

2019



SPONSORSHIP & EXHIBITION PACKAGE

Program at a Glance

CANBERRA

February 18-22, 2019

Monday 18 February

Pre conference tour

Tuesday 19 February

Exhibitor Set up & Evening Welcome Function

Wednesday 20 February

Conference Day 1 and ADC Industry Gala Dinner

Thursday 21 February

Conference Day 2 and Conference close

Friday 22 February

Post Conference Tour

www.australiandairyconference.com.au



AUSTRALIAN DAIRY CONFERENCE 2019 OVERVIEW

The Australian Dairy Conference (ADC) plays a vital role in the nation's dairy industry. ADC 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 along with 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 dairy region each year and is excited to bring ADC to the nation's capital Canberra and the surrounding dairying district for the first time. This year's Conference will build on the success of 2018 where the Conference hit the 'big smoke' of Melbourne. The vision to create the biggest conference yet was successfully achieved with 470 delegates converging from all dairy regions of Australia generating a genuine buzz and engagement via an innovative program that explored the future frontiers of dairy.

Since 2002 ADC has continued to grow and develop into Australia's premier dairy conference with 2018 cementing this status on the annual dairy calendar. A record number of delegates and sponsors has reinforced the value dairy farmers and the industry place of our evolving event.

Quotes from our 2017 and 2018 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 been. Good 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"

"Great conference was very professionally put together and great choices of speakers"

"There is a lot packed into the 2 days! I was mentally exhausted come Thursday afternoon but it was a great event and I loved the networking element as there was heaps of opportunities to talk to people in the breaks."

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 the ADC program is in the very capable hands of Victorian dairy farmer Susan Wearden & the very able and creative Esther Jones. We hope you can join us for Canberra in 2019 for another informative, entertaining, motivating and not to be missed ADC Conference.

ADC President
Ben Geard

CANBERRA - FEBRUARY 18-22, 2019





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 300 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 programming and exhibition layout;
- Providing branding 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!

All sponsorship enquiries to:

BRADLEY HAYDEN

Event Manager

T: 0412 461 392

E: bradley@ccem.com.au

CANBERRA - FEBRUARY 18-22, 2019



MAJOR
SUPPORTING
PARTNER

Australian Dairy Conference Major Supporting Partner **Reserved: 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 position on the programming committee to ensure Dairy Australia has the opportunity to utilise the ADC event to highlight the value proposition of the Dairy Service Levy.
- To play an active role in a presentation within the conference program
- Take on a major role within the program of events – in a manner that is by individual negotiation with the committee and 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
- Provide significant material for inclusion in the conference satchel
- Provide strong branding throughout the conference and dinner venues
- Receive 8 inclusive full delegate registrations;
- One 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)

CANBERRA - FEBRUARY 18-22, 2019



PLATINUM SPONSORSHIP OPPORTUNITIES

OPTION 1 : PLATINUM

Australian Dairy Conference Welcome Partner **Reserved: Fonterra**

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

This sponsorship allows 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 Welcome Function on Tuesday February 19, sharing branding space with ADC only.
- Provide a 5 minute address at the Welcome Function
- The right to have one promotional item placed in the satchel
- 3 inclusive delegate registrations and an additional 3 inclusive registrations to the welcome function
- Receive 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

CANBERRA - FEBRUARY 18-22, 2019

OPTION 2 : PLATINUM

Australian Dairy Conference

Gala Dinner Partner

Reserved: Rabobank

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

This sponsorship allows 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 Wednesday February 20, sharing branding space with ADC only.
- Provide a 5 minute address at the ADC Dinner
- The right to have one promotional item placed in the satchel
- 3 inclusive delegate registrations and an additional 3 inclusive tickets to the dinner
- Receive 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



CANBERRA - FEBRUARY 18-22, 2019



GOLD SPONSORSHIP OPPORTUNITIES

OPTION 3 : GOLD Satchel Sponsor Value \$11,000

This opportunity is perfect for organisations with significant materials that need to be positioned strongly in front of the delegation. It not only provides for the ideal branding through the satchel, but also provides for significant amounts of material to be distributed to this audience.

In return for this investment we offer:

- Exclusive Branding on a quality conference satchel
- The right to have one promotional item placed in the satchel
- Receive 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

CANBERRA - FEBRUARY 18-22, 2019

OPTION 4 : GOLD

Young Dairy Scientist Communication Award Sponsor - \$11,000

The Australian Dairy Conference organising 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 this category, we offer:

- Naming rights to the Award
- The opportunity to present the Award during the conference
- The opportunity to use that occasion to showcase a company message
- The opportunity to participate in the pre-event promotion and, if desired, judging
- The right to have one promotional item placed in the satchel
- Receive 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 - \$11,000

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.

The opportunity may include:

- Naming rights to a session with the opportunity to introduce the session to the plenary audience, in consultation with the programming committee.
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- The right to have one promotional item placed in the satchel
- 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
- Please note that any additional equipment or AV costs outside of the standard room requirements will be on charged to your organisation.

CANBERRA - FEBRUARY 18-22, 2019

OPTION 6 : GOLD

Coffee Sponsor - \$11,000

You have the opportunity to sponsor a coffee cart with a dedicated barista serving 'real' coffee within the trade display all day Wednesday and Thursday. You have the opportunity to promote your organisation through this area, with the coffee cart incorporated into your trade stand (a total of 5x2 metres will be arranged).

- Opportunity for barista's to be dressed in your branded shirts and/or caps (sponsor to supply)
- Logo on environmentally friendly coffee cups (either quality reusable cups that delegates would keep or recyclable throw away cups) supplied by the sponsor
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation) adjoined to 2 metre area for coffee cart
- The right to have one promotional item placed in the satchel
- 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

Note - package includes the service of 300 cups per day. Additional coffee service will be at the discretion of the sponsor based on \$3 per cup served

OPTION 7 : GOLD

Lunch Sponsor - \$11,000

Two available (Wednesday & Thursday)

In return for this investment we offer:

- Naming rights to the nominated lunch with the opportunity to introduce the lunch to the plenary audience with a 5 minute presentation.
- The possibility of including some branded food items into the menu if applicable.
- The right to have one promotional item placed in the satchel
- Receive 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
- Other benefits by individual request and negotiation



SILVER SPONSORSHIP OPPORTUNITIES

OPTION 8 : SILVER

Break Sponsor – Four available
Value \$5,500

Morning and Afternoon Tea's
Available both Wednesday and Thursday

In return for this investment we offer:

- A 2 minute pre-recorded promotional video to run prior to the sponsored break (video to be provided by the sponsor)
- The possibility of including some branded food items into the menu if applicable.
- The right to have one promotional item placed in the satchel
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 2 inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation

CANBERRA - FEBRUARY 18-22, 2019

OPTION 9 : SILVER

Tour Sponsors - Three available Value \$5,500

2 pre-conference tour sponsors + 1 post conference tour sponsor

The Australian Dairy Conference farm tours will visit the dairy regions of Central NSW as a pre-conference tour and the Bega Valley as a post conference tour. This position is ideal for companies wishing to engage and enjoy quality interaction time with delegates on tour. This sponsorship provides a profile position and are best suited to companies that enjoy some spotlight and time on the microphone and who are prepared to add-value with hand-outs and content for delegates on buses.

In addition to this, benefits include:

- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- The right to have one promotional item placed in the satchel
- 1 inclusive delegate registration plus one pre-conference tour registration
- Be recognised in all pre-event promotion
- Other benefits associated with the tour by individual request and negotiation



CANBERRA - FEBRUARY 18-22, 2019



EXHIBITION OPPORTUNITIES

OPTION 10

Indoor Exhibition

Value \$2750

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

This investment provides:

- One 3x2m trade display booth in the conference trade display area
- 1 x inclusive conference registration, including dinner functions on Tuesday and Wednesday evening.
- Please see below conditions for booth only delegates

CANBERRA - FEBRUARY 18-22, 2019



GROUP TICKET PURCHASING OPPORTUNITIES

We encourage you to take advantage of our special group discount for farmers and consider bringing along a group of farmers selected by your company. Reward your loyal farmer suppliers or customers or create your own marketing ticket give away.

