



# The Future of Digital Technologies

Powering manufacturing, transport and infrastructure

## Exhibitor Proposal

17 March 2026 | Melbourne Connect, Carlton

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## **Industry Capability Network (Victoria)**

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# About ICN Victoria

ICN Victoria is a not-for-profit organisation that exists to help local businesses win. With the support of the Victorian Government, ICN Victoria has worked with local industry since 1984 to ensure that small and medium sized enterprises (SMEs) are given full and fair opportunity to work on major procurements by identifying opportunities for participation, innovation, and growth.

ICN Victoria's services include matching company capability with opportunities driving local, social, and sustainable outcomes through government and private sector procurement.

We have teams across Victoria that support the process, including:

- analysis and identification of business capability
- industry sector specialists
- supply chain mapping and market research
- consulting on best procurement practice
- localisation and import replacement support on major procurements.

Our processes facilitate end-to-end compliance with industry participation policies and support industry's social licence to operate, ensuring that our local economy wins.



# About the event

**The Future of Digital Technologies: Powering manufacturing, transport and infrastructure** is an influential and industry-shaping networking event designed to connect forward-thinking project owners, suppliers, government and digital technology leaders who are driving Victoria's next wave of innovation.

**Date:** 17 March 2026

**Time:** 5pm – 8pm

**Location:** Melbourne Connect, 700 Swanston Street, Carlton, Victoria 3053

Hosted by **ICN Victoria**, in partnership with the **University of Melbourne**, this high-impact event spotlights the digital technologies transforming major projects from advanced data and automation to AI, robotics and beyond. This event will be at the centre of conversations that are shaping the next generation of infrastructure and supply chains across Victoria.

Taking place at **Melbourne Connect, in the heart of Melbourne University's Carlton** technology precinct, the event offers an inspiring environment for showcasing cutting-edge solutions, forging meaningful connections and exploring how digital innovation is driving productivity, safety and sustainability across complex delivery environments.



# The opportunity

Exhibit at The Future of Digital Technologies to showcase your capabilities directly in front of project owners, Tier 1 contractors and SMEs who are seeking innovative digital solutions that can be applied to real project opportunities. This is your platform to demonstrate proven technology, spark high-value conversations, generate qualified leads and build partnerships aligned to real project delivery.

## Target audience attending this event

A curated mix of leaders and practitioners seeking practical, real-world digital solutions to enhance safety, productivity, sustainability and performance across complex projects and operations.

- General managers, executives and strategy leaders driving innovation and growth
- Digital transformation, technology and innovation leads
- Project directors and project managers delivering complex programs
- Operations, engineering and asset management leaders
- Data, automation, robotics and AI specialists embedded within industry teams

## Sectors represented

Manufacturing, transport and logistics, construction and infrastructure delivery.



# Exhibitor benefits

## Brand exposure to high-value audience

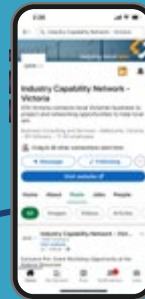
Your organisation is positioned directly in front of decision makers who are exploring digital technologies for upcoming and underway projects. Exhibitors gain targeted visibility, the opportunity to showcase real-world applications, and direct access to commercial leads, partnerships and pilot opportunities.

## Be seen as trusted technology partner

Exhibiting reinforces your brand as a trusted, solution-ready digital partner. You will also gain valuable insight into emerging trends and the technology priorities shaping Victoria's next generation of projects.



# Our reach



## LinkedIn

8,500+ followers  
16,000+ monthly impressions



## Email

10,000+ businesses



## Newsletter

12,000+ subscribers,  
monthly distribution  
35% open rate



## Website

53,000+ views



## Events & Socials

500+ new signups  
from events yearly

# Event outline

5:00PM Registration and networking

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5:30PM **Welcome and Introductions**  
ICN Victoria

**Keynote speakers to be confirmed**

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6:30PM Networking

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8:00PM Event concludes



“We made some great connections after the event, and the AFCG is grateful for the exposure. I hope the AFCG presentation provided value to ICN members, helping them better understand what Geelong has to offer in advanced materials.”

**David Buchanan**  
Chief Executive Officer, Advanced Fibre  
Cluster Geelong



“The relationship with ICN Victoria is vital. It gets us introductions; it certainly gets us connectivity to government and industry. We all work for the betterment of community, and I think ICN Victoria plays a vitally important role in starting that process.”

**Matt Haymes**  
Director, Haymes Paint



# Exhibitor inclusions

Physical setup	Recommended display materials	Exhibitor promotion	Event day access
<ul style="list-style-type: none"> <li>• 1 x trestle table with linen</li> <li>• 2 x chairs</li> <li>• Approx 2m x 2m exhibition space (final dimensions may vary slightly)</li> <li>• Exhibitor placement determined at the discretion of the event operations team to ensure optimal flow and visibility</li> <li>• 2 complimentary tickets for exhibitor representatives</li> </ul>	<ul style="list-style-type: none"> <li>• 1-2 pull banners (maximum width 850mm each)</li> <li>• Promotional materials such as flyers, brochures, business cards</li> <li>• Branded tablecloth (optional, if preferred over provided linen)</li> <li>• Product samples, props, or demonstration materials</li> </ul>	<ul style="list-style-type: none"> <li>• Business name distributed to attendees in pre-event reminder communications (subject to submission deadlines)</li> <li>• Post event Exhibitor listing on the event website including business logo only (subject to submission deadlines and formatting requirements)</li> </ul>	<ul style="list-style-type: none"> <li>• Early access for bump-in and setup (typically 1–1.5 hours prior to event start)</li> <li>• On-site support from the event operations team</li> <li>• Complimentary catering and non-alcoholic beverages for up to 2 exhibitor representatives</li> </ul>
<b>\$850 + GST</b>			

# Commit to collaborate

Become an exhibitor, complete the below form and return to Melissa McCurry - [mmccurry@icnvic.org.au](mailto:mmccurry@icnvic.org.au)

## Contact information

Organisation (marketing purposes):

Business name:

ABN:

Postal address:

Contact name:

Contact position title:

Mobile:

Email:

A formal contract agreement document will be provided and is required to be signed to confirm participation.

We apply for exhibitor in accordance with the terms and conditions set out in this proposal

Total amount for sponsorship: \$850 +GST

Authorising signature:

Date:

## Terms and conditions

- Notice of cancellation must be submitted in writing to Melissa McCurry [mmccurry@icnvic.org.au](mailto:mmccurry@icnvic.org.au)
- Cancellations received on or after 10 business days prior to the event will not be refunded.
- ICN Victoria reserves the right to cancel the event and refund any exhibitor fees at any time.
- Exhibitor bookings are only confirmed once full payment is received and the contract is signed by an authorised representative.
- Exhibitors must comply with all venue rules and event guidelines
- Exhibitors must hold their own public liability insurance policy (minimum \$5 million recommended). A copy of the Certificate of Currency may need to be provided upon request.

*Please note, the above terms and conditions are provided as a guide. Subject to receiving your commitment to collaborate, a formal contract will be issued for signature by your authorised representative.*

## Contact

### Melissa McCurry

Events Lead

[mmccurry@icnvic.org.au](mailto:mmccurry@icnvic.org.au)

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