



## SPONSORSHIP & EXHIBITION PROSPECTUS

DESTINATION PARTNER  
DESTINATION  
**GOLDCOAST.**

 **Caravan Industry**  
Association of Australia



# JOIN US IN 2024

15 - 17 MAY

**RACV** Royal Pines  
Resort



# Welcome to the 2024 National Conference and your sponsorship invitation!



We collectively work in one of the most amazing industries in Australia today!

In recent years we have seen record levels of activity across our industry from RV registrations through to caravan park occupancy and revenues. We must however continue to be innovative and consumer focused to remain ahead of the competition striving for the Australian discretionary dollar.



The ability to come together annually and celebrate our successes, share our wisdom and experiences, prepare for challenges and opportunities ahead, and to showcase the very best in supplier offerings is something which we are very proud to have built up through the annual national conference for the Australian caravanning industry.



Continuing in our traditional May date, the 2024 conference promises to once again be an event not to be missed. In 2023 we welcomed over 100 exhibitors and sponsors and 1,000 delegates, and in 2024 we are aiming for even bigger. This prospectus presents an exclusive opportunity for coveted sponsorship and exhibition spots at the industry's largest annual educational, business networking, and social gathering.

Once again, the event will be held at the award winning RACV Royal Pines Resort on the beautiful Gold Coast. With its luxurious accommodations, versatile meeting spaces, and diverse trade exhibition options, the venue offers the perfect flexibility our trade exhibitors demand.

The team at Caravan Industry Association of Australia are very proud to present this conference, and work tirelessly to make it the premier event that it is. Featuring engaging presentations and keynote speakers, workshops, panel discussions, and numerous networking opportunities, the event now attracts most of the leading industry decision makers and procurement managers eager to explore the latest in industry innovations and offerings.

As a valued industry supplier, this is an unmissable event. For all of the details on the sponsorship benefits and exhibiting opportunities, please find attached the official sponsorship prospectus. We would like to welcome you to the 2024 National Conference, and look forward to working with you to maximise your time and financial investment at this prestigious industry event.

See you there!



**Stuart Lamont**  
Chief Executive Officer

 **Caravan Industry**  
Association of Australia





## WHY SPONSOR?

- The largest industry event of its kind
- Over 1,000 attending delegates expected
- Unrivalled opportunity to establish and maintain a high profile amongst a specialist audience.
- The country's most significant gathering of industry leaders
- Content and program tailored for: manufacturers, dealers, caravan park operators, corporates, state associations and more
- Your opportunity to foster and develop relationships with key stakeholders
- All delegate breaks and meals will be held in the exhibition areas and are programmed to maximise networking and engaging with the exhibitors

## YOU GET TO:

Showcase your products and services.

Generate new leads and interest.

Develop and maintain key industry relationships.

Obtain key market intelligence.

Interact with the decision makers of the Industry.



*The conference K-Mac Powerheads would never miss! The most highly anticipated conference of the year, with the who's who of the industry.*

Benjamin Johnson  
K-Mac Powerheads



*Attending the National Conference has become an annual essential for REDARC. The event provides a unique platform for our team to establish meaningful connections with key industry stakeholders, immerse ourselves in the latest trends and insights, and be inspired by some of the country's foremost speakers.*

Ben Marsh, REDARC



## THE VENUE

Awarded the accolade of “Queensland’s Best”, RACV Royal Pines Resort is one of the most versatile conference and exhibition venues in the country.

With extensive inside and outside exhibition spaces, a multi-faceted plenary hall and multiple meeting rooms, RACV Royal Pines Resort provides a luxury conference and accommodation venue in Australia’s premier holiday destination.

**RACV** Royal Pines  
Resort



## PROGRAM

### DELEGATE

#### Monday 13 May & Tuesday 14 May

- Caravanning Queensland Conference (CPAQ)
- Future Leaders Forum

#### Wednesday 15 May

- Golf Day
- Trade Exhibition Open
- Workshops and Masterclasses
- Product Demonstrations
- Conference Opening (3.30pm)

#### Thursday 16 May

- Breakfast Workshop
- Conference Plenary and Breakouts
- Trade Exhibition Open

#### Friday 17 May

- Breakfast Workshop
- Conference Plenary and Breakouts
- Trade Exhibition Open

### TRADE EXHIBITORS

#### Monday 13 May

- Custom Build Booths Set-Up

#### Tuesday 14 May

- Bump-In (for Majority of Trade)

#### Wednesday 15 May

- Final Bump-In / Set-Up
- Trade Exhibition Briefing and Registration
- Trade Exhibition Open (1 PM)

#### Thursday 16 May

Trade Exhibition Open

#### Friday 17 May

- Trade Exhibition Open (until 2pm)
- Bump-Out

### SOCIAL

#### Monday 13 May

- Caravanning Queensland Awards Dinner (CPAQ)

#### Tuesday 14 May

- Future Leaders Networking Function

#### Wednesday 15 May

- Golf Day
- Welcome Cocktail Function (in Trade Exhibition)

#### Thursday 16 May

- Offsite Casual Dinner
- Private Concert and Drinks

#### Friday 17 May

- Afternoon Drinks on the Lawn
- Gala Dinner and Awards

TO FIND OUT MORE ABOUT SPONSORSHIP OPPORTUNITIES AT THE CARAVAN PARKS ASSOCIATION OF QUEENSLAND’S INDUSTRY CONFERENCE, PLEASE EMAIL [JOINUS@CARAVANQLD.COM.AU](mailto:JOINUS@CARAVANQLD.COM.AU)

# OVERVIEW OF BENEFITS

Caravan Industry Association of Australia's annual national conference is Australia's largest gathering of the industry's decision-makers under one roof. Each year the event attracts delegates representing all sectors of the industry, facilitating industry-specific learning and networking, business opportunities and allowing delegates to connect with the leaders of the caravan and camping industry.

Contributors provide financial support to Caravan Industry Association of Australia and enables us to lead and champion a safe, compliant and sustainable caravanning and camping industry in Australia. As a voluntary contributor to Caravan Industry Association of Australia, we are pleased to offer you a number of benefits throughout the year, including a discount for the National Conference!

## SPONSORSHIP PACKAGES

	GALA DINNER (Table Sponsorship)	TRADE	PLATINUM*	PREMIUM*
Investment for Contributors 	\$990	\$4,730	\$6,710	\$8,910
Investment for Non-Contributors	N/A	\$5,940	\$7,920	\$10,120
PRICING AFTER 10 JANUARY 2024 (INCL. GST)				
Investment for Contributors 	N/A	\$5,280	\$7,260	\$9,460
Investment for Non-Contributors	N/A	\$6,820	\$8,800	\$11,000

TRADE BOOTH				
Key trade booth, including fascia board, power and lighting		✓	✓	✓
Trade display space (minimum)		2m x 1.5m	2.5m x 2m	3m x 2m
Preferential positioning of trade booth			✓	✓
Availability for outside space			✓	✓

SPONSORSHIP / EXHIBITOR ATTENDEE BENEFITS				
Full delegate registrations (including all social events) **		One	Two	Three
Future Leaders forum delegate registrations		One	Two	Three
Accommodation (room only for 3 nights p/ person)			One	One
Discounted day delegate conference registration rate (no social functions)		✓	✓	✓
Access to private meeting rooms (by appointment)			✓	✓
Invitation to private special events within the conference			✓	✓

MARKETING AND PROMOTION				
Listing on Caravan Industry Association of Australia's conference website	✓	✓	✓	✓
Delegate list (Name & Company) after the conference (subject to the Privacy Act.)	✓	✓	✓	✓
Logo acknowledgement on conference marketing collateral (subject to submission timing)		✓	✓	✓
Logo in Handbook		✓	✓	✓
Verbal acknowledgement by MC in main conference				✓
Table signage	✓			

\* a \$330 discount will apply to Platinum and Premium sponsors who choose the Mercure as their accommodation benefit (free bus transfers provided between venues). \*\* Booth Delegates opting to attend the trade expo exclusively (excluding social functions, sessions & masterclasses) will be only charged \$90 per day, encompassing Morning Tea, Afternoon Tea, Lunch, and also, the Opening Cocktail Launch. Please note: (this offer is only for Exhibitors).



*There is no other event on the calendar which brings all industry leaders and procurement teams together at the one place at the one time.*

Tiffany Murray  
The Apartment Store



# REGISTER NOW

EARLY BIRD CLOSURES  
10 JANUARY 2024



**2024**

**Caravan Industry**  
Association of Australia



# SPONSORSHIP & EXHIBITION FORM



Yes, we would like the opportunity to be a sponsor/exhibitor at the following level for the 2024 National Conference at RACV Royal Pines Resort Gold Coast, Wednesday 15 May to Friday 17 May 2024.

Please tick:



TRADE



PLATINUM



PREMIUM



GALA DINNER



Yes, I would like to stay at the Mercure and receive a \$330 discount



Yes, I would like more information on additional sponsorship opportunities at the 2024 National Conference

## EXHIBITOR DETAILS

(please fill in all contact details)

Business Name	Postal Address	Booth Delegate (\$90)
Main Contact Name	Onsite Contact Name	Name
Mobile	Mobile	Mobile
Email	Email	Email

You will receive more information on how to register your delegates online upon receipt of form.

ONLY A LIMITED NUMBER OF SPACES AVAILABLE. DON'T MISS OUT!

**TO RECEIVE FULL CONFERENCE BENEFITS, FORMS MUST BE RECEIVED BY WEDNESDAY 31 JANUARY 2024**

To find out more about sponsorship and partnership opportunities at the Caravan Parks Association of Queensland's industry conference (13 & 14 May 2024), please send an email to [joinus@caravanqld.com.au](mailto:joinus@caravanqld.com.au).

For any exhibitor enquiries please contact:

**Bebe Mawer,**

**General Manager - Commercial Services**

**Mobile: 0400 668 558**

**Email: [conference@caravanindustry.com.au](mailto:conference@caravanindustry.com.au)**

**Post: Unit 9/10 Hudson Road ALBION QLD 4010**

**TERMS & CONDITIONS:** By completing this form, you are agreeing to sponsor the 2024 Caravan Industry Association of Australia National Conference. In the event of cancellation, or a reduction in exhibitor level, a 50% cancellation fee based on the initial exhibitor level will be applied. For companies who have selected Premium, Platinum or Trade Exhibitor's levels, we will require a logo in a png format for full participation in conference activities. Please supply the png in electronic format by email to [conference@caravanindustry.com.au](mailto:conference@caravanindustry.com.au) by 31 January 2024 for final participation in 2024 delegate communication. All completed sponsorship/exhibition forms received will generate a return confirmation email acknowledging their receipt, and a tax invoice will then be issued. All invoices must be paid in full by the respective due date as a condition of exhibiting. Trade display booths are only available to Principal, Premium, Platinum Sponsors and Trade Exhibitor status.

Trade exhibition booths within each sponsorship level is limited and will be allocated firstly to those businesses that sponsored the event in 2023, subject to receiving their completed exhibitor forms by 31 January 2024 and then in the order received. \*Contributor status applies to those businesses which have made a financial contribution to the National Marketing and Advocacy Fund in the 2024 financial year.



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