

MEDIA PACK

**Melbourne Cricket Ground,
Australia**

8 - 9 February
2022



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Introduction

“Expo
is a celebration of
project controls”

The world's largest project controls event dedicated to the advancement of project controls, with the objective of providing significant awareness on the process, tools and techniques available to its stakeholders. It highlights the value of project controls and the impact it can have when put to use effectively.



Our Expos at a Glance

						
Virtual, Global 2020	London, UK 2019	Melbourne, Australia 2019	Kuala Lumpur, Malaysia 2022	Global Awards London, UK (2019)	Asia Pacific Awards Melbourne, Australia (2019)	Cultural Evening & Dinner Kuala Lumpur, Malaysia (2022)
4 day event	2 day event	2 day event	2 day event	8 Awards	7 Awards	Cultural performance
2192 delegates	1402 delegates	738 delegates	600-800 delegates Expected	328 attendees	222 attendees	200-300 attendees Expected
192 speakers	54 speakers	43 speakers	50 speakers	Black tie gala dinner	Black tie gala dinner	Networking dinner
49 exhibit stands (over 4 day period)	52 exhibit stands (over 1 day period)	47 exhibit stands (over 1 day period)	44 exhibit stands (over 1 day period)			

Who Attends

- Project Controls Engineers
- Cost Estimators & Engineers
- Planners & Schedulers
- Planning Engineers
- Tendering Managers
- Project Leaders / Directors / Managers
- Programme Directors / Managers
- Project Managers
- BIM Professionals
- Risk Engineers / Managers
- Delay Claims Analysts
- Project Engineers
- Project Development Engineers



Our Journey



Launch of
Project Controls Expo UK



First edition of
Project Controls Expo Awards
in Australia



2011

2018

2019

2020

2022



The first edition
Project Controls Expo Awards
in the UK



Project Controls Expo & Cultural
evening expands to Melbourne
Australia



The first edition
Project Controls Expo
Virtual



First edition of
Project Controls Expo &
Cultural Evening & Dinner
in Kuala Lumpur



Project Controls Expo plans
to further expand to the USA



Who Trusts Us



Project Controls Expo Australia



Following the success of our previous editions of **Project Controls Expo Australia** we are happy to bring Expo and the Awards night once again to the iconic “G” in February 2022. **MCG** is the largest cricket stadium in Australia which is one of the most accessible event spaces, with great transport links to Melbourne CBD.

These are the two dates:

8th Feb - Awards night & networking dinner

We have had excellent support and partnership from our international partners, supporting organisations, delegates and individual volunteers. We launched our Project Controls Awards dinner event in 2019 presenting 6 Awards categories, sharing the enthusiasm with a buzzing audience who celebrated with the worthy winners. In 2022 we are adding one additional awards to the list, totalling 7.

We have introduced specialist workshops partnerships:

- Workshop AACE CCP Certification Prep. Overview
- BIM Workshops

9th Feb - Main Expo day

We have delivered another major step towards professionalising project controls and bringing the project controls community together in a networking environment for knowledge sharing. Everyone can share its benefits for effective project delivery globally. Joint ventures are burgeoning in the construction industry, in particular. With ambitious infrastructure projects across the world, it is our intention to bring professionals, apprentices and professional organisations together to benefit the industry and to understand the skillsets that are required for future generations to deliver.

Many organisations of all sizes, global and local will give Project Controls EXPO Australia a gold star recommendation. Join our professional networks and get engaged in the high level conversations that take place. We have new, diverse speakers each year in our presentation zones.

EXPO AGENDA

Tuesday 8th February 2022

- Partner Showcase @ Olympic Room B & Betty Cuthbert Lounge
- Workshop AACE CCP Certification Prep. Overview @ Jim Stynes Room A
- Workshops BIM @ Jim Stynes Room B
- Evening Social @ Members Dining Room
- Awards Night & Dinner @ Members Dining Room

Wednesday 9th February 2022

- Partner Showcase @ Olympic Room B & Betty Cuthbert Lounge
- Masterclass Zone @ Members Dining Room
- Technology Zone @ Olympic Room A
- Case Studies Zone @ Jim Stynes Room A
- Megaprojects Zone @ Yarra Park Room
- Innovation Zone @ Jim Stynes Room B
- SME Panel/Zone @ Olympic Lounge
- Evening Social @ Olympic Room B & Betty Cuthbert Lounge

INDUSTRIES REPRESENTED

Some of the industries represented such as:
Oil & Gas, Construction, Rail, Infrastructure,
Defence and Government.

EXPECTED TURNOUT

In the range of 600 - 700 (excluding
exhibitors, speakers and support staff)

PARTNERSHIP PACKAGES



Benefits

	Bronze	Silver	Gold	Platinum	Headline
Video on virtual lobby area					✓
Delegate announcements on virtual platform	2	5	10	15	20
Logo on website and on virtual platform	✓	✓	✓	✓	✓
Exclusive awards evening & black tie gala dinner tickets	1	2	2	3	5
¹ Complimentary event passes: Physical (incl. booth manning)	1	2	5	10	15
Complimentary event passes: Virtual (incl. booth manning)	5	10	25	50	100
Stadium tour pass	1	2	3	5	10
Delegate list supplied (according to local data protection legislation)		✓	✓	✓	✓
Exhibit slot		✓	✓	✓	✓
² Presentation slot			✓	✓	✓
Furniture	n/a virtual stand only	Standard (table, chairs & table cloth)	Standard (table, chairs & table cloth)	Standard (table, chairs & table cloth)	Standard (table, chairs & table cloth)
LCD (pre-installed)			55"	55"	65"
Publish technical paper on Expo website				✓	✓
³ Executive lounge				✓	✓
Exhibition stand over the 2 days of the event		✓	✓	✓	✓
⁴ Advert in the event online brochure				1/2 page (W:132mm x H:156mm)	Full page (W:270mm x H:184mm)
Stand size (virtual stands size will be according to package)	virtual stand only	(2.5m X 2m)	(3m X 2m)	(5m X 2m)	(7m X 2m)
Cost	AU\$ 2,500	AU\$ 7,500	AU\$ 9,000	AU\$ 15,000	AU\$ 22,000

