



Bringing two great conferences together to create one amazing opportunity to connect with place leaders, demonstrate your thought leadership, and raise the profile of your product solutions.

City Nation Place Australasia joins the dots between place branding, place marketing, civic pride, economic development, and tourism to build prosperous futures for cities, regions, and nations.

Mainstreet Australia works to make main streets, high streets, town centres, and all the places in between, everything they can be – for the economic, social, and environmental wellbeing of communities.

Join 200+ place making and place branding decision makers for two days of collaborative thinking designed to support place leaders across the Australasia region who are working to build and manage the attractiveness and reputation of their town, city, state, or nation.

Partnership packages provide the opportunity to....

- Expand your network and build connections to drive your business development
- Raise your organisation's profile
- Promote your organisation's product and/or service solutions
- Demonstrate thought leadership to begin conversations with new connections

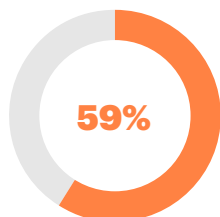




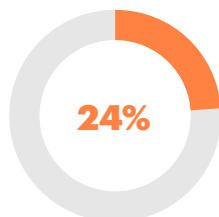
Delegate profile

Mainstreet Australia's National Conference 2024

**200+
attendees**



of which
represented
council /
government



of which represented
business / trader
association / chamber
of commerce

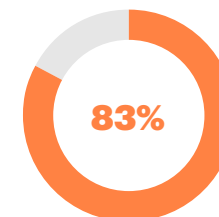
Delegate profile

City Nation Place Australasia 2025

126 attendees



NPS



of attendees were place
leaders representing
their city, regional, or
national brand and
marketing organisation



Congratulations on a very successful Mainstreet Australia conference. The event was well-run, thoughtfully structured and an excellent opportunity to meet with a range of place professionals from across Australia and around the world... The discussions and questions received were thoughtful and informative and will be of considerable value as we continue to develop place governance policy.

Mainstreet Australia 2025 delegate



City Nation Place Australasia was a stimulating and inspiring event, featuring a brilliant breadth of speakers covering every facet of great place branding and placemaking from around the world. It was fantastic to connect with like-minded people who share a passion for capturing and advancing the essence of place. I highly recommend attending any event organised by City Nation Place!

Brett Williams, Director, Sensoreal

Of place-based delegates...

51% were government or organisational teams responsible for all place brand and promotion objectives, **27%** were responsible for tourism, and **13%** were responsible for investment attraction and economic development.

44% were at CEO or Strategic Director level, and **32%** were Heads or Managers of their teams.



Conference partnership opportunities

City Nation Place Australasia x Mainstreet Australia 2026

	Content Partner Max 4	Breakfast Briefing partner Max 2	Lunch sponsor Max 1	Event Partner	Exhibition partner
Branding as a partner on all email marketing and event website	✓	✓	✓	✓	✓
CNP & MSA LinkedIn announcement of partnership	✓	✓	✓		
Branding on all welcome signage and conference stage	✓	✓	Welcome signage only	Welcome signage only	Welcome signage only
Branding on the conference programme agenda and in the networking / lunch area			✓		
Opportunity to speak or convene a panel in a 35-minute breakout session, content to be approved by event organiser	✓				
Opportunity to host a 35-minute breakfast briefing on the second day of the conference, Friday 7th August, from 8.15am to 8.50am, for max of 40 attendees. Catering provided and the opportunity to present to guests. You have the opportunity to approve the guest list.		✓			
Opportunity to record a short video interview with your key takeaways from your event, shared post event on CNP & MSA LinkedIn	✓	✓			
Opportunity to host a roundtable discussion, up to 10 people for 50 minutes on a pre-agreed topic	✓	✓	✓	✓	
Exhibition stand in the networking area					✓
Listing and profile as a partner in delegate book	✓	✓	✓	✓	✓
Access to the online networking platform to message delegates	✓	✓	✓	✓	✓
Three month's post-event listing on CNP Meet the Experts and MSA Supplier Directory	✓	✓	✓		
Conference tickets	2	2	2	2	2
Additional 25% discount for team members or wider network	✓	✓	✓	✓	✓
Prices in AUD	\$10,000	\$7500	\$5000	\$4000	\$4000 [Or \$2500 with only 1 ticket]