

# M23

# Fundamentals in Focus



MELBOURNE

**Sponsor & Exhibitor Opportunities**

14 – 16 November | Grand Hyatt, Melbourne





# The self storage event of the year

## Join us in Melbourne for SSAA Convention 2023!

After a spectacular return to in-person events last year, Convention 2023 is set to bring the industry together to focus on the fundamentals driving the sector forward.

This unique event provides the ideal opportunity for you to connect with everyone involved in self storage. Prospective developers, investors, owners, operators, staff, suppliers and other stakeholders will come together over three incredible days in the beating heart of Melbourne.

Showcase your business with a unique sponsorship opportunity and secure your space in the trade show. Get ready to focus on fundamentals and create lasting connections at the self storage event of the year.

**Places are limited. Register online today.**

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# Welcome to the Grand Hyatt Collins St

## Connect in the centre of Melbourne

Immersed in the centre of all that Melbourne has to offer, the Grand Hyatt Collins St is a destination where city meets culture.

Situated amongst high fashion, fine dining and just steps away from Federation Square and Melbourne's hidden laneways, the Grand Hyatt offers attendees the perfect balance of business and pleasure.

Enjoy a range of accommodation options, explore the renowned Flinders Lane where you can dine at any number of Melbourne's best restaurants and bar hop late into the evening.

With outstanding art galleries, iconic sports grounds and a world-class theatre, comedy and music scene all close by, there's something for everyone at MEL23.



# Premier Sponsorships

## Platinum \$12,500+GST

(sold out)

- 2x Premium Trade Stands with preferred placement including shell scheme, signage & power
- Tradeshow attendees (maximum of 4) – includes daytime catering, Welcome Event, Tradeshow in the Spotlight and Awards Dinner
- A short promotional speaking opportunity to the full plenary
- 60 second video played on plenary digital screen throughout event (sponsor to produce and provide video).
- 3x live social media opportunities as well as featured posts in Convention marketing
- Full page colour advertisement in the Convention Program Guide
- Promotional materials into Show Bag
- Logo on the MEL23 Lanyard
- Logos on all Convention marketing materials including digital, print and signage across the venue
- Logo with hyperlinks on SSAA Convention web page and other digital assets
- Sponsor acknowledgements throughout the event.

## Gold \$8,500+GST

(two sold, one available)

- Premium Trade Stand with preferred placement including shell scheme, signage & power
- Tradeshow attendees (maximum of 3) – includes daytime catering, Welcome Event, Tradeshow in the Spotlight and Awards Dinner
- 30 second video played on plenary digital screen throughout event (sponsor to produce and provide video).
- 2x live social media opportunities plus a featured post in Convention marketing
- Full page colour advertisement in the Convention Program Guide
- Promotional material inserted into Show Bag
- Logo on the MEL23 Lanyard
- Logos on all Convention marketing materials including digital, print and signage across the venue
- Logo with hyperlinks on SSAA Convention web page and other digital assets
- Sponsor acknowledgements throughout the event.

## Silver \$6,500+GST

(one sold, two available)

- Premium Trade Stand including shell scheme, signage & power with preferential positioning
- Tradeshow attendees (maximum of 2) – includes daytime catering, Welcome Event, Tradeshow in the Spotlight and Awards Dinner
- 30 second video played on plenary digital screen throughout event (sponsor to produce and provide video).
- 1x live social media opportunity plus a featured post in Convention marketing
- Promotional material inserted into Show Bag
- Logos on all Convention marketing materials including digital, print and signage across the venue
- Logo with hyperlinks on SSAA Convention web page and other digital assets
- Sponsor acknowledgements throughout the event.

# Sponsorship Opportunities

## Show Bag

sold out

Attendees will carry the official convention bag throughout the event. Gain visibility and recognition long after Convention with this high quality tote bag featuring your branding. SSAA will design and produce the bags with your company logo in a style befitting the destination.

## Barista (2x available)

sold out

Everyone appreciates barista-made coffee, especially in Melbourne! Bring your brand to life at the coffee carts with signage and displays. Includes event signage, promotional materials in show bag, logo placement in marketing materials and acknowledgements at event. Sponsor can provide branded cups and other items at own cost.

## Networking Lounge

\$4,000 +GST

Brand the Networking Lounge on the conference floor, where attendees will have the chance to relax and chat casually in a lounge area just by the trade show and venue entry. Includes event signage, promotional materials in show bag, logo placement in marketing materials and acknowledgements at event.

