

## Sponsorship Prospectus

INNOVATE  
EXPO 2019



## Background

Innovate 2019 builds on the success of previous innovation expos in Geelong. Since 2013, Geelong Manufacturing Council has been bringing the region's innovators together - manufacturers, engineers, researcher organisations and entrepreneurs - to promote and explore best practice.

In 2019 the Innovate Expo will be bigger and better. With an Industry 4.0 theme and showcasing world class speakers, new technologies and regional industry collaboration success stories in process engineering, science and technology Innovate Expo 2019 is a must attend event.



# Our Attendees

Previous Innovation Expos have attracted more than 200 attendees each - a mix of decision makers highly focused on manufacturing.

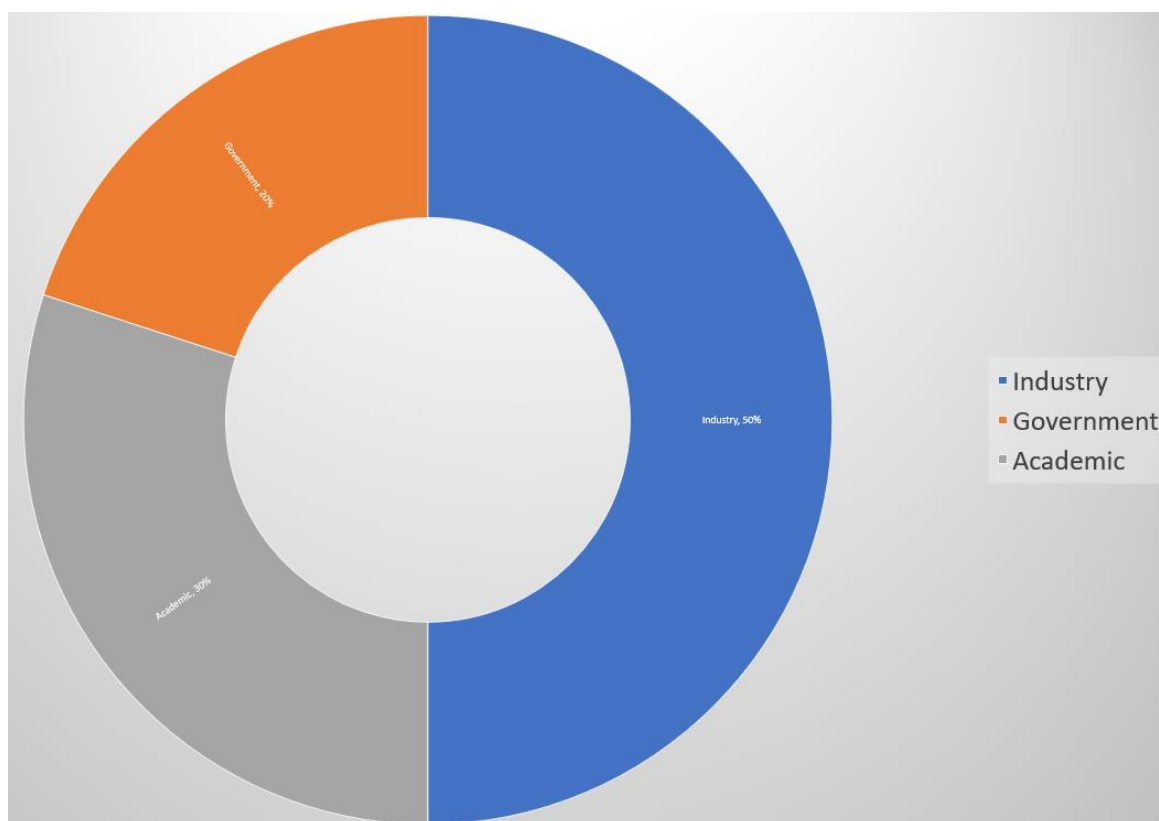


Figure 1 Innovation Expo Attendees

## Developing Geelong

**Manufacturing in Geelong:** REMPLAN 2016<sup>1</sup> data shows that Manufacturing clearly has the greatest economic output at \$6.6 billion per year. Industry has changed in the region to using new technology from the old technologies and materials. In one area, Geelong leads the country in carbon fibre composite manufacturing with Carbon Revolution and Quickstep both manufacturing - and expanding - locally.

Geelong is an exciting and diverse manufacturing centre which has the advantages of an industrially focused university - Deakin University with its two campuses. The CSIRO is co-located with Deakin and offers local expertise in fibre research as well as being the gateway for local industry to the full CSIRO offering.

