AUSTRALIAN
COATINGS SHOW 2027

SPONSORSHIP PROSPECTUS 2027

AUSTRALIAN
COATINGS SHOW 2027

65TH ANNUAL CONFERENCE

Pullman Melbourne Albert Park
65 Queens Road
Melbourne Victoria 3004

26th - 27th May 2027

For all sponsorship related enquiries, please contact
Clive Frain
sponsorship@australian-coatings-show.com.au
0472 520 412

COMMITTEE

Chair: **Sue Bartlett** chairman@australian-coatings-show.com.au

Registrations/Treasurer: **Maree Griffiths** registrations@australian-coatings-show.com.au

Sponsorship: **Clive Frain** sponsorship@australian-coatings-show.com.au

Exhibition: **David Bloomer** exhibition@australian-coatings-show.com.au

Technical: **Kevin Roden** technical@australian-coatings-show.com.au



SURFACE COATINGS ASSOCIATION AUSTRALIA

AUSTRALIAN
COATINGS SHOW 2027

COMMITTEE WELCOME

Message from Conference Chair

On behalf of 2027 Australian Coatings Show Committee, I would like to welcome each and every one of you; Sponsors, Exhibitors, Delegates, Guests and Partners.

The 2027 Australian Coatings Show will commence Wednesday 26th May and finish on Thursday 27th May with a Gala Dinner marking the close of the Conference.

As always, we have a varied Technical programme which we are sure will interest and inspire those attending.

We try and keep our programme interesting with:

- a Welcome Function with the Exhibitors on Wednesday 26th May

- a variety of Exhibitors showcasing their latest innovations in the coatings industry

- The Australian Coatings Show Handbook which gives up to date information on the Technical Programme, Social Functions along with Sponsor's Information and Speaker Biographies.

Our Social Programme can't be missed:

Wednesday night at the Welcome Function with the Exhibitors, The Young Chemist's Cocktail Party prior to the Gala Dinner, Be Challenged at the Gala Dinner and our ever popular Women in Coatings Breakfast.

I would also like to personally thank - Maree Griffiths, Kevin Roden, Clive Frain and David Bloomer who have all put in so much volunteer time to ensure that this Australian Coatings Show is a success.

Please come and say hello, and I look forward to catching up with you.

Sue Bartlett | Chairman Australian Coatings Show

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WHY SHOULD YOU COME TO THE AUSTRALIAN COATINGS SHOW?

We don't think you can afford to miss the opportunity to be part of this year's Australian Coatings Show.

Here are 5 reasons why you should attend.

1. A New Audience

We are investing in audience acquisition this year. The attendees will be industry professionals from a range of coatings companies. We are marketing to a bigger audience and attracting attention from all industries interested in Surface Coatings, this means new audiences for our suppliers.

2. Create Networks

The exhibition and showcase are designed this year to provide a deeper level of engagement, we know you will want to be part of it. These engagements create fun and lasting impressions on delegates opening the door for long term relationships.

3. Opportunity to find new Customers and grow your brand awareness.

This is the only time where you can get all these delegates in one room, you don't have to make appointments, compete with busy workload and workplace interruptions. Come and take advantage of this great opportunity to showcase your product with the industry leaders.

4. Industry Updates

Find out what is going on in the industry, hear it from industry experts so you can stay ahead of the game.

5. Exhibition

Whether your goal is to strengthen relationships with existing customers, reconnect with past customers, introduce your business to new prospects, or build stronger partnerships with suppliers and industry peers, the Australian Coatings Show 2027 offers the opportunity to put your business front and centre. With face-to-face engagement remaining an important part of building trust, sharing knowledge and identifying new opportunities, exhibiting is your chance to demonstrate what sets your business apart, generate new leads and reinforce your position within the Australian coatings market.

Be part of the industry's return, reconnect with the people who matter and showcase what your business has to offer.

Get in quick or you'll miss out!

There are only 40 booths and they're selling quickly.

