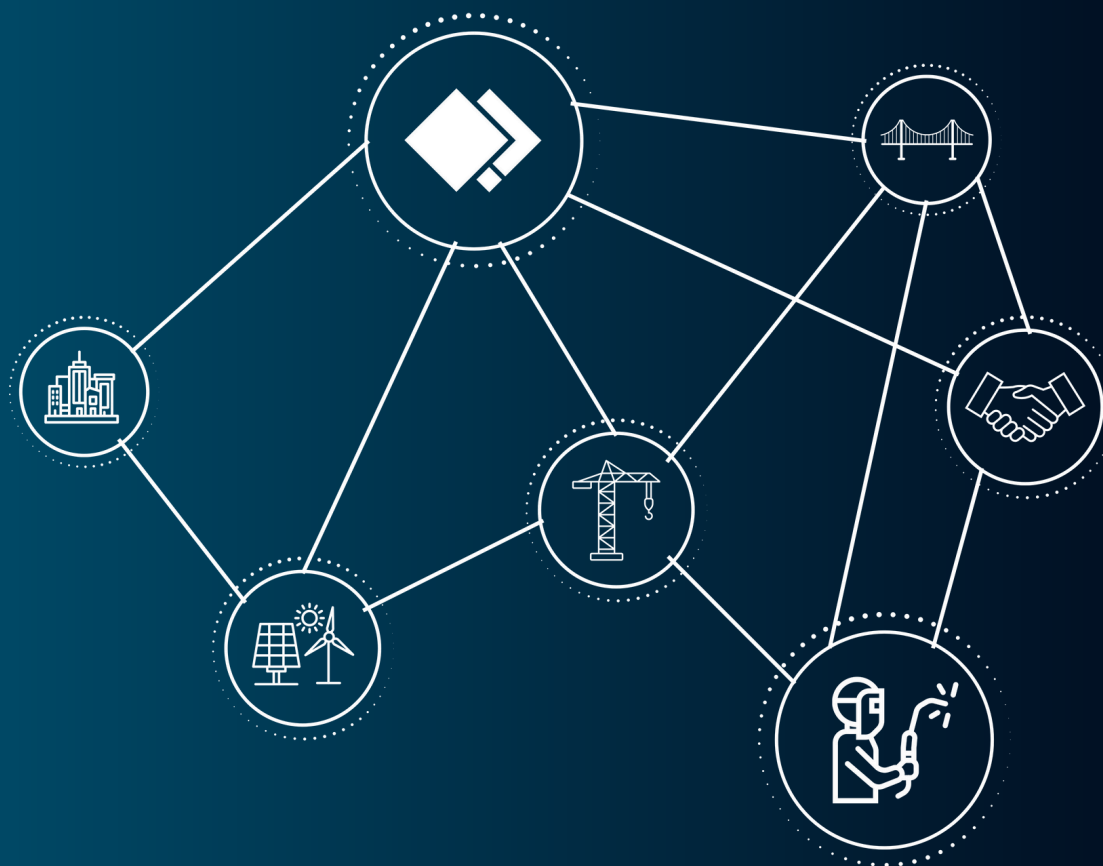




AUSTRALIAN STEEL INSTITUTE



2025 AUSTRALIAN STEEL CONVENTION

15-17 SEPTEMBER | MANLY PACIFIC SYDNEY

PARTICIPATE INNOVATE EVOLVE

PARTNERSHIP PROSPECTUS

The **Australian Steel Convention 2025** will bring together industry leaders, innovators, and key stakeholders to explore the dynamic challenges and opportunities facing the Australian steel industry.

The Convention will offer a comprehensive view of pivotal areas such as sustainability, technological advancement, global market dynamics, and infrastructure development—each critical to driving long-term resilience and growth in the sector.

Key themes that will be covered include:

Green Steel and the Path to Decarbonisation



This theme will focus on the steel industry's journey toward sustainability, delving into breakthroughs in green steel technology, hydrogen-based production, and the roadmap to achieving net-zero emissions. It will examine how the sector can balance environmental goals with global competitiveness in an evolving market.

