



Queensland Mining &
Engineering Exhibition

23 - 25 July 2024
Mackay Showgrounds

Exhibitor &
Sponsorship Prospectus



Reinforcing its role as Australia's largest regional mining event, Queensland Mining & Engineering Exhibition 2022 welcomed more than 300 exhibitors occupying 3 pavilions and 5,936 sqm of exhibition space.

5,311

TOTAL UNIQUE ATTENDEES*
 3,627 VISITORS
 1,676 EXHIBITORS
 28 MEDIA

92%

OF 2022 VISITORS STATED
 THEY ARE LIKELY TO ATTEND
 AGAIN

83%

OF 2022 VISITORS AGREE
 THAT QME IS A MUST
 ATTEND EVENT

11,600

LEADS WERE SCANNED BY
 EXHIBITORS USING
 OUR APP ACROSS 3 DAYS

*CAB AUDITED BY AUDITED MEDIA ASSOCIATION OF AUSTRALIA

VISITOR PROFILE

9.4%

Engineers

Mechanical
 Mining
 Electrical
 Hydraulic
 Civil
 Chemical
 Process
 Other

14.4%

Senior Management

Director
 GM
 MD
 CEO
 Owner

17.7%

Management

Mine Manager
 Site Supervisor
 Middle Management
 Purchasing
 Product Manager
 Plant Manager
 Contractor

12.0%

Site Personnel

Maintenance
 Operations
 Production
 Operator
 Tradesperson

KEY COMPANIES IN ATTENDANCE

Abbott Point	Dalrymple Bay Coal Terminal	Collinsville Coal	Mitsubishi Development	Stanmore Resources
Aurecon	Glencore	Fitzroy Resources	Monadelphous	Thiess
Aurizon	Mackellar Mining	Jellinbah Resources	North Queensland Bulk Ports	UGL Resources
Batchfire Resources	Bravus	John Holland	Peabody	Whitehaven Coal
BHP	Anglo American	MacMahon Mining	Port of Townsville	Yancoal
BMA	Hay Point Coal Terminal	McLanahan Corp	Rio Tinto	

WHAT'S ON IN 2024



MINING PAVILION

QME will feature leading mining companies as exhibitors to engage with industry personnel, suppliers, drive recruitment activities and raise awareness for their initiatives.



SEMINAR SERIES

Our free-to-attend seminar series will look at the latest innovations and collaborative approaches to improve productivity and long-term strategy for the mining sector. The program will be developed in close consultation with industry.



NETWORKING OPPORTUNITIES

QME is the ultimate destination to network with peers. Our Opening Party will be held at the end of Day 1, while The Bowen Basin Mining Club's Queensland Mining Awards will take place on Day 2 of QME.



WORKSHOPS

Learning opportunities extend beyond QME's venue. There will be workshops in Mackay organised by our partners throughout the three-day event.



DECARBONISATION ZONE

New at QME, a dedicated Decarbonisation Zone will be added to this year's exhibition floor to cater to the needs of mining companies looking for solutions that meet their Environmental, Social and Governance (ESG) obligations.

WHY EXHIBIT AT QME 2024

Queensland Mining & Engineering Exhibition will bring together buyers and suppliers from all sectors of the Queensland mining industry to Mackay.



QME gives your business a unique opportunity to:

- Display and demonstrate your new and innovative products
- Deliver your businesses to a qualified audience of mining professionals
- Communicate and network with buyers and influencers
- Generate sales leads and build relations with the people that matter to your business

All in one 3-day event

QME can provide exhibiting and sponsorship options including fully built and ready to go stand packages, custom brand activations, outdoor display space for equipment and heavy product displays and sponsorship packages that will increase your brand and product awareness to the industry.

