THE AUSTRALIAN GRAINS INDUSTRY CONFERENCE 2018

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1 - 2 August 2018
Crown Promenade, Melbourne, Australia
(AGIC Golf Day - 31 July 2018)

www.ausgrainsconf.com

SPONSORSHIP & EXHIBITION

A unique opportunity to reach critical Australian and International decision-makers by exhibiting, or, participating as a sponsor at the premier event on the Australasian grains industry calendar.

HOSTS

The Australian Grains Industry Conference 2018 (AGIC 2018) is proudly hosted by:

GTA

AOF Australian Oilseeds Federation

PULSE AUSTRALIA

THE AUSTRALIAN GRAINS INDUSTRY CONFERENCE 2018

MESSAGE FROM THE AGIC 2018 ORGANISING COMMITTEE

The Organising Committee invites to you to be part of this year's Australian Grains Industry Conference (AGIC 2018) in Melbourne, at the Crown Promenade Hotel, from 31 July-2 August 2018.

AGIC 2018 is the premier event on the grains industry calendar for Australian and regional industry leaders. It is an industry-organised event that provides a platform for you to promote your business and exchange ideas with clients, industry colleagues, industry decision makers and international participants. The Conference provides unparalled networking opportunities.

The Australian grains industry is growing as a focus for international customers, suppliers and investors. AGIC 2018 will provide the best opportunity for industry leaders to hear the latest news, outlooks and trends shaping the industry's future. The Conference is a platform to highlight leading-edge commerce in the grains industry, and explore opportunities and challenges for grains, supported by research and industry developments.

AGIC 2018 will feature a number of new ways to enhance networking and social opportunities. Our sponsors and exhibitors are a critical part of the Conference and we aim to ensure that to you receive the maximum value for your sponsorship.

Sponsorship of AGIC 2018 is a cost-effective and targeted way to reach key decision makers in the Australian and International grains industry. The Conference generously acknowledges the support we get from industry and our sponsors.

To confirm your sponsorship and get the opportunity that AGIC 2018 provides, please complete and return the Sponsorship & Exhibition Booking Form below to the Secretariat.

We welcome and encourage your participation in AGIC 2018.

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AGIC 2018 is an industry run conference for grain market participants and service providers, hosted by leading grain industry associations Grain Trade Australia, Australian Oilseeds Federation, and Pulse Australia.

- Join around 1000 leaders and participants from the Australian and International grain industries.
- Gain the latest informtion and insights into the future of grain markets in Australia and globally.
- Access new knowledge and technologies to help stay ahead of industry trends.
- Unrivalled networking opportunities with industry leaders and experts.
- Excellent value for delegates, sponsors and exhibitors.

Continued participation growth is testimony to the value of the Australian Grains Industry Conference for delegates and sponsors/exhibitors. AGIC 2018 will again deliver a compelling technical program exploring the latest technologies, excellent networking opportunities, and an unrivalled place for all those involved in the Australian grains industry to do business.

Day	Time	Program
Tuesday 31 July	1.00pm	AGIC Golf Day
Wednesday 1 August	9.00am - 5.00pm	AGIC Technical Program & Exhibition
	6.00 - 8.00pm	Welcome Drinks
Thursday 2 August	9.00am - 5.00pm	AGIC Technical Program & Exhibition
	7.00pm	Australian Grains Industry Conference Dinner

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A COMPREHENSIVE PROGRAM

Conference	World-renowned industry experts will share their outlooks on the way forward for the industry. The Conference comprises keynote plenary presentations, specialist sessions addressing cutting-edge issues, and interactive sessions with industry leaders.
Exhibition	Discover new products and services in a business-oriented trade show, and meet potential business partners.
Sponsorship	With a targeted audience from the global grain, oilseed and pulse industries, your company will gain from the Conference's Australian and international exposure. AGIC 2018 presents a targeted opportunity for exhibitors/sponsors to 'showcase' products and services of interest to the grains industry.
Conference dinner/ Welcome drinks	The Conference social events are an opportunity to mix with participants in a relaxed and friendly environment.
Golf Day	The highly successful inaugural 2017 Golf Day is set to become a feature of the AGIC social calendar. This event will be held again this year at the prestigious Huntingdale Golf Course.

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WHO SHOULD SPONSOR OR EXHIBIT AT AGIC 2018 ?

