



Celebrating 40 Years of  
**N.T.C.A**

Conference | Alice Springs  
20-23 March 2024

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**SPONSORSHIP & EXHIBITION  
OPPORTUNITIES**

# ABOUT NTCA

For 40 years, the NTCA has been the voice of Northern Territory cattle producers on issues affecting them. From live export bans, through to infrastructure development, environmental management and land stewardship – the NTCA supports industry by making sure that the practices and contributions our members make are valued by all levels of Government and the community.

The NTCA makes a commitment to its members, that we will be there for industry on its best day and on its worst. We are a constant in an ever-evolving landscape. Our voice will always speak on behalf of our members.

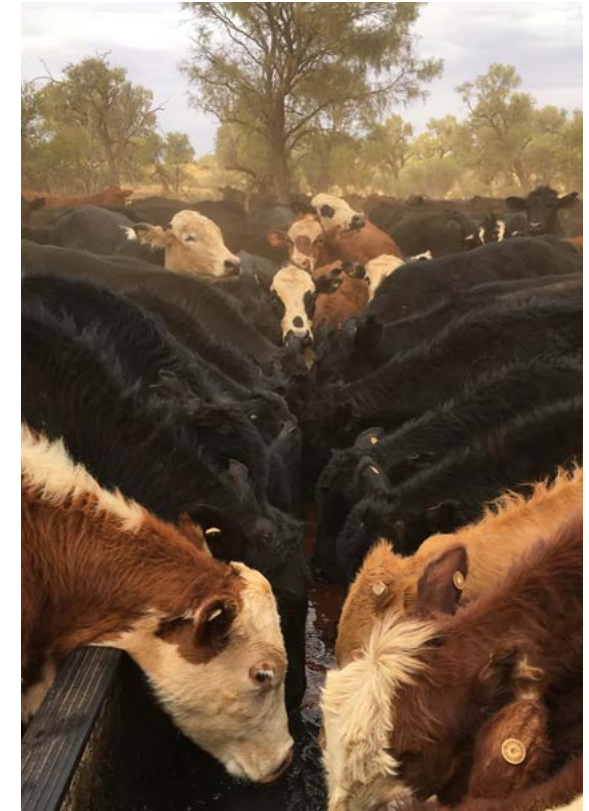
For more than 150 years the pastoral industry has been the backbone of the Northern Territory economy. For 40 of those years, the NTCA has been there alongside it, and we will be there for the next 150 years!

## 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 700,000km<sup>2</sup> of the NT landmass
- 8,000 head of cattle is the average NT herd size
- The average NT cattle property is approximately 3,000km<sup>2</sup>
- 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 Northern Territory Cattlemen's Association (NTCA) takes immense pride in presenting the premier annual event for the Northern Territory's cattle industry. With a rich history dating back to its inaugural meeting on 11 July 1984 in Tennant Creek, attended by notable figures including Grant Heaslip, John Underwood, John Mackenzie, Ian McBean, Trevor Schmidt, Chris Connellan, Cliff Emerson, Ken Warriner, and the Hon Ian Tuxworth MLA, the NTCA has been steadfast in supporting and promoting the interests of cattle producers in the region for many decades.

## Alice Springs

In 2024, the NTCA Annual Conference returns, Alice Springs, where the cattle industry's roots run deep. Home to Undoolya Station, the first pastoral lease in the Northern Territory. Celebrating 152 years in 2024 Undoolya stands as a testament to the spirit of early settlers and their determination to thrive in the vast Australian Outback. Against the backdrop of Alice Springs' iconic red soil and thriving cattle industry, this conference is a tribute to the pioneers and innovators who have shaped the Northern Territory's cattle industry, a celebration of the unique heritage and spirit of the region. As the NTCA commemorates its 40th year, the 2024 Conference serves as a platform to reflect on the journey, embracing traditions and values that have defined the industry. The event brings together industry leaders, producers, stakeholders, and experts from across the nation. Attendees can anticipate a packed schedule over four days, featuring the NTCA Annual General Meeting, Welcome Drinks, Ladies Lunch, the prestigious NTCA Gala Dinner, and the much-anticipated race day.

## Celebrating 40 Years

This significant milestone acknowledges 40 years of growth, resilience, and achievements within the Northern Territory's cattle industry. Over the years, the industry has overcome challenges, embraced opportunities, and fostered a sense of community. The conference provides a unique opportunity to reconnect, learn, and collaborate, discussing the latest trends, innovations, and strategies that will shape the future of the cattle industry. Join us at the NTCA Conference as we celebrate four decades of excellence, bringing together a community dedicated to the prosperity and sustainability of the Northern Territory's cattle industry.



