

NTCA Conference

16th to the 17th of March 2023 - Darwin Convention Centre

SPONSORSHIP & EXHIBITION OPPORTUNITIES



ABOUT NTCA

The Northern Territory Cattlemen's Association (NTCA) is the peak industry group in the Northern Territory representing over 90 per cent of the Territory's cattle herd; a landmass up to 700,000 square kilometers, and a herd size of over 2.1million head.

Since 1978 the NTCA has been recognised as one of Australia's most effective producer representative bodies, working at Territory, Federal and International levels with government and industry to advance and protect the interest of NT cattle producers and associated industry.

In addition to core responsibilities, the NTCA maintains a strong focus on the emerging economies of South East Asia and invests in building relationships in the region and beyond. At home the NTCA runs an effective indigenous employment program to re-engage young people in the modern industry.

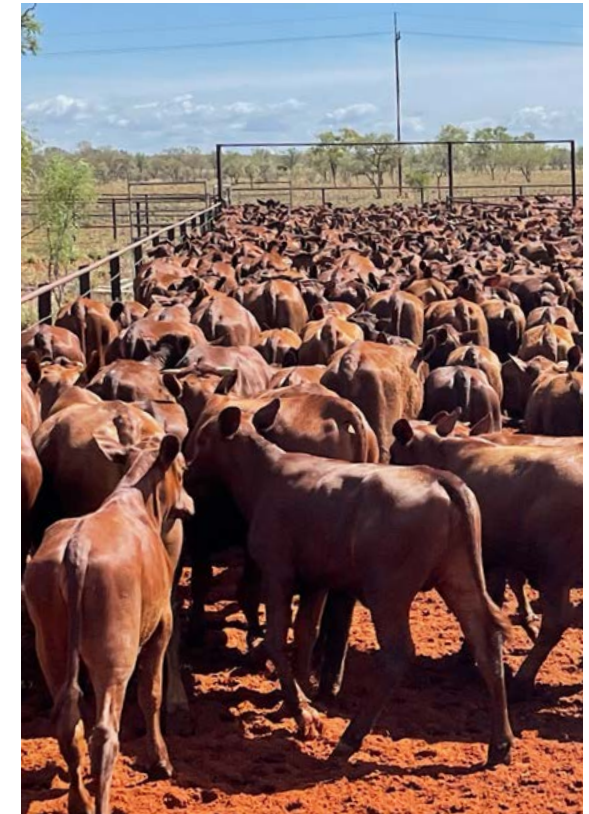
The NTCA is a driving force for continual improvement, adaptation and the ongoing viability of the pastoral industry.

FACTS & FIGURES

- Pastoralists generate more than 85% of the NT's primary production value*
- The cattle industry and related service industries contribute \$1 billion annually to the NT economy
- There are 2.2 million cattle across 45% of the Territory's land mass
- NT Pastoralists manage up to 700,000km² of the NT landmass
- 8,000 head of cattle is the average NT herd size
- The average NT cattle property is approximately 3,000km²
- On average, around 600,000 cattle are turned off NT pastures annually
- The Darwin Port is the busiest live export port in the world+
- The NTCA's Bohning Yard facility in Alice Springs was one of the first Organic and USDA NOP certified spelling and sale facilities in Australia

*Source: ABARES 2016, Agriculture, Fisheries and Forestry in the Northern Territory, 2016

+Source: NT Live Exporter's Association



THE NTCA ANNUAL INDUSTRY CONFERENCE

The NTCA Annual Industry Conference is the foremost annual beef industry event in northern Australia and is attended by delegates from the Northern Territory, Australia and overseas - attracting local pastoralists, national industry leaders, MPs and senior Ministers from the NT and Federal governments. The event is the highlight of the NT pastoral industry's calendar and provides an excellent opportunity for producers and industry members to come together in an environment that is both stimulating and social.

The conference program each year is tailored to reflect the most important, immediate, and longer-term industry issues, and aims to celebrate achievements and inspire the industry.



