

SYD25

SELF
STORAGE
WEEK

Hyatt Regency Sydney



Self Storage Association
of Australasia

Nov 10-13 2025

Join us in spectacular Sydney for the inaugural Self Storage Week!

The self storage event of the year

Mark your calendar for 10–13 November 2025 as we bring together the self storage industry for an expanded week-long program at the Hyatt Regency Sydney.

Set against the stunning backdrop of Sydney's iconic harbour, world-famous landmarks, and vibrant cityscape, SYD25 offers the perfect blend of business and leisure. Immerse yourself in engaging workshops, thought-provoking keynotes and dynamic networking events while experiencing everything Australia's most cosmopolitan city has to offer.

Whether you're a seasoned industry leader or just getting started, SYD25 is designed to inspire, inform and connect. We'll explore the latest trends, challenges and opportunities shaping self storage across Australasia, with sessions tailored for developers, investors, owners and operators.

Beyond the conference, take time to enjoy Sydney's spectacular waterfront, renowned dining scene, and world-class entertainment. From a morning walk along Darling Harbour to sunset drinks with breathtaking views of the Sydney Opera House and Harbour Bridge, this is a city like no other.

Places are limited – register your interest today and be part of SYD25!



SYD25 SELF STORAGE WEEK



Introducing: Self Storage Week

SYD25 marks the launch of Self Storage Week—a dedicated platform to champion the self storage sector, highlight its growing influence and showcase the opportunities within this dynamic asset class.

As the industry continues to evolve, this landmark event will bring together operators, investors, suppliers and stakeholders to shape the future of self storage across Australasia.

Suppliers and service providers – this is your opportunity to be part of something big. Get involved by sponsoring, exhibiting and developing marketing activations around Self Storage Week.

Position your brand at the centre of industry conversations, connect with key decision-makers, and showcase how your products and services are shaping the future of self storage at SYD25.

Join us as we take self storage to the next level—raising awareness, championing the sector and elevating the industry on the international stage.

Sponsorship Opportunities

Premier Sponsorships

Platinum

\$14,500 +GST (1x available)

- 6x2m trade stand with preferred placement including shell scheme, signage & power
- 4x attendees with all-inclusive tickets – includes daytime catering, conference sessions, Welcome Event, Tradeshow in the Spotlight and Awards Dinner (flights/accomm at sponsor expense)
- A short promotional speaking opportunity to the full plenary at opening/closing
- 60 second video played on plenary digital screen throughout the 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 included in the show bag
- Logo featured on the lanyard
- Logos on all marketing materials including digital, print and signage across the venue
- Logo with hyperlinks on website and other digital assets
- Sponsor acknowledgements throughout the event

Gold

\$9,750 +GST (2x available)

- 3x2m trade stand with preferred placement including shell scheme, signage & power
- 3x attendees with all-inclusive tickets – includes daytime catering, conference sessions, Welcome Event, Tradeshow in the Spotlight and Awards Dinner (flights/accomm at sponsor expense)
- 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 featured on the lanyard
- Logos on all marketing materials including digital, print and signage across the venue
- Logo with hyperlinks on website and other digital assets
- Sponsor acknowledgements throughout the event

Silver

\$7,500 +GST (3x available)

- 3x2m trade stand including shell scheme, signage & power with preferential positioning
- 2x attendees with all-inclusive tickets – includes daytime catering, conference sessions, Welcome Event, Tradeshow in the Spotlight and Awards Dinner (flights/accomm at sponsor expense)
- 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
- Logo featured on the lanyard
- Logos on all marketing materials including digital, print and signage across the venue
- Logo with hyperlinks on website and other digital assets
- Sponsor acknowledgements throughout the event

Bronze

\$6,750 +GST (3x available)

- 3x2m trade stand including shell scheme, signage & power with preferential positioning
- 2x attendees with all-inclusive tickets – includes daytime catering, conference sessions, Welcome Event, Tradeshow in the Spotlight and Awards Dinner (flights/accomm at sponsor expense)
- 1x live social media opportunity plus a featured post in Convention marketing
- Promotional material inserted into Show Bag
- Logos on all marketing materials including digital, print and signage across the venue
- Logo with hyperlinks on website and other digital assets
- Sponsor acknowledgements throughout the event

Sponsorship Opportunities - Hospitality

WELCOME EVENT

\$6,000 +GST

Present the official Welcome Event and set sail from Darling Harbour on the exceptional yacht, The Jackson. Includes event signage and a custom brand activation, promotional materials in show bag, logo placement in marketing materials and acknowledgements at the event.

