



ARE YOU **INVESTED?**

2025 CICA NATIONAL CONFERENCE

15-17 OCTOBER 2025

BRISBANE CONVENTION &
EXHIBITION CENTRE, QUEENSLAND

EXHIBITOR INVITATION



**BOOK EXHIBITION
SPACE ONLINE HERE**

EVENT OVERVIEW

The Crane Industry Council of Australia (CICA) invites your company to exhibit at the 2025 CICA National Conference in Brisbane.

With an emphasis on evolving and adapting, the CICA National Conference is an excellent platform for professionals in the lifting industry to challenge traditional ideas, share new approaches, and stay at the forefront of industry advancements. It offers your company a prime opportunity to highlight its expertise and products to a focused, industry-specific audience, build valuable connections, and contribute to key conversations around safety, efficiency, innovation, and the future of the lifting industry.

This year's conference message **ARE YOU INVESTED?** examines the individual and collective sense of foresight, action and investment in progress within the lifting industry. Are you a conscious advocate for change or do you maintain the status quo?



WHO WILL ATTEND?

In 2024, the conference attracted over **548 crane and construction leaders** from Australia, New Zealand, Germany, Japan, Switzerland, Indonesia, China, Netherlands, Canada and the United States.

WHAT'S NEW IN 2025

In response to feedback, the 2025 CICA National Conference will commence a day earlier than usual, running from Wednesday 15 October to Friday 17 October rather than Thursday to Saturday.

The following changes have been made to the program:

- 🕒 Conference registration commences Wednesday afternoon.
- 🕒 A Conference Opening Dinner will be held on Wednesday evening^
- 🕒 There will be a full day of Conference Sessions on Thursday and a half day on Friday.
- 🕒 The Conference Workshops will be held on Friday afternoon in the Exhibition and Crane Display.
- 🕒 Exhibitor set up will take place on Thursday morning.
- 🕒 The Exhibition and Crane Display will open at lunchtime on Thursday.
- 🕒 The Gala Awards Dinner will be held on Friday evening.
- 🕒 There is no conference program on Saturday.



^ The dinner will be held offsite at a location within walking distance from the BCEC.

*Two pack down sessions are being offered to exhibitors. Exhibitors can pack down 2 hours after the close of the Exhibition. Alternatively, pack down is also available on Saturday for 2 hours for those who are planning to attend the Gala Awards Dinner.

WEDNESDAY 15 OCTOBER

8.30am–1.00pm	CICA Board Meeting CICA Board only
12.00pm–3.15pm	CICA State Chairs Meeting By invitation only
3.30pm–4.15pm	CICA AGM CICA Members only
2.00pm–8.00pm	Registration Opens
6.00pm–9.00pm	Conference Opening Dinner Offsite^

THURSDAY 16 OCTOBER

9.30am–5.00pm	Conference Sessions
7.00am–12.30pm	Exhibitor Set Up
1.00pm–7.00pm	Exhibition and Crane Display
6.00pm–7.00pm	Networking Predinner Drinks
7.00pm–10.00pm	Networking Dinner

FRIDAY 17 OCTOBER

9.30am–4.00pm	Social Program Tour
8.30am–Midday	Conference Sessions
8.30am–5.00pm	Exhibition and Crane Display
1.00pm–5.00pm	Conference Workshop Sessions in the Exhibition and Crane Display
5.00pm–7.00pm	Exhibitor Pack Down Session 1*
6.30pm–Midnight	Gala Awards Dinner

SATURDAY 18 OCTOBER

8.00am–10.00am	Exhibitor Pack Down Session 2*
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Timing is subject to change.

REASONS TO EXHIBIT



BUILD CREDIBILITY by showcasing your organisation's strong support for the crane and construction industry.



EXPAND AND STRENGTHEN YOUR NETWORK by connecting with delegates in a focused, professional environment designed for meaningful discussions.



