



AUSTRALIAN  
DAIRY  
CONFERENCE

# Sponsorship & Exhibition Package

**11 – 13 February  
Melbourne 2026**

Melbourne Convention & Exhibition Centre

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





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**WHY ADC?**

**For farmers by farmers.**

**Australia's premier dairy event**

**2000+**  
ADC  
community

**Farmers to  
CEOs & global  
innovators**

**Global  
reputation  
for  
excellence**

**2,212**  
ADC  
subscribers

**Last 5  
events  
sold out**

**3.2k**  
social followers  
**39.9k**  
reach  
**202.9k**  
impressions

**Our delegates regularly say they love the  
networking opportunities and the positivity of ADC!**

**11-13 February**  
**Melbourne 2026**



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## Back to Melbourne with a bang!

Australia's premier dairy event – ADC is heading back to the Victorian capital Melbourne for February 2026 and we are upping the ante as we embark on the expansive Melbourne Convention and Exhibition Centre (MCEC).

The professionalism and excellence of ADC continues to rise each year and 2026 promises to be no exception as we find new ways to elevate and enhance your valued event.

Dairy farmers are the core of our focus as we start curating a program to inspire, challenge and ignite thinking. As key partners we are seeking to maximise your exposure and interactions with Australia's dairy network with a range of sponsorship offerings including new ways to connect and interact in 2026.

The iconic and expansive MCEC allows us to supersize the important ADC Trade Exhibition to bring dairy farmers the best in dairy products, services and innovation at their disposal.

We hope you join us to partner and showcase Australian dairy in the best possible light as we embark on ADC 2026 Melbourne.

**Rose Philipzen**

**ADC President**



Program at a Glance

## **Melbourne Convention & Exhibition Centre 11 – 13 February 2026**

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### **Tuesday 10 - Wednesday 11**

Pre Conference Tours

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### **Wednesday 11 February**

Exhibitor set up  
Young Farmers Networking Function  
Welcome Function  
Trade exhibition opens (NEW in 2026)

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### **Thursday 12 February**

Morning Milk Run  
ADC Breakfast  
Conference Day 1  
Trade Exhibition  
ADC Gala Dinner

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### **Friday 13 February**

Conference Day 2  
Trade Exhibition  
Happy Hour Drinks

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Prices listed in the ADC Sponsorship  
Prospectus 2026 are GST inclusive.

**apply here**

### **All sponsorship enquiries to:**

Bradley Hayden  
Event Manager

T: **0412 461 392**

E: **[conference@australiandairyconference.com.au](mailto:conference@australiandairyconference.com.au)**

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## ADC 2025 Partners



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

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# Sponsorship at a glance...

	Sponsorship package	Level	Investment	Comp Delegates*	Opportunity to present	Branding	Booth	Pre event promo	Page
GOLD	ADC Dairy Innovators Award	Gold	\$20,000	3	Present Award	Award promotion	✓	✓	7
	Speaker Sponsor	Gold	\$20,000	3	Introduce Speaker	Speaker promotion	✓	✓	8
	Lunch Sponsor	Gold	\$15,000	3	2 min advert prior to lunch	ADC Centre Stage	✓	✓	9
	Morning Milk Run	Gold	\$15,000	3	2 min address start of run	Run promotion	✓	✓	10
	Session Sponsor	Gold	\$13,200	3	3 min address prior to session	Session promotion	✓	✓	9
SILVER	Break Sponsors	Silver	\$10,000	2	2 min adverts prior to break	Break wait staff	✓	✓	11
	Coffee Station Sponsor	Silver	\$8,800	2		Barista staff	✓	✓	12
	Hat / Cap Sponsor	Silver	\$8,800	2		Hat / Cap	✓	✓	13
	Satchel Sponsor	Silver	\$8,800	2		Satchel	✓	✓	14
	Lanyard Sponsor	Silver	\$8,800	2		Lanyard	✓	✓	14
	Cheese Booth	Silver	\$8,800	2		Cheese tasting station	✓	✓	15
	Breakfast Sponsor	Silver	\$8,800	2	5 min address at function	Signage	✓	✓	16
BRONZE	Milkshake Bar	Bronze	\$6,600	2			✓	✓	17
	Hydration Station	Bronze	\$6,600	2			✓	✓	18
	Happy Hour Drinks	Bronze	\$6,600	2	2 min advert at conference closure	Signage	✓	✓	18
	Young Farmers Networking	Bronze	\$6,600	2	5 min address at function	Signage	✓	✓	19
	App Sponsor	Bronze	\$6,600	2		App	✓	✓	19
	ADC Centre Stage	Bronze	\$6,600	2	15 mins trade stage presence	ADC stage signage		✓	20
	First Timers Ticket Package	Bronze	\$6,600	2				✓	21
	Pre Conference Tour Partner	Bronze	\$6,600	2			✓	✓	22
TRADE	Indoor Display Equipment	Indoor Exhibitors	\$6,600	2			Open Space	✓	23
	Indoor Exhibitors	Indoor Exhibitors	\$4,400	2			✓	✓	23
	Friends of ADC	Bronze	from \$2,000	from 2				Program listing	24

