



# WORLD ENGINEERS CONVENTION

20 - 22 NOVEMBER 2019, MELBOURNE

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SPONSORSHIP PROSPECTUS





20 - 22 NOVEMBER 2019, MELBOURNE

## Engineering a Sustainable World: The Next 100 Years

Engineers Australia and the World Federation of Engineering Organizations (WFEO) welcome you to Melbourne for the World Engineers Convention (WEC) 2019 - a coming together of some of the greatest engineering minds from around the globe, hosted in one of the world's most liveable cities.

**Known as the 'Olympics of Engineering', this international convention is held every four years and will attract global participants from over 70 countries.**

# WELCOME MESSAGE FROM WEC 2019 CO-HOSTS

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## ENGINEERS AUSTRALIA

Australian engineering will take to the global stage next year when the World Engineers Convention comes to our shores for the first time under the theme *Engineering a Sustainable World: The Next 100 Years*.

WEC 2019 comes to Australia at a fitting time. Our profession is currently benefiting from strong investment in infrastructure that caters to Australia's growing population.

In addition, engineers are increasingly being recognised as pivotal to addressing the challenges facing the planet and its people.

As WEC 2019 will coincide with Engineers Australia's centenary year, it's an opportunity to celebrate our profession's past, present and future contributions to our nation.

Each Convention develops an international declaration – the 2008 Brasilia Declaration on innovation, the 2011 Geneva Declaration on energy, the 2015 Kyoto Declaration on engineering and innovation for development with social responsibility.

Our WEC 2019 partners will be involved in developing the 2019 Melbourne Declaration, as well as shaping WEC 2019 more broadly in terms of panels, thought leadership, technical showcases, hospitality and more.

WEC 2019 represents a unique opportunity to unite to produce a world-class event that leaves a lasting legacy for developing and developed nations alike.

As CEO of the peak body Engineers Australia, I urge you to join us on the world stage next year for WEC 2019.

**Engineers Australia** is the largest and most diverse body of engineers in Australia- serving and representing around 100,000 professionals at every level across all fields of practice. Engineers Australia is committed to advancing engineering and the professional development of its members.

With Engineers Australia celebrating its centenary in 2019, this convention will highlight Australian engineering on a global scale and explore the distinctive and sustaining mindset of our profession, the notion that 'anything is possible'.



**PETER MCINTYRE**

FIEAust CPEng EngExec NER APEC Engineer IntPE(Aus)

**Chief Executive Officer**, Engineers Australia

# WELCOME MESSAGE FROM WEC 2019 CO-HOSTS

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## WORLD FEDERATION OF ENGINEERING ORGANIZATIONS

The World Federation of Engineering Organizations (WFEO) is delighted to bring its flagship event, the World Engineers Convention 2019 (WEC 2019), to Australia and to co-host this important event with Engineers Australia, a national member of the Federation, and to also celebrate its centenary.

This will be the sixth WEC held by WFEO, with previous events being held in Hanover (2000), Shanghai (2004), Brasilia (2008), Geneva (2011) and Kyoto (2015). It is a unique opportunity to engage with engineering leaders nationally and internationally in a high-profile event.

We are delighted that the themes of WEC 2019 will focus on the advancement of the UN Sustainable Development Goals, which is a key objective for WFEO.

Engineers are at the heart of sustainable development and the Convention fittingly focuses on leadership and governance, innovation, sustainable cities and climate change while also addressing the need for a more diverse profession and the capabilities that will be needed for the engineers of our future.

WFEO is committed to maximise the many unique opportunities for discourse and decision making and to develop plans for addressing the challenges we face through engineering.

Organisations from government, industry and the academic sector are welcome to participate in the discussions and outcomes at this important event. WEC 2019 will be an opportunity to celebrate and to look ahead, to plan for a sustainable future and to create a better world.

**The World Federation of Engineering Organizations** (WFEO) is the peak body for engineering, representing nearly 100 nations and 30 million engineers.

It is the voice of engineering at an international level and promotes the important role of engineers in key issues that the world is now facing- sustainable development, the growth of our cities, climate change and strategies for sustainable energy production to meet the needs of the growing population around the world.

WFEO is recognised by the United Nations, and is one of the ten leading organisations in science and technology at an international level.



WFEO / FMOI



*Marlene Kanga*

**DR MARLENE KANGA**

AM FTSE HonFIEAust HonFICHEM  
**President**, World Federation of Engineering Organizations  
**National President 2013**, Engineers Australia

# WELCOME MESSAGE FROM WEC 2019 PATRON

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## UNESCO

UNESCO is the United Nations Educational, Scientific and Cultural Organization.

