



exhibition & event  
association of australasia

# ABOUT EEAA



## Platinum Sponsors



## Gold Sponsors



## CREDIBILITY

### Professional Recognition

Membership of Exhibition and Event Association of Australasia (EEAA) gives the opportunity to align with a body of industry professionals who are committed to promoting growth of the exhibition and events industry and maintaining a high standard of event quality. As the leading industry body, EEAA membership also provides credibility for your organisation and enhances its company profile.

EEAA is the only organisation in Australia that brings together a strategic alliance of organisers, venues and service providers for exhibitions and consumer events. It's run by members for members who seek to collaborate for the greater good of the exhibition industry while strategically positioning their own organisation.

Founded in 1991 with a growing membership of 140+ corporations, EEAA is committed to providing professional Member service and continually finding ways to provide significant benefits for Members.

## MEMBERSHIP QUALIFICATION

EEAA members adhere to a Code of Ethics.

All EEAA membership applicants must have a proposer and seconder from an existing member corporation.

Membership Category Fees are based on turnover (all fees inc GST):

**A \$605** (to \$250k pa) | **B \$1100** (\$250-500k pa) | **C \$1815** (\$500k-1.5m pa) | **D \$2420** (+\$1.5m pa)

For more details visit our website [www.eeaa.com.au](http://www.eeaa.com.au) and go to the About EEAA page

## MARKETING/PR OPPORTUNITIES

**EEAA LOGO** | Displaying the EEAA logo on your marketing collateral adds credibility to your organisation and shows its commitment to the industry.

**EEAA WEBSITE** | Standard company listing in the online business directory included in membership | Enhanced Listing, Tile & banner advertising opportunities | Login to Member Area to add/edit events, service and company information, and read member only documents | Upload news articles | Advertise job vacancies.

### INDUSTRY BRAND CAMPAIGN |

EEAA launched the Got a Passion campaign with an aim to lift the profile of the Exhibition and Business Events industry and share it's passion about five senses/experiential marketing. Exhibitions and Events are for people with a 'real passion' – be it business, leisure or lifestyle related. Marketing collateral includes an online industry event calendar [www.gotapassion.com.au](http://www.gotapassion.com.au), 'How To' guides (How To Exhibit, How To Measure Exhibition Success, Exhibitions Work), web and print ads, plus other ongoing promotional activities.



**EEAA SPONSORSHIP** | Increase brand exposure and support the industry by becoming a major sponsor of EEAA, major events (Conference & Awards), projects, and networking functions.

**PR** | eReveal monthly member e-newsletter and targeted e-blasts to members.

**MAJOR PROJECTS** | Industry Marketing | Industry Research | Risk & Safety Accreditation | Education | Awards for Excellence | Advocacy (including representation on the Business Events Council of Australia)

**EVENTS** | Leaders Forum | Awards for Excellence Presentation Night | Industry Day Conference | Networking Functions

### **MEMBER PRODUCTS/SERVICES**

- Risk & Safety Accreditation CD program developed by Marsh
- 'How To' guides – How To Exhibit | How To Measure Exhibition Success | Exhibitions Work
- Major member events and conferences including Awards for Excellence program and Leaders Forum

### **PROFESSIONAL DEVELOPMENT & MEMBER ACTIVITIES**

Enhance your knowledge, develop leadership skills, and take advantage of opportunities to learn from your peers by getting involved in EEAA's activities:

- Leaders Forum | Melbourne | 10 & 11 May 2010
- Industry Day Conference | Melbourne | 29 & 30 November 2010
- Awards for Excellence Gala Dinner | Melbourne | 30 November 2010
- Focus Group Meetings | specific meetings for Organisers, Venues, Suppliers or Industry issues
- Executive Committee (elected every 2 years)
- Industry Info and Update sessions

EEAA website resources: RSS Feeds | News Page | Access Member Only resources and documents from Member Area of EEAA website | Advertise work available and browse work wanted notices at EEAA Job Centre on [www.eeaa.com.au](http://www.eeaa.com.au)

### **NETWORKING OPPORTUNITIES**

EEAA provides a number of opportunities for members to build business and peer to peer relationships at its major events and other initiatives such as golf days, breakfast seminars, cocktail evenings, tenpin bowling nights, trivia nights, and teambuilding activities.

