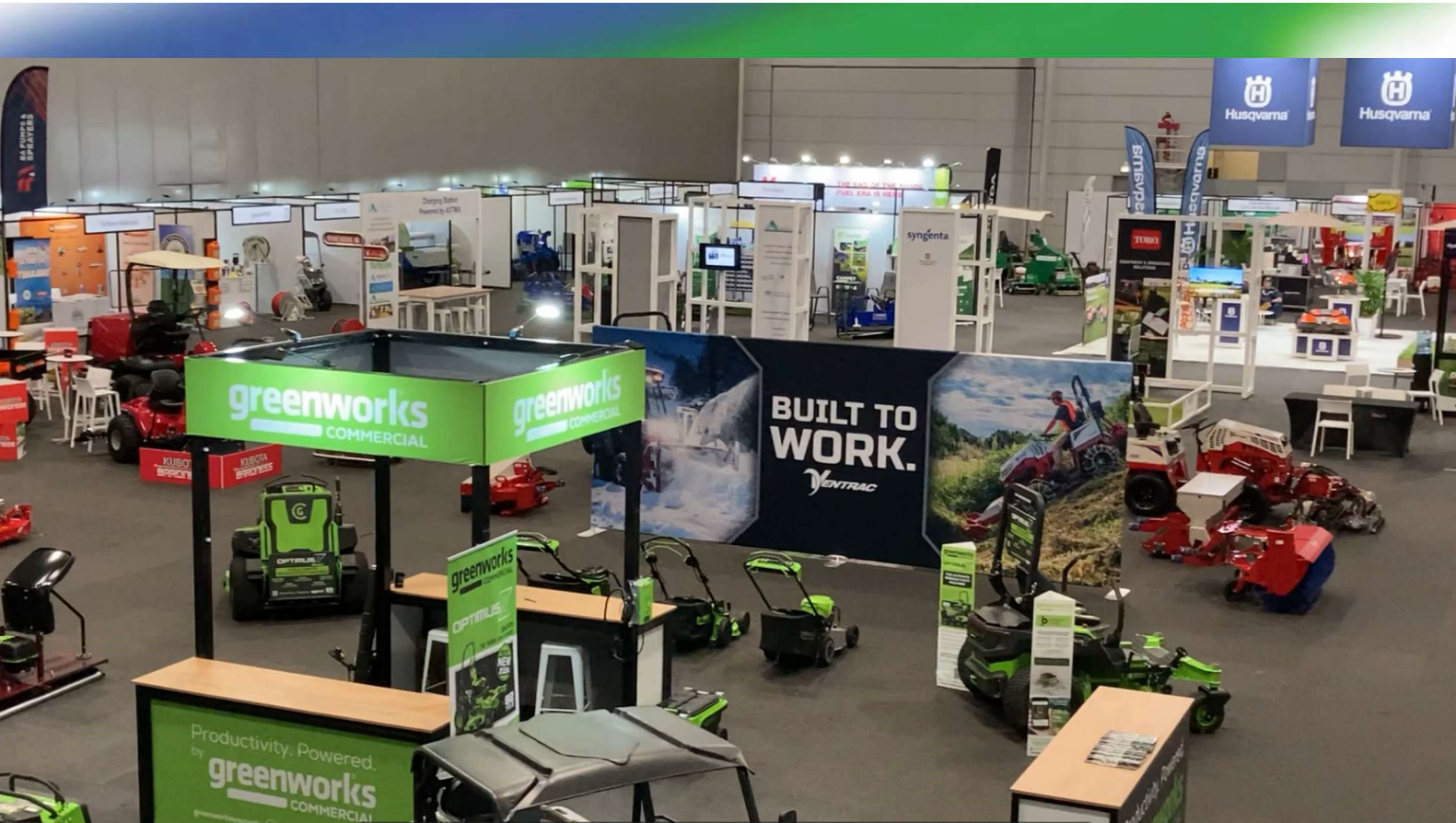


Australian Sports Turf Management Trade Exhibition

22 - 25 June, 2026

Melbourne Convention & Exhibition Centre

1 Convention Centre Place, South Wharf, Victoria



Australian
Sports Turf Managers
Association

About Us

The Australian Sports Turf Managers Association (formerly AGCSA) was formed in 1981 to further the profession of Golf Course and Sportsfield Management in Australia and the Pacific Region.

The ASTMA is committed to the ongoing professional development and support of all professionals involved in Sports Turf Management, including golf courses, sportsfields & grounds, racetracks, equipment technicians and many others.

We, along with our supporting partners, members and sponsors, are proudly passionate about promoting Sports Turf Management as a profession throughout the Asia Pacific Region.

Now in its 45th year, the ASTMA is pleased to offer this opportunity to become associated with the industry-leading Conference and Trade Exhibition for Sports Turf Management.