It seeks to build peace through international cooperation in Education, the Sciences and Culture.

The UNESCO Natural Science Division works to advance and promote science in the interests of peace, sustainable development and human security and well-being, in close collaboration with its Member States and a wide variety of partners.

UNESCO works with the World Federation of Engineering Organizations as an important partner in advancing the UN Sustainable Development Goals.

The patronage of the World Engineers Convention 2019, and the outcomes that are anticipated, are an important part of this partnership.



United Nations  
Educational, Scientific and  
Cultural Organization

Under the patronage of  
**UNESCO**





# WEC 2019 IN BRIEF

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Three-day program comprising of:

Keynote speakers

**700+**

presentations

**35+**

exhibitors

Panels

Workshops

Concurrent sessions

**15+**

hours of  
networking

**21+**

hours of  
program

Poster displays

Industry exhibition

# WHO WILL ATTEND?

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Attendees will include:

Engineering leaders & decision makers

Government & policy makers

Subject matter experts & thought leaders

University & research leaders

Students & graduates



# PROGRAM KEY THEMES

The WEC 2019 program will offer three full days of content featuring six themes, aligning to the 17 United Nations Sustainable Development Goals.

This is a unique opportunity to take an integrated approach to solve many of the problems that the world is facing – all of them requiring engineering.



**Theme 1** How new technology and innovations are reshaping engineering



**Theme 2** Engineering for humanity: responsive design for greater liveability



**Theme 3** Fostering diversity and inclusion



**Theme 4** Preparing the next generation of engineers



**Theme 5** Engineering leadership, governance and influence



**Theme 6** Our changing climate: mitigation, resilience and adaptation



# WHY ATTEND?

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**Hear from** international and Australian speakers on trends and best practice that is shaping tomorrow's marketplace;



**Gain insights** into the disruptive technologies impacting industry sectors and how this will shape business growth;



**Explore** issues affecting societies in both developing and developed countries – and join the conversation to identify comprehensive solutions;



**Experience** world-class presentations on how new technology and innovations are reshaping engineering;



**Develop** global networks and forge new connections with some of Australia's and the world's leading engineering experts;



**Learn** from international peers and contribute to global discussions around engineering leadership, governance and influence;



**Providing** Australian engineers the opportunity to share their expertise on an international stage.

# ECONOMIC BENEFIT TO AUSTRALIA

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WEC 2019 will contribute to Australia's economic prosperity by helping Australian businesses and higher education institutions to develop international markets and promote international education.

The exhibition area will assist in facilitating business networking and relationship building to encourage international business partnerships.





# TAILORED PARTNERING SOLUTIONS TO MEET YOUR BUSINESS NEEDS

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Recognising the importance of delivering a world class event that positions Australia as a leader of innovation and business excellence, we have developed partnership solutions tailored to bring together the engineering community and showcase Australia on the world stage.

## PREMIER PARTNER

Premier partnership will position your organisation as a **leader of innovation** at the forefront of global strategy. You will be **recognised across all channels** as a supporter of the WEC 2019 key themes, reflecting the outstanding diversity and innovation your organisation brings to supporting the profession, its stakeholders and the community as a whole.

You will receive the unique opportunity of nominating a senior representative from your organisation to speak on the WEC 2019 stage. A key benefit is the **naming rights** to one of two exclusive networking events, offered based on the first Premier partner to confirm.

Over a 12-month campaign\*, your brand will be **positioned globally** as a **Premier partner** across a multi-channel marketing campaign reaching over 20 countries and targeting engineers and related professionals across government, industry and stakeholders.

For the duration of the convention, **your brand** and support will **receive the highest level of prominence** and the opportunity to showcase your industry excellence during the WEC 2019 exhibition.

## MAJOR PARTNER

The Major partnership is for organisations looking to focus on one of the WEC 2019 themes aligning with one of the United Nations Sustainable Development Goals. This package enables you to position your organisation as a **leader of innovation and change**.

You will be invited to nominate a subject matter expert to address the WEC 2019 audience based on your choice of theme. Over a 12-month campaign\*, **your brand** will be **positioned globally** as a **Major partner** across the multi-channel marketing campaign reaching over 20 countries and targeting engineers and related professionals across government, industry and stakeholders.

The package also includes the opportunity to showcase your industry excellence during the WEC 2019 exhibition.

## SUPPORTING PARTNER

The Supporting partnership is for organisations who are looking to raise awareness and **highlight their brand strength**, tailored to benefits that best meet your strategic goals.

Your organisation will feature throughout the **entire 12-month** multi-channel marketing campaign\* based on the benefits listed on the following pages.

