

AER SUMMIT 2025

SPONSORSHIP PROSPECTUS

13-14 AUGUST 2025
CENTREPIECE, MELBOURNE

carbonmarketinstitute.org/summit



CEO 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 investment and carbon market event for 2025, the 12th Australasian Emissions Reduction Summit 13 & 14 August — once again in Melbourne.

Our recent 11th AER Summit came at a critical juncture as all political parties and independents prepared policies ahead of the election due in early 2025. Following the first year of the enhanced Safeguard Mechanism, ACCU Review recommendations implementation, mandatory corporate disclosure reforms and greenwashing focus. Leaders from government, business and the community shared insights and policy announcements. The Summit provided a pivotal point of reflection on evolving policy landscapes in Australia and overseas with the greatest focus ever on developments in the Asia Pacific region, while again providing a platform for Indigenous perspectives.

The 12th Summit will come at a crucial time for business and the community following not just the outcomes of elections in Australia and elsewhere but also significant carbon market advances under the Paris Agreement, CORSIA and other voluntary markets. 2025 is of course the tenth anniversary of the Paris Agreement. 2025 will also see significant milestones in Safeguard Mechanism evolution, ACCU method and integrity reforms, nature repair markets, investment infrastructure, climate solutions technologies and, regrettably, accelerating climate impacts.

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

Join us in 2025

The 2025 event in Melbourne will host 1,000+ participants — facilitating knowledge exchange, commercial interaction, capacity-building, and peer-to-peer networking on 13 & 14 August, 2025.

1,000+ attendees from Australia and overseas

Globally recognised speakers

Diverse social & networking opportunities

Curated program with high-level keynote sessions, plenary Q&A panels, interactive workshop sessions, and engaging side events

On-demand access to plenary recordings

Broad national media & social media coverage

Exhibition Hall with formal & informal meeting spaces



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 accelerate the use of market-based solutions and support best practice in decarbonisation to limit warming to 1.5°C.

INNOVATION

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.

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

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 diverse climate and business professionals in the lead up to, during and after the Summit.

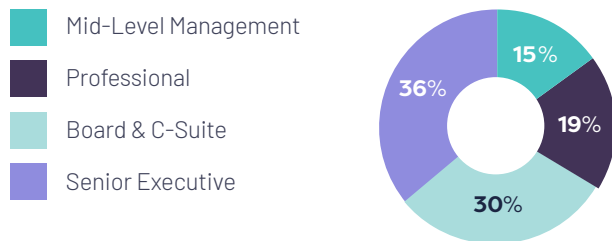
CMI have developed an active and engaged network of professionals from across the globe through our events and membership initiatives. Connect your business to our network through the impactful Summit campaign and digital channels.



