AUSTRALIAN DAIRY CONFERENCE

Sponsorship & Exhibition Package

24 - 26 February Adelaide 2027

Adelaide Convention Centre

www.australiandairyconference.com.au

AUSTRALIAN DAIRY CONFERENCE

WHY ADC?

For farmers by farmers.

Australia's premier dairy event

3000+ ADC community

Farmers to CEOs & global innovators

Global reputation for excellence

2,876 ADC subscribers

Last 5 events sold out

3.5k social followers
39.9k reach
202.9k impressions

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

Reputation for excellence

Australia's premier dairy event ADC continues to keep exceeding expectations.

Records continue to be broken year on year – ADC delegates numbers continue to soar, and the trade exhibition has been bursting with impressive large equipment as well as record exhibitor numbers.

Importantly, the reputation of ADC as a pivotal industry event is matched by the willingness of Australian dairy businesses to invest in ADC and be part of the national conversation.

ADC is where ideas are born, theories challenged, new thinking welcomed, and innovative solutions are reached.

Partnerships lie at the heart of the success of ADC, and we are fortunate to have the ongoing and continued support of many long-term sponsors of the event – including Dairy Australia as the ADC Industry Partner.

As ADC continues to evolve - and keep breaking records - we hope you find the value in supporting, investing and being part of the only independent run event for farmers, by farmers.

The ADC Sponsorship Prospectus is refreshed and reviewed each year to find engaging and impacting ways to interact and connect with members of Australia's dairy industry.

We hope you join us to partner and showcase Australian dairy in the best possible light as we embark on ADC 2027 Adelaide.

Rose Philipzen
ADC President

Program at a Glance

Adelaide Convention Centre
24-26 February 2027

Tuesday 23 - Wednesday 24
Pre Conference Tours

Wednesday 24 February
Exhibitor set up
Young Farmers Networking Function
Welcome Function
Trade exhibition opens

Thursday 25 February
Morning Milk Run
ADC Breakfasts
Conference Day 1
Trade Exhibition
ADC Gala Dinner

Friday 26 February
Conference Day 2
Trade Exhibition
Happy Hour Drinks

Prices listed in the ADC Sponsorship Prospectus 2027 are GST inclusive.

apply here

All sponsorship enquiries to:

Bradley Hayden
Conference Manager

T: **0412 461 392**
E: **conference@australiandairyconference.com.au**

2027 MAJOR PARTNERS

Dairy Australia

GARDINER FOUNDATION

MAINLAND DAIRY

Business Events Adelaide

SOUTH AUSTRALIA

Government of South Australia
Department of the Premier and Cabinet

ADELAIDE CONVENTION CENTRE

australiandairyconference.com.au

Sponsorship at a glance...

	Sponsorship package	Level	Investment	Comp Delegates	Opportunity to present	Branding	Booth	Pre event promo	No. Avail.	Page
GOLD	Speaker Sponsor	Gold	$20,000	3*	Introduce Speaker	Speaker promotion	✓	✓	2	7
GOLD	Morning Milk Run	Gold	$15,000	3*	2 min address start of run	Brand runners	✓	✓	1	8
GOLD	Breakfast Sponsor	Gold	$15,000	3*	5 min address at function	Signage, merch at breakfast	✓	✓	3	9
GOLD	Lunch Sponsor	Gold	$15,000	3*	3 min advert prior to lunch	Brand wait staff	✓	✓	2	10
GOLD	Session Sponsor	Gold	$15,000	3*	3 min address prior session	Session promotion	✓	✓	2	10
SILVER	Break Sponsor	Silver	$11,000	2	2 min adverts prior to break	Break wait staff	✓	✓	3	11
SILVER	Coffee Sponsor	Silver	$11,000	2		Barista staff	✓	✓	2	12
SILVER	Hat / Cap Sponsor	Silver	$11,000	2		Hat / Cap	✓	✓	1	13
SILVER	Satchel Sponsor	Silver	$11,000	2		Satchel	✓	✓	1	13
SILVER	Lanyard Sponsor	Silver	$8,800	2		Lanyard	✓	✓	1	14
SILVER	Cheese Booth	Silver	$8,800	2		Cheese tasting station	✓	✓	1	15
SILVER	Power Hub	Silver	$8,800	2		Charging stations	✓	✓	2	16
SILVER	Milk Bar	Silver	$8,800	2		Milk branding	✓	✓	1	16
SILVER	ADC Pods	Silver	$8,800	2		Pod branding	✓	✓	3	17
SILVER	Pre Conference Tour Partner	Silver	$8,800	2	Interaction on tour	Branded items	✓	✓	M	18
BRONZE	Happy Hour Drinks	Bronze	$6,600	2	2 min address at ADC close	Banners & merch	✓	✓	1	20
BRONZE	Young Farmers Networking	Bronze	$6,600	2	5 min address at function	Banners & merch	✓	✓	1	21
BRONZE	App Sponsor	Bronze	$6,600	2		App	✓	✓	1	21
BRONZE	Hydration Station	Bronze	$6,600	2		Water bottles	✓	✓	1	22
BRONZE	WiFi Sponsor	Bronze	$6,600	2		Name WiFi	✓	✓	1	22
TRADE	Equipment Display	Indoor Exhibitors	$6,600	2			5x5 clear space	✓		23
TRADE	Trade Booth	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

