MARKETING AND ADVERTISING

Scale up your business, drive brand, reach new audiences and drive leads through MEA's marketing channels

MEA
Meetings & Events Australia

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ADVERTISE WITH MEA

MEA reaches an annual audience of up to **1 million users** with **24,000+** followers on Facebook, LinkedIn, Twitter and Instagram. Advertise with MEA to leverage the power of these platforms through sponsored content or a customised promotional campaign to targeted audience.

- Capture the interest of your target market
- Raise brand awareness and positioning
- Increase reach and exposure to potential clients
- Reconnect with existing customers and strengthen relationships
- Generate leads with longevity

With additional opportunities to promote on our new website homepage and digital newsletter that reaches 10,000+ individuals each month, MEA can provide a multi-platform strategic solution with trackable capabilities.

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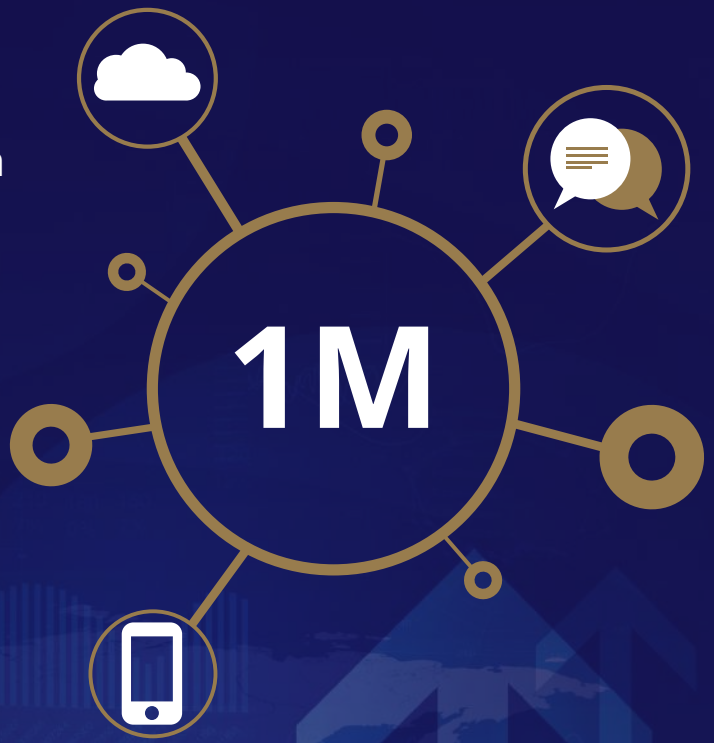
REACH

MEA has more than 500 members across Australia that represent an estimated 6,000 people working in the events sector.

MEA has more than 24,000+ followers across its social channels, consisting of event professionals, in-house event managers, suppliers, venues and corporate buyers.

This is a highly engaged community with the largest network of any industry media or industry association in Australia.



MEA
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FACEBOOK VITAL STATS
Page Likes 5,770+

LINKEDIN VITAL STATS
Page Likes 13,850+

INSTAGRAM VITAL STATS
Followers 2,000+

TWITTER VITAL STATS
Followers 3,460+

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SOCIAL MEDIA

ADVERTISING ON FACEBOOK

Access a highly engaged and targeted audience with curated sponsored content on MEA's Facebook account. Posts on Facebook are automatically boosted to reach an audience of your choosing, and include either up to 4 images or a 1-minute video. Both types of posts must include a descriptive blurb and website link.

FURTHER DETAILS

Suggested character limit of blurb:	80 - 120 characters
Maximum number of images:	up to 4 images
Image specifications:	must be high-resolution, 940 x 788 px, png or jpeg
Videos:	1 minute video
Projected reach:	5,000+ per post
Costings:	Member: $400 Non-Member: $460

