

An opportunity to reach decision-makers in the Australian Grains Industry by exhibiting or participating as a sponsor at the premier event in the Australasian grain calendar

THE AUSTRALIAN GRAINS
INDUSTRY CONFERENCE

2017
CONFERENCE



SPONSORSHIP



2 - 3 August 2017
Crown Promenade
Melbourne, Australia
www.ausgrainsconf.com



A message from the Organising Committee

The Organising Committee invites you to be part of the Australian Grains Industry Conference 2017 (AGIC Melbourne 2017).

AGIC 2017 is the 'must attend' event on the grains industry calendar annually and recognised as the premier grains industry conference. AGIC is run by the industry for the industry and provides the perfect platform for you to grow your business, meet with clients, industry colleagues, industry decision makers and international participants. The Conference offers unparalleled networking opportunities with delegates, speakers and trade exhibitors.

The Australian grains industry continues to be a focus for international customers, suppliers and investors. AGIC 2017 provides the best opportunity for anyone interested in the Australian or global grains industry to hear the latest news, outlook and trends shaping the industry's future. The Australian Grains Industry Conference provides a platform to promote the commerce of the grains industry, highlighting the opportunities and challenges for grains supported by the latest research and industry developments.

AGIC 2017 is returning to the Crown Promenade Hotel after several years. The Crown Promenade offers a relaxed networking space in luxurious surroundings, increased meeting space and conference facilities.



AGIC 2017 is planning a number of new innovations for the conference built around enhanced networking and social opportunities.

Our sponsors and exhibitors are a very important part of the Conference and we aim to ensure that to you receive the maximum value for your sponsorship.

As a Conference sponsor, your company will benefit from building and promoting your profile, services, products and brand to key industry decision makers. Furthermore, you will have formal and informal access to this influential group.

Sponsorship of the Australian Grains Industry Conference is cost effective and targeted; and an ideal means to reach key decision makers within the grains industry.

The Australian Grains Industry Conference recognises the generous support from industry and particularly the continuing support of our many past sponsors.

To confirm your sponsorship, please complete and return the sponsorship booking form to the Secretariat.

We welcome your participation in the 2017 Conference.



The Host Organisations

- Grain Trade Australia
- Australian Oilseeds Federation
- Pulse Australia

About The Australian Grains Industry Conference 2017

A must attend conference

- Australian industry owned and hosted conference for grain industry market participants and service providers, hosted by leading grain industry associations AOF, GTA and Pulse Australia
- Participation from over 950 grain industry leaders and participants from Australia and the international grain industry
- Gain valuable insights into and the latest information concerning grain markets in Australia and globally
- Access to new knowledge and technologies to help stay ahead of industry trends
- Unrivalled networking opportunities with industry experts and leaders
- Represents excellent value for delegates, sponsors and exhibitors

The continued growth in participation in the Australian Grains Industry Conference by both delegates and sponsors/exhibitors reflects the established track record of AGIC in delivering an informative technical program; access to the latest technologies; excellent networking opportunities; and the growing importance of the Conference as a place for all those involved in the Australian grains industry to do business.



A comprehensive program

Conference

Be there as world renowned industry experts and specialists share their outlooks and strategies for the way forward for the industry. The technical program comprises keynote plenary presentations, a range of sessions addressing cutting-edge issues in evolving grain markets and interactive sessions with CEOs and industry leaders.

Conference dinner/ Welcome drinks

The Conference social events are an opportunity to unwind and mix with participants in a relaxed and friendly environment.

Exhibition

Discover new generation products and services in a business oriented, informative and dynamic trade show. Meet existing and potential business partners amongst delegates.

Sponsorship

With a targeted audience from all sectors of the global grain, oilseed and pulse industries, your company will gain from the Conference's strong Australian and international exposure. The Conference presents a target market opportunity for exhibitors and sponsors to 'showcase' products and services of interest to the grains industry.

Day	Time	Program
Wednesday 2 August	9.00am - 5.00pm	AGIC Technical Program & Exhibition
	6.00 - 8.00pm	Welcome Drinks
Thursday 3 August	9.00am - 5.00pm	AGIC Technical Program & Exhibition
	7.00pm	Australian Grains Industry Conference Dinner
Friday 4 August	TBC	AGIC Golf Day & other activities (TBC)

Who should sponsor The Australian Grains Industry Conference 2017?

With over 950 delegates and world-class networking opportunities, the Australian Grains Industry Conference is undoubtedly the place to be in 2017 if your business is connected to the local or international grains industry. Affiliating your brand with Australia's largest gathering of the grains industry will position your company as a leader within the industry.

