



# EECON2024

CONNECTING THE AUSTRALIAN ENERGY INDUSTRY

NOVEMBER 18-20 , 2024

Sheraton Grand Sydney Hyde Park

[www.eecon2024.com.au](http://www.eecon2024.com.au)



Sponsorship and Exhibition Prospectus

# CONNECTING INDUSTRY PROFESSIONALS NATIONWIDE

Join us at EECON 2024 - the national conference of the Electric Energy Society of Australia. EECON is renowned as the top technical conference for the Australian Electric Energy industry.

Expected to draw over 300 delegates, EECON 2024 will bring together experts, thought-leaders, and professionals from sectors including government, utilities, energy retailers, renewable energy providers, equipment manufacturers, engineering firms, and research organisations.

Attendees represent a range of roles including executives, engineers, researchers, policymakers, and consultants. EECON unites people with varied expertise and perspectives to exchange knowledge, insights and ideas that will help shape the future of Electric Energy in Australia.



# WHY SPONSOR AND EXHIBIT?

- ✓ **Targeted Audience:** EECON gathers professionals within the Electric Energy Industry, providing sponsors and exhibitors direct access to a highly engaged audience actively seeking innovative solutions, products, and services.
- ✓ **Brand Visibility:** Increase brand exposure to your target market and create lasting brand recognition. Participating in the conference elevates your brand visibility and positions your company as a trusted leader in the Electric Energy industry.
- ✓ **Networking Opportunities:** Engage in meaningful face-to-face interactions with industry decision-makers, influencers, and potential clients during networking breaks and events. Build relationships, exchange ideas, and explore partnerships to expand your professional network and foster long-term collaborations.
- ✓ **Industry Insights:** EECON offers valuable insights into the latest trends, challenges, and opportunities within the Electric Energy Industry, keeping you informed and ahead of the curve.
- ✓ **Lead Generation:** Showcase your unique offerings, innovations, and competitive advantages to generate and capture new business inquiries, feeding your sales pipeline with qualified leads.

Don't miss out on the opportunity to connect with industry professionals, expand your customer base, and elevate your brand at EECON 2024. Reserve your sponsorship or exhibition space today and unlock the opportunities to grow your business.

Book your place at [www.eecon2024.com.au](http://www.eecon2024.com.au)



## SPONSORSHIP PACKAGES

Item	Number of opportunities	Page number	Price*
Diamond sponsor – prime conference sponsor	1	4	\$24,000
Platinum sponsor – conference dinner sponsor	1	5	\$20,000
Gold sponsor - welcome reception sponsor	1	6	\$15,000
Gold sponsor - breakfast sponsor	2	7	\$15,000
Gold sponsor - plenary session sponsor	2	8	\$15,000
Silver sponsor - technical session sponsor	10	9	\$8000
Bronze sponsor – supporting sponsor	multiple	10	\$6000
Recording sponsor	multiple	10	\$5000
Coffee cart sponsor	2	11	\$7000
Conference satchel	1	11	\$5000
Notepad sponsor	1	12	\$3000
Pen sponsor	1	12	\$2000
Lanyard sponsor	1	12	\$3500
Delegate satchel insert sponsor	1	12	\$1000

## EXHIBITION PACKAGES

Item	Number of booths	Page number	Non-member price*
3m x 2m booth	25	13 & 14	\$4500

### CORPORATE MEMBER DISCOUNTS FOR EXHIBITION PACKAGES

	Platinum EESA member	Gold EESA member	Silver EESA member	Bronze EESA member
Discount	50%	30%	20%	10%
Price less discount*	\$2250	\$3150	\$3600	\$4050

\* All prices are exclusive of GST

To book visit [www.eecon2024.com.au/sponsorshipandexhibition](http://www.eecon2024.com.au/sponsorshipandexhibition).  
For more information, contact Candice Rapp on 0418 654 918 or [enquiries@2em.com.au](mailto:enquiries@2em.com.au)

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## DIAMOND SPONSOR

### PRIME CONFERENCE SPONSOR

\$24,000 +GST

1 available

#### PACKAGE HIGHLIGHTS

- 6m x 2m exhibition booth (double booth) located in a premium position.
- 3 x full conference registrations.
- Opportunity for a senior representative to make a 10-minute presentation during the Welcome and Opening Plenary session.