Designed, built & installed by

bold
architecture

FERGUS
Commercial | Residential | Industrial

We
CUSTOM
slopes & safety

MACS
slopes & safety

Exhibiting Opportunities



STAND PRICING

Inside Space Pricing (inc GST)					
Size (sqm)	Space Type	Pavilion A		Pavilion B & C	
		Standard	Premium	Standard	Premium
9	A	\$7,848.50	\$8,897.90	\$7,472.30	\$7,967.30
	B	\$8,839.60	\$9,889.00	\$8,463.40	\$8,958.40
12	A	\$9,623.90	\$11,023.10	\$9,122.30	\$9,782.30
	B	\$11,070.40	\$12,469.60	\$10,568.80	\$11,228.80
15	A	\$11,399.30	\$13,148.30	\$10,772.30	\$11,597.30
	B	\$13,301.20	\$15,050.20	\$12,674.20	\$13,499.20
18	A	\$13,174.70	\$15,273.50	\$12,422.30	\$13,412.30
	B	\$15,532.00	\$17,630.80	\$14,779.60	\$15,769.60
27	A	\$18,500.90	\$21,649.10	\$17,372.30	\$18,857.30
	B	\$22,224.40	\$25,372.60	\$21,095.80	\$22,580.80
36	A	\$23,827.10	\$28,024.70	\$22,322.30	\$24,302.30
	B	\$28,916.80	\$33,114.40	\$27,412.00	\$29,392.00
54	A		\$39,706.70		\$35,192.30
72	A		\$43,072.70		\$46,082.30

*pavilions have a weight limit of 250kg/m²

Outdoor Space Pricing (inc GST)		
Size (sqm)	Space Type	Outdoor Space
18	C	\$6,878.30
36	C	\$11,234.30
54	C	\$15,590.30
72	C	\$19,946.30
144	C	\$30,242.30

A: SPACE ONLY

- Floor space
- Lead Tracker
- Public Liability Insurance
- Stand Design Approval
- Exhibitor Dashboard

B: SPACE AND SHELL SCHEME

- Same inclusions as 'A'
- Booth construction
- Rear and side walls where applicable
- Fascia signage to front (and sides where applicable)
- Spotlights; 2 per 9 m² of space.

C: OUTDOOR SPACE ONLY

- Outdoor Space
- Public Liability Insurance
- Stand Design Approval
- Exhibitor Dashboard

ALL STANDS INCLUDE

STANDARD EXPOSURE PACKAGE & LEAD SCANNER

DIGITAL EVENT GUIDE FEATURES – Company Listing, Product & Brand Listing in Exhibition Directory and Colour Half Page Advert

ONLINE FEATURES – Online Company Listing, Image Uploads, Contact Information

*Completed via Online Exhibitor Manual

WALK-ON PACKAGES

- Outside Marquee = \$231/m² (outdoor stands only, minimum 9m²)
- Walk-on Package A = \$1,480
includes 1 x cabinet with 1 x table and 2 x chairs
- Walk-on Package B = \$1,650
includes 1 x brochure rack with 1 x table and 2 x chairs
- Walk-on Package C = \$1,270
includes 1 x cabinet with 1 x bar table and 2 x bar stools
- Walk-on Package D = \$1,380
includes 1 x brochure rack with 1 x bar table and 2 x bar stools

ALL WALK-ON PACKAGE OPTIONS INCLUDE:

- 1 x power point & electrical consumption
- Stand cleaning (up to 36m² stand only)

STAND UPGRADE - 3X3

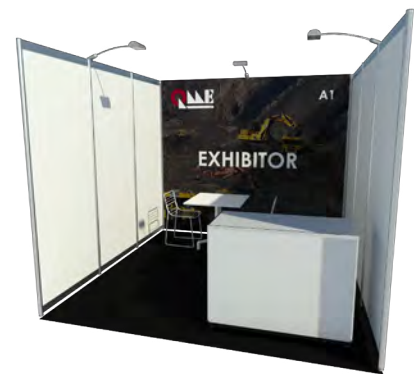
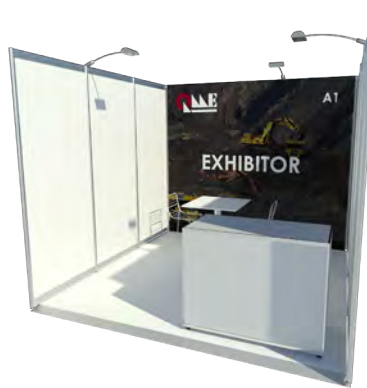
SILVER PACKAGE - INLINE

INCLUDES:

- Octanorm stand with feature wall and graphic signage as shown
- 1 x Lockable cupboard
- 1 x Table
- 2 x Chairs
- 1 x 4 Amp power point
- 3 x 50w LED arm light
- Stand cleaning
- Graphic Panel:
1 x 2880mm x 2480m

