

CE0 invitation

On behalf of the Carbon Market Institute (CMI), I would like to invite you to partner with us for Australia's premier business and climate action event for 2024, the 11th Australasian Emissions Reduction Summit: Accelerating Policy and Investment.

Together with our key sponsors and partners, CMI has grown in renown for its premium events year on year. Our recent 10th Summit, looking back on a decade of climate policy and into the next decade of action, was our biggest yet.

We continue to be humbled by the extraordinary range of government, business, technology, finance, sustainability, and community leaders who engage with the Summit's program each year.

The Summit in October 2024 comes at a critical juncture as all political parties prepare policies ahead of the election due in early 2025. Following the first year of the enhanced Safeguard Mechanism, the ongoing ACCU Review, and mandatory corporate disclosure implementations, the Summit will offer a pivotal point of reflection on Australia's evolving policy landscape.

Equally, as the Albanese Government considers consultations on Net Zero by 2050 sectoral plans to develop its proposed Nationally Determined Contribution for 2025, there is a further opportunities for carbon compliance and market developments in the Asia Pacific region as a whole.

The Summit provides a high-profile platform for sponsors and to introduce their organisation and services to future customers, business peers and opinion makers, and establish their presence in a rapidly evolving industry.

Do not miss this opportunity to be at the forefront of the AER Summit and position yourself alongside key actors working on policy and investment in Australia and the region to accelerate the transition to a prosperous, negative emissions, nature positive world.



John Connor
Chief Executive Officer
Carbon Market Institute

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 knowledge, expertise and networks to bring you a topical and engaging event.

The 2024 AER Summit is proudly hosted by the Victorian State Government



Join us in 2024

The 2024 event in Melbourne will host 1000+ participants - facilitating knowledge exchange, commercial interaction, capacity-building, and peer-to-peer networking on 29 & 30 October, 2024

- 1000+ attendees from Australia and overseas
- Hybrid event: Live attendance, virtual platform & app
- Curated program with high-level keynote sessions, plenary Q&A panels, interactive workshop sessions, and engaging side events
- Globally recognised speakers
- Diverse social and networking opportunities
- Exhibition Hall with formal and informal meeting spaces
- Live-stream and on-demand access to Summit recordings, content and resources
- Broad national media and social media coverage







About the Summit

The AER Summit has been an important forum for discussion on climate and regional realities and the investment required for a 'just' and inclusive transition to a net zero economy. It is a key platform for CMI's mission to help business manage risks and capitalise on opportunities in the transition.



CMI ensures the Summit accommodates changing market dynamics and social environments. Our innovative hybrid experience ensures participants engage through new technologies, digital platforms and in-person.

The thematic design of the Summit program builds in contemporary challenges and opportunities facing the market. In aligning with the CMI and Summit brands, you are positioning as a market leader and innovator, engaging with industry professionals where they are in their decarbonisation journey.

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.

Influence

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

CMI independently develop the event program, with the aim of driving ambition, knowledge exchange, commercial interaction, capacity-building and peer-to-peer networking.

Impact

Harness a target market of diverse climate and business professionals in the lead up to, during and after the Summit.

CMI have developed an active and engaged network of professionals from across the globe through our events and membership initiatives. Connect your business to our network through the impactful Summit campaign and digital channels.



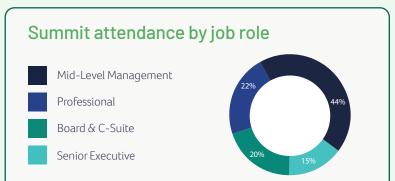




Summit Snapshot

150

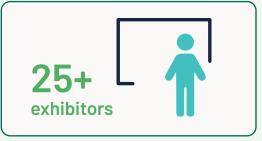
presenters •











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



Sponsor & Partner Opportunities Snapshot

Our 2024 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 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	★ Single	★ 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	15	10	6	4
Full Summit On-site Registrations	20	15	10	6	4
Virtual Registrations	20	15	10	6	4
Gala Dinner Tickets	20	15	10	6	4
Gala Dinner Reserved Table	2	2	1		
Comms package	*	*	*	*	*



EXPERIENCE PACKAGES

Wellness Provider

Recharge Lounge

Networking Lounge

Women in Climate

Gala Dinner

Networking Breakfast

Indigenous Supporter

Youth Supporter

Sundowner Drinks

RESERVE YOUR SPONSORSHIP

Sponsorships are limited and available on a first-come, first-served basis. We ask all prospective sponsors read CMI's sponsorship policy, on page 14 of this document.

To express interest and discuss packages email CMI's Event Director **Claire Reid** at: claire.reid@carbonmarketinstitute.org.

Summit Comms Package

All sponsors and partners will receive the Summit Comms Package, which includes marketing and promotional benefits, in the lead up to, during and after 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 acknowledgement via social media channels, the Summit App and the event website.
- Brand acknowledgement in all pre-Summit promotional materials, including direct marketing email, social media and Summit advertising campaigns.

At the Summit Benefits

- Brand acknowledgement on all on-site event collateral, including in the 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.