Current Page Likes 5,770+

AN EXAMPLE OF OUR PAID MEDIA TEMPLATE

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SOCIAL MEDIA

ADVERTISING ON LINKEDIN

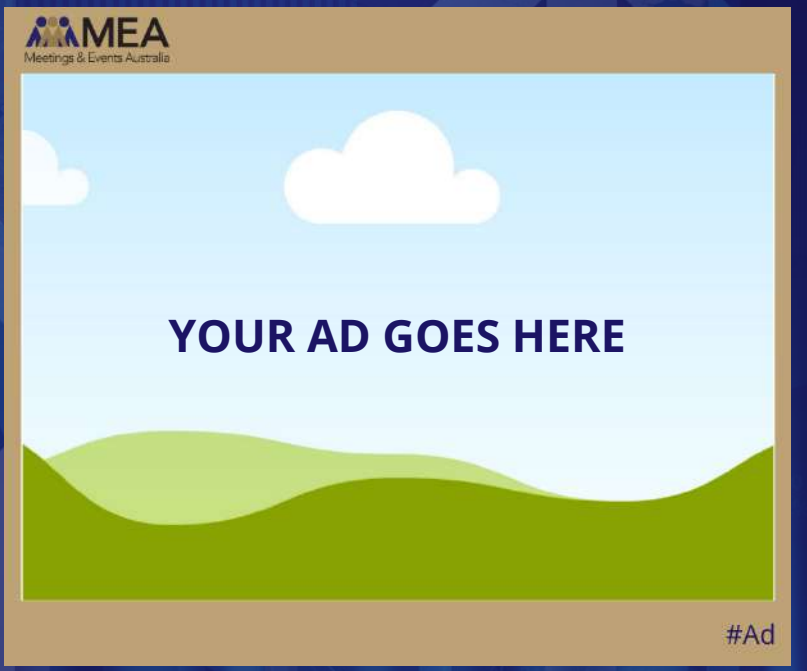
Engage with a community of event professionals and industry peers through MEA's LinkedIn page. Promote your content through to a captured audience of MEA members, event professionals, in-house event managers, suppliers, venues, corporate buyers and more. LinkedIn posts include an image, descriptive blurb and website link.

FURTHER DETAILS

Suggested character limit of blurb: 700 characters
Maximum number of images: 1 image
Image specifications: must be high-resolution, 1,400 x 425 px, png or jpeg
Projected reach: 6,000 - 12,000+ per post

Costings:
Member: $400
Non-Member: $460

Current Page Likes 13,850+



AN EXAMPLE OF OUR PAID MEDIA TEMPLATE

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SOCIAL MEDIA

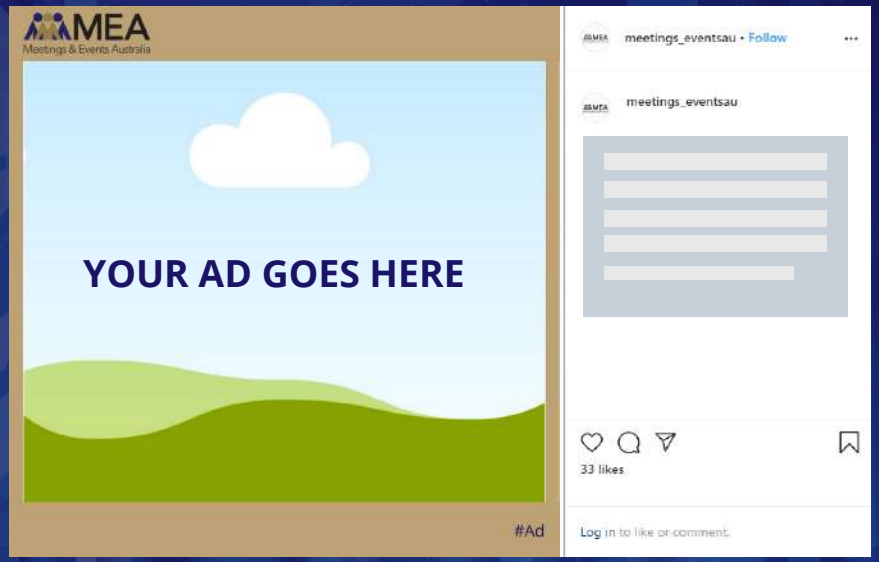
ADVERTISING ON INSTAGRAM

Reach a demographic of event professionals captivated by interesting graphics and relevant content through MEA's Instagram page. Content will be promoted to event professionals and industry peers. Instagram posts include up to five (5) images or a video (which can be up to 60 seconds) with a descriptive blurb and tag to your business Instagram account. Several hashtags to help bring exposure to your post can also be included.

FURTHER DETAILS

Suggested character limit of blurb:	130 - 150 characters (including hashtags)
Maximum number of images:	up to 5 images
Image specifications:	must be high-resolution, 1,080 x 1,080 px, png or jpeg
Video:	60 second maximum
Projected reach:	3,000 - 7,000+ per post
Costings:	Member: $200 Non-Member: $230

Current Followers 2,000+



AN EXAMPLE OF OUR PAID MEDIA TEMPLATE

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SOCIAL MEDIA

ADVERTISING ON TWITTER

Reach an audience of event professionals with curated content through MEA's Twitter account. Twitter posts can include up to four (4) images or a video (which can be up to 60 seconds) with a descriptive blurb and tag to your business Twitter account. Several hashtags to help bring exposure to your post can also be included.

