to be distributed at each event
- One complimentary full page ad in the 2022 Who's Who Membership Directory
- One complimentary Supplier Spotlight Advertising opportunity during 2022

Investment:
AUD\$33,000 (+ gst)

* Excludes 2022 Congress After 5 event

This is a great opportunity for your company and staff to CONNECT and LEARN with industry peers.



Our After 5! Networking events are the perfect opportunity for VMA members and the industry to come together to maintain, and develop new industry connections.

Hosted at some of Australia and New Zealand's most iconic venues, we aim to deliver 10+ of these important industry events each year.

After 5! Networking events are delivered free of charge to VMA members with each event attracting between 40 and 150 attendees from our industry.

VMA Mentor Program

The VMA Mentor program will be introduced in 2022 as a key industry initiative that aims to:

- Create a learning culture in our industry
- Grow and support future industry leaders
- Develop cross industry knowledge sharing
- Expand networking and industry relationship opportunities
- Empower and encourage our industry participants
- Enhance professional and personal development

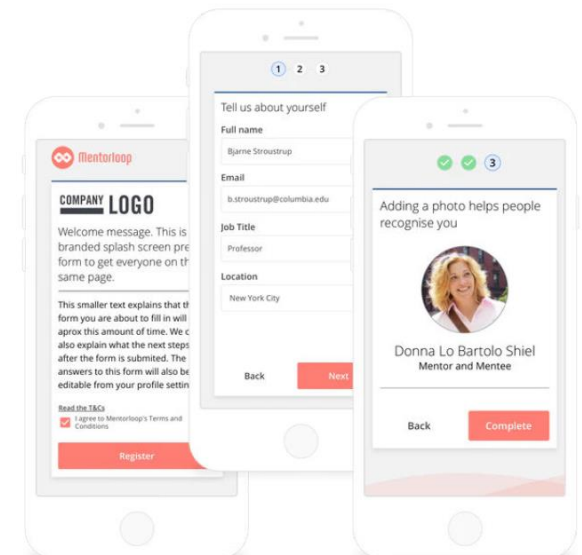
The VMA Mentor Program will utilise the Mentorloop software package to manage the matching, momentum and measurement of program participants to ensure their success. Invitations will be issued to VMA members with up to 100 program participants selected each year for a 12 month tailored program.

Mentoring delivers real industry benefits - are you up for the challenge?

BENEFITS:

- Exclusive presenting rights to the 2022 Mentor Program
- Brand recognition in program software
- Brand recognition across all Mentor program collateral on VMA platforms
- Incorporate three minute video as sponsor content on program webpage
- Participation in the launch event at VMA Congress.

INVESTMENT: Exclusive presenting rights to 2022 program - AUD\$10,000 (+ gst).



Scholarships

The world-renowned **Venue Management School** combines the ultimate venue industry networking experience with a two-year program featuring workshops, discussions and presentations to explore essential topics to the venue industry.

Executive-level venue managers with years of experience and endless industry connections, instruct each session with ready-to-implement strategies for venues of all sizes and sectors!

Completed by more than 900 students, VMS has been cultivating the next generation of venue professionals for over 27 years and is ideal for middle to senior managers.

The **VMA Leadership Institute** is the benchmark educational program for senior managers to executives looking to enhance their leadership ability and prepare to take on a larger role within their organisation.

Accepting a limited number of students per year, the LI consists of in-depth sessions focusing on leadership skills specific to the venue industry.

BENEFITS:

- **Exclusive brand recognition for Scholarship Category**
- **Brand recognition during Scholarship announcements at VMA Congress**
- **Brand recognition across all Scholarship collateral on VMA platforms**
- **Incorporate 3 minute video to outline Scholarship opportunity**
- **Participate in Scholarship judging panel**

INVESTMENT: AUD\$8,500 (+ gst) per scholarship



Each Scholarship offered will be tied and judged to a specific industry category of your choosing: e.g. Entrepreneurship, Innovation, Sustainability, Customer Service Excellence...

Each Scholarship recipient will receive enrolment into either the Venue Management School Year 1 or 2, or VMA Leadership Institute for the year and \$1,500 to cover travel and ancillary costs of attendance.

