



Fertiliser 2017 Conference Sponsorship - Proposal

September 13-15, RACV Torquay Resort – Torquay Victoria

Fertiliser 2017 is a significant event on the industry calendar. Delegates from the majority of fertiliser manufacturers, importers, distributors and contract applicators in Australia will be attending. It is expected that most of the 150+ people attending will come from south eastern Australia.

Delegates will include CEO's, Senior Managers and leading technical and logistics staff as well as owners and operators of fertiliser spreading and services businesses and agronomists who provide plant nutrition advice to farmers.

In addition to significant networking opportunities at meal breaks and the conference dinners, Friday provides relaxed time to mingle with others while enjoying a round of golf, a scenic bus tour or a tour of fertiliser and soil testing facilities.

The conference program will provide summaries of:

- Fertiliser market and economic outlooks
- Fertiliser and application technology
- Making sense of the science behind weather and seasonal forecasts
- Business & succession planning
- Soil & Plant Technology

Sponsorship provides the ability to connect with many of the significant players in the fertiliser industry in a single event. As all parts of the supply chain will be represented, this opportunity presents excellent value to any company wishing to reach this audience. We also welcome alternative proposals for your company's involvement if you would like to do something not covered by any of our proposed packages.

The packages are based on the outline program. The program is likely to change as speakers and themes are confirmed and this may result in changes to some packages. Sponsorship packages will be allocated in the order that applications are received. Should the package you apply for be unavailable, the organisers will contact you to discuss alternatives.

All prices quoted are exclusive of GST which will be applied to invoices. The conference organiser reserves the right to not accept any sponsorship proposal.

The conference is a joint initiative between the Australian Fertiliser Services Association Victorian branch and Fertilizer Australia. The conference is managed by Fertilizer Australia.

Packages and Value

Seven sponsorship packages are available, each designed to give you space to promote your products, company or brand. The packages are a starting point and we are happy to discuss how you best use them. As long as it doesn't cut across other sponsors, we are open to any proposals.

Whether it is inside display space at the venue, machinery display outside the venue entrance, an opportunity to speak, PowerPoint slides during the conference sessions, display advertisements in the program, or brochures and merchandise in the conference delegates pack, it's up to you to make the most of it. We are more than happy to discuss how you can get the best value from your package.

Package 1, Conference Sponsor \$15,000 (1 available)

The Conference Sponsor is the single major sponsor and will receive prominent acknowledgement on all conference material and at each session of the conference.

- Power Point auto presentation* between all conference sessions.
- Option to provide the chairman for the conference dinner, including a 10 minute presentation.
- Full page advertisement in the conference program.
- Inclusion of material in the conference package.
- Prominent signage at the conference and dinner venue (to be provided by the sponsor).
- 2 Registrations.
- Optional extra: add package 7, Display Table for the discounted price of \$800.

Package 2, Lunch Sponsor \$7,500 (1 available)

- 5 Minute welcome address to lunch. Use your imagination to get the best value from this chance to speak directly to delegates.
- Half page advertisement in the conference program.
- Inclusion of material in the conference package.
- Signage around the venue (to be provided by the sponsor).
- 1 Registration.
- Optional extra: add package 7, Display Table for the discounted price of \$800.

Package 3, Welcome Reception \$7,000 (1 available)

- 5 Minute welcome address to delegates.
- Half page advertisement in the conference program.
- Inclusion of material in the conference package.
- Signage around the venue (to be provided by the sponsor).
- 1 Registration.
- Optional extra: add package 7, Display Table for the discounted price of \$800.

Package 4, Session Sponsor \$4,000 (5 available)

Identify your organization with the conference as you chair the session.

- Power Point auto presentation* prior to your sponsored session.
- Three minutes to introduce the session, then perform the chairman's role. Quarter page advertisement in the conference program.
- Inclusion of material in the conference package.
- 1 Registration.
- Optional extra: add package 7, Display Table for the discounted price of \$800.

Package 5, Coffee Sponsor \$2,000 (2 available)

Brand the coffee breaks and put your name on conference material including the program.

- Table cards with the coffee stands with your company logo and or message.
- Quarter page advertisement in the conference program.
- Inclusion of material in the conference package.
- Optional extra: add package 7, Display Table for the discounted price of \$800.

Package 6, Industry Sponsor \$1,500 (5 available)

Put your name on conference material including the program.