Post-Summit Benefits

- Logo inclusion in 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.

Comms Package Statistics

Reach an active and engaged audience*;

- Email marketing campaigns reach over 7,500 subscribers, resulting in 24,000+ click throughs;
- Media on-site, reaching 15 news outlets in over 400 stories
- Upwards of 14,000 unique website visitors;
- Over 13,000 LinkedIn followers and 350,000 indirect impressions; and
- Over 600,000 online users from 170 countries through CMI's digital platforms.







^{*}Based on 2022 & 23 AER Summit Campaigns

Summit Sponsorship Packages

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 Comms Package

2 | Thought Leadership Blog Pos Site, digital/social channels)

1|Full Page Print Advertisement (d) revent program)

1|Logo on Delegate Lanyards

Complimentary Registrations

20 | Pre-Summit Reception Tickets

20 | Full Event On-site Registrations

10 | Full Event Virtual Platform Registrations

20 | Gala Dinner Tickets

2 | Gala Dinner Reserved Table (10 pax 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

4 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| Plenary Panel Participation*

1| Workshop Moderation*

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

1| Pre-Summit CMI Podcast Interview

Brand

1| Summit Comms 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

15 | Pre-Summit Reception Tickets

15 | Full Event On-site Registrations

15 | Full Event Virtual Platform Registrations

15 | Gala Dinner Tickets

2 | Gala Dinner Reserved Table (10pax)

CMI Member Rate \$45,000

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

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

Brand

- 1|Summit Comms Package
- 1|Thought Leadership Blog Post
- 1| Full Page Print Advertisement (digital event program)

Complimentary Registrations

- 10 | Pre-Summit Reception Tickets
- 10 | Full Event On-site Registrations***
- 10 | Full Event Virtual Platform Registrations
- 10 | Gala Dinner Tickets
- 1 | Gala Dinner Reserved Table (10 pax)

CMI Member Rate \$35,000 Non-Member Rate \$40,000

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

Complimentary Registrations

- 6 | Pre-Summit Reception Tickets
- 6 | Full Event On-site Registrations***
- 6 | Full Event Virtual Platform Registrations
- 6 | Gala Dinner Tickets

CMI Member Rate \$20,000 Non-Member Rate \$26,000

SILVER

The Silver Sponsor Package allows sponsors to have a visible Summit presence, both on-site 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 Comms Package
- 1|Half Page Digital Advertisement (digital event program)

Complimentary Registrations

- 4 | Pre-Summit Reception Tickets
- 4|Full Event On-site Registrations***
- 4 | Full Event Virtual Platform Registrations
- 4 | Gala Dinner Tickets

CMI Member Rate \$11,000 Non-Member Rate \$16,000

- * CMI retains control of the Summit program, ensuring speakers are of superior quality with appropriate levels of experience. This is done to present a well-balanced, innovative, and cross-representative program that addresses key industry issues.
- ** All exhibition booths include one complimentary pass for booth staff. Upgrade to Double Exhibition Display Booth available for additional \$800.
- *** Additional tickets offered to sponsors at a 20% discount.

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 Lunch**, the **Gala Dinner**, **Sundownder Drinks**, in person at an **exhibition booth**, in the **recharge lounge**, connecting delegates as a **networking lounge partner**, 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 ready to take on the Summit.

Summit Participation

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

Wellness Package

11 Juice Bar

1| Upright Massage Station

Brand

1| Summit Comms Package

Complimentary Registrations

- 2 | Pre-Summit Reception Tickets
- 2 | Full Event On-site Registrations***
- 2 | Full Event Virtual Platform Registrations
- 2 | Gala Dinner Tickets

CMI Member Rate \$12,000



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)

11 Coffee Cart & Barista

Brand

1| Summit Comms Package

Complimentary Registrations

- 2 | Pre-Summit Reception Tickets
- 2|Full Event On-site 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 2024, promote your brand in a dedicated space within the Summit for speed networking. Pre-scheduled 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 Comms Package

Complimentary Registrations

- 2 | Pre-Summit Reception Tickets
- 2|Full Event On-site Registrations***
- 2 | Full Event Virtual Platform Registrations
- 2 | Gala Dinner Tickets

CMI Member Rate \$25,000 Non-Member Rate \$30,000

10NLY

Experience & Promotional Packages

WOMEN IN CLIMATE LUNCH

An informal panel and networking event, the Women in Climate Lunch 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 panel.

The 2024 Women in Climate Lunch will include the annual Christiana Figueres Oration, an important and inspiring speech from a leading woman in climate.