FURTHER DETAILS

Suggested character limit of blurb:	100 - 280 (including hashtags)
Maximum number of images:	up to 4 images
Image specifications:	must be high-resolution, 940 x 788 px, png or jpeg
Video:	60 second maximum
Projected reach:	1,000 - 4,000+ per post
Costings:	Member: $200 Non-Member: $230

Current Followers 3,460+

AN EXAMPLE OF OUR PAID MEDIA TEMPLATE

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SOCIAL MEDIA

PACKAGE IT UP

Have your sponsored posts appear across all of MEA's social media channels for a maximum reach and ROI.

FURTHER DETAILS

One ad with the same messaging across Facebook, LinkedIn, Instagram and Twitter following the above specifications.

INVESTMENT

Member: $990
Non-Member: $1,100

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DIGITAL ADVERTISING

MEA SOLUS EDM

MEA occasionally sends sponsored eDMs from partners and sponsors, and is now making this opportunity available to advertisers on a limited basis. The eDM reaches a national audience consisting of event professionals, in-house event managers, suppliers, venues and corporate buyers.

VITAL STATS

Total audience: 5,000+ subscribers

INCLUDES

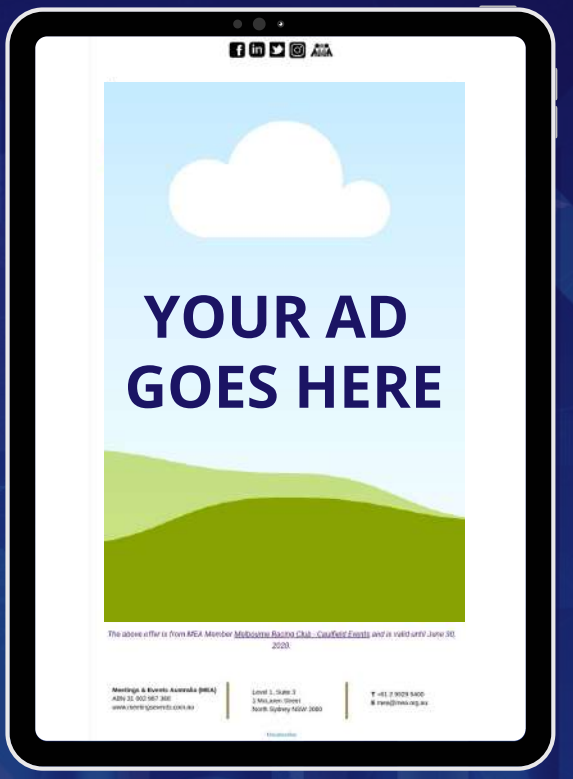
Buyout of eDM schedule time, to be posted at an optimal time for intended audience with your message only. Analytics on open rate and performance of eDM will be provided after publishing.

TO BE PROVIDED

An engaging branded header graphic (650 x 900 px) plus body copy for the eDM of no more than 200 words.
Website link to be provided or email CTA.

INVESTMENT

$5,500 (Member)
$6,325 (Non-member)



AN EXAMPLE OF MEA SOULS EDM

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DIGITAL ADVERTISING

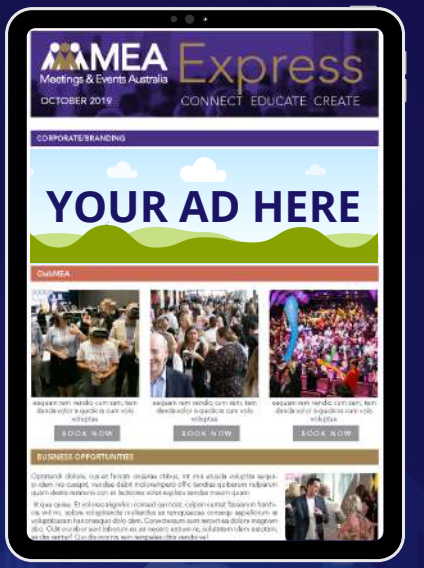
MEA EXPRESS BANNER ADVERTISEMENT

List your advertisement in a prime spot on MEA's fortnightly newsletter which is distributed to an audience of MEA members and industry peers including; event professionals, in-house event managers, suppliers, venues and corporate buyers.

Includes a banner ad with key messaging. Graphic (800 x 150 px) to be provided with a sentence of key message and CTA. The ad will link to one external website.

