THE CUTTING EDGE 2026 / CABINET MANUFACTURING SUMMIT

Melbourne **2027**



WHY PARTNER?

Connect with **cabinet manufacturers** and **decision-makers in one room**

The Cutting Edge brings manufacturers together in one room. At the 2026 summit, a machinery partner discussed real automation plans with manufacturers they rarely reached through ordinary sales activity.

Rather than another product pitch, connect with manufacturers looking for better products, technology and ways of running their businesses

CLICK HERE to watch the **2026 SUMMIT HIGHLIGHTS**

AUDIENCE

Meet manufacturers you struggle to reach

100+

CABINET MAKERS & MANUFACTURERS

2027 TARGET:
100+ manufacturers. Around 100 people attended in Sydney in 2026, including visitors from interstate.

RELEVANCE

Discuss real factory plans and investments

REAL DECISION MAKERS

Factory owners and production leaders interested in capacity, throughput, rework, labour, automation and profitability.

MARKETING

Marketing videos your customers will value

EXPERT VIDEO CONTENT

Educational videos and technical answers to reuse in social posts, nurture emails and sales follow-ups.

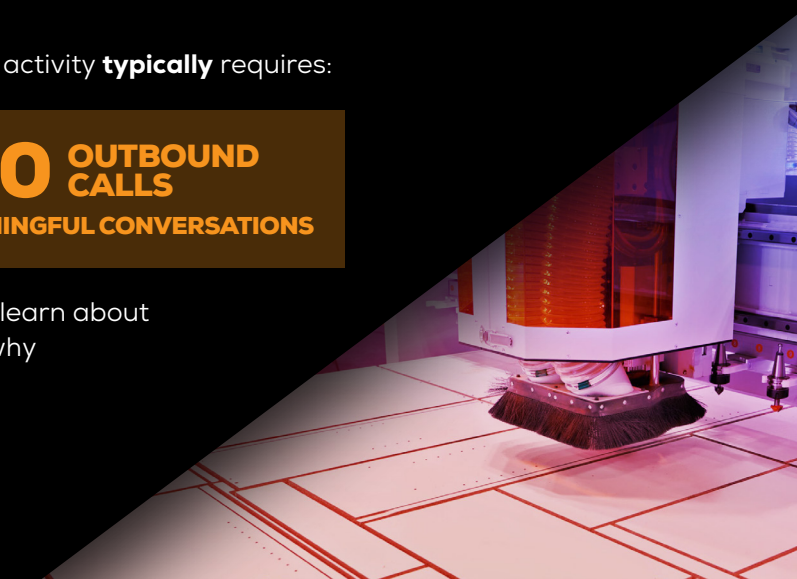
To get the **same level** of engagement through outbound activity **typically** requires:

~500 TARGETED EMAILS
to generate **100 GENUINE READS**

~1,700 OUTBOUND CALLS
to get **100 MEANINGFUL CONVERSATIONS**

63% of consumers surveyed say they would most like to learn about a product or service by **watching a short video**. That is why The Cutting Edge prioritises **useful education** over product pitches.

Source: Wyzowl, State of Video Marketing 2026.
Consumer research, not a forecast of cabinet manufacturer behaviour.



THE PROGRAMME

Practical insights manufacturers can **put to work**

Manufacturers come to learn what other factories are doing and how to solve real production problems, not sit through sales pitches. Past talks featured **Provence Brothers** on scaling cut-to-size manufacturing, **Tom from Smart Cut**, **Andrew Steel from ASC Flatpacks** and **Jowat** on glue performance in different Australian conditions. These practical sessions set the standard for 2027.

INDUSTRY INSIGHTS PANEL: Sponsors can also put forward a representative for a moderated industry discussion, subject to topic relevance and available places. **Watch an example panel discussion.**

Examples of **valuable speaking topics**

HARDWARE

How can manufacturers manage supply shortages and changing lead times without delaying jobs?

ADHESIVES & EDGING

Why does glue performance change with temperature, and how can manufacturers prevent edge failures?

Your expertise. A presentation manufacturers will remember.

1 FIND THE USEFUL INSIGHT

In a 20-minute planning session, we identify the challenges cabinet manufacturers face and the practical advice your team can share to help solve them.

2 SHAPE THE STORY

We research and build a practical, Australian-focused talk with a clear problem, useful examples and takeaways manufacturers can apply.

