Greenscapes + Green Expo

Where Landscapes and Greenlife Grow Together



The Foundations Are Built. The Future Starts Now.

4 - 5 AUGUST

2027

BRISBANE CONVENTION & EXHIBITION CENTRE

Growing Australia's Green Industry Together

LANDSCAPE ARCHITECTURE | HORTICULTURE | SPORT & RECREATION | URBAN DESIGN | CIVIL & INFRASTRUCTURE | ARBORICULTURE | SUPPLY & EQUIPMENT | EDUCATION & RESEARCH

01 — ENVISION

Building Australia's Green Industry Marketplace

Greenscapes + Green Expo was created to build a national annual meeting place for the industry creating, maintaining and improving our outdoor environments.

The inaugural event has established the foundations.

The focus is on expanding visitor reach, strengthening industry engagement, growing education content, attracting new buyer segments, and creating strong commercial outcomes for exhibitors.

As Queensland continues unprecedented investment in public space, sporting infrastructure, urban greening, sustainability and Brisbane 2032 preparations, Greenscapes + Green Expo is positioned to grow alongside the industry it serves.



OUR VISION

To build Australia's most influential marketplace for the whole green industry.

Exhibiting is not simply booking a stand.

It is investing in a platform designed to grow with your business.

02 — CONNECT

Why Greenscapes + Green Expo?

Greenscapes + Green Expo brings Australia's diverse green industries under one roof.

From landscape contractors and arborists to councils, sportsground managers, irrigation specialists, designers, developers and suppliers this is where the industry connects.

> **Greenscapes + Green Expo is designed to become the annual meeting place for everyone shaping outdoor environments across the state.**



CONNECT

EXPERIENCE

03 — EXPERIENCE

The Greenscapes + Green Expo Difference

TARGETED TRADE EXHIBITION

NETWORKING EVENTS

INDUSTRY EDUCATION PROGRAM

LIVE MACHINERY DEMONSTRATIONS



PRODUCT SHOWCASES

REAL-TIME BUSINESS CONVERSATIONS

PRACTICAL WORKSHOPS

COUNCIL ENGAGEMENT

VISITORS DON'T JUST ATTEND, THEY EXPERIENCE THE INDUSTRY IN ACTION.

They see equipment working, compare solutions, meet suppliers, and return to work with practical ideas ready for implementation.

For exhibitors, this creates deeper engagement, stronger conversations, and higher-value business opportunities.

04 — PROVE

2026 Event Snapshot

80%
of attendees are involved in purchase or buying decisions

95%
discovered new products, services or suppliers

80%
plan to take action after attending, including purchasing, requesting a quote or trialling a product

76%
planned to trial a new supplier or recommend their products internally

71%
were looking for new suppliers

87%
visited 11–40+ exhibition stands



"I bought our whole team so they could learn more about the current industry, our suppliers and potentially new landscaping products...*well worth while*"

Jacqui McDonough, JAXPLANTS

04 — PROVE

2026 Event Snapshot

180+
exhibitors at Greenscapes + Green Expo 2026

83%
of exhibitors are likely or extremely likely to exhibit again

92%
of exhibitors were satisfied or very satisfied with their exhibiting experience

82%
of exhibitors are likely to recommend exhibiting to another business

88%
of exhibitors rate the quality of exhibitors to their stand as good or excellent

71%
of exhibitors generated between 11 and 40+ leads

"Networking with industry peers and suppliers was particularly valuable, and the event helped us *identify new business opportunities and gain useful market insights*. Overall, the quality of conversations and customer engagement made the Expo *a worthwhile and productive event for our business.*"

EXHIBITOR



05 — INVEST

Queensland's Green Economy Why Now?

Queensland is entering one of the most significant investment cycles in its history.

Key drivers include:

- Brisbane 2032 Olympic and Paralympic Games
- Major infrastructure pipeline
- Urban expansion and population growth
- Climate resilience investment
- Public open space expansion
- Tree canopy and greening targets
- Water efficiency programs
- Council capital works programs
- Sports facility upgrades

$50B+

Queensland infrastructure pipeline driving urban growth and renewal

Thousands of new street trees being planted in live council programs

Dozens of council-led greening projects already underway across SEQ

$20M+

committed to active green infrastructure programs across SEQ

Multi-hectare transformation of industrial and transport corridors into **public green space**

The demand for products, services, equipment and innovation **has never been greater**

Greenscapes + Green Expo places your business in front of the organisations shaping Queensland's outdoor future.