With around 1000 delegates and world-class networking opportunities, AGIC 2018 is undoubtedly the place to be if your business is serious about the local or international grains industry. Affiliating your brand with Australia's largest gathering of the grains industry will help to position your company as a leader in the industry.

Organisations involved in the production, logistics and marketing of grains, as well as supporting services will benefit by sponsoring the Conference. Enhancing your brand, building your company's profile, attracting new business prospects, and enhancing your networking opportunities are but a few of the benefits AGIC 2018 offers.

AGIC offers exposure to:

- Grain and oilseed producers, processors, importers and exporters
- Manufacturers of food, animal feed, biofuels and bio-based industrial products
- Suppliers of services (financial/logistical/marketing/communications) to the grain and grain-products industry
- Ports businesses, freight forwarders, shipping/ocean line companies, container companies
- Technology, equipment and service providers
- Trade groups, government agencies and researchers
- Industry advisers/consultants; key policy/decision makers

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THE VALUE OF SPONSORSHIP AND EXHIBITION

SPONSORSHIP BENEFITS

A Conference sponsorship package is a cost-effective way to reach delegates in your target market.

Profile - two days of unparalleled exposure and access to a targeted client base for your products/services.

Target marketing - an ideal marketing opportunity for companies with products and services for the grains industry.

Brand positioning/differentiation - brand benefit from association with the highly respected AGIC 2018.

Customer involvement - meet participants from across the grains industry value chain and network with new and existing customers.

Exposure - reach the most relevant and influential grains industry audience through AGIC 2018 informal events and Conference sessions, away from the daily distractions of your business.

Increased sales - a unique chance to generate sales and new business via exposure to a high calibre Australian and international audience.

PROMOTIONAL OPPORTUNITIES

An excellent opportunity to promote your organisation through a range of media and promotional activities.

Conference marketing material - sponsors/exhibitors are acknowledged in all mail alerts and conference updates.

Media relations campaign - sponsors/exhibitors are recognised in all Conference media releases and media kits.

Branding - exposure of your company's logo/brand information via a linkage with the AGIC 2018 website, promotion of your brand(s) in media releases, and use of your brand(s) during Conference events.

BENEFITS OF EARLY COMMITMENT

An early commitment to sponsorship/exhibiting will ensure:

• Maximum company/brand exposure and increased access to registered delegates and those receiving conference materials.

• First choice of sponsorship packages, more opportunities to reach your customers and achieve your business/marketing objectives - and the value of your investment.

AGIC 2018 is unique and we are confident that it will present your company with exceptional business rewards.

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SPONSORSHIP CATEGORIES/OPPORTUNITIES

All Conference sponsors receive the following core benefits as part of their package:

- Information about your company and a link to your company website on the AGIC 2018 website
- Logo and sponsorship level recognition in the Conference website
- You company logo displayed during the Conference
- A 50 word company listing and logo use in the Conference Program Book

In addition to the benefits above, there are a number of specific benefits attached to each sponsorship package. These are listed on the following pages. The Conference Program Booklet contains all the relevant conference information for delegates, sponsors and exhibitors.

AGIC 2018 is happy to receive proposals from prospective sponsors and negotiate tailored packages to suit individual company requirements.

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SPONSORSHIP BENEFITS

	Gold	Silver	Dinner	Welcome Reception	Lunch Catering Break	Tea Catering Break	Satchels	Delegate List
Reciprocal website link	✔	✔	✔	✔	✔	✔	✔	✔
Logo on Conference materials	✔ + Cover of Program Book	✔	✔	✔	✔	✔	✔ + on Satchel	✔ + on DL
Logo displayed during the Conference	✔	✔	✔	✔	✔	✔	✔	✔
Signage in Conference hall or foyer	✔		✔ Event	✔ Event	✔ Break	✔ Break		
Advertisement in the Program Book	Full Page	Half page			Half page	Half page		Full Page DL
Trade display	✔	✔						
Session sponsorship including chair		✔						
Speaker opportunity	✔		✔ Event	✔ Event				
Complimentary Conference registrations	✔ x3	✔ x2	✔ x1	✔ x1	✔ x1		✔ x1	✔ x1
Complimentary event registrations			✔ x2	✔ x2				
Promotional item in delegate satchels	✔	✔	✔ Event	✔ Event				
Chair drop of company material/item	✔				✔	✔		
Company listing in the Program Book	✔	✔	✔	✔	✔	✔	✔	✔
Electronic copy of delegate list	✔	✔	✔	✔	✔	✔	✔	✔