<sup>1</sup> REMPLAN 2016 data accessed at <https://www.economyprofile.com.au/geelongregion/industries/output> 14/8/18

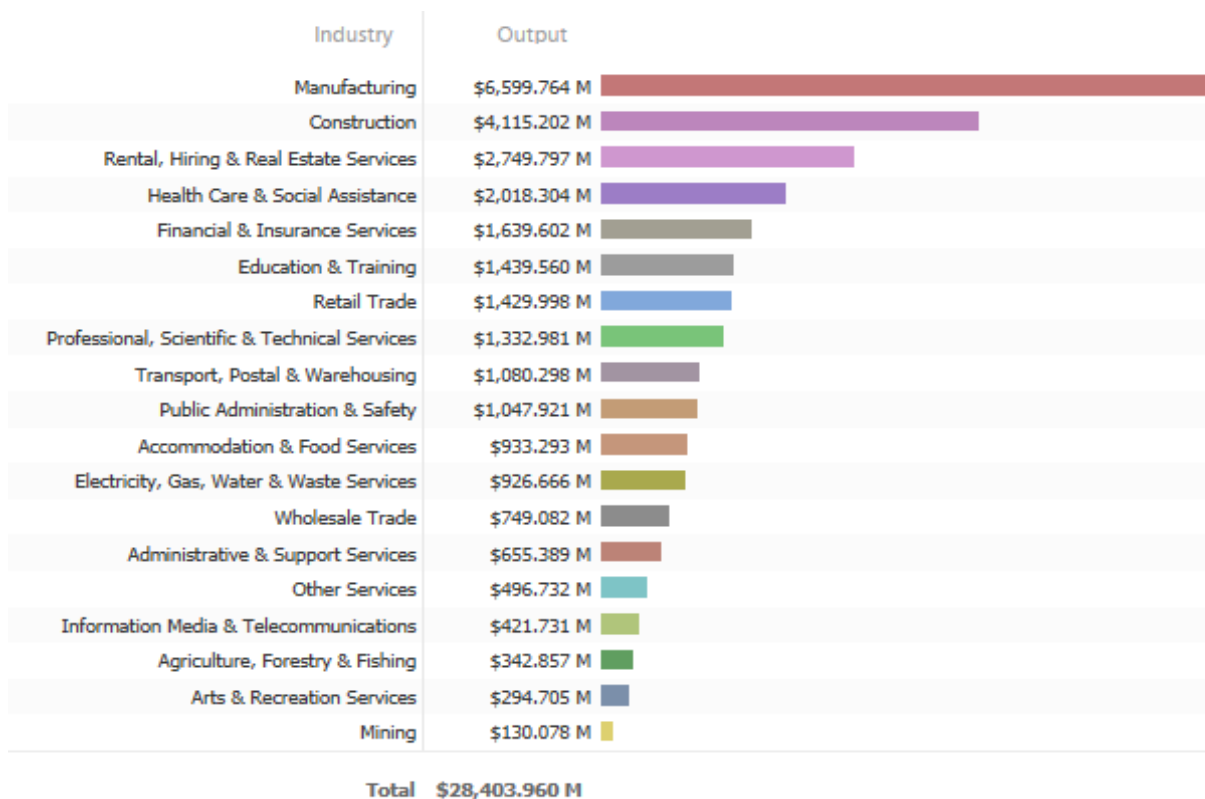


Figure 2 Industry Output, Geelong Region (Source: REMPLAN 2016 data accessed at <https://www.economyprofile.com.au/geelongregion/industries/output> 14/8/18)

## Industry 4.0

Innovate 2019 has the overall theme of promoting technologies that are grouped under the term “Industry 4.0”. This is all about digital transformation - increased automation, machines connected and communicating and data being gathered for analysis towards greater product customisation and efficiency of manufacturing. Geelong has many great examples of these technologies in use but more needs to be introduced to ensure our industries continue to compete globally.





# The Venue

Innovate 2019 will be held at GMHBA Stadium, the home of the Geelong Cats AFL Team. Within this impressive venue the Conference will be centered in the Presidents Room & Social Club - Brownlow Stand, Level 2 divides into Presidents North, Central, South & Social Club.



The morning will include:

- Morning Tea of one food item from our menu along with Nespresso Coffee & selection of teas
- Standing buffet lunch including two hot dishes, two salads, fresh fruit platter, soft drinks & juices
- Main Meeting room
- Inbuilt Audio Visual

Meeting Rooms/ Function space (Presidents) All meeting and function space is supplied with an inbuilt touch screen to control the audio & video systems. A 120" screen and projector is supplied with access to all in house and FTA channels. HDMI or VGA inputs are provided to allow for connection of external sources.

WIFI / internet access: Free wireless internet is available for casual usage throughout GMHBA Stadium for delegates attending a day conference.

There is ample free parking at the venue for Expo attendees or alternatively the South Geelong V-Line Station is a short walk away. Trains leave Southern Cross Station every 20 minutes.



# Expo Agenda - Draft

## Date and Venue

7 March 2019

GMHBA Stadium

370 Moorabool Street

Geelong VIC 3220

## Draft Program

8:30 - 9:00	Registration
9:00 - 9:10	Welcome
9:10 - 9:25	Welcome and Key Note - Minister TBA
9:30 - 10:00	Speaker Sessions <ul style="list-style-type: none"><li>• David Chuter, CEO, IMCRC</li><li>• Peter Moar, La Trobe University</li></ul>
10:00 - 10:45	Morning Tea
10:45 - 11:15	Speaker Sessions <ul style="list-style-type: none"><li>• Andrew Jones, G2 Innovation</li></ul>
11:15 - 11:45	Coffee Break
11:46 - 12:30	Speaker Sessions <ul style="list-style-type: none"><li>• Michelle Price, CEO Australian Cyber Security Growth Centre</li></ul>
12:30 - 13:30	Lunch
13:30 - 13:50	Official Close
13:50 - 14:30	TBC: Advanced Manufacturing Site Tours @Deakin Wearn Ponds