Speaker Sponsor
Value $20,000 – Two available

Position your brand alongside one of the most anticipated voices at ADC by becoming the Speaker Sponsor for the most influential keynotes at ADC 2027. This premium opportunity aligns your business with a high-profile speaker and delivers standout recognition across the conference program.

This opportunity includes:

- Branding and promotion of your business profiling the keynote speaker
- 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 inclusive sponsor registrations and one farmer registration included
- Sponsorship assists with travel costs and speaker fees
- Logo placement across key ADC promotional materials and website
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)

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 have a direct commercial relationship with your business to maintain program integrity.

Gold Sponsor

Morning Milk Run
Value $15,000 - Exclusive Offering

The ADC Morning Milk Run has become an ADC staple and a popular kick start to the day. Fun, fitness and fellowship as the ADC running delegation winds along the River Torrens in Adelaide on a 5km morning run.

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 2027. 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 ADC Morning Milk 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)
- Opportunity to give a two minute address
- Two inclusive sponsor registrations and one farmer registration included
- Receive one 3x2 trade display booth in a prominent location within the conference trade display area
- 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

Gold Sponsor

ADC Breakfast
Value $15,000 - Three available

Host ADC Breakfast and start the day by connecting directly with delegates over coffee, a light breakfast, conversation, and insight.

As an ADC Breakfast Sponsor, you have the opportunity to curate a 30-minute dedicated session on an industry-related topic related to your business. 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 - one of three Breakfast partners
- Opportunity to host and curate a 30 minute session (speakers or networking)
- Two inclusive sponsor registrations and one farmer registration included
- 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 for company representative to MC the breakfast or give a 5 minute address at the function
- Option to display promotional material such as banners, napkins and merchandise during your breakfast session
- Receive one 3x2 trade display booth in a prominent location within the conference trade display area

Delegates will be served a light breakfast before breaking into three concurrent sessions provided by ADC Breakfast sponsors in a perfect opportunity to engage in an intimate setting with a dedicated audience.

Gold Sponsor

Lunch
Value $15,000 – Two available

Position your brand front and centre by partnering with ADC's official Thursday or Friday lunch.

This opportunity includes:

- Naming rights to the nominated lunch
- Opportunity for a 3 minute pre-recorded promotional video to run prior to the sponsored lunch (video to be provided by the sponsor)
- Opportunity to showcase your dairy food produce and incorporate into the menu if applicable
- If you wish, supply lunch waitstaff with your branded clothing (eg apron, cap) – so that everyone serving lunch represents your brand
- Two inclusive sponsor registrations and one farmer registration included
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 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.

Gold Sponsor

Session Sponsor
Value $15,000 – Two available

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
- Two inclusive sponsor registrations and one farmer registration included
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 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

Silver Sponsorship Opportunities

Silver Sponsor

Morning or Afternoon Tea Breaks Value $11,000 - Three available

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
- 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
- Two inclusive sponsor registrations
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation

Silver Sponsor

Coffee Cart
Value $11,000 - 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.

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
- Opportunity to brand the supplied coffee cart
- Two inclusive sponsor registrations
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area adjoined to 2 metre area for coffee cart
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation

Sponsor our Farmers by adding a **Friends of ADC** package to your sponsorship

Silver Sponsor
Conference Cap
Value $11,000 - Exclusive Offering

SOLD

Opportunity to brand and take ownership of ADC Conference cap provided to all delegates.