	Lanyards	Pocket Program	Writing Materials	Charging Station	Satchel Inserts	Coffee Cart	Trade Exhibition
Reciprocal website link	✔	✔	✔	✔	✔	✔	✔
Logo on Conference materials	✔ on Lanyards	✔	✔	✔	✔	✔	✔
Logo displayed during the Conference		✔	✔	✔ + on Charging Station	✔	✔	✔
Signage in Conference hall or foyer	✔					Adjacent Cart	
Advertisement in the Program Book						Half page	
Trade display							✔
Complimentary Conference registrations	✔ x1	✔ x1	✔ x1				✔ x1 +2 Exhibitor Passes
Promotional item in delegate satchels				✔			
Company listing in the Program Book	✔	✔	✔	✔	✔	✔	✔
Electronic copy of delegate list	✔	✔	✔				✔

All sponsorship costs are exclusive of GST.

The following restrictions and terms apply:

- For sponsors entitled to inclusion of a promotional item in the Conference satchels, this excludes pens and writing pads as these are covered by a separate conference sponsorship.
- For sponsors entitled to inclusion of a promotional item in the Conference satchels, and who wish to provide an item other than a company brochure, these must be approved by the Committee as they may not be suitable for the satchels. The satchel inserts may be replaced by a chair drop in some instances.
- Speakers who are nominated as part of a sponsorship package must be approved by the Organising Committee, as does the content of their presentation. Presentations should only reference their organisation where the information provided is of genuine interest to Conference participants. Presentations should not be used as an advertorial for the commercial interests of the speakers, or, any other commercial organisation. The Organising Committee reserves the right to request a copy of the presentation at least one week ahead of the Conference.

The Organising Committee reserves the right to reject any promotional activity and/or material from a sponsor/exhibitor that the Committee deems inappropriate and/or adversely impacts on the value, or reputation, of the Conference.

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SPONSORSHIP PACKAGES

GOLD SPONSOR

As a Gold Sponsor, you will enjoy a value-added partnership with exclusive benefits.

In addition to core benefits, the Gold Sponsor receives:

- Logo identification as a Gold Sponsor on the front cover of the Program Book.
- A signage opportunity to have a banner in the Conference auditorium.
- Editorial support including a full page advertisement in the Program Book.
- A 3 x 2 metre trade display space (bigger by negotiation) located in a prime area between the Conference hall and the exhibition area.
- An opportunity to provide a Conference keynote speaker*
- 3 complimentary registrations.
- 1 promotional item inserted in the delegate satchels.
- 1 'chair-drop' of company material.

Total investment $16,500 (Two available)

* All speakers and topics must be approved by the Program Committee. Returning sponsors must provide an alternative speaker (i.e. the same speaker cannot speak on behalf of the company in consecutive years unless specifically requested by the Program Committee). Speakers cannot speak on the same issues in consecutive years. Sponsors can nominate speakers from outside of their company.

SILVER SPONSOR

Being a Silver Sponsor provides an opportunity for you to showcase your organisation with a high level presence in the Conference and trade show.

In addition to core benefits, the Silver Sponsor receives:

- Editorial support including a half-page advertisement in the Program Book.
- A trade booth in a prominent location in the trade exhibition area.
- Sponsorship of a Conference session including an opportunity to provide the session chair and have your company logo displayed on the front screen at the start and finish of the session.
- 2 complimentary registrations.
- 1 promotional item inserted in the delegate satchels.

Total investment $11,000

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SPONSORSHIP CATEGORIES

CONFERENCE DINNER

Sponsorship of the Conference Dinner provides a unique forum for networking with key decision-makers from a wide cross-section of the Australian grains community.
The Dinner Sponsor receives high profile exposure and recognition throughout the Conference and reaches a maximum audience. This sponsor also has the opportunity for interactive marketing and promotion throughout the dinner.
The dinner is the social highlight of the Conference. It will include high quality entertainment and cuisine.