# SPONSORSHIP OPPORTUNITIES OVERVIEW

	Price ex. GST	Page No.
<b>CONFERENCE</b>		5
Major Sponsor	\$ 16,500	
Gold Sponsor	\$ 12,000	
Silver Sponsor	\$ 6,750	
Speaker Sponsor	\$ 4,000	
Expo Booth Only - Expo Hall	\$ 5,000	6
Expo Booth Only - Foyer	\$ 4,500	
<b>GALA DINNER</b>		7
Major Supporter	\$ 16,500	
Supporter	\$ 6,500	
<b>LADIES LUNCH</b>		8
Major Sponsor	\$ 7,500	
Supporter	\$ 3,750	
<b>FUTURE NTCA DINNER</b>		
Sponsor	\$ 4,000	
<b>BUS &amp; MEAL BREAKS</b>		9
Bus Sponsor	\$ 5,500	
Conference Meal Break - Morning Tea	\$ 3,750	
Conference Meal Break - Lunch	\$ 5,750	
Conference Meal Break - Afternoon Tea	\$ 3,750	
<b>RACE DAY</b>		10
Major Sponsor	\$ 5,000	
Supporter	\$ 2,000	

	Price ex. GST	Page No.
<b>MERCHANDISE</b>		11
Conference Program Sponsor	\$ 7,000	
Conference App Sponsor	\$ 7,000	
Satchel Sponsor	\$ 7,000	
Water Bottle Sponsor	\$ 6,000	
<b>CONFERENCE APP</b>		12
Sponsor	\$ 6,000	
<b>ADD-ON ADVERTISING OPPORTUNITIES</b>		13
Satchel insert	\$ 2,000	
Conference App - Notification	\$ 750	
Conference App - Banner	\$ 1,500	
Conference App - Dedicated Page	\$ 2,500	
<b>CONFERENCE PROGRAM ADVERTISING OPPORTUNITIES</b>		14
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

	<b>MAJOR SPONSOR</b> <i>Exclusive Opportunity</i> <b>\$ 16,500</b>	<b>GOLD SPONSOR</b> <i>Multiple Opportunities</i> <b>\$ 12,000</b>	<b>SILVER SPONSOR</b> <i>Multiple Opportunities</i> <b>\$ 6,750</b>	<b>SPEAKER SPONSOR</b> <i>Multiple Opportunities</i> <b>\$ 4,000</b>
<i>Prices are ex. GST</i>				
<b>EXHIBITION BOOTH</b>	<b>DOUBLE</b>	<b>DOUBLE</b>	<b>SINGLE</b>	
<b>2 DAY CONFERENCE TICKETS</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>1</b>
<b>GALA DINNER TICKETS</b>	<b>6</b>	<b>2</b>		
<b>LOGO &amp; LINKAGE ON EVENT WEBSITE &amp; APP</b>	✓	✓	✓	✓
<b>SCREEN ADVERTISING AT EVENT</b>	✓	✓		
<b>ADVERTISEMENT IN CONFERENCE PROGRAM</b>	<b>Full Page</b>	<b>Half Page</b>	<b>Quarter Page</b>	
<b>BANNER DISPLAYED</b>	✓	✓		
<b>LOGO DISPLAYED ON EVENT COLLATERAL</b>	✓	✓	✓	
<b>1/4 PAGE YEARBOOK ADVERTISEMENT</b>	✓	✓	✓	✓

# SPONSORSHIP PACKAGES

## CONFERENCE - BOOTH ONLY

### Options Available:

#### EXPO HALL

\$ 5,000  
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) 2 Day Conference Ticket
- Logo & linkage on event website & app
- 1/8 page yearbook advertisement

#### FOYER

\$ 4,500  
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) 2 Day Conference Ticket
- Logo & linkage on event website & app
- 1/8 page yearbook advertisement

# SPONSORSHIP PACKAGES

## GALA DINNER

	<b>MAJOR SPONSOR</b>	<b>SUPPORTER</b>
<i>Prices are ex. GST</i>	<i>Exclusive Opportunity</i> <b>\$ 16,500</b>	<i>Multiple Opportunities</i> <b>\$ 6,500</b>
NAMING RIGHTS	✓	-
EXHIBITION BOOTH	<b>DOUBLE</b>	-
2 DAY CONFERENCE TICKETS	4	2
GALA DINNER TICKETS	6	2
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓
SCREEN ADVERTISING AT EVENT	✓	✓
ADVERTISEMENT IN CONFERENCE PROGRAM	<b>Full Page</b>	<b>Quarter Page</b>
BANNER DISPLAYED	✓	-
LOGO DISPLAYED ON EVENT COLLATERAL	✓	✓
1/4 PAGE YEARBOOK ADVERTISEMENT	✓	✓