## Catering Breaks

\$3,000 +GST

Gain exposure throughout meal breaks during the conference. Includes sponsor announcements prior to each break and your brand on menu signage on catering tables. Includes promotional material in show bag and logo placement in marketing materials.

## Welcome Reception

\$3,500 +GST

Present the official Welcome Reception in Melbourne laneway style at Baller's Clubhouse. A night full of fun, networking and a little competitive spirit will set the scene for Convention! Includes event signage, promotional materials in show bag, logo placement in marketing materials and acknowledgements at the event.

## Wellness Space

\$2,500 +GST

Bring a fresh perspective by presenting the Wellness space, including a morning juice bar and a standalone branded snack station available throughout the event (snacks provided by SSAA, opportunity to provide branded snack items at own cost). Includes event signage, promotional materials in show bag and logo placement in marketing materials.

## Welcome Breakfast

\$3,500 +GST

Present the Welcome Breakfast on Wednesday morning at The Residence within the Grand Hyatt. Open breakfast with a short welcome speech. Includes event signage, promotional materials in show bag and logo placement in marketing materials.

## Speakers & Awards

\$2,500+GST

Present a keynote speaker or the award to the winner. Feature your brand in marketing materials and associated announcements.

## Women in Storage

\$2,000 +GST

Present the afternoon session, including an introductory speaking spot, branding at the event and logo placement on marketing materials.

# Exhibitor Opportunities

At MEL23 the Trade Show is located in a separate ballroom. The entrance is visible as attendees arrive to the events floor via the escalator and is adjacent to a networking lounge area. The space has a main floor and two raised platforms either side which provides additional visibility for exhibitors on these wings. The Trade Show floor plan and venue map is presented overleaf.



## 2m x 1m Spaces

**\$2,900 +GST includes 1x event attendee**

Includes: Booth location within the Trade Show; 2m x 1m booth space; white back wall & half-side walls, fascia signage with company name; 1 x 4 amp power supply; supplier listing in guide; and one attendee with access to all events and sessions.



## 3m x 2m Spaces

**\$4,750 +GST includes 2x event attendees**

Includes: Booth location within the Trade Show; 3m x 2m booth space; white back wall, fascia signage with company name; 1 x 4 amp power supply; supplier listing in guide; and two (2) attendees with access to all events and sessions.

## Larger Spaces

**available by joining spaces**

Keen to showcase your brand in a larger space? Purchase an additional space (booth only, no attendees):  
Additional 2m x 1m space: **\$1,600 +GST**  
Additional 3m x 2m space: **\$2,400 +GST**



## Premium Spaces

**upgrade stand design**

Sponsors and Partners with Premium stands feature an upgraded stand design with signage included (TV and furniture at own cost). All other exhibitors are welcome to upgrade their stand designs or build custom stands with exhibition provider ExpoNet. Further details including costs will be available upon registration or enquire to learn more.

## Additional Attendees

Tickets for additional service member staff/exhibitor attendees are available at a reduced rate of **\$1,200 +GST**.