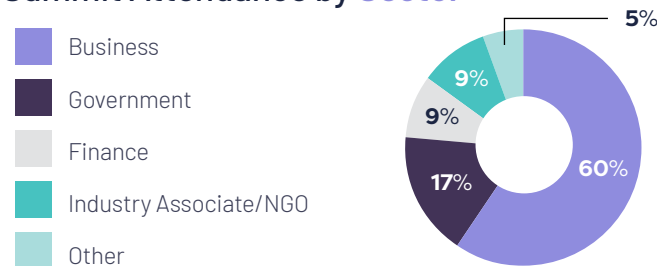


2024 Summit Snapshot

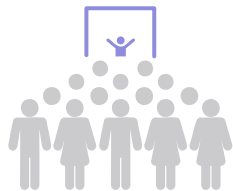
Summit Attendance by Job Role



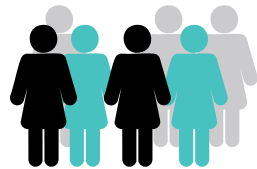
Summit Attendance by Sector



120
Presenters



57%
Women



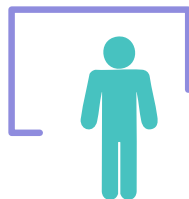
300+
Companies
Attending



900+ Attendees



18
Exhibitors



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

Some of our 2024 Sponsors



Sponsor & Partner Opportunities Snapshot for 2025

SPONSORSHIP PACKAGES

KEY INCLUSIONS	Host	Diamond	Platinum	Gold	Silver	Bronze
Program - Plenary Participation	✓	✓	✓			
Program - Workshop Participation	✓	✓	✓	✓		
Exhibition Booth	Double	Double	Single	Single		
Thought Leadership Blog Post	2	2	1			
Advertisement in Event Program	Full page	Full page	Full page	Half Page	Half page	
Lanyard Branding	✓					
Logo on Delegate Badge		✓				
Summit Comms Package	✓	✓	✓	✓	✓	✓
Pre-Summit VIP Reception Tickets	20	15	10	6	4	
Full Summit On-site Registrations	20	15	10	6	4	2
Gala Dinner Tickets	20	15	10	6	4	2
Gala Dinner Reserved Table	2	2	1			
Destination Experiences	3					

✓ Included

Our 2025 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.

EXPERIENCE PACKAGES

Wellness Provider	Networking Breakfast
Recharge Lounge	Indigenous Supporter
Women in Climate	Youth Supporter
Gala Dinner	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 16 of this document.

To express interest and discuss packages, please email:

Claire Reid – CMI Event Director
claire.reid@carbonmarketinstitute.org

Summit Comms Package

As appropriate, 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*:

- **Reach of email marketing campaign:** 7,000 subscribers, resulting in 41,000 opens and 24,000 click-throughs.
- **Media on-site:** Attended by 15 high profile journalists (ABC, The Guardian, The Age and The Australian), 23 media mentions of the Summit.
- **Website reach:** 11,000 page visits in the months leading up to the event, 8,000 new users, and 9,000 views occurred in the week before the event. The summit webpage is the organisations' highest performing page by far, second only to the homepage.
- **Social media influence:** Over 16,000 LinkedIn followers, across CMI socials in 2024 the AER Summit garnered 300,000 impressions (a substantial growth in online presence).
- **Social media toolkit:** Supplied to all sponsors, this featured custom social media assets, branding resources, pre-written content and key resources.
- **Adverting:** CMI's targeted LinkedIn Advertising campaign generated 300,000 impressions and 1,300 click-throughs.

*Based on 2023 & 24 AER Summit Campaigns.



2025 Summit Sponsorship Packages



Host

Destination Host

Our highest-level destination partner for the Summit.
As a 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	QTY
Pre-Summit Reception Official Host	1
Pre-Summit Reception Welcome Address	1
Summit Keynote Speaker Invitation OR Plenary Panel Participation*	1
Workshop Moderation	1
Double Exhibition Display On-site Booth & Promotion [§]	1
Brand	QTY
Summit Comms Package	1
Thought Leadership Blog Posts (event website, digital/social channels)	2
Logo on Delegate Lanyards	1

Complimentary Registrations	QTY
Pre-Summit Reception Tickets	20
Full Event On-site Registrations [^]	20
Gala Dinner Tickets	20
Gala Dinner Reserved Table (10pax each)	2
Destination Experiences	QTY
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)	1

CMI Member Rate \$60,000 + GST
Non-Member Rate \$65,000 + GST

* 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 + GST.

^ Additional tickets offered to sponsors at a 20% discount.

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.



Diamond

4 ONLY

Diamond Partner

The Diamond Partner Package is limited to four (4) 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	QTY
Plenary Panel Participation*	1
Workshop Moderation*	1
Double Exhibition Display On-site Booth & Promotion [§]	1
Pre-Summit CMI Podcast Interview	1
Brand	QTY
Summit Comms Package	1
Thought Leadership Blog Posts (event website, digital/social channels)	2
Logo on Delegate Lanyards	1

Complimentary Registrations	QTY
Pre-Summit Reception Tickets	15
Full Event On-site Registrations [^]	15
Gala Dinner Tickets	15
Gala Dinner Reserved Table (10pax each)	2

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.

CMI Member Rate \$45,000 + GST

Non-Member Rate \$50,000 + GST

* 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.

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.

