

THE CENTRE OF BEEF

NT CATTLEMEN'S ASSOCIATION

2027 CONFERENCE

Sponsorship & Exhibition Opportunities

NORTHERN TERRITORY CATTLEMEN'S ASSOC.
DARWIN
KATHERINE
TENNANT CREEK
ALICE SPRINGS
N.T.C.A

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 recognised 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 2.4 million cattle across 45% of the Territory's land mass
- NT Pastoralists manage up to 600,000km^2 of pastoral lease land across the Northern Territory
- 8,000 head of cattle is the average NT herd size
- The average NT cattle property is approximately 3,000km^2
- 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 has become one of Australia's fastest-growing cattle industry events, bringing together the people shaping the future of northern Australia's beef sector.

In 2026, the conference welcomed 1,000+ delegates and 120+ sponsors and exhibitors, cementing its reputation as the industry's must-attend event. In 2027, the conference returns to Alice Springs, bringing together the industry's leading producers, businesses and decision-makers for another outstanding program focused on networking, innovation and industry leadership.

For sponsors, this is your opportunity to put your brand in front of Australia's most influential cattle producers, pastoral companies, agribusinesses and industry leaders. With high-profile networking, strong media exposure and year-round promotion, sponsorship delivers meaningful connections and lasting commercial impact.





All prices in this document are GST exclusive.

The Centre of Beef

In 2027, the Northern Territory Cattlemen's Association returns to Alice Springs, where the NTCA Conference began in 1984.

More than 40 years later, the conference has grown into one of Australia's most significant beef industry gatherings, bringing together producers, industry leaders, policymakers and businesses from across Australia and beyond.

The Centre of Beef speaks to both where we are and who we are.

From Alice Springs, cattle country stretches in every direction. Central Australia is home to some of the world's largest certified-organic beef operations. Across the Northern Territory, pastoral leases cover almost 600,000 square kilometres and support a herd of up to 2.4 million cattle.

The industry sustains families, businesses and remote communities, connects the Territory with markets across Australia and Southeast Asia, and remains central to the economy and identity of northern Australia.

But The Centre of Beef is not just a point on the map. It is the people who keep the industry moving. It is pastoral families, station teams, exporters, transporters, researchers, policymakers and the many businesses and communities that support production across vast distances.

For three days in Alice Springs, we come together to share knowledge, strengthen relationships and focus on the challenges and opportunities ahead.

Returning to Alice Springs is an opportunity to celebrate where the conference began, recognise the people and landscapes at the heart of northern beef, and look ahead to what the industry needs for the decades to come.

The Centre of Beef is more than a place. It is where our industry comes together.



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SPONSORSHIP OPPORTUNITIES OVERVIEW

		Price ex. GST	Page No.
CONFERENCE DAY 1 - TECH & TEA			
Tech & Tea Major Sponsor	$	18,500	6
Tech & Tea Speaker A	$	7,500	6
Tech & Tea Speaker B	$	3,500	6
Tech & Tea Bus	$	4,500	6
CONFERENCE DAY 2 - SECOND ROUND			
Major Sponsor		SOLD OUT	7
Gold Sponsor	$	12,700	7
Silver Sponsor	$	7,300	7
Session and/or Speaker Sponsor	$	7,500	7
EXHIBITION & DISPLAY			
Premium Exhibition Site		SOLD OUT	8
Standard Exhibition Site	$	5,000	8
Trestle Table Display	$	1,400	8
Health Hub Sponsor (with Booth)	$	14,000	9
Health Hub Sponsor (no Booth)	$	10,000	9
Outdoor Machinery Display		POA	9
CONFERENCE MEAL BREAKS			
Conference Meal Break - MT & AT	$	4,000	10
Conference Meal Break - Lunch	$	6,250	10
Coffee Cart	$	8,000	10
GALA DINNER			
Major Sponsor	$	18,500	11
Supporter	$	7,000	11
Bus Sponsor	$	4,500	11
LADIES LUNCH			
Major Sponsor		SOLD OUT	12
Supporter A	$	4,000	12
NEW Supporter B	$	1,100	12
NEW Supporter C	$	600	12
Bus Sponsor	$	4,500	12