In addition to core benefits, the Dinner Sponsor receives:

- Your company logo on the dinner menu.
- An opportunity to place signage throughout the dinner venue (to be provided by the sponsor).
- An opportunity to display or give away promotional material (to be provided by the sponsor).
- An opportunity to brand the venue (subject to approval from venue and organising committee and any additional audio visual or other costs are to be covered by the sponsor).
- An opportunity for a company representative to address the dinner.
- Reserved tables.
- 2 complimentary dinner tickets.
- 1 complimentary registration.
- Your company brochure inserted in delegate folders.

Total investment $20,000

WELCOME RECEPTION

Sponsorship of the Welcome Reception presents a networking opportunity during the early part of the Conference. It provides the Sponsor with a wonderful opportunity to meet and welcome all delegates.
The official welcome function sets the scene for a successful conference.

In addition to core benefits, the Welcome Reception Sponsor receives:

- An opportunity to place signage throughout the venue during the event (to be provided by the sponsor).
- An opportunity to display or give away promotional material during the event (to be provided by the sponsor).
- An opportunity for a company representative to address the function.
- 2 complimentary reception tickets.
- 1 complimentary registration.

Total investment $7,500

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SPONSORSHIP CATEGORIES

DELEGATE SATCHELS

Every participant at the Conference will receive an official Conference satchel.

In addition to core benefits, the Sponsor receives:

- Your company logo on delegate satchels.
- 1 complimentary registration.
- 1 promotional item inserted in the delegate satchels.

Total investment $10,000

CATERING BREAK SPONSORS

Lunch (2 available)

In addition to core benefits, this Lunch Break Sponsors receive:

- Sponsorship of the lunch following their session of choice.
- 1 complimentary registration.
- Free-standing signage displayed in the pre-function area during the break.
- Signs with company logo on food buffets.
- 1 piece of literature placed on delegates' seats during the break.
- Acknowledgement of sponsor in the session preceding the break.
- 1 complimentary half-page advertisement in the Program Book.

Total investment $3,000

Tea Break (4 available)

The Tea Break Sponsors receive:

- Sponsorship of morning or afternoon tea following the session of their choice.
- Free-standing signage displayed in the pre-function area during the break.
- Signs with your company logo on food Buffets.
- 1 piece of literature placed on delegates' seats during the break.
- Acknowledgement of the sponsor in the session preceding the break.
- 1 complimentary half-page advertisement in the Program Book.

Total investment $2,000

COFFEE CART

This sponsor receives exclusive rights to coffee cart sponsorship in the exhibition hall (location is subject to availability of power, etc.) including:

- Signage on the coffee cart (supplied by the sponsor)
- Up to 5 exhibitor passes.
- A half page advertisement in the Program Book.

Total investment $5,500

Note: it is possible to have more than one cart. Price is per cart. The investment includes cost of cart, staff and coffee and operation during official break times. Any additional branding such as cups, etc. can be done but is at the sponsors cost and for any service outside of official breaks, will be at the sponsors cost

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SPONSORSHIP CATEGORIES

CONGRESS LANYARDS

All delegates will be provided with a customised Conference lanyard and name badge.

In addition to core benefits, this Sponsor receives:

- Your company logo printed on lanyards.
- 1 complimentary registration.

Total investment $7,500

DELEGATE LIST

The Conference Delegate List is a valuable reference tool used by delegates during the Conference and later. The company providing this item will gain high visibility and ongoing exposure.

In addition to core benefits, the Sponsor receives:

- Your company logo included on the front cover and each page of the delegate list.
- A full page advertisement on the inside front cover of the delegate list.
- 1 complimentary registration.

Total investment $4,500

WRITING MATERIALS

Participants will be provided with a customised Conference pen and pad set.

In addition to core benefits, this Sponsor receives:

- Your company logo printed on the stationary set.
- 1 complimentary registration.

Total investment $4,000

POCKET PROGRAM

The Pocket Program is used by delegates throughout the Conference as a quick reference to what's on. The company sponsoring this item will gain high visibility.

In addition to core benefits, this Sponsor receives:

- Your company logo included on the Pocket Program
- 1 complimentary registration.

Total investment $4,000

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SPONSORSHIP CATEGORIES

CHARGING STATION

In addition to core benefits, this Sponsor receives:

- Your company logo on the charging station.
- An opportunity to provide handouts/gifts at the Charging Station.