Any organisation involved in the production, logistics and marketing of grain and supporting services will benefit from sponsoring the Conference through enhancing your brand, increasing your exposure and attracting visitors to your stand or website during the conference.

This includes:

- 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, freight forwarders, shipping/ocean line companies, container companies
- Technology, equipment and service providers
- Trade groups, government agencies and researchers



Benefits of Sponsorship

A tailored sponsorship package of the Conference is a cost effective opportunity to reach a large number of delegates within your target market. Benefits of sponsorship are numerous and include:

- **Profile** - a presence at the Conference is your organisation's opportunity to leverage two days of unparalleled access to a wide potential and targeted client base, to inform them about your products and services and build long term relationships
- **Target marketing** - ideal marketing opportunity for companies with products and services or interests in the grains industry
- **Brand positioning and differentiation** - your brand will benefit from the positive image of being associated with the highly recognized and respected Australian Grains Industry Conference
- **Customer involvement** - the Conference attracts participants (large and small) from across the grains industry value chain and provides the ideal opportunity for informal networking with your customers and potential customers. Aligning your company with Australian Grains Industry Conference demonstrates your commitment to assisting the development of the industry
- **Exposure** - to an interested, relevant and influential audience in an informal, but informative, environment and providing direct exposure to your target market away from daily distractions
- **Increased sales** - opportunity to showcase your products to a target audience

Promotional Opportunities

As a Australian Grains Industry Conference sponsor, you will receive an excellent opportunity to promote your organisation through a range of media and promotional activities that include:

- **Marketing materials** - sponsors and exhibitors will be acknowledged in all electronic mail alerts and conference updates.
- **Media relations campaign** - Sponsors and exhibitors will be recognised in all media releases and media kits relating to the Conference
- **Branding** - Branding benefits as a sponsors include the use of your organisation's logo and link to your website on the AGIC website and your organisation's sponsorship on media releases leading up to, and following, the Conference.

Key Benefits of Early Commitment

Aligning your company early will ensure:

- maximum exposure for your brand and increased opportunities to access not only registered delegates, but anyone receiving conference marketing material
- first choice of sponsorship opportunity to ensure alignment with your marketing aims

We look forward to helping you achieve your business objectives and service your customer groups. We are able to assist you to find creative ways in which to integrate your marketing strategies into your investment, so as to promote long-term brand loyalty and preference.

The Conference is a unique marketing opportunity, and we are confident your involvement either as an investor or exhibitor, will provide your company with exceptional business rewards

Sponsorship Opportunities

Core Benefits

All conference sponsors receive the following core benefits as part of their sponsorship package

- Link to your company website on the Australian Grains Industry Conference website
- Logo and sponsorship level on sponsors page of the conference website and listing in the program book
- Logo displayed during the conference
- 50 word company listing in the 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 is happy to receive proposal from prospective sponsors and negotiate tailored packages to suit individual company requirements



Sponsorship Benefits

	Gold	Silver	Dinner	Welcome Reception	Lunch Catering Break	Tea Catering Break	Satchels	Delegate List	Lanyards
Reciprocal website link	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Conference materials	✓ + Cover of program book	✓	✓	✓	✓	✓	✓ + on Satchel	✓ + on DL	✓ on Lanyards
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	✓ Plenary	✓							
Company representative to speak	✓		✓ event	✓ event					
Complimentary conference registrations	✓ x2	✓ x2	✓ x1	✓ 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	✓	✓	✓	✓	✓	✓	✓	✓	✓

	Pocket Program	Writing Materials	Charging Station	Satchel Inserts	Coffee Cart	Trade Exhibition
Reciprocal website link	✓	✓	✓	✓	✓	
Logo on Conference materials	✓	✓	✓	✓	✓	✓
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 +2 exhibitor passes
Promotional item in delegate satchels				✓		
Chair drop of company material/item						
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 may not be suitable for the satchels. The satchel insert 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 the 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 or exhibitor that the Committee deems inappropriate and/or adversely impacts on the value or reputation of the Conference.

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 - acknowledgement as Gold Sponsor on front cover of the program book
- Signage - opportunity to have a banner in the Conference auditorium
- Editorial support - full page advertisement in the program book
- Trade display - three metres wide x two metres deep (bigger by negotiation) located in prime area between the Conference hall and exhibition area
- Provision of a keynote speaker*
- Sponsorship of a plenary session including opportunity to provide the session chair and company logo displayed on front screen at start and finish of session
- Three complimentary registrations
- One promotional item inserted in the delegate satchels
- One chair drop of company material/item

**Total investment \$16,500
(two available)**

* All speakers and topics must be approved by the Program Committee. Returning sponsors must provide 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 high level presence in the Conference and trade show.