WELCOME BREAKFAST

\$3,500 +GST

Present the Welcome Breakfast on Wednesday morning and open with a short welcome speech. Includes event signage, promotional materials in show bag and logo placement in marketing materials.

TRADE SHOW SPOTLIGHT

\$4,500 +GST

Present the dedicated trade show event on Wednesday afternoon. Includes event signage, a custom brand activation, promotional materials in show bag and logo placement in marketing materials.

GROUP DINNERS

\$2,500 +GST (3x available)

Present a group dinner on Wednesday evening (Independents Dinner, NZ Dinner and Industry Leaders Dinner all available, or talk to us about developing your own concept). Open with a short welcome speech, including event signage, promotional materials in show bag and logo placement in marketing materials.

COFFEE CARTS

\$4,000 +GST (2x available)

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.

CATERING BREAKS

\$3,500 +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.

NEXTGEN NETWORK

\$2,500 +GST

Host networking drinks at a special event within Trade Show in the Spotlight for the next generation of self storage professionals (aged 40 & under). Includes an introductory speaking spot, branding at the event and logo placement on marketing materials.

WOMEN IN STORAGE

\$2,500 +GST

Present this popular breakfast session supporting women in self storage, including an introductory speaking spot, branding at the event and logo placement on marketing materials.

Sponsorship Opportunities - Sessions & Spaces

SHOW BAG

\$5,500 +GST

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.

GETTING STARTED IN SELF STORAGE

\$3,500 +GST

Present this workshop designed for those new to self storage. Includes an introductory speaking spot, extended presentation time, event signage, promotional materials in show bag and logo placement on marketing materials.

FACILITY TOURS

\$4,000 +GST

Present the popular Facility Tours on Tuesday morning, as attendees visit showstopping self storage facilities around Sydney. Staff and brand each bus plus provide a promotional item for attendees. Includes event signage, promotional materials in show bag and logo placement in marketing materials.

ROUND TABLES

\$3,000 +GST

Present this popular afternoon session, including an introductory speaking spot, 2x hosted round tables, event signage, promotional materials in show bag and logo placement on marketing materials.

NETWORKING LOUNGE

\$5,000 +GST

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

KEYNOTE SPEAKERS

\$2,000 +GST (3x available)

Present a keynote speaking spot, including introducing the speaker, event signage, promotional materials in show bag and logo placement on marketing materials.

WELLNESS SPACE

\$2,500 +GST

Bring a fresh perspective by presenting the wellness space including and a standalone branded snack station (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.

AWARDS FOR EXCELLENCE

\$2,500 +GST (4x available)

Present an SSAA Awards for Excellence on the evening and receive marketing benefits year-round, with exposure in Insider magazine. Includes announcing the award winner, event signage, promotional materials in show bag and logo placement on marketing materials.

Exhibitor Opportunities

Exhibitor Stands

2m x 2m + 1 attendee

\$3,650 +GST



Includes: Trade stand location within the ballroom; 2m x 1m stand with printed back wall signage panel & blank half-side walls; additional 1m of floor space; standard fascia signage with company name; 1 x 4 amp power supply; supplier listing in program guide; and one (1) attendee with access to all events and sessions. Printed side panels available for additional cost.

Double Stand 4m x 2m
+ 2 attendees

\$6,500 +GST

3m x 2m + 2 attendees

\$5,750 +GST



Includes: Trade stand location within the ballroom; 3m x 1m stand with printed back wall signage panel; additional 1m of floor space; standard fascia signage with company name; 1 x 4 amp power supply; supplier listing in program guide; and two (2) attendees with access to all events and sessions. Printed side panels available for additional cost.



Self Storage Association
of Australasia

Additional Attendees

Tickets for additional service member staff/exhibitor attendees are available at a reduced rate of **\$1,500 +GST** (exhibitors must have purchased a trade stand).

Larger Stands

Sponsors and Partners contracted with larger stands have a 6m x 2m white back wall stand with signage included. Upgraded or custom stand designs are available through ExpoNet at own cost.

