



**ARBS**2024

AIR CONDITIONING, REFRIGERATION BUILDING SERVICES EXHIBITION

# PARTNERSHIP PROGRAM

28-30 MAY 2024 | ICC SYDNEY | #SOURCESHARECONNECT

**ARBS Exhibition** has established itself as one of Australia's largest and most successful trade shows for the HVAC&R and building services industry in Australia.

Held every two years, the ARBS exhibition normally attracts well over 9000 visitors and in excess of 2000 exhibitor personnel. It is also one of Australia's most respected business events on the trade show calendar.





## Target audience

When you partner with ARBS you will benefit from face-to-face access to the most qualified group of industry buyers and decision makers including:

- Multi-national and national manufacturing & retail companies
- National wholesale corporations
- Professional engineering bodies and associations
- Engineering, consulting specialists, contracting companies
- Facility managers and property owners
- Small businesses and trade bodies in the sector
- Qualified tradespeople in the HVAC&R industry
- Federal, State and local Government representatives
- Architects, property developers and project managers

## Market Reach

Access a highly targeted and influential audience through our extensive advertising, marketing and public relations campaigns.

## Sponsorship Opportunities

ARBS 2024 presents a range of partnership categories specifically tailored to provide maximum exposure to our audience and return on investment.

By partnering with ARBS, you can maximise opportunities to engage directly with the 9000+ attendees. Our packages offer sponsors the opportunity to:

- Build brand awareness and create new business opportunities
- Align your business with the high achievers of the industry
- Endorse the exchange of industry best practise and innovation
- Be a part of our targeted advertising and marketing campaigns

To find out more contact  
[marketing@arbs.com.au](mailto:marketing@arbs.com.au)

# ARBS Seminar Program

## PARTNERSHIP

Endorse the exchange of best practise and innovation by partnering with our highly regarded ARBS Seminar Program. The ARBS Seminar Program runs over the 3 days of the show, bringing together some of our industry's top names to present the latest trending issues, updates, scientific research, and technologies.

### The opportunity

Sponsorship of the ARBS Seminar Program offers a key opportunity to profile your company in the lead up to ARBS, during and after the exhibition.

- Associate your brand with industry expertise and best practise
- Network with high profile business prospects in multiple settings
- Attract more visitors to your booth
- Disseminate specific information to attendees by topic

### Onsite signage/branding

- Logo/company name on signage at entrance to seminar room/s
- 1 pull-up free standing banner in seminar room/s. Banner to be supplied by sponsor
- Sponsor can provide company brochures/pens or other free branded material in seminar room/s. Supplied at sponsor's own cost
- Logo and sponsor credit on any printed seminar marketing materials
- Logo on the digital lectern in seminar rooms
- Inclusion of company brochure/ advertising material (under 20 pages) or product (under 150g) into ARBS show bag provided to all ARBS visitors and seminar attendees (approx 9000+)

### Event promotion

A prominent ad (equivalent to a ¼ page size) to feature in one edition of the ARBS html visitor newsletter distributed to a database of 24,000+ registered and previous visitors. A 200-word editorial piece on sponsor's product/s, service or company to accompany this ad. Image and copy to be supplied by sponsor.

### Event website (seminar page)

- A prominent (300 x 300 pixels) hyperlinked ad
- Hyperlinked logo

### Additional benefits

- Opportunity for a senior company representative to introduce a seminar presenter
- Complimentary tickets to seminars of choice (up to 4 per seminar - which must be pre-booked)

**ONE SOLD**

**One remaining  
\$9,000**



# ARBS Exhibitor MARKETING PACKAGE

Make the most of your exhibition investment through a targeted range of promotional mediums that create maximum exposure, brand awareness and marketing reach.

## Online advertising

Most visitors register online via our website [arbs.com.au](http://arbs.com.au), which realises an accumulative growth of visits with an introductory average of 2,000 hits per month (6 months prior to exhibition). This rises steadily throughout the six months prior and peaks at more than 16,000 hits per month.

- Feature your product/s or service with a prominent (300 x 300 pixels) hyperlinked ad on the visitor's page on [arbs.com.au](http://arbs.com.au) within a 3-month period leading up to the show. *Digital artwork to be supplied by exhibitor*  
*Note: period of appearance will depend on time of booking.*

## Visitor HTML newsletter

Targeted e-newsletters are distributed to previous visitors, exhibitors and current registered visitors in the lead up to the exhibition, a database of more than 24,000+ contacts.