#### EXHIBITION

- 6m x 2m exhibition booth (double booth) located in a premium position.  
(Booths include fascia signage, lighting and power. No furniture is supplied with the booths.)
- Custom Lead Retrieval app: capture visitor leads throughout the event. Every delegate you scan will be recorded, ensuring a comprehensive list available for your access at the conclusion of the event.

#### REGISTRATION

- 3 x full conference registrations. Each registration includes attendance to the conference sessions, entry to the exhibition, a ticket to the conference dinner, and catering.
- Additional employees of the sponsoring organisation may register at EESA member early-bird rates.  
\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rate tickets are available at an additional cost for those that are only able to attend part of the conference.

#### BRANDING & MARKETING

- Opportunity for a senior representative to make a 10-minute presentation during the Welcome and Opening Plenary session.
- Acknowledgment as the Diamond Sponsor:
  - during the opening and closing conference sessions
  - on delegate name tags
  - in the conference program
  - in the conference app
  - on the conference website
  - on relevant conference marketing material  
(acknowledgments will be accompanied by your logo and URL where relevant).
- Opportunity to display company banners:
  - 2 x banners on the plenary stage
  - 1 x banner in registration area  
(standard size pull-up banners to be provided by the sponsor).
- Opportunity to supply an insert to the delegate satchel  
(size restrictions and delivery timeframes must be met).
- Opportunity to supply handouts and/or corporate merchandise to delegates



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## PLATINUM SPONSOR

### CONFERENCE DINNER SPONSOR

\$20,000 +GST

1 available

#### PACKAGE HIGHLIGHTS

- 3m x 2m exhibition booth located in a premium position.
- 2 x full conference registrations.
- Opportunity for a senior representative to make a 10-minute presentation during the conference dinner.

#### EXHIBITION

- 3m x 2m exhibition booth located in a premium position.  
(Booths include fascia signage, lighting and power. No furniture is supplied with the booths.)
- Custom Lead Retrieval app: capture visitor leads throughout the event. Every delegate you scan will be recorded, ensuring a comprehensive list available for your access at the conclusion of the event.

#### REGISTRATION

- 2 x full conference registrations. Each registration includes attendance to the conference sessions, entry to the exhibition, a ticket to the conference dinner, and catering.
- 4 x additional conference dinner registrations.
- Additional employees of the sponsoring organisation may register at EESA member early-bird rates.

*\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rate tickets are available at an additional cost for those that are only able to attend part of the conference.*

#### BRANDING & MARKETING

- Opportunity for a senior representative to make a 10-minute presentation during the conference dinner.
- Unique opportunity for the dinner entertainer to promote your company during the dinner.
- Opportunity to provide dinner guests with dinner favours.  
(to be provided by the sponsor).
- Company logo on the dinner menu.
- Acknowledgment as the Platinum Sponsor:
  - during the opening and closing conference sessions
  - during the conference dinner
  - on delegate name tags
  - in the conference program
  - in the conference app
  - on the conference website
  - on relevant conference marketing material  
(acknowledgments will be accompanied by the company logo and URL where relevant).
- Opportunity to display 2 company banners, either:
  - on the floor either side of the stage, or,
  - in the registration area  
(standard size pull-up banners to be provided by the sponsor).
- Opportunity to supply an insert to the delegate satchel  
(size restrictions and delivery timeframes must be met).
- Opportunity to supply handouts and/or corporate merchandise to delegates

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## GOLD SPONSOR

### WELCOME RECEPTION SPONSOR

\$15,000 +GST

1 available

#### PACKAGE HIGHLIGHTS

- 3m x 2m exhibition booth located in a premium position.
- 2 x full conference registrations.
- Opportunity for a senior representative to make a 10-minute presentation during the welcome reception.

#### EXHIBITION

- 3m x 2m exhibition booth located in a premium position.  
(Booths include fascia signage, lighting and power. No furniture is supplied with the booths.)
- Custom Lead Retrieval app: capture visitor leads throughout the event. Every delegate you scan will be recorded, ensuring a comprehensive list available for your access at the conclusion of the event.

#### REGISTRATION

- 2 x full conference registrations. Each registration includes attendance to the conference sessions, entry to the exhibition, a ticket to the conference dinner, and catering.
- Additional employees of the sponsoring organisation may register at EESA member early-bird rates.  
\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rate tickets are available at an additional cost for those that are only able to attend part of the conference.