Option A: Timber \$3,960

Option B: Carpet \$3,330



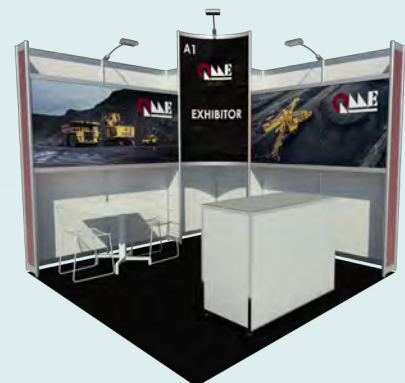
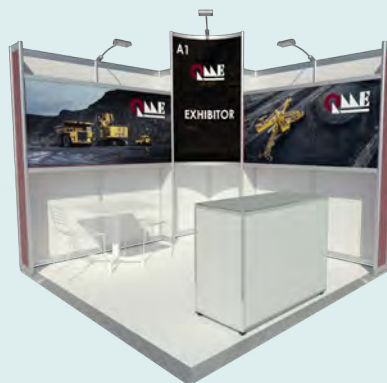
SILVER PACKAGE - CORNER

INCLUDES:

- Octanorm stand with curved feature wall and graphic signage as shown
- 1 x Lockable cupboard
- 1 x Table
- 2 x Chairs
- 1 x 4 Amp power point
- 3 x 50w LED arm light
- Stand cleaning
- Graphic Panel:
1 x 2880mm x 2480m
2 x 1960mm x 970mm

Option A: Timber \$4,275

Option B: Carpet \$3,465



STAND UPGRADE - 6X3

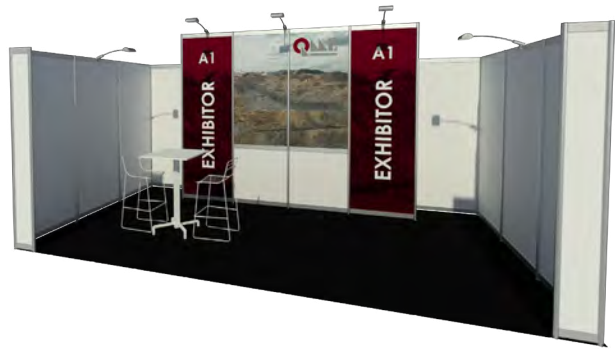
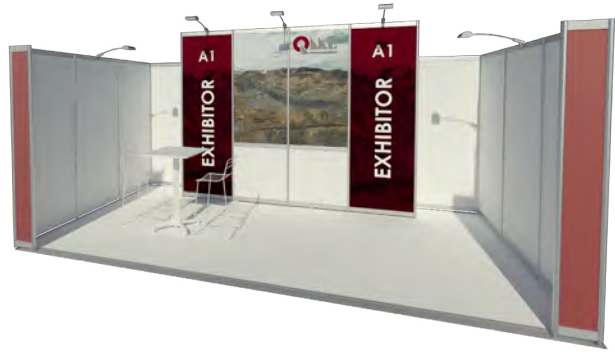
GOLD PACKAGE - INLINE

INCLUDES:

- Octanorm stand with feature wall and graphic signage as shown
- 2 x Lockable cupboard
- 1 x Table
- 2 x Chairs
- 1 x 4 Amp power point
- 7 x 50w LED arm light
- Stand cleaning
- Graphic Panel:
2 x 970mm x 2360mm
2 x 970mm x 1910mm

