



Carbon
Market
Institute

AER
SUMMIT
2023

SEPTEMBER / OCTOBER 2023

SPONSORSHIP PROSPECTUS

In person & virtual event

summit.carbonmarketinstitute.org



CEO invitation

On behalf of the Carbon Market Institute's (CMI) board and team, I would like to invite you to partner with us for Australia's premier business and climate action event for 2023: the 10th annual Australasian Emissions Reduction Summit.

Together with our key sponsors and partners, CMI has grown in renown for its premium events year on year. As we celebrate a decade of our annual Summits, we look forward to continuing our successful partnerships across the industry. We have taken the challenging circumstances of the last few years in our stride to improve the offerings and accessibility of the AER Summit across a fully hybrid event format.

We continue to be humbled by the extraordinary range of national and international government, business, technology, finance, sustainability and community leaders who engage with the Summit's program each year, and for the vigour of discussion that it is known for!

The 10th Summit in September / October 2023 comes at another crucial juncture for domestic and international carbon markets, climate policy, and sustainable development principles.

As Australian reforms to the Safeguard Mechanism and the carbon crediting framework move from design to implementation, the 10th Summit will be the most significant domestic fora of the year for businesses engaging with the risks and opportunities of decarbonisation.

Internationally there will be advances in cooperative frameworks for carbon markets under Article 6 of the UNFCCC's Paris Agreement as well as for standards for sustainability accounting and for integrity in voluntary carbon markets demand and supply.

This Summit will demonstrate best practice examples, experience and guidance for those seeking to navigate and understand the rapidly evolving ecosystem of carbon accountability and expectations.

The Summit thus provides a high-profile platform for sponsors and partners to enhance existing relationships and introduce your organisation and services to future customers, business peers and opinion makers.

Do not miss the opportunity to be at the forefront of this premium event's knowledge exchange, commercial interaction and capacity building program.

Add your influence and leadership to those looking to improve the resilience of Australasian businesses against the climate crisis, alongside key actors working to accelerate Australia's transition to a negative emissions, nature positive economy.

I look forward to partnering with you for Australia's most important business and climate action event for 2023.

John Connor
Chief Executive Officer
Carbon Market Institute



* Final dates are subject to change and will be announced in early 2023.

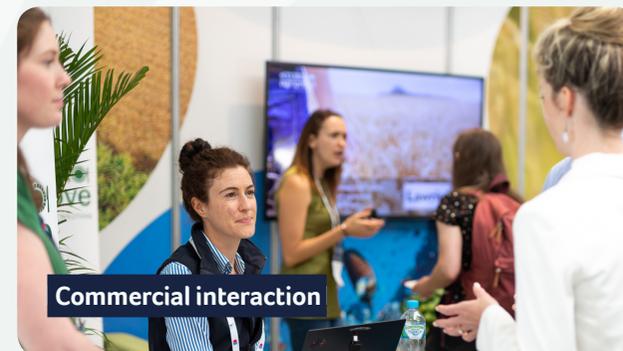
About the Summit

The Australasian Emissions Reduction Summit is the premier business and climate action event in Australia, combining a world-class conference and exhibition. Each year, the CMI team engages its knowledge, expertise and networks to bring you a fresh thematic program, supported by a range of engaging side events.

Join us in 2023

The 2023 event will host 1000+ participants - facilitating knowledge exchange, commercial interaction, capacity-building, and peer-to-peer networking:

- September - October 2023
- 1000+ attendees from Australia and overseas
- Hybrid event: Live attendance, virtual platform & app
- Curated program with high-level keynotes, plenary Q&A panels, interactive workshop sessions, and engaging side events (including the annual Great Debate).
- Globally recognised speakers including business & government leaders, decision-makers and market experts
- Diverse social and networking opportunities (including our annual Women in Climate Breakfast, Networking Sundowner, Summit Gala Dinner)
- Exhibition Hall with formal and informal meeting spaces
- 2023 Virtual Attendee Hub platform & delegate app providing livestream and on-demand access to Summit recordings, content and resources.
- Broad national media and social media coverage.



Commercial interaction



Networking opportunities



Curated program

About the Summit

Our Summit sponsors are positioned as market leaders and innovators. Enhance your position in the market and build stronger relationships in the transition to net-zero and beyond.