INVESTMENT

$500 (Member)
$575 (Non-member)



AN EXAMPLE OF MEA EXPRESS BANNER AD

MEA MATTERS EDM

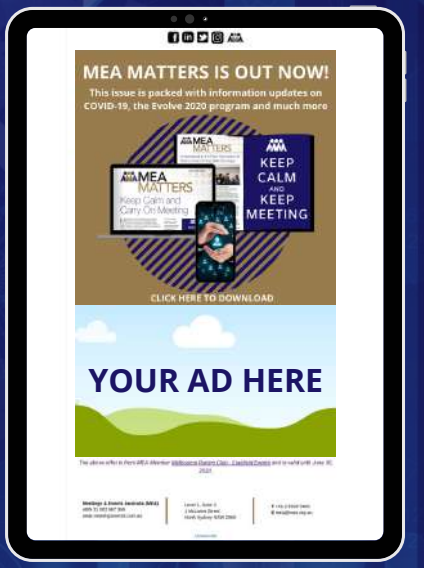
Promote your brand in the eDM that contains the quarterly MEA Matter issue.

FURTHER DETAILS

Placement strip ad to be provided as a high resolution static image in jpeg or png format.

INVESTMENT

$1,000 (Member)
$1,150 (Non-member)



AN EXAMPLE OF MEA MATTERS EDM AD

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DIGITAL ADVERTISING

WEBSITE ADVERTISING

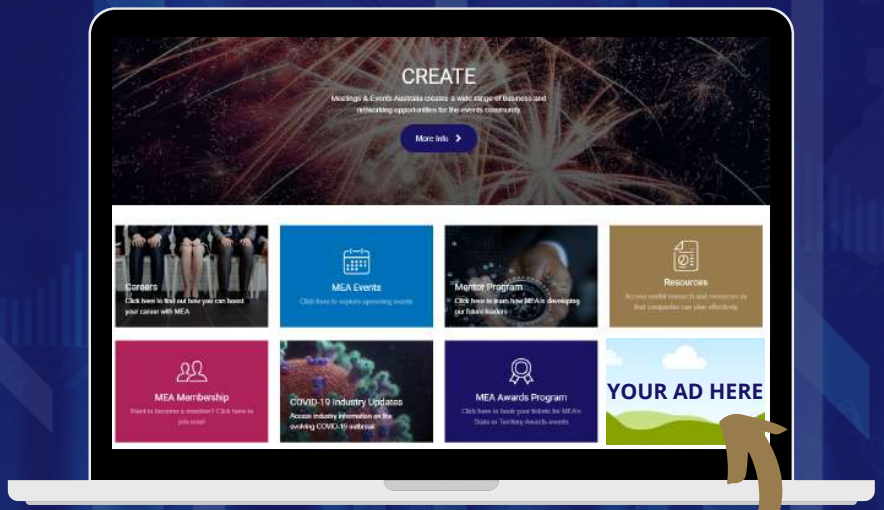
MEA is offering limited spots to advertise on the homepage of MEA's new website.

FURTHER DETAILS

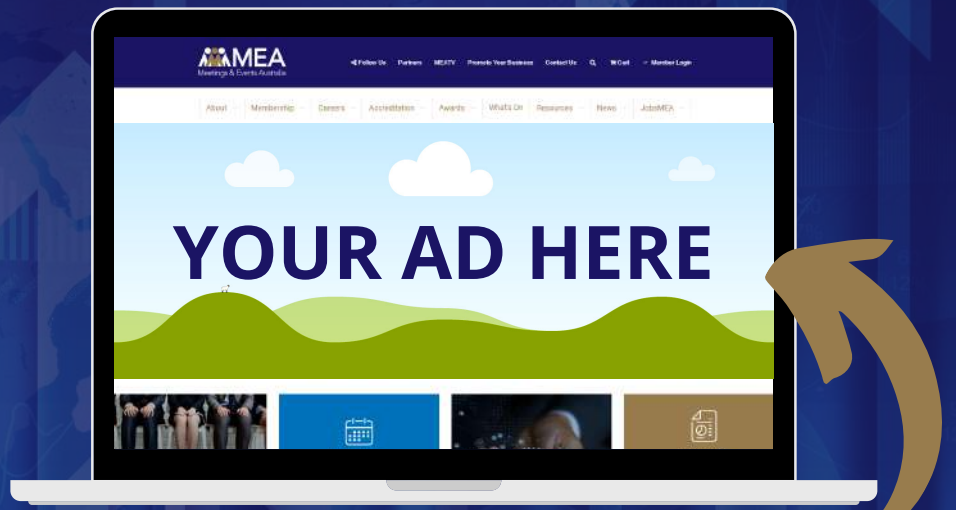
Tile	400 x 260px
Headline Banner	1348 x 527px

INVESTMENT

Tile	$500/week
Headline Banner 2, 3 or 4	from $2,500/week



PLACEMENT OF THE TILE AD



PLACEMENT OF THE HEADLINE BANNER AD

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DIGITAL ADVERTISING

MEA MATTERS PUBLICATION

MEA Matters is MEA's 20+ page quarterly industry update that is sent electronically to more than 8000 media, industry professionals, in-house corporate, government and association professionals, suppliers and corporate buyers.

