

**2018**



# SPONSORSHIP & EXHIBITION PACKAGE

Program at a Glance

**MELBOURNE**

**Pullman Albert Park**

**February 13-15, 2018**

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Monday 12 February

Pre conference tour – Gippsland Dairy region

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Tuesday 13 February

Exhibitor Set up & Evening Welcome Function

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Wednesday 14 February

Conference Day 1 and ADC Industry Gala Dinner

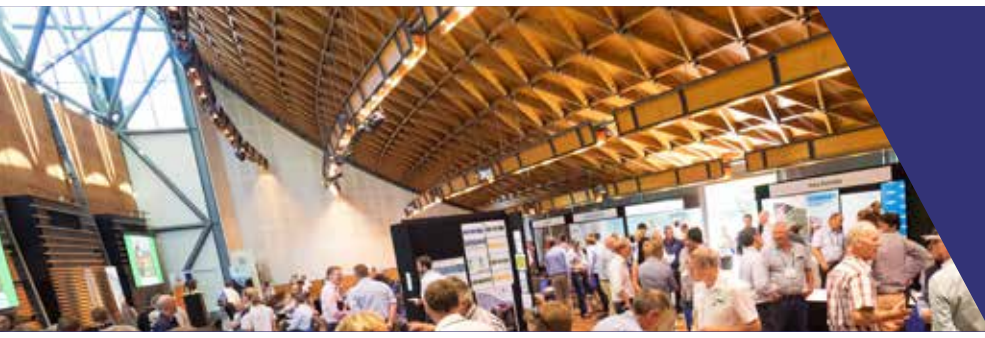
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Thursday 15 February

Conference Day 2 and Conference close

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[www.australiandairyconference.com.au](http://www.australiandairyconference.com.au)



# AUSTRALIAN DAIRY CONFERENCE 2018 OVERVIEW

The Australian Dairy Conference plays a vital role in the nation's dairy industry. It is governed by a Board of farmer Directors along with several skills-based directors, each of whom is dedicated to using the conference to break through traditional state and industry sector boundaries. The ADC Board and its industry partners are immensely proud of what has become the conference that brings the whole industry together for a few days during February each year.

ADC is always delighted to visit a new and exciting dairy region each year and in 2018 the Melbourne Conference has the potential to be one of the biggest for many years located at the outstanding Pullman Albert Park, as the central conference and accommodation venue. The vision for ADC 2018 is to welcome 400 plus delegates from all dairying regions of Australia together with a number of international guests.

Since 2002 ADC has continued to grow and develop into Australia's premier dairy conference. Quotes from last year's conference validate that standing:

"I have been going to various dairy conferences in Aust & NZ for 35 years. This was as good as I have ever experienced."

"The variety of speakers and topics was a highlight. There is any number of technical conferences. There is any number of farmer days. Having a mix of talks is the ADC's strength, in my opinion"

"One of the best conferences I have attended. Great speakers, good comments and variety."

"We got so much out of the whole experience, and in particular, the people we met at the conference dinner were a real highlight"

"Brilliant conference! One of the best I have attended by far.

Our mantra over the years has been 'design a great program – and they will come!'

Each year ADC aims to raise the bar even higher and deliver an exceptional program and conference.

This year ADC program content is in the very capable hands of a fresh Programming committee chaired by Victorian dairy farmer Scott Fitzgerald and supported by the very creative Esther Jones (nee Price). ADC event management and your sponsorship requirements are to be managed by the efficient Bradley Hayden and his team.

ADC Melbourne 18 promises to be motivating, informative, entertaining and an event not to be missed on the dairy calendar. We look forward to your involvement.

**ADC President  
Ben Geard**



**MELBOURNE - FEBRUARY 13-15, 2018**



## SPONSORSHIP & EXHIBITION POLICY

Our sponsorship and exhibition policy for the Australian Dairy Conference is to create mutually beneficial partnerships between ADC and our commercial supporters.

We aim to do this by:

- Extensively promoting the event throughout the Australian Dairy industry in a manner that will help achieve our goal of 400+ delegates;
- Promoting the event through printed and social media and the Australian Dairy Conference Website.
- Ensuring we give sponsors and exhibitors every possible opportunity to reach their target audience, through the programming and exhibition layout;
- Providing brand recognition to our sponsors so that a quality return on investment can be provided; and
- Providing excellence in customer service to our sponsors and exhibitors - we want to make sure you enjoy coming to ADC and want to come back!