Innovation

CMI is continually innovating, ensuring the Summit accommodates to the changing market dynamics and social environments. A holistic hybrid experience ensures participants engage through new technologies, digital platforms, and in-person interactions.

The thematic design of the Summit program builds in an understanding of the contemporary challenges and opportunities facing the market. Combined with curated networking and side events, this enables us to create a world-class experience.

In aligning with the CMI and Summit brands, you are positioning as a market leader and innovator, engaging with industry professionals wherever they are in their decarbonisation journey.



Influence

Create brand awareness, build your company profile, and lead Australia's discourse around business and climate action. Connect with and inform an audience of business and climate action professionals from across Australia, the region and internationally, and position your brand as a leader and influencer in the transition towards a zero-carbon economy.



Interaction

Interact with engaged audiences from business, government, global markets, finance, and technology communities. Build the personal relationships and networks you need to support your transition journey; and access the buyers and sellers of critical zero-carbon solutions – all in one place.



Impact

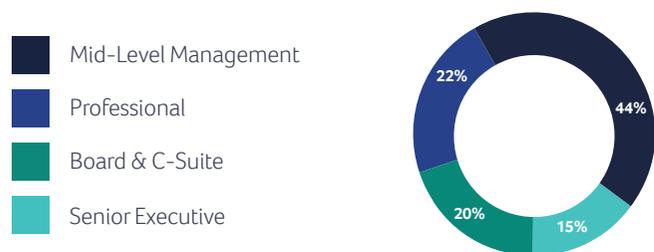
Harness a target market of highly diverse national, regional, and international climate and business professionals in the lead up to, during and after the Summit. We use highly visible digital and social channels to help our sponsors position their brand, reaching:

- Over 7,500 business and climate action professionals through Summit email marketing campaigns;
- Over 8,000 LinkedIn followers and 350,000 indirect impressions (for the 2022 Summit); and
- Over 600,000 online users from 170 countries through CMI's digital platforms.

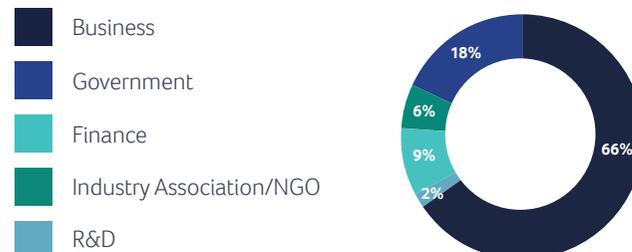


Summit Snapshot

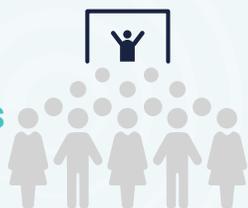
Summit attendance by job role



Summit attendance by sector



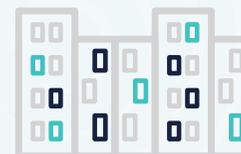
150
presenters



46%
women



400+ companies
attending



1000+ attendees



25+
exhibitors



**"More than just a Summit –
it's an experience"**

Our 2022 Sponsors



Sponsor & Partner Opportunities Snapshot

Our 2023 sponsorship packages allow you to build bespoke value; showcase your products and services to influencers and decision-makers; and connect you with the rapidly expanding business and climate action sector. Our partners and sponsors will be able to provide thought leadership to the Australian market, participate in the Summit Program, and contribute to the delegate experience.

SPONSORSHIP PACKAGES

	Host	Diamond	Platinum	Gold	Silver
Program - Plenary Participation	★★	★	★		
Program - Workshop Participation	★★	★	★	★	
Exhibition booth	★ Double	★ Double	★ Double	★ Single	
Virtual exhibition space	★	★	★	★	★
Thought leadership blog	★ 2	★ 2	★ 1		
Advertisement in event program	★ Full page	★ Full page	★ Full page	★ Half Page	★ Half page
Lanyard Branding	★				
Logo on Delegate Badge		★			
Pre-Summit VIP Reception Tickets	★ 20	★ 5	★ 5	★ 3	★ 3
Full Summit Onsite Registrations	★ 20	★ 15	★ 10	★ 6	★ 3
Virtual Registrations	★ 10	★ 10	★ 10	★ 6	★ 3
Gala Dinner Tickets	★ 20	★ 15	★ 10	★ 6	★ 3
Gala Dinner Reserved Table	★★	★			
Media package	★★★★	★★★★	★★	★	★

