



**INDUSTRIAL  
DECARBONISATION  
SUMMIT**

**SYDNEY 14 MAY 2024**

**PARTNERSHIP &  
SPONSORSHIP  
OPPORTUNITIES**

Presented by





## A MESSAGE FROM OUR CEO

As the world acts to lower emissions, there are big opportunities for Australian industrial businesses. Harnessing our nation's plentiful renewable energy resources to power industry promises to open a new competitive advantage: exporting low and zero emissions products to the world.

These opportunities are an increasing focus of policy makers, but for many energy intensive manufacturers and food processors, they can seem a long way off. Buffeted by volatility in gas and electricity markets and under pressure to demonstrate their net zero bona fides, businesses are often unfamiliar with the emerging technologies that can lower emissions – and costs. And while programs to support Australian industry to decarbonise are emerging, other sectors have received more attention. Much more work is needed to support industry to make the transition, especially small and medium energy intensive businesses.

### A DEEP DIVE ON THE CHALLENGES AND OPPORTUNITIES OF INDUSTRIAL DECARBONISATION

A successful transition to net zero in industry requires significant ambition, renewed commitment and fresh thinking. This is why the Energy Efficiency Council is holding the EEC Industrial Decarbonisation Summit.

Taking place in **Sydney on 14 May 2024** – the day before the EEC National Conference – this full day of plenaries and workshops will examine the task of industrial decarbonisation from all angles. With a particular focus on energy intensive businesses not covered by existing policies, the Summit will cover:

- The overarching task of industrial decarbonisation in Australia, and the specific challenges facing particular subsectors and regions;
- The latest technologies and practices driving industrial emissions reduction from Australia and around the world;
- The business frameworks and processes that can enable emissions reduction, including data and analytics, energy management systems and net zero transition planning; and
- The policies and programs needed to raise ambition and build momentum for the transition.

### A SPOTLIGHT ON INDUSTRY, THE DAY BEFORE THE EEC NATIONAL CONFERENCE

Held in Sydney the day before the EEC National Conference, the Summit will capitalise on the hundreds of experts coming together for this major event. While the two events take place in the same venue, they are distinct. Where the Conference brings the latest thinking on a broad range of energy management issues, the Summit will focus exclusively on industrial decarbonisation – allowing a depth of conversation that is not otherwise possible.

### ENSURE YOUR PLACE AT THE FOREFRONT OF THE INDUSTRIAL DECARBONISATION CONVERSATION

Whether you're looking to showcase a new product, debate a big idea, connect with decision-makers or demonstrate your commitment to industrial decarbonisation, this prospectus outlines a tailored selection of sponsorship options to meet your objectives, whatever your budget.

Our venue, the UNSW Roundhouse, is the ideal backdrop for quality networking, and your organisation will be at the heart of the action.

Keeping sponsorship options to a small, select number allows us to work closely with partners to understand your goals and maximise return on your investment. With sponsorship benefits running into the EEC National Conference in the following two days, there has never been a better time to be in the room where it's all happening.

Review the options and feel free to call us to discuss a package that meets your needs. I look forward to partnering with you on the EEC Industrial Decarbonisation Summit 2024.



**Luke Menzel**  
CEO  
Energy Efficiency Council

# INDUSTRIAL DECARBONISATION SUMMIT

## SUMMIT AT A GLANCE

Incorporating both big picture plenaries and in depth workshops, the Summit will bring together Australia’s leading experts on emissions reduction in industry, including:

- the technical experts that support industry to manage energy and carbon;
- the policymakers shaping emissions reduction policies and incentives;
- the researchers, think tanks and peak bodies mapping the emissions reduction pathways for Aussie industry; and
- the manufacturers and food processors leading the charge on decarbonisation.

With the right people in the room, the Summit will help build the momentum we need for renewed focus and effort on industrial decarbonisation.

### AUDIENCE

- Energy management and energy efficiency professionals
- Industry representatives and business leaders
- Local, state and national governments
- Policy experts and decision makers
- Regulators and industry specialists (including assessors, financiers, product suppliers and service providers)
- Academics and NGOs

### AIMS

- **Hear** international best practice for scaling up net zero decarbonisation among small and medium-sized business and industry
- **Create** a shared understanding of the current challenges facing industry and governments
- **Strengthen** collaboration around these challenges
- **Build** connections with policy-makers, experts and professionals committed to improving Australian industrial decarbonisation.

