

2019 Conference



2019
National Fodder
Conference
29-31 July 2019
Crowne Plaza
Hunter Valley
NSW

Sponsorship Prospectus

Australian Fodder Industry Association

About Us

The Australian Fodder Industry Association (AFIA) is the peak national body for hay exporters and domestic hay and silage producers. AFIA's key mandate is to connect all sectors of the supply chain from seed to feed.

AFIA provides members with industry representation, access to best-practice guidelines and regulations, coordinates industry training and events and continuously works to improve industry standards through innovation, research and development. AFIA is supported by over 320 direct members and industry-related sponsors.

Our Mission

To provide leadership and vision to the Australian fodder industry, engaging with all sectors of the fodder industry value chain to deliver a favourable environment for members to do business in today and into the future.

Our Vision

To support a profitable, sustainable, competitive and innovative Australian fodder industry.

2019 National Fodder Conference

Our Place

In 2018 Australian agriculture regularly made news headlines, engaged more city-folk through social media and was often at the top of parliaments agenda. After a very unpredictable and interesting year, we are eager to welcome everyone to reflect and regroup at the 2019 National Fodder Conference. AFIA will be back hosting the industry's premier event in the Hunter Valley of New South Wales, the first time in the state in over ten years. The popular Pre-Conference Tour will take place in the Hunter region from Friday 26-Sunday 28 July. Members will be welcomed at our first Members Breakfast on the morning of Monday 29 July followed by the Contractors, Transport and Safety, and Financials workshops. Our plenary speakers program will commence on Tuesday 30 to Wednesday 31 July, and our Annual Conference Dinner with live entertainment and industry award presentations will be held on Tuesday 30 July.

In 2019 we will be pursuing the theme 'Our Place' which evokes connectivity of people and the land. This theme pays homage to our most popular conference session 'Our Place' in which local growers of the chosen region are invited to share their experiences. We wish to celebrate and support our producers and emphasise those in New South Wales who are adapting, creating and championing positive change throughout the drought. The program will consist of five sessions with the following themes: local and global fodder economies, lucerne and fodder proteins, financial risks of a changing climate, health and safety, and managing irrigation.

Your audience

Member workshop rates exceeded expectations in 2018 with up to 100 people in attendance. The total conference achieved an audience of up to 300 conference delegates from around the country ranging from: fodder growers, contractors, exporters, brokers, transporters, dairy, beef and sheep producers, government representatives, industry advocates and global researchers.



Crowne Plaza Hunter Valley

Located only two hours from Sydney and 50 minutes by car from Newcastle, the Crowne Plaza Hunter Valley resort is nestled in the heart of the picturesque and renowned wine region of New South Wales. AFIA is delighted to be hosting the National Fodder Conference at the Crowne Plaza with state of the art conference facilities for our members to come together and develop their skills and networks amongst inspiring and expansive countryside. If you're interested in also having a holiday, why not unwind and be pampered at the onsite spa, perfect your swing on the 18-hole golf course, go for a swim in the outdoor heated pool, enjoy a game of tennis or basketball, and indulge in renowned local wines, award-winning brewery and gourmet produce at the onsite restaurants and bars.

Come for hay and silage workshops, machinery and trade exhibits, and inspiring talks... stay for the members breakfast, cocktails by the pool, day spa and 18-hole golf course



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Major Conference Sponsor

\$12,750
1 available

- Full recognition as major conference sponsor on all marketing material including print and digital advertising
- Ten minute speaking opportunity
- Exclusive theming of registration area and stage
- Exclusive company branding on screen during breaks for duration of plenary sessions
- The opportunity to play promotional videos prior to the beginning of each session
- Acknowledgement during conference sessions
- Two 3m x 2m trade display booths
- Complimentary registration for four delegates
- Two A4 page advertisements in delegate handbook
- Satchel insert



AFIA Members Breakfast

\$3,950
1 available

- Members Breakfast from 8am Monday 29 July. Sponsorship includes:
- Exclusive signage at the venue
 - Five minute address at the function
 - One complimentary conference registration
 - One A4 page advertisement in delegate handbook and logo recognition
 - Satchel insert

Welcome Cocktail Function

\$6,450
1 available

- Welcome function from 5pm Monday 29 July. Sponsorship includes:
- Exclusive signage at the venue
 - Five minute address at the function
 - One 3m x 2m trade display booth
 - One complimentary conference registration
 - One A4 page advertisement in delegate handbook and logo recognition
 - Satchel insert

Annual Conference Dinner

\$9,950
1 available

- Three-course, open-bar with live entertainment conference dinner from 7pm Tuesday 30 July. Sponsorship includes:
- Exclusive signage at the venue with an audience of 250-300 industry stakeholders
 - Five minute company promotion opportunity during the dinner
 - One 3m x 2m trade display booth
 - One complimentary conference registration
 - One A4 page advertisement in delegate handbook and logo recognition
 - Satchel insert

Group A expressions of interest close 5pm Friday 15 March 2019

Sponsorship Opportunities

AFIA Sponsor Trade Display

\$2,250
multiple

- One 3m x 2m trade booth including light, power and basic signage
- Complimentary registration for one delegate
- Satchel insert
- Optional machinery display - contact Pru for details via pru@afia.org.au or 0418 142 523