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
- Two inclusive sponsor registrations
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation

Silver Sponsor
Conference Satchel
Value $11,000 - Exclusive Offering

SOLD

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

This opportunity includes:

- Exclusive branding alongside the ADC logo on a conference satchel or like product that delegates can continue to use after the event
- Two inclusive sponsor registrations
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation

Silver Sponsor

SOLD

Conference Lanyard
Value $8,800 - Exclusive Offering

Position your logo exclusively on the delegate lanyard to 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
- Two inclusive sponsor registrations
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation

Silver Sponsor

The Cheese Booth
Value $8,800 - Exclusive Offering

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

This opportunity includes:

- The Cheese Booth package comes with a selection of Australian sourced cheeses and tasting platters for ADC delegates to enjoy, with a focus on local South Australian produce, or you may like to incorporate some of your own cheese product. Provide engagement and start conversations over dairy delights as part of this tasty and enticing offering in 2027.
- Two inclusive sponsor registrations
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area next to an adjoining cheese tasting station
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation

Silver Sponsor

Power Hub Sponsor
Value $8,800 - Two available

Charge up the delegation with the ADC Power Hub. The perfect pit stop for ADC delegates to recharge their devices and learn about your dairy business or product in a relaxed and branded setting.

This opportunity includes:

- Opportunity to brand a charging hub for ADC delegates
- Two inclusive sponsor registrations
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area adjoining or adjacent to a charging hub
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation

Silver Sponsor

Milk Bar
Value $8,800 - Exclusive Offering

Our delegates keep asking for dairy! Choose to flavour it up with the ADC Milk Bar by either supplying your company's flavoured milk or providing milk shakes made to order.

This opportunity includes:

- Opportunity to showcase your dairy product and supply your brand of milk or milk flavoured / related products OR provide branded recyclable milkshake cups and have staff make milkshakes to order
- Two inclusive sponsor registrations
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 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.

Silver Sponsor

Conference Pods
Value $8,800 - Three available

Brand dedicated breakout pods and meeting space at ADC 2027.

New and innovative, these transparent pods are perfect for client interactions, education, interviews, podcast streaming and more! Highly visible in prominent positions across the trade floor. Designed to provide intimate small meetings and interactions away from the hum of the trade hall in a designate space to engage with ADC delegates. Be part of the leading dairy businesses to be showcased at ADC 2027 Adelaide.

This opportunity includes:

- A dedicated pod structure owned by Adelaide Convention Centre (pictured)
- Opportunity to brand the pod with your business logo and brand elements - decals on transparent walls suggested
- Opportunity to host or provide timeslots for delegates to engage and interact
- Two inclusive sponsor registrations
- Receive one 3x2m trade display booth in a prominent location in the conference trade display area (preferential site selection offered prior to general allocation)
- Be recognised in pre-event promotion

Silver Sponsor

ADC Pre Conference Tour $8,800 value - multiple available

SOLD

Position your business as a key part of the ADC experience as part of the ADC Pre Conference tours. An opportunity to create a unique, on-brand experience interacting with delegates while leveraging the strength of the ADC brand and network.

ADC is partnering with DairySA to coordinate 2027 ADC Pre Conference tours to maximise opportunities and offerings unique to South Australia. There is opportunity to work with DairySA in partnership or create your own bespoke tour experience as part of the ADC offering.

Multiple day tours will be offered on Wednesday 24 February as part of ADC27 to maximise the best of South Australia.

OPTION ONE: Sponsor a Dairy SA tour

Leave the tour organising and operations in the hands of the team at DairySA to showcase the best of local dairy and attractions. Engage delegates, showcase your business, and build meaningful connections in an intimate group setting with flexible tour options that delegates love to include in their itinerary.