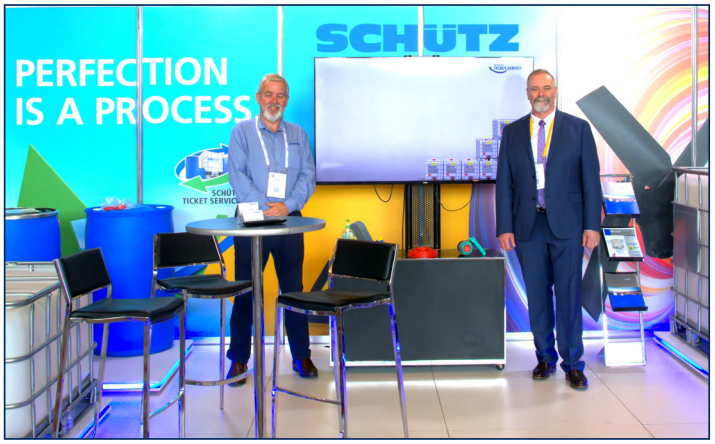


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SINGLE ONLY
PLATINUM SPONSOR

$13,500

A Platinum Sponsor will be a dominant sponsor of the Conference.



The package includes:

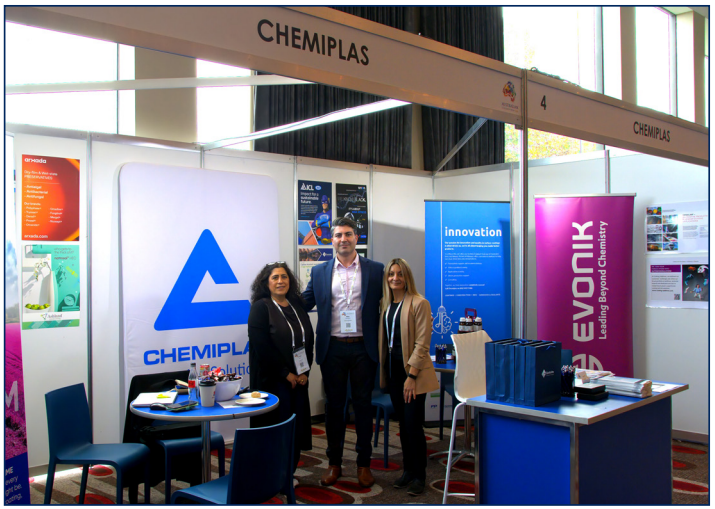
- Choice of delegate satchel or compendium for naming rights;
- Complimentary premium booth in a prime location at the exhibition;
- Conference-wide acknowledgement as the dominant sponsor;
- A dominant logo representation at each of the sessions and events during the conference;
- Three complimentary full conference registrations, providing access to the two-day technical program, all luncheons, welcome drinks, gala dinner, and the conference proceedings. In addition, three complimentary exhibitor registrations are included, with access to the two-day technical program and luncheons;
- Company logo in a dominant position on the Conference Registration Brochure, Conference Programme and exposure throughout the journal and website in the lead up to the event;
- Website-Logo shown continuously;
- One paid speaker slot;
- Product literature included in the delegate satchel;
- Promotional items included in the delegate satchel;
- Acknowledgement in the SCAA magazine. One complimentary full page advertisement;
- Discounted advertising entitlements in journal.

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GOLD SPONSOR

$7,250

A Gold Sponsor will be able to select from one of the following items for exclusive sponsorship.



The package includes:

- Compendium or Satchel Naming Rights (Platinum First Choice)
- Delegate Tags and Lanyards
- Welcome Function (Wednesday night)
- Gala Dinner & Entertainment (Thursday night)
- Sustainable Carbon Neutral Package
- Perpetual Award for Technical Excellence

BENEFITS

- 50% Off Exhibition Stand
- One Complimentary Conference Registration Including the 2 Day Technical Program, All Luncheons, Receptions, Dinners and Conference Proceedings
- Promotion of Brand and Logo Throughout The Conference
- Discounted Advertising Entitlements for Journal