Link your brand to a VMA Scholarship and demonstrate a genuine commitment to the future of our industry.

Professional Development

Sponsoring the 2022 Operational Workshop series positions you as a leading advocate of the professional development of our next generation of venue managers.

BENEFITS:

- Exclusive presenting partner rights for the 2022 Operational Workshop series
- Brand recognition across all event collateral - VMA website, newsletter and social accounts
- On site brand recognition during event
- One complimentary half page ad in the 2022 Who's Who Membership Directory
- Attendee email list post each event
- Opportunity for staff participation in meet and greet at each event



The VMA is delighted to introduce our newest professional development initiative for the industry.

Specifically targeting operational/frontline staff and junior team members ready to take the next step in their career, these half day workshops will provide professional development and networking opportunities to this important audience.

Workshops will be delivered in Brisbane, Sydney, Melbourne, Adelaide and Perth, between March and May 2022.

Featuring specifically curated content delivered by industry leaders and thought provoking educational outcomes, this series will drive engagement with our next generation of venue management industry leaders.

INVESTMENT:

- Exclusive presenting rights to 2022 series - AUD\$5,000 (+ gst).

VMA Digital Series

The VMA Digital Series was introduced in 2020 in response to the changed learning and professional development landscape as a result of COVID lockdowns.



With 18 episodes to date streamed live and accessible as Play on Demand recordings the series have covered a diverse range of topics with guest presenters from both inside and external to the industry and from around the globe.

Each monthly episode shines a light on a unique topic relevant to our industry and members.

Delivered free of charge for all Members and industry participants, the VMA Digital Series has been a standout success with 2,667 registrations across the program (average registration per episode – 148).

Become the exclusive presenting partner for this innovative and value VMA program.



BENEFITS:

- Exclusive presenting rights to the 2022 series of 10 episodes
- Brand recognition in both live stream and recordings
- Brand recognition across all Digital Series collateral on VMA platforms
- Incorporate three minute video piece into each recording as sponsor content
- Participate in content creation and guest presenter suggestions

INVESTMENT: Exclusive presenting rights to 2022 series - AUD\$5,000 (+ gst).

VMA Advertising: Supplier Spotlight

As a VMA Allied Member and supplier of goods and services to our industry, brand positioning opportunities are now available year-round for you.

Do you need a medium that will give you direct access to the VMA membership and wider venue management industry?

Reaching a targeted audience of key decision makers across Australia, New Zealand and Asia-Pacific the Supplier Spotlight is a great medium to get your brand, product or service into venues of all sizes from stadiums, arenas, performing arts centres, racetracks, showgrounds and convention/exhibition centres.

For advertisers aiming to communicate to key decision makers in the industry, the Supplier Spotlight Package offers a targeted opportunity that can reach 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.

INCLUSIONS

Blog Post: Provide up to 400 words telling your story to the industry, include images, links and even embed a short video – remember to craft your story to our audience, engage with them and most importantly educate them. The post sits on the VMA website and remains prominent on the first page of blogs for on average 5 months.

Members Edm: Your blog will be featured in the following edition of the VMA fortnightly newsletter to Members. With close to 1,000 recipients on the mail out list, this will ensure your message lands directly in their inbox.

Social Support: The VMA will support your blog with a post on the official VMA Facebook and LinkedIn accounts.

Exclusivity: You will be the exclusive Supplier Spotlight in your edition of the newsletter. The VMA will only offer 25 Supplier Spotlight Advertising opportunities per calendar year, and ensure scheduling of them does not result in competitive posts back-to-back, thereby given you clear air in positioning your brand with our Members and industry.



Investment: AUD \$836 (+ gst)

**REGISTER YOUR
INTEREST AS A
SPONSOR,
EXHIBITOR OR
ADVERTISER**

**Talk to us now
about a tailored
package that best
suits your needs!**

CONTACT US

Michael Brierley
Chief Executive

Phone: +61 (0) 414 288 679

Email: michael@vma.org.au

Venue Management Association
PO Box 2015, Beenleigh,
QLD 4207 Australia

CONNECT WITH US



VMAAsiaPacific



Venue Management Association
(Asia and Pacific)

vma.org.au/congress