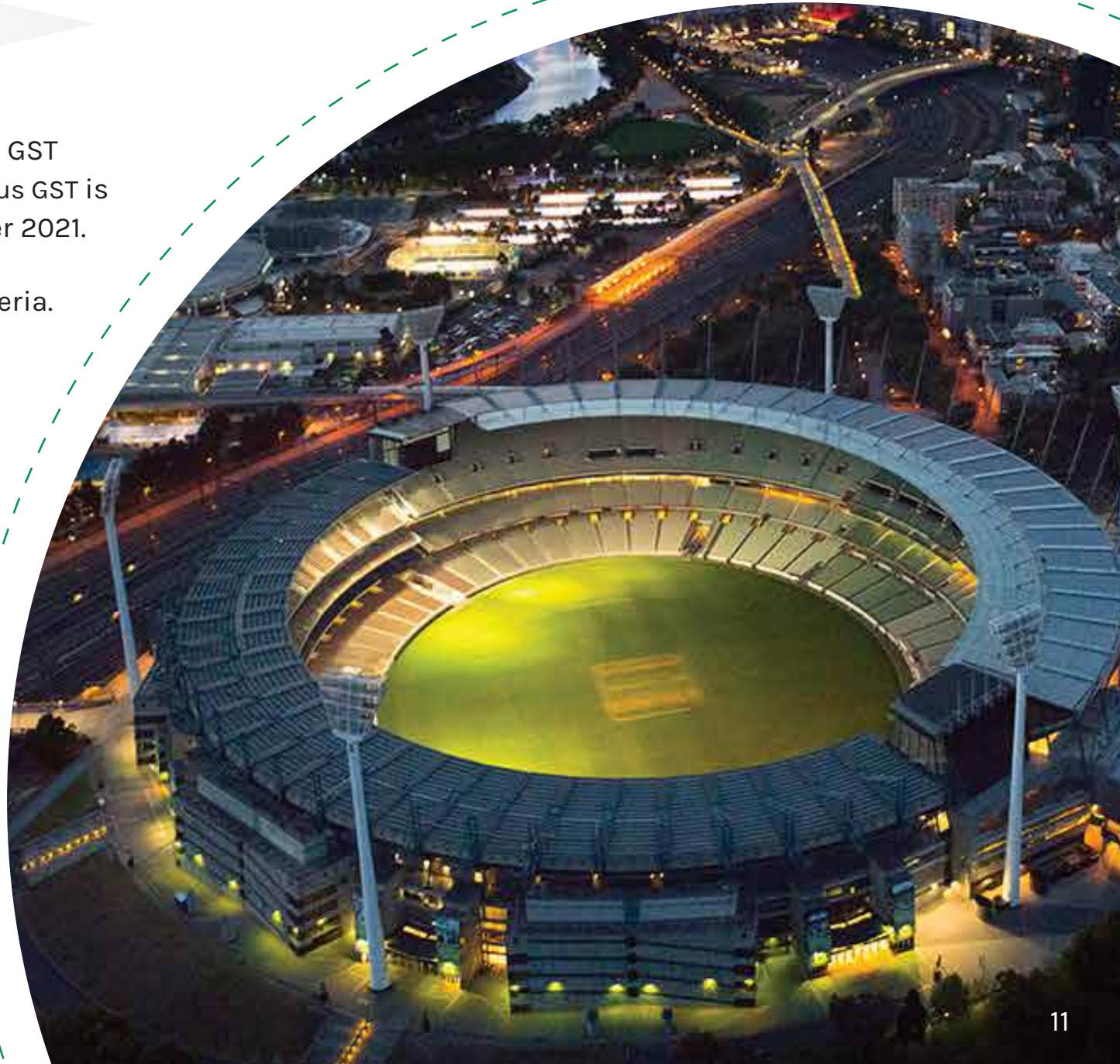
Notes

¹ Standard ticket price is AU\$ 200 plus GST although early bird price of AU\$ 100 plus GST is being offered until middle of November 2021.

² Subject to meeting to prescribed criteria.

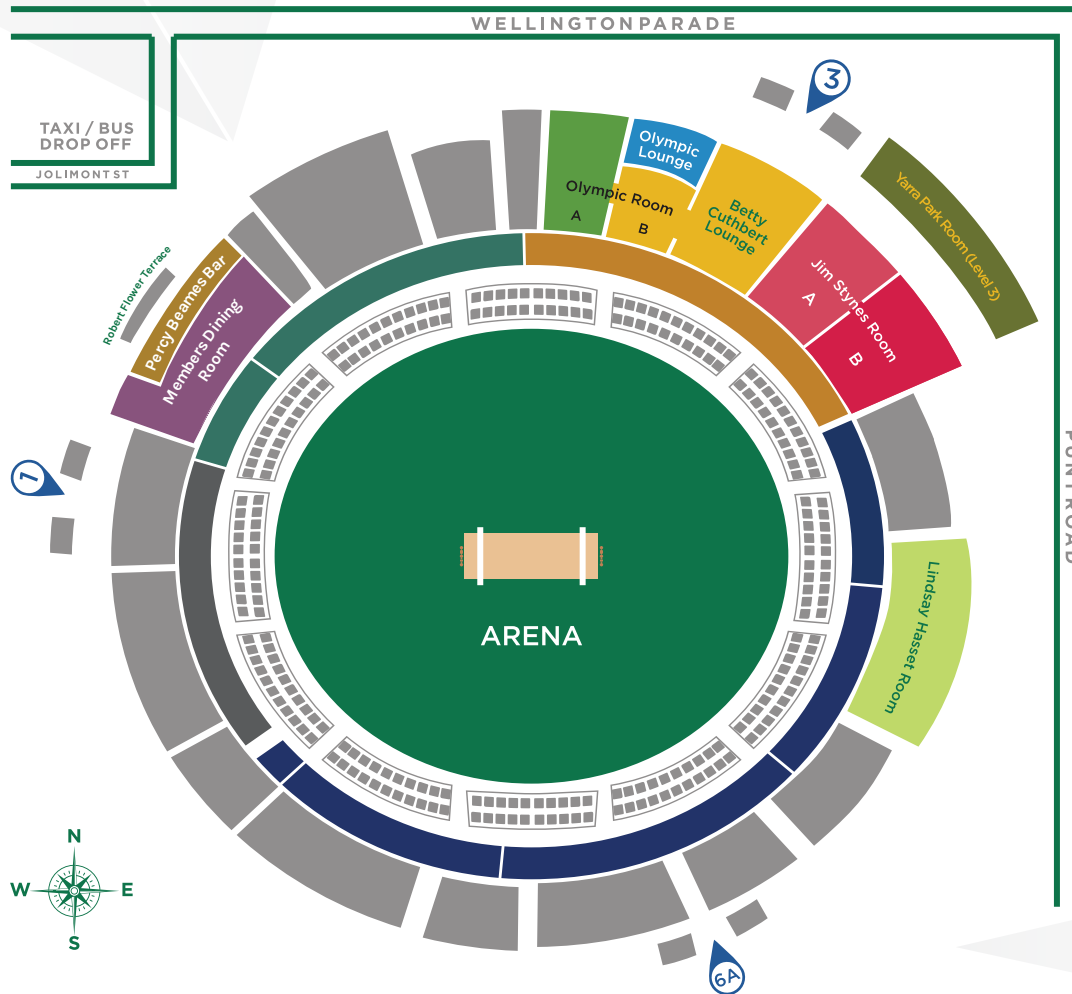
³ All day access to a private meeting room for 8-10 people. Gold and Silver partners can request for it at the rate of AU\$ 600 plus GST.

⁴ 2x 1/2 half page adverts available at an additional cost of AU\$ 200 plus GST.



Overall Expo Layout

Bird's Eye View



Day 1 - Tuesday 8th February

- Partner Showcase @ Olympic Room B & Betty Cuthbert Lounge
- Workshop AACE CCP Certification Prep. Overview @ Jim Stynes Room A
- Workshops BIM @ Jim Stynes Room B
- Evening Social @ Members Dining Room
- Awards Night & Dinner @ Members Dining Room

Day 2 - Wednesday 9th February

- Partner Showcase @ Olympic Room B & Betty Cuthbert Lounge
- Masterclass Zone @ Members Dining Room
- Technology Zone @ Olympic Room A
- Case Studies Zone @ Jim Stynes Room A
- Megaprojects Zone @ Yarra Park Room
- Innovation Zone @ Jim Stynes Room B
- SME Panel/Zone @ Olympic Lounge
- Evening Social on 9th Feb @ Olympic Room B & Betty Cuthbert Lounge

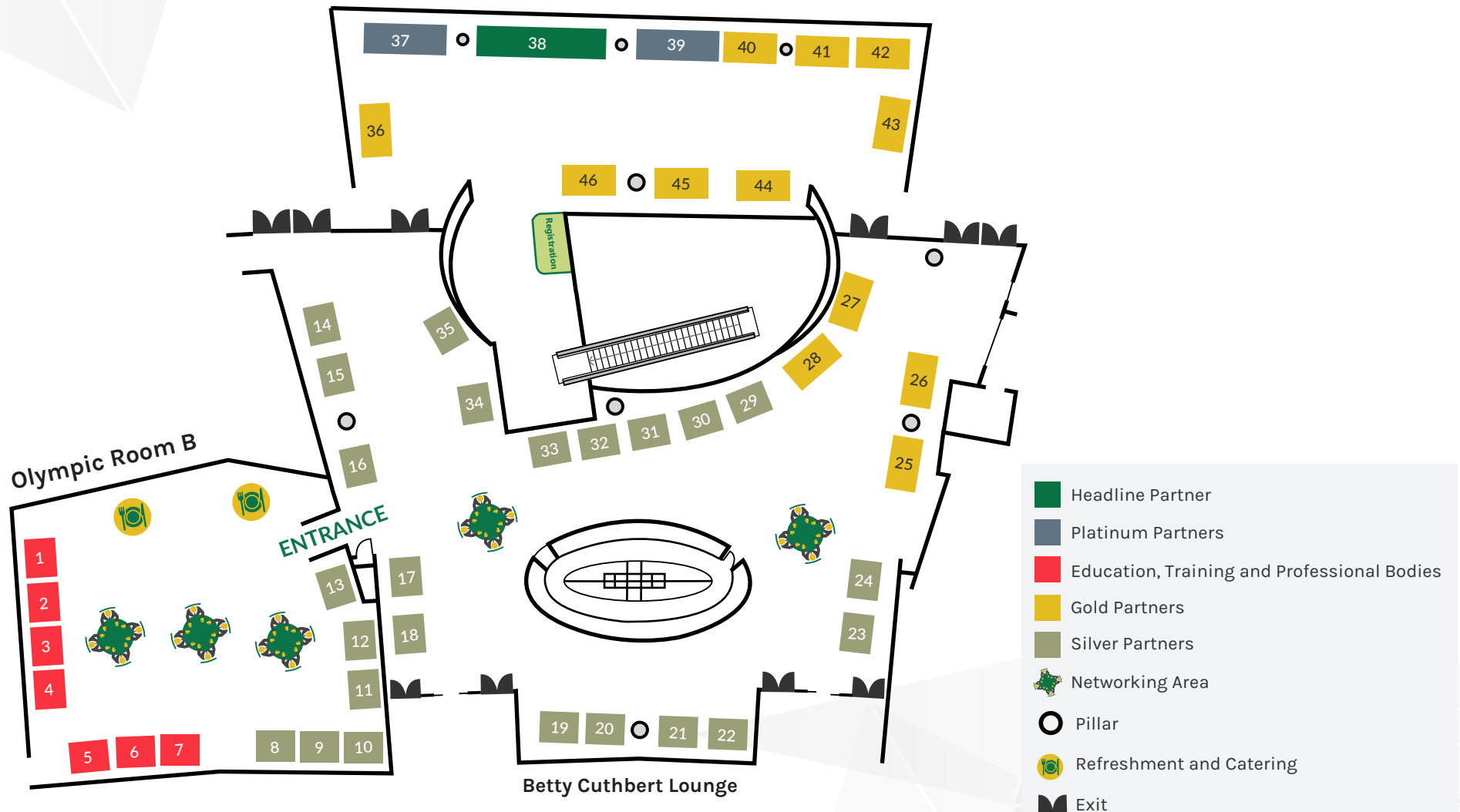
- 📍 Main Entrance/Gate 3
- 📍 Exit/Gate 1
- 📍 Please Note: After the end of EXPO, Gate 3 will be shut and dinner guests will need to enter and leave via Gate 1

- 📍 Gate 6A
- 📍 For delegates who leave the stadium after the event, and wish to come back for the evening dinner.

- 🚻 Cloak Room
- 📍 Please note: There are no secure cloakroom facilities at MCG. Only bring valuables eg laptops and cameras if essential. Keep these possessions with you at all times. There is space to hang coats but this area is not supervised.

Partner Showcase

At Betty Cuthbert Lounge and Olympic Room B



Headline Partnership: Physical Event



In addition to the above, our Headline partner will receive the following benefits:

- 1st speaking slot
- 2nd banner on Expo homepage and 1st banner on partner's pages
- 5 minutes speaking slot after keynote

Partner logo to:

- appear on all stationery, notepads, pens , flag etc. (on main Expo day)
 - be displayed on badge scanning machine
 - be mentioned during the opening remarks and end panel session with a thank you note
 - be displayed on all screens in the partner's showcase area and other accessible areas of the stadium (excluding the breakout rooms)
 - be displayed on the lanyards
 - be displayed on all certificates (for delegates and speakers)
-
- Branding at the entrance of the partner showcase
 - Dedicated/reserved parking

Platinum Partnership: Physical Event



In addition to the above, our Platinum partners will receive the following benefits:

- 2nd, 3rd or 4th speaking slot (on a first come first served basis)
 - 3rd banner on Expo homepage (shared with other 2 platinum partners and supported by professional bodies) and 2nd banner partner's page on our website (on a first come first served basis)
- Branding at the entrance of the partner showcase
 - Dedicated/reserved parking
 - Partner logo displayed on all certificates (for delegates and speakers)

Additional Info & Optional Costs

- Project Controls Expo offers open plan layout and sizes are as per the layout provided in this media pack
- Exhibitors will be provided with 2 power connections (13A each) along with optional furniture (table, matching table cloth and up to 4 chairs)
- We offer LCD TV panels at an additional cost (see full price list)

Note: Please ensure to submit your order for any of the above listed items with a minimum of 1 month's notice prior to the event date.

Technology Zone Olympic Room A

- Limited presentation slots available
- No "sales pitch" is allowed in the presentation slots and must adhere to strict Expo presentation criteria (contact us for more details)
- All presentations must be submitted at least 2 weeks before the event for approval
- Technology zone @ Olympic Room A
- Presentation must be prepared on a standard Expo template

Rates For LCD Panels:

- 65" LCD panel: AU\$ 950 + GST
- 55" LCD panel: AU\$ 700 + GST
- 47" LCD panel: AU\$ 600 + GST
- 32" LCD panel: AU\$ 450 + GST

Note: All LCD panels for exhibitors include stand and fittings and also come with HDMI cables and on site AV support.

Additional Info & Optional Costs

Pixel Totems AU\$ 450 plus GST

Elevate your stand with latest eye-catching visual display solution, Pixel Totems.

What is a pixel totem?

- Essentially, Pixel Totems are tall **LED screens displaying static, or video content.**
- They are a great alternative to small to medium-sized format displays such as pull-up banners, way finding signage or feature screens for stages and are designed for use in both small and large events.
- Event planners have the option to use them as individual panels showing individual images, video and messages or combine them for an impactful display. The display can be configured to show content on one screen or spread across multiple totems and you can have the creative freedom to display the same content or different content across each totem.