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SILVER SPONSORSHIPS

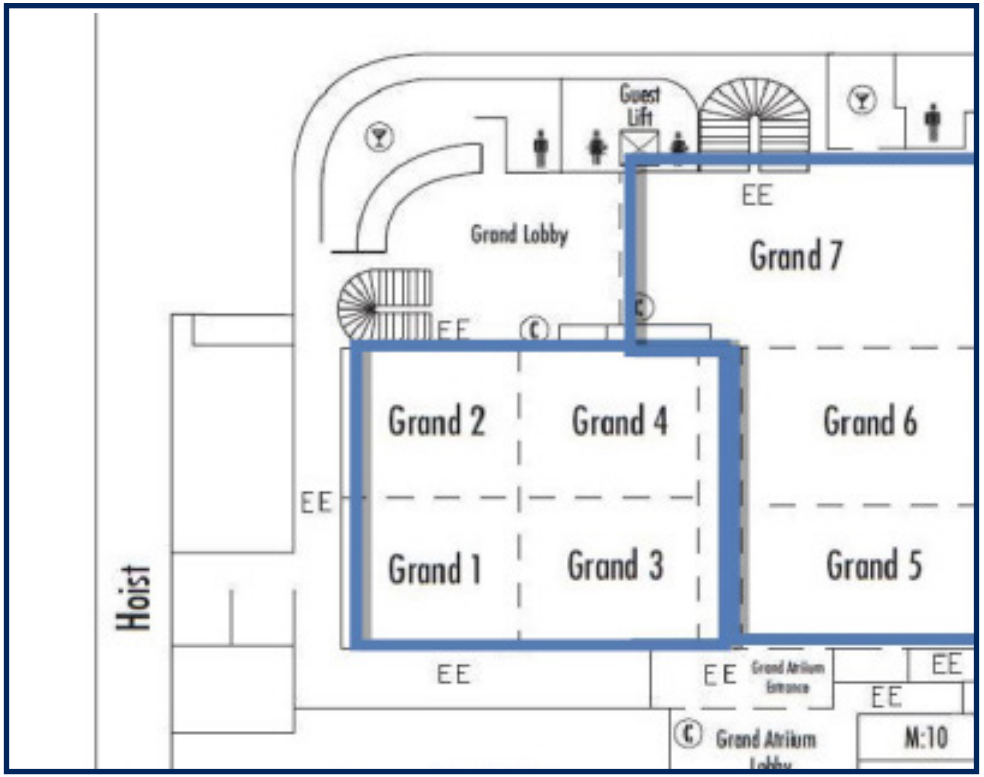
This category contains features which enhance the conference, making the delegate, exhibitors and sponsors time at the conference memorable.



- **Women In Coatings Breakfast** $4,250
- **Umbrellas with company logo** $5250
- **Drink Bottles with company logo** $5250
- **Coffee station naming rights (includes lounge area)** $4750
- **Young Chemist Cocktails** $3250
- **Technical Presentations Wednesday** $1750
- **Technical Presentations Thursday** $1750
- **Keynote Presentation** $4000
- **3 Minute Angels Massage** $4250

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EXHIBITION BOOTHS



Booth 3x3m price $3,000
Booth 6x3m price $6,000

Inclusions per booth 3x3m

Power: 1x4amp power outlet, per booth located in the back corner

Lighting: 2 track spotlights per 9spm lights fixed to inside front facia

Signage: Digital printed Fascia, 300mm deep on all aisle frontages.

Wall Signage and Flooring: Not included in concept. Charged Separately via Exponet.

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COMMERCIAL SPEAKER SLOTS

$2750





This year we will be offering up to four commercial speaker slots over the duration of the conference.

This is an opportunity for a commercial presentation by companies to market and promote their products.

Quality technical information will still need to be included in the speaker's presentation.

- Also includes a full page advertisement in the SCAA journal.

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SATCHEL INSERTS



Exhibitors, Sponsors and industry relevant companies can supply for inclusion merchandise items for no charge.

To find out more about this great opportunity to promote your company, contact;

Clive Frain
0472 520 412
or email
sponsorship@australian-coatings-show.com.au

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CONDITIONS

All prices nominated are excluding GST.

Payment Terms

- **50% deposit on acceptance.**
- **Full payment within 7 days of invoice date.**

* An exhibitor or sponsor will be subject to a cancellation charge for the cancellation or reduction as follows:

50% – More than 91 days (13 weeks) prior to the first day of the Event

100% – Less than 49 days (7 weeks) prior to the first day of the Event

The Conference Committee would like to thank you for your continued support of the Surface Coatings Association Australia and for your consideration to sponsor this event.

We look forward to hosting you in May 2027.





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THANK YOU!

www.australian-coatings-show.com.au