

HIRE24 Sponsorship / Exhibitor Prospectus

EXHIBITION & SPONSORSHIP

HRIA
Hire and Rental Industry Association

A message from the HRIA President and CEO



After celebrating its 50th anniversary in 2018, the HRIA is thrilled to bring HIRE24 back to Brisbane.

HIRE24 is designed to motivate and inspire anyone in the equipment and events hire industry, providing a forum for suppliers to showcase the latest in technology, innovation, and products.

Australia's premier hire event is the best place to network with industry colleagues from across the country and abroad. The HRIA will once again provide keynote speakers providing thought leadership, motivation, and strategic knowledge for industry stakeholders from all sectors to apply to their businesses.



There will be educational workshops and social events to continue the networking, including the highly anticipated Hire Industry Excellence Awards and Gala Dinner, which honour the finalists and winners of awards such as Hire Company of the Year, Supplier of the Year, Young Professional of the Year, and Women in Hire.

We look forward to welcoming you all to HIRE24.

Jeremy Shaw, HRIA President
James Oxenham, HRIA CEO



Thank you to our HIRE23 Sponsors and Event Partners

Platinum Sponsor



Gold Sponsors



Silver Sponsors



Thank you to our HIRE23 Sponsors and Event Partners

Bronze Sponsors



Event Partners

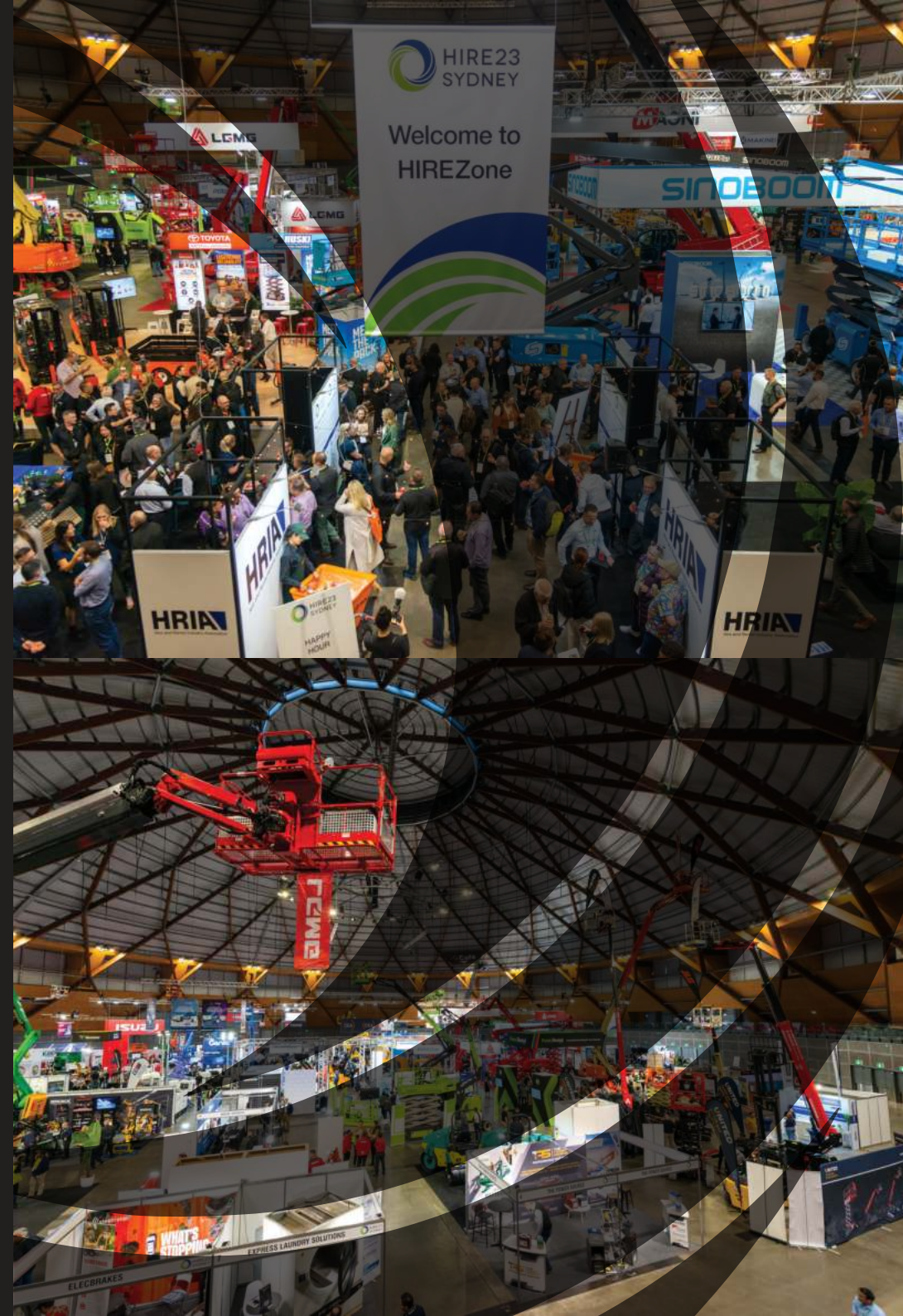


The Event

HIRE24 brings together HRIA hire company and supplier members as well as others within the hire and related industries.