PARTICIPATE IN NUMEROUS SOCIAL EVENTS throughout the conference to foster deeper relationships and **engage with industry professionals in a relaxed setting.**



SPONSORING AND/OR EXHIBITING will provide valuable opportunities to **raise awareness of your products and services** among influential national and international leaders in the crane and construction sectors.



ENGAGE WITH A WIDE VARIETY OF DELEGATES, ranging from emerging, passionate advocates of the industry to seasoned decision-makers and other key stakeholders.



GAIN VALUABLE INSIGHTS INTO INDUSTRY TRENDS AND CHALLENGES, positioning your company as a forward-thinking and knowledgeable partner.



ENHANCE YOUR BRAND'S VISIBILITY by aligning with a prestigious event that attracts the top professionals and innovators in the crane and construction industry.

HOW TO APPLY

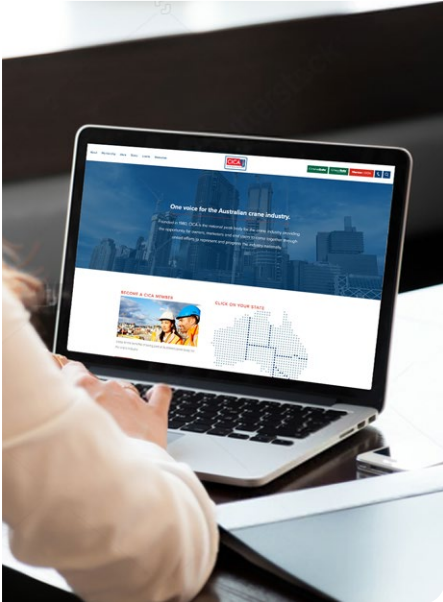
To discuss exhibitor opportunities please contact
Justina Blackman *CICA Member Events & Engagement*
☎ 0403 717 626 ✉ justina@cica.com.au



**BOOK EXHIBITION
SPACE ONLINE HERE**



GET PREMIUM EXPOSURE



CICA WEBSITE

The CICA website has 3,500 monthly users. Your company logo and link to your website can be added to the CICA conference website. Logos will be prominent on the CICA conference website for all levels of sponsorship.



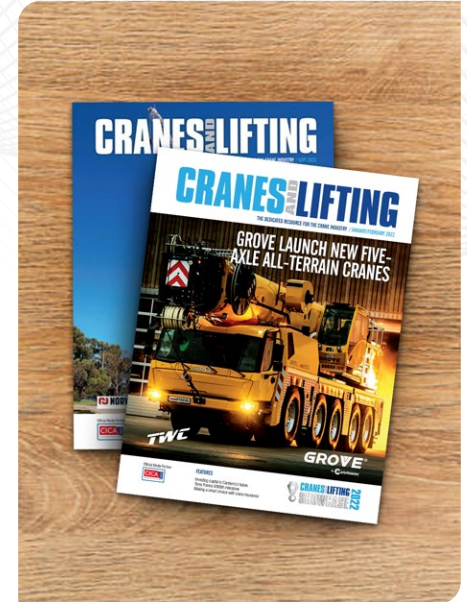
CICA CONFERENCE APP

The CICA National Conference offers its own app, giving exhibitors prominent visibility throughout the event. The app includes lead generation tools to efficiently capture, track, and qualify leads, helping exhibitors engage prospects and maximize conversion opportunities.



CICA SOCIAL MEDIA

CICA's LinkedIn page has over 5000 followers and the Facebook page is another vehicle for your brand exposure.



CRANES AND LIFTING

The print magazine and digital e-newsletter Cranes and Lifting magazine offer a high engagement (over 5,500 recipients) with the crane industry as well as other important industry sectors including mining, renewable energy, construction and infrastructure.

