



VENUE MANAGEMENT ASSOCIATION
(ASIA AND PACIFIC) LIMITED

2023 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 2023.

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.



2023 marks the 30th anniversary of the Venue Management Association and to celebrate this milestone it is my pleasure to invite you to partner with the VMA and participate in our 2023 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 continue to rebuild and go from strength to strength. 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 2023 is the 30th Asia-Pacific Venue Industry Congress. As the single largest gathering of venue professionals in the Asia-Pacific region, the 2023 event 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 three days.

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 Melbourne for the 2023 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 delivers a multitude of programs, events and experiences for our Members and industry throughout the year and 2023 will continue this upward engagement. View our full suite of touch points throughout this document.

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 in black ink that reads "Leighton Wood". The signature is written in a cursive, flowing style.

LEIGHTON WOOD
PRESIDENT, VENUE MANAGEMENT ASSOCIATION

WHY SHOULD YOU PARTNER WITH THE VMA?

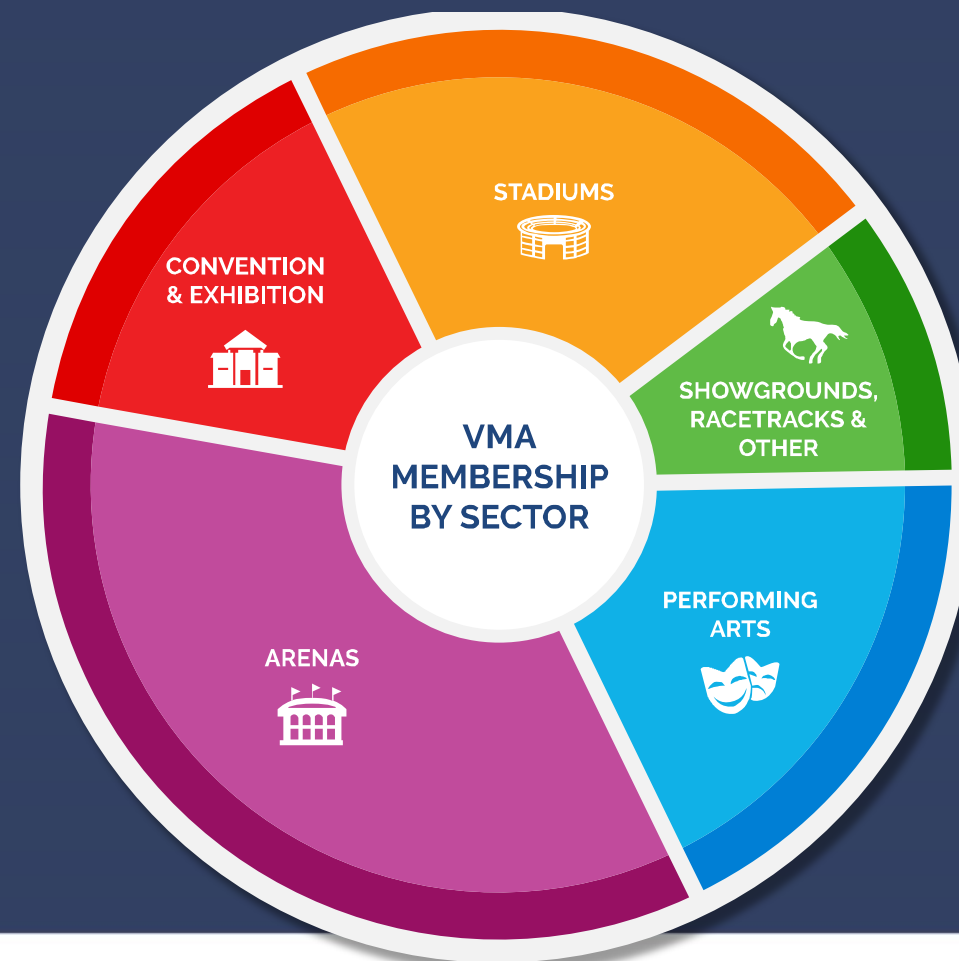
The VMA directly represents nearly 1,000 members from across more than 300 venues in Australia, New Zealand and the wider Asia-Pacific region.

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, showgrounds, museums, festivals and shows from across the Asia-Pacific region.



