

# Partnerships

Prospectus 2026



**The home of the venue industry**



**“ ...direct access to a highly engaged, senior industry audience... ”**

Over the past 36 years, the Venue Management Association has grown into a connected, capable and influential community that sits at the centre of the venue industry.

What began as a small group of committed professionals has evolved into a sector-wide network of leaders, innovators and emerging talent across Australia, New Zealand and the wider Asia-Pacific region. Today, the VMA connects the people who shape how venues operate, invest and evolve.

The environment facing venues is changing rapidly. New technologies, increasing safety and security expectations, shifting workforce dynamics and evolving audience behaviours are all influencing how decisions are made and where organisations choose to invest. In this context, strong partnerships matter more than ever.

Partnering with the VMA offers your organisation direct access to a highly engaged, senior industry audience through trusted platforms such as Congress, education programs, networking events and digital channels. These partnerships create meaningful, year-round touchpoints with venue decision-makers, rather than one-off exposure.

VMA partnerships are designed to deliver value on two levels. For your business, they provide visibility, credibility and connection with the people who influence purchasing, strategy and operations across the venue sector. For the broader industry, they support capability building, leadership development and the long-term resilience of venues and their people.

By partnering with the VMA, your organisation plays an active role in strengthening the venue industry while positioning itself alongside respected programs, conversations and initiatives that deliver real impact.

Thank you for taking the time to explore this Partnership Prospectus. Whether your organisation is looking to build relationships, strengthen industry presence, support professional development or contribute to the future of the venue industry, the VMA welcomes the opportunity to work with you.

We look forward to exploring how we can build a partnership that delivers meaningful outcomes for your organisation and lasting value for our industry.

**Phil King AVM**

President

Venue Management Association (Asia & Pacific) Ltd

# Contents

1. Welcome _____	02
2. Contents _____	03
3. The VMA in numbers (2025) _____	04
4. Why partner with us? _____	05
5. Congress 2026 _____	06
◦ Event Theme _____	07
◦ Partnerships Overview _____	08
◦ Platinum _____	09
◦ Gold _____	09
◦ Premium Congress Events _____	10
◦ After 5! Networking _____	10
◦ Awards _____	11
◦ Event Sponsors _____	11
◦ Exhibitor Opportunities _____	12
6. Education Partnerships _____	13
◦ Venue Management School _____	14
◦ Leadership Institute _____	14
◦ Institute of Venue Safety & Security _____	15
◦ Digital Series _____	15
◦ Mentoring _____	16
◦ Career Start Program _____	16
◦ The Next Stage Podcast _____	17
7. After 5! Networking _____	18
8. Connect with our members _____	19
9. Get in touch _____	20



# The VMA in numbers (2025)

**1037** Members across 17 industry verticals

**323** Member venues

**16** Countries represented

**557** Congress delegates

**8%** Year-on-year membership growth

**10** Networking events across APAC

**457** After 5! attendees (41% of membership)

**557** Congress delegates

**189** Students across education programs

**8** Webinars hosted

**13** Podcast episodes released

**36** Mentor-mentee pairings

**8245** LinkedIn followers

**489 002** LinkedIn impressions

**172 445** Emails sent





## Why partner with the VMA?

The venue industry is evolving rapidly — shaped by changing audience expectations, increasing operational complexity, and growing pressure on leaders to deliver more with fewer resources.

The VMA brings the industry together. We connect venue professionals across Australia, New Zealand and the Asia-Pacific through trusted relationships, shared knowledge and industry-led development.

Partnering with the VMA places your brand at the centre of this community — aligned with an organisation committed to strengthening the future of the venue industry.

### Why partners choose the VMA

- Direct access to senior venue decision-makers
- Year-round engagement across events, education and digital platforms
- Alignment with a trusted, not-for-profit industry body
- Opportunities to build long-term relationships — not just one-off exposure

## How VMA partnerships work

VMA partnerships are built on a range of clearly defined sponsorship opportunities across our major programs and platforms. These opportunities provide transparency, consistency and proven value.

Where it adds value, we also work collaboratively with partners to tailor activations, combine opportunities across programs, or align sponsorships with specific business objectives — while maintaining the integrity of our core offerings.

### In practice, this means:

- Proven sponsorship packages as a starting point
- Strategic alignment with your objectives
- Thoughtful flexibility to shape the partnership where appropriate

**Explore how your brand can engage with the venue industry through the VMA.**



**557** delegates   **3** days   **29** sessions   **84** speakers

## 36<sup>th</sup> Asia-Pacific Venue Industry Congress

The Asia-Pacific Venue Industry Congress is the most influential event in the venue industry calendar — bringing together senior leaders, emerging decision-makers and industry partners for three days of learning, connection and collaboration.

As the largest gathering of venue professionals in the region, Congress provides partners with concentrated access to a highly engaged audience at a time when the industry is focused, present and open to conversation.

For partners, Congress is not just about visibility — it is about relevance, relationships and real commercial opportunity.

### Why partner with Congress

- Direct access to CEOs, GMs and senior venue leaders
- High-attention engagement across education, networking and social environments
- Strong brand association with the industry's flagship event
- Multiple touchpoints before, during and after Congress

**Position your brand at the industry's most influential gathering**

# 2026 Theme: Productivity

Congress 2026 is designed to be the most practical venue industry event in the Asia-Pacific region, focused on helping venue professionals improve productivity in an environment of rising costs, workforce pressure and increasing operational complexity.

Productivity is the defining challenge facing venues today. From labour shortages and technology adoption to asset utilisation, safety expectations and audience experience, venue leaders are being asked to do more with fewer resources. Congress 2026 responds directly to this reality, delivering content that is relevant, practical and immediately applicable.



## Program Format

Each of the above five topic streams includes:

- Keynote
- Panel / Town-Hall discussion
- Masterclass / Workshop

This approach gives attendees a deeper engagement with a curated range of topics.

Congress also includes industry vertical roundtables (eg. performing arts, technical and rigging) so that each industry tribe can have specialist conversations about their future.

This year also sees the addition of short-form innovation talks, including those from nominees for the new Venue and Individual Innovation Awards that are announced at the Gala Dinner.

**Congress 2026 is not just a conference. It is a platform for practical change, industry leadership and measurable impact.**

# Congress Partnerships

\*Prices ex-GST  
\*\* Add-ons available for all packages

## Platinum

A year-round partnership with deep member engagement across the VMA calendar, including multiple Congress touchpoints

**\$50 000**

## Gold

For organisations wanting a spotlight moment during the Congress proceedings

**\$20 000**

## Premium Congress Events

Host either of the **Welcome Reception** or the **Venue Industry Awards Gala Dinner**

**From \$20 000**

## After 5! Networking

The renowned Monday night networking spectacular

**\$17 000**

## Awards Sponsorship

Support the recognition of outstanding venue industry individuals and companies

**\$7 000 each**

## Event Sponsors

Diverse opportunities to contribute to the success of Congress - please see page 11

**From \$2 000**

## Show Floor Exhibitor

Your chance to put your product in front of industry decision-makers

**From \$4 150**



## Platinum

- Exclusive presenting partner of the 2026 Congress
- Hosting of one of the Gala Dinner, Welcome Reception or After 5 (first-in, first-served)
- 5 minute welcome opportunity during welcome address on opening night
- Sponsorship of event app
- Opportunity to deliver webinar to VMA members in 2026
- Hosting of 1 x After 5 event in lead-up to Congress to announce partnership
- Choice of two additional activations on the Event Sponsor menu
- Exclusive presenting rights to a Session at the 2026 Asia-Pacific Venue Industry Congress
- Two-minute on-stage presentation at Session
- Four Congress passes, plus two exhibition stand attendee passes
- Double Exhibitor booth with priority selection on position

**\$50 000**



## Gold

- Exclusive presenting rights to a Session at the 2026 Asia-Pacific Venue Industry Congress
- Two-minute on-stage presentation at the session
- Two complimentary Delegate registrations with access to all sessions and social functions
- One complimentary Exhibitor booth with priority selection on position

**\$20 000**

Package inclusions negotiable. Brand recognition across all relevant event, print and digital assets standard on all partnership options.



## Premium Congress Events

### Welcome Reception:

- Exclusive presenting rights to the Welcome Reception at the 2026 Asia-Pacific Venue Industry Congress
- Three-minute on-stage presentation
- Two complimentary Delegate registrations with access to all sessions and social functions

### Venue Industry Awards Gala Dinner:

- Three-minute on-stage presentation
- One complimentary table for ten (premier position) for the sponsor and their invited guests to the Gala Dinner
- Two complimentary Delegate registrations to the 2026 Asia Pacific Venue Industry Congress
- One complimentary Exhibitor booth at the 2026 Asia Pacific Venue Industry Congress

From \$20 000



## After 5! Networking

- Exclusive presenting rights to the 2026 After 5 networking function on Monday 15 June 2026
- Two-minute on-stage presentation prior to the function
- One complimentary Delegate registration to the 2026 Asia-Pacific Venue Industry Congress
- One complimentary Exhibitor booth at the 2026 Asia-Pacific Venue Industry Congress

\$17 000

Package inclusions negotiable. Brand recognition across all relevant event, print and digital assets standard on all partnership options. Prices ex-GST

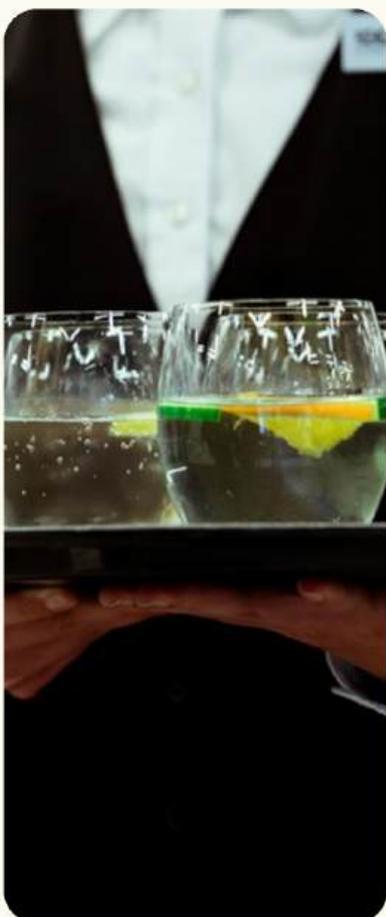


## Awards

**Venue Professional of the Year**  
**Allied Venue Professional of the Year**  
**Young Achiever**  
**Innovation - Venue**

- Call for nominations and marketing to commence late January including dedicated newsletters to the industry incorporating brand recognition
- One invitation for representative to join the VMA CEO Table at the Gala Dinner
- Representative on-stage presentation of Award to winner

**\$7000 each**



## Event Sponsors

- Morning/afternoon tea: **\$2000**
- Lunch: **\$4000**
- Executive Breakfast: **\$5000**
- Coffee Cart: **\$4500**
- Exhibition Theatre: **\$10 000**
- Tuesday afternoon extended function: **\$5000**
- Pre-Gala Dinner drinks function: **\$5000**
- Gala Dinner Photo Booth Activation: **\$3800**
- Gala Dinner Afterparty: **\$5000** (plus catering costs)
- Rights to Delegate/Speaker Gifts: **\$6000**
- Phone Charging Tables x 4 in Exhibition: **\$2000**

We also welcome any other creative ideas about how you can activate within the event.

# Congress Show Floor Opportunities



## Exhibitor Packages

As an exhibitor, your organisation is positioned at the centre of the Congress experience, alongside education sessions and key networking events. Delegates move through the exhibition floor multiple times across the program, creating repeated opportunities for conversation, relationship building and product or service demonstration.

Exhibiting at Congress is ideal for organisations looking to engage decision-makers in person, showcase solutions in a live environment, and build meaningful relationships with both existing and prospective clients.

### Why exhibit at Congress

- Engage directly with venue decision-makers in a highly targeted environment
- Build and strengthen relationships through face-to-face conversation
- Demonstrate products or services to an engaged, industry-specific audience
- Increase brand visibility at the industry's largest annual gathering

### Investment

Single Stand	\$4150
Double Stand	\$6650

Exhibitors receive one exhibitor pass per booking, and have access to special rates for extra exhibitor and stand attendee passes (access to social events determined by pass type). Stand activation at exhibitor cost. Investment is members price - contact VMA for non-member prices.

Package inclusions negotiable. Brand recognition across all relevant event, print and digital assets standard on all partnership options. Prices ex-GST



## From Career Start to Leadership

The VMA cultivates capability at every career stage — from emerging professionals entering the workforce to CEOs leading complex, multi-venue portfolios.

In an industry where venues are sophisticated, multi-disciplinary businesses operating at the intersection of live events, hospitality, technology, safety, governance and community engagement, continuous professional development is not optional. It is strategic infrastructure.

Partner support of the VMA's education initiatives represents more than sponsorship — it is alignment with the sector's capability agenda. By supporting industry education, partners are directly responsible for developing the current and future leaders of the venue ecosystem.

When you partner with the VMA, you are not simply supporting events. You are investing in the long-term productivity, professionalism and resilience of the venue industry across Asia and the Pacific — shaping the leaders who will define its future.

**Build a relationship with the next generation of venue industry leaders**



## Venue Management School

The Venue Management School (VMS) is the industry's most respected career development experience for aspiring and emerging venue professionals.

Delivered as a two-year residential program, VMS combines expert-led workshops, peer learning, and real-world application to strengthen capability across all venue types and career stages.

From operational know-how to strategic thinking, students walk away with the tools, network, and confidence to thrive in the venue industry. Learn it today. Lead with it tomorrow.

**Sponsor a student from \$9000**



## Leadership Institute

The VMA Leadership Institute is the premier program for senior managers and executives ready to lead with clarity, confidence, and industry credibility.

Structured around eight intensive units of study, the program combines:

- Workshops led by seasoned industry leaders
- Collaborative group projects
- Real-world problem-solving alongside a diverse and like-minded cohort

This program is designed to shape the kind of leader you most admire — one who inspires trust, drives results, and delivers exceptional value to their organisation.

**Sponsor a student from \$9000**



## Institute of Venue Safety & Security

The Institute of Venue Safety & Security (IVSS) is committed to strengthening the safety, security, and operational quality of the venue management sector.

IVSS delivers a forward-thinking, hands-on learning experience, equipping attendees with actionable skills, trusted resources, and practical guidance they can apply immediately.

As with the Venue Management School, this is a 2-year residential program. IVSS is delivered across Sydney Olympic Park, but includes venue tours of iconic locations across the city.

**Sponsor a student from \$9000**



## Digital Series

The VMA hosts a series of interactive monthly webinars on industry-relevant topics. This is a chance for partners to position themselves as thought-leaders and share valuable insights with the membership.

**From \$5000**



## Mentoring Program

The VMA Mentor Program connects experienced venue management professionals with the next generation of industry leaders.

Through a one-on-one professional relationship, mentors share their knowledge, skills, and insights -while mentees gain guidance, confidence, and support in navigating their careers.

This program is designed to engage, inspire, and nurture both mentors and mentees within a professionally supportive learning environment—strengthening individuals, the industry, and the VMA community as a whole.

**\$15000**



## Career Start Program

The Career Start program is a new 12-month online experience for young people or anyone new to the venue industry.

It is especially relevant to casual employees interested in taking the next step towards a venue career, or current students of event management wanting to connect with venue job opportunities.

Combining online learning with industry networking, this is an opportunity to learn the basics, gain valuable industry insights, and make their valuable first industry connections with both expert practitioners and peers.

The Career Start program includes the 'Venue Ready Certificate', a new VMA accreditation for entry-level industry participants.