SPONSORSHIP OPPORTUNITIES

	Price ex. GST	Page No.
CONFERENCE		5
Major Sponsor	\$ 16,000	
Gold Sponsor	\$ 11,000	
Silver Sponsor	\$ 6,000	
Speaker Sponsor	\$ 4,000	
Expo Booth Only - Expo Hall	\$ 4,500	6
Expo Booth Only - Foyer	\$ 4,000	
GALA DINNER		7
Major Supporter	\$ 16,000	
Supporter	\$ 6,000	
LADIES LUNCH & GEORGINA PASTORAL FUTURE NTCA BREAKFAST		8
Major Sponsor	\$ 7,500	
Supporter	\$ 3,500	
Georgina Pastoral Future NTCA Breakfast	\$ 3,500	
BUS & MEAL BREAKS		9
Bus Sponsor	\$ 5,500	
Conference Meal Break - Morning Tea	\$ 3,500	
Conference Meal Break - Lunch	\$ 5,500	
Conference Meal Break - Afternoon Tea	\$ 3,500	

	Price ex. GST	Page No.
MERCHANDISE		10
Conference Program Sponsor	\$ 7,000	
Conference App Sponsor	\$ 7,000	
Satchel Sponsor	\$ 7,000	
Water Bottle Sponsor	\$ 6,000	
ADD-ON ADVERTISING OPPORTUNITIES		11
Satchel insert	\$ 2,000	
Conference App - Notification	\$ 750	
Conference App - Banner	\$ 1,500	
Conference App - Dedicated Page	\$ 2,500	
CONFERENCE PROGRAM ADVERTISING OPPORTUNITIES		12
Quarter Page Advertisement	\$ 1,000	
Half Page Advertisement	\$ 1,500	
Full page Advertisement	\$ 2,000	

**BOOK A SPONSORSHIP
PACKAGE NOW**

**VIEW THE CONFERENCE
WEBSITE**

SPONSORSHIP PACKAGES

CONFERENCE

	MAJOR SPONSOR <i>Exclusive Opportunity</i> \$ 16,000	GOLD SPONSOR <i>Multiple Opportunities</i> \$ 11,000	SILVER SPONSOR <i>Multiple Opportunities</i> \$ 6,000	SPEAKER SPONSOR <i>Multiple Opportunities</i> \$ 4,000
<i>Prices are ex. GST</i>				
EXHIBITION BOOTH	DOUBLE	DOUBLE	SINGLE	
CONFERENCE TICKETS	6	4	2	1
GALA DINNER TICKETS	6	2		
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓	✓	✓
SCREEN ADVERTISING AT EVENT	✓	✓		
ADVERTISEMENT IN CONFERENCE PROGRAM	Full Page	Half Page	Quarter Page	
BANNER DISPLAYED	✓	✓		
LOGO DISPLAYED ON EVENT COLLATERAL	✓	✓	✓	
1/4 PAGE YEARBOOK ADVERTISEMENT	✓	✓	✓	✓

SPONSORSHIP PACKAGES

CONFERENCE - BOOTH ONLY

Options Available:

EXPO HALL

\$ 4,500
ex. GST

Booth Inclusions:

- 3 x 3m booth space
- 3 x 3m back wall
- 1.5m W x 2.4m H side walls
- 1x Counter
- 2x Stools
- Power + power board
- 2x Long Arm Lights
- Standard name fascia panel
- Fully digital printed counter panel with exhibitor artwork
- Additional printed panels and furniture can be ordered via the exhibitor service centre (Fusion Exhibitions) at your own cost.



Additional Booth Only Package Inclusions:

- One (1) Conference Ticket
- Logo & linkage on event website & app
- 1/8 page yearbook advertisement

FOYER

\$ 4,000
ex. GST

Booth Inclusions:

- 3 x 2m booth space
- 3 x 3m back wall
- 1.5m W x 2.4m H side walls
- 1x Counter
- 2x Stools
- Power + power board
- 2x Long Arm Lights
- Standard name fascia panel
- Fully digital printed counter panel with exhibitor artwork
- Additional printed panels and furniture can be ordered via the exhibitor service centre (Fusion Exhibitions) at your own cost.