This important report is filled with industry news and coverage of new initiatives plus the latest updates on programs, awards, education and training opportunities, stories, timely reports and what's on around Australia.

MEA publishes four editions of MEA Matters annually on or about 1st June, September, December and March. Each newsletter is also posted on all of MEA's social media accounts, reaching 20,000 followers.

AN EXAMPLE OF
A FULL PAGE AD

AN EXAMPLE OF A HALF PAGE AD

FULL PAGE AD

(High res pdf or jpg, no crop and bleed marks)

INVESTMENT

$2,800 (Member)
$3,220 (Non-member)

QUARTER PAGE AD

(High res pdf or jpg, no crop and bleed marks)

INVESTMENT

$900 (Member)
$1,035 (Non-member)

HALF PAGE HORIZONTAL

(High res pdf or jpg, no crop and bleed marks)

INVESTMENT

$1,600 (Member)
$1,840 (Non-member)

QUARTER PAGE SPONSORED CONTENT

(150 words + high res image - quarter + website or email address)

INVESTMENT

$800 (Member)
$920 (Non-member)

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PUBLICATION

MEA AWARDS PROGRAM CELEBRATION OF EXCELLENCE PUBLICATION

MEA's annual publication of the Celebration of Excellence booklet is a public record of the national award winners and sponsors of MEA's Award Program, and their stories of success. It recognises the excellence of the submissions put forward by the events industry, and acknowledges the hard work and the dedication of the teams behind every great event.

Opportunities to list your advertisement within the Celebration of Excellence publication are below:

FULL PAGE AD
(High res pdf or jpg, no crop and bleed marks)
INVESTMENT
$2,800 (Member)
$3,220 (Non-member)

HALF PAGE HORIZONTAL AD
(High res pdf or jpg, no crop and bleed marks)
INVESTMENT
$1,600 (Member)
$1,840 (Non-member)

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PARTNERSHIPS

Becoming a MEA Partner is an important positioning prospect for your brand. This opportunity will assist in positioning your brand as an organisation that fosters the professionalism of the events sector - now, and in the future. Our idea of Partnership is to develop strong relationships between Partners and our Membership due to their common ties within the unique landscape of events in Australia.

Our approach to partnerships is based on:

- Bringing creativity and innovation to a partnership with bespoke design
- Bring mutual admiration and respect to a long term alliance
- Bring agility and innovation as partnerships evolve
- Create tangible business opportunities for our members and partners alike
- Develop long term alliances that provide stability and growth for the partners and the industry.

The features of Partnerships within MEA include:

- Gaining publicity/Brand amplification
- Fostering favourable brand and company associations
- Improving company community relations
- Creating promotional experience with activations
- Utilise our extensive industry reach via social platforms with a custom integrated 12 month marketing campaign
- Provide a national sales footprint through our state and regional representation and events

We understand the diverse MEA membership base and are open and willing to create custom design for all business needs and sizes.

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OUR NATIONAL SPONSORS

Principal Partners

AON

NSW GOVERNMENT

Destination NSW

ICC SYDNEY

Major Partners

MELBOURNE CONVENTION EXHIBITION CENTRE
Future Leaders Partner

MILESTONE CREATIVE AUSTRALIA
Marketing Partner

ungerboeck
Young Professionals Scholarship Partner

WEBCASTCLOUD
Streaming Partner

Partners

BRISBANE CONVENTION & EXHIBITION CENTRE

BUSINESS EVENTS AUSTRALIA
Mentor Program

EventsAIR

Harry the hirer

LATERAL event management

MELBOURNE & OLYMPIC PARKS

NORTHERN TERRITORY BUSINESS EVENTS

SMC Conference & Function Centre

SYDNEY Showground

Supporters

LUNA PARK VENUES

Media Partners

cim business events

EVENT CONNECT .com

Spice

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Please contact the MEA team today to discuss how MEA can work with you to promote your business.

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