		Price ex. GST	Page No.
MERCHANDISE			
Satchel Sponsor	$	6,500	13
Water Bottle Sponsor - Stand-alone	$	6,000	13
Water Bottle Sponsor - Add-on	$	3,500	13
NEW Lip Balm	$	3,200	14
Sunglasses Strap	$	3,000	14
NEW Socks x100	$	3,900	14
NEW Socks x200	$	5,500	14
NEW Toothpicks	$	2,500	14
APP & BOOKLET ADVERTISING OPPORTUNITIES			
Conference Program Sponsor	$	4,000	15
Conference App Sponsor	$	4,000	15
Advertisement Boost Package	$	1,100	15
NEW Standalone Advertisement Boost Package	$	2,500	15
Quarter Page Advertisement	$	1,000	15
Half Page Advertisement	$	1,500	15
Full Page Advertisement	$	2,000	15
NEW Venue Branding Package	$	2,800	16
NEW Event Facade Branding	$	4,500	16

BOOK A SPONSORSHIP PACKAGE NOW

VISIT THE CONFERENCE WEBSITE

SPONSORSHIP PACKAGES

CONFERENCE DAY 1 - TECH & TEA

Prices are ex. GST	**TECH & TEA MAJOR SPONSOR** *Exclusive Opportunity* **SOLD OUT**	**TECH & TEA SPEAKER A** *Multiple Opportunities* $ 7,500	**TECH & TEA SPEAKER B** *Multiple Opportunities* $ 3,500	**TECH & TEA BUS** *Exclusive Opportunity* $ 4,500
TECH & TEA NAMING SPONSOR	✓			
EXHIBITION BOOTH	DOUBLE (Priority Allocation)	SINGLE		
2-DAY CONFERENCE TICKETS	4	1	1	1
GALA DINNER TICKETS	6			
SPEAKING OPPORTUNITY	✓	✓	✓	✓ *(on the bus)*
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			
ADDITIONAL BENEFITS	1x Satchel Insert 2x App Notifications 1x Dedicated Social Media Post			

All prices in this document are GST exclusive.

SPONSORSHIP PACKAGES

CONFERENCE DAY 2 - SECOND ROUND

Prices are ex. GST	MAJOR SPONSOR *Exclusive Opportunity* SOLD OUT	GOLD SPONSOR *Multiple Opportunities* $ 12,700	SILVER SPONSOR *Multiple Opportunities* $ 7,300	SESSION / SPEAKER *Multiple Opportunities* $ 7,500
EXHIBITION BOOTH	DOUBLE (Priority Allocation)	DOUBLE	SINGLE	
2-DAY CONFERENCE TICKETS	6	4	2	1
GALA DINNER TICKETS	4	2		1
SPEAKING OPPORTUNITY				✓
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓	✓	✓
VIDEO SCREEN ADVERTISING AT EVENT	✓	✓	✓	✓
ADVERTISEMENT IN CONFERENCE PROGRAM	Full Page	Half Page	Quarter Page	Quarter Page
LOGO DISPLAYED ON EVENT COLLATERAL	✓	✓	✓	✓
CONFERENCE APP NOTIFICATION				1
NTCA YEARBOOK ADVERTISEMENT	1/4 Page	1/4 Page	1/8 Page	
ADDITIONAL BENEFITS	1x Satchel Insert 2x App Notifications 1x Dedicated Social Media Post			

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SPONSORSHIP PACKAGES

CONFERENCE - BOOTH ONLY

Options Available:

PREMIUM EXHIBITION SITE

SOLD OUT

Prime exhibition space in the main hall, located near the coffee cart or catering stations to maximise delegate traffic and visibility. Strictly limited availability.

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

STANDARD EXHIBITION SITE

$ 5,000 ***ex. GST***

Exhibition space in the main hall, with sites allocated on a first-come, first-served basis once the floorplan is released. Limited foyer locations available.

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

TRESTLE TABLE DISPLAY

$ 1,400 ***ex. GST***

A compact display space in the foyer, ideal for organisations wanting a presence at the event. Strictly limited availability.

Exhibitors can also purchase additional tickets at the exclusive early bird rate.

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SPONSORSHIP PACKAGES

CONFERENCE - DISPLAYS & HEALTH HUB

Prices are ex. GST	**HEALTH HUB (no booth)** *Multiple Opportunities* $ 10,000	**HEALTH HUB (with booth)** *Multiple Opportunities* $ 14,000	**OUTDOOR MACHINERY DISPLAY** *Multiple Opportunities* POA
EXHIBITION BOOTH		SINGLE	
2-DAY CONFERENCE TICKETS	2	2	
GALA DINNER TICKETS	2	2	
VIDEO SCREEN ADVERTISING AT EVENT	✓	✓	
ADVERTISEMENT IN CONFERENCE PROGRAM	Quarter Page	Quarter Page	
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓	✓
LOGO DISPLAYED ON EVENT COLLATERAL	✓	✓	✓
NTCA YEARBOOK ADVERTISEMENT	1/4 Page	1/4 Page	



All prices in this document are GST exclusive.

