

5-7 SEPTEMBER 2023
SYDNEY SHOWGROUND
SYDNEY, AUSTRALIA



AIMEX

BREAKING NEW GROUND

2023
EXHIBITOR & SPONSORSHIP PROSPECTUS

AIMEX.COM.AU



AIMEX gives your business an unparalleled platform to showcase your products and services to Australia's largest face-to-face community of mining professionals, suppliers and experts. AIMEX is an international destination to connect and create relationships, to build your customer base, gain valuable market intelligence and to educate the industry through targeted opportunities that connect you directly.

AIMEX DELIVERS OPPORTUNITIES FOR YOUR BUSINESS TO GROW!

CONNECT

and do business with over **5,000** highly target mining industry professionals

GENERATE

new sales leads and increase your customer base

BUILD

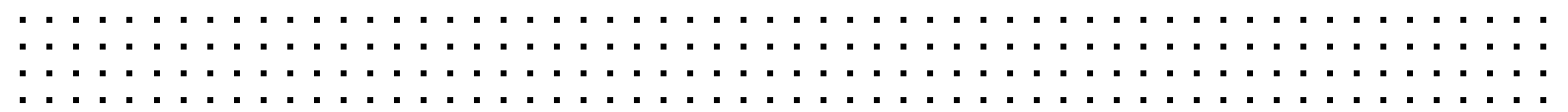
your company profile and brand loyalty

EDUCATE

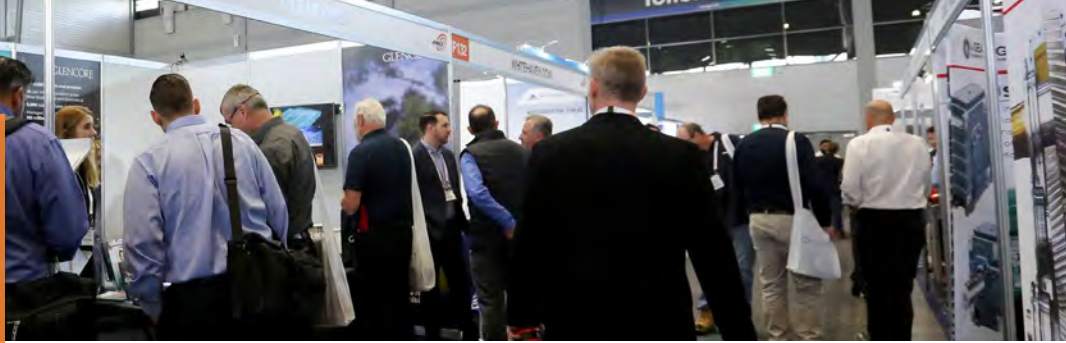
your customers on the solutions you provide and gain vital industry knowledge through the comprehensive conference program

SOCIALISE

and re-connect face-to-face with your peers



WHAT'S ON



AIMEX is the ultimate destination for time-poor mining professionals to actively source mining products, technology, solutions and innovations that will lower costs, improve efficiency and boost productivity. Providing the opportunity to connect with Australia's largest face-to-face community of mining suppliers and professionals, in an environment that stimulates innovation and collaboration, to gain future forward insights from international renowned industry experts.

Featuring a **world-class free-to-attend conference program** that will drive the mining dialogue forward and give you access to leading industry minds.

Host **targeted workshops** that tackle key issues that will shape the long-term strategic direction of the industry.

Showcasing **new industry verticals** that illustrate the future trends of the industry and see where new opportunities may lie. Discover how mining 4.0, renewables and circular economy will impact the industry in the future!

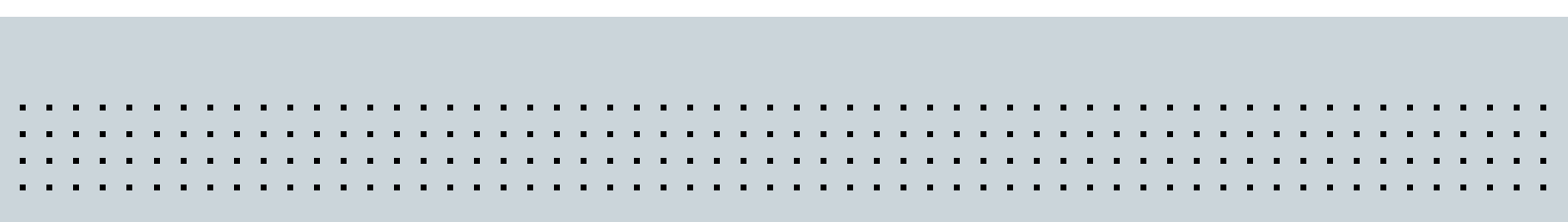


Featuring a **regional showcase** that highlights the technical innovation from around Australia that is driving operational excellence not only domestically but international.