“Take your brand on a net-zero journey”

EXPERIENCE PACKAGES

Virtual Experience

Recharge Lounge

Wellness Provider

Summit Gala Dinner

Women in Climate

Indigenous Supporter

Youth Supporter

Innovation Station

Sundowner Drinks



Summit Media Package

All sponsors and partners will receive the Summit Media Package, which includes the marketing and promotional benefits below, in the lead up to, during and following the Summit. Exposure will be according to the sponsorship level, and any additional items are detailed in the Brand section of each Sponsorship or Experience Package.

Pre-Summit Benefits

- › Brand acknowledgements via social media channels, the Summit App and the event website.
- › Brand acknowledgement in all pre-Summit promotional materials, including direct marketing email campaigns, socials and Summit advertising.

Post-Summit Benefits

- › Logo inclusion on on-demand event content.
- › Brand acknowledgement in Summit wrap email & post-event content hub (sent to all attendees).
- › Post-Summit Media & Engagement Report, including sponsor-specific statistics and data.

At Summit Benefits

- › Brand acknowledgement on all onsite event collateral, including in Summit program, event entry banners and event opening/closing slides.
- › Social media during Summit.
- › Media attendance at the event coupled with daily media updates and extensive coverage.

How to reserve your sponsorship

Sponsorships are limited and available each year on a first-come, first-served basis only.

To express interest and discuss any packages further please email our Events Manager **Claire Reid** at:
claire.reid@carbonmarketinstitute.org.



Summit Sponsorship Packages

1 ONLY

DESTINATION HOST

Our highest-level destination partner for the Summit. As proud Host sponsor, you can show Summit delegates the wide range of experiences and delights the venue, city and State surrounds can offer.

Summit Participation

- 1| Pre-Summit Reception Official Host
- 1| Pre-Summit Reception Welcome Address – Live & virtual
- 1| Summit Keynote Speaker Invitation OR Plenary Panel Participation*
- 1| Workshop Moderation
- 1| Single Exhibition Display On-site Booth & Promotion on Virtual Attendee Hub

Brand

- 1| Summit Media Package
- 2| Thought Leadership Blog Posts (event website, digital/social channels)
- 1| Full Page Print Advertisement (digital event program)
- 1| Logo on Delegate Lanyards

Complimentary Registrations

- 20| Pre-Summit Reception Tickets
- 20| Full Event Onsite Registrations
- 10| Full Event Virtual Platform Registrations
- 20| Gala Dinner Tickets
- 2| Gala Dinner Reserved Table (10pax each)

Destination Experiences

- 1| Opportunity to host part-day field trip (local destination)
- 1| Promotion of local accommodation/transport/experiences (to be negotiated)
- 1| Partnership with other pre/post-destination experiences (to be negotiated)

\$60,000

5 ONLY

DIAMOND

The Diamond Partner Package is limited to four premium sponsorships, Diamond partner is reserved for organisations that want to promote their climate action leadership to the Australian and international market. We work closely with our Diamond Partners to tailor a package that will maximise the sponsor's brand, position and influence in the lead up to, during the Summit, and in the market post-event.

Summit Participation

- 1| Summit Keynote Speaker Invitation OR Plenary Panel Participation*
- 1| Workshop Moderation
- 1| Double Exhibition Display On-site Booth & Promotion on Virtual Attendee Hub

Brand

- 1| Summit Media Package
- 2| Thought Leadership Blog Posts (event website, digital/social channels)
- 1| Full Page Print Advertisement (digital event program)
- 1| Logo on Delegate Badge

Complimentary Registrations

- 5| Pre-Summit Reception Tickets
- 15| Full Event Onsite Registrations
- 10| Full Event Virtual Platform Registrations
- 15| Gala Dinner Tickets
- 1| Gala Dinner Reserved Table (10pax)

CMI Member Rate \$40,000

Non-Member Rate \$50,000

We aim for broad sectoral representation within our Diamond sponsor cohort to ensure the event's continued economy-wide appeal and thematic diversity. CMI reserves the right to limit sectoral representation at its discretion, noting a maximum of two companies from any one sector will be accepted in any one year.