\* See package detail. All prices inclusive of GST



## Gold Sponsorship Opportunities

### Gold Sponsor

### **ADC Dairy Innovators Award Value \$20,000**

As the major sponsor of ADC Innovator Award you will obtain incredible profile and recognition. The competition receives extensive promotion as well as a dedicated plenary session and the announcement of the winner will be during the ADC Gala Dinner.

This esteemed and high profile Award provides funding for five dairy innovators to attend the Conference, attend a full day speaker workshop and a travel bursary to assist with accommodation and travel costs. The winning prize is a travel award to the value of \$3,000 to attend a dairy conference of the winner's choice. The winner will be announced at the ADC Industry Gala Dinner.

#### **This opportunity includes:**

- Naming rights to the Award
- The opportunity to present the Award to the winner during the ADC Industry Gala Dinner
- The opportunity to use that occasion to showcase a short company message
- The opportunity to participate in the pre-event promotion and, if desired, judging
- Significant media promotion and coverage through the application process and announcement of winner
- 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 and 1 farmer registration
- 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

## Gold Sponsor Speaker Sponsor Value \$20,000

NEW

Position your brand alongside one of the most anticipated voices at ADC by becoming the Speaker Sponsor for the most influential keynote at ADC 2026. This premium opportunity aligns your business with a high-profile speaker and delivers standout recognition across the conference program.

### This opportunity includes:

- Verbal acknowledgment during the sponsored speaker's session
- Branding displayed on screen and in program materials associated with the speaker
- Opportunity to provide a short introduction on stage of the speaker prior to their presentation
- Two full delegate passes and one farmer registration included
- Sponsorship assists with travel costs and speaker fees.
- Logo placement across key ADC promotional materials and website
- Branding and promotion of your business profiling the keynote speaker
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)

This sponsorship is ideal for businesses wanting to align with thought leadership and demonstrate their commitment to driving bold conversations in dairy.

NOTE: Whilst input on speaker suggestions is welcomed, final speaker selection rests with the ADC Programming Committee and their discretion. Sponsored speakers may not necessarily have a direct commercial relationship with your business to maintain program integrity.



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## Gold Sponsor

### Lunch - Value \$15,000 each – Two available

Position your brand front and centre by partnering with ADC's official Thursday or Friday lunch. New in 2026 is an added Centre Stage\* presence and option to enhance your profile.

#### This opportunity includes:

- Naming rights to the nominated lunch with the opportunity to introduce the lunch.
- Opportunity for a 3 minute business advert during plenary session (prior to lunch).
- The opportunity to showcase your dairy food produce and incorporate into the menu if applicable.
- Kick off the 1.5 hour lunch break by hosting a 15-minute Q & A session featuring keynote speakers on the ADC Centre Stage. Opportunity to welcome attendees and introduce the session with an ADC appointed facilitator to lead and manage discussion - positioning your brand alongside thought leadership and high-profile conversations. IMPORTANT: Should you not wish to take up this opportunity ADC Centre Stage hosting will be sold separately. Subsequent 15 minute sessions during lunch on the ADC Stage Centre Stage are also offered as separate sponsorship options.
- If you wish, supply lunch waitstaff with your branded clothing (eg apron, cap) – so that everyone serving lunch represents your brand
- 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 and 1 farmer registration
- Be recognised in all pre-event promotion

NOTE – Menu inclusion must be done in liaison with the conference manager and venue management and any produce will be supplied at sponsor's cost.

\* ADC Centre Stage (see page 20) will be located within the Trade Hall amongst the ADC Lounge.

## Gold Sponsor

### Session Sponsor - Value \$13,200

ADC offers a program of varied topic sessions which from time to time may be sponsored whilst still retaining ADC's independent status.