EXHIBITION STAND COSTS

	NATIONAL MARKETER <small>incl. GST</small>	ASSOCIATE MARKETER <small>incl. GST</small>	NON-MEMBER <small>incl. GST</small>
First Stand	\$3,500	\$5,620	\$6,890
Additional Stands	\$3,340	\$5,460	\$6,730



OPENING HOURS EXHIBITION AND CRANE DISPLAY TIMING SUBJECT TO CHANGE

Thursday 16 October

1.00pm – 7.00pm

Friday 17 October

8.00am – 5.00pm

EXHIBITION STAND INCLUSIONS

Exhibition

- ✔ One (1) single stand (3m x 3m)
- ✔ Signage, spotlight and power

An additional stand may be booked to form a double stand and will also include an additional exhibitor staff registration

Registration

- ✔ One (1) complimentary Exhibitor Staff registration

On-site at the Conference

- ✔ Company profile with logo and website link in the CICA Conference App

Conference Website

- ✔ Company name included in the listing for exhibitors on the exhibitor page of the conference website

COMPLIMENTARY REGISTRATION

As part of your stand package, you'll receive one (1) complimentary Exhibitor Staff registration.

To redeem your registration, simply use the exclusive promo code that will be sent to you via email. The promo code and detailed instructions on how to register will be available on this email and must be applied at least 30 days before the event.



EXHIBITOR STAFF REGISTRATION

- ✓ Networking Predinner Drinks – Thursday
- ✓ Exhibition and Crane Display – Thursday and Friday
- ✓ Catering (lunch and afternoon tea on Thursday; morning tea, lunch and afternoon tea on Friday)
- ✓ CICA Conference App



UPGRADE YOUR EXHIBITOR STAFF REGISTRATION

To fully experience all the benefits of the 2025 CICA National Conference, you can upgrade your Exhibitor Staff Registration to a Full Conference Registration. For an additional \$720, you'll gain access to a variety of exclusive conference features. See below the full benefits of this upgrade.

- ✓ Conference Opening Dinner – Wednesday
- ✓ Networking Dinner – Thursday
- ✓ Conference sessions and workshops on Thursday and Friday
- ✓ Morning tea on Thursday
- ✓ Gala Awards Dinner on Friday
- ✓ Conference Satchel



IF YOU ARE ALSO A CONFERENCE SPONSOR

If a sponsorship package includes a complimentary stand as a benefit, an Exhibitor Staff Registration **is not included** and needs to be purchased via the 2025 CICA National Conference Registration site.



TERMS & CONDITIONS



**BOOK EXHIBITION
SPACE ONLINE HERE**

Please read all terms and conditions to ensure that all inclusions and limitations of the exhibition are understood. A detailed exhibition manual will be issued closer to the event.

LOCATION

The 2025 CICA National Conference Exhibition and Crane Display will be jointly held in Hall 1 at the Brisbane Convention & Exhibition Centre on Thursday 16 and Friday 17 October. The crane display will be located within the exhibition footprint. Where practicable, sponsors will be given priority placement within the Exhibition and Crane Display.

STAND AND CRANE DISPLAY AVAILABILITY

Exhibition stand and crane display bookings will be accepted on a 'first come/first served' basis. Once available space is exhausted, no further bookings will be accepted. Where practicable, sponsors will be given priority placement.

MULTIPLE STANDS

Each exhibitor may book a maximum of two stands initially, to ensure that all companies have the opportunity to be represented. Multiple stands will be placed side by side; therefore, two 3m x 3m stands would create a double stand of 3m deep x 6m wide. After 30 June 2025 it will be assumed that sufficient time has passed to allow all interested companies to have made a booking. At this time, should stands still be available, existing exhibitors will be given the opportunity to book additional stands. Please indicate your interest for additional space on the booking form (including number of additional stands preferred) so that you can be contacted after this date.

EXHIBITION STAND FIXTURES & FITTINGS

Exhibition stand fixtures / fittings (other than listed as standard inclusions), furniture arrangements and custom-built stand requirements are to be organised and paid for by individual exhibitors.

REGISTRATIONS

Due to security and occupational health and safety requirements, all personal attending the Conference/Exhibition must be registered (Exhibitor Staff Registration or Full Delegate) and wear a name badge to gain access to the Conference/Exhibition. This is with the exception of the dedicated visitor access time when visitor badges will be available (information below).