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



Sponsorship Opportunities

OPPORTUNITY	INVESTMENT AUD\$ +GST	DETAILS
Principal Sponsor	\$55,000	Page 7
Business Lounge Sponsor	\$30,000	Page 9
Gold Event Sponsor	\$16,000	Page 10
After 5! Networking Sponsor	\$12,500	Page 11
Gala Dinner Sponsor	\$20,000	Page 12
Venue Industry Awards Sponsor	\$6,000	Page 13
Exhibitor Packages	\$3,425	Page 14

Association Partnership Opportunities

OPPORTUNITY	INVESTMENT AUD\$ +GST	DETAILS
Who's Who Membership Directory Advertiser	\$650 - \$4,015	Page 17
After 5! Networking Series Sponsor	\$33,000	Page 19
VMA Mentor Program Partner SOLD	\$10,000	Page 20
Scholarship Partner	\$8,500	Page 21
Professional Development Workshop Series Sponsor	\$8,000	Page 22
VMA Digital Series Sponsor	\$5,000	Page 23
Supplier Spotlight Advertiser	\$836	Page 24

CONGRESS SPONSORSHIP OPPORTUNITIES



2023 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.



VMA

VENUE MANAGEMENT ASSOCIATION
(ASIA AND PACIFIC) LIMITED

30TH ASIA-PACIFIC VENUE INDUSTRY CONGRESS

21st - 23rd May 2023
Centrepiece, Melbourne Park
Wurundjeri Country

As a sponsor of the 2023 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 2023 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.



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

Principal Sponsor Benefits



BRAND RECOGNITION

- Brand incorporated into official Congress logo
- Exclusive presenting rights to the 2023 Asia-Pacific Venue Industry Congress
- Five minute on-stage presentation at the Official Welcome on Sunday, 21st May 2023
- 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 (6m x 2m total floor area)
- 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 2023 Who's Who Membership Directory
- One complimentary Supplier Spotlight Advertising opportunity during 2023

INVESTMENT

AUD \$55,000 (+ gst)



BUSINESS LOUNGE SPONSOR

BRAND RECOGNITION

- Exclusive presenting rights to the 2023 Asia-Pacific Venue Industry Congress Business Lounge
- Exclusive Business Lounge branding (10m x 2.4m printed panel)
- Brand recognition on all Congress marketing collateral including print and digital platforms
- On site brand recognition during Congress – both print and digital

ATTENDANCE

- Two complimentary Delegate registrations with access to all sessions and social functions

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 2023 Who's Who Membership Directory
- One complimentary Supplier Spotlight Advertising opportunity during 2023

INVESTMENT

AUD \$30,000 (+ gst)

Our Business Lounge will provide delegates with an unique space to host meetings, small group discussions or simple catch up with colleagues during the Congress.

Prime position on the trade floor with its spectacular views over the Melbourne skyline, this is the ultimate space to position your brand centre stage.



Artist impression, final design to be agreed with sponsor





GOLD EVENT SPONSOR

BRAND RECOGNITION

- Exclusive presenting rights to a Session at the 2023 Asia-Pacific Venue Industry Congress
- Three minute on-stage presentation at 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 registration 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 2023 Who's Who Membership Directory
- One complimentary Supplier Spotlight Advertising opportunity during 2023

INVESTMENT

AUD \$16,000 (+ gst)

AFTER 5! NETWORKING FUNCTION

Monday 22nd May 2023

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 drinks, canapés, and socialising.

Position your brand at this premier social event.

BRAND RECOGNITION

- Exclusive presenting rights to the 2023 After 5 networking function on Tuesday 22nd May 2023
- Two minute on-stage presentation prior to 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 2023 Asia-Pacific Venue Industry Congress
- One complimentary Exhibitor booth at the 2023 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 2023 VMA Who's Who Membership Directory
- One complimentary Supplier Spotlight Advertising opportunity during 2023

INVESTMENT

AUD \$12,500 (+ gst)



2023 VENUE INDUSTRY AWARDS & GALA DINNER

The VMA's annual Venue Industry Awards and Gala Dinner are our industry's night of celebration.

Since 2010, the Awards have been showcasing the best of the venue industry's talent and recognising some incredible individuals who are passionate about what they do.

This years Gala Dinner, being hosted at the iconic Member's Room at the MCG, takes pride of place as the final event of our Congress program and celebrates our industry, and the 30th anniversary of the VMA.