A large percentage of individual staff members attending EEAA events are middle to higher management with decision making authority.

See our event calendar for more information [www.eeaa.com.au/networking.php](http://www.eeaa.com.au/networking.php)

### **INDUSTRY NEWS**

eReveal – monthly e-newsletter (sent to 500+ individual contacts) – member contributions encouraged (opportunity to advertise in the newsletter)

Member's only documents accessed via [www.eeaa.com.au](http://www.eeaa.com.au) Member area

News page on EEAA website | E-blasts to advise of breaking news and EEAA events



**Notes on completing this form**

- Please complete ALL sections of this form in type or in BLOCK LETTERS and return to the EEAA Secretariat either by post, email or fax
- This application form should be signed and dated by an authorised officer of the company applying for membership.
- Please complete and return the attached 'Key Employee List' form attached to the membership application form.
- Include full payment with your application (payments made after September 1 will also include the following year of membership).

**Business Information:**

Company Name:			
Address:			
Suburb/City:		State:	Postcode:
ABN:		Phone: [ ]	Fax: [ ]
General Email:		Website:	
Names of directors/owners:	1		
	2		
	3		
	4		
Number of employees:	Total:		
	Number involved in Exhibition/Event activities:		
Annual Turnover:	Up to \$250,000 <input type="checkbox"/>	\$250,001 to \$500,000 <input type="checkbox"/>	\$500,001 to \$1.5M <input type="checkbox"/> over \$1.5M <input type="checkbox"/>

**Company Classification:**

Venue <input type="checkbox"/>	Organiser <input type="checkbox"/>	Supplier <input type="checkbox"/>
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**EEAA Corporate Representative Information:**

Person nominated as EEAA representative:	
Position in company:	
Contact Phone Number:	
Contact Email address:	

**Application Details:**

**Note – Proposer and Secunder must be current EEAA Corporate Members and are to complete this section**

**Proposer**

Company:	Contact:
Signature:	Date:
Proposer – Please outline below why you believe this company should be accepted for EEAA membership.	

**Secunder**

Company:	Contact:
Signature:	Date:

**Business History:**

Years company has been in the Exhibition & Event Industry:	
Years nominated representative has been in the Exhibition & Event Industry:	
Years company has been incorporated:	
Company profile – 25 words:	

**Please provide details below of the 4 most recent major events that you have hosted, organised, or serviced**

1	2
3	4

**Please provide two trade references**

Company:	Contact:	Phone: [ ]
Company:	Contact:	Phone: [ ]

**General Information**

How did you hear of EEAA?	
Other association memberships:	1
	2
	3

**Annual Membership Fees (inc GST) based on annual turnover**

Payment by cheque or EFT only: Westpac Neutral Bay BSB: 032197 ACCOUNT: 183467

Category A to \$250,000 per annum	Category B from \$250,001 to \$500,000	Category C from \$500,001 to \$1.5M	Category D over \$1.5 M
<b>\$605.00</b>	<b>\$1,100.00</b>	<b>\$1,815.00</b>	<b>\$2,420.00</b>

**By this signature, the Company declares to abide by the following conditions:**

- To abide by the Constitution and Rules and Codes of Ethics (as amended from time to time) of the Association.
- We understand that membership is not transferable but that a new company representative may be notified to the EEAA at any time in writing and will be submitted to the EEAA Executive Committee for approval.
- To not be a declared bankrupt nor declared insolvent.
- That no senior executive employed by the applicant has been declared bankrupt or insolvent during the period of their employment with the applicant or at any other time.
- That no membership application of the applicant has been made to and subsequently refused by a professional trade association.
- That it is agreed this application is subject to the approval of the EEAA Executive Committee whose decision shall be final.

<b>Signed:</b>	<b>Name:</b>	<b>Date:</b>
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Please note: Membership is not valid until fees have been received at the Secretariat. Upon approval of successful applications, a receipted tax invoice will be issued for these fees. The information contained on this form will at all times be treated in strict confidence. Should you wish to view the Rules of the EEAA please contact the Secretariat.