Option A: Timber \$7,650

Option B: Carpet \$6,750



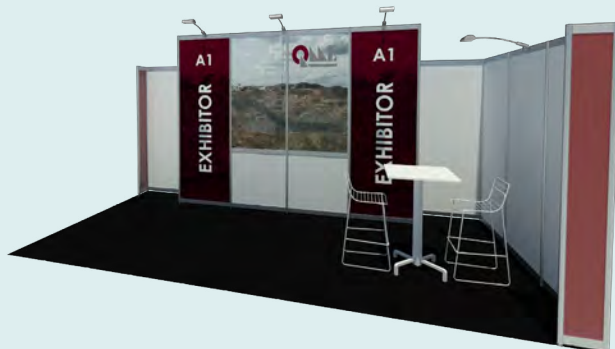
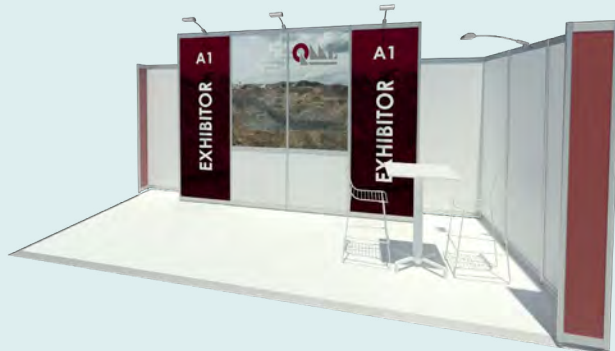
GOLD PACKAGE - CORNER

INCLUDES:

- Octanorm stand with feature wall and graphic signage as shown
- 2 x Lockable cupboard
- 1 x Table
- 2 x Chairs
- 1 x 4 Amp power point
- 6 x 50w LED arm light
- Stand cleaning
- Graphic Panel:
2 x 970mm x 2360mm
2 x 970mm x 1910mm

Option A: Timber \$7,560

Option B: Carpet \$6,750



STAND UPGRADE - 6X6

PLATINUM PACKAGE

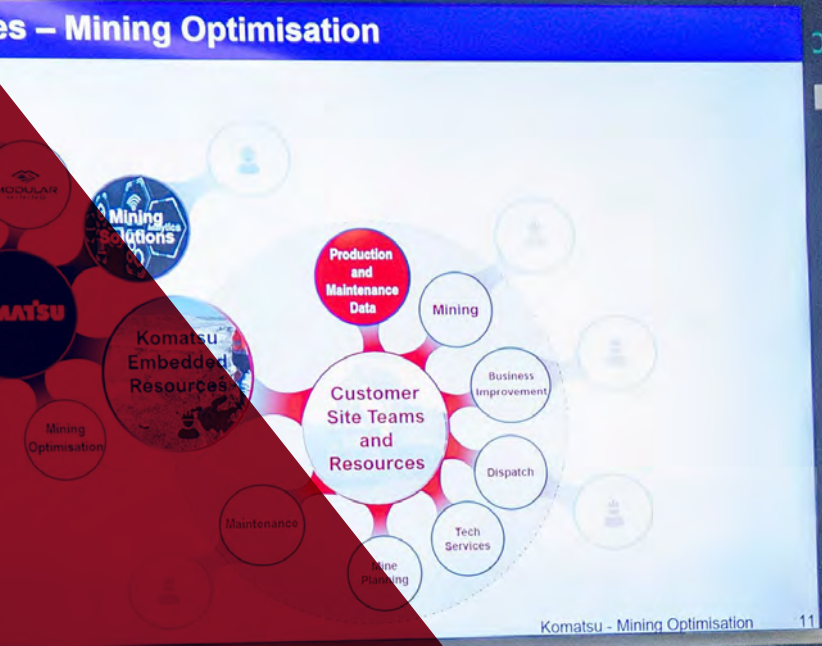
INCLUDES:

- Octanorm stand with 3.5m H feature wall and graphic signage as shown
- 2 x Lockable cupboard
- 3 x 1 seater lounge
- 1 x Coffee table
- 2 x Stool
- 1 x 4 Amp power point
- 3 x LED spotlight
- Stand cleaning
- Graphic Panel:
 - 1 x 3963mm x 2971mm
 - 3 x 986mm x 2970mm
 - 1 x 986mm x 1978mm

Option A: Timber \$16,200

Option B: Carpet \$15,300





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Sponsorship Opportunities

SPONSORSHIP OPPORTUNITIES

EVENT PARTNER

The QME Event Partner sponsorship is an exclusive opportunity for one company to directly align with the event through the highest level of branding and exposure. The sponsorship presents opportunities to reach the event visitors pre-show and on-site.