# SPONSORSHIP PACKAGES

## LADIES LUNCH & FUTURE NTCA DINNER

	<b>LADIES LUNCH MAJOR SPONSOR</b>	<b>LADIES LUNCH SUPPORTER</b>	<b>FUTURE NTCA DINNER</b>
<i>Prices are ex. GST</i>	<i>Exclusive Opportunity</i> <b>\$ 7,500</b>	<i>Multiple Opportunities</i> <b>\$ 3,750</b>	<i>Exclusive Opportunity</i> <b>\$ 4,000</b>
NAMING RIGHTS	✓		
EXHIBITION BOOTH	<b>SINGLE</b>		<b>SINGLE</b>
2 DAY CONFERENCE TICKETS	<b>1</b>		<b>2</b>
LADIES LUNCH TICKETS	<b>4</b>	<b>2</b>	
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

	<b>BUS SPONSOR</b>	<b>CONFERENCE MEAL BREAKS</b>	<b>CONFERENCE MEAL BREAKS</b>
<i>Prices are ex. GST</i>	<i>Exclusive Opportunity</i> <b>\$ 5,500</b>	<i>Morning / Afternoon Tea</i> <b>\$ 3,750</b>	<i>Lunch</i> <b>\$ 5,750</b>
NAMING RIGHTS	✓ (Bus)	✓	✓
2 DAY CONFERENCE TICKETS	2	1	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	✓	✓	✓



# SPONSORSHIP PACKAGES

## RACE DAY

	<b>MAJOR SPONSOR</b>	<b>SUPPORTER</b>
<i>Prices are ex. GST</i>	<i>Exclusive Opportunity \$ 5,000</i>	<i>Multiple Opportunities \$ 2,000</i>
NAMING RIGHTS	✓	
OPPORTUNITY TO PROVIDE BRANDED MERCHANDISE	✓	
PHOTO OPPORTUNITY WITH WINNING CONNECTIONS	✓	
PULL-UP BANNER DISPLAYED AT THE VENUE	✓	✓
LOGO ON THE EVENT PROGRAM	✓	✓
TICKETS TO RACE DAY	10	4
BROCHURE DISPLAYED AT THE VENUE	✓	
ADVERTISEMENT IN CONFERENCE PROGRAM	Quarter Page	
LOGO & LINK ON EVENT WEBSITE AND APP	✓	✓



# SPONSORSHIP PACKAGES

## MERCHANDISE

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



# SPONSORSHIP PACKAGES

## CONFERENCE APP

	<b>CONFERENCE APP SPONSOR</b>
<i>Prices are ex. GST</i>	<i>Exclusive Opportunity</i> <b>\$ 6,000</b>
2 DAY CONFERENCE TICKETS	2
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓
ADVERTISEMENT IN CONFERENCE PROGRAM	QTR PAGE
BANNER DISPLAYED	✓
LOGO ON APP SPLASH PAGE	✓
CONFERENCE APP NOTIFICATION	1
CONFERENCE APP: BANNER AD	1
CONFERENCE APP: DEDICATED PAGE	1



# SPONSORSHIP PACKAGES

## ADD-ON ADVERTISING OPPORTUNITIES

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



# 2024 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 16 February 2024 - 50% refund  
After 5pm 16 February 2024 - 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](mailto:rosiep@associatedadvertising.com.au)  
m: 0410 518 884.

## 2024 PROGRAM

**Wednesday, 20 March 2024**

*Ladies Lunch*

**Thursday, 21 March 2024**

*NTCA Conference Day 1*

*Alice Springs Convention Centre*

*NTCA AGM (Full Members Only)*

*Alice Springs Convention Centre*

*Welcome Drinks*

*Alice Springs Convention Centre*

**Friday, 22 March 2024**

*NTCA Conference Day 2*

*Alice Springs Convention Centre*

*Gala Dinner*

*The Quarry*

**Saturday, 23 March 2024**

*Race Day*

*Alice Springs Turf Club*



## CONTACT US

### Conference Organiser:

AA&P Events  
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08 8942 3388

### Sponsorship Coordinator:

Rosie Peace | AA&P Events  
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### Registration & Ticketing Manager:

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### NTCA & Memberships:

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