Connect with **key mining companies in the AIMEX Mining House Pavilion** which will host some of the biggest mining companies from around Australia.

Have access **to targeted programs** that link key mining personnel with the exhibitors at AIMEX.

Attend **numerous networking opportunities** which enable you to connect with your clients and build your customer base.



SUMMARY OF ATTENDANCE

4,991

visits over the
3 days of AIMEX

10.7%

of visitors had a
purchasing authority of
over \$1,000,000

13.7%

increase in
interstate visitation

20.4%

Engineers

(Mechanical, Mining,
Electrical, Hydraulic, Civil,
Chemical, Process, Other)

2.1% increase in 2019

16.1%

Senior Management

(Director, CEO, MD, GM, Owner)

15.5% increase in 2019

11.2%

Site Personnel

(Maintenance, Operations, Production,
Operator, Tradesperson)

13.5% increase in 2019

KEY VISITING COMPANIES

BHP

Rio Tinto

Glencore

Whitehaven

Newcrest

Bengalla Mining

Bloomfield

Coal India

Centennial

Mach Energy

Whitehaven

Yancoal Australia

Evolution Mining

Holcim

Northparkes

Origin

Port Waratah Coal Services

Adani

South32

Thiess

Peabody



EXHIBITING OPPORTUNITIES



STAND PRICING



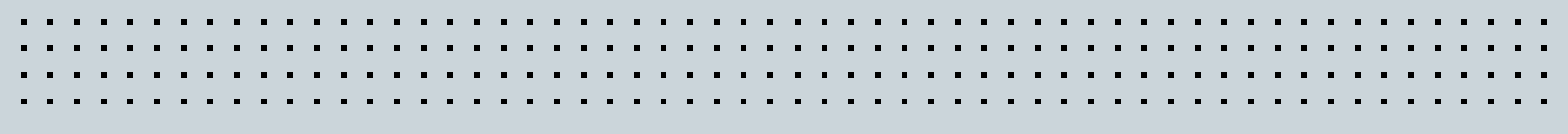
Size (sqm)	Space Type	Standard	Premium	Premium+
9	A	\$8,523.90	\$8,811.00	\$8,969.40
	B	\$9,425.90	\$9,713.00	\$9,871.40
12	A	\$10,556.70	\$10,939.50	\$11,150.70
	B	\$11,887.70	\$12,270.50	\$12,481.70
15	A	\$12,589.50	\$13,068.00	\$13,332.00
	B	\$14,349.50	\$14,828.00	\$15,092.00
18	A	\$14,868.70	\$15,442.90	\$15,759.70
	B	\$17,057.70	\$17,631.90	\$17,948.70
27	A	\$20,967.10	\$21,828.40	\$22,303.60
	B	\$24,443.10	\$25,304.40	\$25,779.60
36	A	\$27,065.50	\$28,213.90	\$28,847.50
	B	\$31,828.50	N/A	N/A
54	A		\$38,252.50	\$40,272.10
72	A			\$39,895.90
90	A			\$49,201.90
120	A			\$64,711.90

TYPE A SPACE ONLY

- Floor space
- Public Liability Insurance
- Stand Design Approval

TYPE B SPACE AND SHELL SCHEME

- Same inclusions as 'A'
- Booth construction
- Rear (and side walls where applicable) - Velcro compatible, 2.4m high.
- Fascia signage to front (and sides where applicable)
- Spotlights; 2 per 9 m² of space.
- Carpet tiles on floor



ALL STANDS INCLUDE - STANDARD EXPOSURE PACKAGE

(Entry level package, built into contract price)