3 CREATE YOUR PRESENTATION

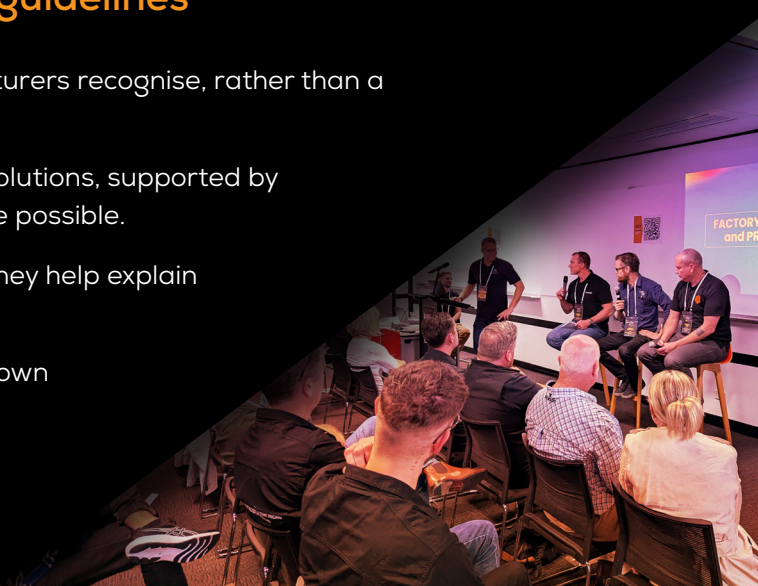
We produce a professional slide deck you can reuse. Your expert can deliver the presentation or join a moderated interview.

4 TURN IT INTO MARKETING CONTENT

We film the session and turn its best lessons into educational videos for LinkedIn, email nurture and sales follow-ups.

Our speaker guidelines

- Lead with a problem that Australian cabinet manufacturers recognise, rather than a company introduction.
- Explain why the problem matters and offer practical solutions, supported by local examples, numbers or a factory case study where possible.
- Demonstrate relevant technology or products where they help explain a solution, not as a product catalogue.
- Finish with advice a manufacturer could apply in their own factory, regardless of whether they buy anything.



SPEAKING AND NON-SPEAKING OPTIONS

Your **commitment** as a sponsor

All sponsors agree to help promote Cutting Edge through their customer email and social media channels.

We provide ready-to-use artwork, email copy and social media content to make this easy.

The agreed promotional activity will be confirmed as part of each sponsorship package.

Examples of questions manufacturers want **answered**

SPEAKING OPTIONAL | **1 PLACE**

MAJOR SPONSOR

$7,500 +GST

- Exclusive event naming rights and premium branding
- Premium display position and networking/drinks sponsorship
- Optional speaking opportunity: If you present or take part in an interview, we'll film it and create 3 educational videos for social media and email.
- 5 professional photos + 4 additional staff/client passes
- Featured in pre-event and post-event email campaigns
- MC recognition and priority networking opportunities

WHAT WE ASK OF YOU:
Min 2 customer emails + 2 social posts promoting the event

SPEAKING | **2 PLACES**

GOLD SPONSOR

$5,000 +GST

- We create your 30–45-minute presentation or interview
- Professional slide deck to reuse at future talks
- Full talk recording + 1 educational video for social and email
- 4 professional photos + 3 additional staff/client passes
- Prominent event branding, display space and email promotion
- Opportunity to join the Industry Insights Panel

WHAT WE ASK OF YOU:
Min 1 customer email + 1 social posts promoting the event

SPEAKING | **3 PLACES**

SILVER SPONSOR

$2,000 +GST

- Professional slide deck to reuse
- Full talk recording
- 2 professional photos + 2 additional staff/client passes
- Session branding, display space and event email promotion
- Opportunity to join the Industry Insights Panel

WHAT WE ASK OF YOU:
Min 1 customer email + 1 social post promoting the event



MARKETING DELIVERABLES

Make your **expertise** your **most powerful selling tool**

Turn your expertise into marketing content

Your team has valuable knowledge manufacturers want to learn from, whether that's choosing the right products, managing supply challenges or understanding new technology.

Cutting Edge helps turn that expertise into professionally produced videos you can use to educate prospective customers through social media, email campaigns and sales conversations.

How to **use** your **videos**

Share practical video tips on LinkedIn and social media	Add educational clips to email nurture campaigns	Use videos on your website and in sales follow-ups

More ways to **get value from your sponsorship**

1 ASK MANUFACTURERS BEFOREHAND

Collect real questions from registered attendees and use them to shape each supplier's presentation or interview.

2 INCLUDE A REAL FACTORY EXAMPLE

Where possible, share a real customer example showing the challenge, solution and result

3 CREATE A PRACTICAL TAKEAWAY

Turn the best advice from selected sessions into a practical guide attendees can use in their businesses

4 CONNECT GENUINELY INTERESTED BUYERS

Offer an opt-in QR code or contact request for attendees who want a follow-up, without handing out the full attendee database.

NEXT STEP

Be in the room when manufacturers **discuss what comes next**

Tell us whether you'd prefer a speaking or non-speaking package, which manufacturers you want to reach, and the challenges or questions your team is best equipped to help manufacturers with. We'll help turn your expertise into a useful session or interview and agree on the right sponsorship package.

FOR EXAMPLE: "What is one mistake you regularly see cabinet manufacturers make, and what would you tell them to do differently?"

You bring real-world technical knowledge. We help with research, slides, filming and editing videos that your marketing team can use well beyond the summit.

INTERESTED IN PARTNERING WITH CUTTING EDGE 2027?
Simply complete the enquiry form and our team will be in touch to discuss fit and availability.

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