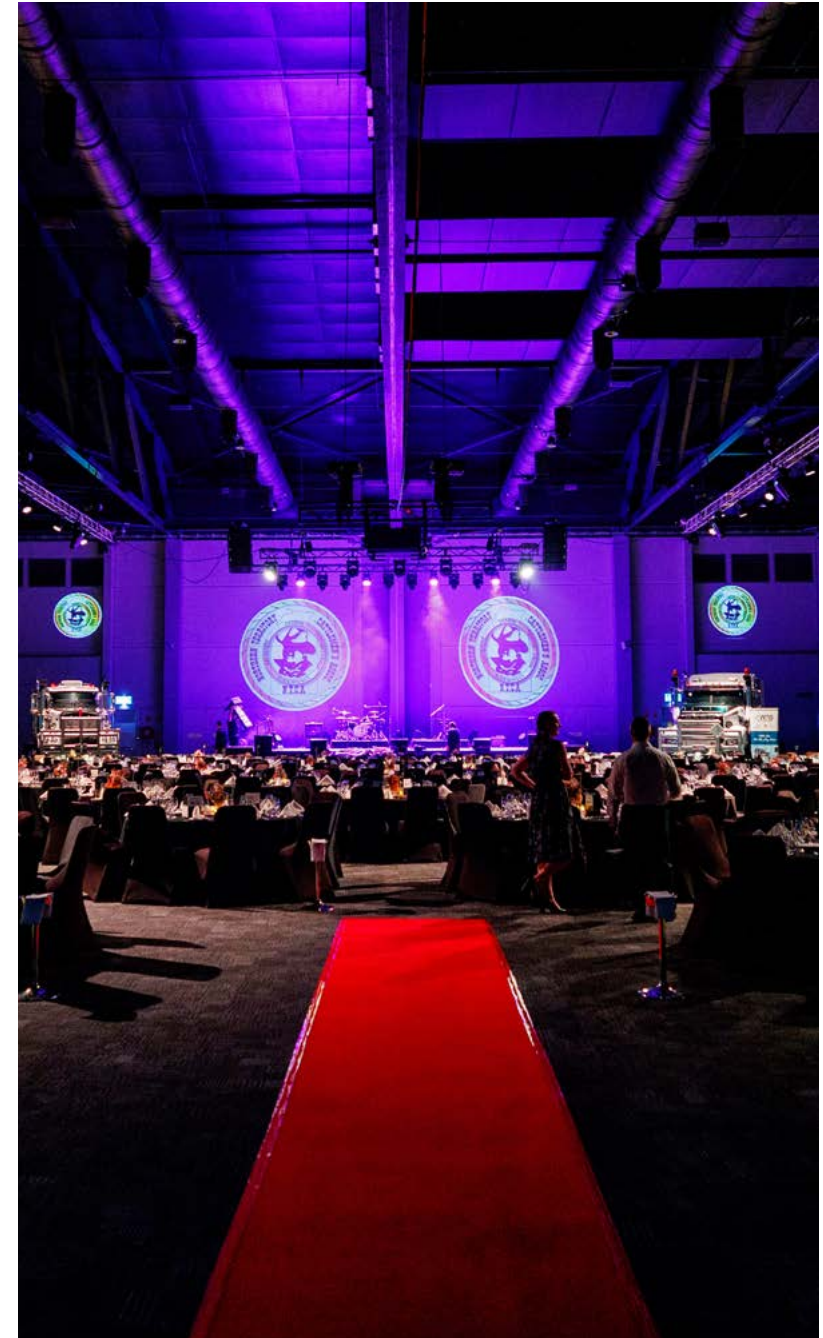
Additional Booth Only Package Inclusions:

- One (1) Conference Ticket
- Logo & linkage on event website & app
- 1/8 page yearbook advertisement