Online Directory Listing

Get exposure to your potential customers before they even set foot in the door at AIMEX 2023. The Online Directory allows you to promote your products, services and technology for visitors who are planning their time at AIMEX 2023 and gives you the opportunity to become a 'must see'. Includes;

- Online Company Listing
- Image Uploads
- Document / Catalogue Uploads
- Contact Information

Digital Trade Guide Listing

The Digital Trade Guide is a valuable resource for visitors to AIMEX 2023 giving you the opportunity to promote your business not only during the show days but after the event. Includes;

- Company Listing
- Product and Brand Listings
- Quarter Page Advertisement

Lead Tracking App

All exhibitors at AIMEX 2023 will get access to Emperia, our free lead tracking app. It allows you to scan the badge of any visitor that you talk to, collect their contact information and add notes to their record which gets delivered to you immediately after the event as a lead list ready to work on



WALK-ON PACKAGES

Walk-on Package A = \$2,059.20

includes 1 x cabinet with 1 x table & 2 x chairs

Walk-on Package B = \$2,059.20

includes 1 x brochure rack with 1 x table & 2 x chairs

Walk-on Package C = \$2,516.80

includes 1 x cabinet with Barcelona lounge package

Walk-on Package D = \$2,516.80

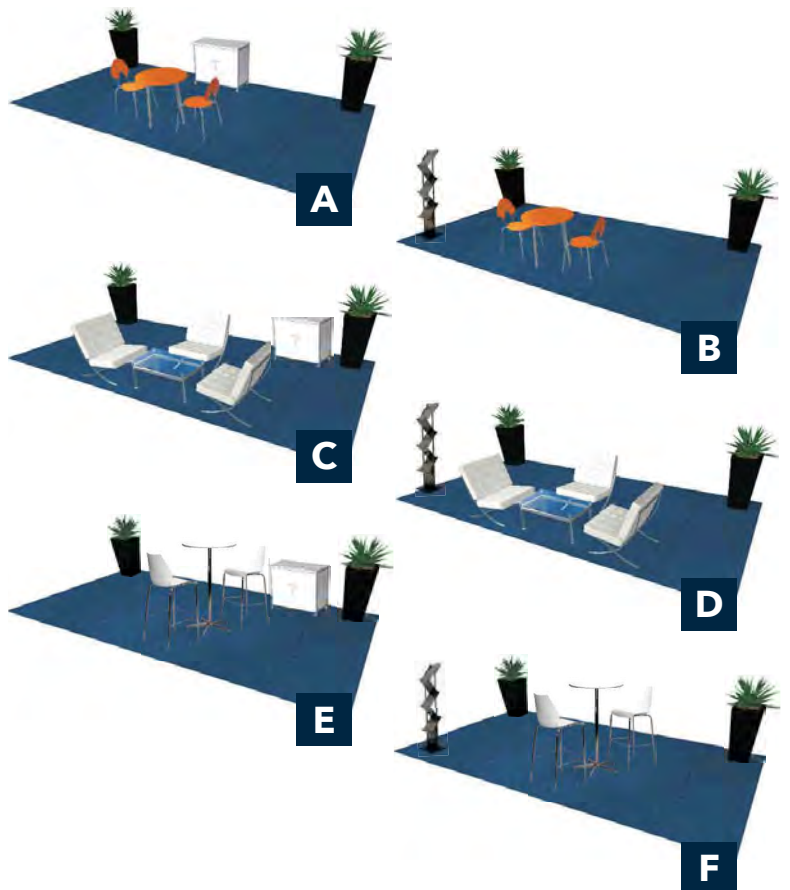
includes 1 x brochure rack with Barcelona lounge package

Walk-on Package E = \$2,059.20

includes 1 x cabinet with 1 x bar table & 2 x bar stools

Walk-on Package F = \$2,059.20

includes 1 x brochure rack with 1 x bar table & 2 x bar stools



ALL OPTIONS INCLUDE:

- 1 x 4amp power point and electrical consumption
- Stand cleaning (up to 36m2)
- Plants not included