The show features 2 mornings of conference with outstanding keynote speakers, workshops and panel discussions, numerous networking options as well as 2 full days of exhibition showcasing the latest technology and innovation in access equipment, general construction equipment, traffic management, site services, event hire and more.

- HIRE24 promotes productivity, innovation, safety and ethical business practices among its members through the HRIA Code of Conduct.
- The exhibition offers suppliers the chance to showcase innovative products within a key part of the industry's capital equipment procurement cycle.
- Stand among Australia's largest equipment and events inventory investors.
- The convention is acknowledged as the peak event for MEWP and Equipment Hire.



What you can expect



Over
100
companies
exhibited



200+
trucks and 28
hours bump in



78%
of delegates
likely to return



15
Business
workshop
sessions



500+
attendee Gala
Dinner



3297m²
exhibition space sold



1817
exhibition
attendees



28
event sponsors
and partners



6
social
events



HIRE 24
BRISBANE

*Based on HIRE23

HRIA
Hire and Rental Industry Association

Conference Program

TUESDAY 3 JUNE

11am - 5pm
Registration Open

12pm - 2:30pm
EWPA Global Access Meeting

4pm - 6pm
Young Professionals and Women in Hire
Networking for Success

7pm - 9pm
Welcome Drinks

9pm - 11pm
ClubHIRE

WEDNESDAY 4 JUNE

8:30am - 4:00pm
Registration Open

9:00am - 10:30am
HIRE24 Welcome Plenary session
Keynote Speaker

10:30am - 5:30pm
Exhibition Open

11:00am - 12:00pm
Partner Presentations

12:00pm - 1:30pm
Presidents Lunch

2:00pm - 4:30pm
Partner Presentations / Workshops /
Panel Discussions

4:30pm - 5:30pm
Best Stand Presentation / Happy Hour

7:00pm - 9:30pm
An Evening With Social Function

9:30pm - 11:00pm
ClubHIRE

THURSDAY 5 JUNE

8:30am - 4:00pm
Registration Open

9:00am - 10:30am
HIRE24 Welcome Plenary session
Keynote Speaker

10:30am - 5:30pm
Exhibition Open

11:00am - 12:30pm
Partner Presentations

2:00pm - 4:00pm
Partner Presentations / Workshops /
Panel Discussions

4:00pm
Exhibition closes

7:00pm - 11:00pm
Hire Industry Excellence Awards and
Gala Dinner

11:00pm - 1:00am
ClubHIRE

**Program based on HIRE23 and subject to change*

Why Exhibit?

Exhibiting at the HIRE24 gives you access to the key procurement agents for Australia's \$8.8 Billion hire and rental industry.

“

“The show is all about connection. As an exhibitor, yes you are here to show product and hopefully sell some. But it is really about getting to see people. There are a lot of places you just cannot get to, and it's also hard to bring big groups together at other times. Connection is what this show is really about.”

Keith Clark – Haulotte

”

“

We come to the HRIA Conventions as it is important for us to have visibility. It is also important for us to support the industries we are involved in. So we will always have a booth at the show.

Miles Beamish – Finlease

”

“

“The show is a great opportunity for us to showcase what we do, talk to our customers and meet with prospects. But is also really great to be able to give back and support the industry.”

Dave Cameron – Point of Rental

”

“

“When you work in the hire industry there are so many pieces of equipment that you get to play with. When you come to an event like this and see things you haven't seen before, or didn't even know existed – it really opens your eyes.”