In addition to core benefits, the Silver Sponsor receives:

- Editorial support - a half page advertisement in the program book
- Trade display - trade booth in a prominent location within the trade exhibition area
- Sponsorship of a session including opportunity to provide the session chair and company logo displayed on front screen at start and finish of session
- Two complimentary registrations
- One promotional item inserted in the delegate satchels

Total investment \$11,000

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 Sole Event Sponsor receives high profile exposure and recognition throughout the Conference and reaches a maximum audience. The dinner sponsor has the opportunity for interactive marketing and promotion throughout the dinner.

The Conference 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:

- Logo on the dinner menu
- Opportunity to place signage throughout the dinner venue (to be provided by the sponsor)
- Opportunity to display or give away promotional material (to be provided by the sponsor)
- 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)
- Opportunity for company representative to address the dinner
- Reserved tables
- Two complimentary dinner tickets
- One complimentary registration
- Company brochure inserted in delegate folders

Total investment \$14,500

Welcome Reception

Sponsorship of the Conference Welcome Drinks presents a networking opportunity during the early part of the Conference social activities, providing the Sponsor with a wonderful opportunity to welcome all delegates. The official welcome function sets the scene for a successful conference.

In addition to core benefits, the Sponsor receives:

- Opportunity to place signage throughout the venue during the event (to be provided by the sponsor)
- Opportunity to display or give away promotional material during the event (to be provided by the sponsor)
- Opportunity for company representative to address the function
- Two complimentary reception tickets
- One complimentary registration

Total investment \$7,500

Catering Break Sponsors

Lunch (2 available)

In addition to core benefits, the Lunch Break Sponsor receives:

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

Total investment \$3,000

Tea Break (4 available)

In addition to core benefits, the Lunch Break Sponsor receives:

- Sponsorship of morning or afternoon tea following session of choice
- Free-standing signage displayed in the pre-function area during the break
- Signs with company logo on food buffets
- One piece of literature placed on delegates' seats during the break
- Acknowledgement of sponsor in the session preceding the break
- One complimentary half-page advertisement in the Conference Booklet

Total investment \$2,000

Delegate Satchels

Every participant of the conference will receive an official conference satchel .

In addition to core benefits, the Sponsor receives:

- Logo on delegate satchels
- One complimentary registration
- One promotional item inserted in the delegate satchels

Total investment \$8,000

Delegate List

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

In addition to core benefits, the Sponsor receives:

- Logo included on front cover and each page of the delegate list
- Full page advertisement on the inside front cover of the delegate list
- One 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, the Sponsor receives:

- Logo printed on stationary set
- One complimentary registration

Total investment \$4,000

Congress Lanyards

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

In addition to core benefits, the Sponsor receives:

- Logo printed on lanyards (Lanyard and name badges supplied by sponsor)
- One complimentary registration

Total investment \$5,000

Pocket Program

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

In addition to core benefits, the Sponsor receives:

- Logo included on the pocket program
- One complimentary registration

Total investment \$4,000

Charging Station

In addition to core benefits, the Sponsor receives:

- Logo/name on charging station
- Opportunity to provide handouts/gifts at the Charging Station

Total investment \$1,600

Coffee Cart

Exclusive rights to coffee cart in the exhibition hall (location is subject to availability of power etc) including:

- Signage on coffee cart (supplied by sponsor)
- Up to five exhibitor passes
- Half page advertisement in the Program Book to encourage attendees to visit the coffee cart

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.

Advertisements in Conference Booklet

The Conference Booklet contains all the relevant conference information for delegates, sponsors and exhibitors.

Full Page \$1,000

Half Page \$500

Conference Satchel Inserts

Insert your company material in the delegate satchels distributed to all attending delegates.

If you wish to include an item that is not a brochure style document, please contact the Conference managers to check suitability.

Quantities, delivery date and address details will be provided separately.

Total investment \$1,000

Exhibition Floorplan



Exhibition Opportunities

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

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 1 August and the exhibition is open 2 & 3 August

**Total investment is:
Exhibition booth centre \$3500**

Sponsorship & Exhibition Booking Form

Australian Grains Industry Conference 2017

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 2017.
- 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 2017. 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.

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