06 — GROW

Building on Success & The Road to 2032

The inaugural event has established the platform.

Now comes the opportunity.

Queensland will undergo unprecedented transformation leading into Brisbane 2032 and beyond.

Early exhibitors gain the advantage of:

- Establishing brand presence early
- Building long-term buyer relationships
- Growing alongside the event
- Securing market position before peak demand

Greenscapes + Green Expo is positioned to become the annual marketplace where buying decisions begin.



GROW

07 — MEET

Who You'll Meet

Greenscapes + Green Expo attracts the full spectrum of industry decision-makers:

- Local Government
- Landscapers
- Designers & Architects
- Arborists
- Sportsground Managers
- Golf Course Managers
- Facility Managers
- Developers
- Procurement Officers
- Consultants
- Engineers
- Government Agencies
- Wholesale Nurseries & Growers
- Irrigation Installers & Specifiers
- Nursery Retailers
- Lawn & Garden Maintenance
- Retail Buyers





MEET

08 — PARTNER

Industry Support & Associations

Industry involvement ensures relevance, credibility, and commercial value.

Greenscapes + Green Expo is developed in collaboration with industry.

Supported by leading associations across:

- Landscaping
- Arboriculture
- Turf management
- Sportsgrounds
- Local government
- Environmental services



Landscape Queensland Industries Association

AIH Australian Institute of Horticulture

Greenlife INDUSTRY VICTORIA

Greenlife INDUSTRY QLD

09 — EXPLORE

Targeted Industry Sectors

LANDSCAPE CONSTRUCTION
LANDSCAPE DESIGN
LOCAL GOVERNMENT
PARKS & GARDENS
SPORTSGROUNDS
GOLF COURSES
ARBORICULTURE
PLAYGROUNDS
URBAN GREENING
GREEN INFRASTRUCTURE
IRRIGATION
WATER MANAGEMENT
OUTDOOR POWER EQUIPMENT
MACHINERY & EQUIPMENT
NURSERIES
LIGHTING
STREET FURNITURE
ENVIRONMENTAL SERVICES
TECHNOLOGY & SOFTWARE
SMART CITIES
CONSULTING
MAINTENANCE
EDUCATION
GOVERNMENT



EXPLORE

10 — LEARN

Education That Drives Attendance

LEARN

Greenscapes + Green Expo delivers practical, industry-focused education designed for immediate application.

Topics include:

- Future cities and urban planning
- Sustainable landscapes
- Water management and efficiency
- Artificial intelligence in operations
- Smart irrigation systems
- Urban forestry
- Sportsground performance
- Tree management
- Council innovation
- Workforce development
- Business growth strategies
- Emerging technology



Education increases dwell time, engagement, and exhibitor exposure across both days.

Live Demonstrations

Nothing drives purchasing decisions like real-world performance.

The Demonstration Zones showcase:

- Machinery
- Equipment
- Technology
- Tools in action
- Real-time comparisons

This creates high-impact engagement and accelerates buying conversations.



12 — PROMOTE

Marketing That Works for You

Greenscapes + Green Expo is supported by a 12-month integrated marketing campaign.

including:

- Digital advertising
- Social media campaigns
- Industry media partnerships
- Public relations
- Association marketing
- EDM campaigns
- Content marketing
- Buyer acquisition strategy
- Industry outreach programs
- Targeted invitations

This ensures a high-quality, qualified audience on the show floor, there's no wastage.



PROMOTE

Why Exhibit?

Face-to-face business remains unmatched.

Exhibitors use Greenscapes + Green Expo to:

- Launch products
- Generate sales
- Meet qualified buyers
- Build relationships
- Strengthen accounts
- Reach new markets
- Gather feedback
- Increase brand visibility
- Demonstrate solutions
- Educate
- Network



Some things can happen online. Trust, connection and discovery happen in person.

