



# Australian Business Events Awards

*Impact and Excellence*

2024

Invitation to  
Sponsor an Award



# Australian Business Events Awards

*Impact and Excellence*

## Invitation

The **Australian Business Events Awards, *Impact & Excellence***, honour the outstanding achievements within the business events industry. They recognise the exceptional work of members and highlight the events, products, services, initiatives, and teams who are delivering best practice.

We invite you to be an award sponsor.

This document includes a range of sponsorship opportunities for our 2024 Australian Business Events Awards – *Impact & Excellence*. The awards will be celebrated at the gala awards dinner on **10 December at ICC Sydney**. Find [more information on our website](#).

Your support will be highlighted before, during, and after the event, ensuring your organisation stands out within our member network and the wider Australian business events community. Sponsoring the awards presents a valuable opportunity to position your organisation as a key supporter of the business events industry.

Your participation and support for the awards will be evident during the proceedings of this distinguished event, providing a valuable opportunity to engage directly with key stakeholders in Australia's business events industry. We invite you to be a part of the prestigious event.



# How the Awards work

ABEA members have been invited to submit entries to recognise an event, product or initiative that has serviced the business events industry and occurred between 1 July 2023 and 30 September 2024. Members can enter multiple award categories.

There are 16 awards that members can enter. For the first three categories, the “Best” of that category will be judged separately to determine the overall category winner. See the full list of awards below.

## Category 1: Best Business Event

- ~~Award 1: Best Consumer Show - SOLD~~
- Award 2: Best Trade Show
- Award 3: Best Conference
- Award 4: Best Incentive Event

## Category 2: Best Product of Initiative

- Award 5: Best Stand, Show Features or Event Build
- Award 6: Best New Product or Service
- Award 7: Best Technology Innovation
- Award 8: Sustainability Initiative Award – Climate & Environment
- Award 9: Sustainability Initiative Award – Social & Cultural
- Award 10: Most Outstanding Marketing Campaign

## Category 3: Best Team

- ~~Award 11: Organiser / PCO Team of the Year - SOLD~~
- Award 12: Venue Team of the Year
- Award 13: Service / Supplier or Bureau Team of the Year

## Category 4: Stand Alone Events

- ~~Award 14: Future Leaders Award - SOLD~~
- ~~Award 15: Contribution to Industry Award - SOLD~~
- ~~Award 16: Venue of the Year - SOLD~~
- Award 17: Chairs Award for Contribution to Industry - **not for sale**

## Category 5: 2024 Industry Best

- ~~Award 18: Best Event in 2024 (selected from Category 1 winners) - SOLD~~
- Award 19: Best Product or Initiative in 2024 (selected from Category 2 winners)
- Award 20: Team of the Year in 2024 (Selected from Category 3 winners)



Sponsoring the **Australian Business Events Awards - *Impact & Excellence***, will:

- Position your company as a leading organisation in business events.
- Support industry excellence and professionalism.
- Demonstrate your commitment to the growth of Australian business events.
- Showcase your brand as a leader in the industry.
- Align your company with the benchmark for industry excellence.

You also benefit from:

- Additional opportunities to market your support for the **Australian Business Events Awards - *Impact & Excellence***.
- Excellent networking opportunities during the event to promote and showcase your organisation.
- Access to an interested, relevant, and influential audience.
- Recognition as a good corporate citizen prepared to invest in the Association and the future of the industry





## Your Investment

### For Awards 1 - 15, and Award 17

- \$8,000 plus GST (ABEA Members) for a sponsorship of one award
- \$12,000 plus GST (non-members)
  
- \$14,000 plus GST (ABEA Members) for a sponsorship of two awards
- \$21,000 plus GST (non-members).

### Sponsorship Package inclusions:

- Logo recognition on screen
- Logo recognition in the room
- Logo recognition on communications (eNews, event media release, conference & awards website, social media program)
- Presentation of the award during the evening to the sponsored award winner
- A framed certificate for your organisation recognising your support of the industry
- Table of 10 at the awards dinner

### For Award 16 (Venue of the Year) and Award 18, 19, 20 (2024 Industry Best)

- \$10,000 plus GST (ABEA Members) for a sponsorship of one award
- \$15,000 plus GST (non-members)

### Sponsorship Package inclusions:

- Logo recognition on screen
- Logo recognition in the room
- Logo recognition on communications (eNews, event media release, conference & awards website, social media program)
- Presentation of the award during the evening to the sponsored award winner
- A framed certificate for your organisation recognising your support of the industry
- Table of 10 at the awards dinner

**Award sponsorship is subject to availability.**





To reserve an award sponsorship for your organisation, or to discuss these opportunities, please contact:

**Hayley Beveridge, Membership Manager:**

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- 0493 440 595

**Domenic Genua, Chief Operations Officer:**

- [dom.genua@abea.org.au](mailto:dom.genua@abea.org.au)
- 02 9413 9520 or 0412 642 357





## **Thank you to ICC Sydney for sponsoring the Australian Business Events Awards 2024.**

We are grateful to International Convention Centre Sydney (ICC Sydney) for their exceptional support and effort in hosting our awards night event. Their partnership and outstanding facilities play a crucial role in the success of this celebration. Thank you for helping us honour and celebrate the remarkable achievements of our award recipients.



ICC Sydney affords delegates, exhibitors and visitors convenient access to Australia's most cosmopolitan city.

Managed by a uniquely talented team, ICC Sydney is well placed to deliver extraordinary experiences every time. Whether you are organising a convention for thousands or a more intimate corporate event, ICC Sydney will go out of their way to deliver a truly memorable event.

## **Thank you to our award submission and judging portal sponsor**





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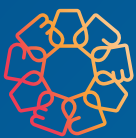
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Australian Business Events Association Ltd

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