## Trade Show Timings & Networking Opportunities

### Tuesday

Bump In

### Wednesday

Open during Morning Tea, Lunch, Afternoon Tea & Trade Show in the Spotlight

### Thursday

Open during Breakfast, Morning Tea, Lunch & Afternoon Tea

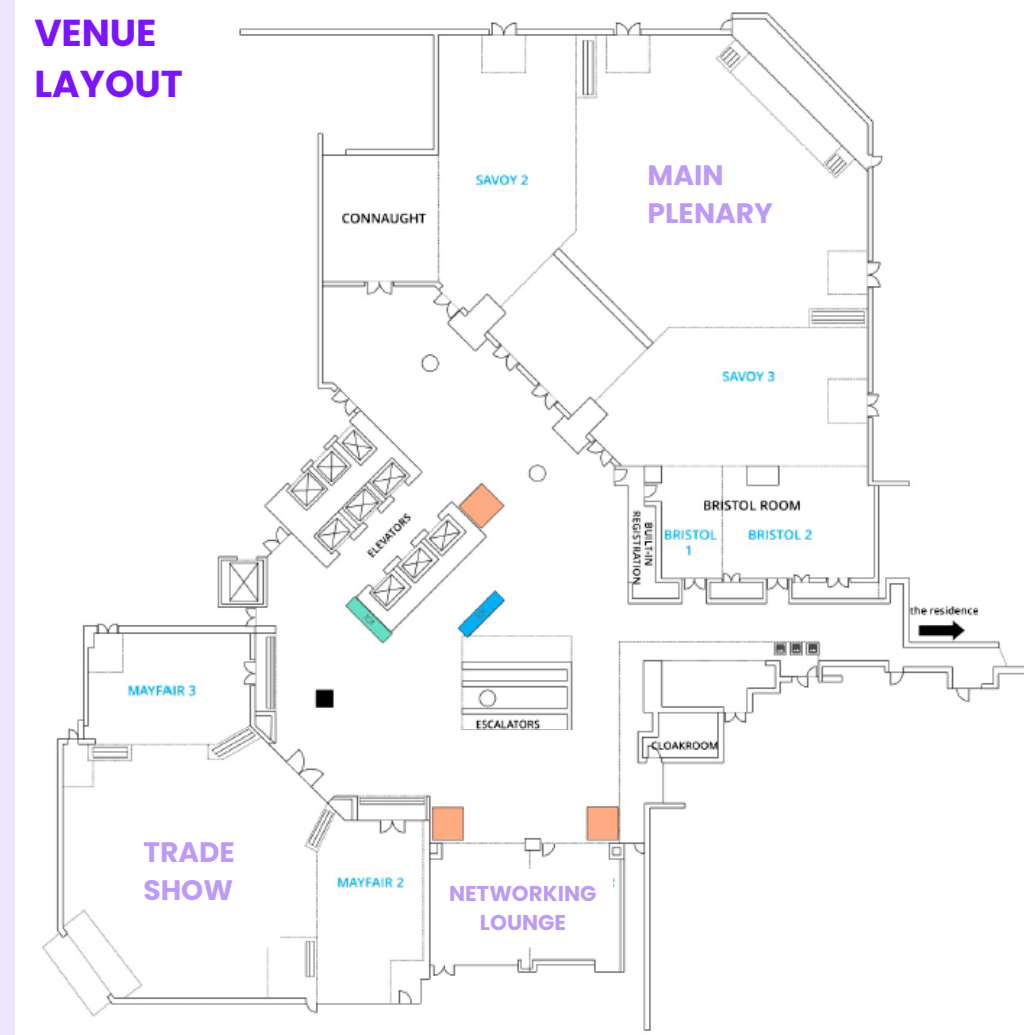
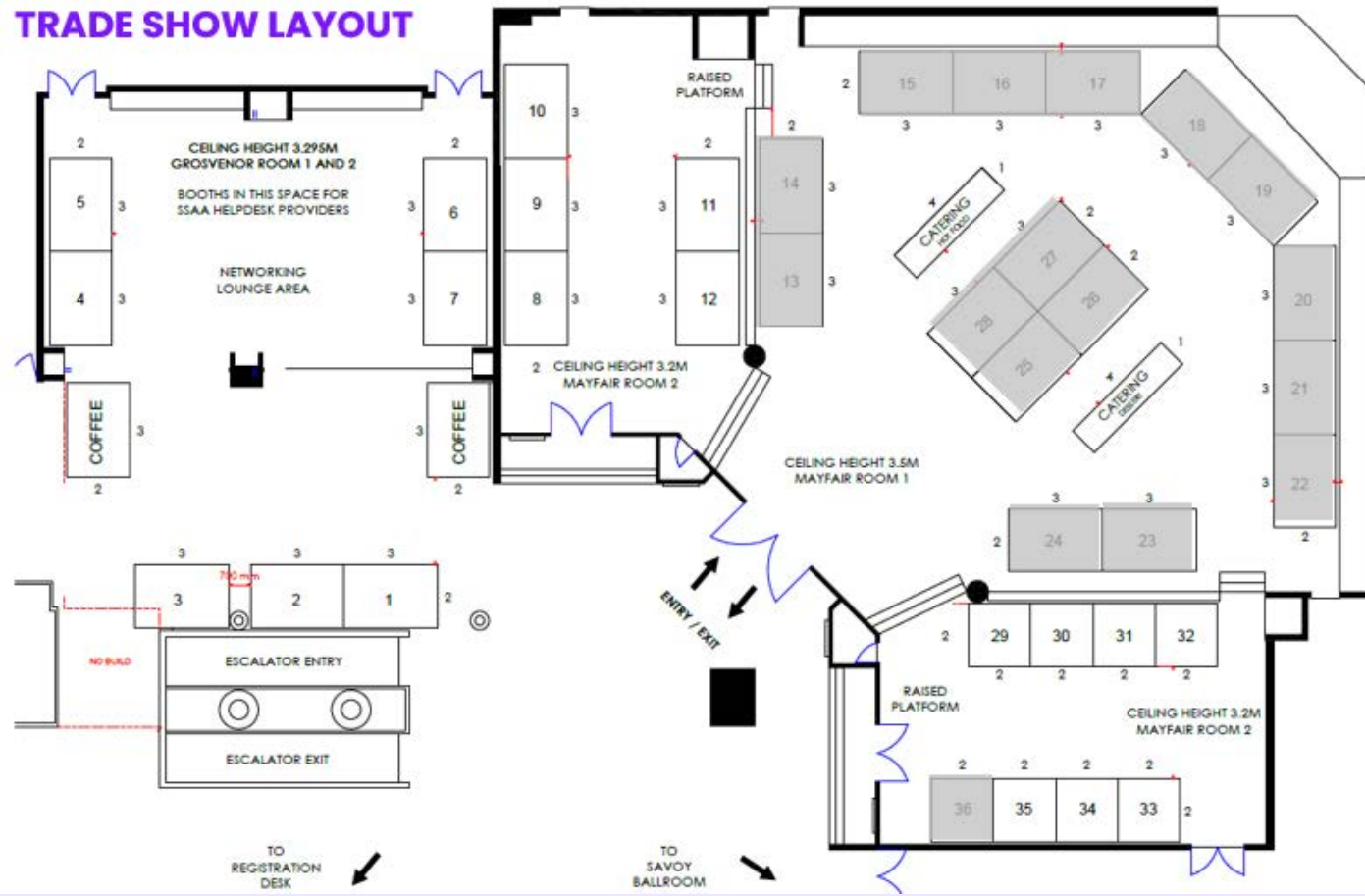
*This year there is an additional Breakfast in the Trade Show from 7.45am on Thursday morning.*