\*pending time of year partnership commences



# GLOBAL MARKETING CAMPAIGN

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As the peak global engineering conference, WEC has enjoyed representation from approximately 70 countries in previous years. Engineers Australia's marketing strategies have focused on driving valuable content streams to continue to build on the reach the event has previously established.

By constantly growing and strengthening our content offerings to resonate with our audiences, Engineers Australia has seen exponential growth in social media platforms, both in terms of engagement and reach. We have an engaged online community reaching 119,000+ through Facebook, 43,000+ through our LinkedIn company page, 12,000 + through Twitter and an ever-growing audience on Instagram of 3,400+.

Last quarter (July – September 2018) our total paid and organic reach on Facebook was 5.1 million, the highest yet.

Our audience engagement rate of 5% is well above the industry average of 0.17%. LinkedIn also saw great results, delivering 485,000 unique impressions for the same time period. Our LinkedIn audience engagement of 2.3% is well above the industry average of 0.4%. What this means for you is that the content we produce and promote to our audiences is being looked at and read. The results show us that the content is resonating.

With this in mind we have taken a largely content led approach to the marketing of WEC 2019. Through a series of interviews, articles and videos with key speakers, amplified through paid media across various channels, our campaign activity aims to bring the Convention program to life throughout 12 months of marketing activity; informing, inspiring and exciting our audience to attend.

The highlights of our marketing activity will be the compelling stories we will tell, that resonate most with the audiences attending WEC 2019.

The content campaign will be augmented by above the line activity, such as print advertising and direct mail.

In addition, direct member communication is also playing a significant role in the marketing of WEC 2019. Through channels such as direct member email, banner advertising, flyers, local office advertising and business development sales tools, we are consistently engaging our members to drive ticket sales.

Our audiences represent a diverse range of sectors including infrastructure, construction and transportation, defence, government, financial services, insurance, education and more.



# PARTNER SPONSORSHIP



**PREMIER PARTNER**  
**\$75,000**



**MAJOR PARTNER**  
**\$50,000**



**SUPPORTING PARTNER:  
PROGRAM**  
**\$25,000**

Prices in AUD\$ excluding GST

	PREMIER	MAJOR	SUPPORTING
Premier Partnership of WEC 2019 with overall branding rights	✓	-	-
Opportunity for subject matter experts to take part in the program <i>Subject to Program Committee approval. Travel expenses to be met by sponsor</i>	✓	✓	-
Exclusive naming rights for the WEC 2019 Welcome Reception OR a WEC 2019 signature event	✓	-	-
Recognition by MC during the Opening Ceremony	✓	✓	✓
Option to align with one of the six key themes <i>(Refer to page seven)</i>	-	✓	-
Opportunity to submit an industry relevant news article <b>OR</b> for a senior company representative to be interviewed for an article which will feature on the news section of the WEC 2019 website. Article will also be posted on Engineers Australia's Facebook and LinkedIn platforms	✓	-	-
Company logo included on a WEC 2019 full page advert that will feature in an edition of <b>create</b> magazine <i>(circulation 63,000)</i>	✓	✓	✓
Brand recognition and acknowledgment on the WEC 2019 website and mobile app <i>(Company logo, 100-word company bio and link to company website)</i>	✓	✓	✓
Brand recognition on relevant WEC 2019 promotional collateral	✓	✓	✓
Brand recognition via company logo in WEC 2019 promotional emails	✓	✓	✓
Written recognition of your company's support on Engineers Australia's social media platforms pre and post-WEC 2019	✓	✓	✓

	PREMIER	MAJOR	SUPPORTING
Access to delegate list <i>(Name and organisation only provided prior to WEC 2019)</i>	✓	✓	✓
Brand recognition on official sponsor board	✓	✓	✓
Logo recognition on large format audio visual screens at WEC 2019	✓	✓	✓
Recognition as WEC 2019 Premier Partner via live social media posts over the three-day Convention	✓	-	-
Exhibition standard booth (3m x 3m) – each booth includes two exhibitor passes	✓ (2)	✓ (1)	-
WEC 2019 full access registrations	✓ (4)	✓ (2)	✓ (2)
WEC 2019 additional exhibition passes	✓ (4)	✓ (2)	-
WEC 2019 signature event tickets	✓ (10)	✓ (2)	-
Advertisement via push notification on mobile app	✓	✓	✓
Opportunity to supply a satchel insert - one A4 size or smaller promotional flyer or small gift <i>(To be designed and supplied at sponsor's expense – subject to approval)</i>	✓	✓	-
Banner adverts in two editions of Engineers Australia's bi-monthly Global rEAch eNews <i>(Advert specs 560x560 - Electronic newsletter sent to over 6,000 members internationally including Malaysia, Singapore, Hong Kong, Qatar, UAE and the UK. Advert placement subject to meeting material deadlines; artwork to be supplied by sponsor.)</i>	✓	✓	-
Opportunity for your organisation to provide an industry relevant article that will feature on the news section of the WEC 2019 website <i>(News items and associated images must meet the editorial criteria set and publication timelines. Final publication of all material is at the discretion of the Engineers Australia editorial team)</i>	✓	✓	-
Logo recognition included in relevant WEC 2019 marketing communications pre and post-Convention	✓	✓	✓
Sponsor the Poster Program <b>OR</b> sponsor one keynote address (1 of 6) at the discretion of Engineers Australia	-	-	✓