### WHEN

Two must-attend events across three days:



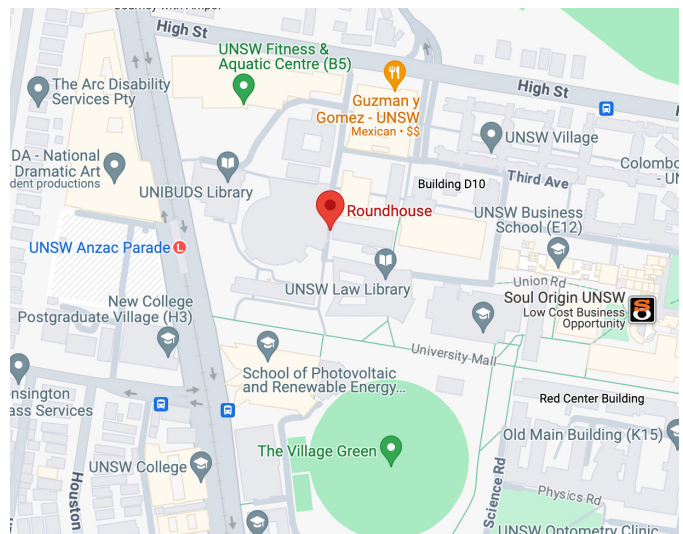
# INDUSTRIAL DECARBONISATION SUMMIT

14 MAY 2024  
SYDNEY



### WHERE

Roundhouse, University of NSW,  
Anzac Parade, Kensington, NSW



# PARTNERSHIP, SPONSORSHIP AND EXHIBITION OPPORTUNITIES

The EEC team works closely with partners, sponsors and exhibitors before, during and after the event to ensure your experience provides value for your organisation.

Opportunities are categorised with a range of price points to ensure organisations of all sizes are able to participate.

## HEADLINE PARTNERSHIPS

Our premium partnerships position your organisation as an industry leader. Showcase your expertise and profile your thought leadership through a range of targeted and branded speaking opportunities, from one-on-one CEO conversations, plenary speaking opportunities and headline stream sessions.

## NETWORKING SPONSORSHIPS

Networking sponsorships offer a range of tailored options that provide maximum opportunity to create brand awareness and place your organisation front-of-mind with delegates.

## CORE INCLUSIONS

### MARKETING PACKAGE

Includes prominent logo placement and acknowledgement across all physical and digital touch-points, and includes but is not limited to:

- The official event website
- Email and EDM communications
- Event programming material (digital and printed)
- Written and visual asset-creation for use on sponsor-managed social media platforms
- On-site signage and branding, including a hanging banner featuring your Company logo, prominently displayed overlooking the plenary space
- Acknowledgment of your support by the Chair in opening and closing plenary sessions
- Provision of the delegate list one (1) week post-event (subject to delegate permission)



### EXHIBITOR PACKAGE

- Single shell scheme booth 2m x 2m (4m<sup>2</sup>)
- Fascia signage with company name
- Furniture package: Bar table and two stools
- Basic lighting and power
- Two exhibitor registrations per day (for both Summit and Conference) Option to upgrade to a double exhibition booth 2m x 4m (8m<sup>2</sup>) for an additional charge

# HEADLINE PARTNERSHIPS

## PRINCIPAL PARTNERS \$ by negotiation

The top-tier Summit partnership is a bespoke opportunity to partner with the sector, progress policy and program goals, and work closely with EEC on development of the Summit program.

**PLATINUM PARTNER**  
EEC member \$15,000  
Standard \$20,000

ONLY 2 AVAILABLE  
**2**

A premium partnership package including a high-profile speaking opportunity in the Summit's opening or closing plenary sessions, the Platinum Partner receives maximum thought-leadership, profile-raising and brand recognition opportunities. Intended for Australia's leading energy businesses, a Platinum partnership is the perfect way to shape the debate, get your company, people and brand out front, build deeper working relationships and showcase your position as an industry leader.