All exhibitors are welcome to upgrade their stand designs or build custom stands with ExpoNet. Further details available upon registration or enquire to learn more.

Trade Show Format & FAQs

Stand Builder: ExpoNet

Tuesday - Bump In

Wednesday - Open during Morning Tea, Lunch and Trade Show in the Spotlight from 3.30pm - 6pm

Thursday - Open from 7.30am for Breakfast, Morning Tea, Lunch. Bump out from 2.30pm.

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Trade Show Floor Plan

ABOUT THE VENUE

SYD25 has exclusive use of the events floor for Wednesday and Thursday and will utilise the Maritime Ballroom for the trade show.

The Maritime Ballroom is a large, light-filled space facing the harbour. Catering will be served towards the back half of the hall as indicated on the map, encouraging visitation.

Trade Show in the Spotlight on Wednesday afternoon will be hosted right across the ballroom, with various stations and bars setup throughout.

VIRTUAL TOUR

[click here](#)



How to register

Step One

Email membership@selfstorage.com.au to secure your preferred sponsorship and/or trade stand bookings. Please include your preferred stand number and one or two alternatives.

Step Two

The SSAA will confirm your registration and then provide details on how to **register your attendees** via the online registration process (including links and codes where applicable).

Step Three

SSAA and ExpoNet are managing the trade show for SYD25. ExpoNet will provide information and an online booking link for **signage** and **styling** options, including furniture and AV equipment, closer to the event.

Group Registration

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

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.

Have an idea that's not listed? Please get in touch, we're happy to tailor options to suit.

Questions?

Please email membership@selfstorage.com.au or phone 1800 067 313 (AU) or 0800 444 356 (NZ).

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Terms and conditions

TRADE SHOW / EXHIBITORS:

- o Only current financial service members may book and/or attend the convention
- o 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 \$2,000 flat fee in addition to their Convention Registration.
- o 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.
- o Service members are encouraged to organise freight early. Freight of goods is NOT included as part of the stand booking fee or registration fee.
- o 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.
- o Sponsorships are limited. These will be honoured on a first come, first serve basis. SSAA endeavours to offer tier exclusivity for service member categories, but makes no guarantees. SSAA reserves all rights to offer, allocate and reassign sponsorships.
- o Booking for trade show stands or sponsorships are not confirmed until payment has been received.
- o Due to the nature of the event, bookings for trade show booths cannot be accepted after 15 October 2025 and bookings are subject to availability.
- o The exhibitor must make payment of the full amount at the time of booking.
- o 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.
- o The exhibitor contracted to this space will remain liable to all terms and conditions of the JW Marriott exhibitor manual provided at the time of booking confirmation.
- o In exceptional circumstances the SSAA will consider exhibitor cancellations; but only if the following conditions are complied with;
 - o The request for cancellation is submitted in writing to admin@selfstorage.com.au;
 - o The request is received at least (6) weeks prior to the exhibition;
 - o The SSAA can re-let the cancelled space in its entirety;
 - o The reason for the cancellation is, in the opinion of the SSAA well founded (and does not include bankruptcy, liquidation, receivership or similar event).
 - o The SSAA confirms acceptance of the cancellation in writing.
 - o All money due has been paid in full.

ALL ATTENDEES:

- o Self Storage Association of Australasia (SSAA) non-members registering to attend the Annual Convention will incur an additional fee of \$1,000 +GST.
- o Non-member registrations are at the discretion of and subject to approval by the Executive.
- o Bookings are not confirmed until full payment is made and in the case of non-members, the Executive approves the application.
- o Due to the nature of the venue and event, bookings cannot be accepted after 1 November 2025.
- o 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:
 - o Cancellation requests must be made in writing to admin@selfstorage.com.au
 - o 90-60 days before – total payment refunded less 15%;
 - o 60-10 days before – total refund less 50%;
 - o 10 days before no refund;
- o The SSAA encourages attendees to take out travel insurance in the event of unforeseen circumstances.
- o Attendee Lists: Attendee lists including names, email and contact numbers will be available via the Convention App.
- o 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.
- o 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.
- o 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.
- o We request attendees refrain from:
 - o 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.
 - o 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.
 - o 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.
 - o Engaging in rudeness, inappropriate behaviour or personal attacks.

See you in Sydney