STAND UPGRADES

STAND UPGRADE - A

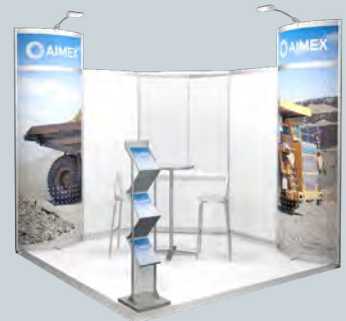
Suitable for up to 9m² stands

\$3,791.70 inc GST for 9m²

+\$93.50 inc GST per m² for raised flooring

Includes;

- 2 x graphic wall panels with your artwork (artwork supplied by exhibitor)
- 2 x lights on arms
- 1 x lockable cabinet
- 1 x bar table and 2 x bar stools
- 1 x brochure rack
- Carpet flooring



PREMIUM STAND UPGRADE - B

Suitable for up to 9m² corner stands

\$8,725.14 inc GST for 9m²

+\$93.50 inc GST per m² for raised flooring

Includes;

- Premium graphic wall panels with your artwork (artwork supplied by exhibitor)
- 1 x wall mounted television
- 1 x lockable cabinet with graphic decal on front (artwork supplied by exhibitor)
- Carpet flooring



STAND UPGRADE - C

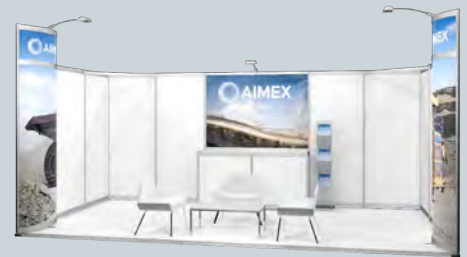
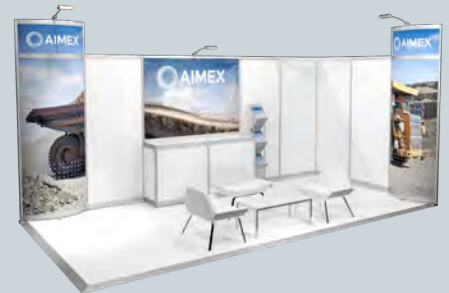
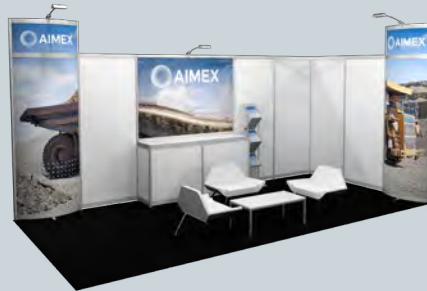
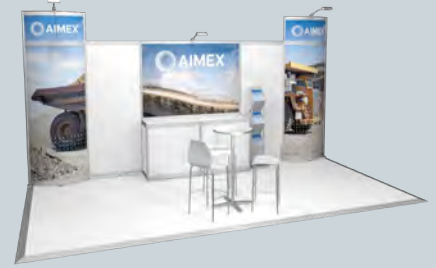
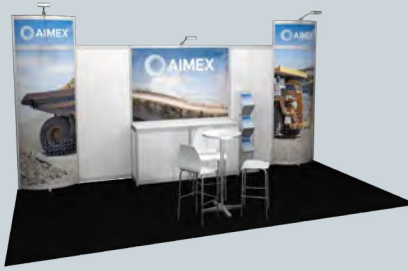
Suitable for up to 18m² stands

\$5,353.74 inc GST for 18m²

+\$93.50 inc GST per m² for raised flooring

Includes;

- 3 x graphic wall panels with your artwork (artwork supplied by exhibitor)
- 3 x lights on arms
- 1 x lockable cabinet
- 1 x bar table and 2 x bar stools OR
1 x coffee table and 3 x chairs
- 1 x brochure rack
- Carpet flooring



PREMIUM STAND UPGRADE - D

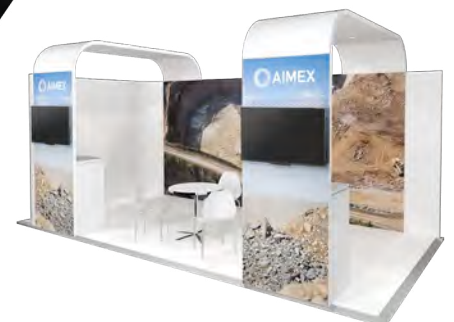
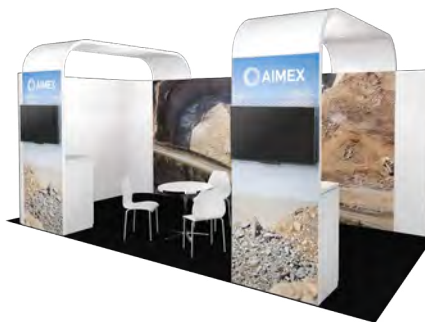
Suitable for up to 18m² stands

