

Sponsorship Prospectus

Sydney, Australia



Sponsoring The Event

SMPTE is delighted to offer you the opportunity to play a key role in the success of this event. As a not-for-profit organisation we are looking for various levels of support from our partners.

There are several ways you can sponsor the SMPTE METexpo, conference and gala dinner.

Event Sponsors will benefit from a suite of partnership benefits, including several promotional activities in the lead up, during and after the event in March 2024.

Please consider the packages on offer, and which is right for you and your organisation.

This event aims to provide an engaging, entertaining and educating event for media professionals, technologists and engineers. This is a great opportunity for all participants to gain a deeper understanding of the current state of the industry and into the future.

Through your generosity, SMPTE can provide crucial insight, education and advance the industry and our sector.

SMPTE METexpo's free, hands on and interactive expo, brings together businesses that support the production and delivery needs of content creators, broadcasters, and streamers. Attracting the decision makers and practitioners, SMPTE METexpo connects and hosts the industry and community sector to do business.



Expected Audience and Attendance

Attracting the decision makers and practitioners, **SMPTE METexpo** connects and hosts the industry and community sector to do business.



3,000+
Attendees



50+
Exhibiting
Brands and
Companies



30+
Speakers and
Presenters



National and
International
Delegates

Sponsorship Packages

PRINCIPAL PARTNER

\$75,000

1 ONLY

The Event's Principal Partner receives the following benefits:

- ✓ Official designation "Event Principal Partner"
- ✓ Logo inclusion and acknowledgement in all marketing materials
- ✓ Large expo site (10m x 10m) allocation
- ✓ Inclusion of sponsor advertising material at the conference (advertising material supplied by sponsor)
- ✓ Full page ad in Conference program
- ✓ Website logo and banner ad
- ✓ 10 x Conference Tickets
- ✓ 10 x tickets to the Gala Dinner
- ✓ MC recognition across the events
- ✓ Opportunity to provide lucky door prize at the Expo
- ✓ Opportunity to present or appear on Conference panel
- ✓ Logo inclusion on event lanyard

GOLD

\$30,000

4 ONLY

Our Gold Partners receive the following benefits:

- ✓ Official designation "Gold Partner"
- ✓ Logo and acknowledgement in marketing materials
- ✓ Logo on event website
- ✓ Half page ad in conference program
- ✓ Expo site allocation 6m x 6m
- ✓ MC mention during the expo announcements
- ✓ 4 x conference tickets
- ✓ 4 x gala dinner tickets

CONFERENCE

\$25,000

1 ONLY

The Conference Partner receives the following benefits:

- ✓ Official designation "Conference Partner"
- ✓ Featured company image on cover of Conference program
- ✓ Opportunity to appear as a speaker on the conference (session to fit in with conference theme)
- ✓ Expo site 6m x 3m
- ✓ 10 x Conference tickets
- ✓ 2 x Tickets to the Gala Dinner
- ✓ Logo inclusion on website
- ✓ Banner image on Conference page of website
- ✓ Opportunity to provide collateral to be placed on tables at conference
- ✓ MC mentions during the conference
- ✓ Logo on conference slides

GALA DINNER

\$15,000

1 ONLY

The Gala Dinner Partner receives the following benefits:

- ✓ Official designation "Gala Dinner Partner"
- ✓ Logo inclusion on gala dinner section of website
- ✓ Opportunity to provide sponsor collateral at gala dinner on guest tables
- ✓ Banner inclusion on stage or at entry at dinner
- ✓ 10 x gala dinner tickets
- ✓ Opportunity to address gala dinner audience
- ✓ Expo Site 3m x 3m

SILVER

\$15,000

5 ONLY

Our Silver Partners receive the following benefits:

- ✓ 6m x 3m site allocation
- ✓ Official designation "Silver Partner"
- ✓ Logo on event website
- ✓ Business Logo Inclusion in program as Silver Partner
- ✓ 2 x Gala Dinner tickets
- ✓ 2 x Conference tickets
- ✓ Quarter page ad in event program

SUPPORTING PARTNER

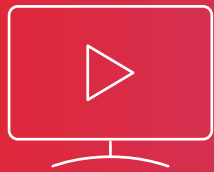
\$6,500

10 ONLY

Our Supporting Partners receive the following benefits:

- ✓ 3m x 2m site allocation
- ✓ Business Name listing on the website Supporting Partner
- ✓ 2 x Conference tickets
- ✓ Present a session at the expo education stage

Marketing Campaign



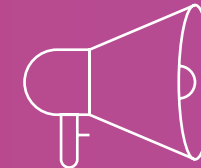
Paid

A paid campaign will take place and may include: print, social media, and signage.



Owned

Owned channels include both SMPTE website and the SMPTE METexpo website, facebook and instagram pages, linkedin, and EDM channels and also includes partner marketing via the partner networks, exhibitors and sponsors channels.



Earned

The event will include PR and publicity and will feature press releases in the lead up to the event including the conference.

About SMPTE

The Home of Media Professionals, Technologists, and Engineers

Members transform the industry through Standards Technology Committees with 800 engineering standards and guidelines developed to advance global interoperability of hardware and software; advance their careers through our vast educational offerings; and have access to our invaluable network of mentors and colleagues via local and global industry events. Collaboration leads to innovation, and SMPTE is proud to provide members a space to do both.

From the early days of entertainment technology to the latest digital media breakthroughs, the brightest minds in the industry have found their community in SMPTE.

Our members are forward thinking. So, while times may change, SMPTE will meet you there.



If you wish to enquire about sponsorship or exhibiting at the SMPTE METexpo 2024, the please contact:

Paul Whybrow

Chair, SMPTE (Australia, New Zealand and South Pacific Islands)

pwhybrow@m.smpte.org

Vickii Cotter

Event Producer (Visabel)

vickii@visabel.com.au

Contact

For more information on exhibiting at the SMPTE METexpo and Conference the please contact:

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