#### BRANDING & MARKETING

- Opportunity for a senior representative to make a 10-minute presentation during the welcome reception.
- Acknowledgment as a Gold Sponsor:
  - during the opening and closing conference sessions
  - on delegate name tags
  - in the conference program
  - in the conference app
  - on the conference website
  - on relevant conference marketing material  
(acknowledgments will be accompanied by the company logo and URL where relevant).
- Opportunity to display 2 company banners, either:
  - on the walls either side of the plenary stage, or,
  - in the registration area  
(standard size pull-up banners to be provided by the sponsor).
- Opportunity to supply an insert to the delegate satchel  
(size restrictions and delivery timeframes must be met).
- Opportunity to supply handouts and/or corporate merchandise to delegates



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## GOLD SPONSOR

### BREAKFAST EVENT SPONSOR

\$15,000 +GST

2 available

#### PACKAGE HIGHLIGHTS

- 3m x 2m exhibition booth located in a premium position.
- 2 x full conference registrations.
- Opportunity to invite up to 50 guests of your choice to the breakfast event, to be selected from the delegate list.
- Opportunity for a senior representative to make a 15-minute presentation during the 1-hour breakfast event.

#### EXHIBITION

- 3m x 2m exhibition booth located in a premium position.  
(Booths include fascia signage, lighting and power. No furniture is supplied with the booths.)
- Custom Lead Retrieval app: capture visitor leads throughout the event. Every delegate you scan will be recorded, ensuring a comprehensive list available for your access at the conclusion of the event.

#### REGISTRATION

- 2 x full conference registrations. Each registration includes attendance to the conference sessions, entry to the exhibition, a ticket to the conference dinner, and catering.
- Additional employees of the sponsoring organisation may register at EESA member early-bird rates.  
\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rate tickets are available at an additional cost for those that are only able to attend part of the conference.

#### BRANDING & MARKETING

- Opportunity to invite up to 50 guests of your choice to the breakfast event, to be selected from the delegate list.
- Opportunity for a senior representative to make a 15-minute presentation during the 1-hour breakfast event.
- Acknowledgment as a Gold Sponsor:
  - during the opening and closing conference sessions
  - on delegate name tags
  - in the conference program
  - in the conference app
  - on the conference website
  - on relevant conference marketing material  
(acknowledgments will be accompanied by the company logo and URL where relevant).
- Opportunity to display 2 company banners, either:
  - on the walls either side of the plenary stage, or,
  - in the registration area  
(standard size pull-up banners to be provided by the sponsor).
- Opportunity to supply an insert to the delegate satchel



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## GOLD SPONSOR

### PLENARY SESSION SPONSOR

\$15,000 +GST

2 available

#### PACKAGE HIGHLIGHTS

- 3m x 2m exhibition booth located in a premium position.
- 2 x full conference registrations.
- Opportunity for a senior representative to make a 10-minute presentation during a plenary session.

#### EXHIBITION

- 3m x 2m exhibition booth located in a premium position.  
(Booths include fascia signage, lighting and power. No furniture is supplied with the booths.)
- Custom Lead Retrieval app: capture visitor leads throughout the event. Every delegate you scan will be recorded, ensuring a comprehensive list available for your access at the conclusion of the event.

#### REGISTRATION

- 2 x full conference registrations. Each registration includes attendance to the conference sessions, entry to the exhibition, a ticket to the conference dinner, and catering.
- Additional employees of the sponsoring organisation may register at EESA member early-bird rates.  
\*Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rate tickets are available at an additional cost for those that are only able to attend part of the conference.

#### BRANDING & MARKETING

- Opportunity for a senior representative to make a 10-minute presentation during a plenary session.
- Acknowledgment as a Gold Sponsor:
  - during the opening and closing conference sessions
  - on delegate name tags
  - in the conference program
  - on the conference website
  - in the conference app
  - on relevant conference marketing material  
(acknowledgments will be accompanied by the company logo and URL where relevant).
- Opportunity to display 2 company banners, either:
  - on the walls either side of the plenary stage, or,
  - in the registration area  
(standard size pull-up banners to be provided by the sponsor).
- Opportunity to supply an insert to the delegate satchel  
(size restrictions and delivery timeframes must be met).
- Opportunity to supply handouts and/or corporate merchandise to delegates



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## SILVER SPONSOR

### TECHNICAL SESSION SPONSOR

**\$8,000 +GST**

10 available

#### PACKAGE HIGHLIGHTS

- 3m x 2m exhibition booth.
- 1 x full conference registration.
- 2 x booth-staffing registrations.
- Opportunity for a senior representative to make a 5-minute presentation at the beginning of a technical session.