- DairySA led tour initiative - sponsor a tour coordinated and led by Dairy SA
- Offering of the best of South Australia and Adelaide regions have to offer in a mix of dairy and destination experiences
- Opportunity to provide input into tour itinerary and locations - option to include a dairy business or offering related to your business
- Opportunity to provide branded products and information to tour participants
- Opportunity to address tour participants throughout the tour
- Two inclusive sponsor registrations
- Receive one 3x2m trade display booth in a prominent location in the conference trade display area (preferential site selection offered prior to general allocation)
- Be recognised in all pre-event and tour promotion
- Other benefits by individual request and negotiation
- Any costs associated with the tour are to be covered by the organising business

OPTION TWO: Tour Partner

Be in charge of your own dedicated ADC tour to showcase and promote your dairy business. The power is in your hands with the coordination and logistics entirely in your domain. ADC will support Tour Partners by highlighting your key tour components and directing delegates to your tour via event promotion. 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.

- Create and coordinate your own bespoke tour for ADC delegates including itinerary, logistics, locations and transport
- Integrate your own business offerings and related experiences tailored to your business objectives and goals
- Opportunity to provide promotional products and information to tour participants
- Opportunity to address tour participants throughout the tour - delegate interaction is prime
- Two inclusive sponsor registrations
- Receive one 3x2m trade display booth in a prominent location in the conference trade display area (preferential site selection offered prior to general allocation)
- Be recognised in all pre-event and tour promotion
- Other benefits by individual request and negotiation
- Any costs associated with the tour are to be covered by the organising business

SOLD

Bronze Sponsorship Opportunities

Bronze Sponsor

Happy Hour Drinks Session
Value $6,600 - Exclusive Offering

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 address upon closure of conference
- Two inclusive sponsor registrations
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 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 - Exclusive Offering

SOLD

Aimed at getting all the 'young farmers' together prior to commencement of conference and getting them in the mood for a great event. There will be 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 5-minute address at the function
- Two inclusive sponsor registrations
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 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 Offering

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
- Two inclusive sponsor registrations
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- Be recognised in all pre-event promotion
- Opportunity to provide three 'scrolling banners' which feature across the bottom of the app when in use

Bronze Sponsor

WiFi Sponsor
Value $6,600 - Exclusive Offering

Connectivity is key. Name the WiFi connection and password at ADC 2027 and your business name will be typed and recognised by every ADC delegate as they tap into the event venue WiFi. .

This opportunity includes:

- Opportunity to sponsor the WiFi connection for ADC 2027
- Opportunity to name the WiFi code your business name or connection and be promoted to delegates
- Two inclusive sponsor registrations
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area
- Be recognised in all pre-event promotion

Bronze Sponsor

Hydration Station
Value $6,600 - Exclusive Offering

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)
- Two inclusive sponsor registrations
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- Be recognised in all pre-event promotion
- Branded naming rights to the hydration stations spread throughout the trade exhibition with one being located with your stand

Trade Exhibition Opportunities

Trade Booth - Value $4,400

Gain exposure at Australia's premier dairy event with a trade exhibition booth. Position your business and/or service and interact with ADC delegates amongst a trade show of 80+ fellow exhibitors. Engage, interact and participation in ADC 2027 Adelaide as an exhibitor strategically positioned with consideration to crowd flow and catering.

This investment provides:

- One 3x2m trade display booth in the conference trade display area
- Two inclusive sponsor registrations
- Includes trestle table, two chairs & power access. Other inclusions at exhibitors cost.
- Need more space? Get in touch to discuss the footprint you require for your business or machinery

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:

- One 5x5m clear space in the exhibition hall (no shell)
- Two inclusive sponsor registrations
- Includes trestle table and two chairs. Other inclusions at exhibitors cost.
- Need more space? Get in touch to discuss the footprint you require for your business or machinery

Sponsor our Farmers
by adding a
Friends of ADC
package to your sponsorship

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

Purchase dairy farmer delegate tickets to the Australian Dairy Conference (ADC) 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
- Package available for commercial entities only - ie not available as farmer group ticketing option

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 more than 60 days from the commencement of the Conference. Cancellations made within 60 days, 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.

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."

Disclaimer - Every effort has been made to ensure that the contents of this sponsorship document are correct. The ADC as the organisers retain the right to make changes where necessary. The ADC and the Conference Managers will not accept liability for any damages of any nature sustained by participants or their accompanying persons or loss or damage to their personal property as a result of attending the ADC conference.

AUSTRALIAN
DAIRY
CONFERENCE

For further details and to apply for a sponsorship option:

Bradley Hayden
Conference Manager
M – 0412 461 392
E – conference@australiandairyconference.com.au

apply here

Thank you

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

www.australiandairyconference.com.au