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VMA

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VENUE MANAGEMENT ASSOCIATION  
(ASIA AND PACIFIC) LIMITED

# 2024 VMA SPONSORSHIP & ADVERTISING PROSPECTUS

# WELCOME

VMA President, Phil King AVM would like to extend to you a personal invitation to become involved in the success of the Venue Management Association in 2024.

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.



In 2023 the VMA celebrated its 30th Anniversary. Thirty years of bringing our industry together to connect, share and learn.

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.

Over the past two years, and continuing across 2024, we see our venues undergoing a resurgence with record breaking event runs across all our sectors – Arenas, Stadiums, Convention Centres and Performing Arts venues. Our industry isn't just back, it is thriving.

In 2024 our marquee event will be the 31<sup>st</sup> Asia-Pacific Venue Industry Congress. As the single largest gathering of venue professionals in the Asia-Pacific region, the 2024 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.

The Congress continues to go from strength to strength with 2023 breaking all previous attendance records. It's an exciting time for the VMA as our return to Brisbane for the 2024 Congress will bring together our growing membership base, new and bigger venues emerging across the Asia-Pacific region and a revitalised live events industry.

The VMA is here to support your business. Whether it is showcasing your brand at Congress, or using our suite of professional development, educational and networking events to provide you with the opportunity to position your products, services and innovation 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.

The VMA delivers a multitude of programs, events and experiences for our Members and industry throughout the year and 2024 will continue this upward engagement. View our full suite of touch points throughout this document.

A handwritten signature in black ink, appearing to read 'P. King', written in a cursive style.

PHIL KING AVM  
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 Grand Prix
- > Australian Institute of Sport
- > Bangkok Arena
- > Blundstone Arena
- > Brisbane Entertainment Centre
- > Cairns Convention Centre
- > Canberra Theatre Centre
- > Central Coast Stadium
- > City of Gold Coast
- > Crown Perth
- > Darwin Convention Centre
- > Federation Square
- > 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
- > Palais Theatre
- > Philippine International Convention Centre
- > Qudos Bank Arena
- > Queensland Performing Arts Centre
- > RAC Arena
- > Regent On Broadway
- > Royal Agricultural Society NSW
- > Sky Stadium
- > Spark Arena
- > Stadiums Queensland
- > Sunshine Coast Stadium
- > Sydney Opera House
- > Te Pae Christchurch Convention Centre
- > 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



1000+ Members  
across  
300+ venues



Membership  
spanning  
15 countries



44k website  
visitors



1.4k followers



52% eDM  
open rate



6k followers



# WORLDWIDE INFLUENCE





## Congress Sponsorship Opportunities

| OPPORTUNITY                           | INVESTMENT AUD\$ +GST | DETAILS |
|---------------------------------------|-----------------------|---------|
| Principal Sponsor                     | \$55,000              | Page 9  |
| Welcome Reception Sponsor <b>SOLD</b> | \$20,000              | Page 11 |
| Gold Event Sponsor                    | \$17,000              | Page 12 |
| After 5! Networking Sponsor           | \$12,500              | Page 13 |
| Gala Dinner Sponsor                   | \$21,500              | Page 14 |
| Venue Industry Awards Sponsor         | \$6,000               | Page 15 |
| Exhibitor Packages                    | \$3,600               | Page 16 |

## Association Partnership Opportunities

| OPPORTUNITY                                      | INVESTMENT AUD\$ +GST | DETAILS |
|--|-----------------------|---------|
| After 5! Networking Series Sponsor               | \$33,000              | Page 19 |
| VMA Mentor Program Partner <b>SOLD</b>           | \$10,000              | Page 20 |
| Venue Management School Scholarship Partner      | \$8,500               | Page 21 |
| Professional Development Workshop Series Sponsor | \$8,000               | Page 22 |
| Institute of Venue Safety and Security Sponsor   | \$2,500               | Page 23 |
| Supplier Spotlight Advertiser                    | \$836                 | Page 24 |

# CONGRESS SPONSORSHIP OPPORTUNITIES





19 – 21 MAY 2024

BRISBANE

MEANJIN



**BRISBANE  
CONVENTION  
& EXHIBITION  
CENTRE**

## DESTINATION BRISBANE

NOW IS THE TIME TO VISIT BRISBANE, AHEAD OF THE 2032 OLYMPIC GAMES. UNDERGOING REMARKABLE TRANSFORMATIONS, THE CITY'S VENUES ARE COMMITTED TO DELIVERING WORLD-CLASS EVENT INFRASTRUCTURE.