Summit Sponsorship Packages

6 ONLY

PLATINUM

Platinum Sponsorship is a major package, giving sponsors a prime role in promoting their climate action leadership, programs and activities, prior to, and at the Summit. We work with our Platinum sponsors to ensure their expertise and offerings are weaved throughout the event program and promotions, ensuring a return for the organisation and its clients.

Summit Participation

- 1| Summit Plenary Panel Participation
- 1| Workshop Moderation OR Participation
- 1| Double Exhibition Display On-site Booth & Promotion on Virtual Attendee Hub

Brand

- 1| Summit Media Package
- 1| Thought Leadership Blog Post (event website, digital/social channels)
- 1| Full Page Print Advertisement (digital event program)

Complimentary Registrations

- 5| Pre-Summit Reception Tickets
- 10| Full Event Onsite Registrations
- 10| Full Event Virtual Platform Registrations
- 10| Gala Dinner Tickets

CMI Member Rate \$30,000
Non-Member Rate \$35,000

GOLD

The Gold Sponsor Package enables sponsors to have a strong presence at the Summit, ensuring their services and offerings are showcased in the lead up to, and at the Summit - through the program and on the floor. We work with our Gold sponsors to ensure they can share their expertise at the event in a way that supports their position in the market as a leading business and climate action focused organisation.

Summit Participation

- 1| Workshop Moderation OR Participation
- 1| Single Exhibition Display On-site Booth & Promotion on Virtual Attendee Hub

Brand

- 1| Summit Media Package
- 1| Half Page Print Advertisement (digital event program)

Complimentary Registrations

- 3| Pre-Summit Reception Tickets
- 6| Full Event Onsite Registrations
- 6| Full Event Virtual Platform Registrations
- 6| Gala Dinner Tickets

CMI Member Rate \$18,000
Non-Member Rate \$23,000

SILVER

The Silver Sponsor Package allows sponsors to have a visible Summit presence, both onsite and on the virtual platform. Silver sponsorship allows branding and promotional benefits to prominently position in the market and make valuable connections. We work closely with Silver sponsors to maximise brand exposure and showcase their offerings to the full Summit delegation.

Brand

- 1| Summit Media Package
- 1| Half Page Digital Advertisement (digital event program)

Complimentary Registrations

- 3| Pre-Summit Reception Tickets
- 3| Full Event Onsite Registrations
- 3| Full Event Virtual Platform Registrations
- 3| Gala Dinner Tickets

CMI Member Rate \$10,000
Non-Member Rate \$15,000

Experience & Promotional Packages

There are promotion and experience sponsor packages to suit your brand position in the right way to the right audience. This could be at the **Women in Climate Breakfast**, the **Gala Dinner**, in person at an **exhibition booth**, in the **recharge lounge**, connecting via the **Summit App & virtual platform**, as a **wellness provider**, or a **supporter of youth or indigenous participants**. Each of the experience and promotional packages are unique sponsorship opportunities, associating your brand as sole sponsor.



WELLNESS PROVIDER PACKAGE

Position your brand as the Summit's exclusive wellness provider, assisting attendees to stay healthy, unwind and Covid-safe.

Wellness Package

- 1 | Juice Bar
- 1 | Upright Massage Station

Brand

- 1 | Summit Media Package

Complimentary Registrations

- 2 | Pre-Summit Reception Tickets
- 2 | Full Event Onsite Registrations
- 2 | Full Event Virtual Platform Registrations
- 2 | Gala Dinner Tickets

CMI Member Rate \$10,000

Non-Member Rate \$15,000

RECHARGE LOUNGE PACKAGE

Position your brand in the Summit's 'recharge' lounge where delegates will recharge their devices, network, and catch up on emails.

Recharge Station

- 1 | Branded Recharge Lounge Area (includes furniture, charging stations for attendees)
- 1 | Coffee Cart & Barista

Brand

- 1 | Summit Media Package

Complimentary Registrations

- 2 | Pre-Summit Reception Tickets
- 2 | Full Event Onsite Registrations
- 2 | Full Event Virtual Platform Registrations
- 2 | Gala Dinner Tickets

CMI Member Rate \$25,000

Non-Member Rate \$30,000

NETWORKING LOUNGE PACKAGE

Make new connections at the Networking Lounge. New for 2023, promote your brand in a dedicated space within the Summit for speed networking. Prescheduled opportunities will be coordinated in a relaxing environment for delegates to interact with one another in search of common ground and mutually beneficial commercial opportunities.