#### This opportunity includes:

- Naming rights to a session with the opportunity for a short introduction prior to 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)
- 2 inclusive delegate registrations and 1 farmer registration
- 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

## Gold Sponsor

### Morning Milk Run - Value \$15,000

New in 2025, the ADC Morning Milk Run was a big hit for more than 100 ADC delegates and a popular kick start to the day. From cows on the beach on the Gold Coast we will be taking the ADC running delegation to the Melbourne CBD on a 5km morning run (route to be determined).

Apply your brand to this exciting and motivating event.

The run will be open and free to all delegates on day one (Thursday morning) prior to the official opening of ADC 2026. Dairy farmers are early risers, and this is the perfect start to their day with strong brand alignment, publicity and exposure.

#### This opportunity includes:

- Naming rights to the morning run - and all the publicity that goes with it!!
- Opportunity to align dairy or business-aligned personalities with the event
- Opportunity to provide branded material to all runners (at own cost)
- Receive one 3x2 trade display booth in a prominent location within the conference trade display area
- 2 inclusive delegate registrations and 1 farmer registration
- Be recognised in all pre-event promotion associated with the run
- Extensive recognition as an ADC gold partner in all event literature
- Other benefits by individual request and negotiation





## Silver Sponsorship Opportunities

### Silver Sponsor

#### **Morning or Afternoon Tea Breaks Three Available**

- Value \$10,000 with ADC Centre Stage presence
- Value \$8,800 without ADC Centre Stage presence

Morning and Afternoon Tea available on Conference Day 1

Morning Tea available on Conference Day 2

#### **This opportunity includes:**

- A 2 minute pre-recorded promotional video to run prior to the sponsored break (video to be provided by the sponsor)
- The opportunity to showcase your dairy food produce and incorporate it into the menu if applicable, at cost to sponsor.
- Kick off either break by hosting a 15-minute Q & A session featuring keynote speakers on the ADC Centre Stage\*. Opportunity to welcome attendees and introduce the session with an ADC appointed facilitator to lead and manage discussion - positioning your brand alongside thought leadership and high-profile conversations. IMPORTANT: Should you not wish to take up this opportunity the ADC Centre Stage hosting will be sold separately. Subsequent 15 minute sessions during break on the ADC Stage Centre Stage are also being offered as separate sponsorship options.
- If you wish, supply morning / afternoon waitstaff with your branded clothing (eg apron, cap) – so that everyone serving breaks represents your brand. At cost to 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)
- 2 x inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation

NOTE: See page 20 for ADC Centre Stage details.



## Silver Sponsor

### **Coffee Cart - Value \$8,800 each** **Two available**

Opportunity to sponsor a coffee cart with a dedicated barista serving 'real' coffee within the trade display all day Thursday & Friday. This is a high traffic location and you can promote your organisation through this area, with the coffee cart incorporated into your trade stand (a total of 5x2 metres will be arranged).

#### **This opportunity includes:**

- Opportunity for barista's to be dressed in your branded shirts/aprons 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 adjoined to 2 metre area for coffee cart
- 2 inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation

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sponsorship



## Silver Sponsor

### Conference Cap - Value \$8,800

Opportunity for your company to brand and take ownership of ADC Conference cap provided to all delegates alongside the ADC logo.

#### This opportunity includes:

- Your company logo co-branded with the ADC logo on a sunsmart hat or cap to be provided to all conference delegates.
- 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.



## Silver Sponsor

### **Conference Satchel - Value \$8,800**

Perfect for organisations that want to provide branding that will last long after conference.

**This opportunity includes:**

- Exclusive branding on a quality conference satchel or like product.
- 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

## Silver Sponsor

### **Conference Lanyard - Value \$8,800**

This investment will allow for your logo to appear exclusively alongside the ADC logo on the delegate neck lanyard which will be worn by every delegate throughout the entire conference and functions.

**This opportunity includes:**

- Your company logo co-branded with the ADC logo on the delegate lanyard provided to every delegate.
- 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.



## Silver Sponsor

### **The Cheese Booth - Value \$8,800**

Our delegates love dairy so draw them to your booth with a cheese tasting opportunity.

#### **This opportunity includes:**

- The Cheese Booth package offers a selection of Australian sourced cheeses and tasting platters all provided by small business Ripe Cheese and owner Hakim Halim. Hakim was part of ADC 2024 and ADC 2025 and the cheese tastings were a hit!
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area next to an adjoining cheese tasting station.
- 2 x inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation



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NEW

## Silver Sponsor

### ADC Breakfast - Value \$8,800

Host the official ADC Breakfast on the morning of Day 1 and start the day by connecting directly with delegates over coffee, a light breakfast, conversation, and insight.