SPONSORSHIP PACKAGES

MEAL BREAKS & COFFEE CART

Prices are ex. GST	**CONFERENCE MEAL BREAKS** ***Morning & Afternoon Tea*** $ 4,000	**CONFERENCE MEAL BREAKS** ***Lunch*** $ 6,250	**COFFEE CART SPONSOR** ***Exclusive Opportunity*** $ 8,000
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	✓	✓	✓
CO-BRANDED NAPKINS	✓	✓	
ADVERTISEMENT IN CONFERENCE PROGRAM			Quarter Page
NTCA YEARBOOK ADVERTISEMENT	1/8 Page	1/4 Page	1/8 Page

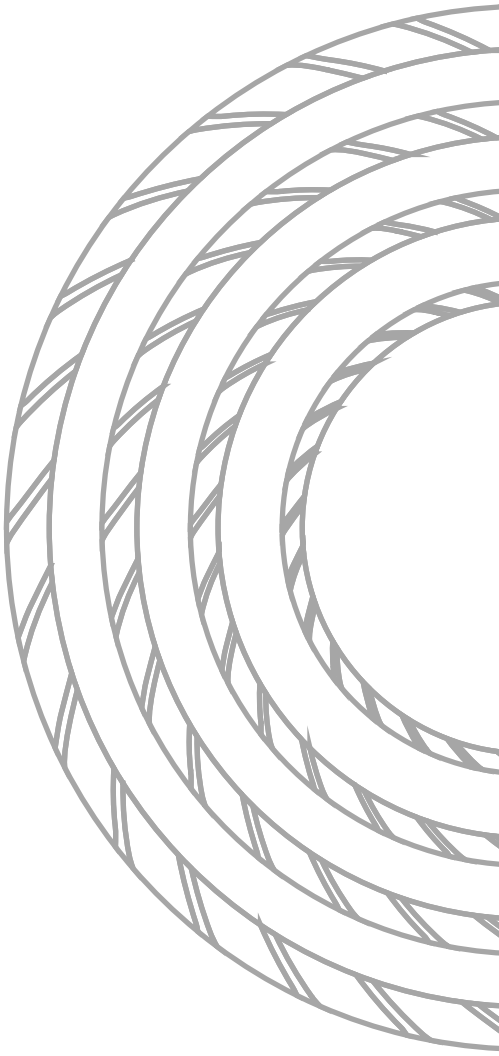
**The Coffee Cart Sponsorship includes prominent branding opportunities at the main 3 x 3m coffee cart space (with the option to supply your own marquee), plus additional exposure at a secondary coffee station with space for banners and other signage.*

All prices in this document are GST exclusive.

SPONSORSHIP PACKAGES

GALA DINNER

Prices are ex. GST	**GALA DINNER MAJOR SPONSOR** *Exclusive Opportunity* $ 18,500	**GALA DINNER SUPPORTER** *Multiple Opportunities* $ 7,000	**GALA DINNER BUS SPONSOR** *Multiple Opportunities* $ 4,500
NAMING RIGHTS	✓	-	-
EXHIBITION BOOTH	DOUBLE	-	-
2-DAY CONFERENCE TICKETS	4	2	
GALA DINNER TICKETS	6	2	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	1/4 Page	1/8 Page



All prices in this document are GST exclusive.

SPONSORSHIP PACKAGES

LADIES LUNCH

Prices are ex. GST	LADIES LUNCH MAJOR SPONSOR *Exclusive Opportunity* SOLD OUT	LADIES LUNCH SUPPORTER A *Multiple Opportunities* $ 4,000	LADIES LUNCH SUPPORTER B *Multiple Opportunities* $ 1,100	LADIES LUNCH SUPPORTER C *Multiple Opportunities* $ 600	LADIES LUNCH BUS SPONSOR *Exclusive Opportunity* $ 4,500
NAMING RIGHTS	✓				
EXHIBITION BOOTH	SINGLE				
2-DAY CONFERENCE TICKETS	1				
LADIES LUNCH TICKETS	4	4	2	1	2
VIDEO SCREEN ADVERTISING AT EVENT	✓				✓
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓			✓
LOGO ON EVENT COLLATERAL	✓	✓	✓		✓
EVENT APP NOTIFICATION	1				
NTCA YEARBOOK ADVERTISEMENT	1/8 Page	1/8 Page			

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SPONSORSHIP PACKAGES

MERCHANDISE

Prices are ex. GST	SATCHEL SPONSOR *Exclusive Opportunity* $ 6,500	WATER BOTTLE* SPONSOR *Exclusive Opportunity* *Stand-alone* $ 6,000	*Add-on*** $ 3,500
2-DAY CONFERENCE TICKET	1	1	
EXHIBITION BOOTH		SINGLE	
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓	✓
LOGO ON EVENT COLLATERAL	✓	✓	✓
OPPORTUNITY TO HAVE LOGO ON SPONSORED ITEM(S)	✓	✓ (NTCA Co-branded)	✓ (NTCA Co-branded)
YEARBOOK ADVERTISEMENT	1/8 Page		



**ABOUT THE WATER BOTTLE:*

Reusable aluminium bottle with 450 mL spring water. Aluminium is one of the most recycled and recyclable packaging materials, as it does not degrade or lose its purity. This means it can be recycled repeatedly without losing quality. The bottle can also be reused and refilled.

***ADD-ON SPONSORSHIP OPPORTUNITIES*

Discounted add-on rates are available exclusively to sponsors with a primary sponsorship investment of at least $5,000+ GST, unless otherwise specified. Add-on opportunities cannot be purchased in conjunction with lower-tier packages to access the discounted rate. Stand-alone pricing applies where the qualifying sponsorship threshold is not met.



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SPONSORSHIP PACKAGES

MERCHANDISE

Prices are ex. GST	LIP BALM SPONSOR x700 NEW *Exclusive Opportunity* $ 3,200	SOCKS SPONSOR x100 *Multiple Opportunities* $ 3,900	SOCKS SPONSOR x200 *Multiple Opportunities* $ 5,500	SUNGLASSES STRAP SPONSOR NEW *Exclusive Opportunity* $ 3,000	TOOTHPICKS SPONSOR x700 *Exclusive Opportunity* $ 2,500
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓	✓	✓	✓
LOGO ON EVENT COLLATERAL	✓	✓	✓	✓	✓
OPPORTUNITY TO HAVE LOGO ON SPONSORED ITEM(S)	✓	✓ (NTCA Co-branded)	✓ (NTCA Co-branded)	✓ (NTCA Co-branded)	✓



SPONSORSHIP PACKAGES

CONFERENCE APP, CONFERENCE BOOKLET & ADVERTISING PACKAGES

Prices are ex. GST	CONFERENCE APP SPONSOR *Exclusive Opportunity* $ 4,000	CONFERENCE PROGRAM SPONSOR *Exclusive Opportunity* $ 4,000
2-DAY CONFERENCE TICKETS	2	1
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓
ADVERTISEMENT IN CONFERENCE PROGRAM	QUARTER 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)	
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 advertisement is to be provided by you as the sponsor. The final specifications and dimensions required will be communicated to you once your bookings are finalised.

ADVERTISEMENT BOOST PACKAGE

$1,100 ex. GST
(Valued at $3,775)

Logo & Linkage on website
Logo on event collateral
1x App Notification
1x Satchel Insert
Cattlenews tile

Available only as an add-on to an existing sponsorship or exhibition package.

NEW

STANDALONE ADVERTISEMENT BOOST PACKAGE

$2,500 ex. GST
(Valued at $3,775)

Logo & Linkage on website
Logo on event collateral
1x App Notification
1x Satchel Insert
Cattlenews tile

For organisations looking to increase their visibility at the event without taking up a sponsorship or exhibition package.

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ADVERTISING & SIGNAGE PACKAGES

Prices are ex. GST	**VENUE BRANDING PARTNER** *Exclusive Opportunity* $ 2,800	**EVENT FACADE BRANDING** *Exclusive Opportunity* $ 4,500
VIDEO SCREEN ADVERTISING AT EVENT	✓	✓
LOGO & LINKAGE ON EVENT WEBSITE & APP	✓	✓
LOGO ON EVENT COLLATERAL	✓	✓
SATCHEL INSERT	✓	✓

Other signage packaging may be available.
Please contact Rosie at rosie@aapeventspr.com.au for more information.



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NTCA GALA DINNER CHARITY AUCTION

Donate an item. Back a cause. Make an impact.

The NTCA Gala Dinner Charity Auction brings the industry together to raise funds for organisations making a difference across northern Australia and our communities.

In 2027, the auction will support:

- **Future NTCA –** 6 auction items
- **Dolly's Dream** – 3 auction items **FULL**
- **ICPA Alice Springs** – 3 auction items

Donate an Auction Item

NTCA partners, sponsors and industry supporters are invited to nominate high-quality items, experiences and packages for the Gala Dinner Charity Auction.

From travel and unique experiences to premium products and industry packages, we're looking for items that will get the room bidding.

Only 12 live auction positions are available.

Donors may nominate their preferred beneficiary, subject to availability, beneficiary acceptance and final NTCA approval.

HAVE SOMETHING TO DONATE?

Scan or click the QR code to submit your proposed item and preferred beneficiary.

DONATIONS CLOSE: 10 January 2027

or when positions are filled.

Confirmed donors will receive recognition alongside their auction item and through relevant Gala Dinner auction promotion.



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Sponsorship & Exhibition Cancellation Dates:
Before 5pm on 16 February 2027 - 50% refund
After 5pm on 16 February 2027 - 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 more information, please contact:

Rosie Peace | AA&P Events
e: rosie@aapeventspr.com.au
m: 0410 518 884

CONTACT US

Conference Organiser:
AA&P Events & PR
ntca@aapeventspr.com.au
08 8942 3388

Sponsorship Coordinator:
Rosie Peace | AA&P Events & PR
rosie@aapeventspr.com.au
0410 518 884

2027 PROGRAM

Wednesday, 17 March 2027

Ladies Lunch
TBC

Thursday, 18 March 2027

NTCA Conference Day 1
Alice Springs Convention Centre

NTCA AGM (Full Members Only)
Alice Springs Convention Centre

Welcome Drinks
Alice Springs Convention Centre

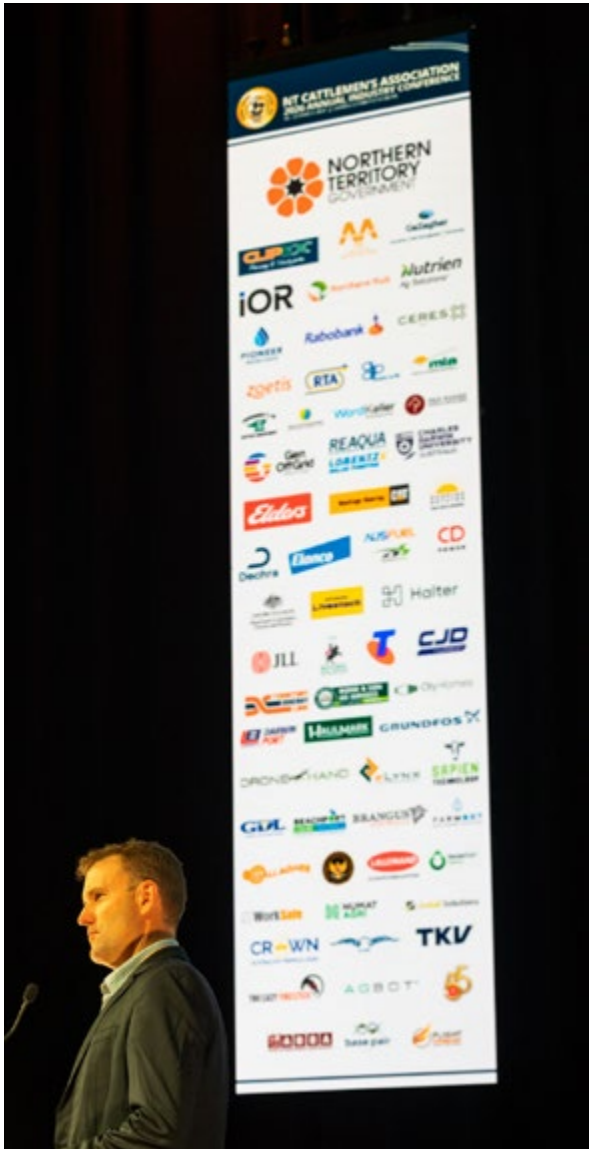
Friday, 19 March 2027

NTCA Conference Day 2
Alice Springs Convention Centre

Gala Dinner
TBC

Registration & Ticketing Manager:
Sita Carolina | AA&P Events & PR
sita@aapeventspr.com.au
08 8942 3388

NTCA & Memberships:
Emily Fagg | NT Cattlemen's Association
office.darwin@ntca.org.au
08 8981 5976



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