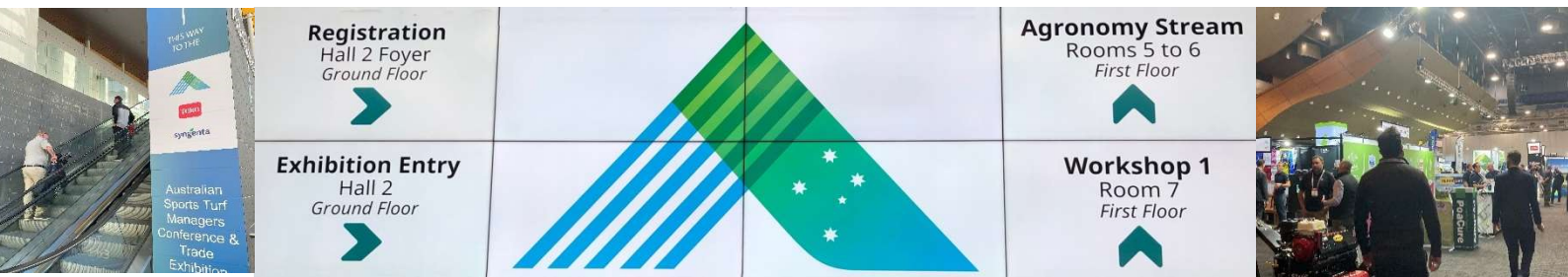
The 2026 Sponsorship Prospectus is presented for your consideration, as an invitation to partner our organisation and support sports turf professionals via becoming a Sports Turf Conference Sponsor and/or Trade Exhibitor.

Conference Overview

The ASTMA is delighted to be staging the Sports Turf Management Conference and Trade Exhibition at The Melbourne Convention & Exhibition Centre from 22 – 25 June, 2026. In 2026, as in 2022 and 2024, we will be joined by the GMA (Golf Management Australia).

The three day education programme will include presentations across plenary and specialised sessions and workshops. The Conference kicks off with plenary sessions on Tuesday 23 June. Wednesday 24 and Thursday 25 June see exciting days of sessions and workshops, with delegates breaking off into dedicated streams.

Becoming involved with sponsoring the 2026 Sports Turf Management Conference and Trade Exhibition can provide an incredible return on investment. A carefully selected sponsorship package provides a great opportunity to extend your marketing, boost your brand recognition and reach the industry decision makers directly.



Who Attends the Conference?

Held annually, the Sports Turf Management Conference and Trade Exhibition is the largest turf trade exhibition in the Southern Hemisphere, showcasing the latest in turf management machinery, equipment, technology and products. Each year, golf course superintendents and their teams join hundreds of sports turf professionals visiting the trade show to browse, question and hear from the turf industry.

A variety of Turf Industries

Conference Delegate and Trade Exhibition visitors come from a variety of related industries and facilities:

- Golf Clubs
- Sportsfields & Grounds
- Private Schools
- Bowls Clubs & Racecourses
- Local Councils
- Turf Equipment Technicians
- Tennis, Croquet & Polo Clubs
- Turf Growers/Turf Producers
- General Managers

Benefits of Sponsorship

- Put your business and your brand front and centre
- Position your name in front of your target market and key decision makers
- Generate brand awareness and media exposure
- Increase your reach and exposure to new clients, customers and businesses
- Reconnect with customers and engage with an audience
- High visibility: be seen supporting the industry

Supporting Partners

By becoming a Supporting Partner your organisation will enjoy an increased level of exposure. Supporting Partnership guarantees that your company brand will feature prominently in the lead up to the event and throughout the conference.

Every delegate will be aware of who you are and that your partnership support has helped make the conference a success.

- Inclusion of your logo on all conference marketing material distributed to the wider sports turf communities of Australia, New Zealand and the Pacific region in the lead up to the conference
- Recognition as a Supporting Partner on the ASTMA website Conference and Exhibition pages with your company logo hyperlinked to your website
- Company listing as a major sponsor on the conference App
- Delegate list provided two weeks pre conference of all those registered to attend.
- Recognition on Australian Turfgrass Management Journal Flysheet as Supporting Partner
- Extensive exposure of your brand throughout the event and education sessions
- Open to exhibitors and sponsors

To have your brand as part of the exclusive list please contact Pam, pam@astma.com.au

Principal Sponsors



Conference Partners



Supporting Partner Example (from previous event)