Even better; brand them in your own company colours and logo for more of your own marketing at the same time!

- Purchase 5 or more farmer tickets and pay only **\$660** per ticket. Tickets must be purchased and paid for prior to the **15th December 2018**.

Or perhaps take advantage of our discounted ticket prices for additional industry tickets and bring along your managers and team and hold your management meetings alongside our conference dates.

- Purchase 10 or more farmer tickets and receive a free full industry supporter registration.
- These ticket prices are only available until the early bird registration and must be purchased and paid for by the 15th December 2018.

AUSTRALIAN DAIRY CONFERENCE SPONSORSHIP AND EXHIBITION APPLICATION FORM

Please complete and return by email to bradley@ccem.com.au



Company: _____

Contact Person: _____

Billing Address: _____

Email: _____

Phone: _____ Mobile: _____

Type of Sponsorship Required: _____

Value of Sponsorship (inc GST) \$ _____

Extra Requirements

Please see conditions for purchase of extra tickets overleaf:

Item	Cost	Quantity	Total
Logo to be added to fascia sign	\$77		
Additional satchel insert	\$550		
Additional sponsor registrations	\$660		
Additional full industry supporter tickets	\$660		
Group discount farmer tickets (Minimum of 5 for bulk discount rate)	\$660		

All prices listed in prospectus are GST Inclusive

Payment

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.

I acknowledge and agree to the terms and conditions as described below.

Name: _____ Date: ____ / ____ / _____

Signature: _____

CANBERRA - FEBRUARY 18-22, 2019

Terms and Conditions

Sponsor Registrations - All company representatives attending and participating in the conference must register and pay the nominated 'sponsor' registration fee. Some packages include sponsor registrations in which case this fee is not payable, however a completed registration form is still required. Additional registrations may be purchased for your staff at the discounted rate of \$660 per person. These registrations give you full access to all of the conference activities including the welcome function and industry dinner.

Display Booths - all display booths are 3 metres wide by 2 metres deep made with PVC white laminate built within an aluminium frame. Promotional material can ONLY be attached using blu tac, wall shelves (weight limits apply) or slat walls. All booths come with fascia name board (sponsor to confirm name requirements - limited to 30 characters) and one by 4 amp (1000W max) power point placed within each booth on the lower back wall.

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 inclusive 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 location. 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.

Delegate lists - A delegate contact list will not be provided as part of any sponsorship package however a nametag scanning facility will be available on site for sponsors/exhibitors to 'scan' delegates resulting in delegate contact details going straight to the nominated sponsor/exhibitor. It is the responsibility of the exhibitor to attract delegates to their stand for the purpose of scanning nametags for contact details. In the process, all delegates must be made aware that the scanning process will result in the delegates contact details being made available to you.

Logo Placement - Placement and size of logos included in the conference material will be at the discretion of ADC and will reflect the level of support given by your organisation. All signage will be designed to suit the requirements of the venue.

Web Hyperlinks - ADC requests each sponsor who is provided with a hyperlink from the conference website, to respond with a reciprocal link from your organisation's website to the conference website be provided.

Cancellation Policy (once sponsorship is confirmed)

- Due to the considerable administration associated with this Conference, a cancellation fee equivalent to 50% of the full payment amount will be incurred should confirmed agreements be cancelled prior to 1 December 2018.
- Cancellations after 1 December 2018, confirmed sponsors will pay a cancellation fee equal to 100% of the full payment amount of the confirmed agreement.
- All requests for cancellations must be made in writing to the ADC Conference Manager.

For further details:

Bradley Hayden - Conference Manager

M - 0412 461 392

E - bradley@ccem.com.au



Thank you!
We look forward to working with you
on The Australian Dairy Conference



www.australiandairyconference.com.au