



LiftEx 2024 GOLD COAST

**THE REGIONAL EXHIBITION
FOR LIFTING INDUSTRY
PROFESSIONALS**

**THE STAR GOLD COAST
12-13 SEPTEMBER 2024**

SALES PROSPECTUS



ABOUT LIFTEX 2024 GOLD COAST



Building on the success of the inaugural regional event in Sydney in 2023, LiftEx Gold Coast is expanding to a fully-fledged exhibition, showcasing the depth and breadth of the region's members, distributors, and manufacturers. It stands as the first full exhibition in the region wholly dedicated to lifting equipment, offering a comprehensive view of the latest technologies, advancements in safety, and industry best practices.

The event takes place at The Star Hotel Gold Coast, which boasts fantastic accommodation, a spa, iconic bars, restaurants and a world-class casino. So over a few packed days, you'll not only hear the latest industry developments and do business on the show floor, but also have the chance to get involved in an optional programme of networking events and activities to enhance your stay at the Gold Coast.



WHAT'S ON

Wednesday 11th September

- Private meeting for LEEA Members

Thursday 12th September

- Exhibition
- Programme of technical presentations delivered in the content zone
- Partner programme
- Evening Networking Drinks

Friday 13th September

- Exhibition
- Partner programme
- Morning - programme of technical presentations delivered in content zone
- Afternoon – Industry and Association updates presented by LEEA Regional Manager and CEO Awards, Guest speaker, 3-course dinner

WHO WILL YOU MEET AT LIFTEX?



LiftEx Gold Coast aims to be the must-attend event of 2024, bringing together suppliers of lifting equipment and services with buyers and users across a number of key industries – from riggers on construction sites to WHS (Work Health and Safety) officers in mines and purchasing managers in oil and gas - to witness the latest technologies, listen to supplier case studies, and learn about advancements in safety and industry best practices.

Visitors will include:

- Australia's largest Lifting and Rigging Houses
- Safety regulators
- Key end users from:
 - Mining
 - Oil & Gas
 - Infrastructure
 - Construction
 - Port & Marine
 - Renewable Energy



**350+ attendees
expected**

WHY EXHIBIT OR SPONSOR?



- Positioning your brand to your target audience face-to-face
- Demo your products – in front of decision-makers and end users
- Present your company as a leading supplier to the lifting industry
- Align your brand with best practice and industry standards
- Build relationships with your peers in person
- Network with a highly targeted captive delegation
- Inform about your product or service and source business opportunities

Who should exhibit?

Suppliers of lifting equipment solutions; materials handling equipment; chains, ropes and accessories; slings and rigging; height safety equipment; load monitoring equipment; load moving and transport; inspection equipment; IT solutions, and more...

Previous exhibitors and sponsors:



HEADLINE SPONSORSHIP



Elevate your brand as the Headline Sponsor at LiftEx Gold Coast. This exclusive package is curated to position your company at the forefront of industry influence and innovation, and will give your brand maximum impact before, during and after the show.

Available to LEEA members only.

Pre-event:

- Your logo will be associated with the LiftEx Gold Coast event brand wherever mentioned
- Most prominent logo placement on all promotional materials, including website, banners, emails, socials, and marketing collateral - through LEEA channels, lifting industry media and end-user industry trade press
- Recognition in press releases and media coverage lifting industry and end-user industry trade press
- Logo placement on the homepage banner on the event website
- Logo placement, company profile and weblink in the sponsor section of the event website
- Video marketing – promoting you as a sponsor on our social media feeds and email shots promoting the event
- Pre-event interview to talk about your participation, promoted in the event's social media campaign

On-site:

- Opportunity to present a session in the technical content programme
- Large scale branding in the venue - your logo is the only sponsor logo displayed on the main show signage at the entrance and the most prominent in all other on-site signage.
- Logo placement on all event signage, including all signs and directional signage
- Logo placement at the registration desk. As soon as visitors arrive, your logo will be front and centre
- Logo placement on the visitor buffet stations
- Logo placement, long company profile and 1-page advert in early pages of the show guide, given to every attendee upon arrival
- Opportunity for matchmaking with your chosen registered visitors
- 3x passes for the LEEA Dinner and Awards on the afternoon of Day 2

Post-event:

- Recognition in all post-event reviews in LEEA channels and end-user market trade press

Price: 14,000 AUD

GOLD SPONSORSHIP



This package gives your brand good visibility through LiftEx promotional channels, as well as on-site.
One available, open to LEEA members only.