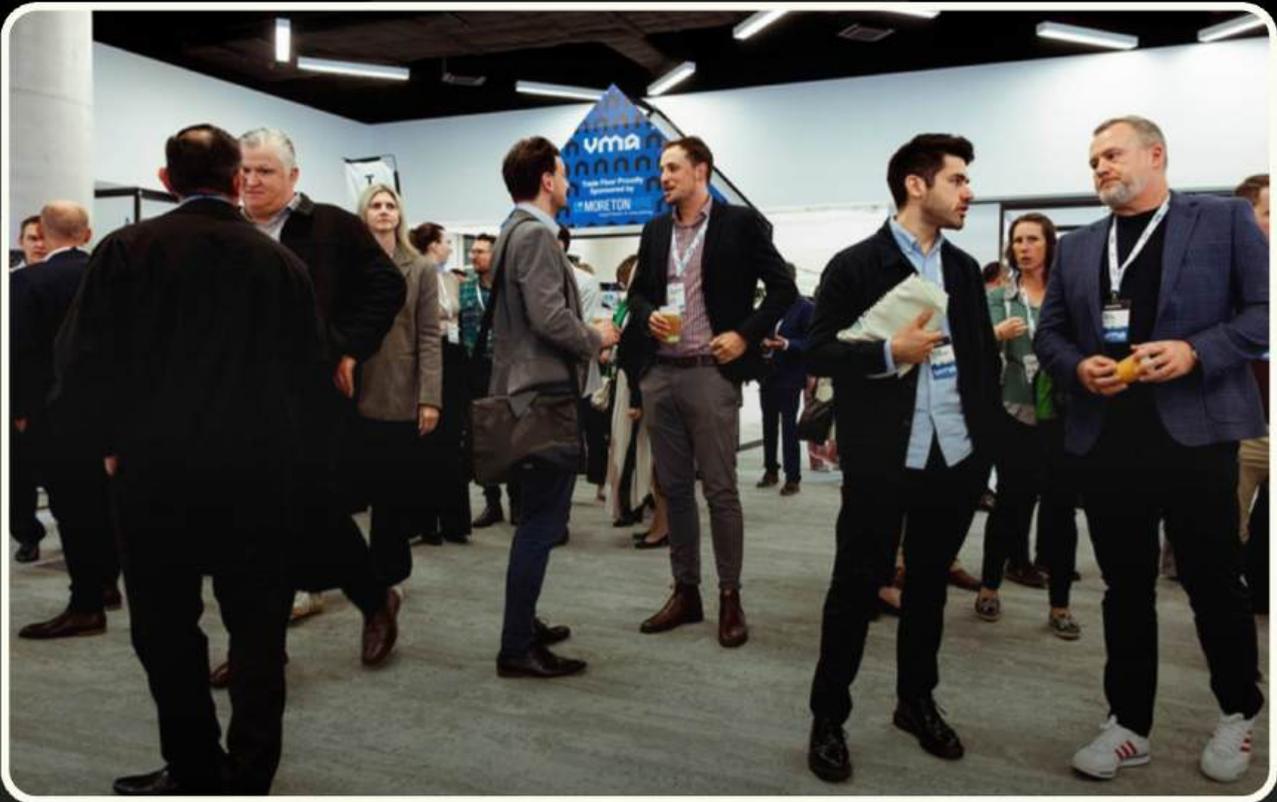
**\$15000**



## The Next Stage Podcast

Hosted by VMA CEO Joel Edmondson, The Next Stage is a 30-minute VMA member podcast highlighting industry innovation and best-practice. Partners can sponsor individual episodes, syndicated series, or the full season.

Episode sponsorship from \$1500



**17** events

**4** countries

**8** states

**10** cities

## After 5! Networking

The After 5 Series is the VMA's signature networking platform — designed to bring venue professionals together in a relaxed, high-trust environment outside the pressures of day-to-day operations.

Held across key cities in the Asia-Pacific region throughout the year, After 5 events create structured but informal opportunities for connection. They are deliberately accessible — short, focused gatherings that enable professionals at all levels to exchange insights, strengthen peer relationships and expand their networks without committing to a full conference program. In an industry built on collaboration between venues, suppliers, promoters and service providers, these touchpoints are critical.

For emerging leaders, After 5 provides exposure to senior industry figures in an approachable setting. For experienced executives, it offers a forum to stay connected to the pulse of the sector and identify new opportunities. For partners, the series delivers direct, meaningful engagement with decision-makers in an environment designed for genuine conversation rather than transactional selling.

The After 5 Series reinforces one of VMA's core strengths: convening the right people, in the right room, at the right time. It strengthens the social capital of the venue industry — building relationships that underpin collaboration, innovation and long-term commercial success.

**Cost: From \$5000 (to cover catering for members)**

# Connect with some of our members...

MELBOURNE PARK



MyStateBank  Arena

CANBERRA THEATRE CENTRE



LIVE NATION®

GEMA GROUP



SUNCORP  STADIUM



*ticketmaster*



BRISBANE CONVENTION & EXHIBITION CENTRE



ARTS AND CULTURE TRUST

... and many more

— [VMA.ORG.AU/GET-INVOLVED](http://VMA.ORG.AU/GET-INVOLVED)

# Partner with us today

Reach a highly engaged community of venue decision-makers.



# vma

## Want to know more?

### Contact us

Membership & Commercial Team

[membership@vma.org.au](mailto:membership@vma.org.au)

[vma.org.au](http://vma.org.au)

