

HIRE25 Sponsorship / Exhibitor Prospectus

# EXHIBITION & SPONSORSHIP

**HRIA**  
Hire and Rental Industry Association

# A message from the HRIA President and CEO



HIRE25 is designed to motivate and inspire anyone in the equipment and events hire industry, providing a forum for suppliers to showcase the latest in technology, innovation, and products.

Australia's premier hire event is the best place to network with industry colleagues from across the country and abroad. The HRIA will once again provide keynote speakers providing thought leadership, motivation, and strategic knowledge for industry stakeholders from all sectors to apply to their businesses.

There will be educational workshops and social events to continue the networking, including the highly anticipated Hire Industry Excellence Awards and Gala Dinner, which honour the finalists and winners of awards such as Hire Company of the Year, Supplier of the Year, Best New Product, Young Professional of the Year, and Women in Hire.

We look forward to welcoming you all to HIRE25.

**Jeremy Shaw, HRIA President**  
**James Oxenham, HRIA CEO**



# Thank you to our HIRE24 Sponsors and Event Partners

## Platinum Sponsor



## Gold Sponsors



## Silver Sponsors



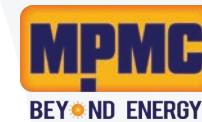
HIRE 25  
MELBOURNE





# Thank you to our HIRE24 Sponsors and Event Partners

## Bronze Sponsors



## Event Partners



HIRE 25  
MELBOURNE



# The Event

HIRE25 brings together HRIA hire company and supplier members as well as others within the hire and related industries.

The show features 2 mornings of conference with outstanding keynote speakers, workshops and panel discussions, numerous networking options as well as 2 full days of exhibition showcasing the latest technology and innovation in access equipment, general construction equipment, traffic management, site services, event hire and more.

- HIRE25 promotes productivity, innovation, safety and ethical business practices among its members through the HRIA Code of Conduct.
- The exhibition offers suppliers the chance to showcase innovative products within a key part of the industry's capital equipment procurement cycle.
- Stand among Australia's largest equipment and events inventory investors.
- The convention is acknowledged as the peak event for MEWP and Equipment Hire.



# What you can expect



Over  
**115**  
companies  
exhibited



**346**  
trucks and 28  
hours bump in



**81%**  
of delegates  
likely to return



**8**  
Conference  
sessions



**600+**  
attendee Gala  
Dinner



**10,000m<sup>2</sup>**  
exhibition space



**1879**  
exhibition  
attendees



**32**  
event sponsors  
and partners



**8**  
social  
events



**HIRE 25**  
MELBOURNE

\*Based on HIRE24

**HRIA**

Hire and Rental Industry Association

# Conference Program

## TUESDAY 3 JUNE

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**11am - 5pm**  
Registration Open

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**12pm - 2:30pm**  
EWPA Global Access Meeting

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**6pm - 7pm**  
New and small members networking opportunity

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**7pm - 9pm**  
Welcome Drinks

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**9pm - 11pm**  
ClubHIRE

## WEDNESDAY 4 JUNE

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**8:00am - 4:00pm**  
Registration Open

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**8:30am - 10:00am**  
HIRE25 Welcome Plenary session  
Keynote Speaker

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**10:00am - 4:30pm**  
Exhibition Open

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**12:00pm - 1:30pm**  
Presidents Lunch

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**2:00pm - 3:00pm**  
Business Growth Essentials Panel

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**3:30pm - 4:30pm**  
Young Professionals and Women in Hire  
Networking for Success

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**4:30pm - 5:30pm**  
Best Stand Presentation / Happy Hour

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**6:00pm - 8:00pm**  
An Evening With Social Function

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**8:00pm - 10:30pm**  
ClubHIRE

## THURSDAY 5 JUNE

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**8:00am - 3:00pm**  
Registration Open

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**7:15am - 8:30am**  
Women in Hire Breakfast

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**8:45am - 10am**  
HIRE25 Welcome Back Plenary session  
Keynote Speaker

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**10:00am - 4:00pm**  
Exhibition Open

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**11:30am - 12:30pm**  
Future of Hire Panel

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**4:00pm**  
Exhibition closes

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**7:00pm - 11:00pm**  
Hire Industry Excellence Awards and  
Gala Dinner

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**11:00pm - 1:00am**  
ClubHIRE

\*Program based on HIRE24 and subject to change



# Why Exhibit?

Exhibiting at the HIRE25 gives you access to the key procurement agents for Australia's \$8.8 Billion hire and rental industry.