- Quarter page advertisement in the conference program.
- Inclusion of material in the conference package.
- Optional extra: add package 7, Display Table for the discounted price of \$800.

Package 7, Display Table \$1,000 (10 available)

- Display area approximately 2.5m x 2.0m (depending on total number of displays requested) in the Great Ocean Rd Foyer where lunch and tea breaks are served.
- Display table 1830mm(D) x 760mm (W) x 760mm (H). Tables come with black fitted cloth, 2 chairs and access to power if needed.
- Please note trade booth structures will not be available due to space limitations.
- Available as a bonus option for packages 1-6.

Package 8, Machinery Display \$1,000 (6 available depending on machinery size)

- Machinery can be display in the car park adjacent to the building entrance.
- Please advise dimensions of the machinery proposed for the display.

Delegate material insert \$200 per item

Perhaps you would be happy to just include a brochure or merchandise item in the delegate material – then this is the option for you.

* Power Point auto presentation – up to four slides per sponsor will play on auto rotation prior to the start of each session. Up to two sponsors will feature per session (Conference Sponsor; Session Sponsor).

Conditions of Sponsorship

1. All amounts listed are Australian dollars and are exclusive of GST.
2. A non-refundable deposit of 25% of the package cost plus GST must be received within 14 days of acceptance and invoicing or the package may be offered to another sponsor. Applications received after June 30 will be invoiced for the total cost at the time of acceptance.
3. The balance of the package cost plus GST will be invoiced on your choice of either June 30 or July 1 and payable within 30 days. Earlier invoicing by arrangement.
4. The last date for the receipt of applications will be July 31.
5. Cancellations received by July 31 will receive a refund of payments made, less 25% of the total cost of the sponsorship package. No refunds will be made for cancellations after this date.
6. Provision of signage, display materials and conference package materials will be at the sole responsibility and cost of the sponsor.

7. Power Point auto presentations and lunch and morning tea placards will be prepared by the conference organizer in consultation with the sponsor.
8. Sponsors who are not members of Fertilizer Australia or AFSA will receive the member rate on conference registrations additional to those included in their package.
9. The organizers are pleased to discuss variations on the proposed packages as long as these do not conflict with other sponsors agreements.
10. The contact details supplied with the application will be the primary contact and the organizer takes no responsibility for further communication within your company.
11. Session themes and content are indicative and will be refined as the program is developed.

Draft program

The outline program is subject to change and the organisers reserve the right to change time and content of any part of the program. The green coded sessions are the main conference program, the blue are industry meetings. Friday's activities are not included in the conference registration fee and are an optional extra for delegates.

Wednesday 13 Sept	Thursday 14 Sept		Friday 15 Sept
AFSA Board Meeting	Session 1: Economics & Markets		Golf or Bus Tour Great Ocean Road or Fertiliser Facility & Soil Lab Tour
Coffee Break			
AFSA Board Meeting	Session 2: Fertiliser & Application Technology		
Lunch			
Fertilizer Australia Board Meeting	Session 3A: Making Sense of Weather Forecast & models	Session 3B: Business & Succession Planning	
Coffee Break			
AFSA / Vic Branch AGM	Session 4: Soil & Plant Technology		
AFSA Member Forum			
Fertilizer Australia AGM			
Welcome Reception & Buffet Dinner	Conference Dinner		

Application for Sponsorship; Fertiliser 2017

to be completed

Organisation Name	
Contact Person	
Contact Email	
Package applied for	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> Inset only <input type="checkbox"/>
If Package 4, Preferred Session	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3A <input type="checkbox"/> 3B <input type="checkbox"/> 4 <input type="checkbox"/>
If Package 1 to 6, add a Display Table?	Yes <input type="checkbox"/> No <input type="checkbox"/>
If Package 8, what are the dimensions of machinery proposed for display	
<i>Declaration</i>	<p>I am authorised to make this application on behalf of the organisation detailed above. If the sponsorship includes a trade table display and/or machinery exhibit the organisation has appropriate public liability insurance to a minimum of AUD\$10M. I have read and agree to the conditions of sponsorship.</p> <p>Signed:</p> <p>Date:</p>
Name and Position	

Please return completed applications to Monique Thomson, 02 6273 2422

Scan and email to Monique.thomson@fertilizer.org.au or post to Locked Bag 4396, Kingston, ACT 2604