Gala Dinner Sponsor Tuesday 23rd May 2023

BRAND RECOGNITION

- Exclusive presenting rights to the 2023 Venue Industry Awards Gala Dinner on Tuesday 23rd May 2023
- Three minute on-stage presentation at the 2023 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 2023 Asia Pacific Venue Industry Congress
- One complimentary Exhibitor booth at the 2023 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 2023 VMA Who's Who Membership Directory
- One complimentary Supplier Spotlight Advertising opportunity during 2023

INVESTMENT

AUD \$20,000 (+ gst)



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

- 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 2023 Congress Sponsor Page.

INVESTMENT

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



EXHIBITOR PACKAGES

The 2023 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.

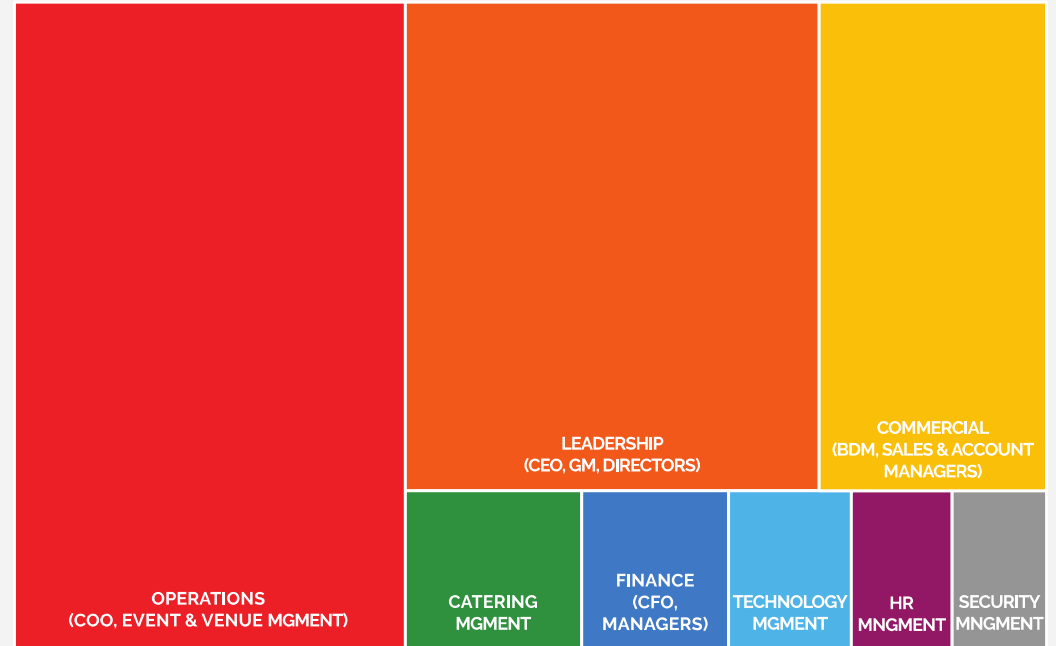
With access to senior-level venue executives with millions of dollars in buying power, your attendance at the Congress sessions and social functions gives you face-to-face exposure and influence with high-profile industry leaders and key decision-makers.

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



EXHIBITOR INVESTMENT

INVESTMENT

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

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

ADDITIONAL STAND ATTENDEES

Monday & Tuesday

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.

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 2023 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, Welcome Reception and After 5! Networking social functions for Delegates held in the Exhibition area maximizing opportunities for exhibitors to network with Delegates