SPONSORSHIP ENQUIRIES CAN  
BE DIRECTED TO  
BRADLEY HAYDEN

T: 0412 461 392

E: [Bradley@ccem.com.au](mailto:Bradley@ccem.com.au)

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MAJOR  
SUPPORTING  
PARTNER

## Australian Dairy Conference Major Supporting Partner **SOLD : Dairy Australia**

Our major supporting partner receives ultimate brand positioning and placement in an opportunity to interface at the highest level with Australian dairy farmers.

Sponsorship entitles the entity to:

- Be recognised in all event publicity (print and electronic) as the Major Supporting Partner
- A major role within the program of events – to be negotiated with the committee within the spirit and theme of the program
- Opportunity to place signage/ branding within the conference venue
- Company logo on front page of Conference Program
- Company logo on front page of Registration Brochure
- Logo and company link on ADC website
- Company signage at the entry foyer of the Conference venue for the duration of the Conference
- Full page feature article/ advertisement in Conference Program
- Opportunity to have two (2) promotional brochures/items placed in each conference satchel
- Provide strong branding throughout the conference
- One 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- Receive 6 inclusive full delegate registrations. add – inclusive of morning and afternoon teas, lunch, Welcome Function and Gala Dinner.

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# PLATINUM SPONSORSHIP OPPORTUNITIES

## OPTION 1 : PLATINUM

Australian Dairy Conference

Gala Dinner Partner

**SOLD : Rabobank**

Our platinum partners are awarded the opportunity to interface at the highest level with Australia's dairy farmers.

Sponsorship entitles the entity to:

- Be recognised in all event publicity (print and electronic) as a Platinum Partner
- Become the exclusive sponsor of the Australian Dairy Conference Gala Dinner on February 14, sharing branding space with ADC only.
- Provide a keynote address at the ADC Dinner
- Opportunity to have two (2) promotional brochures/items placed in each conference satchel
- Receive 3 inclusive delegate registrations and an additional 3 tickets to the Gala Dinner
- One 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- Company logo on front page of Conference Program
- Company logo on front page of Registration Brochure
- Logo and company link on ADC website

MELBOURNE - FEBRUARY 13-15, 2018

## OPTION 2 : PLATINUM

### Australian Dairy Conference

### Welcome Partner

## RESERVED : Devondale Murray Goulburn

Our platinum partners are awarded the opportunity to interface at the highest level with Australia's dairy farmers.

Sponsorship entitles the entity to:

- Be recognised in all event publicity (print and electronic) as a Platinum Partner
- Be the exclusive sponsor of the Australian Dairy Conference Welcome Function on February 13, sharing branding space with ADC only.
- Provide a keynote address at the Welcome Function
- Opportunity to have two (2) promotional brochures/items placed in each conference satchel
- Receive 3 inclusive delegate registrations and an additional 3 tickets to the Welcome Function
- One 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- Company logo on front page of Conference Program
- Company logo on front page of Registration Brochure
- Logo and company link on ADC website



MELBOURNE - FEBRUARY 13-15, 2018



# GOLD SPONSORSHIP OPPORTUNITIES

## OPTION 3 : GOLD Satchel Sponsor Value \$10,000

This opportunity is perfect for organisations with significant materials that need to be positioned strongly in front of the delegation providing ideal branding on the satchel and significant amounts of material to be distributed to this audience.

In return for this investment we offer:

- Exclusive Branding on a quality conference satchel in conjunction with ADC brand
- Opportunity to have up to four (4) promotional brochures/items placed in each conference satchel
- One 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 3 inclusive delegate registrations
- Be recognised in all pre-event promotion
- Extensive recognition as an ADC Gold Partner in all event literature
- Other benefits by individual request and negotiation

MELBOURNE - FEBRUARY 13-15, 2018

## OPTION 4 : GOLD

### Award Sponsor - \$10,000

The Australian Dairy Conference Programming Committee has appointed respected dairy scientist and ADC Board member Richard Rawnsley to head up the process of working with dairy scientists to deliver what will be the **Young Dairy Scientist Communication Award**.

This Award will involve significant audience participation in the judging of the finalists and will be announced during the conference.