#### EXHIBITION

- 3m x 2m exhibition booth located in a premium position.  
(Booths include fascia signage, lighting and power. No furniture is supplied with the booths.)
- Custom Lead Retrieval app: capture visitor leads throughout the event. Every delegate you scan will be recorded, ensuring a comprehensive list available for your access at the conclusion of the event.

#### REGISTRATION

- 1 x full conference registration. Registration includes attendance to the conference sessions, entry to the exhibition, a ticket to the conference dinner, and catering.
- 2 x booth-staffing registrations. Registration includes entry to the exhibition and catering.  
\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rate tickets are available at an additional cost for those that are only able to attend part of the conference.

#### BRANDING & MARKETING

- Opportunity for a senior representative to make a 5-minute presentation at the beginning of a technical session.
  - Acknowledgment as a Silver Sponsor: in the conference program
  - on the conference website
  - on relevant conference marketing material  
(acknowledgments will be accompanied by the company logo and URL where relevant).
- Opportunity to display 1 company banner in the registration area.  
(standard size pull-up banner to be provided by the sponsor).
- Opportunity to supply an insert to the delegate satchel  
(size restrictions and delivery timeframes must be met).



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## SPONSORSHIP PACKAGES

### BRONZE SPONSOR Supporting Sponsor

**\$6,000 +GST**

*Multiple available*

#### PACKAGE HIGHLIGHTS

- 1 x full conference registration.
- Acknowledgment as a Bronze Sponsor.
- Opportunity to display 1 company banner.

#### REGISTRATION

- 1 x full conference registration. Registration includes attendance to the conference sessions, entry to the exhibition, a ticket to the conference dinner, and catering.
- \* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rate tickets are available at an additional cost for those that are only able to attend part of the conference.

#### BRANDING & MARKETING

- Acknowledgment as a Bronze Sponsor:
  - in the conference program
  - on the conference website
  - on relevant conference marketing material (acknowledgments will be accompanied by the company logo and URL where relevant).
- Opportunity to display 1 company banner in the registration area. (standard size pull-up banner to be provided by the sponsor).

### RECORDING SPONSOR

**\$5,000 +GST**

*Multiple available*

#### PACKAGE HIGHLIGHTS

- Ongoing brand exposure through post-event viewing of conference recordings.

#### BRANDING & MARKETING

- Ongoing brand exposure through post-event viewing of conference recordings.
  - Acknowledgment as a Recording Sponsor: in the conference program
  - on the conference website
  - on relevant conference marketing material (acknowledgments will be accompanied by the company logo and URL where relevant).
- Opportunity to display 1 company banner in the registration area. (standard size pull-up banner to be provided by the sponsor).



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## SPONSORSHIP PACKAGES

### COFFEE CART SPONSOR

\$7,000 +GST

2 available

#### PACKAGE HIGHLIGHTS

- Widespread brand exposure through company-branded coffee cups.

#### BRANDING & MARKETING

- Opportunity to provide branded takeaway coffee cups (to be provided by the sponsor).
- Opportunity for barista/s to wear company-branded shirts and/or aprons (to be provided by sponsor).
- Acknowledgment as the Coffee Cart Sponsor:
  - in the conference program
  - on the conference website
  - on relevant conference marketing material (acknowledgments will be accompanied by the company logo and URL where relevant).
- Opportunity to display 1 company banner next to the coffee cart. (standard size pull-up banner to be provided by the sponsor)

### CONFERENCE SACHEL SPONSOR

\$5,000 +GST

1 available

#### PACKAGE HIGHLIGHTS

- Company logo printed on the conference satchel (one-colour logo).

#### BRANDING & MARKETING

- Acknowledgment as the Conference Satchel Sponsor:
  - in the conference program
  - on the conference website
  - on relevant conference marketing material (acknowledgments will be accompanied by the company logo and URL where relevant).
- Opportunity to display 1 company banner in the registration area. (standard size pull-up banner to be provided by the sponsor).
- Opportunity to supply an insert to the delegate satchel (size restrictions and delivery timeframes must be met).