## ADD-ON ITEMS

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Please choose one:	PREMIER	MAJOR	SUPPORTING
<p><b>Technical tour: sponsor a WEC 2019 tour</b></p> <p>The off-site technical tours will provide Convention delegates with a unique opportunity to get behind the scenes with access to some of Melbourne's most iconic engineering initiatives.</p> <p><i>Currently under development</i></p>	Limited	Limited	-
<p><b>Technical Tour: Create Your Own</b></p> <p>Opportunity to create a technical tour in consultation with Engineers Australia and subject to the approval of the Program Committee. Costs of the tour to be met by sponsor.</p>	By negotiation	By negotiation	-
<p><b>Host a breakfast or lunch forum:</b></p> <p>Room and basic audio visual will be supplied. Food, beverage and other items at own expense.</p>	Five (5) available	Five (5) available	-
<p><b>Refreshment break sponsor:</b></p> <p>Branded menus, MC announcement, banner in exhibition space, acknowledgment on the Convention website and app.</p>	Three (3) available - one sponsor per day	Three (3) available - one sponsor per day	-
<p><b>Speaker preparation lounge</b></p> <p>Venue electronic signage, banner on display inside lounge, MC announcement, acknowledgment on the Convention website and app.</p>	One (1) available	One (1) available	-



# BRAND POSITIONING SPONSORSHIP

WEC 2019 offers a number of unique sponsorship opportunities available to showcase your organisation. We recognise that one size does not fit all when it comes to sponsorship investment and we are happy to discuss and design a tailor-made package specific to your organisation's budget, needs and marketing objectives.

*Prices in AUD\$  
excl. GST*

## BURSARY PROGRAM CONTRIBUTION (MINIMUM \$1,000)



Bursary contributions of \$1,000AUD and over can be added to the bursary pool, or take the form of a standalone bursary provided by your organisation with a particular focus as decided by you. You can align your contribution with your organisation's social responsibility priorities by creating a targeted scholarship for people with disability, students, people from regional and remote communities, Aboriginal and Torres Strait Islander people, developing countries. Sponsor benefits for bursary supporters will be tailored according to your contribution and interests.

**Unlimited**

## DELEGATE LOUNGE



Opportunity to display your branding across a central space within the Exhibition Hall where delegates can meet to relax, recharge and network with friends and colleagues. Delegate Lounge will incorporate a Recharging Station for electronic devices (additional cost – available as separate item).

**\$15,000**  
**1 available**

## MOBILE APP



The WEC 2019 mobile app allows delegates to personalise their program, view exhibitor listings and floor plans, connect with fellow delegates and a range of other interactive opportunities. Opportunity to display your branding prominently within the App and other brand recognition around the Convention space and in promotional collateral.

**\$12,000**  
**1 available**

Advertisement or push notification in Mobile App

**\$1,000**

## TECHNICAL TOUR: SPONSOR A WEC TOUR



The offsite technical tours will provide Convention delegates with a unique opportunity to get behind the scenes with access to some of Melbourne's most iconic engineering initiatives. Currently under development.

**\$10,000**

## TECHNICAL TOUR: CREATE YOUR OWN



Opportunity to create a technical tour in consultation with EA and subject to the approval of the program committee. Costs of the tour to be met by sponsor.

**By negotiation**

## BARISTA COFFEE CART



Opportunity to supply your branding on cart (i.e. branded coffee cups, branded napkins) and/or supply a branded T-shirt, apron, or cap for the baristas to wear (subject to approval).

**\$9,000**  
**(2 available)**

## WI-FI CONNECTIVITY



Reliable WiFi is a must-have productivity and communication tool. Help delegates stay connected across the entire Convention space by sponsoring the WiFi connection with your branding featured on the WiFi login/landing page.