- A prominent ad (equivalent to a ¼ page size) to feature in one edition of the ARBS html visitor newsletter distributed to a database of 24,000+ registered and previous visitors. Ad will include a 200-word editorial piece on sponsor's product/s, service or company. *Image and copy to be supplied by sponsor.*

## Social media profiling

Liaise with ARBS media regarding one social media profile of Exhibitor's business or product.

## ARBS showbag insert

Distributed to every visitor attending the exhibition, the ARBS showbag provides the ideal distribution channel for your promotional collateral.

- Inclusion of company brochure/ advertising material (under 20 pages) or product (under 150g) into ARBS show bag provided to all ARBS visitors and seminar attendees (approx 9000+). Must be delivered prior to the show to a nominated location for inclusion. Delivery details and dates will be provided. Unused material will not be returned unless specifically requested.

**THREE SOLD!**

**Three remaining  
\$5,000**

# ARBS Showbag PARTNERSHIP

Distributed to every visitor attending the exhibition (approximately 9000+), the ARBS showbag provides the ideal distribution channel for your promotional collateral. The showbag is given to every visitor at entry and has a handy cross body strap, allowing ease of use and the ability to carry all the material provided.

## ARBS Showbag Branding

Full branding rights on delegate event bags. A fantastic keepsake and ongoing brand opportunity. The most prominent branding opportunity available at ARBS, seen by literally everyone who walks in the door over the 3 day period.

- Corporate logo/image to be printed on front and back of event bags given to all event attendees. *Artwork to be supplied by partner*
- Also includes Exhibitor Marketing Package benefits. Please refer back to this page for details

One side or  
both sides \$20,000

## ARBS Showbag Insert

Full branding rights on delegate event bags. A fantastic keepsake and ongoing brand opportunity.

- Inclusion of company brochure/ advertising material (under 20 pages) or product (under 150g) into ARBS show bag provided to all ARBS visitors and seminar attendees (approx 9000+). *Must be delivered prior to the show to a nominated location for inclusion. Delivery details and dates will be provided. Unused material will not be returned unless specifically requested*

Limited number  
available \$1,500

Be quick due to high demand!



# ARBS INDUSTRY AWARDS PARTNERSHIPS

The ARBS Industry Awards recognise excellence for personal achievement, outstanding products, projects, service and education in the Australian HVAC&R industry. The Awards attract the major players from within the industry and will be presented at a Gala Dinner in the Grand Ballroom at the ICC on Wednesday 29 May 2024.

## The opportunity

Sponsorship of the ARBS Industry Awards will allow you to:

- Position your company alongside the high achievers of the industry
- Your profile will be associated with the influence and integrity of the program
- Partners will benefit from the awards specific marketing, advertising and public relations campaigns commencing in July 2023 and continuing until July 2024

**ARBS**  
Industry Awards 2024

# ARBS Awards

## EVENT PARTNER

### Company branding

Acknowledgement and company logo on:

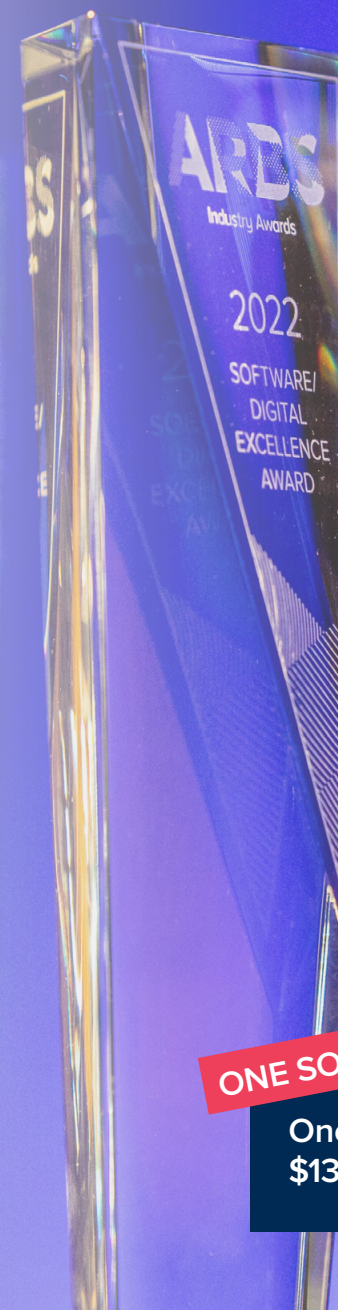
- Awards brochures and associated materials
- Awards and gala dinner full page and half page advertising in industry media over a twelve-month period
- Awards email news and announcements to ARBS database of over 24,000+ visitors and 1,000+ exhibitors
- Awards application forms and documentation
- Logo & sponsor message in awards finalist booklet distributed in the visitor show bag (content subject to approval)
- ARBS Awards video produced post awards and uploaded to YouTube (to remain indefinitely)