INCLUDES:

- Sponsor logo in prominent position on all QME communications, advertisements & website
- QME will provide 2 customised email templates for you to invite your guests individually
- 1 x website banner on the QME website
- 3 x banners on visitor campaign emails prior to the event
- Sponsor logo on all on-site signage
- 1 x feature in an email sent to visitors during the event
- 3 x carpet tiles with your logo & directions to your stand
- Full page advertisement on the back cover of QME digital event guide
- Verbal acknowledgement at the QME opening party
- Upgraded online exhibitor profile
- Exhibitor Dashboard Pro

\$22,550

OPENING PARTY SPONSOR

The QME Opening Party is held on the first night of QME and is open to both exhibitors and visitors. This exclusive sponsorship opportunity provides a perfect opportunity to expose your business and brand in a networking environment. This opportunity is perfect for a sponsor looking to do business with not only the visitors to QME but also the other exhibitors and industry suppliers.

INCLUDES:

- Branding within the QME Opening Party venue
- Wait staff to wear a branded shirt with QME and sponsor logo
- Verbal acknowledgement and present a 2-minute capability statement at the event
- Option to provide a lucky door prize (sponsor to provide prizes)
- Option to provide stubby holders (sponsor to provide holders)
- Sponsor logo on the QME website and visitor email campaigns
- Logo on all materials relating to the QME Opening Party
- 1 x banner on the QME website
- 2 x banners on visitor campaign emails prior to the event
- Full page advertisement in the digital event guide and upgraded online exhibitor profile
- Exhibitor Dashboard Pro

\$16,000



REGISTRATION SPONSOR

The registration sponsor will get branding and exposure online for pre-registered visitors and at the show as they enter. This gives the sponsor the opportunity to be top of mind for a visitor as they enter QME.

INCLUDES:

- Web banner on the QME online registration page
- Banner on the visitor badge confirmation emails
- Logo on the on-site registration counters and forms
- Logo on pens at registration
- Sponsor logo on the QME website and visitor email campaigns
- Half page advertisement in the digital event guide and upgraded online exhibitor profile
- Exhibitor Dashboard Pro



\$15,500

QME CAFÉ SPONSOR

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

INCLUDES:

- Naming rights to the QME Café
- Prominent company branding on signage and banners within the area
- Place equipment within the area (subject to approval and space availability)
- Branding on all floor plans
- Sponsor logo on all materials (printed or digital that relate to the QME Café)
- Sponsor logo on the QME website and visitor email campaigns
- 1 x banner on visitor campaign emails prior to the event
- Upgraded online exhibitor profile
- Full page printed advertisement in the digital event guide
- Listing on the directory sponsorship page
- Exhibitor Dashboard Pro



\$16,000

SEMINAR SERIES SPONSOR

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

INCLUDES:

- Seminar Series Sponsorship branding and recognition
- Branding within seminar area
- Silver web listing
- Full page advertisement in the digital event guide
- 1 x banner on QME homepage
- 1 x banner in visitor EDM
- Sponsor logo on the QME website and visitor email campaigns
- Exhibitor Dashboard Pro



\$16,225

SPONSORSHIP SUMMARY

SPONSORSHIP OPPORTUNITIES	Sponsorship specific branding*	Unique onsite opportunities*	Additional onsite branding	Feature in visitor email	Logo on website and emails	Website banner ad	Email banner ads	Exhibitor dashboard pro	Digital event guide ad
EVENT PARTNER	✓	✓	✓	✓	✓	✓	3	✓	Full Page
OPENING PARTY SPONSOR	✓	✓	✓		✓	✓	2	✓	Full Page
REGISTRATION SPONSOR	✓	✓			✓	Registration page	Visitor confirmation emails	✓	Half Page
QME CAFÉ SPONSOR	✓	✓	✓		✓		1	✓	Full Page
SEMINAR SERIES SPONSOR	✓	✓			✓	✓	1	✓	Full Page



ONSITE PROMOTIONAL OPPORTUNITIES

Increase your onsite visibility with these promotional opportunities.



LANYARD*

Exclusive

Includes your brand logo on biodegradable and sustainable lanyards.

\$13,750



CARPET TILES

5 x Branded Carpet tiles at the event

\$1908.50



FLOOR PLAN LOGO

Your logo on the floor plan at the event

\$690

EVENT GUIDE UPGRADES

DIGITAL EVENT GUIDE

The Digital Event Guide is an interactive online resource designed to help attendees plan their visit to the event. The digital QME guide features a complete list of exhibiting companies and event features. This online publication is used during and after the event by visitors to find information and source products and suppliers.