Trade Floor Opening Hours

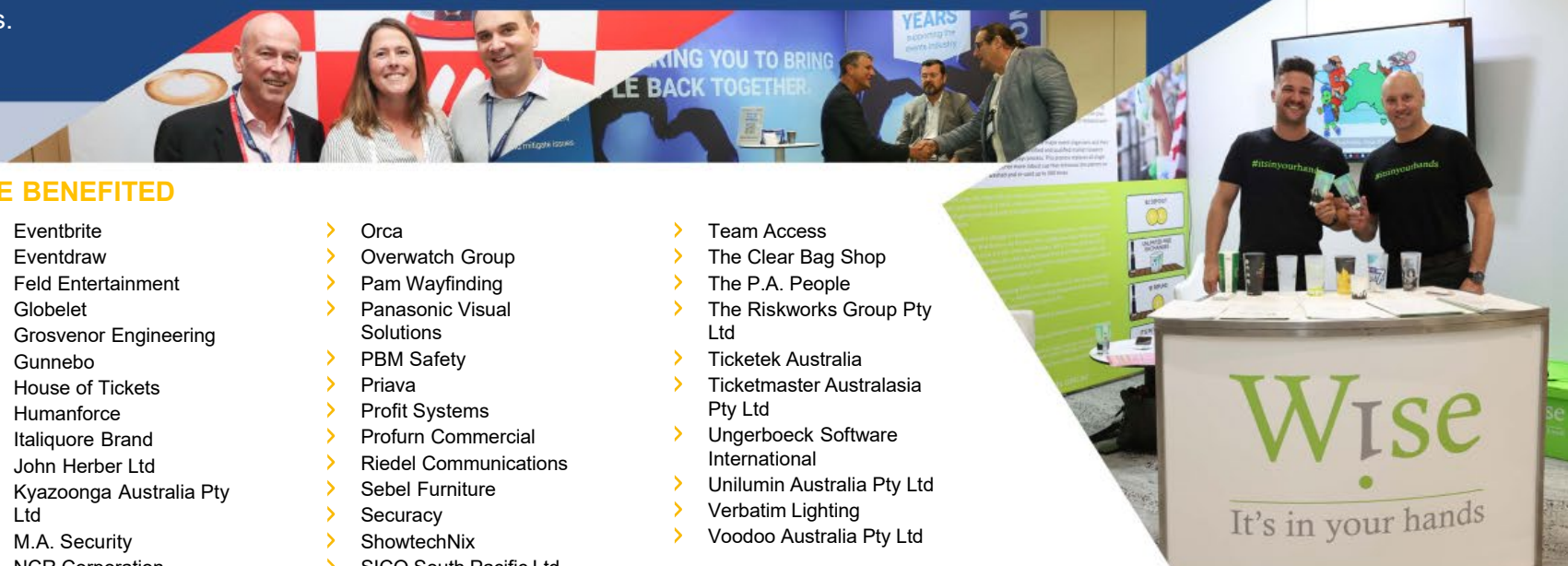
Sunday: 6.30pm – 8.30pm

Monday: 8.00am to 6.30pm

Tuesday: 8.00am – 4.00pm

SOME OF THOSE WHO HAVE BENEFITED

- | | | | |
|-----------------------------------|-------------------------------|------------------------------|-------------------------------------|
| ➤ 1300MEDICS | ➤ Eventbrite | ➤ Orca | ➤ Team Access |
| ➤ 24/7 Software | ➤ Eventdraw | ➤ Overwatch Group | ➤ The Clear Bag Shop |
| ➤ Adecco Group | ➤ Feld Entertainment | ➤ Pam Wayfinding | ➤ The P.A. People |
| ➤ Australasian Leisure Management | ➤ Globelet | ➤ Panasonic Visual Solutions | ➤ The Riskworks Group Pty Ltd |
| ➤ Big Screen Video | ➤ Grosvenor Engineering | ➤ PBM Safety | ➤ Ticketek Australia |
| ➤ Camatic Seating | ➤ Gunnebo | ➤ Priava | ➤ Ticketmaster Australasia Pty Ltd |
| ➤ Coca Cola Amatil | ➤ House of Tickets | ➤ Profit Systems | ➤ Ungerboeck Software International |
| ➤ Davcor Group Pty Ltd | ➤ Humanforce | ➤ Profurn Commercial | ➤ Unilumin Australia Pty Ltd |
| ➤ Ecoglo International Ltd | ➤ Italiquire Brand | ➤ Riedel Communications | ➤ Verbatim Lighting |
| ➤ EKA CyberLock | ➤ John Herber Ltd | ➤ Sebel Furniture | ➤ Voodoo Australia Pty Ltd |
| ➤ ENTA Ticketing Solutions | ➤ Kyazoonga Australia Pty Ltd | ➤ Securacy | |
| ➤ ESP Australia | ➤ M.A. Security | ➤ ShowtechNix | |
| ➤ Event Health Management | ➤ NCR Corporation | ➤ SICO South Pacific Ltd | |
| ➤ Eventbooking | ➤ NOVOX Australia Pty Ltd | ➤ Skidata Australasia | |



The background of the slide is a blue-tinted photograph of a VMA event. Large, three-dimensional letters spelling 'VMA' are in the foreground. In the background, a screen displays the text 'VENUE INDUSTRY AWARDS' and 'Wise'.