Pre-event:

- Logo placement in select promotional materials, including website, banners, emails, socials, and marketing collateral - through LEEA channels, lifting industry media and end-user industry trade press
- Recognition in press releases and media coverage lifting industry and end-user industry trade press
- Logo placement, company profile and weblink in the sponsor section of the event website

On-site:

- Opportunity to present a session in the technical content programme
- Logo placement in select event branding, including directional signage
- Logo placement on the visitor drinks stations
- Logo placement, company profile and 1-page advert in the show guide, given to every attendee upon arrival
- 2x passes for the LEEA Dinner and Awards on the afternoon of Day 2

Price: 7,000 AUD

SILVER SPONSORSHIP



This package gives you brand visibility at a basic level shared with other silver sponsors.
Three available, open to LEEA members only.

Pre-event:

- Mention or logo in select promotional materials, including website, banners, emails, socials, and marketing collateral - through LEEA channels, lifting industry media and end-user industry trade press
- Recognition in press releases and media coverage lifting industry and end-user industry trade press
- Logo placement, company profile and weblink in the sponsor section of the event website

On-site:

- Opportunity to present a session in the technical content programme
- Logo placement in select event branding, including directional signage
- Logo placement, and company profile in the show guide, given to every attendee upon arrival
- 1x pass for the LEEA Dinner and Awards on the afternoon of Day 2

Price: 5,000 AUD

BADGE & LANYARD SPONSORSHIP



This package will elevate your brand visibility with every attendee at the show, guaranteeing repeated exposure as participants engage in networking, sessions, and explore the show floor.

One available, open to LEEA members only.

Pre-event:

- Mention or logo in select promotional materials, including website, banners, emails, socials, and marketing collateral - through LEEA channels, lifting industry media and end-user industry trade press
- Recognition in press releases and media coverage lifting industry and end-user industry trade press
- Logo placement, company profile and weblink in the sponsor section of the event website

On-site:

- Your logo printed on the lanyard given to all attendees upon arrival
- Your logo printed on the name badge given to all attendees upon arrival
- Opportunity to present a session in the technical content programme
- Logo placement in select event branding, including directional signage
- Logo placement, company profile the show guide, given to every attendee upon arrival
- 1x pass for the LEEA Dinner and Awards on the afternoon of Day 2

Price: 7,000 AUD

EXHIBITION BOOTH

Shell scheme exhibition booths are available in 3 sizes:

- 24sqm (6mx4m)
- 15sqm (6mx4m)
- 9sqm (6mx4m)

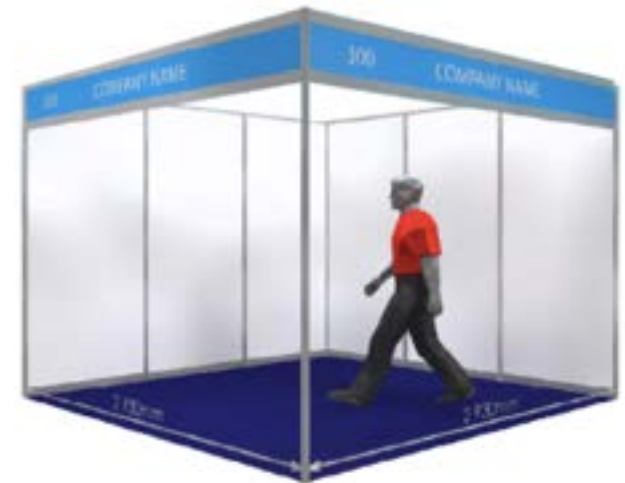
The shell scheme packages include:

- Shell scheme walls
- Fascia nameboard
- 2 x spotlights on track
- 1 x 4amp power supply
- Logo placement, company profile and weblink in the exhibitor section of the event website
- Logo placement, and company profile in the show guide, given to every attendee upon arrival