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	QTY
Summit Plenary Panel Participation*	1
Workshop Moderation OR Participation	1
Single Exhibition Display On-site Booth & Promotion [§]	1
Brand	QTY
Summit Comms Package	1
Thought Leadership Blog Post (event website, digital/social channels)	1
Complimentary Registrations	QTY
Pre-Summit Reception Tickets	10
Full Event On-site Registrations [^]	10
Gala Dinner Tickets	10
Gala Dinner Reserved Table (10pax)	1

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

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	QTY
Workshop Moderation OR Participation	1
Single Exhibition Display On-site Booth & Promotion [§]	1
Brand	QTY
Summit Comms Package	1
Complimentary Registrations	QTY
Pre-Summit Reception Tickets	6
Full Event On-site Registrations [^]	6
Gala Dinner Tickets	6

CMI Member Rate \$20,000 + GST
Non-Member Rate \$25,000 + GST

Silver

The Silver Sponsor Package allows sponsors to have a visible Summit presence. Silver sponsorship allows branding & promotional benefits to prominently position in the market & make valuable connections.

Brand	QTY
Summit Comms Package	1
Complimentary Registrations	QTY
Pre-Summit Reception Tickets	4
Full Event On-site Registrations [^]	4
Gala Dinner Tickets	4

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

Bronze

Brand	QTY
Summit Comms Package	1
Complimentary Registrations	QTY
Full Event On-site Registrations [^]	2
Gala Dinner Tickets	2

CMI Member Rate \$6,000 + GST
Non-Member Rate \$8,000 + GST

* 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 + GST.

^ Additional tickets offered to sponsors at a 20% discount.

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.

Experience & Promotional Packages

There are Experience & Promotional 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*, *Sundowner Drinks*, in person at an *Exhibition Booth*, in the *Recharge Lounge*, connecting delegates as a *Wellness Provider*, or a *Supporter of Youth* or *Indigenous Participants*.

Each of the Experience & Promotional Packages are unique sponsorship opportunities, associating your brand as sole sponsor.

1 ONLY

Wellness Provider

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	QTY
Single Exhibition Display On-site Booth & Promotion [§]	1
Wellness Package	QTY
Juice Bar	1
Upright Massage Station	1
Brand	QTY
Summit Comms Package	1
Complimentary Registrations	QTY
Pre-Summit Reception Tickets	2
Full Event On-site Registrations [^]	2
Gala Dinner Tickets	2

CMI Member Rate \$12,000 + GST
Non-Member Rate \$15,000 + GST

1 ONLY

Recharge Lounge

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

Recharge Station	QTY
Branded Recharge Lounge Area (includes furniture, charging stations for attendees)	1
Coffee Cart & Barista	1
Brand	QTY
Summit Comms Package	1
Complimentary Registrations	QTY
Pre-Summit Reception Tickets	2
Full Event On-site Registrations [^]	2
Gala Dinner Tickets	2

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

[§] All exhibition booths include one complimentary pass for booth staff. Upgrade to Double Exhibition Display Booth available for additional \$800 + GST.

[^] Additional tickets offered to sponsors at a 20% discount.

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.

1 ONLY

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.

Summit Participation	QTY
Official sponsor of the Women in Climate Lunch	1
Keynote address & panel participation at the Women in Climate event	1
Brand	QTY
Summit Comms Package	1
Complimentary Registrations	QTY
Women in Climate Lunch Registrations	1
Pre-Summit Reception Tickets	2
Full Event On-site Registrations [^]	2
Gala Dinner Tickets	2

CMI Member Rate \$25,000 + GST

Non-Member Rate \$30,000 + GST

1 ONLY

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	QTY
Official sponsor of the Gala Dinner	1
Welcome address at the Gala Dinner	1
Brand	QTY
Summit Comms Package	1
Full Branding & acknowledgement as Sole Dinner Sponsor	1
Complimentary Registrations	QTY
Pre-Summit Reception Tickets	4
Full Event On-site Registrations [^]	4
Gala Dinner Tickets	20
Gala Dinner Reserved Table (10pax each)	2

CMI Member Rate \$35,000 + GST

Non-Member Rate \$40,000 + GST

1 ONLY

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	QTY
Official sponsor of the Day 1 Networking Breakfast	1
Keynote address at the Networking Breakfast	1
Brand	QTY
Summit Comms Package	1
Complimentary Registrations	QTY
Networking Breakfast Registrations	10
Pre-Summit Reception Tickets	4
Full Event On-site Registrations [^]	4
Gala Dinner Tickets	4
Gala Dinner Reserved Table (10pax each)	2

CMI Member Rate \$12,000 + GST

Non-Member Rate \$18,000 + GST

[^] Additional tickets offered to sponsors at a 20% discount.