- One branded plenary session, including one speaking opportunity
- 10 x single-day delegate tickets (can be used across the Summit and Conference)
- 5 x Gala dinner registrations
- 20% discount on additional registrations
- Opportunity to supply take-away merchandising promoting your brand (supplied by partner) for sponsored session
- Marketing Package
- Exhibitor Package

**BRONZE PARTNER**  
EEC member \$6,000  
Standard \$9,000

ONLY 3 AVAILABLE  
**3**

- Bronze partnerships are a key opportunity to build prominence, profile and brand awareness.
- One branded stream session
- 3 x single-day delegate tickets (can be used across the Summit and Conference)
- 3 x Gala dinner registrations
- 20% discount on additional registrations
- Opportunity to supply take-away merchandising (supplied by sponsor) for the sponsored session
- Marketing Package
- Exhibitor Package



# NETWORKING PARTNERSHIPS

These partnerships are available to maximise brand awareness during the Summit's dedicated networking periods, which include two breaks, lunch and a post-event function.

**NETWORKING DRINKS SPONSOR**  
EEC member \$5,000  
Standard \$7,000

**SOLD**

ONLY 1 AVAILABLE

- A unique opportunity to deliver your message in an informal setting at the close of Summit proceedings. Introductory speaking opportunity at the commencement of the post-Summit networking function.
- Logo and branding prominently displayed during networking function.
- 4 x single-day delegate tickets (can be used across the Summit and Conference)
- 2 x Gala dinner registrations
- 20% discount on additional registrations
- Marketing Package



**CAFÉ SPONSOR**  
EEC member \$5,000  
Standard \$7,000

ONLY 1 AVAILABLE

**1**

- Prominent branding on the most popular attraction – a coffee cart in one of two networking spaces featuring exhibition booths and catering.
- 4 x single-day delegate tickets (can be used across the Summit and Conference)
- 2 x Gala dinner registrations
- 20% discount on additional registrations
- Marketing Package

# SPONSORSHIP BOOKING FORM

Please complete and return this form to [events@eec.org.au](mailto:events@eec.org.au)

## COMPANY DETAILS

Company name (for marketing purposes):

Company name (for invoicing purposes):

Address:

City:

State:

Postcode:

ABN:

## MAIN CONTACT DETAILS (for liaising with the EEC)

Name:

Position:

Email:

Phone:

Additional contacts to be cc'd in sponsorship related communications:

## SPONSORSHIP PACKAGES

Please select your preferred option(s) below.  
Packages are subject to availability.

	EEC member ex. GST	Standard ex. GST
Major Sponsor	By negotiation	By negotiation
Platinum Partner	\$15,000	\$20,000
Bronze Partner	\$6,000	\$9,000
Café Sponsor	\$5,000	\$7,000
Networking Drinks Sponsor	\$5,000	\$7,000

## PAYMENT OPTIONS

A 50% deposit is required for all sponsorship packages to confirm your booking. Final payment must be made prior to the commencement of the Summit.

Payment method: Visa      Mastercard      EFT

Payment option: 50% deposit      Full amount

## CREDIT CARD DETAILS

Your credit card details are required as a guarantee but will not be charged unless you have indicated this as your preferred method of payment. All credit card payments incur a 2.4% service charge.

Name on card:

Card number:

Expiry date:

CCV:

## AUTHORISATION

Name:

Position:

Signature:

Date:

I agree to the terms and conditions for participation in the EEC Industrial Decarbonisation Summit

# TERMS & CONDITIONS

This is an agreement between you (the ‘Sponsor’) and the Energy Efficiency Council (the EEC, the ‘Event Organiser’) with respect to sponsorship of the EEC Industrial Decarbonisation Summit (the ‘Event’). You must accept without modification all of the terms and conditions and information contained in this Sponsorship Agreement.

**Prices listed in this document are exclusive of GST.**

**All artwork and logos as included in the sponsorship package must be supplied by the Sponsor.**

The following conditions apply to all sponsorship packages.  
Please read the sponsorship terms and conditions carefully.