Networking Lounge

- 1 | Branded Networking Lounge (includes furniture)

Brand

- 1 | Summit Media Package

Complimentary Registrations

- 2 | Pre-Summit Reception Tickets
- 2 | Full Event Onsite Registrations
- 2 | Full Event Virtual Platform Registrations
- 2 | Gala Dinner Tickets

CMI Member Rate \$25,000

Non-Member Rate \$30,000

Experience & Promotional Packages

VIRTUAL EXPERIENCE PACKAGE

Get your brand into the hands of 1000+ Summit delegates via support for our Digital event platform and our smartphone app. You'll be showcased across our virtual event platforms, in notifications, while providing access to the program, content and virtual connections for remote and onsite attendees.

Digital Event Platform

- 1| Branded 'sponsored by' Digital Event Platform
- 1| In-App Sponsor Notification

Summit Phone App

- 1| Branded 'sponsored by' Summit Phone App
- 2| In-App Sponsor Notification

Brand

- 1| Summit Media Package
- 1| Full Branding & Acknowledgement as Sole Virtual Experience Partner
- 1| Full Page Digital Advertisement (digital event program)

Complimentary Registrations

- 2| Pre-Summit Reception Tickets
- 2| Full Event Onsite Registrations
- 2| Gala Dinner Tickets
- 10| Full Event Virtual Platform Registrations

CMI Member Rate \$30,000

Non-Member Rate \$35,000

SUMMIT GALA DINNER

The Summit Gala Dinner is a lavish finish to the first day of the Summit. The sole dinner sponsor will align their brand with a high-quality fine dining experience, thought-provoking speakers and informal networking for 800+ guests and VIPs. The dinner is a Summit highlight, and an unmissable experience.

Summit Participation

- 1| Official sponsor of the Gala Dinner
- 1| Welcome address at the Gala Dinner

Brand

- 1| Summit Media Package
- 1| Full Page Print Advertisement (digital event program)
- 1| Full Branding & Acknowledgement as Sole Dinner Sponsor

Complimentary Registrations

- 4| Pre-Summit Reception Tickets
- 4| Full Event Onsite Registrations
- 4| Full Event Virtual Platform Registrations
- 20| Gala Dinner Tickets
- 2| Gala Dinner Reserved Table (10pax each)

CMI Member Rate \$40,000

Non-Member Rate \$45,000



WOMEN IN CLIMATE BREAKFAST

The annual Women in Climate Breakfast launches the Summit event on the first day. The event attracts 250+ people from business and climate. An informal panel and networking event, Women in Climate celebrates and showcases the leading role of women in the sector. As sole sponsor, you will be positioned as an employer of choice and invited to present in the opening.

Summit Participation

- 1| Official sponsor of the Women in Climate breakfast
- 1| Keynote address and panel at the Women in Climate event

Brand

- 1| Summit Media Package
- 1| Full Page Print Advertisement (digital event program)

Complimentary Registrations

- 10| Women in Climate Breakfast Registrations
- 4| Pre-Summit Reception Tickets
- 4| Full Event Onsite Registrations
- 4| Full Event Virtual Platform Registrations
- 4| Gala Dinner Tickets

CMI Member Rate \$20,000

Non-Member Rate \$25,000

Experience & Promotional Packages

INDIGENOUS SUPPORTER PACKAGE

Associate your brand with a package enabling indigenous delegates to access the Summit and showcase a cultural experience.

Indigenous Supporter Package

- 8 | Full Event Onsite Registrations for Indigenous Delegates
- 1 | Support for, and introduction of a cultural, musical and/or educational experience

Brand

- 1 | Summit Media Package
- 1 | Half Page Digital Advertisement (digital event program)

Complimentary Registrations

- 2 | Pre-Summit Reception Tickets
- 2 | Full Event Onsite Registrations
- 2 | Full Event Virtual Platform Registrations
- 2 | Gala Dinner Tickets

Flat Rate \$10,000

YOUTH SUPPORTER PACKAGE

Associate your brand with a youth-orientated package enabling future climate leaders access to the Summit. This package includes acknowledgement as sole sponsor of the 2023 CMI Student Competition (student thought leadership competition, with prizes including Summit attendance, and presentation of their winning entry in the Closing Plenary).