\$20,770.20 inc GST for 18m²

+\$93.50 inc GST per m² for raised flooring

Includes;

- Premium graphic wall panels with your artwork (artwork supplied by exhibitor)
- 2 x wall mounted television
- 2 x lockable cabinet
- 1 x café table with 3 x chairs
- Carpet flooring



STAND UPGRADE - E

Suitable for up to 27m²

\$8,648.37 inc GST for 27m² stand

+\$93.50 inc GST per m² for raised flooring

Includes;

- 5 x graphic wall panels with your artwork (artwork supplied by exhibitor)
- 6 x lights on arms
- 2 x lockable cabinet
- 1 x coffee table and 3 x chairs
- 2 x brochure rack
- Carpet flooring



PREMIUM STAND UPGRADE - F

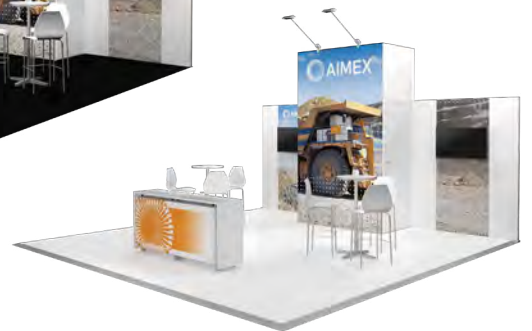
Suitable for 36m² stands

\$13,436.64 inc GST for 36m² stand

+\$93.50 inc GST per m² for raised flooring

Includes;

- Premium graphic wall panels with your artwork (artwork supplied by exhibitor)
- 2 x wall mounted television
- 1 x storage room
- 1 x lockable cabinet with graphic decal on front (artwork supplied by exhibitor)
- 2 x bar tables with 6 x bar stools
- Carpet flooring



PREMIUM STAND UPGRADE - G

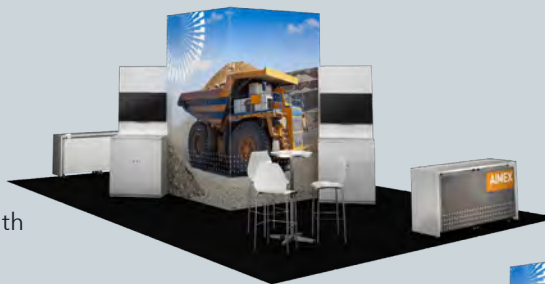
Suitable for 54m² stands

\$23,088.24 inc GST for 54m² stand

+\$93.50 inc GST per m² for raised flooring

Includes;

- Premium graphic wall panel centre feature with your artwork (artwork supplied by exhibitor)
- 4 x wall mounted television
- 2 x lockable cabinet with graphic decal on front (artwork supplied by exhibitor)
- 4 x standard lockable cabinets
- 2 x bar tables with 6 x bar stools
- Carpet flooring



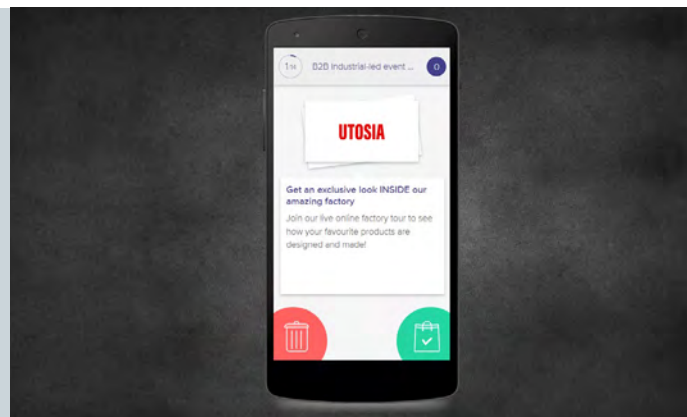
DIGITAL SHOWBAG

Do you want to significantly boost your exposure, engagement and foot traffic to your stand at AIMEX?