“

“The show is all about connection. As an exhibitor, yes you are here to show product and hopefully sell some. But it is really about getting to see people. There are a lot of places you just cannot get to, and it's also hard to bring big groups together at other times. Connection is what this show is really about.”

Keith Clark – Haulotte

”

“

We come to the HRIA Conventions as it is important for us to have visibility. It is also important for us to support the industries we are involved in. So we will always have a booth at the show.

Miles Beamish – Finlease

”

“

“The show is a great opportunity for us to showcase what we do, talk to our customers and meet with prospects. But is also really great to be able to give back and support the industry.”

Dave Cameron – Point of Rental

”

“

“When you work in the hire industry there are so many pieces of equipment that you get to play with. When you come to an event like this and see things you haven't seen before, or didn't even know existed – it really opens your eyes.”

Tony Lockwood – CEA

”





# Previous Speakers



Layne Beachley



Richard de Crespigny



Saroo Brierley



Dr Richard Harris



Mark Wales



Glenn McGrath



Ben Crowe



Anna Mears



David Penglase



Gemma Munro



Jordana Borensztajn



Rachael Robertson



Joe Brumm



Li Cunxin



Mark Bouris



Debbie Lee



# HIRE25 Sponsorship & Exhibition Opportunities Overview

EXCLUSIONS – Stand furniture, Display / AV

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	6 x 6 shell scheme	9 x 3 shell scheme	6 x 3 shell scheme	3 x 3 shell scheme
<b>Cost (ex GST)</b>	\$82,888	\$57,546	\$32,159	\$23,486	\$17,100	\$12,825	\$8,550	\$4,275
<b>Area (m<sup>2</sup>)</b>	162	108	54	36	36	27	18	9
<b>Company brand recognition (electronic and printed at venue)</b>	✓	✓	✓	✓				
<b>Verbal acknowledgment by MC</b>	✓	✓	✓	✓				
<b>Delegate Bag insert</b>	✓	✓	✓	✓				
<b>Event App with contacts and lead retrieval</b>	✓	✓	✓	✓	✓	✓	✓	✓
<b>Wifi Access</b>	✓	✓	✓	✓	✓	✓	✓	✓
<b>Listing in Event App and Program</b>	✓	✓	✓	✓	✓	✓	✓	✓
<b>Entry to the Awards “Best New Product” and “Supplier of the Year”</b>	✓	✓	✓	✓	✓	✓	✓	✓
<b>Exhibitor Delegate Tickets (valued at \$725 each)</b>	10	6	4	2	1	1	1	1
<b>Welcome Drinks tickets (valued at \$65 each)</b>	10	6	4	2	1	1	1	1
<b>Gala Dinner tickets (valued at \$235 each)</b>	10	6	4	2	0	0	0	0



# Additional Event Sponsorship Opportunities

Gala Dinner or Award Category Sponsor



HIRE25 Gala Dinner and Hire Industry Excellence Awards provides the opportunity to celebrate the conclusion of HIRE25 and recognise outstanding companies and individuals within the hire industry.

## Sponsorship options available:

- Brand recognition at Gala Dinner
- MC acknowledgment
- Opportunity to provide a 2-to-3-minute address
- Opportunity to place equipment / branding at Gala venue (at sponsors cost)
- Company brand recognition on event material
- Pre-dinner drinks sponsor
- After dinner bar sponsor

Price on application





# Additional Event Sponsorship Opportunities

ClubHIRE



ClubHIRE takes place at the conclusion of each day's formalities – it's where HIRE25 attendees meet up to have a drink, catch up and chat about their day at the show.