The 'Smart Steel' Revolution: Harnessing Technology for a Competitive Edge



Focusing on the digital transformation of the steel industry, this theme will explore the role of Industry 4.0, automation, and artificial intelligence in reshaping manufacturing processes. Experts will discuss how smart technology is improving efficiency, reducing costs, and elevating product quality.

Navigating Global Markets: Resilience and Adaptation in a Changing Trade Landscape



With global markets facing volatility, this theme will explore the impact of geopolitical shifts and supply chain disruptions on the steel industry. Discussions will focus on strategic approaches for enhancing Australia's position through market diversification, smarter trade practices, and adapting to global uncertainties.

Building Australia: Infrastructure, Innovation, and Steel's Role in National Development (Case Studies)

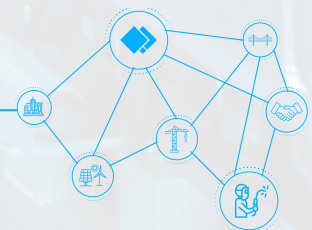


As Australia undergoes significant infrastructure development, this theme will highlight the vital role steel plays in supporting sustainable urban growth. The focus will be on innovative construction techniques and eco-friendly infrastructure projects that align with the nation's future development goals.

Powering the Future: Energy, Efficiency, and the Steel Industry's Energy Transition



With energy efficiency and renewable energy increasingly in the spotlight, this theme will examine strategies for ensuring a stable and affordable energy supply for the steel industry. It will address how the sector can navigate the intersection of energy transition and efficiency improvements to secure long-term energy stability for steel production.



YOU'RE INVITED

The Australian Steel Convention partnership and exhibition packages are tailored to appeal to a wide variety of marketing objectives including:



EXPOSURE

to a highly niche market of industry personnel before, during and after the convention



OPPORTUNITY

to raise your company profile amongst a valuable target audience



RECOGNITION

including acknowledgement and clear demonstration of your company's involvements, commitment, and support of the industry



NETWORKING

with delegates in the exhibition area and the opportunity to maintain relationships with existing clients

WHO ATTENDS

The Australian Steel Convention is the industry's premier event bringing together:

- Australian manufacturers, distributors, fabricators, roll-formers
- Australian design and structural engineers
- Detailer/modellers and constructors
- Key supply chain partners and suppliers
- Key decision-makers and influencers in local infrastructure projects
- Federal and State Government policy and decision makers



CONVENTION PROGRAM

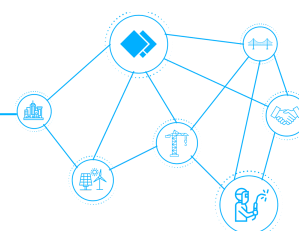
The following program is provisional and subject to change at the discretion of the Organising Committee.

MONDAY, 15 SEPTEMBER 2025

10:00 - 15:00	Exhibition Build	Manly Pacific Foyer
9:00 - 18:00	Technical Tours (Optional)	Various
15:00 - 17:00	Exhibitor Bump In	Manly Pacific Foyer
18:30 - 21:30	Convention Welcome Reception	Beach Club, Hotel Steyne

TUESDAY, 16 SEPTEMBER 2025

07:00 - 08:00	Exhibitor Bump In	Manly Pacific Ballroom
08:00 - 17:30	Registration & Exhibition Open	Manly Pacific Foyer
09:00 - 10:30	Convention	Manly Pacific Ballroom
10:30 - 11:00	Morning Tea (served in exhibition)	Manly Pacific Foyer
11:00 - 12:30	Convention	Manly Pacific Ballroom
12:30 - 13:30	Lunch (served in exhibition)	Manly Pacific Foyer
13:30 - 15:00	Convention	Manly Pacific Ballroom
15:00 - 15:30	Afternoon Tea (served in exhibition)	Manly Pacific Foyer
15:30 - 17:00	Convention	Manly Pacific Ballroom
19:00 - 23:00	Convention Dinner	Manly Pacific Ballroom