Expo Evening Drinks Partner

Wednesday 9th February

Partnership: AU\$ 2,000 plus GST

Following the Expo main day event, there is a perfect opportunity to host the drinks reception, enabling additional time for networking and socialising.

Benefits

- Logo on website in our partners page
- Whenever the Expo drinks reception is mentioned it will have the “Partnered with” text
- 2 minute welcome speech at the Expo drinks reception
- One guest ticket for Awards gala dinner on Tuesday 8th February
- One guest ticket for Expo main day on Wednesday 9th February
- Opportunity to display two branded pull-up banners, during the Expo drinks reception



WORKSHOP PARTNERSHIPS

Tuesday 8th February

2022



Specialist Topic Workshops

We have introduced 4 individual workshop partnerships:

Tuesday 8th February

- **Workshop AACE CCP Certification Prep. Overview**
 - 09:00 - 17:30 (full day)
- **BIM workshops**
 - 09:00 - 12:30 (morning session)
 - 13:45 - 17:30 (afternoon session)

Wednesday 9th February

Lunch and refreshments are provided.

Partnership is an ideal way to show your position within the industry, at the same time promoting your company to a targeted audience, with a maximum of 30 delegates per session.

A green circular graphic with a dashed white border. Inside the circle, the text 'Workshop Partnership' is in white, 'AU\$ 2,000' is in large yellow font, and 'each plus GST (3 available)' is in white. A small grey circle is attached to the bottom right of the green circle.

Workshop
Partnership
AU\$ 2,000
each plus GST
(3 available)

Benefits

- Logo on website under workshop category
- 5 min speaking slot before the workshop
- Partner gets opportunity to provide branded notepads and pens
- Two guest tickets for your partnered workshop

AWARDS PARTNERSHIP PACKAGES

Tuesday 8th February

2022



Awards Evening & Black Tie Gala Dinner

Partner
Packages

Only 7
Available

We have introduced **1 Headline partnership** and **7 distinct categories** of individual Award partnerships.

Partnership is an ideal way to show your position within the industry at the same time promoting your company to a targeted audience over the course of the year.

From the first call for nominations to the event itself and in all post-event publicity, partnering companies will appear on a range of promotional material.

Our partnership pricing is as follows:

- Headline partnership **AU\$ 15,000 plus GST** (only one available)
- Award partnership **AU\$ 9,000 plus GST**

Awards Evening & Black Tie Gala Dinner

Headline Partner:



This year's categories for partnership will be:

1. Asia-Pacific Project Controls Consultancy of the Year

2. Asia-Pacific Award for Project Controls Innovation of the Year



3. Asia-Pacific Project Controls Megaproject of the Year



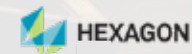
4. Wayne Wilson Lifetime Achievement Award



5. Asia-Pacific Project Controls Professional of the Year



6. Asia-Pacific Transformation Project of the Year



7. Australian Chartered Professional Engineer
(cost/schedule/risk) of the Year



Awards Evening & Black Tie Gala Dinner

Branding / Awareness Campaign

- Includes partnership of one award
- The logo of the headline partner will always be designed slightly larger than the other partner logos (and clearly demarked as “headline partner”)
- Whenever the event is mentioned – it will be mentioned with “Partnered with”
- Advertising and marketing materials (in connection with their specific category)
- Social media graphics and messaging supplied pre and post event
- Photography and video content supplied post event
- Visibility on Project Controls Expo Awards webpage (with a link to their organisation page)



Award Dinner Venue Branding

Company logo on:

- Menu
- Place cards
- AV
- Trophy (company name engraved)
- Partner logo on award pull up banner at entrance to the dinner location

Premium Benefits

- Opportunity to be part of one of the judging panels

Tickets

- The partnership package includes TWO tables of 10 dinner places each including half a bottle of wine per person
- Additional tables can be purchased if required at an additional cost

Awards Evening & Black Tie Gala Dinner

Branding / Awareness Campaign

- Includes partnership of one award
- Mention on all advertising and marketing materials (in connection with their specific category)
- Social media graphics and messaging supplied pre and post event
- Photography and video content supplied post event
- Visibility on Project Controls Expo Awards webpage (with a link to their organisation page)

Premium Benefits

- Partners' name on specific award trophy
- Opportunity to present a trophy to the winner



**Award
Partnership**
AU\$ 9,000
plus GST

Award Dinner Venue Branding

Company logo on:

- Menu
- Place cards
- AV
- Trophy (company name engraved)
- Partner logo on award pull up banner at entrance to the dinner location

Tickets

- The partnership package includes ONE table of 10 dinner places each including half a bottle of wine per person
- Additional tables can be purchased if required at an additional cost



VIRTUAL ELEMENTS

Headline Partnership: Virtual Element

Our Headline partner will receive the following benefits on the virtual element of the event:

- Video on virtual lobby area (second video after PCE's welcome video). **See page 31**
- Logo on virtual lobby area. **See page 31**
- Premium stand location on the partner showcase landing page and layout pages of all other regions. **See page 31**
- Logo on the top of every partner showcase page. **See page 31**
- Video screen on the stand booth
- Capability of attaching a series of documents for download: video, brochure, flyer, etc
- Video calls and chat capabilities from the stand booth
- Login to booth management up to **5** people



Platinum Partnership: Virtual Element

Our Platinum partners will receive the following benefits on the virtual element of the event:

- Logo on virtual lobby area. **See page 31**
- Stand location on the partner showcase landing page and one region of choice. **See page 31**
- Logo on the top of every partner showcase page (second prominence after headline partner). **See page 31**
- Video screen on the stand booth
- Capability of attaching a series of documents for download: video, brochure, flyer, etc
- Video calls and chat capabilities from the stand booth
- Login to booth management up to **4** people



Gold Partnership: Virtual Element

Our Gold partners will receive the following additional benefits on the virtual elements of the event:

- Video screen on the stand booth
- Capability of attaching a series of documents for download: video, brochure, flyer, etc
- Stand location on the partner showcase page on one region of choice
- Capability to chat from the stand booth
- Login to booth management up to **3** people



Silver & Bronze Partnerships: Virtual Element

Our Silver & Bronze partners will receive the following additional benefits on the virtual element of the event:

- Capability of attaching a series of documents for download: video, brochure, flyer, etc
- Stand location on the partner showcase page on one region of choice
- Capability to chat from the stand booth
- Login to booth management up to **2** people



Networking Café

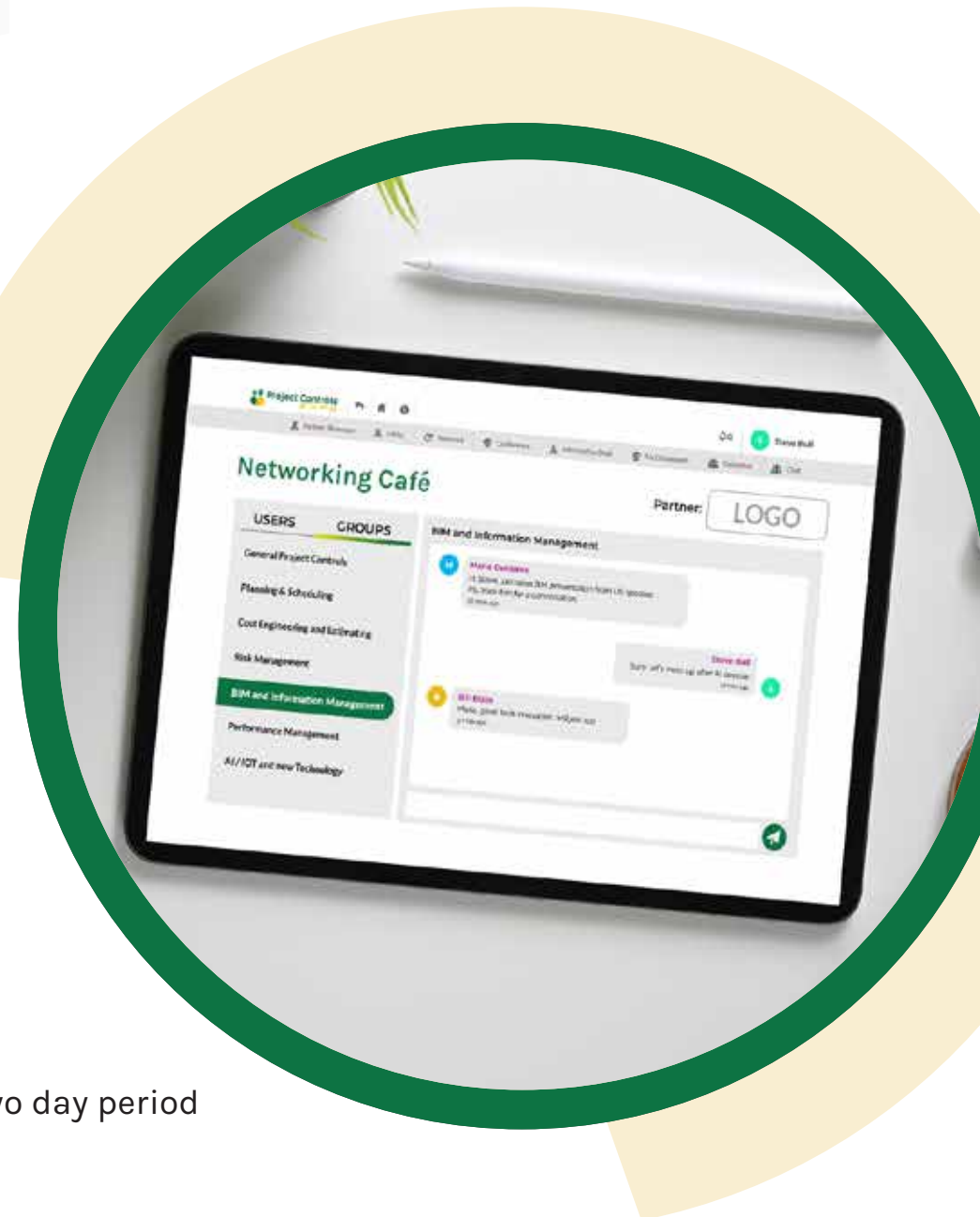
Partner
Package

AU\$ 5,000
plus GST

This is a perfect additional opportunity to network with our delegates by setting up a specific topic and directly interact in the group discussion.

