CeMAT AUSTRALIA

Sales and Sponsorship Prospectus

19 - 21 July 2022 | Melbourne Convention & Exhibition Centre
cemat.com.au | #CeMATAus

Deutsche Messe

Innovation & Industry 4.0, the Future of Intralogistics, Materials Handling and Supply Chain Management
CeMAT is recognised around the world for being the leading event for the intralogistics and materials handling industries. CeMAT is the industry’s only chance to see firsthand the latest innovations, technologies and trends.

After its launch in 2015, CeMAT AUSTRALIA has quickly established itself as a market leader and continues to build on its success into 2022.

With a focus on innovation & industry 4.0, CeMAT AUSTRALIA will provide an ideal platform for you to showcase your products and services.
CeMAT AUSTRALIA is the only show in Australia dedicated to the technology of warehousing, materials handling, intralogistics and supply chain.

Network with other industry leaders, competitors and key influencers.

Meet with elusive, difficult to reach decision makers from key industries: Retail, ecommerce, manufacturing, pharmaceutical, FMCG, supply chain management.

Contribute to, and learn, from the innovation-led learning program.

I would urge anyone thinking of exhibiting at CeMAT AUSTRALIA to stop thinking and confirm your spot now, as it is, without doubt a great show, well organised and marketed to ensure the right people attend. You will reap the rewards.

Greg Perrot – Managing Director, Cowin Global
CEMAT IN NUMBERS

The CeMAT Australia Exhibition

2,629 attendees

2,090 visitors from 21 countries

17% increase in visitors from CeMAT Australia 2016

105 exhibiting companies from 12 countries

90% of exhibitors will consider rebooking at CeMAT AUSTRALIA

Knowledge Theatre

25 speakers

Presentations from: [Images of logos]

Industry Leaders Drinks Reception

300+ attendees

1 keynote speaker

CeMAT AUSTRALIA once again provided a fantastic opportunity for Dematic to exhibit its wide range of solutions, connect with a number of business leaders and decision-makers, and share and discuss innovations in the industry.

Cara Skelsey – Marketing Manager, Dematic
# Rate Cards and Inclusions

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Space only Inclusions (min 18sqm): *Concrete floorspace only, exhibitor directory listing.* (Build, power, flooring, testing & tagging are the responsibility of the exhibitor).

Prebuilt Shell Scheme (min 9sqm): Floorspace, carpet tiles, white melamine walling within exposed aluminium frame, 2 x LED spotlights per 9sqm, 1 x 4amp power point per stand, fascia with company name & stand number, exhibitor directory listing.

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It looks like CeMAT was a great success with a wide range of people attending. Knapp showcased our shuttle systems and GPS workstations and I believe we have received a number of enquiries that will lead to opportunities to work with potential clients.

**KNAPP Australia, Sponsor**
Event Partner

The headline sponsorship package for CeMAT AUSTRALIA. As the Event Partner you will receive a significant amount branding pre-event, onsite and post event. This package will closely align your brand with the event and guarantee that all delegates will experience your brand.

$30,000 (+GST) SOLD

- Onsite registration and entrance branding
- Branding included on all pre-event materials as the Event Partner
- 2 speaking slots in the Knowledge theatre
- Seat drop in Knowledge theatre
- Email post event to all delegates thanking the Event Partner
Knowledge Theatre

Align your brand with the main output for thought leadership and content on the show floor. Your company branding will be associated with key speakers and experts who deliver thought provoking content during the event.

$24,000 (+GST)

- Exclusive naming rights to the knowledge theatre
- 3 speaking slots in the Knowledge theatre
- Seat drop in the knowledge theatre
- Listed as the knowledge theatre sponsor in all pre-event materials
The CeMAT bar is the best location on the show floor to meet with friends and make new connections. A busy area of the show floor throughout the day and the main area for delegates to get a bite to eat at lunch. An excellent branding and networking opportunity.

$20,000 (+GST)

On the second evening of CeMAT we invite all delegates, speakers and exhibitors to join for a drink at the CeMAT bar. An excellent informal setting that encourages new connections to be made over a drink and canape!

$15,000 (+GST)
SPONSORSHIP PACKAGES (continued)

**Visitor Lanyard**

Brand the lanyard that all delegates receive on arrival. This is a hugely impactful piece of sponsorship and will ensure that all delegates have seen your logo before walking into the hall.

* $20,000 (+GST)
  - Showfloor speaking session
  - Multiple promotion & branding opportunities

**Show Bags**

At the entrance to the show we will offer all visitors a branded show bag that you will receive exclusive sponsorship of. Not only will this guarantee that visitors see your logo but you will also be able to include your collateral within the bag.

* $15,000 (+GST)
  - Sponsor to cover print and production costs
SPONSORSHIP PACKAGES (continued)

Coffee Cart & Lounge
Sponsor one of the coffee cart locations on the show floor. Listed as a coffee cart sponsor on most printed and digital marketing. Promotion and branding on our website, email and marketing material.

$5,000 (+GST)

Entrance Floor Tile
Full branding of the entrance floor where delegates enter the exhibition, include your stand location or directions to your stand.

$7,500 (+GST) **SOLD**

- Sponsor to cover print and production costs
OFFICIAL SUPPLIER PACKAGES

**Pallets**
Supplier of all pallets for cocktail tables and seating.

- Exclusive supplier of pallets for the entrance feature and CeMAT bar
- Showfloor speaking session
- Seat drop or show bag insert
- Multiple promotion & branding opportunities

$20,000 (+GST)

**Racking**
Supplier of racking for the entrance and bar build.

- Exclusive supplier of racking for the entrance feature
- Showfloor speaking session
- Seat drop or show bag insert
- Multiple promotion & branding opportunities

$10,000 (+GST)

**Forklifts**
Forklift supplier for main entrance display.

- Exclusive supplier of forklift truck for the entrance feature.
- Showfloor speaking session
- Seat drop or show bag insert
- Multiple promotion & branding opportunities

$10,000 (+GST)
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Still not convinced?

Hear from previous CeMAT AUSTRALIA exhibitors: