



NTCA 2026 CONFERENCE SPONSORSHIP & EXHIBITION OPPORTUNITIES

18-20 March 2026 | Darwin Convention Centre

Sponsorship & Exhibition manager: Rosie Peace, rosiep@associatedadvertising.com.au

ABOUT NTCA

For over 40 years, the Northern Territory Cattlemen's Association (NTCA) has been the unwavering voice of Northern Territory cattle producers. From advocating for live export policies to championing infrastructure development, environmental stewardship, and land management, the NTCA ensures that the contributions and practices of its members are recognized and valued by all levels of government and the broader community.

The NTCA is committed to supporting its members through both prosperous and challenging times. As the peak industry body, we stand as a constant presence in an ever-evolving landscape, always advocating on behalf of our members.

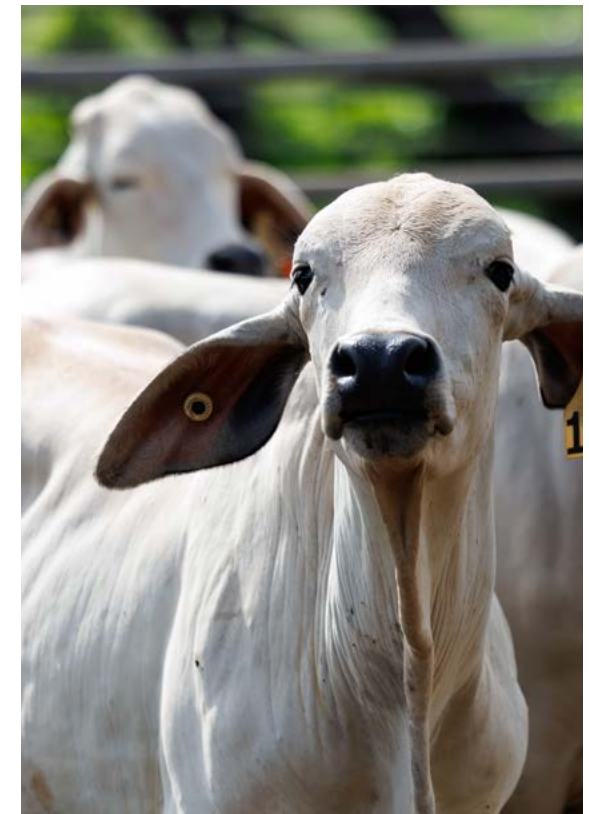
The pastoral industry has been the backbone of the Northern Territory's economy for over 150 years. For four decades, the NTCA has been at the forefront, working alongside the industry to ensure its growth and sustainability.

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



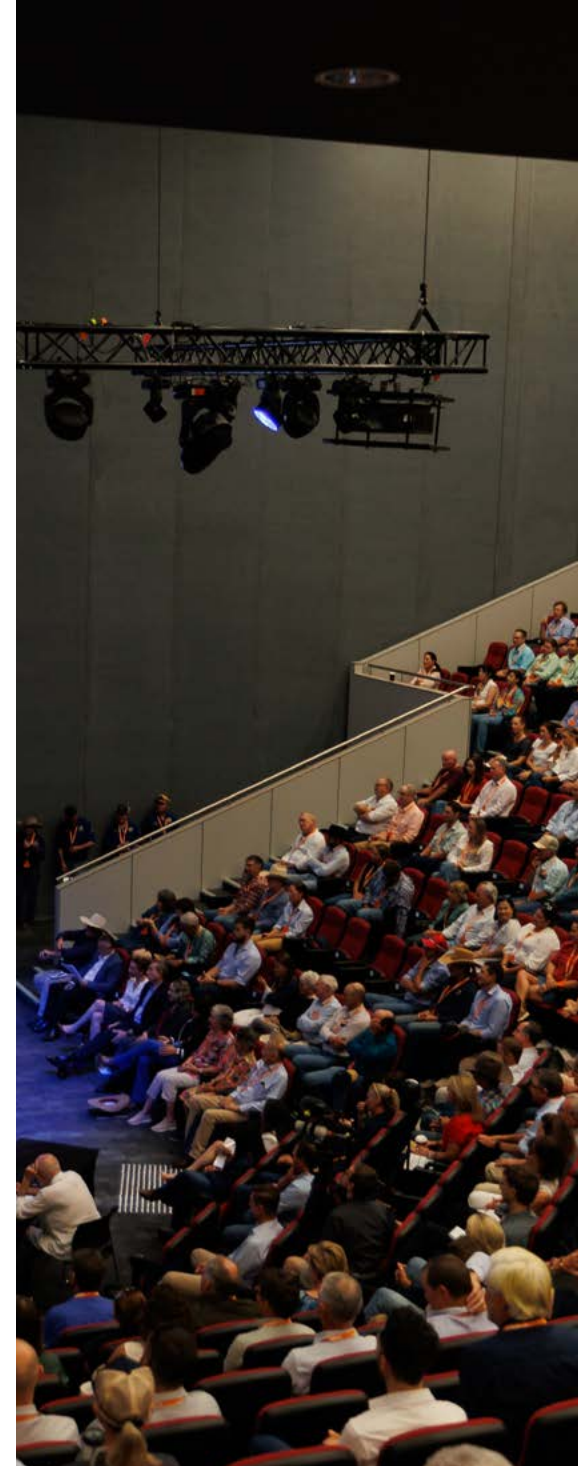
THE NTCA ANNUAL INDUSTRY CONFERENCE

The NTCA Conference is the premier gathering for Northern Territory cattle producers, industry leaders, and key stakeholders. It offers unparalleled opportunities for networking, knowledge sharing, and staying ahead of industry trends, from livestock management to policy developments. Sponsors gain direct access to decision-makers, enhancing visibility and brand recognition while supporting the backbone of the NT's economy.

The NTCA Conference continues to grow as Australia's premier event for the cattle industry. Last year, we welcomed over 1,000 attendees from across the country, all coming together to share insights, explore innovations, and strengthen industry connections.

With a strong focus on emerging trends, including new technology, industry innovation, and primary health care, the conference offers attendees unparalleled opportunities for learning, networking, and contribute to shaping the sector.

For sponsors, the NTCA Conference delivers high-impact exposure, meaningful engagement with key decision-makers, and measurable ROI through access to a highly targeted and influential audience. Partnering with the conference is an investment in both industry growth and long-term relationships.



“Better on Beef”

This year’s conference is a celebration of the Northern Territory beef industry, our people, our landscapes, and our cattle. Few industries carry such weight in shaping the Territory’s identity, prosperity, and connection to the world. Beef is the Territory’s backbone industry: the largest private landholder, a cornerstone employer, and a sector contributing well over A\$1 billion in production value each year. Beyond the numbers, it is the lifeblood of regional communities, the anchor of family enterprises, and the quiet force that sustains the Territory’s economic pulse.

And its reach extends far beyond our borders. Territory cattle shape menus in Jakarta and feedlots in Vietnam; they appear as premium cuts on global dining tables, as trusted protein in regional supply chains, and as everyday meals for Australian families at home. They carry with them the image of wide-open spaces, ingenuity under pressure, and a resilience that has come to define us in the national imagination. The rhythms of the cattle industry are the rhythms of the Territory itself, from the dust of stock camps to the rigour of boardrooms, from the heritage of family stations to global trade halls. When we talk about who we are, and where we are headed, the beef industry is always at the center of that story.

“Better on Beef” captures this truth. It speaks to the grit and expertise of our producers, honed through generations of experience on the land, and to the energy and fresh perspective of those stepping into the industry, bringing with them diverse skills, and the ambition to carry Northern Territory beef into the future. It reflects stewardship of vast rangelands and tropical savannas, where care for country is inseparable from care for cattle. It highlights the strength of an industry that meets challenges head-on and continues to deliver world-class outcomes built on trust, science, and hard work.

This conference is our opportunity to bring these worlds together: to share stories, showcase innovation, and celebrate the resilience that defines us. It is where producers, policymakers, researchers, business leaders and the urban community of Darwin stand side by side to champion an industry that is both heritage and horizon.

Because the truth is simple, and it is powerful: the Territory is better on beef. Our communities are stronger on beef. Our economy is more resilient on beef. And our future, built on confidence, capability, and pride, is better on beef.



SPONSORSHIP OPPORTUNITIES OVERVIEW

	Price ex. GST	Page No.
CONFERENCE DAY 1 - TECH & TEA		
Tech & Tea Major Sponsor	\$ 16,500	6
Tech & Tea Speaker A	\$ 4,500	6
Tech & Tea Speaker B	\$ 1,800	6
Tech & Tea Bus	\$ 3,750	6
CONFERENCE DAY 2 - SECOND ROUND		
Major Sponsor	\$ 16,500	7
Gold Sponsor	\$ 12,000	7
Silver Sponsor	\$ 6,750	7
Session and/or Speaker Sponsor	\$ 5,000	7
EXHIBITION & DISPLAY		
Expo Booth Only - Expo Hall	\$ 5,000	8
Expo Booth Only - Foyer	\$ 4,500	8
NEW Trestle Table	\$ 1,300	9
NEW Foyer Display	\$ 2,000	9
NEW Outdoor Display	POA	9
NEW Demonstration in meeting room	\$ 1,200	9
NEW Demonstration at booth	\$ 500	9
CONFERENCE MEAL BREAKS		
Conference Meal Break - MT & AT	\$ 3,750	10
Conference Meal Break - Lunch	\$ 5,750	10
Coffee Cart	\$ 7,000	10
GALA DINNER		
Major Sponsor	\$ 16,500	11
Supporter	\$ 6,500	11

	Price ex. GST	Page No.
LADIES LUNCH		
Major Sponsor	\$ 7,500	12
Supporter	\$ 3,750	12
Bus Sponsor	\$ 3,750	12
MERCHANDISE		
Satchel Sponsor	\$ 6,000	13
NEW Water Bottle Sponsor	\$ 6,000	13
NEW Sunglass Strap Sponsor	\$ 3,500	13
APP & BOOKLET ADVERTISING OPPORTUNITIES		
Conference Program Sponsor	\$ 3,500	14
Conference App Sponsor	\$ 3,500	14
NEW Advertisement Boost Package	\$ 1,100	14
Quarter Page Advertisement	\$ 1,000	14
Half Page Advertisement	\$ 1,500	14
Full page Advertisement	\$ 2,000	14

**BOOK A SPONSORSHIP
PACKAGE NOW**

**VISIT THE
CONFERENCE WEBSITE**

SPONSORSHIP PACKAGES

CONFERENCE DAY 1 - TECH & TEA

	TECH & TEA MAJOR SPONSOR <i>Exclusive Opportunity</i> \$ 16,500	TECH & TEA SPEAKER A <i>Multiple Opportunities</i> \$ 4,500	TECH & TEA SPEAKER B <i>Multiple Opportunities</i> \$ 1,800	TECH & TEA BUS <i>Exclusive Opportunity</i> \$ 3,750
<i>Prices are ex. GST</i>				
TECH & TEA NAMING SPONSOR	✓			
EXHIBITION BOOTH	DOUBLE	SINGLE		
2 DAY CONFERENCE TICKETS	4	1	1	1
GALA DINNER TICKETS	6	1	1	
SPEAKING OPPORTUNITY	✓	✓	✓	✓ (on the bus)
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓	✓	✓
VIDEO SCREEN ADVERTISING AT EVENT	✓			
ADVERTISEMENT IN CONFERENCE PROGRAM	Full Page			
LOGO DISPLAYED ON EVENT COLLATERAL	✓	✓	✓	✓
NTCA YEARBOOK ADVERTISEMENT	1/4 Page			

SPONSORSHIP PACKAGES

CONFERENCE DAY 2 - SECOND ROUND

	MAJOR SPONSOR <i>Exclusive Opportunity</i> \$ 16,500	GOLD SPONSOR <i>Multiple Opportunities</i> \$ 12,000	SILVER SPONSOR <i>Multiple Opportunities</i> \$ 6,750	SESSION / SPEAKER <i>Multiple Opportunities</i> \$ 5,000
<i>Prices are ex. GST</i>				
EXHIBITION BOOTH	DOUBLE	DOUBLE	SINGLE	
2 DAY CONFERENCE TICKETS	6	4	2	1
GALA DINNER TICKETS	4	2		
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓	✓	✓
VIDEO SCREEN ADVERTISING AT EVENT	✓	✓		
ADVERTISEMENT IN CONFERENCE PROGRAM	Full Page	Half Page	Quarter Page	
LOGO DISPLAYED ON EVENT COLLATERAL	✓	✓	✓	✓
CONFERENCE APP NOTIFICATION	1			1
NTCA YEARBOOK ADVERTISEMENT	1/4 Page	1/4 Page	1/4 Page	1/4 Page

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
- 1/4 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
- 1/4 page yearbook advertisement

Exhibitors also receive discounted additional tickets, giving them access at the exclusive early bird rate.

SPONSORSHIP PACKAGES

CONFERENCE - DISPLAYS & DEMOS

	NEW TRESTLE TABLE <i>Multiple Opportunities</i> \$ 1,300	NEW FOYER DISPLAY <i>Multiple Opportunities</i> \$ 2,000	NEW OUTDOOR DISPLAY <i>Multiple Opportunities</i> POA	NEW DEMO IN MEETING ROOM* <i>Limited Opportunities</i> \$ 1,200	NEW DEMO AT BOOTH** <i>Limited Opportunities</i> \$ 500
<i>Prices are ex. GST</i>					
EXHIBITION BOOTH	Foyer Trestle Table	Space Only	Outdoor Space		
2 DAY CONFERENCE TICKETS	1	1	1		
SPEAKING OPPORTUNITY				✓	✓
APP NOTIFICATION			1	1	1
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓	✓	✓	✓
LOGO DISPLAYED ON EVENT COLLATERAL	✓	✓	✓	✓	✓

Demo in Meeting Room*

For bigger impact, secure a dedicated breakout room. With seating for up to 80 delegates, full AV (screen and microphone), and the freedom to design the room layout, this option maximises engagement. Breakout demos are also listed in the official conference program, promoted via the app with a push notification, and introduced by the MC.

Demo at Booth**

Bring the audience directly to your space. Booth demos include microphone access and power, with exposure to delegates roaming the exhibition area.

Spaces are limited and subject to availability.

SPONSORSHIP PACKAGES

MEAL BREAKS & COFFEE CART

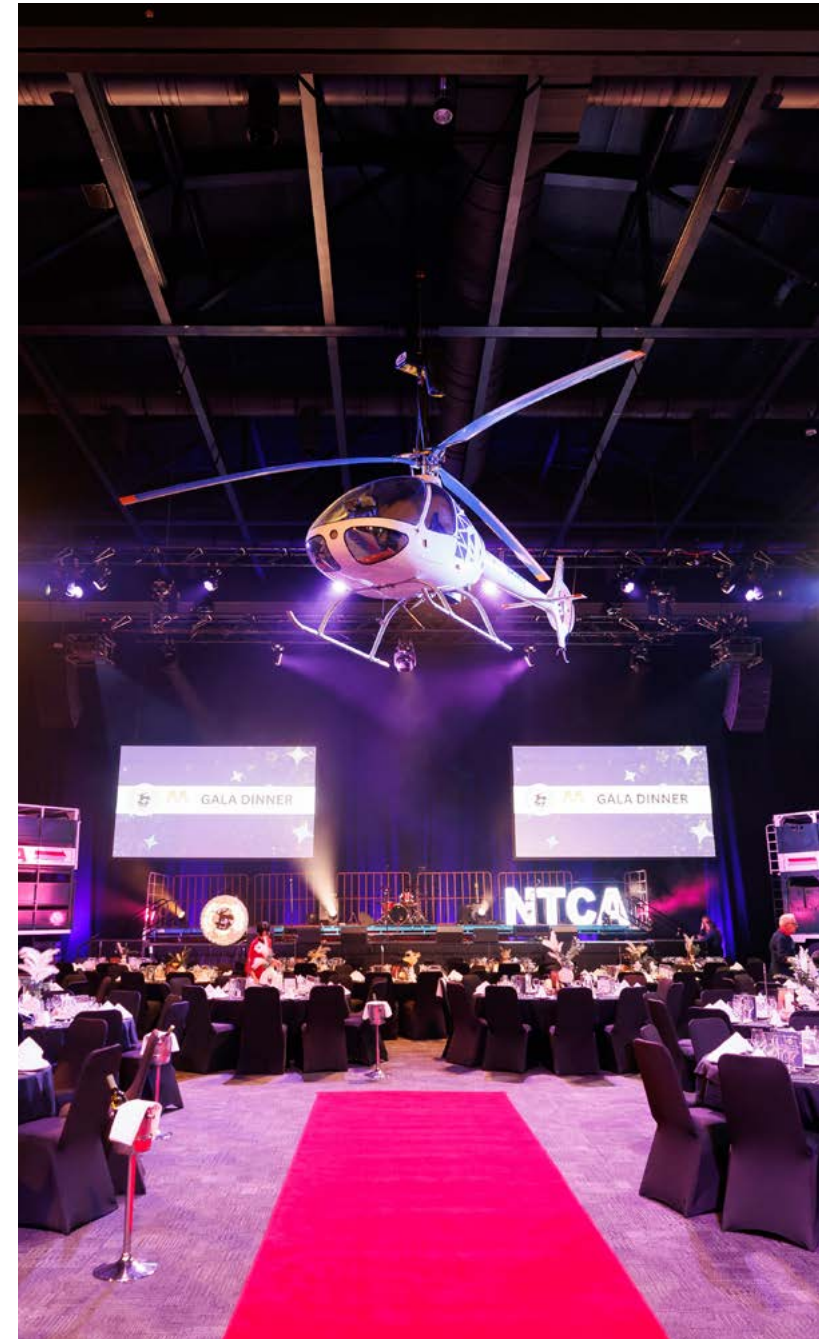
	CONFERENCE MEAL BREAKS	CONFERENCE MEAL BREAKS	COFFEE CART SPONSOR
<i>Prices are ex. GST</i>	<i>Morning / Afternoon Tea</i> \$ 3,750	<i>Lunch</i> \$ 5,750	<i>Exclusive Opportunity</i> \$ 7,000
BOOTH			SINGLE*
NAMING RIGHTS	✓	✓	✓
2 DAY CONFERENCE TICKETS	1	2	2
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓	✓
VIDEO SCREEN ADVERTISING AT EVENT	✓	✓	
LOGO ON EVENT COLLATERAL	✓	✓	✓
 LOGO ON NAPKINS FOR CONFERENCE DAY 2	✓	✓	
ADVERTISEMENT IN CONFERENCE PROGRAM			Quarter Page
NTCA YEARBOOK ADVERTISEMENT	1/8 Page	1/4 Page	1/4 Page

**The Coffee Cart Sponsorship includes prominent branding opportunities at the main 3x3m coffee cart space (with the option to supply your own marquee), plus additional exposure at a secondary coffee station with space for banners and other signage.*

SPONSORSHIP PACKAGES

GALA DINNER

	MAJOR SPONSOR <i>Exclusive Opportunity</i> \$ 16,500	SUPPORTER <i>Multiple Opportunities</i> \$ 6,500
<i>Prices are ex. GST</i>		
NAMING RIGHTS	✓	-
EXHIBITION BOOTH	DOUBLE	-
2 DAY CONFERENCE TICKETS	4	2
GALA DINNER TICKETS	6	2
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓
VIDEO SCREEN ADVERTISING AT EVENT	✓	✓
ADVERTISEMENT IN CONFERENCE PROGRAM	Full Page	Quarter Page
LOGO DISPLAYED ON EVENT COLLATERAL	✓	✓
NTCA YEARBOOK ADVERTISEMENT	1/4 Page	1/8 Page



SPONSORSHIP PACKAGES

LADIES LUNCH & FUTURE NTCA EVENT

	LADIES LUNCH MAJOR SPONSOR	LADIES LUNCH SUPPORTER	LADIES LUNCH BUS SPONSOR
<i>Prices are ex. GST</i>	<i>Exclusive Opportunity</i> \$ 7,500	<i>Multiple Opportunities</i> \$ 3,750	<i>Exclusive Opportunity</i> \$ 3,750
NAMING RIGHTS	✓		
EXHIBITION BOOTH	SINGLE		
2 DAY CONFERENCE TICKETS	1		
LADIES LUNCH TICKETS	4	2	2
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓	✓
LOGO ON EVENT COLLATERAL	✓	✓	✓
EVENT APP NOTIFICATION	1	1	
NTCA YEARBOOK ADVERTISEMENT	1/8 Page	1/8 Page	



SPONSORSHIP PACKAGES

MERCHANDISE

		NEW	NEW
	SACHEL SPONSOR	WATER BOTTLE* SPONSOR	SUNGLASSES STRAP SPONSOR
<i>Prices are ex. GST</i>	<i>Exclusive Opportunity</i> \$ 6,000	<i>Exclusive Opportunity</i> \$ 6,000	<i>Exclusive Opportunity</i> \$ 3,500
2 DAY CONFERENCE TICKET	1	1	1
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓	✓
LOGO ON EVENT COLLATERAL	✓	✓	✓
OPPORTUNITY TO HAVE LOGO ON SPONSORED ITEM(S)	✓	✓	✓ (NTCA Co-branded)
YEARBOOK ADVERTISEMENT	1/8 Page	1/8 Page	



***ABOUT THE WATER BOTTLE:**

Reusable aluminium bottle with 450ml spring water.

Aluminium is one of the most recycled and recycle-friendly packaging as it doesn't degrade and lose its purity. This makes it 100% recyclable time and time again (infinity). This bottle can not only be 100% recycled but it can be reused/re-filled.



SPONSORSHIP PACKAGES

CONFERENCE APP, PROGRAM BOOKLET & ADVERTISING

	CONFERENCE APP SPONSOR	PROGRAM BOOK SPONSOR
<i>Prices are ex. GST</i>	<i>Exclusive Opportunity</i> \$ 3,500	<i>Exclusive Opportunity</i> \$ 3,500
2 DAY CONFERENCE TICKETS	2	1
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓
ADVERTISEMENT IN CONFERENCE PROGRAM	QTR PAGE	FULL PAGE premium placement
Additional Benefits	Logo on App splash page 1x Conference App Notification, Banner Ad & Dedicated Page	1/8 Page Yearbook Advertisement

CONFERENCE BOOKLET ADVERTISING SPACES		
	Price (ex. GST)	The conference program will be A4 landscape. The artwork for the advertisement 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.
Full Page	\$ 2,000	
1/2 Page	\$ 1,500	
1/4 Page	\$ 1,000	

NEW

ADVERTISEMENT BOOST PACKAGE

\$1,100 ex GST

(Valued at \$3,775)

Logo & Linkage on website

Logo on event collateral

1x App Notification

Satchel Insert

Cattlenews tile



Sponsorship & Exhibition Cancellation Dates:

Before 5pm 13 February 2026 - 50% refund

After 5pm 13 February 2026 - 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

CONTACT US

Conference Organiser:

AA&P Events

ntca@associatedadvertising.com.au

08 8942 3388

Sponsorship Coordinator:

Rosie Peace | AA&P Events

rosiep@associatedadvertising.com.au

0410 518 884

2026 PROGRAM

Wednesday, 18 March 2026

Ladies Lunch

TBC

Thursday, 19 March 2026

NTCA Conference Day 1

Darwin Convention Centre

NTCA AGM (Full Members Only)

Darwin Convention Centre

Welcome Drinks

Darwin Convention Centre

Friday, 20 March 2026

NTCA Conference Day 2

Darwin Convention Centre

Gala Dinner

Darwin Convention Centre

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



**BOOK A SPONSORSHIP
PACKAGE NOW**