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.

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	QTY
Official host of the Sundowner drinks, end of Day 2	1
Address at Sundowner drinks	1
Brand	QTY
Summit Comms Package	1
Complimentary Registrations	QTY
Pre-Summit Reception Tickets	2
Full Event On-site Registrations [^]	2
Gala Dinner Registrations	2
Sundowner Drinks Registrations	5

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

1 ONLY

Youth Supporter

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 2025 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	QTY
Full Event On-site Registrations for Youth Delegates	8
Acknowledgement as sponsor of 2024 CMI Student Competition (keynote presentation from winning student)	1
Brand	QTY
Summit Comms Package	1
Complimentary Registrations	QTY
Pre-Summit Reception Tickets	2
Full Event On-site Registrations [^]	2
Gala Dinner Tickets	2

Flat Rate \$10,000 + GST

1 ONLY

Indigenous Supporter

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

Indigenous Supporter Package	QTY
Full Event On-site Registrations for Indigenous Delegates	8
Support for, and introduction of a cultural, musical and/or educational experience	1
Brand	QTY
Summit Comms Package	1
Complimentary Registrations	QTY
Pre-Summit Reception Tickets	2
Full Event On-site Registrations [^]	2
Gala Dinner Tickets	2

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

[^] Additional tickets offered to sponsors at a 20% discount.

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.

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	QTY
Single Exhibition Display On-site Booth & Promotion	1
Brand	QTY
Summit Comms Package	1
Complimentary Registrations	QTY
Pre-Summit Reception Tickets	2
Full Event On-site Registrations [^]	2
Gala Dinner Tickets	2

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

Double Booth

Exhibition	QTY
Double Exhibition Display On-site Booth & Promotion	1
Brand	QTY
Summit Comms Package	1
Complimentary Registrations	QTY
Pre-Summit Reception Tickets	3
Full Event On-site Registrations [^]	3
Gala Dinner Tickets	3

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

Bottle / Keep Cup Sponsor

Provide delegates with Keep Cups OR Water Bottles as a memorable and impactful branding item.

Brand	QTY
Custom Branded Water Bottles OR Keep Cups	600
Summit Comms Package	1
Complimentary Registrations	QTY
Pre-Summit Reception Tickets	1
Full Event On-site Registration [^]	1
Gala Dinner Ticket	1

Flat Rate \$8,000 + GST

ADDONS

BRANDED CARTS & STATIONS

Branded carts and stations can be included as an **add-on** to any sponsorship package.

Speak with CMI to discuss in more detail.

CARTS & STATIONS

	CMI MEMBER RATE	NON-MEMBER RATE
Coffee Cart	\$10,000 + GST	\$12,000 + GST
Smoothie Station	\$10,000 + GST	\$12,000 + GST

INCLUSIONS

All Branded Stations include:

Brand	QTY
Custom Sponsor Signage on Station	1
Complimentary Registrations	QTY
Pre-Summit Reception Tickets	2
Full Event On-site Registrations [^]	2
Gala Dinner Registrations	2

[^] Additional tickets offered to sponsors at a 20% discount.

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.

The logo for the AER Summit 2024 is positioned on the left side of the image. It features the text "AER SUMMIT 2024" in a bold, dark blue, sans-serif font. Above the word "SUMMIT" is a small, stylized graphic of a cluster of yellow lines radiating from a central point, resembling a star or a network. The background of the logo area consists of several overlapping circles and semi-circles in various shades of blue, green, and orange, creating a dynamic, abstract geometric pattern.

AER SUMMIT 2024



Contact Us

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

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.

For more information, contact:

Claire Reid, Events Director
Carbon Market Institute

E claire.reid@carbonmarketinstitute.org

M +61 (0) 400 876 494

carbonmarketinstitute.org/summit



13-14 AUGUST 2025 | CENTREPIECE, MELBOURNE