## Sponsorship options available:

- Brand recognition on event material
- Brand recognition and acknowledgment on event website and program
- Brand recognition at ClubHIRE (venue dependent)
- Opportunity to provide branded items at venue and function staff (venue permitting) such as t-shirts, caps, aprons, napkins (at sponsor's expense)

Price on application



# Additional Event Sponsorship Opportunities

## Welcome Drinks



**HIRE25 will be officially launched at the Welcome Drinks on Tuesday 3 June. As a sponsor your company will make one of the first impressions at HIRE25.**

### **Sponsorship options available:**

- Opportunity to deliver Welcome address
- Company brand recognition at Welcome Drinks function venue
- Opportunity to position equipment / branding at venue (costs apply)
- Brand recognition on event material
- Opportunity to provide branded items at venue and function staff (venue permitting) such as t-shirts, caps, aprons, napkins (at sponsor's expense)

**Price on application**





# Additional Event Sponsorship Opportunities

## Client Dinner: An Evening with...



Speaker to be announced.

At HIRE22, we held An evening with Dr Richard Harris, HIRE23 we held An evening with Saroo Brierley and at HIRE24 we held An evening with Li Cunxin. This event is the HRIA-hosted event being held on Wednesday 4 June, giving attendees the opportunity to invite customers and catch up with other delegates and their team, and enjoy a meal while hearing a meal and hear a remarkable story from a guest speaker.

### Sponsorship options available:

- Opportunity to deliver Welcome address
- Company brand recognition at “An Evening with...” venue
- Opportunity to position equipment / branding at venue (costs apply)
- Brand recognition on event material
- Opportunity to provide branded items at venue and function staff (venue permitting) such as t-shirts, caps, aprons, napkins (at sponsor’s expense)

Price on application





# Other Sponsorship Opportunities

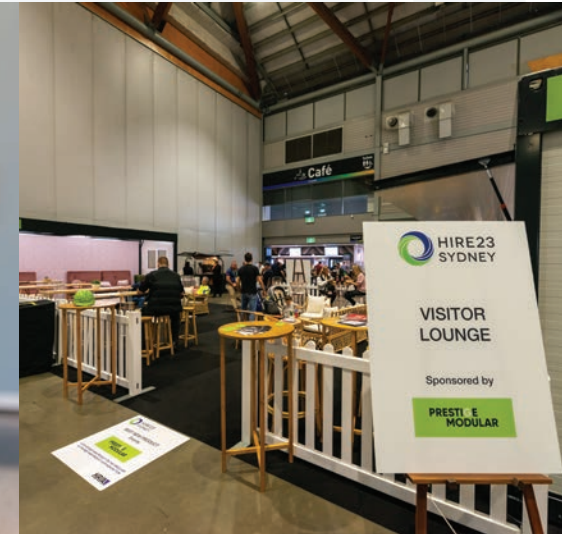
Make an Impact – promote your brand across HIRE25



There are numerous additional sponsorship opportunities available at HIRE25 providing the opportunity for your brand to make an impression on HIRE25 attendees. Get in touch with us to find out more for sponsorship opportunities including:

- Lanyard Sponsor
- Happy Hour
- Registration Sponsor
- Workshop Sponsor (various opportunities available)
- Women in Hire and Young Professionals Networking for Success Sponsor
- Catering Lounge Sponsor
- Morning / Afternoon Tea Sponsor
- Venue signage
- Notepad and Pen Sponsor

There are almost unlimited sponsorship opportunities. Get in contact with us to discuss your ideas and we would be happy to work with you to create a custom sponsorship package to meet your needs.





## Get involved

For more information regarding partnership opportunities,  
please contact:

**Martin Sinclair**  
*National Manager - Commercial Manager*  
0417 450 662  
[martinsinclair@hria.com.au](mailto:martinsinclair@hria.com.au)

**HRIA**  
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