Sponsorship	Description	Example
Supporting Partner \$5500	Become an official event sponsor and stand out prior to, during and after the event. *Open to exhibitors and sponsors	\$5500
Charging Station Power Zone \$7500	An area where people can come to charge their phones, plug in their laptops and check their emails.	
Note Pad & Pens From \$4900	With panel sessions, expert opinions, analysis and a great line up of speakers, conference attendees are bound to take pages of notes. Have your brand front and centre for each delegate by sponsoring the note pads and/or pens for conference delegates to use.	
Lanyard Sponsor	Delegates, speakers, sponsors and visitors will be provided name badges for the duration of the Conference. Each lanyard will be designed and printed with your Company Logo providing a highly visible branding opportunity.	
Catering Sponsor From \$4900	This exclusive offer gives one sponsor the opportunity to have their brand front and centre at all conference meal breaks. Logoed serviettes will be used for all conference meals.	
Hydration Station Sponsor From \$5500	The perfect opportunity for maximum brand awareness. Your logo and supplied artwork prominently displayed on Hydration Stations within the trade exhibition.	
Delegate Satchel Sponsor	This exclusive sponsorship ensures great branding and visibility. As satchel sponsor your name and logo will be in the hands of every conference attendee.	
Webcast Sponsor POA	Webcast sponsors have the benefit of their brand being recognised for years after the event. With their brand being visible on both the webcasting homepage and on all presentation recordings.	

Sponsoring Opportunities

Sponsoring conference key items and services also gives companies who may not be exhibiting an opportunity to be part of the event without needing to bump in and man a formal display. With all the regular inclusions of an exhibition booth, you and your staff can attend all social and networking events while having the flexibility to move between education and exhibition on both Wednesday and Thursday.

Sponsorships can be purchased as a 1 year stand alone or under multi-year agreement at a reduced cost.

Exhibiting Opportunities

The 2026 Conference schedule provides a range of networking opportunities including several key functions, a dedicated VIP evening in the trade show open to exhibitors, delegates and VIP's only, a drinks and nibbles afternoon open to everyone and specific catering breaks within the exhibition. In addition, exhibitor personnel have access to conference education sessions on main exhibition days.

Exhibition Booths:

A booth or shell scheme is defined as an area that has two or more walls and a fascia board.

Booth size	Staff Included	Member	Non Member
3m x 2m (6m ²)	1	\$3,040	\$ 4,040
3m x 3m (9m ²)	2	\$4,790	\$ 5,790
4m x 3m (12m ²)	2	\$6,130	\$ 7,130
5m x 3m (15m ²)	2	\$7,570	\$ 8,750
6m x 3m (18m ²)	2	\$8,550	\$ 9,550
5m x 4m (20m ²)	2	\$9,480	\$10,480
7m x 3m (21m ²)	2	\$9,950	\$10,950
5m x 5m (25m ²)	3	\$11,850	\$12,850
8m x 8m (64m ²)	6	\$25,700	\$26,700

**Pricing is GST inclusive

Exhibition Booths Include:

- Coloured fascia panel
- Standard carpeted flooring
- Lighting
- Power
- Full Catering (see staff inclusion above - SI)
- Phone App listing
- Tickets to Turf Awards Dinner (see SI)
- Tickets to Farewell Bash (see SI)
- Tickets to VIP trade opening (see SI)
- Tickets to Happy Hour (see SI)
- Attendee list post conference

To discuss all your sponsorship and/or exhibition requirements please contact Pam Irvine
pam@astma.com.au



General Managers Exhibition Area

3 x 2 Booths available to 1st time exhibitors only

Catering

euroturf

Mow Master

Health Hub

Club Car

PARKLINK

POSTIONER

Campsey

turfmate

DURAMEGA

BOKALOGIC

AP

TRENCHIT

SAMMUT

TORO

Kress

ADE

GREENWORKS COMMERCIAL

STIHL

TGA

METALFORM

Registration

Main Entry

3 x 2 Booths available to 1st time exhibitors only

ADVANCING AUSTRALIA'S SPORTS TURF INDUSTRY

Booking Requests

Please send your booking request to Pam Irvine, pam@astma.com.au

Once your booth or sponsorship is allocated, we will send you a confirmation letter, deposit invoice, exhibitor declaration and further event information.

Contact Name:

Company Name:

Contact Numbers: Work:..... Mobile:.....

Email:

ABN..... Business Address:.....

Booth Package

I **would** like to book booth number – (Please give **3 options** in order of preference)

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Sponsorship Opportunity

I am interested in taking up the following sponsorship opportunities.

1)

2)

3)

Contact Us

Still not sure what would be right for your company?
Please contact us and we will assist you in finding a package that suits your needs.

Sponsorships and Trade Exhibition Enquiries

Pam Irvine

Exhibition and Events Coordinator

03 9548 8600 / 0402 069 489

pam@astma.com.au

All Event Enquiries

Simone Staples

Events & Education Manager

0415 322 213

simone@astma.com.au