## SPONSORSHIP PACKAGES

### NOTEPAD SPONSOR

\$3,000 +GST

1 available

#### PACKAGE HIGHLIGHTS

- Company logo printed on notepad (one-colour logo).

#### BRANDING & MARKETING

- Acknowledgment as the Notepad Sponsor:
  - in the conference program
  - on the conference website
  - on relevant conference marketing material (acknowledgments will be accompanied by the company logo and URL where relevant).

### LANYARD SPONSOR

\$3,500 +GST

1 available

#### PACKAGE HIGHLIGHTS

- Company logo printed on lanyard.

#### BRANDING & MARKETING

- Acknowledgment as the Lanyard Sponsor:
  - in the conference program
  - on the conference website
  - on relevant conference marketing material (acknowledgments will be accompanied by the company logo and URL where relevant).

### PEN SPONSOR

\$2,000 +GST

1 available

#### PACKAGE HIGHLIGHTS

- Company logo printed on pen (one-colour logo).

#### BRANDING & MARKETING

- Acknowledgment as the Pen Sponsor:
  - in the conference program
  - on the conference website
  - on relevant conference marketing material (acknowledgments will be accompanied by the company logo and URL where relevant).

### DELEGATE SACHEL INSERT

\$1,000 +GST

1 available

#### PACKAGE HIGHLIGHTS

- Include 1 piece of company marketing material in the delegate satchel (to be supplied by the company)

#### BRANDING & MARKETING

- Opportunity to insert 1 piece of company material into the delegate satchel (size restrictions and delivery timeframes must be met).



## CONFERENCE EXHIBITION BOOTHS

**3M X 2M BOOTH**

**\$4,500 +GST**

25 available

Discounts available for EESA corporate members

A presence in the exhibition facilitates direct interaction with both current and prospective customers, providing an opportunity to showcase your products and services to an enthusiastic audience. Booking an exhibition booth entitles 3 representatives from your organisation to be present at the conference to establish new contacts, extend their networks and stay up to date with the industry.

### EXHIBITION

- 3m x 2m exhibition booth.  
(Booths include fascia signage, lighting and power. No furniture is supplied with the booths.)
- Double-booths and raw space are available on request.

### REGISTRATION

- 1 x full conference registration. Registration includes attendance to the conference sessions, entry to the exhibition, a ticket to the conference dinner, and catering
- 2 x booth-staffing registrations. Registration includes entry to the exhibition and catering.  
\* Please note conference registrations are one per person and cannot be shared between colleagues throughout the conference. Day rate tickets are available at an additional cost for those that are only able to attend part of the conference.

### BRANDING AND MARKETING

- Custom Lead Retrieval app: capture visitor leads throughout the event. Every delegate you scan will be recorded, ensuring a comprehensive list available for your access at the conclusion of the event.
- Acknowledgment as an Exhibitor:
  - in the conference program
  - on the conference website
  - on relevant conference marketing material  
(acknowledgments will be accompanied by the company logo and URL where relevant).
- Opportunity to supply an insert to the delegate satchel (size restrictions and delivery timeframes must be met).

### AVAILABILITY

- 25 Exhibition Booths are available.
- Note that some booths will be occupied by Diamond, Platinum, Gold and Silver Sponsors.



## CONFERENCE EXHIBITION BOOTHS

### 3M X 2M BOOTH



#### BOOTH INCLUSIONS

The Nero exhibition booth combines a modern flush finish with a feature black-profile frame encompassing the stand space. Each wall panel is a complete set consisting of an aluminium frame skinned with 3mm white PVC.

- Wall system.
- The booth is 3m x 2m (2.4m Height).
- Stand signage.
- All open aisle frontages will have a printed fascia sign with stand number and company name.
- Lighting.
- 2 x energy efficient spotlights.
- Power.
- 1 x single 4amp power point per stand.