### Event website (Awards page)

- A prominent (300 x 300 pixels) hyperlinked ad
- Hyperlinked logo on one award page of ARBS 2024 website (this will remain on this year page indefinitely)

### Company promotion

- A prominent ad (equivalent to a ¼ page size) to feature in one edition of the ARBS html visitor newsletter distributed to a database of 24,000+ registered and previous visitors. Ad will include a 200-word editorial piece on sponsor's product/s, service or company. *Image and copy to be supplied by sponsor*
- Logo and acknowledgment on a sponsorship banner on every ARBS html visitor newsletter that features the awards and 3 months prior to the show



**ONE SOLD!**

**One remaining  
\$13,500**



# ARBS Awards

## EVENT PARTNER cont.

- Inclusion of company brochure/ advertising material (under 20 pages) or product (under 150g) into ARBS show bag provided to all ARBS visitors and seminar attendees (approx 9000+)
- 1/2 page ad in ARBS 2024 Exhibition directory
- Two social media posts of Exhibitor's business or product: to coincide with ARBS finalists announcement and a week prior to the show. *Liaise with ARBS media to arrange*

### ARBS Industry Awards Gala Dinner (approx. 500 attendance)

- 1 pull-up free standing banner in the ballroom. Banner to be supplied by sponsor. Size limitations apply
- Logo placement on official awards program with acknowledgement of partner status
- Logo in presentation slide show and acknowledgement by celebrity MC during address
- Opportunity to present one or more awards on stage
- Complimentary VIP table (table of 10)
- Bespoke table centrepiece branded with your company logo
- Professional digital group photo of your table to send to your guests after the event

ONE SOLD!

One remaining  
\$13,500

# ARBS Awards

## DINNER PARTNER

Sponsorship of the ARBS Industry Awards Gala Dinner creates a positive association between your brand and excellence and achievement in the HVAC&R Industry.

### ARBS Industry Awards Gala Dinner (approx. 500 attendance)

- 1 pull-up free standing banner in the ballroom. Banner to be supplied by sponsor. Size limitations apply
- Logo placement on official awards program with acknowledgement of partner status
- Logo in presentation slide show and acknowledgement by celebrity MC during address
- Logo credit in awards finalist booklet distributed in the visitor show bag
- Opportunity to present an award on stage at Gala Dinner
- Complimentary tickets for 5 attendees

To increase to a table of 10 and include bespoke table centrepieces printed with your company logo and a professional digital group photo; a discounted rate of \$950 applies.

### Company promotion

Inclusion of company brochure/ advertising material (under 20 pages) or product (under 150g) into ARBS show bag provided to all ARBS visitors and seminar attendees (approx 8,000+). Must be delivered prior to the show to a nominated location for inclusion. Delivery details and dates will be provided. Unused material will not be returned unless specifically requested.

**ONE SOLD!**

**Three remaining  
\$7,500**



# ARBS 2024

## BOOKING FORM

### Company Details

Company Name:

Contact Person:

Address:

State:  Postcode:

Phone No:

Email:

Stand Number:

### Sponsorship Details *(please tick appropriate box)*

	Price (ex GST)
<input type="checkbox"/> ARBS Seminar Program Partner	\$9,000
<input type="checkbox"/> ARBS Awards Event Partner	\$13,500
<input type="checkbox"/> ARBS Awards Dinner Partner	\$7,500
<input type="checkbox"/> Exhibitor Marketing Package	\$5,000
<input type="checkbox"/> ARBS Showbag Branding - One side	\$12,000
<input type="checkbox"/> ARBS Showbag Branding - Both sides	\$20,000
<input type="checkbox"/> ARBS Showbag Insert	\$1,500

### Booking Confirmation

Please complete and email to [marketing@arbs.com.au](mailto:marketing@arbs.com.au) to secure your booking.  
Please complete and sign below.

Total Amount Sponsorship (excl GST) \$

Name:

Date:

Signature:

**For any queries please email [marketing@arbs.com.au](mailto:marketing@arbs.com.au)**

**NOTE: Costs do not include GST – please add 10% GST to all costs.**

Artwork for signage, and/or promotional materials to be supplied or paid for where necessary in addition to the above costs. Opportunities are limited on all packages. Packages and prices are subject to availability at time of enquiry.

# ARBS2024

AIR CONDITIONING, REFRIGERATION BUILDING SERVICES EXHIBITION

[arbs.com.au](https://arbs.com.au)

Australia's only HVAC&R and building services trade exhibition, providing real solutions and unparalleled access to global technologies, products and suppliers.