ASSOCIATION PARTNERSHIP OPPORTUNITIES

WHO'S WHO MEMBERSHIP DIRECTORY 2023

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.

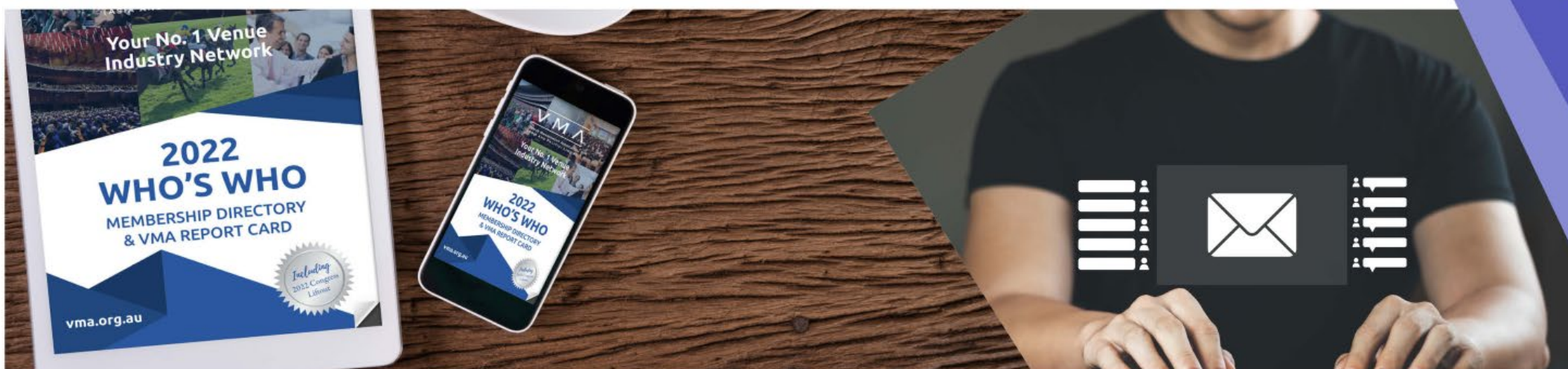
Covering Australia, New Zealand and the Asia-Pacific, the Who's Who offers a fantastic opportunity to advertise your product and services.

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 2023

Artwork due Friday 7th April 2023

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 2023



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 2023 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 2023 Who's Who Membership Directory
- One complimentary Supplier Spotlight Advertising opportunity during 2023

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

INVESTMENT

AUD\$33,000 (+ gst) * Excludes 2023 Congress After 5 event



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

VENUE MANAGEMENT ASSOCIATION
(ASIA AND PACIFIC) LIMITED

AFTER 5!
NETWORKING

VMA MENTOR PROGRAM

The VMA Mentor program enables experienced venue management industry professionals to share their knowledge, skills and insights with mentees through a one-on-one professional relationship that will:

- 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 utilises the Mentorloop software package to manage the matching, momentum and measurement of program participants to ensure their success. Invitations are 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 2023 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:

SOLD

Exclusive presenting rights to 2023 program - AUD\$10,000 (+ gst).



**MENTOR
PROGRAM**



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 28 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



**VENUE
MANAGEMENT
SCHOOL**



**LEADERSHIP
INSTITUTE**

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 2023 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 2023 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 2023 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 continue our 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 Canberra and Perth throughout 2023.

Featuring specifically curated content delivered by industry leaders this series will drive engagement with our next generation of venue management professionals.

INVESTMENT:

Exclusive presenting rights to 2023 series - AUD\$8,000 (+ gst).



VENUE MANAGEMENT ASSOCIATION
(ASIA AND PACIFIC) LIMITED

**PROFESSIONAL
DEVELOPMENT
WORKSHOPS**

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 28 episodes over the past three years 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 more than 3,000 registrations across the program.

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

BENEFITS:

- Exclusive presenting rights to the 2023 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 2023 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 giving you clear air in positioning your brand with our Members and industry.

INVESTMENT

AUD \$836 (+ gst)



SUPPLIER
SPOTLIGHT
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