Benefits:

- Exclusive option to create a **discussion group** within the networking café
- **Logo** always on the top of the networking café page (with logo directly linked to your booth).
- A total of **10 delegate announcements** to be used over the two day period
- Capability of **chat and video calls** with delegates



Virtual Layouts

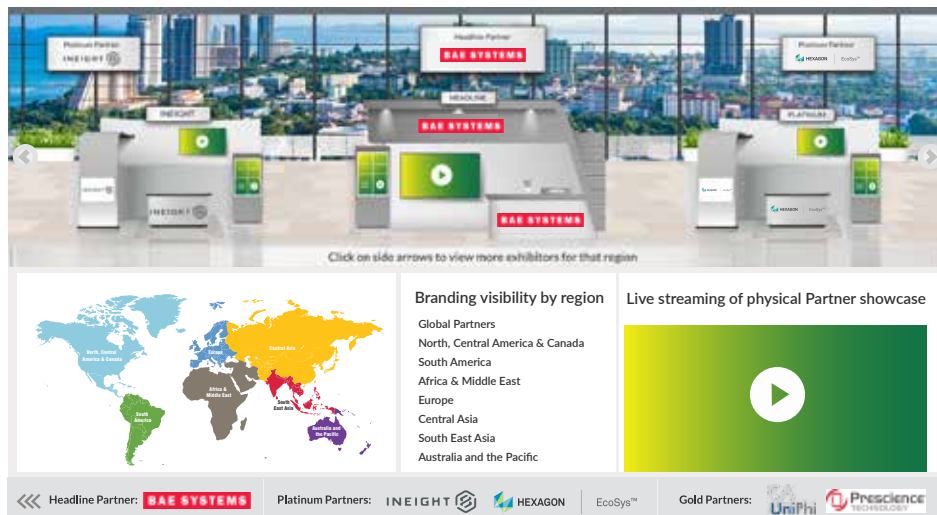
Lobby



Presentation Room



Partner Showcase (landing page)