Delegates will pay to attend, ensuring an engaged and interested audience.

As the ADC Breakfast Sponsor, you have the opportunity to curate a 1-hour session-whether with your own speakers, an industry panel, or informal networking. We encourage a flexible, open approach to this session, such as market updates, tech insights, or thought leadership that aligns with your brand and adds value to the delegate experience. Content must be approved by ADC.

#### This opportunity includes:

- Naming rights to the ADC Breakfast
- Opportunity to host and curate a 1-hour session (speakers or networking).
- Two full delegate passes
- Branding in the conference program, website, and on-site signage
- Verbal recognition during the breakfast as host
- Support from ADC on logistics, organisation and promotion.
- Option to display promotional material such as banners, napkins and merchandise during the breakfast. If you wish, supply breakfast waitstaff with your branded clothing (eg. apron, cap) so that everyone serving breakfast represents your brand.

The breakfast will be held on the ADC Centre Stage within the trade hall unless otherwise arranged with the sponsor. If a private space is preferred, additional venue hire costs may apply.

A perfect opportunity to engage in a relaxed setting and connect meaningfully with delegates.

NOTE: The ADC Breakfast will be a ticketed prepaid event run in the Trade Hall prior to its opening to all Conference delegates.



## Bronze Sponsorship Opportunities

### Bronze Sponsor

#### **Conference Milk Bar - Value \$6,600**

Our delegates keep asking for dairy! Your organisation may choose to flavour it up with a Conference Milk Bar supplying your company's flavoured milk or providing milk shakes made to order.

##### **This opportunity includes:**

- If you choose the Conference Milk Bar you will have the opportunity to showcase your dairy product or provide branded recyclable milkshake cups.
- 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 x inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation

Note – any costs associated with the supply of milk / milkshakes provided to delegates are at the expense of the sponsor and in agreement with the Conference venue.



## Bronze Sponsor

### Hydration Station - Value \$6,600

Busy delegates need hydrating. The Hydration Station will allow you to incorporate the delegate water refill stations into your trade stand area and your organisation is offered the opportunity to provide branded water bottles to use throughout the conference.

#### This opportunity includes:

- Opportunity to provide delegates with branded reusable water bottles (sponsor to supply at own cost. No disposable bottles please).
- 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 x inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation

## Bronze Sponsor

### Happy Hour Drinks Session - Value \$6,600

Conference and vibes continue! The perfect forum and opportunity for delegates to unwind and share a drink post conference.

#### This opportunity includes:

- Opportunity for a 2 minute advert upon closure of conference.
- 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 x inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation
- Opportunity to brand the space with pull up banners and branded gifts for attendees (sponsor to supply).

## Bronze Sponsor

### Young Farmers Networking Function Value \$6,600

This function is aimed at getting all of the 'young farmers' together prior to the commencement of the conference and getting them in the mood for a great event. We'll have some industry 'moovers and shakers' there to get them inspired and give them some tips for networking over the coming two days.

#### This opportunity includes:

- Opportunity for a 3-minute address at the 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)
- 2 x inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation
- Opportunity to brand the space with pull up banners and branded gifts for attendees (sponsor to supply).

## Bronze Sponsor

### Delegate App - Value \$6,600

Exclusive branding with ADC on our conference App, the go to guide for all conference delegates with all the information they will be looking for throughout the event.

#### This opportunity includes:

- Your company logo co- branded with the ADC logo on the conference App available to every delegate.
- 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.



## Bronze Sponsor

### **ADC Centre Stage - Value \$6,600 - Five available**

Secure airtime for your company or business on the ADC Centre Stage, located within the ADC Lounge in the trade hall, where practical meets innovative. This opportunity offers a 15 minute time slot to showcase your company message, product or service following a Q&A with keynote speakers.

Take Centre Stage and bring your brand to life with high exposure during the ADC breaks. Host live demonstrations, tech and innovation that attracts a flow of engaged delegates.

#### **This opportunity includes:**

- Display booth in a prominent location within the conference trade display area. Preferential site selection will be offered prior to general allocation.
- Guaranteed 15 minute facilitated timeslot for you to showcase or promote your product or services to the ADC delegation in the trade hall. NOTE: Content must be approved by ADC and the session will be hosted by ADC appointed facilitator.
- Centre Stage Branding during your sponsored break period.
- 2 inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation



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## Bronze Sponsor

### **Sponsor a Fresh Herd** **Value \$6,600**

Invest in the people at the forefront of the dairy industry. Your opportunity to identify 5 farmers who stand out in the industry and who have not previously attended to experience the benefits and atmosphere of ADC. This is about opportunity, growth and development within the industry and a 'Fresh Herd' mentality.