One [1] Exhibitor Staff registration is included in a paid stand. To register for the Conference and Exhibition the attendee must be 18 years or older.

Exhibitor Staff Registration includes: Networking Predinner Drinks (Thursday); Exhibition and Crane Display (Thursday and Friday); Catering (lunch and afternoon tea on Thursday, morning tea, lunch and afternoon tea on Friday); CICA Conference App.

Full Conference Delegate includes: Conference Opening Dinner (Wednesday); Networking Predinner Drinks (Thursday); Networking Dinner (Thursday); Exhibition and Crane Display (Thursday and Friday); Conference Sessions and Workshops (Thursday and Friday); Catering (morning tea, lunch and afternoon tea on Thursday and Friday); Gala Awards Dinner (Friday); Conference Satchel; CICA Conference App.

CONFERENCE LANYARDS

During the 2025 CICA National Conference company branded lanyards are not permitted. Please wear only the conference branded lanyard or a plain coloured lanyard.

VISITOR ACCESS

In recognising the significant cost of participating in the exhibition and the need to provide greater exposure by allowing non-delegate customer access, a dedicated time has been allocated. Invited non-delegate customers may visit the Exhibition on Friday 17 October from 11.00 to 12.00pm (this time is subject to change and will be confirmed closer to the event). Please

ensure your visitors adhere to this time. Each exhibition stand may have up to 10 visitors. Ten visitor passes per exhibitor will be available from the registration desk. Exhibitors are responsible for the distribution of these tickets to their visitors prior to the visitors entering the Exhibition and Crane Display. Exhibitors are also responsible for the conduct of their visitors.

EXHIBITOR SET UP

Thursday 16 October, 7.00am–12.30pm

EXHIBITOR PACK DOWN

Exhibitor pack down will be divided in two sessions and you are welcome to pack down in whichever session is most convenient for your team.

Session 1 Friday 17 October, 5.00pm–7.00pm

Session 2 Saturday 18 October, 8.00am–10.00am

LARGE ITEMS AND CUSTOM STANDS

Due to venue restrictions and limitations exhibitors who would like to include a custom stand or large item in their display (other than cranes which must be booked separately) must contact cica@wiseconnections.com.au or phone 03 9885 6566 to discuss further and obtain approval.

PUBLIC LIABILITY INSURANCE

The company must supply a certificate of currency for Public Liability insurance to the value of \$20 Million covering the period of the event and the company's participation at the event. A certificate of currency for Workers Compensation must also be supplied. These should accompany your application where possible. In the event that your current policy will no longer apply at the time of the conference, we ask that you forward documentation upon renewal of your insurance. Participation is not permitted if a Public Liability and Workers Compensation Certificates of Currency has not been supplied prior to the conference. This requirement will be strictly enforced.

PAYMENTS

Companies which haven't paid for their exhibition space in full prior to the conference, will not be permitted to participate in the exhibition.

CONTACT DETAILS

Please direct any queries regarding the Exhibition to Wise Connections on 03 9885 6566 or cica@wiseconnections.com.au.

The Crane Industry Council of Australia can be contacted: Post PO Box 136, Mount Waverley VIC 3149
Phone: 03 8320 0411
Email: admin@cica.com.au

CONDUCT AT EVENT

To register for the 2025 CICA National Conference, the attendee must be 18 years or older.

Taking photos or videos of another company's equipment is strictly prohibited unless approved by the owner of the equipment.

Accessing another company's equipment (other than would ordinarily be expected as part of the display) or tampering with a display at any time during the conference, including during bump in and bump out will not be tolerated. At CICA's discretion anyone identified as undertaking this conduct and/or representatives of their company(s) may be asked to leave the event without compensation.

The matter may be referred to the CICA board as a breach of the CICA code of conduct, which may lead to a range of consequences including but not limited to not being welcome to attend any future CICA activities.

Any breaches of this policy should be reported to CICA Management immediately.