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# Target Exhibitors or Presenters

- Siemens
- Bosch (confirmed)
- Conflux Technologies (confirmed)
- Deakin University (confirmed)
- LaTrobe University
- Federation University
- CSIRO
- Advanced Manufacturing Growth Centre
- Innovative Manufacturing Cooperative Research Centre
- G2 Innovation (confirmed)
- Regional Development Victoria (confirmed)
- Insight Engineering
- Industrial Control Geelong (ICT)
- Print in 3D



# The Opportunity

**Sponsors will have unique access to decision makers in the Geelong region from the academic, government and industrial sectors.**

- Access 250+ regional decision makers in Fibre & Textiles, Chemicals and Refining, Engineering, Food and Agribusiness, Metal and Timber Processing.
- As a regional manufacturing innovation exhibition, InnovaTe 2019 is a “must-visit” event to connect with regional buyers, decision-makers and influencers in all aspects of innovation in engineering and manufacturing.
- Launch your products and raise awareness. With new products presented at the 2016 event, InnovaTe 2019 has maintained a position as a premier regional showcase for Victoria in Manufacturing Innovation and Excellence.
- Develop your commercial opportunities here. InnovaTe 2019 provides an opportunity to meet decisionmakers, innovators and manufacturers. Exchange views, explore our regional industrial market opportunities and identify prospects.
- Local Small and Medium Enterprise: position yourself among recognised innovators working in industrial IoT innovation, digitisation and engineering. In 2016, 25 exhibitors successfully showcased their products and services to an audience of 250+ qualified visitors.
- Gain insight into current Industry and Technology trends. InnovaTe 2019 gathers the entire regional Manufacturing and Engineering sector’s offering and demand, enabling sponsors and exhibitors to compare their services with competitors, and discover new enabling technologies.
- Communicate with 250+ active participants and media representatives. InnovaTe 2019 invites local and regional publishers and journalists to discover and engage about the latest industrial trends.





# Sponsorship Packages:

## Platinum Sponsor \$5000

- Platinum sponsorship guarantees the highest level of brand exposure for your organisation prior to and during the conference and exhibition, and includes the following benefits:
- Company logo on name badges.
- Expo website hyperlinked to company website.
- Sponsor logo on all event promotional material.
- Recognition as Platinum Sponsor in Opening and Closing convention address.
- 5-minute speaking opportunity at the Event Lunch, three event lunch tickets.
- Two banners for display during the Event Lunch.
- One trade booth 3 x 2m including power, lighting, table and chair.
- Three Delegate satchel inserts - provided by the sponsor
- Access to full delegate list in accordance with Privacy Laws.

## Gold Sponsor \$3000

- Expo website hyperlinked to company website.
- Sponsor logo on all event promotional material.
- Two Event Tickets.
- One trade booth 3 x 2m including power, lighting, table and chair.
- Two Delegate satchel inserts - provided by the sponsor
- Access to full delegate list in accordance with Privacy Laws.

## Silver Sponsor \$2000

- Expo website hyperlinked to company website.
- Sponsor logo on all event promotional material.
- Two Event Tickets.
- One trade booth 3 x 2m including power, lighting, table and chair.
- One Delegate satchel insert - provided by the sponsor
- Access to full delegate list in accordance with Privacy Laws.



## Vision and Mission

To position the Geelong region as an internationally competitive manufacturing centre in the 21st century.

We will achieve this through facilitation and support for manufacturing to:

- Develop & share sustainable practices
- Encourage the growth of technologically advanced manufacturing
- Promote a favourable operating environment for manufacturing in Geelong

### Mission

To have a positive impact on the sustainability of the Geelong region's manufacturing industry so that companies and investors are confident in the future of manufacturing in the region to ensure a vibrant, successful and prosperous community.

## Actions

**Advocacy:** An experienced strong voice at local, state and federal levels dedicated to positioning Geelong as an internationally competitive manufacturing centre.

**Encouraging Operational Excellence:** programs focused specifically on working with industry members to add value to Geelong's manufacturing sector.

**Building Industrial Synergies:** Collaboration and sharing with the region's top manufacturers and support organisations

**Developing Skills:** An engaging and diverse schedule of best-practice workshops and leadership program

**Growing Advanced Technology:** Facilitation of leading edge innovation, research and commercialisation opportunities.

## Membership

The Geelong Manufacturing Council is a non-political, not-for-profit organisation funded by industry partners who wish to promote the region as a dynamic and innovative manufacturing centre of the future.

Comprising over 100 manufacturers in the Greater Geelong and Colac regions who collectively employ over 9,000 people, stakeholders from government, education and service providers; Geelong Manufacturing Council members meet regularly to highlight, discuss and resolve issues pertaining to manufacturing to promote and support regional economic growth.

## Contact Us

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[www.innovateexpo.com.au](http://www.innovateexpo.com.au)

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