#### PRICES FOR EXHIBITION PACKAGES

	Platinum EESA member	Gold EESA member	Silver EESA member	Bronze EESA member	Non-member
Discount	50%	30%	20%	10%	0%
Price less discount*	\$2250	\$3150	\$3600	\$4050	\$4500

\* All prices are exclusive of GST

#### Draft Schedule

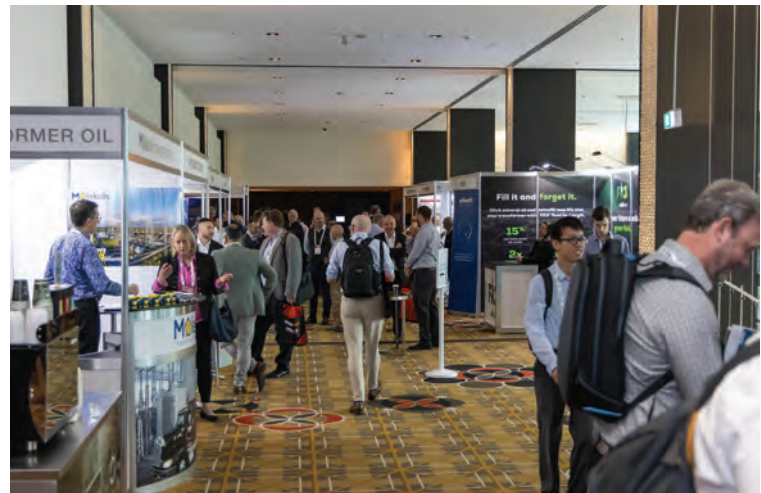
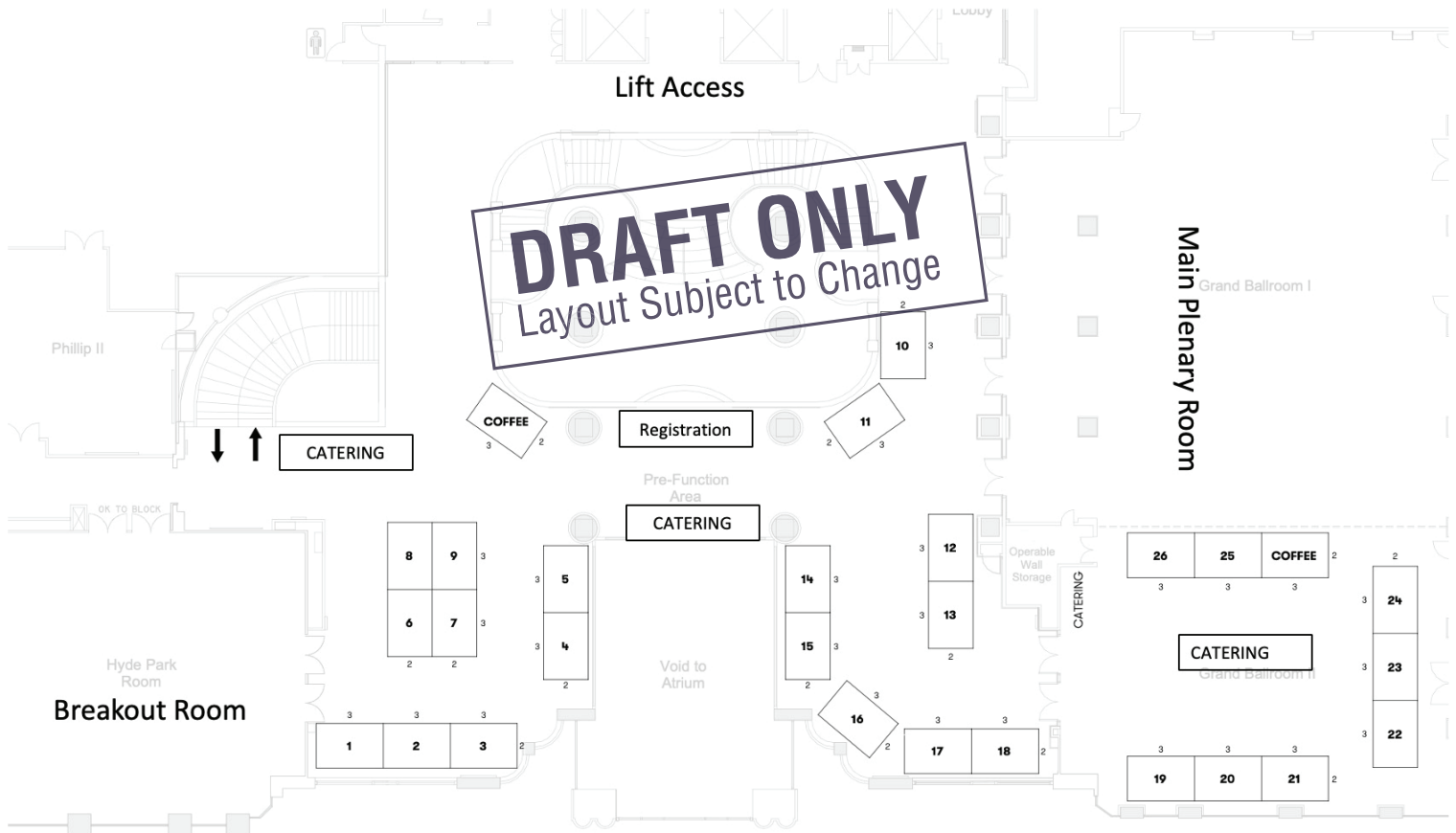
Monday 18 November	Bump-in: 2pm - 5pm Welcome Reception in the Exhibition Hall: 5.30pm - 7pm
Tuesday 19 November	Exhibition: 8am - 7pm Conference Dinner: 7pm – 9pm
Wednesday 20 November	Exhibition Open: 8am - 4pm Bump-out: 4pm – 5.30pm