WEDNESDAY, 17 SEPTEMBER 2025

08:00 - 14:00	Registration & Exhibition Open	Manly Pacific Foyer
08:30 - 10:30	Convention	Manly Pacific Ballroom
10:30 - 11:00	Morning Tea (served in exhibition)	Manly Pacific Foyer
11:00 - 12:30	Convention	Manly Pacific Ballroom
12:45 - 14:00	Lunch (served in exhibition)	Manly Pacific Foyer
13:00 - 18:00	Technical Tours (Optional)	Various
14:00 - 15:30	Exhibitor Bump Out	Manly Pacific Foyer
15:00 - 18:00	Exhibition Dismantle	Manly Pacific Foyer



PARTNERSHIP OPPORTUNITIES

All pricing is listed in AUD and exclusive of GST

MAJOR PARTNERSHIPS PACKAGES (PLATINUM, GOLD, SILVER)

\$15,000 - \$33,000 +GST

Providing a host of opportunities before, during and after the event our Convention partnership packages give organisations a variety of promotional opportunities at different price points. Packages can be tailored to suit specific objectives.

~~CONVENTION DINNER PARTNER~~

~~**\$23,000 +GST**~~

1 Available

The Convention Dinner is always a memorable evening and the social highlight of the Convention. To be hosted at Manly Pacific, there is an opportunity for the exclusive Partner to add many personal touches to the evening to showcase their brand, contribution and commitment to the steel industry, along with providing showstopping entertainment.

~~WELCOME RECEPTION PARTNER~~

~~**\$15,000 +GST**~~

1 Available

Hosted at the Beach Club, atop the Steyne Hotel Manly, the Welcome Reception will be the kick-off of the Convention and an opportunity for delegates to interact on a social level with speakers and exhibitors alike. With a supportive organising committee, the Networking Drinks Partner is encouraged to make this function their own and discuss how the evening can be one not to be missed!

SESSION / SPEAKER SPONSORSHIP

\$9,000 +GST

With the program under development, we are open to discussing potential speaker and session concepts relating to the overarching convention theme. Sessions and speaking spots are priced on application and at the discretion of the Organising Committee.

EXHIBITION BOOTHS

\$4,200 +GST MEMBERS

\$4,600 +GST NON MEMBERS

It is a vibrant industry and we want to showcase it to delegates to its fullest potential. With the option to choose from a supplied standard booth or to bring their own organisations will have the opportunity at the Convention to put their best foot forward. Nothing is off limits – activations, competitions and interaction are all welcomed in the exhibition which will be a hub of activity across both days.

~~COFFEE CARTS~~

~~**\$4,500 +GST**~~

2 Available

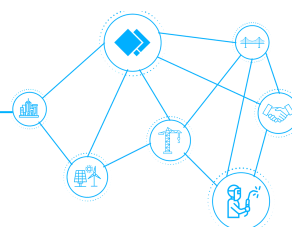
Caffeine is an integral part of any Convention, and a barista will be on hand throughout each break. Have delegates associate your brand with this must have sponsorship item – it's 'first in, best dressed' with this one!

OTHER OPPORTUNITIES

There are several other partnership opportunities available, including but not limited to the following:

- ~~• Lanyards (\$1,200 +GST + Supply)~~
- ~~• Event app (\$5,500 +GST)~~
- Note pads OR pens (\$1,000 +GST + Supply)
- Refreshment breaks
- ~~• Delegate bag (\$1,750 +GST + Supply)~~
- Session filming or recording

We welcome the opportunity to discuss any of the above options in more depth and provide further pricing information.



PACKAGE INCLUSIONS

All pricing is listed in AUD and exclusive of GST

	PLATINUM PARTNER	GOLD PARTNER	CONVENTION DINNER	WELCOME RECEPTION	SILVER PARTNER	SESSION / SPEAKER	EXHIBITION BOOTH	COFFEE CART
Speaking spot in program								
Session naming rights								
Banner on stage during session								
Convention Registrations (inclusive of social functions)	6	4	4	3	3	2	2	2
Welcome Reception Tickets	4	4		7				
Convention Gala Dinner Tickets	4	4	6					
3m x 2m Exhibition Booth								
TVC to be shown during break times								
Advertisement in program book								
LinkedIn post promoting involvement							*	*
Logo and link on website								
Profile on event app								
Profile in Steel Magazine post event wrap up								
Delegate list (in line with privacy legislation)								

**denotes group LinkedIn post.*

EXHIBITION

EXHIBITION PACKAGE

INCLUSIONS:

- 2 x Convention registrations – full meeting including access to sessions, trade exhibition and day catering
- Delegate list (name, state/country and registration type only) in accordance with Privacy Legislation.
- Confirmed 3m x 2m space consisting of:
 - Fascia board with company name
 - 1 x spotlight affixed to fascia board
 - 1 x power point per 9sqm of space
 - White melamine walls with anodised aluminum frames
 - Trestle table & 2 chairs (furniture upgrades available).