Summit Participation

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

Brand

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

Complimentary Registrations

- 10 | Women in Climate Lunch Registrations
- 4 | Pre-Summit Reception Tickets
- 4|Full Event On-site Registrations
- 4 | Full Event Virtual Platform Registrations
- 4 | Gala Dinner Tickets

CMI Member Rate \$25,000 Non-Member Rate \$30,000



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
- 11 Welcome address at the Gala Dinner

Brand

- 1| Summit Comms 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 On-site Registrations
- 4 | Full Event Virtual Platform Registrations
- 20 | Gala Dinner Tickets
- 2 | Gala Dinner Reserved Table (10pax each)

CMI Member Rate \$35,000 Non-Member Rate \$40,000





NETWORKING BREAKFAST

This distinctive opportunity stands out as one of the only packages offering sponsors the privilege of delivering a keynote speech, allowing you to captivate a targeted audience with your insights and expertise. As the Networking Breakfast Host, you will be at the forefront of fostering meaningful connections among industry leaders, policymakers, and influencers.

Summit Participation

- 1| Official sponsor of the Day 2 Networking Breakfast
- 1| Keynote address at the Networking Breakfast

Brand

- 1|Summit Comms 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 On-site Registrations
- 4 | Full Event Virtual Platform Registrations
- 4 | Gala Dinner Tickets

CMI Member Rate \$12,000 Non-Member Rate \$18,000

10NLY



Experience & Promotional Packages

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 Comms Package

1| Half Page Digital Advertisement (digital event program)

Complimentary Registrations

2 | Pre-Summit Reception Registrations

2 | Full Event On-site 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



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 On-site Registrations for Youth Delegates 1 | Acknowledgement as sponsor of 2024 CMI Student Competition (keynote presentation from winning student)

Brand

1| Summit Comms Package

1| Half Page Digital Advertisement (digital event program)

Complimentary Registrations

2 | Pre-Summit Reception Tickets

2|Full Event On-site Registrations

2 | Full Event Virtual Registrations

2 | Gala Dinner Tickets

Flat Rate \$10,000

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 On-site Registrations for Indigenous Delegates

1|Support for, and introduction of a cultural, musical and/or educational experience

Brand

1|Summit Comms Package

1 | Half Page Digital Advertisement (digital event program)

Complimentary Registrations

2 | Pre-Summit Reception Tickets

2 | Full Event On-site Registrations

2 | Full Event Virtual Platform Registrations

2 | Gala Dinner Tickets

Flat Rate \$10,000

BOTTLE / KEEP CUP SPONSOR

Provide delegates with keep cups or water bottles as a memorable and impactful branding item.

Brand

600 | Custom branded water bottles or keep cups

1| Summit Comms Package

1| Half Page Digital Advertisement (digital event program)

Complimentary Registrations

1| Pre-Summit Reception Ticket

1| Full Event On-site Registration

1| Full Event Virtual Platform Registration

1 | Gala Dinner Tickets

Flat Rate \$8,000

ADD-ONS

Experience & Promotional Packages

EXHIBITION BOOTHS

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.

SINGLE BOOTH

Exhibition

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

Brand

1| Summit Comms Package

Complimentary Registrations

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

CMI Member Rate \$8,000 Non-Member Rate \$12,000

DOUBLE BOOTH

Exhibition

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

Brand

1| Summit Comms Package

Complimentary Registrations

- 3 | Pre-Summit Reception Tickets
- 3 | Full Event On-site Registrations
- 3 | Full Event Virtual Registrations
- 3 | Gala Dinner Tickets

CMI Member Rate \$10,000 Non-Member Rate \$14,000

BRANDED STATIONS

Branded carts and stations 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 Station

Complimentary Registrations

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

COFFEE CART

Inclusions as above

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

SMOOTHIE STATION

Inclusions as above

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

WATER STATION

Inclusions as above

CMI Member Rate \$8,000 Non-Member Rate \$10,000

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.

CMI's interim membership and sponsorship policy

The world is demanding more of all involved to stand up for the transparency and action required to help limit warming to 1.5C. In line with this evolving context and our new 2025 Strategic Plan, we have been considering how best to "support our members to make urgent, credible climate strategies and transformative investments."

As a first step, we have developed an Interim Membership and Sponsorship policy, which focuses on new and existing members who are increasing their carbon footprint, specifically those emitting more than 100,000 tonnes of greenhouse gas per year (Scope 1 emissions).

The policy, which was introduced in February 2023, is outlined on this page.

A member or potential member may request a review of determinations affecting them under this interim policy by the CMI's Board membership committee.

Interim Membership and Sponsorship Policy

- New Membership and Renewal applications from large emitters with an increasing carbon footprint*:
 - a) Are accepted into a non-voting Associate membership category
 - b) Are limited from sponsorship at specified higher tiers of major CMI events . For the AER Summit, this includes Host, Diamond and Platinum tiers.
- 2. Existing CMI member large emitters with an increasing carbon footprint*:
 - a) Retain their current membership category until renewal and/ or review of long-term Membership Policy
 - b) Are limited from sponsorship at specified higher tiers of major CMI events, as indicated in item 1b) above
 - *Large emitters = corporations responsible for emitting greater than 100,000 t CO2-e/year of (Scope 1) and who are increasing emissions through construction of new or expanded fossil fuel facilities



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.

On the journey to net-zero, don't miss this opportunity to associate your brand with CMI's premium climate action and business event.

For more information, contact:

Claire Reid

Events Director | Carbon Market Institute

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