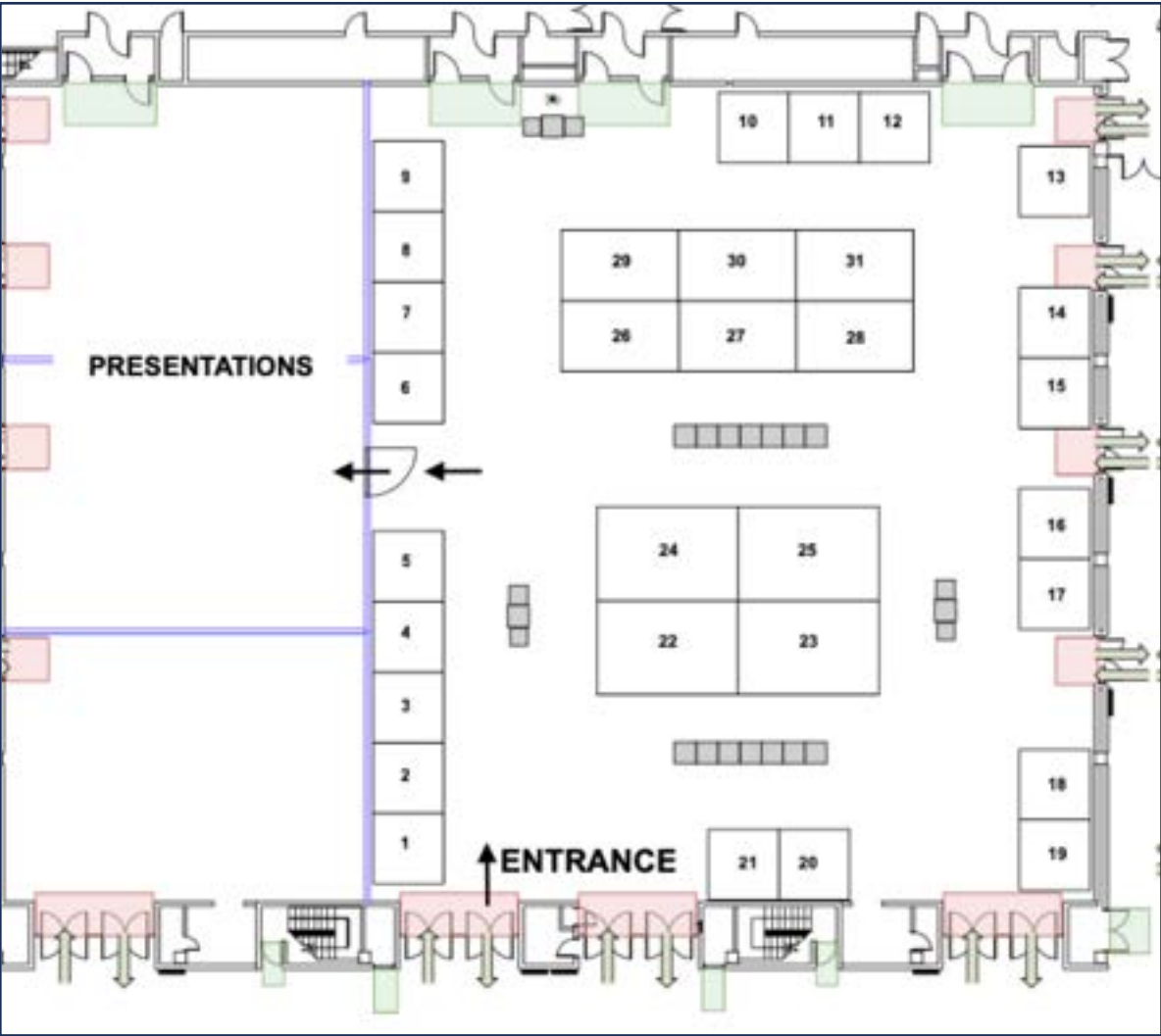
Price per m²: 500 AUD

Exhibitors can opt for Space Only and bring a custom-built booth

Larger booths can be made available – please speak to the team



FLOORPLAN



CONTACT US



Explore your exhibiting and sponsorship opportunities.

Speak with the team to build a tailored package to meet your specific business goals.

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