



# EVOLVE 2021

**Exhibitor Prospectus**

**[www.evolve2021.com.au](http://www.evolve2021.com.au)**



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## Welcome

**EVOLVE 2021** is the place where event leaders, creatives, professionals and suppliers come to be inspired, explore future trends, network and do business in new and creative ways. **EVOLVE 2021** focuses on building confidence through best practice to help rebuild the Australian event industry.

**EVOLVE 2021** will connect the traditional conference with new digital approaches in meetings and events. The program and format are designed to challenge delegates to think outside of their own role, to, activate their imagination and think about how you and your organisation can grow in confidence in the future.

**EVOLVE 2021** will also host the MEA National Awards dinner which celebrates excellence across the events industry.

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*“Overall a great conference that is one of the best I have been to and would highly recommend.”*

*“The overall program was very well built. The content was interesting and I learnt a lot.”*

”

## Why Partner with MEA

Meetings & Events Australia is the collective voice of the events industry in Australia. With the largest network of event professionals in Australia, MEA has been supporting the careers of our members and advancing the interests of the event industry since 1975.

MEA's membership represents the largest community of businesses and individuals across the Australian events industry that employs more than 229,000 professionals who stage, produce, manage, support and supply the 480,000+ events held in Australia annually. These events include major events, festivals, conferences, meetings, exhibitions, launches, seminars, special events, community events and much more for associations, corporations, government and the general public.





## Our Mission

MEA connects, educates and creates opportunity for its community, advocates its value and drives growth and excellence in the Australian events industry.

### **CREATES**

MEA creates a wide range of business and networking opportunities for the events community. It invests in online resources and education programs designed to assist individuals and businesses operating within the industry to grow and prosper.

### **EDUCATES**

MEA is committed to educating the industry to allow them to deliver world-class events. It develops and delivers accredited education and training programs customised for the industry and delivered by industry experts, providing continuing education opportunities for all stages of their career in events. It is the only Australian event industry-based Registered Training Organisation (RTO).

### **CONNECTS**

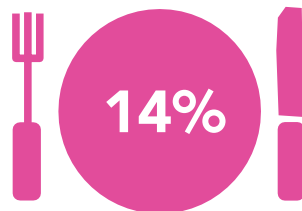
MEA provides a forum for the industry to connect and discuss current issues, build strong and sustainable networks for knowledge sharing and ideas exchange. It promotes professionalism across the entire events sector and provides advocacy for the success and longevity of the Australian events industry.

## The Event

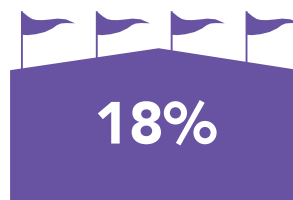
### Evolve 2019 and 2020 average attendance by Industry Sector



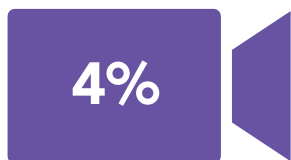
EVENT MANAGEMENT



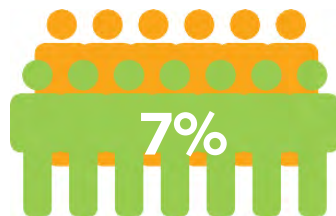
EVENT SUPPLIERS



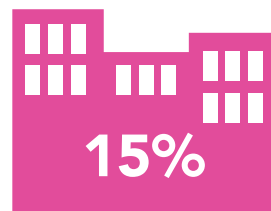
VENUES



AV/PRODUCTION



CONVENTION BUREAUX



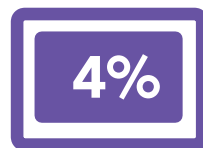
HOTELS



EXHIBITION ORGANISERS



SPEAKERS BUREAUX







IT



EDUCATION



#### Social Media

Platform	Followers
 Facebook	4,900
 LinkedIn	15,712
 Twitter	3,500
 Instagram	2,200
Monthly reach 13,500	Engagement rate 1.5%



#### 2019 App community

- 169,000 sponsor banner impressions
- 48,000+ interactions (attendee messages, clicks on sessions, clicks on sponsors, contributions to the event feed)

## Why Participate?

**EVOLVE 2021** Expo will be the meeting place and focal point where ideas flourish and business gets done. The dedicated area will feature the latest in event technology, products, services, associated business services and interactive 'hands-on' experiences. It will house all catering for attendees and other activations including the possible coffee carts and charge bars.



### Connect

Engage face to face and say hello to existing customers and make the new connections your business needs



### Access

Market your products, services and people to increase your reach, amplify your brand and accelerate your sales leads



### Reward

Invest and strengthen your alliance with the largest national peak body that supports the events industry through professional development and other initiatives



### Support

Ability to capture leads and build a database of qualified prospects



### Participate

One cost that will give your organisation three days of value and access to event professionals under one roof

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*“My colleague and I attended Evolve and it has totally changed the way we do business. We applied what we learned and within three weeks we were able to increase our bottom line by an amount that covered the expenses incurred in attending the Conference. It has revolutionised my team and my business.”*

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## Exhibitor Packages

### Exhibitor package

Investment \$1,100.00 (inc GST)

### Evolve Tickets

- One (1) Evolve full delegate ticket includes access to all sessions and the welcome cocktail event in Melbourne
- Opportunity to purchase additional full delegate tickets at a special exhibitor registration rate of \$600 (maximum two exhibitors) includes access to all sessions and the welcome cocktail event.

### Stand inclusions

#### Melbourne Event – physical exhibition booth

- One x 2m x 2m space
- One digitally printed recycled signage opportunity (exhibitor to provide artwork as per specifications)
- One (1) x 4amp power board
- Access to track attendee leads through Evolve App
- Wi-Fi connectivity

#### Online event

- Virtual exhibition booth

#### Marketing Exposure

- Company listing on the Evolve website
- Company listing and stand location on the Evolve 2021 App

The standard exhibitor package will feature a simple trestle table format.  
If you would like to upgrade your stand please contact us to enquire about the packages available.



*Sustainability and our impact on the environment are key considerations at MEA and Evolve 2021.*



## Booking Form

If you would like to proceed with an exhibition space at **EVOLVE 2021** or the MEA National Awards please complete the application page [here](#).

Terms and conditions are outlined in the exhibitor agreement that you will receive upon confirmation of your booking.

For more information please contact the MEA team at:

Email: [admin@mea.org.au](mailto:admin@mea.org.au)

Phone: +61 2 9929 5400