MEANJIN IS DERIVED FROM THE TURRBAL WORD FOR THE SPIKE OF LAND THAT BRISBANE SITS ON AND ARE THE HOMELANDS OF THE TURRBAL AND JAGERA PEOPLES.

# 2024 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.



## 31ST ASIA-PACIFIC VENUE INDUSTRY CONGRESS

19 – 21 MAY 2024  
BRISBANE, AUSTRALIA

### Sponsorship Prospectus



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

“As a long-term partner of the VMA, we proudly attend the VMA Congress every year. It provides us with a unique opportunity to connect with our customers and like-minded professionals to discuss the latest trends and challenges in our industry.”

Charlotte Cailleaux, Global Marketing Director,  
Momentus Technologies

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.



**31ST ASIA-PACIFIC VENUE INDUSTRY CONGRESS**

**VMA**  
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

- Brand incorporated into official Congress logo
- Exclusive presenting rights to the 2024 Asia-Pacific Venue Industry Congress
- Five minute on-stage presentation at the Official Welcome on Sunday, 19th May 2024
- 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 Supplier Spotlight Advertising opportunity during 2024

## INVESTMENT

AUD \$55,000 (+ gst)





# WELCOME RECEPTION SPONSOR

## BRAND RECOGNITION

- Exclusive presenting rights to the Welcome Reception at the 2024 Asia-Pacific Venue Industry Congress
- Three minute on-stage presentation welcoming delegates to Reception
- 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 Welcome Reception featuring brand recognition – timing and content TBD by VMA

## VMA MEMBERSHIP ENGAGEMENT

- One complimentary Supplier Spotlight Advertising opportunity during 2024

## INVESTMENT

AUD \$20,000 (+ gst)

**SOLD**

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

Hosted in the Sky Terrace with its spectacular views over the Brisbane night lights, 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.

“The VMA Congress has provided a great platform for Team Axess Australia to meet with industry professionals and showcase our range of products. It has allowed us to develop deeper relationships which is critical to business success.”

-David Brown, Managing Director, Axess Australia Pty Ltd







# GOLD EVENT SPONSOR

## BRAND RECOGNITION

- Exclusive presenting rights to a Session at the 2024 Asia-Pacific Venue Industry Congress
- Two 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 Supplier Spotlight Advertising opportunity during 2024

## INVESTMENT

AUD \$17,000 (+ gst)

# AFTER 5! NETWORKING FUNCTION

Monday 20th May 2024

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 2024 After 5 networking function on Monday 20th May 2024
- 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 2024 Asia-Pacific Venue Industry Congress
- One complimentary Exhibitor booth at the 2024 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 Supplier Spotlight Advertising opportunity during 2024

## INVESTMENT

AUD \$12,500 (+ gst)



# 2024 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 year's Gala Dinner takes pride of place as the final event of our Congress program. It is a celebration of our great industry and our amazing people.



## Gala Dinner Sponsor Tuesday 21st May 2024

### BRAND RECOGNITION

- > Exclusive presenting rights to the 2024 Venue Industry Awards Gala Dinner on Tuesday 21<sup>st</sup> May 2024
- > Three minute on-stage presentation at the 2024 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 2024 Asia Pacific Venue Industry Congress
- > One complimentary Exhibitor booth at the 2024 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 Supplier Spotlight Advertising opportunity during 2024

### INVESTMENT

AUD \$21,500 (+ 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 2024 Congress Sponsor Page.

## INVESTMENT

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



# EXHIBITOR PACKAGES

The 2024 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.