**\$13,000**  
**(1 available)**

PROMOTIONAL PRODUCTS

**SACHEL SPONSOR**

Company logo printed on satchel (single-colour logo) provided to each delegate as they register onsite for WEC.

\$12,000

**USB PAPERS SPONSOR**

Technical papers will be uploaded to USBs and distributed to all delegates. Opportunity to display your branding on the USB and upload your product or service material (2 files maximum, subject to approval).

POA

**LANYARD SPONSOR**

Company logo featured prominently on the WEC lanyards distributed to each delegate as they register onsite.

\$6,000

**NOTEPAD SPONSOR**

A5 notepad printed with single-colour logo distributed to all delegates inside WEC satchel.

\$6,000

**PEN SPONSOR**

Company logo printed on pen (single-colour logo) distributed to all delegates inside WEC satchel.

\$6,000

**RECHARGING STATION**

Recharging Station with your company logo/branding displayed (recharge station to be positioned within Delegate Lounge)

\$3,000

**SACHEL INSERT OR DELEGATE GIFT**

One x A4 size or smaller promotional flyer or small gift for inclusion in delegate satchels (to be supplied at sponsor's expense; subject to approval).

\$1,500

**MICROPHONE CUBES**

Company logo printed and displayed on the outside of the cube

\$1,500 each



Example products (indicative only, may be subject to change).

Prices in AUD\$ excluding GST

# EXHIBITION OPPORTUNITIES

A space to create a bespoke display that will engage WEC delegates and showcase your products and business. The exhibition area will assist in facilitating business networking and relationship building to encourage international business partnerships. Style guidelines for all exhibition spaces will be provided. Additional furniture packages, equipment or telephone lines can be arranged at the exhibitor's cost. Final exhibition set up hours will be confirmed in the exhibitor manual sent out at least one month prior to the Convention.

**STANDARD BOOTH**  
(3M X 3M) **\$5,500**



**SPACE ONLY**  
(3M X 3M) **\$4,500**



**POD**  
(1M X 1M) **\$3,500**



	STANDARD BOOTH (3M X 3M) \$5,500	SPACE ONLY (3M X 3M) \$4,500	POD (1M X 1M) \$3,500
<b>FASCIA PANEL</b>	Polished aluminium vertical fascia on all aisle frontages consisting of company name and stand number.	Custom build items on application – at own expense	1 x digital print on fascia sign
<b>WALLS</b>	Dimensions 3m x 3m 2.4m high aluminium structure with white panels	Custom build items on application – at own expense	Dimensions 1m x 1m 2.4m high pod furnished with counter or high bar table and stool(s)
<b>LIGHTS</b>	2 x LED spotlights per booth	Custom build items on application – at own expense	1 x LED spotlight per stand
<b>POWER</b>	1 x 4amp power outlet per booth	Custom build items on application – at own expense	1 x 4amp power outlet per stand
<b>CARPET</b>	Carpet as per venue. Alternate flooring can be arranged separately at additional cost.	Carpet as per venue. Alternate flooring can be arranged separately at additional cost.	Carpet as per venue. Alternate flooring can be arranged separately at additional cost.
<b>OTHER</b>	Acknowledgment as an exhibitor on the WEC 2019 website and mobile app with logo and link to company website.  Two (2) trade registrations for the duration of WEC. (This includes attendance at the networking reception, but does not include access to sessions or signature event/s.)  Additional trade registrations are available to purchase at the standard rate of \$500.	Acknowledgment as an exhibitor on the WEC 2019 website and mobile app with logo and link to company website.  Two (2) trade registrations for the duration of WEC. (This includes attendance at the networking reception, but does not include access to sessions or signature event/s.)  Additional trade registrations are available to purchase at the standard rate of \$500.	Acknowledgment as an exhibitor on the WEC 2019 website and mobile app with logo and link to company website.  Two (2) trade registrations for the duration of WEC. (This includes attendance at the networking reception, but does not include access to sessions or signature event/s.)  Additional trade registrations are available to purchase at the standard rate of \$500.

All prices are ex-GST

# CONTACTS

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## **Amanda Rodgers**

Senior Corporate Engagement Manager  
E: [alrodgers@engineersaustralia.org.au](mailto:alrodgers@engineersaustralia.org.au)  
Ph: +61 (03) 9321 1716 | M: +61 409 383 651  
Level 31, 600 Bourke Street, Melbourne VIC 3000

## **Silja Schoppmann**

Corporate Engagement Manager  
E: [sschoppmann@engineersaustralia.org.au](mailto:sschoppmann@engineersaustralia.org.au)  
Ph: +61 (02) 9410 5604 | M: +61 407 528 557  
Level 3, 8 Thomas Street, Chatswood NSW 2067

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