The NEW AIMEX Digital Showbag promotes your event deals/offers to drive targeted traffic to your stand. Upon viewing the digital show bag, visitors convert to qualified leads by giving their email address to the exhibitors and offers they find most compelling.

USE THE AIMEX DIGITAL SHOWBAG TO:

- Promote a special offer, a competition or the opportunity for a visitor to come and collect a sample or gift.
- Increase your engagement and reach visitors beyond your stand.
- Launch a new product.
- Collect more high quality leads.
- Drive your social media following.



We will provide you with a breakdown of analysis on your offer at the end of the campaign.

[Click here for more information](#)

EXCLUSIVE PRESENTING SPONSOR

Includes:

\$5,500

- Your logo on the home page of the app.
- The Digital Showbag will be referred to as the AIMEX Digital Showbag, presented by "YOUR BRAND".
- 1 offer in the AIMEX Digital Showbag, presented by "YOUR BRAND".
- A list of qualified leads with contact information - the buyers that accept your offer.
- In desktop view, your branding will fill the background of the screen.
- Promoted to 27,000+ mining professionals through email campaigns, socials, website and the AIMEX Directory
- We will provide you with a breakdown of analysis on your offer at the end of the campaign.

OFFERS - LIMITED AVAILABILITY

Includes:

\$550

- 1 offer in the AIMEX Digital Showbag.
- A list of qualified leads with contact information - the buyers that accept your offer.
- Promoted to 27,000+ mining professionals through email campaigns, socials, website and the AIMEX Directory
- We will provide you with a breakdown of analysis on your offer at the end of the campaign.



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES



MAXIMUM EXPOSURE
PROMINENT COVERAGE
EXCLUSIVE OPPORTUNITY
BE AN EVENT PARTNER.

EVENT PARTNER

The AIMEX Event Partner sponsorship the ultimate opportunity maximise the reach of your brand. This is an exclusive opportunity that gives your company the highest level of branding and exposure pre-show, on-site and post event. Your brand will be seen by over 65,000 people throughout the AIMEX marketing campaign.

INCLUDES:

- Exclusive Event Partner branding and recognition
- Gold web listing
- Full page advertisement in digital trade guide
- 1 x banner on AIMEX homepage
- 1 x solus EDM
- 3 x banner in visitor EDM
- 1 x offer in our digital showbag
- Sponsor logo on the AIMEX website and visitor email campaigns
- Exhibitor Dashboard Pro

\$19,690

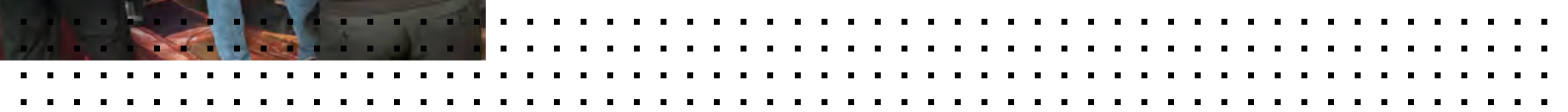
OPENING PARTY SPONSOR

Connecting face-to-face has never been more important and this exclusive sponsorship opportunity gives your brand the ability to connect with suppliers and industry personnel in a relaxed environment. Business is best done with a drink in hand and your brand will be front and centre to over 600 people at the AIMEX Opening Party!

INCLUDES:

- Networking Event Sponsorship branding and recognition
- Branding within networking event
- Silver web listing
- Full page advertisement in digital trade guide
- 1 x banner on AIMEX homepage
- 2 x banner in visitor EDM
- Sponsor logo on the AIMEX website and visitor email campaigns
- Exhibitor Dashboard Pro

\$16,500



SPONSORSHIP OPPORTUNITIES



AIMEX CONFERENCE SPONSOR

Align your brand with the most comprehensive free-to-attend conference program for the mining industry.