# Floor Plans

Spaces are secured on a first come, first serve basis and can be joined together to make larger spaces. Please note the final layout is subject to bookings and venue requirements.

Venue Images  
Take a VR Tour



# Registration Form

## Step One

Please **complete the form** to secure your sponsorship and exhibitor bookings and return by email to [marketing@selfstorage.com.au](mailto:marketing@selfstorage.com.au).

## Step Two

The SSAA will confirm your registration and then provide details on how to register your attendees via the online registration process.

## Step Three

SSAA and ExpoNet are managing the exhibition opportunities for MEL23. ExpoNet will provide information and an online booking link for signage and styling closer to the event.

## Group Registration

If you are bringing a large team, please contact SSAA to arrange a group booking registration.

## Questions?

Email the SSAA Team at [marketing@selfstorage.com.au](mailto:marketing@selfstorage.com.au) or phone 1800 067 313 (AU) or 0800 444 356 (NZ).

## Please note

Sponsorships and trade stands are available on a first in, first served basis. SSAA will endeavour to provide alternative opportunities should your preferred option be sold out.

**Company Name**

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**Contact Name**

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**Contact Email**

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*Please mark your selections:*

### Sponsorships

- |  |  |
|--|--|
| <input type="checkbox"/> PLATINUM          | <input type="checkbox"/> WELCOME RECEPTION |
| <input type="checkbox"/> GOLD              | <input type="checkbox"/> WELCOME BREAKFAST |
| <input type="checkbox"/> SILVER            | <input type="checkbox"/> BARISTA           |
| <input type="checkbox"/> SHOW BAG          | <input type="checkbox"/> CATERING BREAKS   |
| <input type="checkbox"/> NETWORKING LOUNGE | <input type="checkbox"/> WELLNESS SPACE    |
| <input type="checkbox"/> WELCOME RECEPTION | <input type="checkbox"/> SPEAKER OR AWARD  |
| <input type="checkbox"/> WELCOME BREAKFAST | <input type="checkbox"/> WOMEN IN STORAGE  |

### Trade Stand Selection

- |   |   |
|---|---|
| <input type="checkbox"/> 2M X 1M STAND    | <input type="checkbox"/> 3M X 2M STAND    |
| <input type="checkbox"/> ADDITIONAL STAND | <input type="checkbox"/> ADDITIONAL STAND |

### Preferred Placement

Please indicate three places in order of preference

**Special Requests / Other notes:**

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## TRADE SHOW / EXHIBITOR TERMS AND CONDITIONS:

- Only current financial service members may book and/or attend the convention
- All service members must either book a trade show stand or register as a supplier/service member. Service members who elect neither and wish to attend as an attendee will be charged a \$2000 flat fee in addition to their Convention Registration fee.
- Any service member or vendor soliciting business at the convention or trade show, including anywhere in the venue, must be registered as an exhibitor/supplier/service member. Any vendor that violates this provision will be barred from the current convention and trade show and may be barred from future SSAA conferences, trade shows, and events.
- Booking for trade show stands or sponsorships are not confirmed until payment has been received
- Service members are encouraged to organise freight early. Freight of goods is NOT included as part of the stand booking fee or registration fee.
- Trade show places are limited. These will be distributed on a first come first serve basis. If there are remaining spaces 30 days from the event, these spaces may become available. Service members should express their interest in an additional space at the time of booking.
- Booking for trade show stands or sponsorships are not confirmed until payment has been received.
- Due to the nature of the event, bookings for trade show booths cannot be accepted after 15 October 2023 and bookings are subject to availability.
- The exhibitor must make payment of the full amount at the time of booking.
- If the exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the SSAA is authorised to occupy this space in any manner deemed to be in the best interests of the trade show and the exhibitor will not be eligible for a refund.
- The exhibitor contracted to this space will remain liable to all terms and conditions of the Grand Hyatt exhibitor manual provided at the time of booking confirmation.
- In exceptional circumstances the SSAA will consider exhibitor cancellations; but only if the following conditions are complied with;
  - The request for cancellation is submitted in writing to [admin@selfstorage.com.au](mailto:admin@selfstorage.com.au);
  - The request is received at least (6) weeks prior to the exhibition;
  - The SSAA can re-let the cancelled space in its entirety;
  - The reason for the cancellation is, in the opinion of the SSAA well founded (and does not include bankruptcy, liquidation, receivership or similar event).
  - The SSAA confirms acceptance of the cancellation in writing.
  - All money due has been paid in full.

**For more information visit [www.selfstorage.org.au/convention23](http://www.selfstorage.org.au/convention23)  
phone 1800 067 313 or 0800 444 356  
or email [marketing@selfstorage.com.au](mailto:marketing@selfstorage.com.au)**

## ATTENDEE TERMS AND CONDITIONS:

- Self Storage Association of Australasia (SSAA) non-members registering to attend the Annual 3-day Convention will incur an additional fee of \$1,000 +GST.
- Non-member registrations are at the discretion of and subject to approval by the Executive.
- Bookings are not confirmed until full payment is made and in the case of non-members, the Executive approves the application.
- Due to the nature of the venue and event, bookings cannot be accepted after 1 November 2022.

### Cancellation:

The SSAA incurs considerable expenses in organising and hosting the Convention. The SSAA aims to run a cost-effective event for the benefit of members. Whilst the SSAA understands attendees may need to cancel their registration and appreciates such cancellation is often unavoidable, we advise the following cancellation terms apply to all registrations:

- Cancellation requests must be made in writing to [admin@selfstorage.com.au](mailto:admin@selfstorage.com.au)
- 90-60 days before – total payment refunded less 15%;
- 60-10 days before – total refund less 50%;
- 10 days before no refund;

The SSAA encourages attendees to take out travel insurance in the event of unforeseen circumstances.

**Attendee Lists:** Attendee lists including names, email and contact numbers will be available via the Convention App.

**Video, Audio & Photography Consent:** The SSAA takes photographs, records audio and video footage of events at the Convention. This may be used to promote future events, published in promotional materials in print and online. By applying for attendance at the Convention you consent to the SSAA using these images and footage.

**Social Media:** SSAA permits and encourages the use of social media and blogging at the convention as a way to summarise, highlight, review, critique, and/or promote the presented materials, or the convention in general, on the condition that: copyright law is observed, verbatim information is limited to a few quotes, and the author or speaker is referenced and cited appropriately. Please bear in mind that presenters have invested many hours in the development of materials for the Convention and copyright laws apply.

We encourage attendees to follow/like SSAA on social media and blog/post/tweet about what you hear or see and share products and services you discover.

### We request attendees refrain from:

- SSAA does not permit recording of presentations and workshops at the Convention under any circumstances or in any form of media, including but not limited to audio recordings, video recordings, or literal transcripts unless you acquire a written consent.
- Capturing, transmitting, or redistributing syllabus materials or the bulk of the material presented in a session. Doing so infringes on the intellectual property rights of the speakers.
- Out of respect for the other participants, we ask that loud electronic devices are to be silenced, though they do not need to be switched off.
- Engaging in rudeness, inappropriate behaviour or personal attacks.

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