## GENERAL

1. The Event Organiser reserves the right to change the sponsorship terms and conditions for the Event.
2. Sponsorship status is not secured until initial payment is received and approved by the Event Organiser.
3. The Event Organiser does not offer any guarantee of attendance numbers.
4. The Event Organiser does not accept liability for absent presenters but will endeavour to do everything within its power to replace the speaker.
5. The Event Organiser does not accept liability for the quality of presenters at the event.
6. The Event Organiser does not accept liability for the quality of the venue, catering, and audio visual.

## EVENT FORMAT AND CANCELLATIONS

1. The Event venue and format may be changed without prior notice at the sole discretion of the Event Organiser.
2. The EEC will be guided at all times by government health advice in relation to COVID-19. Should government restrictions impact upon the Event delivery, the following steps may be taken:
  1. Development of COVID-safe plans which may include density requirements and other government regulations.
  2. Transition into an online event.
  3. Event postponement.
  4. Full event cancellation. In this case, a refund will not apply. The EEC will work with the Sponsor to develop a new sponsor package to take place in lieu of the Event.
3. In the event of cancellation of the Event by the Event Organiser, the Sponsor is entitled to a refund of 80% of sponsorship funds paid.
4. If cancellation is due to Covid-19 (see 2D above) or is for a force majeure (1), no refund applies.  
(1) Force majeure includes without limitation, cancellation or other withdrawal by the suppliers, cancellation or failure of a venue, strike, act or reasonable apprehension of terrorism, war, destruction of facilities or materials, fire, flood, earthquake or storm, labour disturbances, epidemic or failure of public utilities or common carriers, without liability.
5. A cancellation fee of 50% will apply to the total Tax Invoice if the Sponsor wishes to withdraw support from the Event for any reason if written notification is submitted to the Event Organiser on or before 60 days prior to the Event.  
Monies already paid by Sponsor in excess of the cancellation fee will be refunded accordingly. Fees are payable within 7 days of written cancellation being received from Sponsor.



# TERMS & CONDITIONS

## SPONSOR MARKETING MATERIALS

6. Any material for the Event must be provided to the Event Organiser to the set specification and by the due date or no later than 2 weeks from the initial request for material where a due date has not been stipulated. Failure to do so may result in the material not being displayed.
7. The Sponsor is responsible at its sole cost and expense for production of any Sponsor materials. The use and publication of any Sponsor materials by the Sponsor must first be approved by the Event Organiser.

## SPONSOR RESPONSIBILITIES

8. The Sponsor will provide services and materials associated with the Event and onsite at the Event, of good quality and professional standard with an ethical approach in conduct, presentation, information, and services provided in association with event delegates, speakers, event personnel, the EEC and any other third party associated with the preparation and delivery of the Event.
9. The Sponsor is responsible for all occupational health and safety liabilities and obligations and any issues which may arise which relate to the Sponsor's occupation and use of the site at the Event. The Sponsor will comply with the requirements of the venue in relation to all matters pertaining to occupational health and safety requirements throughout the course of the Event, including preceding and post-event arrangements associated with the sponsorship, and all liability is removed from the Event Organiser in relation to this obligation.
10. The Sponsor is responsible for organising and insuring all goods, products, and equipment provided and used by the Sponsor at the Event and is responsible for ensuring public liability and product liability insurance is maintained and current for the entire duration of the Event. Evidence of insurance cover must be provided to Event Organiser upon request.
11. The Sponsor must obtain written permission from the Event Organiser for any photography, filming or sound recordings of any person or speaker attending or activities undertaken at the Event.
12. The Sponsor will ensure on-site setup of Sponsor package inclusions at the Event are organised within the timeframes stipulated and make arrangements accordingly. At the conclusion of the Event, the Sponsor will remove all goods, products and equipment from the venue by the time stipulated.
13. The Sponsor will be financially responsible for any damage sustained or loss incurred, to the venue's property or persons sustaining injury or harm associated with Sponsor related conduct, equipment or activities, and all aspects associated with the venue's property through Sponsor's own actions or those invitees/employees/contractors or other third party attending the Event and venue on behalf of the Sponsor. All liability is removed from the Event Organiser in relation to this issue.
14. The Sponsor agrees to comply with the sponsorship package stipulations and inclusions in accordance with this agreement.