SPONSORSHIP PACKAGES

GALA DINNER

	MAJOR SPONSOR <i>Exclusive Opportunity</i> \$ 16,000	SUPPORTER <i>Multiple Opportunities</i> \$ 6,000
<i>Prices are ex. GST</i>		
NAMING RIGHTS	✓	
EXHIBITION BOOTH	DOUBLE	
CONFERENCE TICKETS	4	2
GALA DINNER TICKETS	6	2
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓
SCREEN ADVERTISING AT EVENT	✓	✓
ADVERTISEMENT IN CONFERENCE PROGRAM	Full Page	Quarter Page
BANNER DISPLAYED	✓	
LOGO DISPLAYED ON EVENT COLLATERAL	✓	✓
1/4 PAGE YEARBOOK ADVERTISEMENT	✓	✓



SPONSORSHIP PACKAGES

LADIES LUNCH & FUTURE NTCA BREAKFAST

	LADIES LUNCH MAJOR SPONSOR <i>Exclusive Opportunity</i> \$ 7,500	LADIES LUNCH SUPPORTER <i>Multiple Opportunities</i> \$ 3,500	GEORGINA PASTORAL FUTURE NTCA BREAKFAST <i>Multiple Opportunities</i> \$ 3,500
<i>Prices are ex. GST</i>			
NAMING RIGHTS	✓		
CONFERENCE TICKETS			2
LADIES LUNCH TICKETS	4	2	
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓	✓
SCREEN ADVERTISING AT EVENT			✓
BANNER DISPLAYED	✓		✓
LOGO ON EVENT COLLATERAL	✓	✓	✓
1/8 PAGE YEARBOOK ADVERTISEMENT	✓	✓	✓



SPONSORSHIP PACKAGES

BUS & MEAL BREAKS

	BUS SPONSOR <i>Exclusive Opportunity</i> \$ 5,500	CONFERENCE MEAL BREAKS <i>Morning / Afternoon Tea</i> \$ 3,500	CONFERENCE MEAL BREAKS <i>Lunch</i> \$ 5,500
<i>Prices are ex. GST</i>			
NAMING RIGHTS	✓ (Bus)	✓	✓
CONFERENCE TICKETS	2	2	2
LADIES LUNCH TICKETS	2		
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓	✓
SCREEN ADVERTISING AT EVENT		✓	✓
BANNER DISPLAYED		✓	✓
PROMOTIONAL MATERIAL DISTRIBUTED ON BUS	✓		
1/8 PAGE YEARBOOK ADVERTISEMENT	✓	✓	✓

SOLD



SPONSORSHIP PACKAGES

MERCHANDISE

	CONFERENCE PROGRAM SPONSOR	CONFERENCE APP SPONSOR	SACHEL SPONSOR	WATER BOTTLE SPONSOR
<i>Prices are ex. GST</i>	<i>Exclusive Opportunity</i> \$ 7,000	<i>Exclusive Opportunity</i> \$ 7,000	<i>Exclusive Opportunity</i> \$ 7,000	<i>Exclusive Opportunity</i> \$ 6,000
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓	✓	✓
OPPORTUNITY TO HAVE LOGO ON SPONSORED ITEMS	✓	✓	✓	✓
1/4 PAGE YEARBOOK ADVERTISEMENT	✓	✓	✓	✓



SPONSORSHIP PACKAGES

ADD-ON ADVERTISING OPPORTUNITIES

<p>Prices are ex. GST</p>	<p>SACHEL INSERT <i>Multiple Opportunities</i> \$ 2,000</p>	<p>CONFERENCE APP: NOTIFICATION <i>Limited Opportunities</i> \$ 750</p>	<p>CONFERENCE APP: BANNER <i>Limited Opportunities</i> \$ 1,500</p>	<p>CONFERENCE APP: DEDICATED PAGE <i>Limited Opportunities</i> \$ 2,500</p>
<p>BENEFIT(S)</p>	<p>Opportunity to provide one (1) satchel insert</p>	<p>One (1) dedicated notification pushed to App users.</p> <p>An App notification include a header and a body section where text, images, videos and/or links can be embedded.</p>	<p>One (1) conference App banner located on the footer of the App.</p> <p>This banner can link to one (1) web link.</p>	<p>One (1) dedicated button on the app which leads to a single page in which text, images, videos and/or links can be embedded.</p>



2023 NTCA CONFERENCE PROGRAM ADVERTISING

AVAILABLE SPACES

	Price (ex. GST)
Full Page	\$ 2,000
1/2 Page	\$ 1,500
1/4 Page	\$ 1,000

The conference program will be A4 landscape. The artwork for the above is to be provided by you as the sponsor. The final specification and dimension required will be communicated to you once your bookings are finalised.