Tea breaks and lunches will be held in the exhibition area to ensure a maximum number of opportunities for contact between delegates and exhibitors.

Please see the floor plan on the following page.

Space is available as shell scheme booths (inclusions detailed left), or exhibitors may build their own stands.

Custom built display designs must be approved in advance by the Organising Committee and venue.

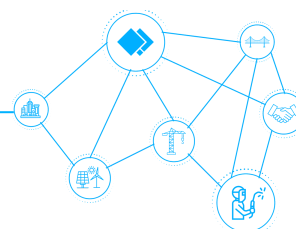
Booths are allocated on a first come, first serve basis, after major partners have selected positions. Booth preferences are to be noted on the booking form.



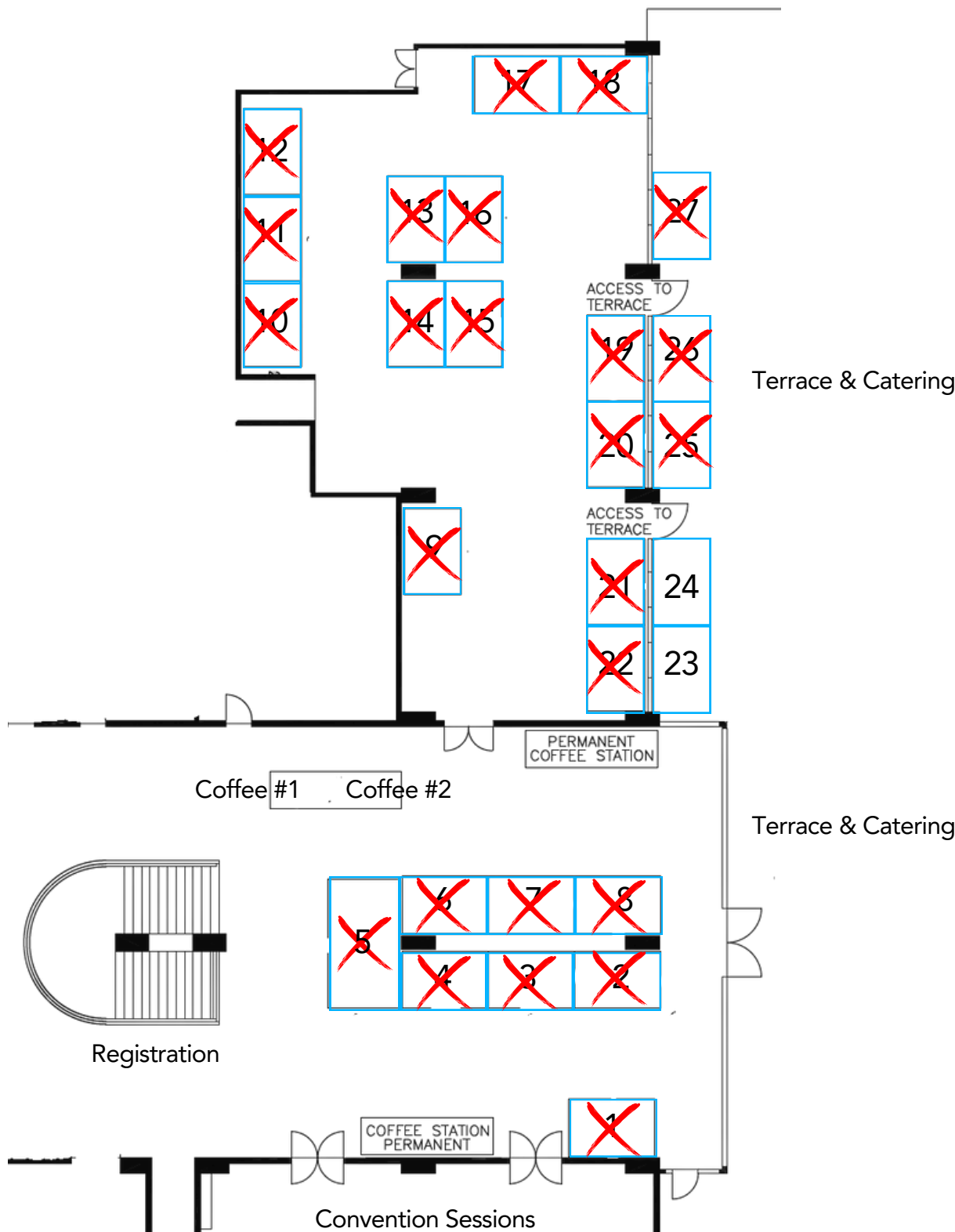
3x2 Inline Booth
White Panels



3x2 Corner Booth
White Panels

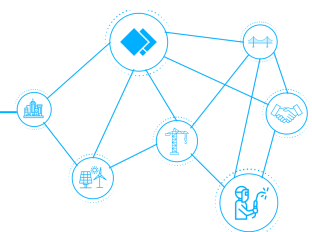


EXHIBITION FLOOR PLAN



BOOTH ALLOCATION

1	Excision	15	Hubtex
2	FICEP	16	Visy Logistics
3	Barrack Broking	17	Radaro Australia
4	GridBeyond	18	Mobicon Systems
5	CombiLift	19	Baumann Sideloaders
6	ACRS	20	Australian Super
7	SkyVic	21	BlueScope
8	Building Point	22	BlueScope
9	Impact Machinery	23	AVAILABLE
10	GS1 Australia	24	AVAILABLE
11	Choice Energy	25	Metroll Steel
12	Australian Steel Institute	26	Bremick
13	Steelwork Compliance Australia (SCA)	27	Integrated Steel Solutions
14	Alvarez & Marshal		
Coffee 1	United	Coffee 2	Licenses 4 Work



BOOKING FORM

Return to convention@steel.org.au to secure your booking

CONTACT INFORMATION