In return for this investment we offer:

- Naming rights to the Award
- Opportunity to present the Award during the conference
- Opportunity to use that occasion to showcase a company message through a 5 minute presentation
- Opportunity to participate in the pre-event promotion and, if desired, judging
- Opportunity to have one (1) promotional brochure/item placed in each conference satchel
- One 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 3 inclusive delegate registrations
- Be recognised in all pre-event promotion
- Extensive recognition as an ADC Gold Partners in all event literature
- Other benefits by individual request and negotiation

## OPTION 5 : GOLD

### Session Sponsor - \$10,000

The ADC program offers a series of topic-specific sessions – and from time to time there may be the opportunity to blend ‘commercial with content’, whilst still retaining ADC’s independent status.

In return for this investment we offer:

- Session naming rights with the opportunity to introduce the session to the plenary audience, in consultation with the programming committee.
- The right to include an item in the conference satchel
- Inclusive trade booth
- 3 inclusive delegate registrations
- Be recognised in all pre-event promotion
- Extensive recognition as ADC Gold Partner in all event literature
- Other benefits by individual request and negotiation
- Please note that any additional equipment or AV costs outside of the standard room requirements will be on charged to your organisation.

MELBOURNE - FEBRUARY 13-15, 2018



## OPTION 6 : GOLD

### Lunch Sponsor - \$10,000

Two available (Wednesday & Thursday)

In return for this investment we offer:

- The opportunity to make a 5 minute presentation to the plenary audience prior to the sponsored lunch break
- The possibility of including some branded food items into the menu (details to be negotiated with the Conference Manager)
- Opportunity to have one (1) promotional brochure/item placed in each conference satchel
- One 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- Receive 3 inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation



MELBOURNE - FEBRUARY 13-15, 2018



# SILVER SPONSORSHIP OPPORTUNITIES

## OPTION 7 : SILVER Break Sponsor Value \$5,000

Morning and Afternoon Tea Breaks  
Available both Wednesday and Thursday

In return for this investment we offer:

- The opportunity to make a 2 minute presentation to the plenary audience prior to the sponsored break.
- The possibility of including some branded food items into the menu (details to be negotiated with the Conference Manager).
- Opportunity to have one (1) promotional brochure/item placed in each conference satchel
- One 3x2m trade display booth within the conference trade display area (preferential site selection offered prior to general allocation)
- Receive 2 inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation

MELBOURNE - FEBRUARY 13-15, 2018

## OPTION 8 : SILVER

### Tour Sponsor

Two available - \$5000

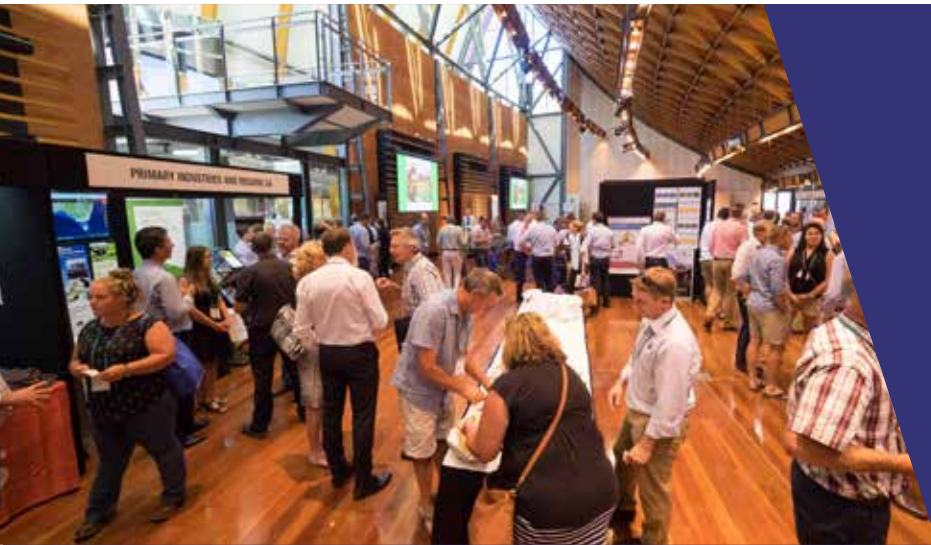
Tour sponsorship presents an ideal opportunity for organisations wishing to directly interact and liaise with delegates as they visit the relevant dairy region. Providing quality time on tour, these positions provide profile, exposure and offer engagement with a captive audience.