Non-Sponsor Trade Display

\$3,950
multiple

- One 3m x 2m trade booth including light, power and basic signage
- Complimentary registration for one delegate
- Satchel insert
- Optional machinery display - contact Pru for details via pru@afia.org.au or 0418 142 523

AFIA Members Workshops

\$2,950
3 available

- AFIA's popular members-only workshops will run on Monday 29 July. There will be three themed workshops available for individual sponsorship: business management, contractors, and transport. Each workshop will run for approximately 1.5 hours with up to 100 delegates attending. Sponsorship includes:
- Brand recognition on all promotional material in the lead up to the conference
 - Exclusive signage material on display in the workshop venue
 - Input to the workshop planning
 - Opportunity to MC or welcome session
 - Satchel insert

AFIA Photo Competition

\$4,000
1 available

- Name and logo promotion in print on posters, on screens during plenary breaks and in our fortnightly FODDER on the fly e-news reaching over 900 industry members
- Satchel insert



Plenary Product Launch

\$5,000
2 available

- Ten minute plenary presentation to launch your new product or promote your organisation
- Satchel insert

Delegate Satchels

\$3,750
1 available

- Your company logo exclusively displayed on delegate satchels with conference branding
- Satchel insert

Delegate Nametags

\$3,150
1 available

- Your company logo displayed exclusively in full colour on all delegate nametags
- Satchel insert

Group B applications close 5pm Friday 28 June 2019



2019 Corporate Sponsorship Packages

Sponsorship Benefits	Gold \$17,500*	Silver \$10,000*	Bronze \$4,250*
General Entitlements			
Recognition as AFIA sponsor on website	Yes	Yes	Yes
Recognition as sponsor at AFIA events and publications	Yes	Yes	Yes
Complimentary AFIA membership	Yes	Yes	Yes
Invitation to attend AFIA grower updates and industry events (additional costs may be included for some events)	Yes	Yes	Yes
Voting right for one nominated member	Yes	Yes	Yes
National Fodder Conference Entitlements			
Conference trade display (3m x 2m inc light, power and basic signage)	Yes x 2	Yes x 1	Special sponsor rate of \$2,250
Conference delegate registration	Yes x 4	Yes x 2	Yes x 1
One Conference satchel insert	Yes	Yes	Yes
Optional Conference Entitlements (exclusively available to sponsors)			
Major Conference Sponsor – \$12,750 (one only)	Yes	Yes	Yes
Welcome Cocktail Function Sponsor – \$6,450 (one only)	Yes	Yes	Yes
Annual Conference Dinner Sponsor – \$9,950 (one only)	Yes	Yes	Yes
Product Launch at conference plenary session – \$5,000 (two available)	Yes	Yes	Yes
Advertising Entitlements			
Colour ad in Focus on Fodder Magazine (four per year)	Full page	Half page	No
Colour ad in AFIA Annual Calendar	Full width	Half width	No
Mail out of product information sheet/flyer to AFIA database	Yes (1 x per year at cost)	Yes (1 x per year at cost)	No

*Prices are inclusive of GST.

Please note: the above table outlines the standard AFIA packages offered to sponsors. AFIA is open to developing tailored packages that deliver value and benefit to our sponsors and partners. If you have an idea for a tailored package that you feel will benefit both AFIA and your organisation, or you would like to discuss the sponsorship packages listed above please contact: John McKew, AFIA Chief Executive Officer at john@afia.org.au or phone the AFIA office on (03) 9670 0523.

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Sponsor and Exhibitor Application Form

Company: _____

Name: _____ Role: _____

Address: _____

Phone: _____ Email: _____

1. Group A: Premium Sponsorship Opportunities Expressions of interest close 5pm Friday 15 March 2019	Value (incl.GST)	Fee payable
Major Conference Sponsorship	\$12,750	
AFIA Members Breakfast Sponsorship	\$3,950	
Welcome Cocktail Function Sponsorship	\$6,450	
Annual Conference Dinner Sponsorship	\$9,950	
2. Group B: Conference Sponsorship Opportunities Applications close 5pm Friday 28 June 2019	Value (incl.GST)	Fee payable
AFIA Sponsor Trade Display	\$2,250	
Non-Sponsor Trade Display	\$3,950	
Plenary Product Launch	\$5,000	
AFIA Members Workshop Sponsorship	\$2,950	
AFIA Photo Competition	\$4,000	
Delegate Nametags Sponsorship	\$3,150	
Delegate Satchel Sponsorship	\$3,750	

3. Trade Display Requirements List any companies you do not wish to be allocated next to:

4. Do you wish to receive information on machinery display information? If yes, send to:

Name: _____ Role: _____

Address: _____

Phone: _____ Email: _____

5. Payment options Tax invoice for GST purposes ABN: 12 131 678 727

EFTPOS/Direct Debit Bank Name: AFIA Ltd BSB: 083 663 Acc: 826847267 Ref: full name

CHEQUE Cheque Enclosed (Payable to AFIA Ltd)

CREDIT CARD Visa MasterCard Total Amount: \$ _____

Card Number: _____ Expiry Date: ____/____/____

Name (as appears on card): _____ CCV: _____

Signature: _____ Date: ____/____/____

Complete and return by email to pru@afia.org.au or post to PO Box 527 Ascot Vale VIC 3032

For sponsorship and conference support
please contact:

Pru Edmonds
Office and Events Manager
Australian Fodder Industry Association
E: pru@afia.org.au
T: +61 418 142 523



CONTACT AFIA
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