Contact Name:

Organisation:

Email: Phone:

BILLING DETAILS *(if different from contact information)*

Contact Name:

Organisation:

Address:

Email: Phone:

AUSTRALIAN STEEL CONVENTION 2025 PARTNERSHIP OPPORTUNITIES

Please indicate your selection below:

- | | |
|--|---|
| <input type="checkbox"/> Platinum Partner \$33,000 +GST | <input type="checkbox"/> Exhibition Booth (Member) \$4,200 +GST |
| <input type="checkbox"/> Gold Partner \$22,000 +GST | <input type="checkbox"/> Exhibition Booth (Non-member) - \$4,600 +GST |
| <input type="checkbox"/> Silver Partner \$16,000 +GST | <input type="checkbox"/> Coffee Cart \$4,500 +GST |
| <input type="checkbox"/> Convention Dinner Sponsor \$23,000 +GST | <input type="checkbox"/> Lanyards \$1,200 +GST |
| <input type="checkbox"/> Welcome Reception Sponsor \$15,000 +GST | <input type="checkbox"/> Delegate Bags \$1,750 +GST |
| <input type="checkbox"/> Speaker OR Session Sponsor \$8,500 +GST | Other: <input type="text"/> |

Total: \$

BOOTH PREFERENCE: 1st: 2nd: 3rd:

I/We intend on having a: ☐ Supplied shell scheme booth ☐ Require floor space only for a custom booth

*Booth positions are allocated in order of receipt of payment after major sponsor selection .
Custom booth related costs (including design, build and installation) are the responsibility of the Partner.
No booth or space is confirmed until payment is received.*