In return for this investment we offer:

- Branded tour information and collateral
- Opportunity to address delegates during the tour
- Direct distribution of marketing handouts for tour delegates
- One 3x2m trade display booth within the conference trade display area (preferential site selection offered prior to general allocation)
- Opportunity to have one (1) promotional brochure/item placed in each conference satchel
- One inclusive delegate registration
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation



MELBOURNE - FEBRUARY 13-15, 2018



# EXHIBITION OPPORTUNITIES

## OPTION 9

### Indoor Exhibition \$2500 per site

For those seeking to gain exposure by way of a trade exhibition booth, we are encouraging your participation as an exhibitor with booths that will be strategically positioned with consideration to both crowd flow and catering.

*In return for this investment we offer:*

- One 3x2m trade display booth within the conference trade display area
- 2.4 metres high Velcro compatible walling
- Facia board plus lights and power
- 1 x inclusive conference registration, including dinner functions on Tuesday and Wednesday evening.
- Opportunity to have one (1) promotional brochure/item placed in each conference satchel

MELBOURNE - FEBRUARY 13-15, 2018

# GROUP TICKET PURCHASING OPPORTUNITIES

Take advantage of discounts for your farmer clients by registering in groups of five or more.

Group discount may provide an opportunity for your organisation to:

- Reward loyal farmer clients
- Brand your own tickets and have your own team at ADC
- Use as a competition or giveaway within your client networks
- A marketing tool to strengthen relationships and client liaison

## **\$600 per ticket**

Minimum five farmer registrations. FREE industry supporter registration when you purchase 10 farmer tickets or more. Must be purchased and paid for by 15 December 2017



# AUSTRALIAN DAIRY CONFERENCE SPONSORSHIP AND EXHIBITION APPLICATION FORM

Please complete and return by email to [bradley@ccem.com.au](mailto:bradley@ccem.com.au)



Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

## 1. Sponsorship Position

- Option 1 – Platinum - Gala Industry Dinner Partner \$ \_\_\_\_\_
- Option 2 – Platinum - Welcome Dinner Partner \$ \_\_\_\_\_
- Option 3 – Gold – Satchel Sponsor \$ \_\_\_\_\_
- Option 4 – Gold – Award Sponsor \$ \_\_\_\_\_
- Option 5 – Gold – Session Sponsor \$ \_\_\_\_\_
- Option 6 – Gold – Lunch Sponsor (x2) \$ \_\_\_\_\_
- Option 7 – Silver – Break Sponsor (x4) \$ \_\_\_\_\_
- Option 8 – Silver – Tour Sponsor (x2) \$ \_\_\_\_\_
- Option 9 – Indoor Exhibition \$ \_\_\_\_\_

## 2. Extra Requirements

Please see conditions for purchase of extra tickets overleaf:

Item	Cost	Quantity	Total
Addition of logo to Fascia sign	\$50		
Additional satchel insert	\$500		
Additional Sponsor Staff Registration (excludes Conference dinner)	\$500		
Group Discount Farmer Tickets (must be group of 5 or more)	\$600		

All prices listed in prospectus are GST Exclusive

## 3. Payment

Total to be Invoiced \$ \_\_\_\_\_

On receipt of this application form, a tax invoice will be generated by Australian Dairy Conference and the position will be considered formalised once payment is received.

Payment terms are 30 days from invoice unless pre-approved.

**MELBOURNE - FEBRUARY 13-15, 2018**



AUSTRALIAN DAIRY  
CONFERENCE

**Additional Sponsor Registrations** - Additional registrations may be purchased for your staff at the discounted rate of \$500 per person. These registrations give you full access to all of the conference activities including the Welcome Function but NOT the Conference Dinner. Conference Dinner tickets may be purchased at the nominated rate.

**Sponsor Speaker Positions** - Speaker fees and travel costs associated with any sponsored positions will not be covered by ADC and the speaker conference registration is deemed as one of the complimentary registrations provided in the sponsorship package.

**Booth allocations** - A map of the trade hall will be provided a month prior to conference to allow sponsors to select three preferences for their desired booth. Allocations of preferences will be made firstly based on sponsorship investment, then by date of sponsorship confirmation. Confirmation of sponsorship is made once payment is received.



**Bump in and bump out** - Bump in for the indoor exhibition must be complete by 5pm on Tuesday 13 February. Bump out will commence at 5pm on Thursday 15 February.



**Delegate lists** - The privacy of our delegate details is paramount and will only be provided where delegate permission is given.



Thank you! We look forward to working with you

[www.australiandairyconference.com.au](http://www.australiandairyconference.com.au)