Total investment $1,500

ADVERTISEMENTS IN CONFERENCE PROGRAM BOOK

The Program Book contains all the relevant Conference information for delegates, sponsors and exhibitors.

Full Page $1,000
Half Page $500

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GOLF DAY SPONSORSHIP

GOLF DAY NAMING RIGHTS

In addition to core benefits, this Sponsor receives:

- Golf day naming rights, including signage/branding at the event
- Reserved tables at the breakfast and lunch
- Three golf teams (12 players)
- Promotional items provided to golf participants (to be supplied by the sponsor)
- Full page advertisement in the Program Book
- A copy of the delegate list two weeks ahead of the event
- A 50 word company listing in the Program Book

Total investment $7,500

GOLF DAY CATERING

In addition to core benefits, this Sponsor receives:

- Signage and logo use in the catering area during meals at the golf day
- Promotional items provided to guests (to be supplied by the sponsor)
- Reserved tables at the lunch
- One golf team (4 players)
- One complimentary full registration to AGIC
- A half page advertisement in the Program Book
- A copy of the delegate list two weeks ahead of the event
- A 50 word company listing in the Program Book

Total investment $5000

GOLF DAY TEAM

Team sponsorship offers logo use and a profile during the Golf Day and in the AGIC 2018 Program Book.

Total investment$1250 (4 players)

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EXHIBITION FLOORPLAN

Exhibition Stand

The exhibitor space has been designed to offer exhibitors maximum contact with delegates. Exhibitors are encouraged to design interesting and exciting displays.

The exhibitor package includes:

- Booth 3m x 2m including fascia signage and spotlights
- Daily catering and attendance at the Welcome Reception for two exhibitor representatives
- One full registration
- Company logo displayed on the conference website page with a link to website
- '50 word' complimentary company product listing included in the Program Book

Booths will be allocated on first in basis. Sponsors will be forwarded the floor plan to select booths. Closer to the Conference, exhibitor packs will be provided outlining important details:

- Bump-in/bump-out times
- Delivery labels
- Floor plan

Please note that exhibition bump in is Tuesday 31 July and the exhibition is open 1 & 2 August

Total investment is:
Exhibition booth centre $3500

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AGIC 2018 SPONSORSHIP & EXHIBITION BOOKING FORM

Sponsorship Item/s Requested	Cost ($)
1.	$
2.	$
Total Amount (incl. GST)	$

If you are booking an **Exhibition Booth**, or, this forms part of your sponsorship package, please list your preferences (refer to floor plan):

1st choice:

2nd choice:

3rd choice:

Company Name:

Company Name*:

(*As you would like it to appear on AGIC marketing and delegate material if different from above)

Address:

City: State: Post Code: Country:

Contact Person:

Title/Position:

Telephone: Mobile:

Email:

Website:

Signed: Date:

(Please note that your signature also acknowledges you have read and agree to the conditions of participation stated below)

Booking and Payment Conditions

- Completed and signed Booking Forms must be forwarded to the Conference Managers.
- Upon receipt of a signed Form, entitlements will be confirmed in writing by the Conference Managers, together with a Tax Invoice. The full amount of the sponsorship is due payable 30 days from invoice or by 30 June 2018.
- In the event of cancellation of sponsorship no refund of monies will be payable.
- In the event of cancellation of an exhibition booth, a service fee of $1000 applies on booths cancelled prior to 1 June 2018. After this date no refunds will be made unless space is resold and in this event a service fee of 50% of the booth cost will apply.
- The exhibition organisers will not discount for facilities not used or required. If you do not require the standard shell scheme but intend to construct your own display fixture please advise details and dimensions. All display construction requires the approval of the exhibition organisers. A pro rata fee may apply if your construction occupies space outside the booth space as indicated on the floor plan.
- The exhibition organisers reserve the right to rearrange the floor plan and/or relocate any exhibit.
- All monies due and payable must be received by the Conference Managers prior to the event. Should any monies due and payable not be received the Conference Managers have the right to refuse access to the venue and permission to set up displays.

Australian Grains Industry Conference 2018
PO Box R1826
Royal Exchange NSW 1225 AUSTRALIA

Tel: 61 2 9904 6646
Mobile: 61 407 210 488
Email: events@ausgrainsconf.com
Website: www.ausgrainsconf.com/australia