INCLUDES:

- Conference Sponsorship branding and recognition
- Branding within conference area
- Silver web listing
- Full page advertisement in digital trade guide
- 1 x banner on AIMEX homepage
- 1 x banner in visitor EDM
- Sponsor logo on the AIMEX website and visitor email campaigns
- Exhibitor Dashboard Pro

\$17,380



REGISTRATION SPONSOR

This high visibility opportunity gives you branding and exposure to over 10,000 pre-registered visitors and onsite visitors as they enter. Your brand is top of mind as they enter AIMEX 2023.

INCLUDES:

- Registration Sponsorship branding and recognition
- Branding on registration portal
- Banner on registration confirmation email
- Silver web listing
- Full page advertisement in digital trade guide
- 1 x banner in visitor EDM
- Sponsor logo on the AIMEX website and visitor email campaigns
- Exhibitor Dashboard Pro

\$16,720



AIMEX CAFÉ SPONSOR

The AIMEX Café will be the main catering facility at AIMEX 2023. This exclusive sponsorship provides a key opportunity for increasing brand exposure during the event and to 'own' this busy area.

INCLUDES:

- Café Sponsorship branding and recognition
- Branding within café area
- Silver web listing
- Half page advertisement in digital trade guide
- 1 x banner in visitor EDM
- Sponsor logo on the AIMEX website and visitor email campaigns
- Exhibitor Dashboard Pro

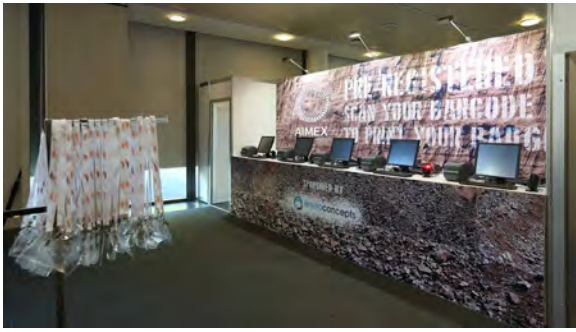
\$16,720

SPONSORSHIP SUMMARY

SPONSORSHIP OPPORTUNITIES	Sponsorship Specific Branding*	Unique onsite Opportunities*	Additional Onsite Branding	Logo on Website and Emails	Website Banner Ad	Exhibitor Dashboard Pro	Email Banner Ads	Trade Guide Ad
EVENT SPONSOR	✓	✓	✓	✓	✓	✓	3	Full Page
OPENING PARTY SPONSOR	✓	✓	✓	✓	✓	✓	2	Full Page
AIMEX CONFERENCE SPONSOR	✓	✓	✓	✓	✓	✓	1	Full Page
REGISTRATION SPONSOR	✓	✓		✓		✓	1	Full Page
AIMEX CAFÉ SPONSOR	✓	✓	✓	✓		✓	1	Half Page

PROMOTIONAL OPPORTUNITIES

Increase your on-site visibility with these promotional opportunities.*



LANYARD*

Exclusive

Includes your brand logo on the visitor lanyards
(*Lanyards to be supplied by sponsor)

\$8,008



HAND SANITISER STATION

\$1,078 / unit

Exclusive

Includes your logo on hand sanitiser stations at the event.



FLOOR PLAN LOGO

Your logo on the floor plan at the event.

\$687

*Prices include GST

TRADE GUIDE ADVERTISING

EXHIBITION DIRECTORY

The Exhibition Directory is the visitors' guide to AIMEX featuring a complete list of exhibiting companies and event features. This digital trade guide is used during and after the event by visitors to find information and source products and suppliers.

Half Page Advertisement (Upgrade)

Full Page Advertisement (Upgrade)

Half Page upgrade package (includes HP and Silver Listing)

Full Page upgrade package (includes FP and Silver Listing)

\$509.30

\$715

\$1,167.10

\$1,372.80



UPGRADED DIRECTORY LISTINGS

The online exhibitor directory is an essential tool used by visitors to AIMEX when planning their time at the event. Complete listings that are rich in content drive engagement create more views. Get your company in front of more buyers with these enhance directory listings.