AUTHORISED BY

SIGNATURE

DATE

BOOKING TERMS & CONDITIONS

1. For the purpose of this contract, the term Management shall include the Australian Steel Institute.
2. Management agrees to provide the Exhibitor with the agreed inclusions as outlined in the original Exhibition and Partnership Prospectus and Exhibition Manual. Any additional requirements will be at the Exhibitor's expense.
3. The Exhibitor agrees to abide by all rules and regulations adopted by the Management in the best interests of the Exhibition and agree that Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during or after the Exhibition.
4. The Exhibitor agrees to abide by the payment schedule as outlined by Management.
5. The Exhibitor will be liable for and will indemnify and hold Management harmless from any loss or damages whatsoever directly or indirectly occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, the Exhibitor, other Exhibitors and members of the public attending the Exhibition, either on the said space or elsewhere if said loss or damage arose from or was in any way directly or indirectly connected with the Exhibitor's occupancy of the said space.
6. Management reserves the right, at its sole discretion, to change the date or dates upon which the Exhibition is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, Management shall not be liable in damages or otherwise for failure to carry out the terms of the Agreement in whole or in any part where caused directly or indirectly by or in consequence of fire, flood, storm, war, rebellion, insurrection, riot, strike or any cause whatever beyond the control of Management whether similar or dissimilar from the causes enumerated herein. If the exhibit space to be used by the Exhibitor should be in any way rendered unusable, this contract shall not be binding.
7. The contract may be cancelled by either party provided written notice is received more than 60 days prior to the first day of the Exhibition, a refund will be issued minus 50% cancellation fee. If the Exhibitor cancels within 60 days of the first day of the Exhibition, the Exhibitor will be liable for 100% of the total contracted cost. Space abandoned or not occupied at the start of the Exhibition may be repossessed without indemnity and reassigned by Management for exhibits and other uses. Exhibitors which have not fully paid for their stands 60 days out from the event will not be permitted to participate in the exhibition and their stands may be re-allocated.
8. Management reserves the right to alter or change the space assigned to the Exhibitor, and the exhibition floor plan.
9. Management reserves the right to alter or remove exhibits or part thereof and to expel Exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other Exhibition participants.
10. The Exhibitor agrees to confine their presentation within the contracted space only and to maintain staff in the booth space during Exhibition hours.
11. The Exhibitor agrees that any contract with the Press on Exhibition premises shall be by arrangement with Management officials.
12. The Exhibitor is responsible for the placement and cost of insurance related to his/her participation in the Exhibition.
13. There will be limited provisions for storing materials at the Convention venue prior and during the Exhibition. Exhibitors are strongly encouraged to make arrangements with the official company handling storage and shipping for the exhibition.
14. The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between Management, official contractors serving companies and the building in which the Exhibition will take place and according to the labour laws of the jurisdiction in which the building is located.
15. The Exhibitor agrees that no display may be dismantled, or goods removed during the entire run of the Exhibition but must remain intact until the closing hour of the last day of the Exhibition. The Exhibitor also agrees to be entirely responsible for the moving-in, assembly, maintenance, disassembly and removal of the exhibit, equipment and belongings to and from the Exhibition building, or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.
16. The Exhibitor agrees not to cause any damage to the walls, floors and ceilings in connection with the erection of the exhibition stand or the utilisation of the exhibited products.
17. The Exhibition area will be secured during off-hours. Exhibitors with special security needs should contact the Management. Every precaution will be made to prevent losses due to pilfering, but the Management will not accept liability for losses of any kind.
18. The Exhibitor agrees to obtain any necessary permits or approvals required from any Federal, State or Local Government for the display of products.
19. The Exhibitor must seek permission from the Organising Committee if they wish to hold any live demonstrations at their exhibition stand.

AGREEMENT

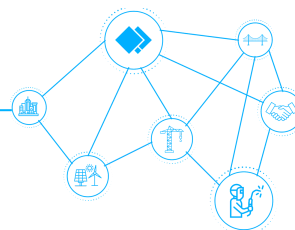
I/We agree to abide by the said Contractual Obligations as written above.

COMPANY NAME:

SIGNATURE:

SIGNED BY:

DATE:



For all Convention enquiries please contact:

Australian Steel Convention Team

E: convention@steel.org.au

P: +61 422 134 328

W: www.steel.org.au



AUSTRALIAN STEEL INSTITUTE