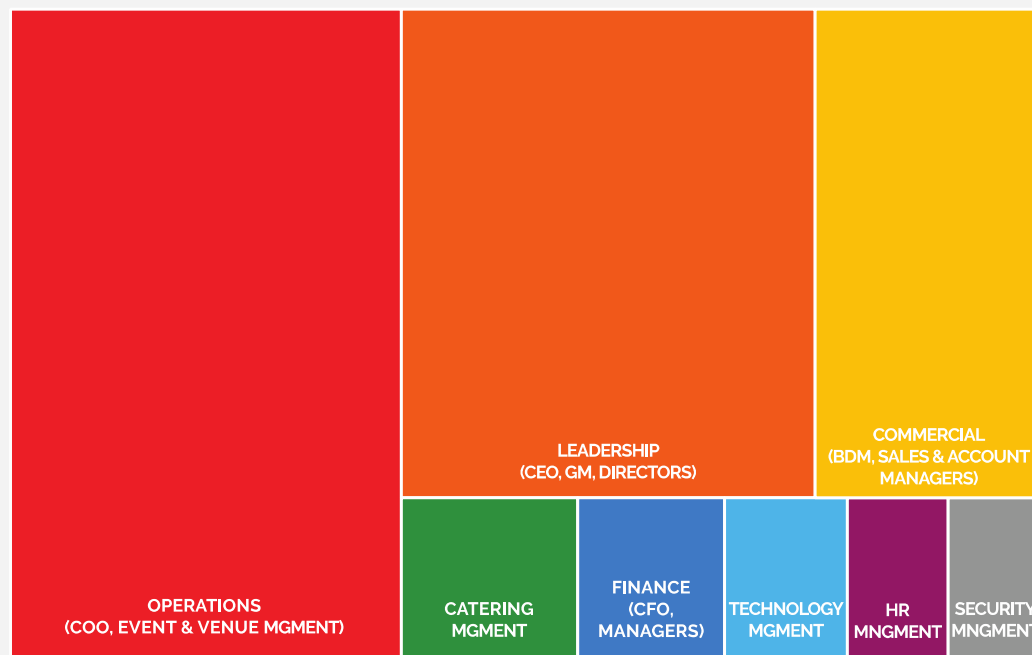
With access to senior-level venue executives with millions of dollars in buying power, your attendance at the Congress sessions and social functions gives you face-to-face exposure and influence with high-profile industry leaders and key decision-makers.



## 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

# Register Now!

## INVESTMENT

VMA Members: AUD \$3,600 (+ gst)

Non-Members: AUD \$4,225 (+ gst)

## ADDITIONAL STAND ATTENDEES

Monday & Tuesday

AUD \$237 (+ 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 2024 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 – Monday 8am – 6.30pm, Tuesday 8am – 4pm



## SOME OF THOSE WHO HAVE BENEFITED

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





# ASSOCIATION PARTNERSHIP OPPORTUNITIES

# 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 2024 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 Supplier Spotlight Advertising opportunity during 2024

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

## INVESTMENT

AUD\$33,000 (+ gst) \* Excludes 2024 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?

**SOLD**

## BENEFITS:

- Exclusive presenting rights to the 2024 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

## INVESTMENT:

Exclusive presenting rights to 2024 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 1000 students, VMS has been cultivating the next generation of venue professionals for over 30 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 2024 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 2024 Operational Workshop series
- Brand recognition across all event collateral - VMA website, newsletter and social accounts
- On site brand recognition during event
- 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.

Up to 6 Workshops will be delivered across Australia throughout 2024 - Brisbane, Sydney, Melbourne and Perth with an additional two locations TBC.

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 2024 series - AUD\$8,000 (+ gst).



VENUE MANAGEMENT ASSOCIATION  
(ASIA AND PACIFIC) LIMITED

**PROFESSIONAL  
DEVELOPMENT  
WORKSHOPS**

# INSTITUTE OF VENUE SAFETY AND SECURITY

The inaugural Institute of Venue Safety and Security was held in 2023 in response to the evolving landscape faced by our industry to provide safe and secure venues for our patrons.

The IVSS's mission is to provide leadership, knowledge, and training to keep our venues safe and secure, and to understand and manage the broad range of threats that can impact the hosting of successful events.

Improving the safety, security and risk management in venues remains a critical outcome for the VMA and the launch of the IVSS was an important milestone for our industry.

The IVSS Program is designed as an in-depth, hands on experience with practical exercises and activities targeted toward roles such as Head of Operations; Facility Managers; Security Managers; Head of People and Culture; CFOs; WHS Managers and Representatives; Company Secretaries and Suppliers to the industry.

## OPPORTUNITIES:

- > Exclusive presenting rights
- > Scholarships
- > Social Events partner
- > Brand recognition across program platforms
- > Participate in event schedule

## INVESTMENT:

Starting at AUD\$2,500 (+ gst).



**INSTITUTE OF  
VENUE SAFETY  
AND SECURITY**



# 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**  
SPONSORED CONTENT

# 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](mailto:michael@vma.org.au)

Venue Management Association  
PO Box 2015, Beenleigh 4207, QLD Australia  
[vma.org.au](http://vma.org.au)

### CONNECT WITH US



VMAAsiaPacific



Venue Management Association (Asia and Pacific)