GOLD

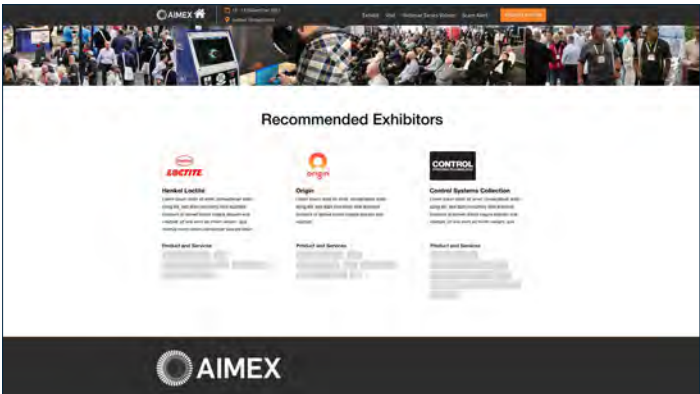
Gold includes all the benefits of silver

PLUS

- Filter Sponsorship to appear above all other exhibitors for a specific search filter
- Homepage Feature

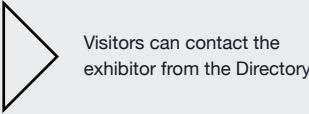
Gold enables exhibitors to appear at the top of the exhibitor directory for a single filter category.

\$1,373

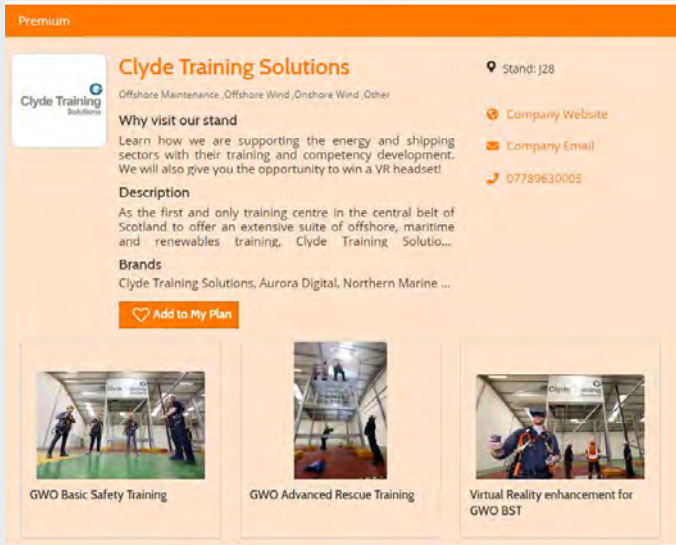


SILVER

- Company Logo
- Company Name
- Categories
- Stand Number
- Description
- Brands
- Why Visit Our Stand
- Products
- Website
- Email
- Phone



\$658



DIGITAL ADVERTISING

Increase your visibility with these promotional opportunities.

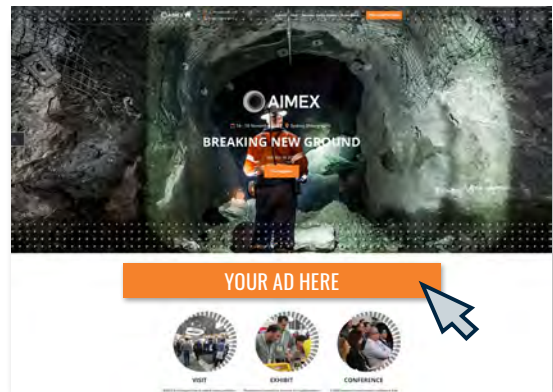
AIMEX WEBSITE

Leaderboard (rotational)

\$2,517

OVER **65,000** website users*

*Over 1 year period for AIMEX 2019



E-NEWS

AIMEX e-news delivers the latest event and industry news to an audience of engaged, quality industry contacts.

Email banner

\$2,746

27,500 mining industry subscribers



VALUE BUNDLES

Onsite Booster

\$1,923

(20% Discount)

INCLUDES

- Silver web listing
- Logo on floorplan
- Half page advertisement in digital trade guide
- Digital showbag offer



Brand Booster

\$3,748

(30% Discount)

INCLUDES

- Silver web listing
- Logo on floorplan
- Full page advertisement in digital trade guide
- Digital showbag offer
- 1 x banner in visitor EDM



Online Booster

\$3,163

(20% Discount)

INCLUDES

- Silver web listing
- Digital showbag offer
- 1 x banner in visitor EDM





FOR MORE INFORMATION OR TO BOOK CONTACT:

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