Stand Booth

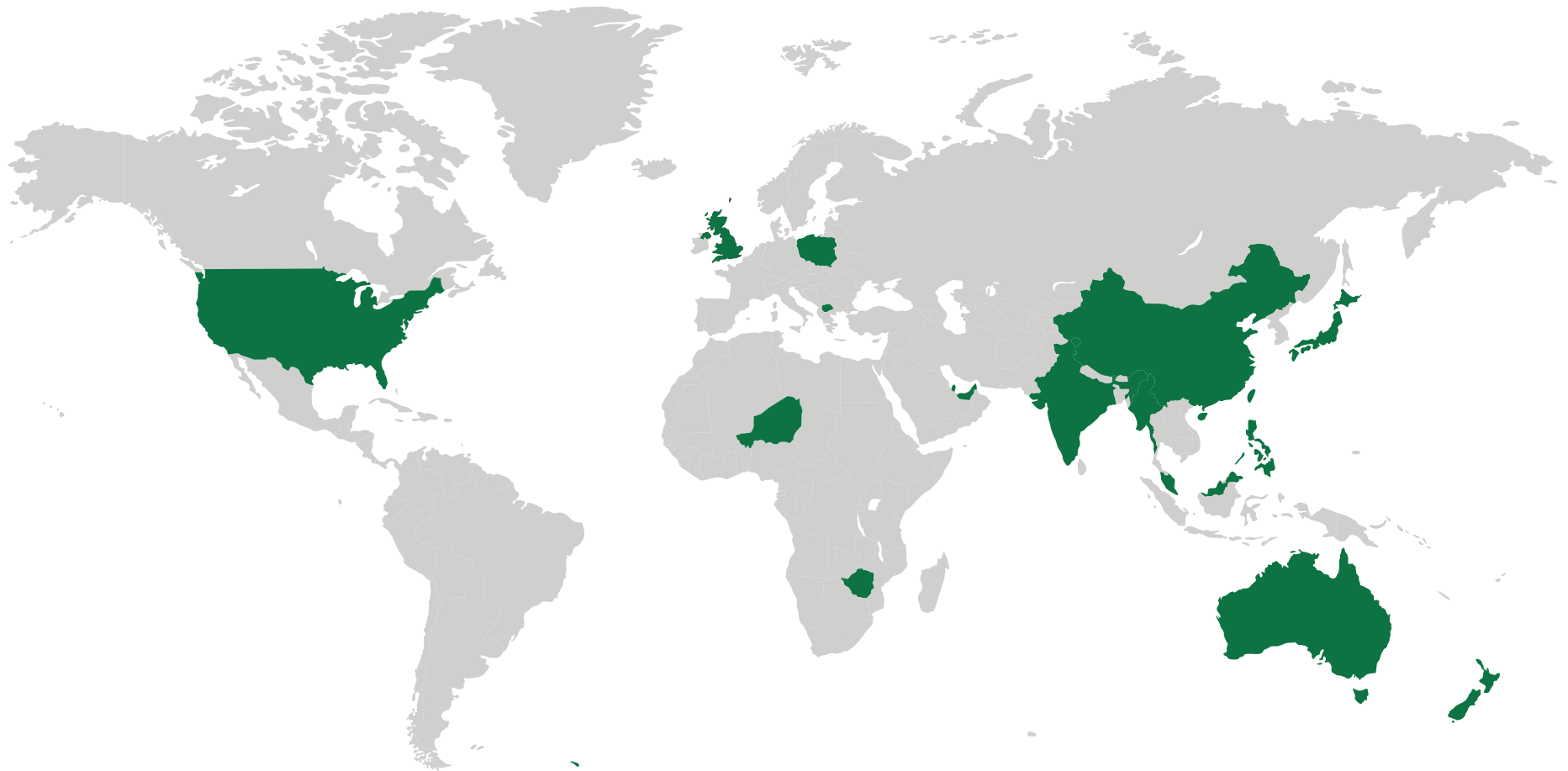


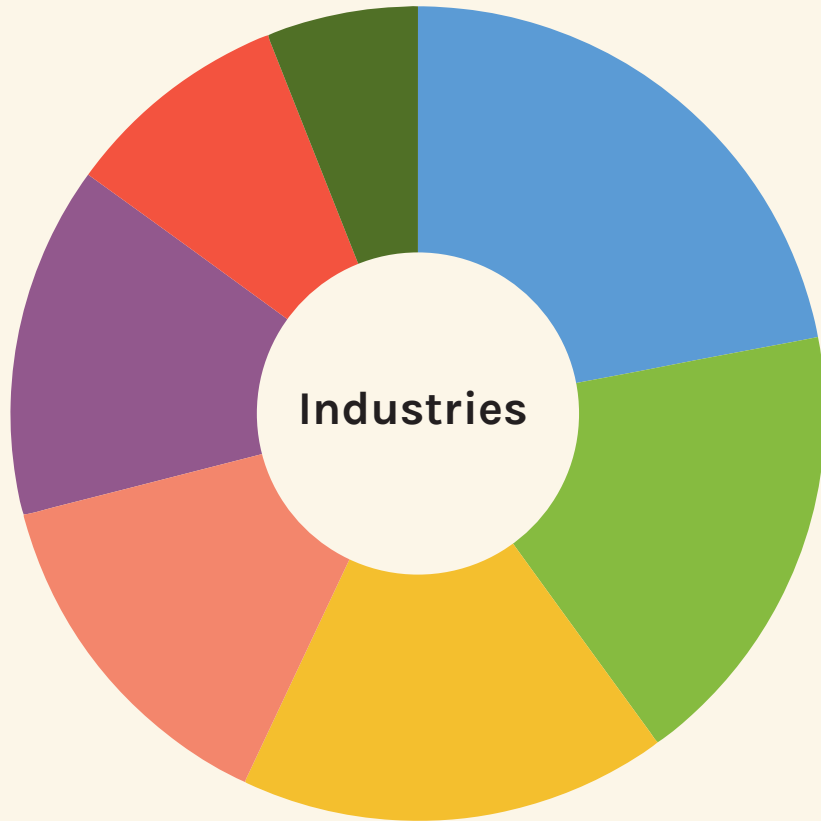
AUSTRALIA REPORT 2019



The Attendees

The 2019 event attracted a total of **738** delegates from over **21** different countries across the globe.





- Infrastructure
- Consulting
- Technology
- Government
- Other
- Defence
- Energy

Industry Sectors

Project Controls Expo offers a platform for a wide range of players from a variety of industry sectors. It also has the support and endorsement from leading industry professional bodies such as ACostE, ICEC, AIPM, PMI, and AIQS.

INDUSTRY SECTOR	NUMBER	% OF TOTAL
Infrastructure	165	22%
Consulting	136	18%
Technology	129	17%
Government	99	14%
Other	99	14%
Defence	63	9%
Energy	47	6%

Delegate Seniority

TITLE	NUMBER	% OF TOTAL
Executive/Decision Makers	218	30%
Mid-Level Management	360	49%
Beginner/Intermediate	134	18%
Others	26	3%

79% are senior management

Visitors Include

AACE International
 Association of Cost Engineering
 Aurecon
 Australian Cost Engineering Society

BAE Systems
 BAM Nuttall Ltd
 Bechtel
 BHP Billiton
 BP Australia

CASG - Department of Defence
 Chevron
 City of Bendigo
 City of Port Phillip
 Clough Australia
 CPB Contractors
 Currie & Brown

Deakin University
 Deloitte
 Department of Infrastructure,
 Regional Development and Cities
 Department of Main Roads and Transport
 Development Victoria
 Downer Group

Engineers Australia
 Ericsson Australia
 EY

Fluor Corporation

Grattan Institute

Hill International
 HKA

Inland Rail
 International Cost Engineering Society

Jacobs
 JGC Corporation
 John Holland

KPMG

Lendlease
 Level Crossing Removal Authority
 LogiKal

Mace
 Major Road Projects Authority
 Major Road Projects Victoria
 McConnell Dowell
 Melbourne Metro Tunnels
 Melbourne Water
 Metro Trains Melbourne
 Metro Tunnel
 Metropolis Advisory
 MetroTunnel - Rail Systems Alliance
 Mott MacDonald

North East Link Authority

Origins Energy

Petrofac
 Power and Water Corporation
 Powerlink
 Project Management Institute
 PWC

QGC - Shell Australia

QinetiQ
 Queensland Building and Construction
 Commission
 Queensland Nitrates

Rail Projects Victoria
 Rio Tinto
 RMIT University

Saab Australia
 Sir Robert McAlpine
 SNC-Lavalin
 Sydney Metro
 Sydney Trains
 Sydney Water
 Systems Engineering Society of Australia

TBH
 TechnipFMC India
 TfNSW - Transport for New South Wales
 Thales
 Turner & Townsend

University of Melbourne

V/Line
 Victoria University

Western Program Alliance
 WorkSafe Victoria
 Worley Parsons
 WSP Australia Pty Ltd
 WT Partnership

Yarra Trams
 Yarra Valley Water
 Ynomia

Zinfra

Summary

Project Controls Expo Australia is a celebration of all things project controls related. This highly interactive event is an opportunity for the community to meet, interact, learn and network.

Connecting peers, prospects and experts, this event reaches thousands of delegates. Our expert industry presentations, provide an excellent platform for the delivery of innovative ideas and approaches for project controls professionals.

Events

2021



14-16 September



15-16 November

2022



8-9 February



23-25 May



V310821

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