SUCCEED

Exhibition Packages

Exhibiting at Greenscapes + Green Expo provides a unique opportunity to connect with key industry leaders and decision-makers.

A range of stand sizes and exhibition packages are available, including space-only and modular options. Packages can be tailored to suit your objectives and budget.

“We thoroughly enjoyed being part of this year’s Expo. It was a well organised event and a great opportunity to catch up with customers, suppliers, and others across the horticulture industry. The face-to-face conversations, networking opportunities and chance to share ideas made it a very worthwhile and enjoyable experience for our team.”

SHAMROCK PLANTS



14 — CHOOSE

Sponsorship Opportunities

Sponsorship offers an opportunity to elevate your brand, strengthen industry connections, and demonstrate leadership within the sector.

Platinum Sponsorship $25,000 ex GST SOLD	Green Expo Gold Sponsor $5,990 ex GST	Lanyard Sponsorship $5,990 ex GST SOLD	Coffee Cart Sponsorship $5,990 ex GST
• Platinum Sponsor recognition throughout the event • Exhibition space in a premium entrance position • Logo inclusion on digital and print marketing campaigns • Extensive pre-event marketing and advertising exposure • Banner advertisement on event website • High-profile branding across digital, print and onsite assets • Website, EDM and magazine advertising • Product showcase and demonstration opportunities	• Gold Sponsor recognition throughout the event • Premium stand location • Logo inclusion on digital and print marketing campaigns • Pre-event marketing and advertising exposure • Branding opportunities across digital, print and onsite assets	• Company logo printed on event lanyard distributed to exhibitors and attendees • Pull up banner at lanyard collection point • Logo inclusion on digital and print marketing campaigns • Pre-event marketing and advertising exposure • Branding opportunities across digital, print and onsite assets	• Company logo printed on event coffee cups • Pull up banner at coffee cart locations • Logo inclusion on digital and print marketing campaigns • Pre-event marketing and advertising exposure • Branding opportunities across digital, print and onsite assets
Happy Hour Sponsorship **$5,990 ex GST**	**Outdoor LIVE DEMO Sponsor** **$3,990 ex GST**	**Indoor LIVE DEMO Sponsor** **$3,990 ex GST**	**Influencer Activation Sponsorship** **$4,990 ex GST**
• Happy Hour Sponsor recognition during the event • Logo inclusion on digital and print marketing campaigns • Pre-event marketing and advertising exposure • Branding opportunities across digital, print and onsite assets	• Outdoor Demo Sponsor recognition during the event • Pull up banner at Outdoor Demo location • Logo inclusion on digital and print marketing campaigns • Pre-event marketing and advertising exposure • Branding opportunities across digital, print and onsite assets	• Indoor Demo Sponsor recognition during the event • Pull up banner at Indoor Demo location • Logo inclusion on digital and print marketing campaigns • Pre-event marketing and advertising exposure • Branding opportunities across digital, print and onsite assets	• Influencer Activation Sponsor recognition during the event • Recognition and brand mentions across relevant social media content • Logo inclusion on digital and print marketing campaigns • Pre-event marketing and advertising exposure • Branding opportunities across digital, print and onsite assets

Why Expertise Events?

Expertise Events is one of Australia's most experienced independent exhibition organisers.

We do not simply run events.
Building connections. Creating markets.

37+
years experience

Major industry exhibitions across Australia

1000's
exhibitors supported

100,000+
visitors annually



When you exhibit at Greenscapes + Green Expo, you are backed by an organiser committed to building Australia's premier green industry marketplace.

EXPERTISE EVENTS Est. 1990
experience shows

JOIN

The Future is Green. Grow With It.

Greenscapes + Green Expo is where those connections begin.

The foundations are built.

Now is the time to secure your place and become part of Australia's premier green industry marketplace.

Greenscapes +Green Expo

Where Landscapes and Greenlife Grow Together

Join us as we grow the industry together. Secure Your Stand Today.

Rebecca Lloyd-Jones on 02 9452 7507
rebecca.lloydjones@expertiseevents.com.au

Estelle Battiste on 02 9452 7548
estelle.battiste@expertiseevents.com.au

Organised by: EXPERTISE EVENTS Est. 1990 experience shows