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## EXHIBITION FLOOR PLAN



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## TO BOOK VISIT

[www.eecon2024.com.au/sponsorshipandexhibition](http://www.eecon2024.com.au/sponsorshipandexhibition)

*To discuss package options  
in more detail, contact*



**Jeff Allen**  
0418 409 396  
jeffallen2468@gmail.com

*For booking and logistics  
enquiries, contact*



**Candice Rapp**  
0418 654 918  
enquiries@2em.com.au

# TERMS & CONDITIONS

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## Payment Terms:

**Booth Allocation Policy:** To ensure your sponsorship selection or the number of exhibition booths you require, please book early. Late bookings are possible but choices may be limited. The exhibition booths will be allocated on a first-come first-served basis. Exhibitor booths are allocated on receipt of payment however; the organisers reserve the right to change the layout and allocation should the need arise in the lead up to the conference. Exhibitors will be notified if this becomes necessary.

**Location Sensitivity:** Please indicate any sensitivity of location to other companies.

**Cancellation Policy:** In the event of cancellation sponsors and exhibitors are requested to inform the EECON 2024 Conference Organiser in writing. Unless the sponsored item or exhibition space can be resold, the organisers reserve the right to retain any monies paid. Cancellations receiving a refund will incur an administration fee of \$200 inc. GST.

**Responsibilities and Insurance Requirements:** Sponsors and exhibitors are liable for any damage they cause to the venue and/or the exhibition booths. The organiser is not liable for damages or loss to sponsor or exhibitors' property. Exhibitors must be adequately covered for Public and Product Liability Insurance. It is the responsibility of the exhibitor to arrange appropriate insurance for items within their exhibition. Promotional activity must not impinge on or directly interfere with any other sponsor or exhibitor.

**Exhibition build information:** Details of the exhibition build company contracted for this event will be outlined in the Exhibitor Manual provided to each confirmed exhibitor approximately 4 weeks prior to the event. They can assist with stand design and have a wide range of accessories for hire.

**Freight and Storage:** Early delivery will only be accepted by the venue on Friday 15th November. Deliveries will not be accepted before this time.. It is recommended that your freight forwarding company is used to assist with arrangements for delivery and pickup of your goods.

**Security:** The exhibition area will be in the Level 2 Foyer of the hotel. It is suggested that no easily removed valuable items be left overnight or unattended. No responsibility can be taken for any loss or damage to equipment and display materials.

**Disclaimer:** Every effort has been made to present, as accurately as possible, all the information contained in this document. The Organising Committee and its Agents act only to procure and arrange these activities and do not accept responsibility for any act or omission on the part of the service providers. No liability is accepted for any inaccuracy or mis-description, nor for delay or damage, including personal injury or death, howsoever caused resulting from or arising out of reliance upon any general or specific information published in this document. In the event of unforeseen circumstances, the Organising Committee reserves the right to change any or all of these details.

## Booking

To book visit  
[www.eecon2024.com.au/sponsorshipandexhibition](http://www.eecon2024.com.au/sponsorshipandexhibition)

For more information, contract Candice Rapp on 0418654918 or [enquiries@2em.com.au](mailto:enquiries@2em.com.au)



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