Sponsorship & Exhibition Cancellation Dates:

Before 5pm 14 February 2023 - 50% refund

After 5pm 14 February 2023 - no refund

TAILORED SPONSORSHIP PACKAGES

We can work with you to tailor a sponsorship package to align with the interests and objectives of your organisation.

If you would like to find out more information, please contact:

Rosie Peace | AA&P Events

e: rosiep@associatedadvertising.com.au

m: 0410 518 884.

2023 PROGRAM

Thursday, 16 March 2023

Georgina Pastoral Future NTCA Breakfast
(invitation only)

Tech & Tea

Darwin Convention Centre

Ladies Lunch

Darwin Turf Club

NTCA Annual General Meeting

(Full Members Only)

Darwin Convention Centre

Welcome Drinks

Darwin Convention Centre

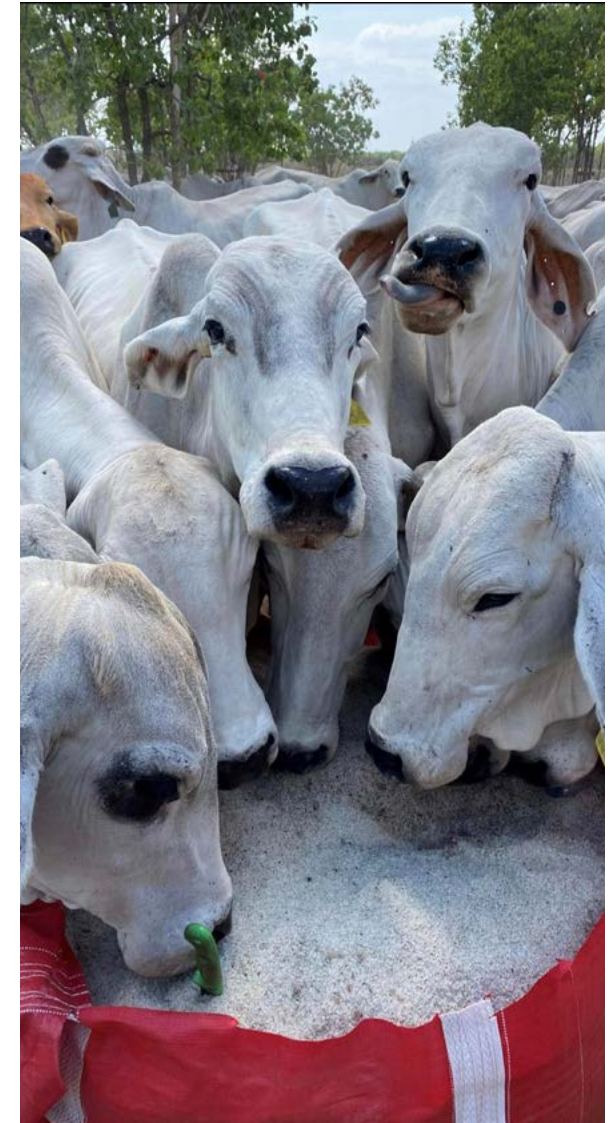
Friday, 17th March 2023

NTCA Conference

Darwin Convention Centre

Gala Dinner

Darwin Convention Centre



BOOK A SPONSORSHIP PACKAGE NOW

CONTACT US

Conference Organiser:

Emily Smigowski | AA&P Events

emily@associatedadvertising.com.au

08 8942 3388

Sponsorship Coordinator:

Rosie Peace | AA&P Events

rosiep@associatedadvertising.com.au

0410 518 884

Registration & Ticketing Manager:

Sita Carolina | AA&P Events

sita@associatedadvertising.com.au

08 8942 3388

NTCA & Memberships:

Emily Fagg | NT Cattlemen's Association

office.darwin@ntca.org.au

08 8981 5976