#### **This opportunity includes:**

- 5 full conference registrations for first time farmers
- 2 full conference registrations for your organisation
- Opportunity to brand hosted farmers in your company brand and attire (at sponsors expense)
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation



## Bronze Sponsor Tour Partner Value \$6,600 each Five available

**NEW**

Position your business as a key part of the ADC experience by hosting your own pre-conference tour. This is your opportunity to create a unique, on-brand experience while leveraging the strength of the ADC brand and delegate network. Engage delegates on your terms, showcase innovation, and build meaningful connections in a setting tailored to your business—while bolstering attendance as one of five ADC-endorsed tour options that delegates love to include in their itinerary.

As a Tour Partner, your business is responsible for planning and delivering all aspects of your tour. These tours will be hosted across Victoria in the days leading up to the ADC Conference.

ADC will support these businesses by highlighting your key tour components and signposting delegates to your tour. This opportunity is ideal for companies looking to connect meaningfully with delegates in a relaxed, interactive setting. Tour Partners benefit from ADC promotion, recognition within the official program, and the chance to engage delegates through hosted experiences and on-bus content.

### **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)
- 2 inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation.
- Any costs associated with the tour are to be covered by the organising business.

# Trade Exhibition Opportunities



## Trade Exhibition Opportunities Value \$4,400

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
- 2 x inclusive delegate registrations including functions.
- Includes trestle table, two chairs & power access. Other inclusions at exhibitors cost.

## Equipment Display Value \$6,600

Farmers love seeing new equipment.  
Bring in your equipment to display to the ADC crowd with 5 x 5m of clear space.

### This investment provides:

- Clear space in the trade exhibition hall
- 2 x inclusive delegate registrations
- Includes trestle table and two chairs. Other inclusions at exhibitors cost.



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**NEW**

## **Friends of ADC** **Sponsor a Farmer - Value from \$2,000**

Friends of ADC sponsorship provides your business with 2 x full dairy farmer delegate tickets to the Australian Dairy Conference (ADC).

These tickets can be used to support your clients, networks, or farmers you believe would benefit from attending Australia's premier dairy event.

Your business will be acknowledged in the official program and on the conference website, recognised as part of the community helping drive connection, knowledge-sharing, and innovation in the dairy industry.

Designed to be a straightforward way to show your support for dairy farmers—and be part of their ADC experience.

### **Inclusions:**

- x 2 full dairy farmer delegate ticket = \$2,000
- x 5 full dairy farmer delegate ticket = \$4,500
- x 10 full dairy farmer delegate ticket = \$8,500
- Acknowledgement within ADC printed program as "Friends of ADC"
- Promoted by ADC social media channels in supporting grass roots farmer involvement and knowledge building.

## Terms and Conditions

The details in this document are correct at the time of printing. ADC does not accept responsibility for any changes that may occur.

### **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 2025.
- Cancellations after 1 December 2025, 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.

**Force Majeure** - Where a force majeure event occurs, the parties will work together in good faith to agree a mutually agreeable course of action with regard for the delivery of the Services (or the non-delivery of the Services in the case of conference cancellation). If the agreement is terminated as a result of force majeure event the sponsor is entitled to a full refund of any payments made less an agreed amount deducted for value of services that may have already been received.

**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 a special discounted sponsor rate. 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. Placement within the conference trade display area is at the discretion of the organisers who may make changes at any time due to logistics and safety reasons or otherwise.

**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. Logo placement in marketing material will be contingent on the time of your commitment and payment.

**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

**Exhibitor Insurance** - It is a requirement that all exhibitors have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of AUD \$20,000,000 or above. This refers to damage or injury caused to third parties /visitors on or in the vicinity of an exhibition area. The organisers will not accept any responsibility for loss or damage to any equipment or goods brought to the venue or exhibition site by exhibitors."





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**For further details and to apply for a  
sponsorship option:**

Bradley Hayden – Conference Manager  
M – 0412 461 392

E – [conference@australiandairyconference.com.au](mailto:conference@australiandairyconference.com.au)

**apply here**

**Thank you**

We look forward to partnering with you at the Australian Dairy Conference.



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