Youth Supporter Package

- 8 | Full Event Onsite Registrations for Youth Delegates
- 1 | Acknowledgement as sponsor of 2021 CMI Student Competition (keynote presentation from winning student)

Brand

- 1 | Summit Media Package
- 1 | Half Page Digital Advertisement (digital event program)

Complimentary Registrations

- 2 | Pre-Summit Reception Tickets
- 2 | Full Event Onsite Registrations
- 2 | Full Event Virtual Registrations
- 2 | Gala Dinner Tickets

Flat Rate \$10,000



EXHIBITION BOOTH

An exhibition booth allows sponsors a presence on the ground, facilitating additional branding and promotional benefits. Booths are positioned in the Summit catering and networking space enabling maximum exposure.

Exhibition

- 1 | Single Exhibition Display On-site Booth & Promotion on Virtual Attendee Hub

Brand

- 1 | Summit Media Package

Complimentary Registrations

- 2 | Pre-Summit Reception Tickets
- 2 | Full Event Onsite Registrations
- 2 | Full Event Virtual Registrations
- 2 | Gala Dinner Tickets

CMI Member Rate \$8,000

Non-Member Rate \$12,000

Experience & Promotional Packages

INNOVATION STATION

Increase your brand exposure by providing attendees with an interactive, multi-sensory experience to 'See it, touch it and feel it'.

Summit Participation

1| Bespoke Innovation Installation (e.g. Interactive Technology Station or Virtual Reality Installation with VR Headsets)
*Station to be developed in consultation with CMI.

Brand

1| Summit Media Package
1| Half Page Digital Advertisement (digital event program)

Complimentary Registrations

2| Pre-Summit Reception Registrations
2| Full Event Onsite Registrations
2| Full Event Virtual Platform Registrations
2| Gala Dinner Registrations

CMI Member Rate \$10,000
Non-Member Rate \$15,000

1 ONLY

SUNDOWNER DRINKS HOST

After a full two-days program, leave a lasting impression by hosting the final networking event of the Summit, the Sundowner drinks.

Summit Participation

1| Official host of the Sundowner drinks, end of Day Two
1| Address at Sundowner drinks

Brand

1| Summit Media Package
1| Half Page Digital Advertisement (digital event program)

Complimentary Registrations

2| Pre-Summit Reception Registrations
2| Full Event Onsite Registrations
2| Full Event Virtual Platform Registrations
2| Gala Dinner Registrations
5| Sundowner Drinks Registrations

CMI Member Rate \$10,000
Non-Member Rate \$15,000



ADD-ON

COFFEE CART

Branded coffee carts can be included as an add-on to any sponsorship package. Speak with CMI to discuss in more detail.

Brand

1| Custom Sponsor Signage on Coffee Cart

Complimentary Registrations

2| Pre-Summit Reception Registrations
2| Full Event Onsite Registrations
2| Full Event Virtual Platform Registrations
2| Gala Dinner Registrations

CMI Member Rate \$10,000
Non-Member Rate \$12,000

*CMI retains control of the Summit program, ensuring that included speakers and moderators are of a superior quality with appropriate levels of experience in their respective fields. This is done to present a well-balanced, innovative, and cross-representative program that addresses current, key industry issues. CMI will work collaboratively with sponsors to deliver the highest quality content at the Summit. This includes engagement with CMI on all session speaker invitation and confirmation in a timely manner.

Acceptance of all sponsor and exhibitor applications are subject to approval of CMI. Multiple sponsors from the same industry sector may be accepted into sponsorship categories, noting some limits at the highest levels to ensure programmatic diversity, independence and economy-wide appeal of the event.

Contact us

If these options do not quite suit your organisation, please contact CMI so that we can customise a bespoke package. Please note all sponsor applications are subject to approval by CMI.

Don't miss out on the opportunity to associate your brand with this premium event on the journey to net-zero.

For more information, contact:

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Events Manager | Carbon Market Institute

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