Full Page	\$1545
Double Page Ad	\$2200



UPGRADED DIRECTORY LISTING

The online exhibitor directory is an essential tool used by visitors to QME 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 enhanced 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.

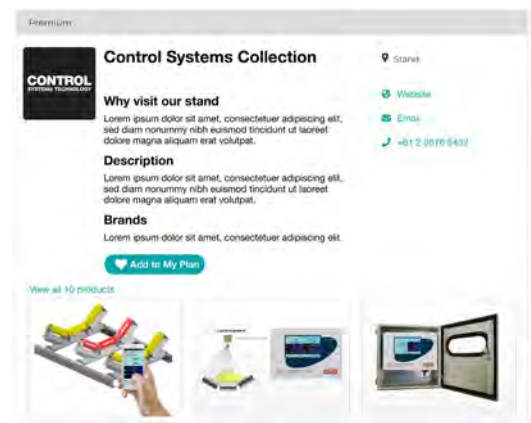
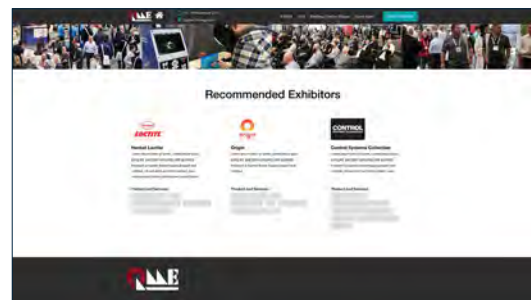
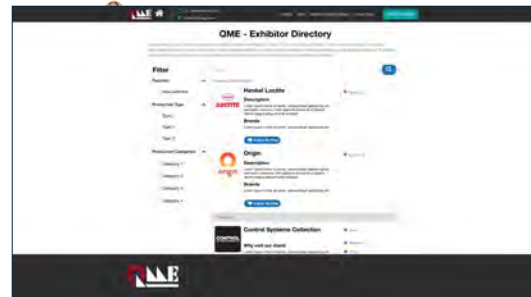
\$1,399.20 Inc GST

SILVER

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

Visitors can contact the exhibitor from the Directory

\$671 Inc GST



DIGITAL ADVERTISING

Increase your visibility with these promotional opportunities.

E-NEWS

Queensland Mining & Engineering Exhibition e-news delivers the latest event and industry news to an audience of engaged, quality industry contacts.

Email inline banner **\$3,264.80**

6,500
mining industry
subscribers



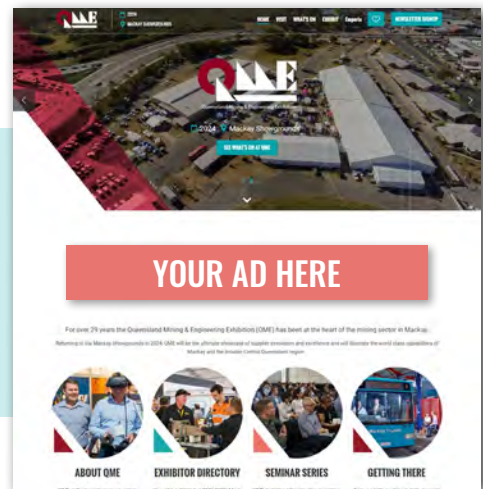
YOUR AD HERE

QME WEBSITE

Home Page Banner **\$2,565.20**

OVER 30,000
website users*

*During QME's registration campaign from April to July 2022



YOUR AD HERE

VALUE BUNDLES

ONSITE BOOSTER

\$2,112

(20% discount)

INCLUDES

Half page upgrade, silver web listing and logo on floor plan



ONLINE BOOSTER

\$3,278

(20% discount)

INCLUDES

Silver web listing and EDM banner



BRAND BOOSTER

\$4,774

(30% discount)

INCLUDES

Silver web listing, full page advertisement, logo on floor plan and EDM banner





[Click here to watch our highlights video](#)



Queensland Mining &
Engineering Exhibition

Built by



In the business of
building businesses

CONTACT DETAILS

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