

THE CUTTING EDGE 2026

CABINET MANUFACTURING SUMMIT

Sydney

Friday 12 June 2026

Cliftons Sydney Margaret Street
13/60 Margaret St, Sydney

Why sponsor Cutting Edge

CUTTING EDGE IS NOT A TRADE SHOW.

It's a one-day room of decision-makers who are there to improve output, tighten factory flow, adopt smarter systems, and lift profit.

Attendees are not browsing. They are actively deciding:

- what machines to buy
- what software to implement
- what suppliers to trust
- what changes they make next

If your product or service helps cabinet manufacturers run faster, simpler, or more profitably, this is the audience you want to be in front of.



Who you'll be speaking to

Cutting Edge attracts forward-thinking cabinet manufacturers and manufacturing leaders who are actively investing in:

- factory flow and production efficiency
- automation and systems
- growth strategy and profitability
- cut-to-size and scalable manufacturing models

These are operators looking to implement change, not just collect ideas.

Why Cutting Edge works for sponsors

To get the same level of engagement through outbound activity typically requires:

- ~500 targeted emails to generate 100 genuine reads
- ~1,700 outbound calls to get 100 meaningful conversations

At Cutting Edge, you get:

- 100+ qualified manufacturers
- one room
- one day
- full attention

Manufacturers compare suppliers in real time, alongside peers they trust.

This is when decisions are made.

Most sponsorships get **IMPRESSIONS**

CUTTING EDGE gets **ATTENTION**



SPONSORSHIP PACKAGES

Major Sponsor

INDICATIVE INVESTMENT: **\$5,000**

Best for brands that want maximum visibility, authority, and engagement.

Includes:

- Naming rights inclusion where appropriate
- Largest brand placement across all event materials
- Dedicated speaking session or workshop inclusion
- Premium display position within the venue
- Maximum attendee engagement opportunities throughout the day
- Inclusion in pre-event and post-event communications
- Access to full replay library exposure
- Your logo + promotional mention included in key event email communications to our invite list (~2,000 cabinet manufacturers across Australia & New Zealand)

Workshop Sponsor

INDICATIVE INVESTMENT: **\$1,500**

5 WORKSHOP SPONSORSHIPS AVAILABLE

Ideal for hands-on solutions or system-driven products.

Includes:

- Branding linked to a specific workshop session
- Session introduction opportunity
- Display space during the event
- Mid-level exposure across event marketing
- Attendee engagement within a focused context
- Your logo + promotional mention included in key event email communications to our invite list (~2,000 cabinet manufacturers across Australia & New Zealand)

Supporting Sponsor

INDICATIVE INVESTMENT: **\$1,000**

A strong presence without a speaking commitment.

Includes:

- Prime logo placement on attendee lanyards
- Logo placement across select materials
- Event display presence
- Full networking access
- Inclusion in event communications and follow-ups
- Your logo + promotional mention included in key event email communications to our invite list (~2,000 cabinet manufacturers across Australia & New Zealand)

EXPERIENCE SPONSORSHIP

Drinks/Networking Sponsor

INDICATIVE INVESTMENT: **\$2,000**

Ideal for hands-on solutions or system-driven products.

Includes:

- Mention at the close of sessions before networking
- Brand acknowledgement during drinks
- Secondary sponsor placement across materials
- Your logo + promotional mention included in key event email communications to our invite list (~2,000 cabinet manufacturers across Australia & New Zealand)

What sponsorship includes

(All packages)

Depending on level, sponsors receive:

- Access to a pre-qualified room of decision-makers
- Brand placement across physical and digital assets
- Attendance across the full day including breaks and networking
- Optional partner spotlight focused on outcomes, not sales
- Post-event exposure through replay content and follow-up communications

SPONSORS



SPEAKERS



Get involved in Cutting Edge Sydney 2026

If your product helps cabinet manufacturing businesses run faster, smarter, or more profitably, you belong at Cutting Edge.

To express your interest in sponsorship, speaking, or partnership opportunities, complete the enquiry form and our team will be in touch to discuss fit and availability.