Tony Lockwood – CEA

”



Previous Speakers



Layne Beachley



Richard de Crespigny



Saroo Brierley



Dr Richard Harris



Mark Wales



Glenn McGrath



Ben Crowe



Anna Meares



David Penglase



Gemma Munro



Jordana Borensztajn



Rachael Robertson



HIRE 24
BRISBANE

HRIA
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HIRE24 Sponsorship & Exhibition Opportunities Overview

EXCLUSIONS – Stand furniture, Display / AV

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	6 x 6 shell scheme	9 x 3 shell scheme	6 x 3 shell scheme	3 x 3 shell scheme
Cost (ex GST)	\$78,340	\$53,999	\$31,655	\$23,432	\$16,488	\$12,366	\$8,244	\$4,122
Area (m ²)	162	108	54	36	36	27	18	9
Company brand recognition (electronic and printed at venue)	✓	✓	✓	✓				
Verbal acknowledgment by MC	✓	✓	✓	✓				
Delegate Bag insert	✓	✓	✓	✓				
Event App with contacts and lead retrieval	✓	✓	✓	✓	✓	✓	✓	✓
Wifi Access	✓	✓	✓	✓	✓	✓	✓	✓
Listing in Event App and Program	✓	✓	✓	✓	✓	✓	✓	✓
Entry to the Awards “Best New Product” and “Supplier of the Year”	✓	✓	✓	✓	✓	✓	✓	✓
Exhibitor Delegate Tickets (valued at \$715 each)	10	6	4	2	1	1	1	1
Welcome Drinks tickets (valued at \$65 each)	10	6	4	2	1	1	1	1
Gala Dinner tickets (valued at \$230 each)	10	6	4	2	1	1	1	1



Additional Event Sponsorship Opportunities

Gala Dinner or Award Category Sponsor



HIRE24 Gala Dinner and Hire Industry Excellence Awards provides the opportunity to celebrate the conclusion of HIRE24 and recognise outstanding companies and individuals within the hire industry.

Sponsorship options available:

- Brand recognition at Gala Dinner
- MC acknowledgment
- Opportunity to provide a 2-to-3-minute address
- Opportunity to place equipment / branding at Gala venue (at sponsors cost)
- Company brand recognition on event material
- Pre-dinner drinks sponsor
- After dinner bar sponsor

Cost from \$20,000+GST



Additional Event Sponsorship Opportunities

ClubHIRE (3 Opportunities)



ClubHIRE takes place at the conclusion of each day's formalities – it's the place HIRE24 attendees meet up to have a drink, catch up and chat about their day at the show.

Sponsorship options available:

- Brand recognition on event material
- Brand recognition and acknowledgment on event website and program
- Brand recognition at ClubHIRE (venue dependent)
- Opportunity to provide branded items at venue and function staff (venue permitting) such as t-shirts, caps, aprons, napkins (at sponsor's expense)

Cost from \$3,000+GST



Additional Event Sponsorship Opportunities

Welcome Drinks (1 available)



HIRE24 will be officially launched at the Welcome Drinks on Tuesday 4 June. As a sponsor your company will make one of the first impressions at HIRE24.

Sponsorship options available:

- Opportunity to deliver Welcome address
- Company brand recognition at Welcome Drinks function venue
- Opportunity to position equipment / branding at venue (costs apply)
- Brand recognition on event material
- Opportunity to provide branded items at venue and function staff (venue permitting) such as t-shirts, caps, aprons, napkins (at sponsor's expense)

Cost from \$7,500+GST



Additional Event Sponsorship Opportunities

Client Dinner: An Evening with... (1 available)



Speaker to be announced.

At HIRE22, we held An evening with Dr Richard Harris, and at HIRE23 we held An evening with Saroo Brierley. This event is the HRIA endorsed HIRE24 event being held on Wednesday 5 June, giving attendees the opportunity to catch up with other delegates, enjoy a meal and hear a remarkable story from a guest speaker.

Sponsorship options available:

- Opportunity to deliver Welcome address
- Company brand recognition at “An Evening with...” venue
- Opportunity to position equipment / branding at venue (costs apply)
- Brand recognition on event material
- Opportunity to provide branded items at venue and function staff (venue permitting) such as t-shirts, caps, aprons, napkins (at sponsor's expense)

Cost from \$10,000+GST



Other Sponsorship Opportunities

Make an Impact – promote your brand across HIRE24



There are numerous additional sponsorship opportunities available at HIRE24 providing the opportunity for your brand to make an impression on HIRE24 attendees. Get in touch with us to find out more for sponsorship opportunities including

- Lanyard Sponsor
- Happy Hour
- Registration Sponsor
- Workshop Sponsor (various opportunities available)
- Women in Hire and Young Professionals Networking for Success Sponsor
- Catering Lounge Sponsor
- Morning / Afternoon Tea Sponsor
- Venue signage
- Notepad and Pen Sponsor

There are almost unlimited sponsorship opportunities. Get in contact with us to discuss your ideas and we would be happy to work with you to create a custom sponsorship package to meet your needs.



HIRE23

HOW DO WE BUILD A WINNING MINDSET?

Pay attention to what you're paying attention to!



Get involved

For more information regarding partnership opportunities,
please contact:

Martin Sinclair
National Manager - Sales, Partnerships & Membership
0417 450 662
martinsinclair@hria.com.au

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